

*To my wife, Debbie, who makes me the best I can be every
single day.*

P/Repurpose

Your logical, but contrarian guide to creating engaging content that doesn't cost a crap ton of money, helps you build an engaged audience, and brings in attributable revenue.

Written for marketing strategists, leaders, and owner-operators that market & sell their products/services to other businesses so that they can operate extremely well on budgets large and small AND still be accountable to producing revenue and profit.

Introduction

“We need to do more with less.”

I flipping hate that phrase.

I hate it because those who have used it also gave ZERO guidance on what they meant. Or worse, they meant “output more things with less investment and fewer people”.

And recently we have seen massive layoffs, 211k people impacted according to TrueUp.io¹.

Decreased budgets, an increased focus on AI... for many likely reasons.

None of which I will cast aspersions about in this book because they do not matter. The point of this book is to make you bad-times proof, so to speak.

I believe the only way a business should be considered “good” is if it is profitable above all else. They bring in more money than they spend, on a regular basis, and if possible they continue to bring in larger revenues that increase their profits.

Emphasis on “bring in more money.”

Not simply “spend less money.”

In B2B marketing, a lot of spend happens daily but not a lot of direct revenue generation happens daily.

Part of this is because the current corporate system inside the business isn't setup for Marketing teams to actually generate revenue OR be able to attribute/track the performance of their spend back to revenue generation.

ROI.

We need to show that dreaded phrase, back to the business regularly.

As a marketer who cares about generating revenue, I want my target audience to take ONE step toward solving their most pressing problem. I know that when I put words in front of someone, compel them to be read, convey a message to that audience that has a problem, and persuade them to take just ONE step forward I am impacting the business directly.

BUT...

Not everyone in Marketing (especially leaders) can translate what we know in our heart of hearts to the C-suite or Board.

The elephant in the room: ROI in B2B Marketing

Why the hell is it so important?

Because without a meaningful return, you're just throwing money down the drain. Your CMO or VP or Director of Marketing doesn't want to flush money away. They want to be seen as a profit center, a partner that is actually helping the business grow, helping Sales hit their goals, and to be able to tell success stories to the C-suite and the Board.

Content for the sake of content is bullshit.

Telling a good story is great, but only if it helps a prospect take that next step and hire you (and let's face it, everyone in your audience should be thought of as a prospect). This book is going to be your guide to squeezing every last drop of ROI out of your B2B content marketing.

Grab a coffee, sit back, and let's get started.

And instead of hearing "let's do more with less", let's reframe that for ourselves and our leaders. Let's not just repurpose our content.

Let's ***P/Repurpose*** our content.

- Let's focus on building an engaged audience that converts to paying customers.
- Let's create content that is actionable and valuable for our audience.
- Let's help them solve problems on their journey to working with us.

- Let's get the most possible out of the content we have and will produce in the future by using it again and again.
- Let's get serious about selling the value of the content we produce.
- Let's build trust with our audience by demonstrating we can help them by actually helping them.

By the end of this book, you will have all the tools and skills you to create content that builds trust, gives your audience ways to take one step forward on their journey, and that converts to revenue.

Lastly, you'll notice there are a lot of "empty" pages. This is by design as I'm hoping that you'll have more than enough room for notes after each chapter.

Attribution

1. <https://www.trueup.io/layoffs>

Part 1:

Content Strategy

“Content is king.” For the past decade or longer, it has been coded into our operating system that if we don’t produce great content regularly we aren’t doing our jobs right.

Create MORE content. I used to believe that, so I’d strive to consistently create really great content and promote the heck out of it. The whole process was exhausting and I started to look for alternatives to ME doing all that work.

But more content without a strategy to support it’s success does not make sense. Instead of simply “more”, let’s reframe it to more valuable content to both your audience and to your business growth.

First, it should be packed with value (as perceived by our audience), ideally it helps them take at least ONE step forward on their journey to solve the problem(s) they have, AND it must also help to generate sales.

The art of the Prepurpose

When you **prepurpose** your content, you know exactly what outcome you hope to achieve with it.

You know exactly the outcome someone can get by putting it into practice.

You also know how you will promote this content, which specific channels, and what media will work best on each of them.

And finally, you will know what you can and will use from your main content to promote it.

In order to get started, you've got to identify a few things.

- Clearly identify who your target audience is.
- Establish what goals you're trying to achieve.
- A "funnel" process to use in generating leads, booked demos, or direct sales.
- How SEO plays into your content strategy.
- Promoting your content to ensure the right people know it exists and where to find it.

CHAPTER 1

Understanding your Target Audience

Who are you creating content for? Who needs to hear what you have to say?

Who should buy your products or services and why?

If you don't know your buyer, your buying committee members, or general audience, you might as well be shooting in the dark. Get to know your target audience, their needs, their pain points, and what makes them tick.

Once you've got that down, you can create killer content that speaks directly to them and what they care about.

Your audience, like everyone's, has problems. And those problems cause emotions in our audience.

It's your job to align with those problems and emotions, figure out what life could be like when those problems don't exist anymore, and key into the outcomes your product or service can generate for them if and when they become a customer.

Here's an example in B2B...

