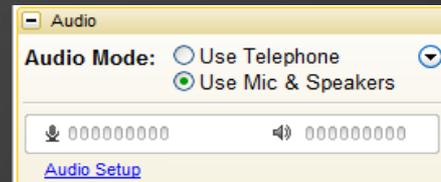


RETHINK YOUR CONTENT ENVIRONMENT: REPURPOSE, RECYCLE, REUSE



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

@HubSpotAcademy

#InboundLearning

The HubSpot logo is displayed in a blurred, light gray font on a white rectangular background. The word "HubSpot" is written in a sans-serif typeface, with the "o" in "Spot" replaced by a stylized orange icon consisting of a central circle and three lines extending outwards to smaller circles, resembling a network or a person with arms raised.

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?

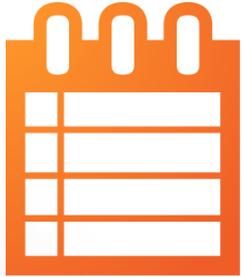


**Content is
the message**
your inbound
strategy delivers.

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.



The background is a vibrant teal color with a textured, slightly grainy appearance. Overlaid on this background are several white, thick-lined geometric shapes, including triangles, squares, and irregular polygons, some of which are partially cut off by the edges of the frame. The teal background also features numerous fine, light-colored scratches and fibers, giving it a worn or recycled look.

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 CONTENT?

- 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.

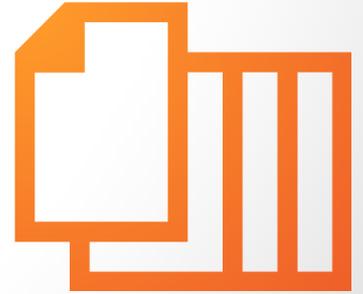
- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

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



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



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



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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3. Tailor existing content to different personas

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

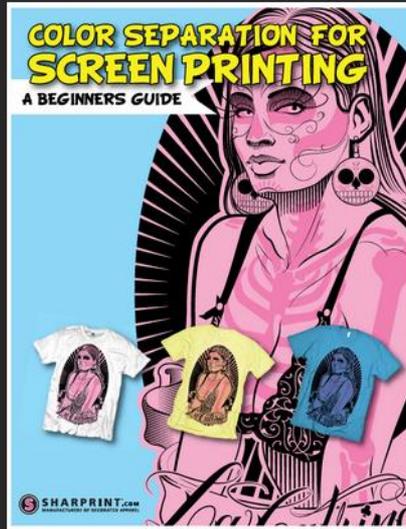
FREE GUIDE: COLOR SEPARATION FOR SCREEN PRINTING

Decorating manufacturers use a technique known as color separation in order to prepare art for the screen printing process. Each color needs its own screen, so it's necessary to separate the art by color.

In this beginner's guide you will learn:

- The 5 steps for simple spot color separation using Photoshop
- How to save an art file in a format suitable for printing film positives

Just fill out a couple of questions at the right and start sepping today!



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



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 → Video



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

Blog post → Infographic → eBook → Video



REPURPOSED EXTERNAL CONTENT

Cat infographic → Dog Infographic

SOCIAL MEDIA EXPLAINED

The infographic features a collage of various dog breeds including a Sheltie, a Chihuahua, a Weimaraner, a Border Collie, a Saint Bernard, a pug, a Chihuahua, a dachshund, a bulldog, and a puppy. The dogs are arranged around social media icons and text boxes. A laptop shows a dog's face, a smartphone shows a dog's face, and a dog is playing basketball. A dog is wearing sunglasses, and a dog is wearing a fire hydrant hat.

- f** "LIKE" IF YOU THINK MY DOG IS CUTE
- Twitter** PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER
- YouTube** WATCH THESE DOGGONE FUNNY VIDEOS
- in** GUARD DOG FOR HIRE!
- Instagram** HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG
- Pinterest** HERE IS HOW TO MAKE YOUR OWN DOG TREATS
- yelp** BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED
- g+** EPIC GOOGLE HANGOUT WITH MY DAWGS!
- Spotify** LISTENING TO THE SONG "WHO LET THE DOGS OUT?"
- Checkmark** CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID

AVALAUNCH MEDIA

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



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



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



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

A close-up photograph of a pine branch with vibrant green needles and a small, developing cone. The background is a soft-focus forest of similar trees.

