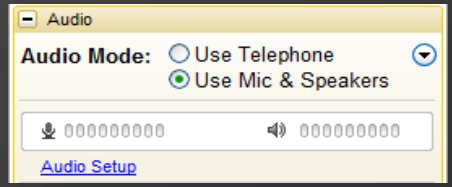
RETHINK YOUR CONTENT ENVIRONMENT: REPURPOSE, RECYCLE, REUSE



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1. Use the hashtag #InboundLearning on Twitter
2. Question of the day

HubSpot Academy

@HubSpotAcademy

#InboundLearning

HubSpot
Mark Kilens
@MarkKilens
#InboundLearning

Lindsay Thibeault
@LindsayRegina
#InboundLearning

AGENDA

1. Your content environment
2. Repurposing content
3. Recycling content
4. Reusing content

1 YOUR CONTENT ENVIORNMENT

What is content?

Content is the message your inbound strategy delivers.

QUICK POLL:

How often are you publishing content?

The **Content Process**

1. Plan

2. Create

3. Distribute

4. Analyze

(Repeat)

With the environment, we try to **reduce** our carbon footprint.

But with inbound,
we want to **grow** our
content footprint.

Think of your content library as your **content environment**.

TRANSFORM YOUR CONTENT ENVIRONMENT

Repurposing Content

Recycling Content

Reusing Content

2 REPURPOSING CONTENT

Why would you
repurpose content?

First, the difference between **revamping and repurposing content.**

When you revamp a piece of content, you're continuing to use it for the **same purpose it was originally intended**, but updating it so it remains relevant and attractive to that audience.

Repurposing
existing content.
You're doing one of two things (or both):
changing the format of the content,
and/or changing the
target audience for the content.

WHY SHOULD WE REPURPOSE CONENT?

1. Extend the reach of an existing piece of content
2. Creation of repurposed content can save time
3. Helps content appeal to new audiences
4. Lengthening the content's longevity

QUICK POLL:

What is your go-to format for content offers?

CONTENT FORMAT

1. Case Studies
2. Videos
3. Infographics
4. Whitepapers
5. Calculator/Worksheets
6. eBooks
7. Templates
8. Research reports
9. Checklists
10. Webinars
11. SlideShare decks
12. Whatever else you can come up with!

THE BUYER'S JOURNEY AND CONTENT

- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

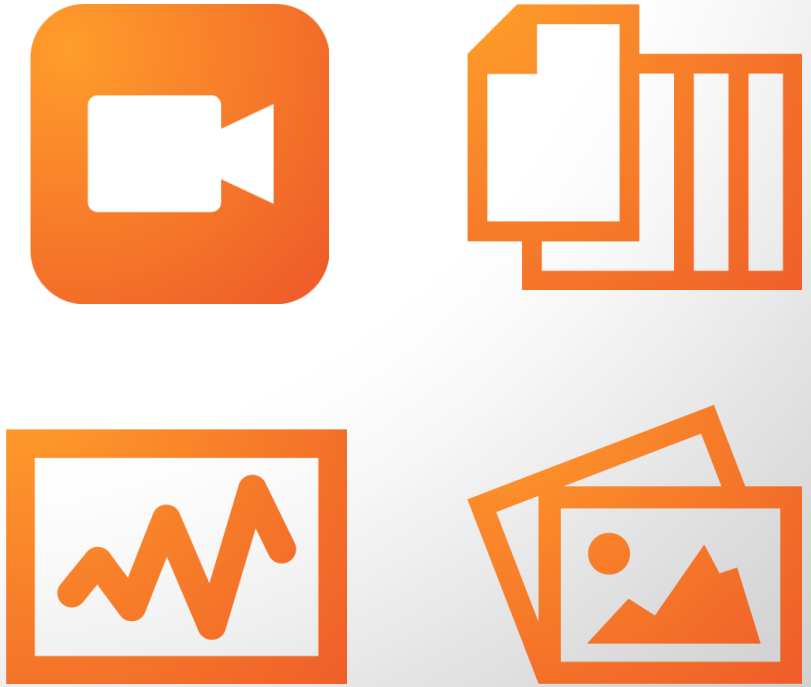
- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.

Each piece of content you create helps your **content library grow**.



REPURPOSING EXISTING CONTENT

A djust. What needs to be added? Removed? Re-worded? Take out purely internal content and make it public-friendly.