I'm the head of IT procurement and I'm sick of dealing with rising costs of laptops, servers, and everything in between. I'm also fed up with bad support from my current vendor.

You, being the damn good marketer you are, know that these are 2 hot buttons and you press the living shit out of them in your content. You also show me how others like me are dealing with this same issue.

Then you show me that I don't need to have these issues, because not all IT equipment companies are the same and there are better options out there.

Your company, is one of those that can do it better.

AND YOU KNOW WHAT YOU DO NEXT???

You put a "call to action" (CTA) inside your content that pulls me into a conversation in my own head that I'm already having with myself and validate it.

You tell me,

"We can't guarantee you'll get better pricing with us, but we can guarantee you won't hate our customer service and we'd love to show you why. It'll take 15 minutes and if we're not the right fit, we'll buy you lunch anyway. No harm, no foul."

You call me to action to take ONE step closer to solving my problem.

Easy peasy.

How to quickly identify the pain and the problems

Hot take: ***Ask somebody.***

Connect with your target audience on LinkedIn, find where they hangout in your city or town, seek out their trade publications (online and in the real world).

If you can't do any of that, the next best thing is to simply ask your Sales team. Ideally your top sellers, cause they are already connecting with prospects and leads and they are hearing it from the horse's mouth.

If you can't do THAT, then ask your product or portfolio team. You know, the people who made the products and services. They should have amazing information for you on why your product or service exists.

In an ideal world, you'd be doing all of these things.

Learn what your audience cares about from THEIR perspective. This will come in handy later on when we get into creating the content.

CHAPTER 2:

Identifying and Setting Measurable Goals

It's important to start with where you want to be or what you want to have accomplished BEFORE you start working on stuff. I made a determined point of including this chapter at the start.

Without clear, measurable goals, how the hell are you supposed to know if your content is working? Set SMART goals (Specific, Measurable, Actionable, Relevant, Time-bound) to keep your content strategy on track.

Now some may say I've swapped Achievable out for Actionable.

Very good eye.

That's because all goals are achievable. But if you cannot action them, you cannot achieve them.

Hence, Actionable is the "A" in SMART for this book.

Here's an example at a high-level:

Our content will, as often as is possible, start with Video as the capture medium.

It will be topically relevant to the problems we solve for customers.

All content will help our audience be able to take at least one step forward toward solving their big problem.

A call to action to speak with our team will always be included, for those who may be ready now.

More in the weeds example:

This webinar will capture 35 leads and qualify 5 ideal customers or clients, generating at least \$800k in Pipeline.

It will affirm to the audience what they want, teach the audience how to get what they want with actions they can take today, and it will provide a way to do it faster (like by paying us to do it for them).

It will be offered to no less than 3,000 Ideal Customer Profiles (ICP's) within our 10,000 target customer audience.

Quick Rule of Thumb for Goals and Content

Your content should be serving a purpose for at least 2 audiences, always.

Unpopular opinion maybe, but I'll argue why below.

The first is your customer audience.

This is pretty self-explanatory, but at no time should the goal be “to give thought leadership”. Thought leadership is not content that converts, or really improves people’s lives. It helps zero people on it’s own. It’s still something you should have, long-term. But it will not get you results generating revenue.

If you’re going to be a thought-leader, you’d better also be calling your readers/viewers/listeners to action and that action better help them take at least ONE step forward to solving the big problem you can help them solve. Why only one step forward? Because that’s progress and progress builds trust.

This audience could also not be customers, like for recruiting as an example. I’m not going to focus on that here, but it’s fair to call out.

The second is one of the following:

- Business Development & Sales
- Customer Success
- Marketing - Product, Demand Gen, Customer, Performance, Field, or Events
- Brand development

These secondary audiences are incredibly important because they should all be leveraging the content you produce for themselves.

Business Development and Sellers should be able to use your content to help build trust, 1:1 with their prospects (your audience, but granular) and they should not be struggling (cause they won't do it if it's hard) to figure out how to use it.

Customer Success should be able to point existing customers and clients to content that helps them adopt the product, understand areas of "trouble" that previous customers and clients had so they can avoid them, and your content should help customer success keep or build even more trust with these customers and clients.

The rest of the marketing team should be able to help point your target audience to content and they should be confident that in doing so, they are helping to build trust because your content actually helps them take at least one step forward on their journey... and ideally, with your company.

For brand development... you've really got only 2 things to concern yourself with. Trust or perceived value and recognition. All B2B content should build trust with the audience in some way AND it should reinforce your brand in the audiences mind.

CHAPTER 3:

Creating a Content Marketing Funnel

You've got your audience. You've got your goals.

Now, it's time to guide your audience through their buying journey with a well-structured content marketing funnel.

Awareness, consideration, decision is a simple model you can use - your content should cater to your audience at every stage of this journey.

That's not to say that you must have different pieces of content for each stage of the customer journey. This is where a lot of content marketers get stuck as that would be a TON of flipping work.

I like to think that we can reach people at any stage of the funnel in a single content piece if we plan it out really well.

And I think everyone could do with a little more planning before creating any content.