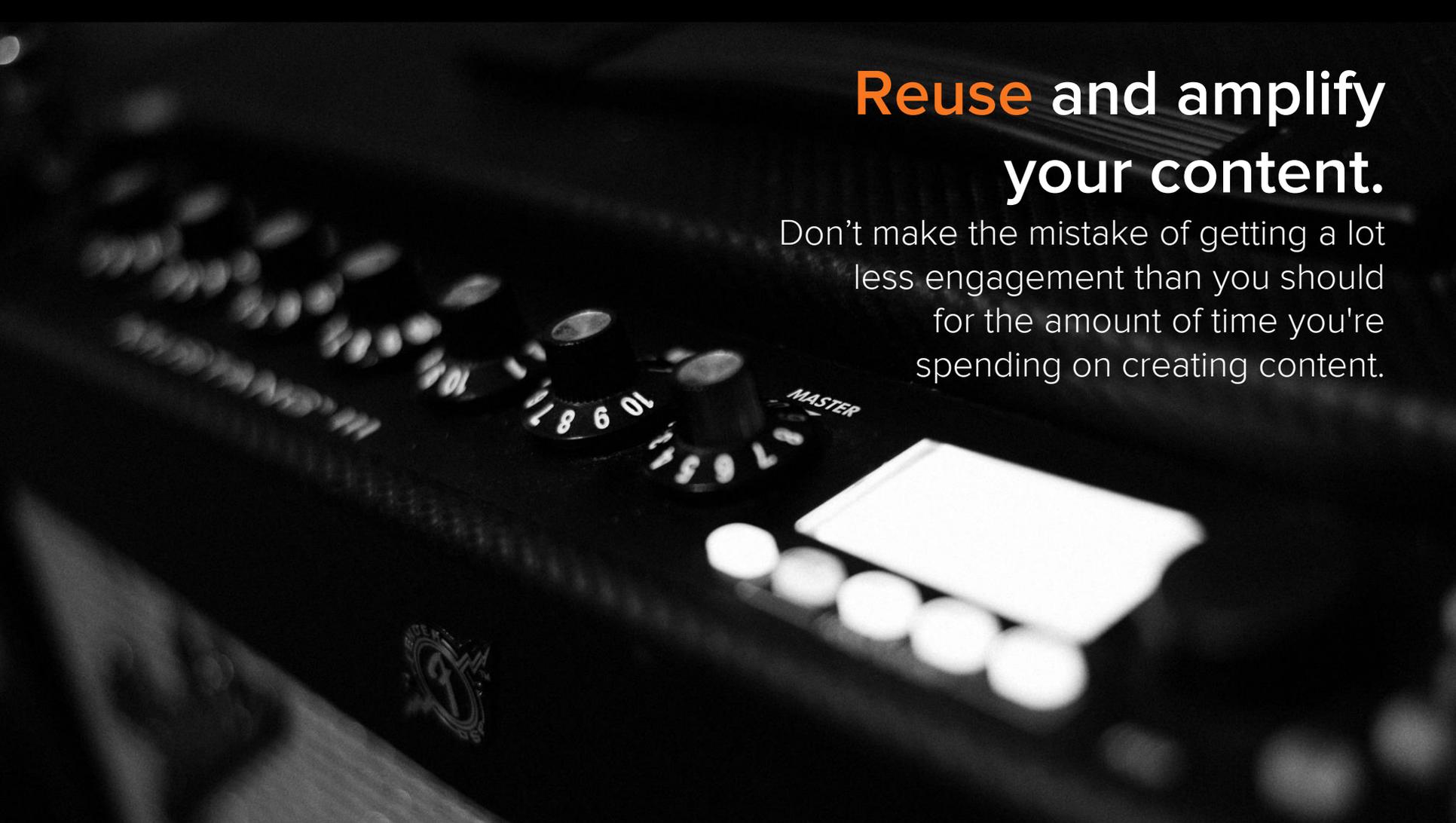
Evergreen content
stays useful
season to season,
year to year with little or
no need for upkeep.

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

IS THIS WHAT CONTENT PROMOTION LOOKS LIKE?



Create that remarkable piece of content.

IS THIS WHAT CONTENT PROMOTION LOOKS LIKE?



Create that remarkable piece of content.