C ombine. How can you combine related or unrelated things to provide new value and meaning?

E xpand. What have you already done that you can dig deeper into—or provide a more comprehensive big picture view?

STRATEGIES FOR REPURPOSING EXISTING CONTENT

1. Bundle existing content (blog, website page, emails, etc.)

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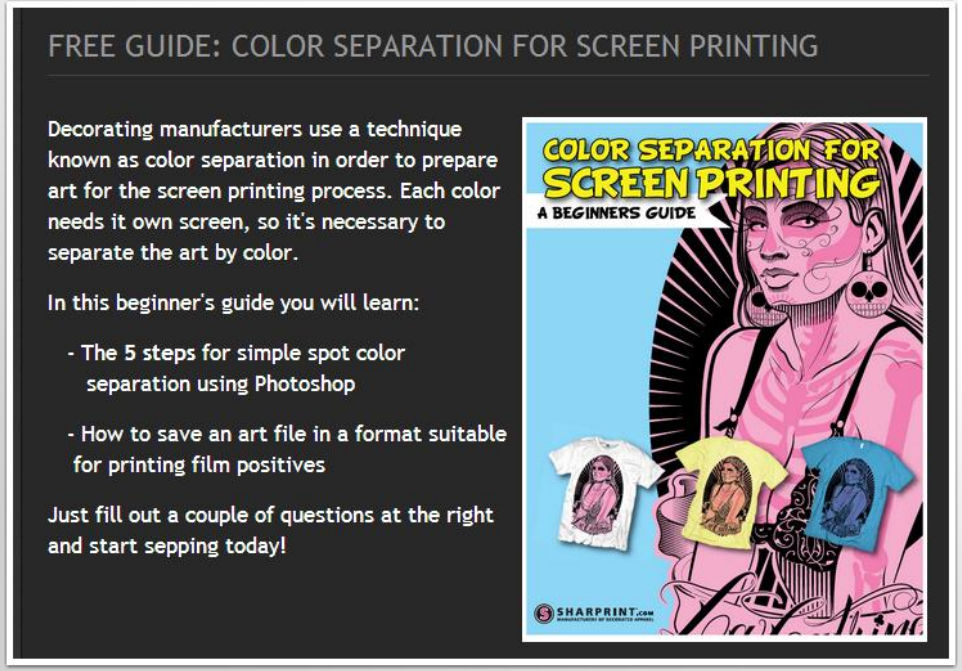
STRATEGIES FOR REPURPOSING EXISTING CONTENT

1. Bundle existing content (blog, website page, emails, etc.)
2. Transform internal presentations into external offers
3. Tailor existing content to different personas
4. Use articles from internal collaboration documents

REPURPOSED EXTERNAL CONTENT

Internal protocols → eBook



SHARPRINT

Color separation is inherent in what their business does.

Created an eBook offer by adjusting, combining, and expanding internal documents and protocols.

REPURPOSED EXTERNAL CONTENT

Blog post → Infographic

Avalaunch Media

Social media is still foreign to people, but it's been explained so many different times on so many various sites.

But have you seen it explained by cats?

REPURPOSED EXTERNAL CONTENT

Infographic → eBook

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REPURPOSED EXTERNAL CONTENT

Infographic → Video

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REPURPOSED EXTERNAL CONTENT

Blog post → Infographic → eBook → Video

REPURPOSED EXTERNAL CONTENT

Cat infographic → Dog Infographic

How HubSpot repurposed **one blog post** into eight other pieces of content.

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3 RECYCLING CONTENT

When you revamp a piece of content, you're continuing to use it for the **same purpose it was originally intended**, but updating it so it remains relevant and attractive to that audience.

REVAMPING = RECYCLING

UPDATING AND REPUBLISHING OUTDATED BLOG CONTENT

1. Identify your top-performing posts
2. Use the same post, and keep URL the same*
3. If you change the title, keep keywords
4. Add an editor's note for transparency
5. Update the content for accuracy
6. Optimize the post's meta description
7. Republish it!

If you are using the COS blog, HubSpot sets up a redirect if you change the URL.