Mindset for the Awareness phase

In the Awareness phase, typically people are topic aware and MAYBE problem aware and MAYBE they are curious about some ways of solving the problem.

Awareness	Topic aware, Maybe: Problem
Consideration	
Decision	

However, they don't need it solved yet. They don't have a burning need or desire to get away from the pain the problem is causing.

It doesn't hurt that bad yet.

We're also hoping we see what life could look like without this problem. What can we become, be able to do, or have once that problem is gone.

You're painting them a picture of a better future. A brand new day.

Mindset for the Consideration phase

In the Consideration phase, we're feeling some pain and recognizing that it might be growing and so our burning need or desire to escape from the pain is higher and we're shopping options to get rid of that pain.

Awareness	Topic aware, Maybe: Problem
Consideration	Problem aware & feeling it. Seeking solutions to escape from it.
Decision	

We want the problem solved, but we are in heavy research to ensure we're not spending money without some promise we can make to ourselves or our bosses. You know, those people who get mad when you spend their money on shit that doesn't get a return on the investment.

Yeah, those assholes.

This is where the outcomes can really shine through because we already know it sucks to have the problem and the pain.

We need a clear picture of what life will look like without this problem.

Continue painting that picture of a better, brighter future.

Mindset for the Decision phase

In the Decision phase, we're dotting all the "i"s and crossing all the "t"s to make sure we have selected the best options to get rid of our problem. We should know what life can look like and we should be aligned to that vision and desired outcome.

This phase is where I'm gonna need to know a few things in B2B, like...

- How do I sell this to my boss?, and
- How does it work with my existing technology?, and
- What is the typical on-boarding time?, and
- How long before I will see a measurable return on my investment?

I need to be enabled to either pull the trigger myself OR get my buying committee bought in so they approve pulling the trigger.

Awareness	Topic aware, Maybe: Problem
Consideration	Problem aware & feeling it. Seeking solutions to escape from it.
Decision	Know my preferred options to solve my problem and are looking for reasons to say "Yes."

Do your best to leave nothing to chance in this phase.

Think through all those questions, and likely more (talk to your sellers here for common objections or questions), so you provide the answers BEFORE they become a question in your audience's mind.

How to plan content with the funnel in mind

I hate creating content if it doesn't serve a purpose. Live by the mantra "Demonstrate you can help people by actually helping them."

So to me, content should always serve a helpful (and actionable) purpose.

When you sit down to plan your content, you are in 1 of 2 places:

1. You have an existing funnel that is working to generate leads, demos, or sales
2. You are starting with nothing proven, no existing successful campaign, program, or funnel

Regardless of which place you find yourself in, the biggest tip I can give you here is to plan your content with ONE thing in mind... and that's how you're going to promote it.

- Which channel(s) do my ideal clients use today that I should promote through?
- What channel(s) or locations will you use to host your content?
- What channels will you use to promote your content?

In B2B, the main ones are Social Media sites like LinkedIn, X, Reddit (especially in the Technology space), online content networks like Forbes or TechTarget, Industry journals or trade publications, your flipping website, and YouTube.

Yes there are more, but these are the most common I would wager.

Why focus on the promotion before you create content?

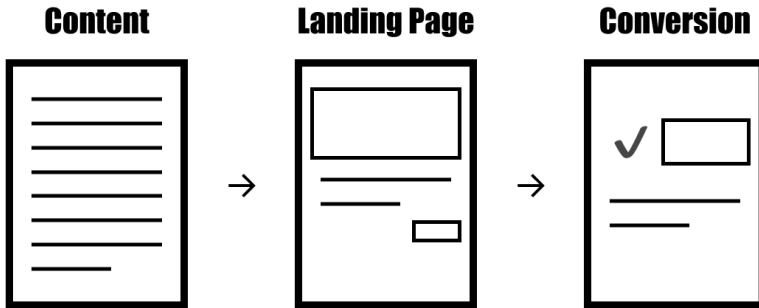
The reason I focus on the promotion so much is because if you don't know how you'll promote your content you'll spend a lot more time figuring out how to promote it. Knowing where you'll promote it helps you build it in the first place. You'll be able to preframe the promotion while you build your content.

This saves time, effort, and gives your subject matter experts a lot more guidance on what they'll need to do for you to help the content be as successful as possible.

For example...

If you create a video and put it on YouTube and your Website... and you're using LinkedIn and your email newsletter to promote it... what would you do in the planning and production of that video differently than if you planned to use it for Content Syndication?

Well, you might plan to have specific questions answered in less than 60 seconds.



Why? Because you could then pull those out and create YouTube Shorts and also use those as video posts on LinkedIn to drive back to the main video on YouTube or your Website.

You could also then pull the transcript and add snippets or “teasers” into your email newsletter to drive traffic to the full video.

Knowing ahead of time where you will promote your content can help you plan for the structure of your content which makes it so much easier to promote it.

Save time, save money, reduce frustration with your partners... SME's, Digital Marketing, Demand Gen, and more.

Planning content with an existing funnel in mind

If you have an existing funnel that is working to generate leads, demos, or sales already... hot damn! You're in a great place.