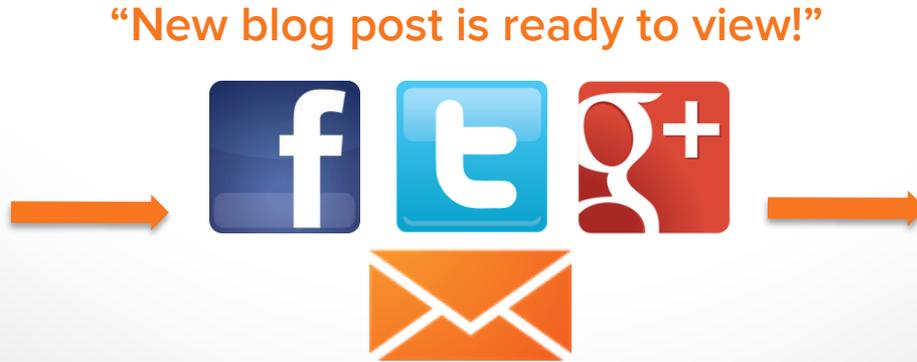


Content is immediately promoted.

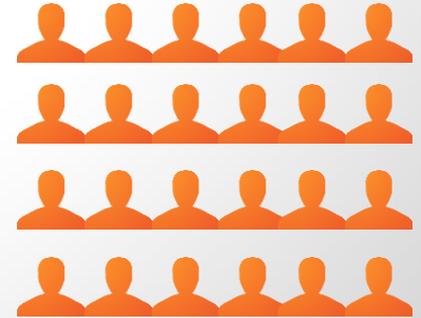
IS THIS WHAT CONTENT PROMOTION LOOKS LIKE?



Create that remarkable piece of content.



Content is immediately promoted.



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

THE BIGGEST CONTENT MISCONCEPTION



Create that remarkable piece of content.



"New blog post is ready to view!"

Content is immediately promoted.

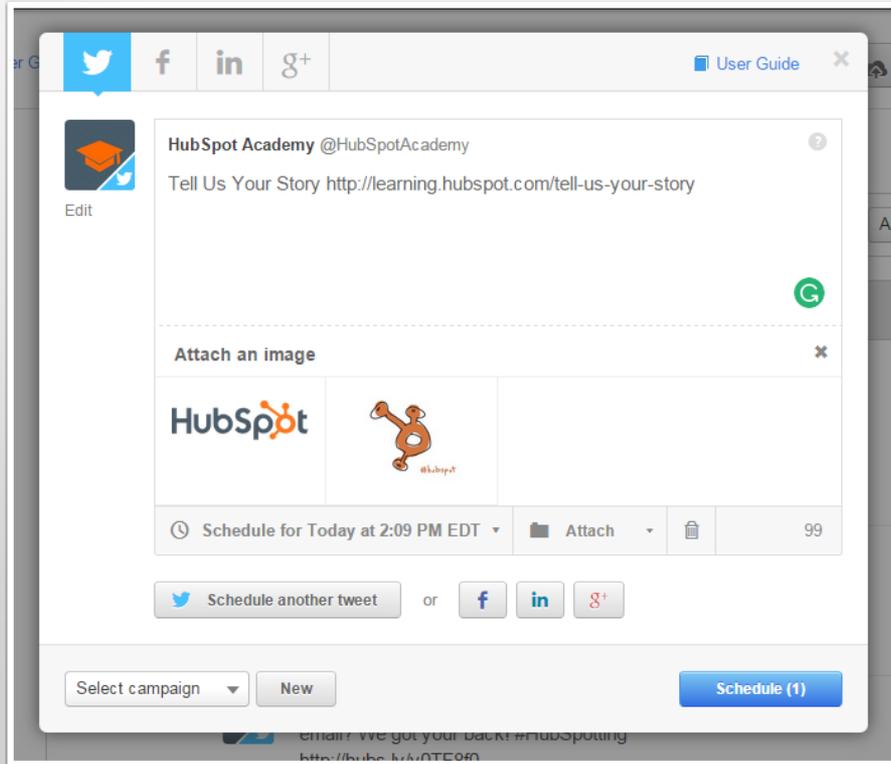
Prospects view your content and convert into leads (or potentially) close into customers.