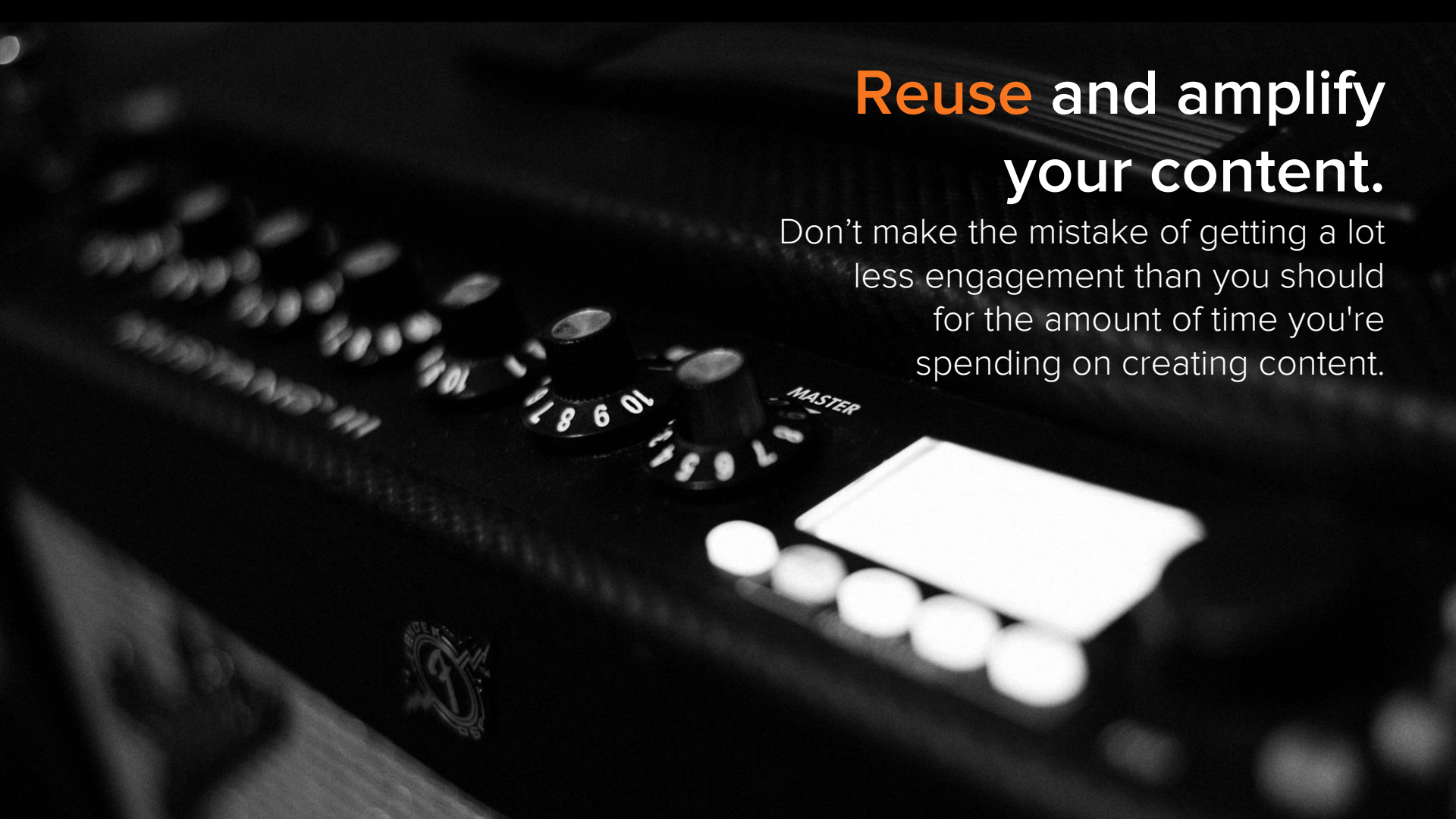
4 REUSING CONTENT

Evergreen content
stays useful
season to season,
year to year with little or
no need for upkeep.

QUICK POLL:

How much evergreen content do you create?

Maximize the shelf life of your content.



Reuse and amplify your content.

Don’t make the mistake of getting a lot less engagement than you should for the amount of time you're spending on creating content.

LEVERAGING CONTENT VIA DISTRIBUTION

The right distribution technique gets the right content in front of the right person at the right time.

Website pages

Business blog

Social media

Landing pages

Calls-to-action

Marketing emails

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Create that remarkable piece of content.