Now you look at your existing funnel and begin by documenting the content you already have that's driving traffic to it. Even if that is only advertising.

There will always be gaps or unanswered questions that you can use as your starting point.

You must document this clearly and your mission statement becomes to create or re-promote content that helps to drive even more qualified people toward your funnel.

How you identify "qualified" is 100% up to you and your business and should ONLY align to what's working already.

If it ain't broke, don't fix it.

So in simple terms, your content plan is to answer questions to fill the gaps, in various forms of media to serve through specific channels to your target audience.

An example we can all relate to

You've got a pricing page on your website that you've identified is a main source of Demo requests and you're

already driving traffic to it thru Advertising... maybe it's search traffic or retargeting ads on LinkedIn that you show to people who have visited your Pricing page in the prior 30 days.

This happens a lot especially in Product Lead Growth and SaaS companies.

You can now plan content that supports the answer of “How much does a solution to my problem cost?”

And, full-transparency here... you SHOULD tell your audience how much it could cost. If not, then give them a range.

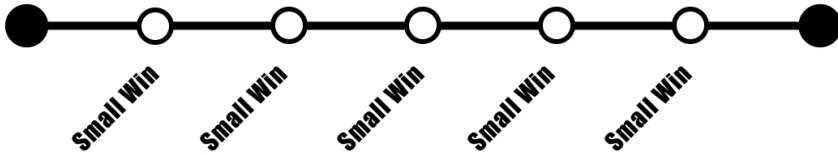
You can come at this from different angles such as

- What is the typical cost to escape from problem and arrive to outcome?
- What should I be prepared to pay to escape from problem and arrive to outcome?
- Who is charging X for their solution to escape from problem and arrive to outcome?

Each of these could be a piece of content that stands alone OR you could create multiple pieces of content that answer these questions from each of the angles.

Escape From

Arrive To



Planning content with no funnel yet

If you don't have a successfully converting funnel or campaign or program, you're in a challenging but amazing place. The key here is to start with a simple process that I came across and flat out stole from Frank Kern (<https://frankkern.com/>), internet marketer extraordinaire, called the Escape From, Arrive To framework.

This is a fantastic framework for building out your customer journey.

What is it that your customer wants to **“escape from”** and what is it that they want to **“arrive to”**?

Help them understand the journey they need to go on to solve the problem they are dealing with...

Then **build offers around the milestones** to help them achieve "**small wins**" on the journey to their desired "arrive to" point.

1. Identify your ideal customers "escape from" place. This is usually the current "pain" they are experiencing. It could also be a state of being, a feeling, or a not having something.
2. Identify your ideal customers "arrive to" place. This is what they will have, feel, experience once they no longer have to escape from whatever they are escaping from.
3. Identify milestones along this journey that can act as a "small win". This could be the feeling of a win or attainment of a state of being or even a product / service that helps them along their path toward their desired "Arrive to" state. There is no ideal number of "small wins" you should have. BUT you should have at least 1.

Remember, every milestone along the journey to solving the customers problem and moving them from Pain to No More Pain is an opportunity for content that takes them ONE step closer to the end of their journey.

This builds trust quickly and seeds goodwill in your marketplace.

Example:

Your customer wants to “*escape from*” not being able to sell their wares online and “*arrive to*” having a website that allows them to sell their wares online.

Some of the milestones here might be:

- Purchase a domain name
- Purchase hosting
- Choose the right CMS to use
- Building the website
- Setting up a way to collect money
- Securing the whole process
- Testing if it works
- Taking their first payment from a customer

Each one of these milestones can become a “***small win***” that you can build content around. You could also build info products or consulting around each one as well, but that’s not what this book is about.

You could show them how to purchase a domain name, who might be some great website hosting companies, how to build their website with Wix or Wordpress OR even code it themselves.

You could show them how to setup payment collection, security features, and how to test it.

The point is that you should plan your content based on what you're trying to help your ideal customer achieve and map it all out using this framework.

CHAPTER 4:

The Role of SEO in Content Strategy

For content marketers, Search Engine Optimization (SEO) may seem like a technical expertise. In reality, and increasingly as generative AI takes hold, it's more about going back to some basics of communication.

Build content to be found by your ideal customers based on what and how they would ask the internet, their peers, industry analysts, etc. for advice on the matter.

Remember, this IS NOT about your company or your product. Yet.

The essence here is really living in what Marcus Sheridan's book, ***They Ask, You Answer***, teaches.

If your customer asks a question, then you answer it with a piece (or multiple pieces) of content. And that content then drives people to a way to solve their bigger problem that the question is really about.

Seriously, that's all that needs saying about SEO in my opinion.

Technical SEOs will disagree with me, but whatever. I am one, so eat slugs.

Sure you can get all crazy technical with current SEO tips and tricks, but it'll all be irrelevant in the next 2-3 years (estimating) as AI becomes more ingrained in our world.

Create for people, not machines.

SEO can be helpful, but it can't be something you rely on at the exclusion of everything else.

CHAPTER 5:

Promoting your Content

Creating great content isn't enough. You've got to put it in front of your audience and in a way that they are curious enough to take one step forward. That one step you're asking them to take is to watch, read, engage with your content.