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

DIFFERENT WAYS TO PROMOTE CONTENT

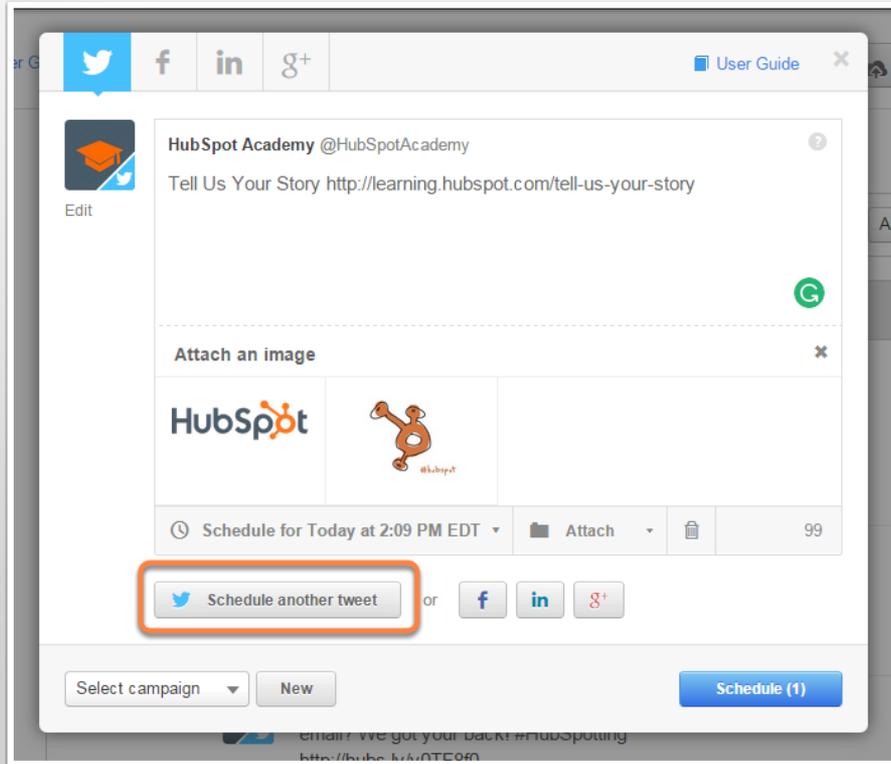
- 1 Social media
- 2 Email
- 4 Repurpose content
- 5 Paid search

DID YOU KNOW?

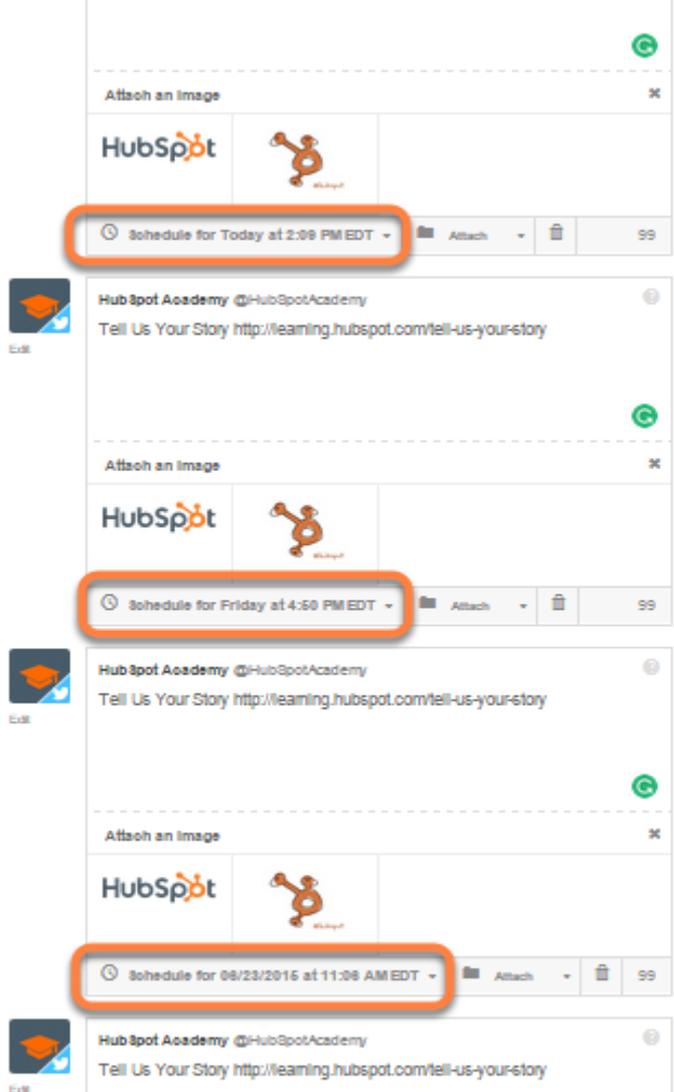


There's a feature in the Social Publishing tool that's often overlooked.

DID YOU KNOW?



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



Continuously promote your content.

Schedule out your evergreen content weeks or even months ahead.

TRANSFORM YOUR CONTENT ENVIRONMENT



**Repurposing
Content**



**Recycling
Content**



**Reusing
Content**

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.