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THE BIGGEST CONTENT MISCONCEPTION

Create that remarkable piece of content.

Content is immediately promoted.

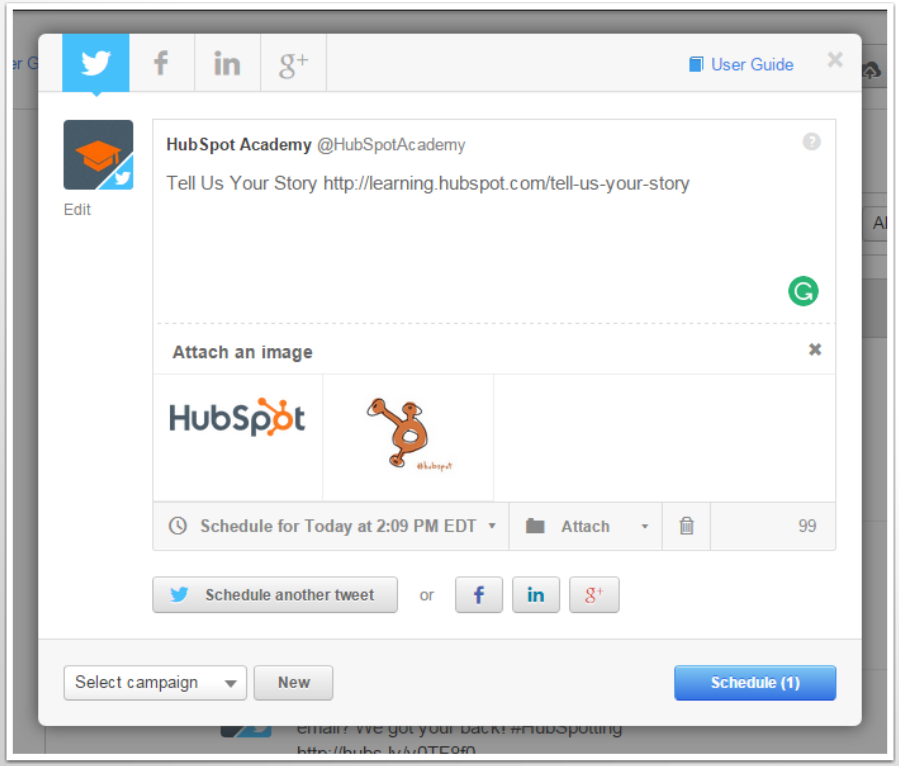
Prospects view your content and convert into leads (or potentially) close into customers.

Spend as much time on
content promotion
as you did with
creating a piece of content.

DIFFERENT WAYS TO PROMOTE CONTENT

1. Social media
2. Email
4. Repurpose content
5. Paid search

DID YOU KNOW?



There's a feature in the Social Publishing tool that's often overlooked.

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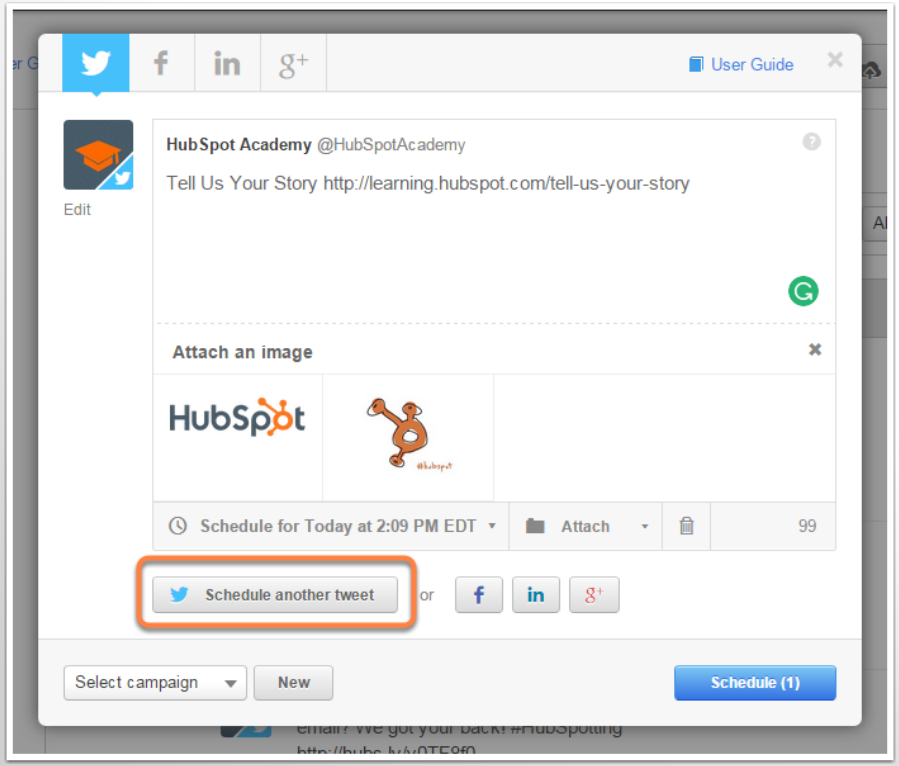