As I said before, the promotion of your content should be decided in the planning stages.

If you're in the cohort of people responsible for promoting content AFTER it has been produced, no worries.

Here are some tips you can use to identify key points in the content that you can leverage for your promotional efforts.

1. If it's video, watch the whole thing from start to finish 3 times. Yep, 3 times. The first time you're just watching. The second time, you're going to take notes on any questions that are asked and answered, actions that are called out that you can take, and anything that is specifically unique to YOUR take on the topic. Finally, the third time you're going to add timestamps for each of those things you noted in your second viewing. This

is going to dramatically help you craft the approach for promotion.

2. Pick no more than 3 channels to promote your content on. Why no more than 3? Because you need to test your promotional items for effectiveness before spending time on all the platforms and channels that you might leverage. If you've got video content to promote, I recommend starting with channels known for video content and/or where video content isn't used as much as it could be. If you've got written content or PDFs, pick your top channels that are performing already to drive traffic to other similar types of content.
3. Answer a portion of a question that your audience has about your product/service, about a problem they are looking to solve, about how they might go about solving a problem you can help them with.
4. Use the Escape From, Arrive To framework and help your audience see how digesting your content piece will help them get from where they are to the next milestone on the journey.

If you're the lucky few who have been asked, "What content should we create?" you've already got your blueprint from earlier in the book.

HUGE REMINDER

You absolutely must promote your content where your target audience spends time.

Social media channels like Facebook, Instagram, TikTok, and LinkedIn... YouTube, your Website, via your Email Newsletter, Content Syndication networks, trade journals and magazines, etc.

Find where your audience lives, evaluate how they engage with content already (this does not mean only look at your competitors, look at everything they find interesting), and then mimic that format on each channel.

MIMIC, DON'T COPY.

This must feel authentic to your organization and the how you show up on the platforms you're promoting on.

Do more with less by planning ahead to repurpose and atomize your content for different uses across different channels.

Part 2: Repurposing Successful Content & Campaigns

If you've got less to work with from a people standpoint or an investment standpoint, your best course of action is not to try to produce a shit ton of new long-form content. That's going to take way too much time and you're going to do a half-assed job promoting it so it will not get traffic and you will be fired.

Maybe.

Instead, you should tackle a few really meaningful pieces of content that bring massive value to your audience and customers. Then, promote the hell out of them. Get locked in with your counterparts in Sales and Demand Gen, to really see powerful results.

Use your main pieces of content to make a lot of the promotional content. Get even more out of it! This is truly working smarter. It's also still hard work.

Hard work because it's going to be a big change for many of you.

If I've done my job right, the following chapters will help you understand what Repurposing is, how you can approach it, and why it's so important for organizations that are tightening their belts on Marketing budgets and sizes.

CHAPTER 6:

The Value of Repurposing Content

Repurposing content isn't just a time-saver; it's a smart way to get more bang for your investment in content.

Take your successful content and give it a new lease on life.

Sometimes, you can even re-promote it to get more legs out of it. No further effort needed. ALWAYS try this first if you can.

What is repurposing?

Repurposing content is taking an existing piece of content and doing 1 of 3 things:

1. **Using as-is** for other purposes than originally intended. Typically, physically, or in another form. e.g. – Video is your original content, and you pull the transcription to be used as a blog or article on your website.
2. **Segmenting** the original content piece for use in new ways, typically via different channels. e.g. – Pulling

quoted text from an article to be used in an image intended for a slide deck or social media.

3. **To create something entirely new** from one or many previously created content pieces of content. e.g. – Several webinars have been held in a series on similar topics and you create a “best of” clip to be used in a presentation at a conference.

You may also have heard the term “atomization” used.

Atomization is really only 1 of those 3 things, **Segmenting**. For me I tend to only think about atomization in regards to promotional content.

For example, we pull a section of a Webinar out that can stand on it’s own, provides clear and actionable value for our intended audience, and can hook them into watching the full-length webinar.

This example is a Segment of the main webinar, used in a new way, but still tied directly to the main Webinar.

Getting even more “value bombs” from long-form content

Sometimes, you may have built your long-form content so well that you actually create multiple Small Win moments that can be pulled out entirely and used as Lead Generators on their own.

I did this once with a course I built helping local business owners learn the basics of SEO to help them get found more often online and increase sales.

I charged \$97 for the course and then pulled 3 different segments out of the course and sold them as their own products for \$27 each.

This actually became a profitable funnel in its own right as I used the individual components to sell and those who actually completed them were given the chance to take the full course for only \$27 more.

They got a big discount and even more value and I didn't have to do much convincing.

Building with repurposing and atomization in mind will set you up even more success in the long-run.

Sometimes you might not realize you have gold in them thar' hills until you've seen the performance of that long-form content.

That's totally fine.

And it's a great segue into the next chapter of this book where we'll learn how to identify successful campaigns for repurposing.

CHAPTER 7:

Identifying Successful Content for Repurposing

Not all content is created equal. Identify your best-performing content and use it as a base for your repurposing efforts. If you don't have content yet, fantastic. Go back to the Planning chapter of this book and start there.

All others, yes likely you, continue on!

