

Don't just recycle your content--plan to repurpose it from the start. Here are 25 ways.



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25 Creative Ways to Repurpose Your Content

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Hi friend!

Happy Spring! As we begin to wind down this hot mess of a pandemic, I'm excited to have spent more time gardening this past year. It's been such a relaxing and restorative way to spend all this extra time I've had at home. In my efforts to improve the sandy soil in my Florida backyard, I began the earth-friendly practice of composting. In a nutshell, by recycling food and yard waste (yuk!), I can turn my garbage into an incredible, nutrient-rich soil amendment that helps my flowers bloom (yay!). Plus, I keep my banana peels out of the landfill. Win-win!



With April focusing on sustainability (Earth Day, Arbor Day), I thought it might help to talk about how this "recycling" applies to content marketing, too. Instead of adopting a one-and-done approach with your content, decide *before you even create the content* how you can slice and dice it multiple ways. As content marketing guru Ann Handley says in her book *Content Rules*, "Recycling is an afterthought; good content is intentionally reimagined, as its inception, for various platforms and formats."

So, how might this play out in a real-world example? Let's say you write a series of blog posts about healthy eating with a few recipes featuring your product. You pull these blog posts together, add a bit of a new content, and turn them into a healthy eating guide. This can be a lead magnet for you, perhaps giving it away as a free eBook to people who sign up for your newsletter. You take snippets of the guide and include some of the tips and a recipe in your next newsletter. From that same guide, you might turn one of those delicious recipes into a how-to cooking demonstration video. You post this video on your social media channels. Voila! You've created content that is sliced and diced, allowing you to get more bang for your marketing buck and help your content bloom.

The key to successfully doing this starts with carefully planning out your content with the end goal of repurposing it. Think of several different ways your content can benefit different audiences on different platforms in different formats. Most importantly, the content needs to provide value to each audience. In doing so, you're taking an economical, efficient, and effective approach to content marketing. It becomes sustainable because you're not starting from scratch each time you need a new piece of content--you're squeezing value from every word. And it all starts with the seed of one idea.

Need some additional repurposing ideas? Here's a quick hit of different ways you can reimagine the same piece of content.

1. Infographic
2. Webinar
3. Explainer video
4. Guest post for someone else's site
5. SlideShare deck
6. Downloadable PDF
7. Case study
8. Podcast
9. Social media post
10. Audio training
11. Checklist
12. Tip sheet
13. Online course
14. Speech
15. Email campaign

16. Newsletter
17. Toolkit
18. Chart, graph, or other visual
19. Virtual tour
20. Expert round-up
21. How-to illustrations
22. Resource hub on your website
23. Update old blog posts with fresh content, new statistics
24. PowerPoint presentation
25. Q&As

Take a fresh look at your content marketing strategy to see how you could reimagine your own content for a more sustainable approach. Got a favorite way to slice and dice *your* content? Let me know!

Thanks for reading,

Lisa

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P.S. Like this newsletter? Forward it to a friend with an invitation to [subscribe](#). Seriously. What are you waiting for? Share it now. 😊



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Dig Deeper into Content Repurposing

When I put on my journalist hat, I often do a deep dive into a topic to gain greater insights and get inspired. In the process, I also come across some great resources that can help others, too. So, to tie into the content repurposing article above, I thought I'd share these great articles published on some well-respected websites. I thought you might find them helpful!

- Ann Handley: [The Simplest Content Strategy](#)
- Buffer: [The Ultimate Guide to Repurposing Content: 12 Ways to Extend the Life of Every Article You Write](#)
- Content Marketing Institute: [How to Repurpose Content to Stay Consistent](#)
- Convince & Convert: [How to Repurpose Your Content Again and Again](#)
- Coschedule: [How to Repurpose Content and Make the Most of Your Marketing](#)
- Hubspot: [12 Great Examples That Prove the Power of Repurposing Content](#)
- OptinMonster: [35 Brilliant Ways to Easily Repurpose Content and Boost Traffic](#)
- SEM Rush: [The Only Guide to Repurposing Content You Will Need in 2021](#)

Fresh Ink

If you'd like to see what I've been writing about and where I've been published these past few months, check out a few recent links, including B2B and B2C editorial, copywriting, and content marketing pieces:

- **Marriott Bonvoy Traveler:** [Emerald Seas, Sun and Sugar-White Sands: Your Guide to Florida's Panhandle Beaches](#)
- **Parade:** [Take a Forest Bath! 9 Ways You Can Show Your Love of Trees This Arbor Day](#)
- **Scientia Pet:** [Home](#); [About](#); [Product 1](#); [Product 2](#); [Product 3](#); [Product Collections](#) (web copy)
- **Islands:** [5 Tropical Resorts that Deliver Year-round Creative Romance](#)
- **Nature Made:** [7 Best Healthy Foods to Incorporate Into Your Diet](#); [How Can You Improve Your Heart Health?](#); [Healthy Meal Prep Recipes To Help You Keep Your Weight Management Goals](#) (content marketing blogs)
- **Live Naturally:** [What Is the Best Oil to Cook With?](#)
- **National Environmental Education Foundation:** [Your At-A-Glance Guide to Recycling Plastics](#)
- **RCI Magazine:** [Restaurants Here & There](#)
- **Taste of Home:** [Pet Love: Shiny, Happy & Healthy](#)



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