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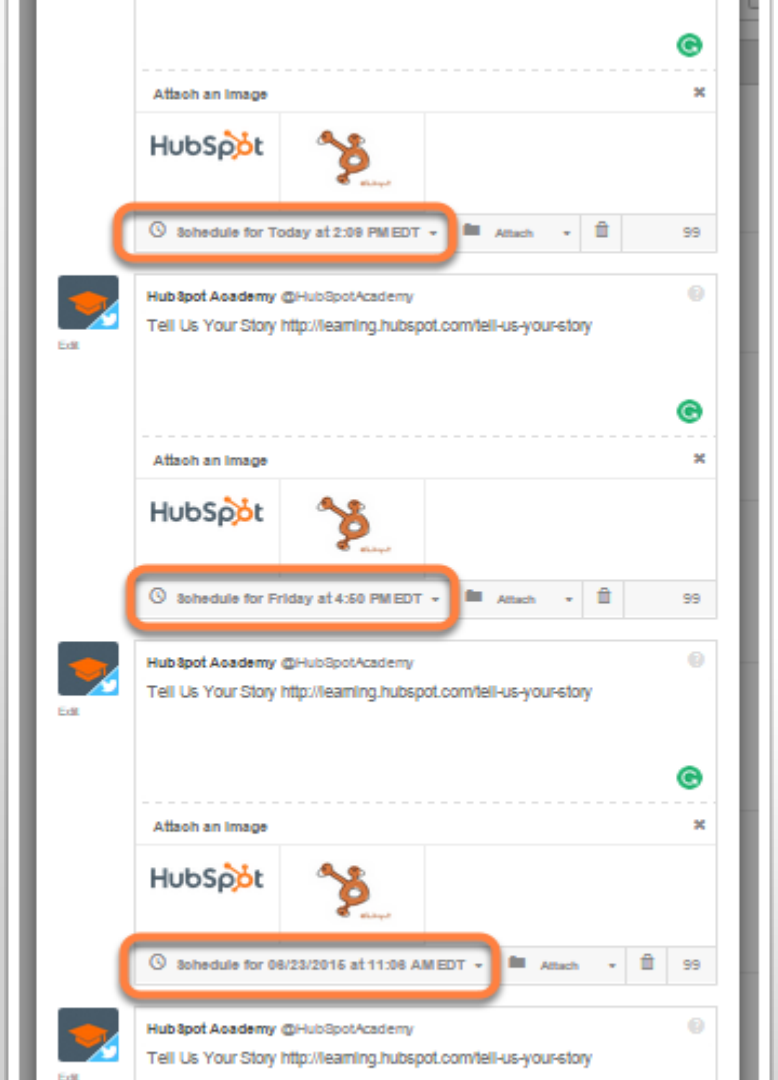

Continuously promote your content.

Schedule out your evergreen content weeks or even months ahead.

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NEXT STEPS

1. Audit your content library to find content offers you can repurpose
2. Test out new formats of your content offers
3. Identify your top performing blog posts
4. Update any blog posts that are out-of-date
5. Pull your evergreen content and schedule out future social media posts promoting that content

RESOURCES

1. Content Offer Project
2. 5 Creative Ways to Repurpose One Piece of Content
3. How to Make the Most of Your Content: An Integrated Promotion Strategy for the Modern Marketer
4. The Complete Guide to Updating and Republishing Outdated Blog Content

THANK YOU.

HubSpot Academy