The first thing we need to do is hunt down the data. If your organization isn't tracking content performance already, you can start with simple Web measures.

- Number of visitors
- Time spent on page
- Scroll depth (how far down the page did they get?)
- Link clicks away from content and where those links took them
- Return visitors vs new visitors

If your organization IS tracking already, you'll have a ton more data to go thru. Focus first on the content you want to analyze. Then look at how people found the content.

These are indicators of content that will continue to perform and likely perform well on other channels. Things like:

- Traffic source
- Repeat sessions
- Shares to social media
- Shares from your posts on social media
- Engagement on social media
- Contact page link clicks from content pages
- References by prospects and or current customers

Also, you'll want to focus in on the big things...

- Does the content answer questions frequently asked by prospects or current customers?
- Does the content help prospects or customers take one step toward solving their problem?
- Is the content actionable?

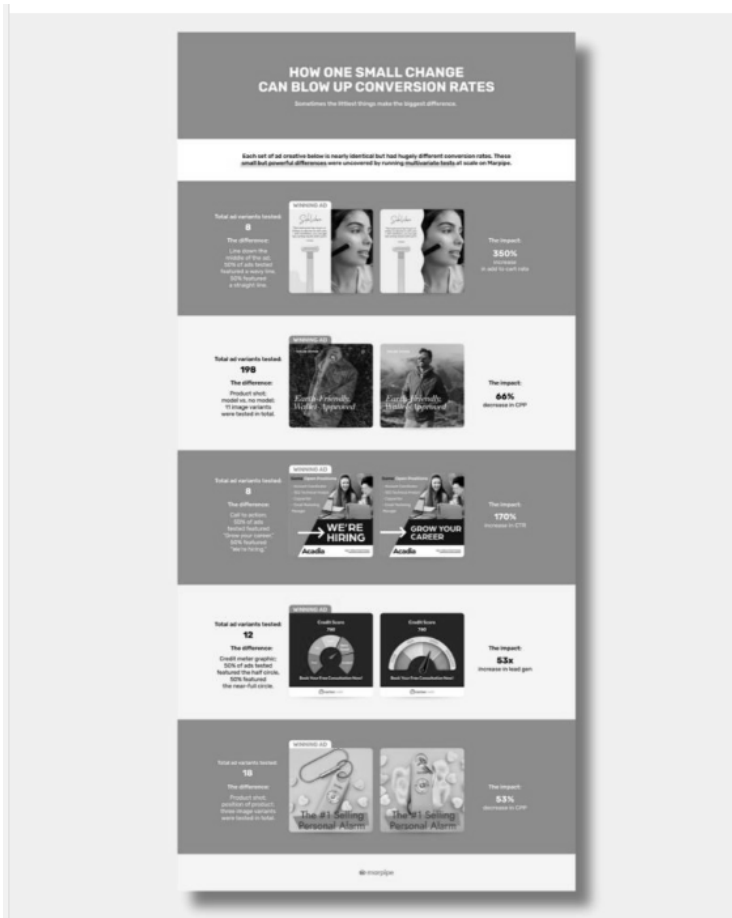
- Are there pieces of the content that could stand on their own?

The key to repurposing content is to have a plan and execute accordingly. Use data!

See what's worked as a blog and repurpose it into an infographic, or a video, or a survey, or a webinar, etc.

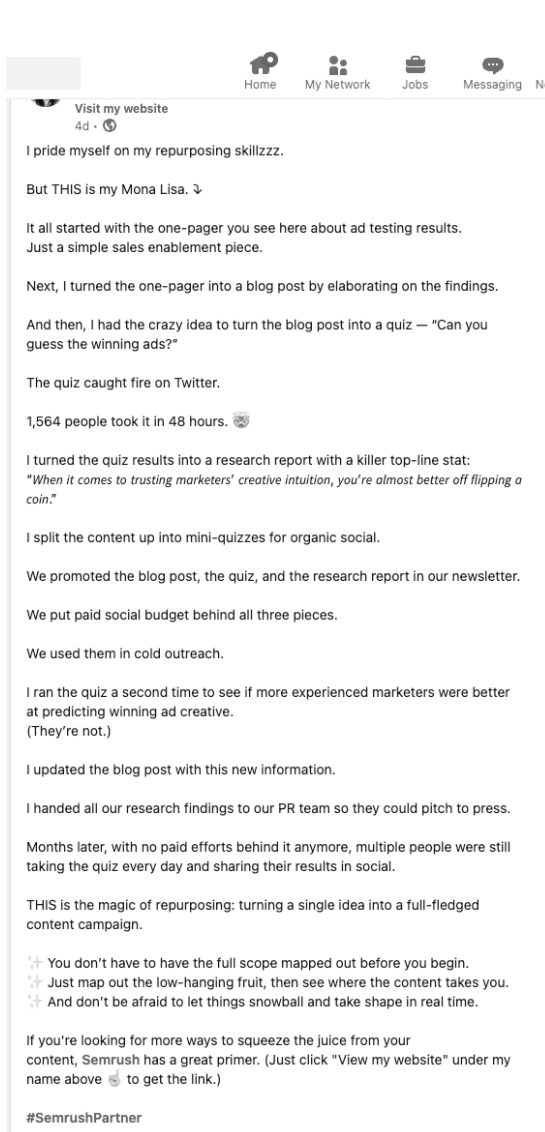
Another real world example of repurposing

A wonderful marketer and content leader, Jess Cook currently Head of Content & Comms at Island, shared a post on LinkedIn illustrating content repurposing really well.



See more from Jess Cook on [LinkedIn.com/in/jesscook-contentmarketing/](https://www.linkedin.com/in/jesscook-contentmarketing/)

Absolutely love this and how Jess thinks about B2B content marketing.



The image is a screenshot of a LinkedIn post. At the top, there is a navigation bar with icons for Home, My Network, Jobs, and Messaging, and a notification bell icon. The post is from a user named Jess, with a profile picture and a 'Visit my website' link. The post text is as follows:

Visit my website
4d · 🌐

I pride myself on my repurposing skillzzz.

But THIS is my Mona Lisa. ↴

It all started with the one-pager you see here about ad testing results. Just a simple sales enablement piece.

Next, I turned the one-pager into a blog post by elaborating on the findings.

And then, I had the crazy idea to turn the blog post into a quiz — “Can you guess the winning ads?”

The quiz caught fire on Twitter.

1,564 people took it in 48 hours. 🤖

I turned the quiz results into a research report with a killer top-line stat: *“When it comes to trusting marketers’ creative intuition, you’re almost better off flipping a coin.”*

I split the content up into mini-quizzes for organic social.

We promoted the blog post, the quiz, and the research report in our newsletter.

We put paid social budget behind all three pieces.

We used them in cold outreach.

I ran the quiz a second time to see if more experienced marketers were better at predicting winning ad creative. (They’re not.)

I updated the blog post with this new information.

I handed all our research findings to our PR team so they could pitch to press.

Months later, with no paid efforts behind it anymore, multiple people were still taking the quiz every day and sharing their results in social.

THIS is the magic of repurposing: turning a single idea into a full-fledged content campaign.

- ✦ You don’t have to have the full scope mapped out before you begin.
- ✦ Just map out the low-hanging fruit, then see where the content takes you.
- ✦ And don’t be afraid to let things snowball and take shape in real time.

If you’re looking for more ways to squeeze the juice from your content, Semrush has a great primer. (Just click “View my website” under my name above 🗨️ to get the link.)

#SemrushPartner

CHAPTER 8:

Creative Ways to Repurpose Content

Get creative with your repurposing. Turn a blog post into a video, a webinar into a series of blog posts - the possibilities are *endless*.

Webinar into one-sheets or sales slicks or solution briefs.

One thing I think that gets overlooked by many is that you can create “spin offs” as well. Similar to how TV shows can branch off a beloved, but not THE main character into their own show, we can do the same with our content.

Here’s how I approach this to see if there are elements within a larger piece of content that can stand on their own, provide actionable value to our audience, and begin to test them.

1. If your original content is video hosted on a platform that provides performance data on watch-time, average duration of viewership, and even “most replayed” like on YouTube, you are ahead of the game. Use this data to find where people spend the most time, replay the most sections, and drop off. Anything after the drop off is a good bet that it will not work well.

That said, perhaps people never get to it because you bored them before they could. Don't write it off ONLY because it's after the drop off.

2. If you read, watch, or listen to your original piece of content and ever ask, "yeah, but how?" that's a good indicator that you've got a winning component and you should explore that topic a bit more.
Once you do, go back and add in a link to the new content piece so people who do ask, "yeah, but how?" have an answer to their question.
3. If you can expand across industries or sectors or departments with roughly the same message and have roughly the same actions be taken by your audience... do it.

Example: Your original piece of content is broadly targeted at your total addressable market. You can use this to dial into specific industries, adjacent departments or teams who might also benefit from the solution you're proposing, or, as in one specific program I built years ago, flip the target from the corporate parent to its franchise owners & operators.

Get creative and try some weird shit

I love an idea that seems ridiculous. Often it is, at first. But that's why it's so great as a starting point. You can whittle it down or put specific constraints on it and find very viable ways to make it happen.

Have a brainstorm session, or “mind monsoon” as a colleague loved to say, and no ideas are bad ideas. Yet.

Get in front of a whiteboard or take out a sheet of paper/notebook and get to work on all the weird shit you can think of.

Example: You have a blog that has been killing it, getting traffic, turning that traffic into subscribers or leads or demo requests for Sales. Now you want to see how else you can use that blog and get the same or similar results. Here's a quick brainstorm to show you how weird you can get.

- Direct mail, includes a printed version of the blog with interactive elements like scratch and sniff stickers, temporary tattoos, and a prepaid cell phone that has the AE's number programmed in already as the only number.
- Book a plane with a banner to fly around an event area where loads of our target audience are going to be for 3-4 days at a conference or trade show, also buy out billboards or digital signage all around the event and pepper the top takeaways from the blog on them. Add

a QR code that drives to a meeting request or the full blog article. OR short form videos discussing the top takeaways.

- Deliver donuts to 50 target account HQ's ATTN: Target Audience Members, but the box is designed with the top 5 points from the blog all over it and a QR code to drive people to the full blog or Demo request or Calendar booking page for our BDR/SDR team.
- Create a video series of key points from the blog to use on Social Media, but get our top sellers to film each clip on their cell phones, front-facing camera and post those videos to their own social channels. Then the company page reposts them all over the next 12 weeks.
- Print the blog onto rolls of toilet paper and do some guerrilla marketing by swapping out rolls inside our prospects headquarters. Add a QR code or URL to each sheet so they can "take the story with them" out of the toilet.

You can see how weird it can and, in my opinion, should get. By the way, that last one you should steal. It's very weird and definitely will work to capture attention.

Might also get you arrested, so proceed with caution.

Getting your sellers involved in the content creation and repurposing process is fantastic. We all want our sellers to feel more confident about being on social media and on brand. Let's help them do it.

CHAPTER 9:

Measuring the Success of Repurposed Content

Just because it's repurposed doesn't mean you shouldn't track its performance. Use your KPIs to measure the success of your repurposed content.

But what should my KPI's be? That, is a great question to be asking.

You start with your goal of repurposing the content in the first place. A goal like...

- Increase ## of new marketable contacts
- Drive ## of demo requests
- Engage ## of our target ABM accounts in the Banking industry

Your goals should not be...

- ***build the brand*** - incredibly vague and largely not measurable
- ***of minutes viewed*** - this is a metric, not a goal
- ***or increase organic traffic*** - No. Stop it. This too is vague and it's not even a metric.

Maybe your goal is to increase newsletter signups.

Let's say you have an article that was exceptional at driving newsletter signups. You might want to repurpose that into an infographic in order to see if a different form of the same content can result in similar results for newsletter sign ups.

The goal here would be capture at least the same number of newsletter signups as the original article.

Let's say the article generated 127 newsletter signups.

So, when you publish the infographic you'll want to do roughly the same type of promotion of it that you did for the article version. That way you have a more "apples to apples" approach of measuring the success.

Now you can measure:

- ***Engagement on social media with the promotion***
- ***Number of page visitors to the infographic***
- ***Scroll depth of the infographic page***
- and of course, ***Number of newsletter sign ups***

There are loads of things you COULD measure, but they are only worth it if they indicate that you will accomplish your goals. If the performance metrics do not look like the repurposed piece of content will perform in the same way, it's OK to give up on it.

Sure you could spend time optimizing, OR you could spend time repurposing the article into a different form and testing your theory again.

What you do is up to you and your team. What are they willing to do and for how long in order to call it a failure or success.

For example, I repurposed a Video on my YouTube channel into a Podcast episode to see if I could get close to the same number of listeners as I had viewers of the Video.

I used LinkedIn and my email list to promote both, in very similar ways with very similar graphics and copy.

The video did well, so I wanted to see how the podcast episode would do.

It only did about 30% of the volume. So I stopped the promotion after 2 months and repurposed the video into 2 articles on my website. The first did well, capturing almost the same number of viewers of the video on YouTube in the first 2 weeks of publishing. The second article did even better.

Here's what I was looking at for performance:

VIDEO	ARTICLES
# of views	# of unique page views
% of subscribers vs not subscribed viewers	% of traffic from email vs. LinkedIn (owned audience vs. un-owned audience)
average duration of watch time	time on page & scroll depth
comments	comments

Now, these are not exactly the same things but I accepted that and moved forward.

You gotta pick a course, metrics, and desired outcomes and just GO.

What about Atomization measurements?

Let's say you have a webinar that's doing pretty good on converting qualified leads that are then turning into Pipeline fast. You wanna put some energy into promoting that webinar a bit more and you think one great way to do that is to atomize the webinar into promotional bits that point to the full webinar.

Good job, you've set the goal and have the plan to achieve it.

Now you pick some key points in the webinar, cut them up into small videos, audio, and text that you're going to publish as posts on LinkedIn (or whatever channels you wish).

Wonderful. But how will you measure success of those posts?

The simple answer is, do they drive webinar registrations and does the conversion of qualified leads to pipeline stay the same, go up, or go down?

Measuring success of each against your control of whatever worked before to get qualified leads that converted quickly to pipeline.

Video posts = or \neq the same results

Audio posts = or \neq the same results

Text posts = or \neq the same results

You don't need to complicate it more than that, and in my opinion, you shouldn't.

BUT you will, so here are some other things to think about.

- Do video posts work to get registrations but not qualified leads? In the same amount as your prior promotions?
- Do text posts get more engagement on LinkedIn, but less registration, BUT a higher % of qualified leads?
- Do audio posts get more shares than video and text posts, but don't convert to any webinar registrations?

Just a few examples, but I hate them for anyone just getting started.

Why? They put the focus less on the goal and more on the media type or time of day posted, or day of the week, blah blah blah.

Complexities on complexities.

Now, can you learn from those other things?

Absolutely and you should.

BUT those things don't matter for the success of the atomized content pieces.

Success = Same or better webinar registrations that became qualified leads that turned into pipeline fast.

Full. Fucking. Stop.

