

# Extending the Value of Your Content Through Repurposing



# The benefits of repurposing content



# 50%

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**50%** of B2B marketers have an issue creating content on an ongoing basis.

"You don't have to create content day in and day out. You just have to work on getting the content you already have in the hands of more people."

**DEREK HALPERN**

Founder, Social Triggers

# Benefits and advantages of repurposing content:

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- Gives you another opportunity to rank on a search engine's results page

Content is just a **theme** that can be showcased in many different formats.



# Benefits and advantages of repurposing content:

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- Allows you to reach a new audience

"Multi-channel marketing provides the content our audiences are looking for, in all the places they search."

Michael Brenner



# Benefits and advantages of repurposing content:

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- Allows you to reach a new audience
- Supports the consistency of your message

# The Rule of Seven

A prospect needs to see or hear your marketing message at least seven times before they take action and buy from you.

# Benefits and advantages of repurposing content:

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- Gives you another opportunity to rank on a search engine's results page
- Allows you to reach a new audience
- Supports the consistency of your message
- Helps your content marketing team create content on a more consistent basis

**How do you  
republish content?**



"20% of HubSpot's content accounts for  
93% of our leads."

**DHARMESH SHAH**

Co-found and CTO, HubSpot

# Content Republishing

The act of reposting your content, mainly blog posts, on other websites with proper credit given to the original author.

# Republishing best practices:

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- ✓ Strive to choose reputable sites to partner with.

Websites with **higher domain authority** will give you a stronger lift in search engine rankings.





# Republishing best practices:

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## How to Get Your Content Published on Forbes, Huffington Post, and Business Insider

✍️ Mary Hiers



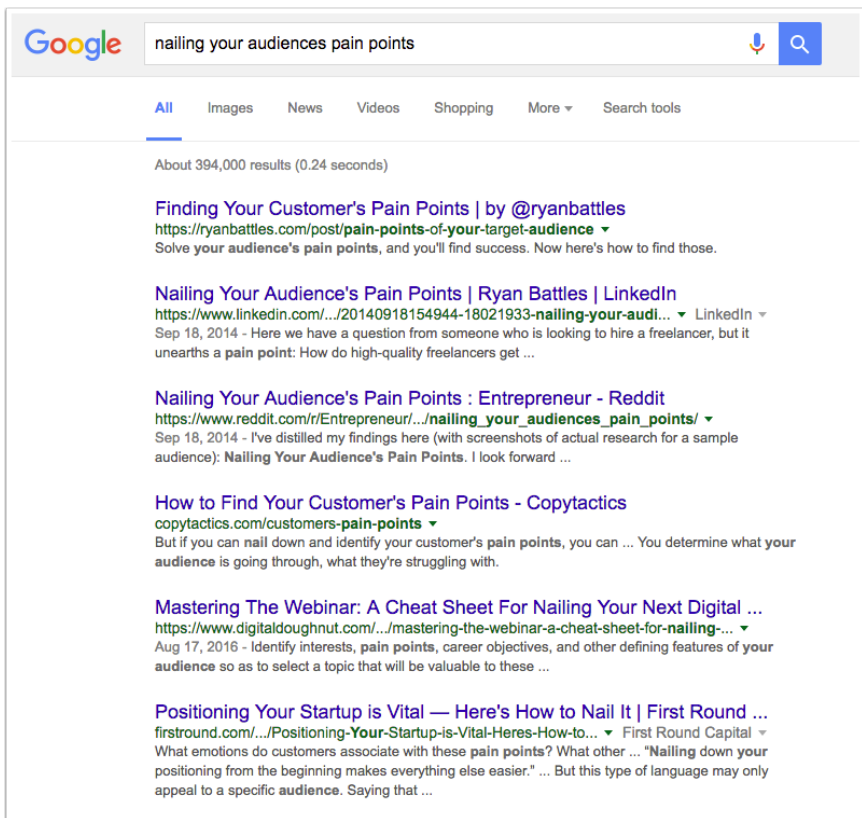
Israeli-American psychologist Daniel Kahneman is an expert in the psychology of judgment and decision, and his research has challenged assumptions of human rationality as a driver in economic decision-making.

**He has said,** *"Your first impression of a thing sets up your subsequent beliefs. If the company looks inept to you, you may assume everything else they do is inept."*



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Ryan Battles alters the headline of republished articles to **differ** from the original blog post.

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**Finding Your Customer's Pain Points | by @ryanbattles**  
<https://ryanbattles.com/post/pain-points-of-your-target-audience>  
Solve your audience's pain points, and you'll find success. Now here's how to find those.

**Nailing Your Audience's Pain Points | Ryan Battles | LinkedIn**  
<https://www.linkedin.com/.../20140918154944-18021933-nailing-your-audi...> LinkedIn  
Sep 18, 2014 - Here we have a question from someone who is looking to hire a freelancer, but it unearth's a pain point: How do high-quality freelancers get ...



**Nailing Your Audience's Pain Points : Entrepreneur - Reddit**  
[https://www.reddit.com/r/Entrepreneur/.../nailing\\_your\\_audiences\\_pain\\_points/](https://www.reddit.com/r/Entrepreneur/.../nailing_your_audiences_pain_points/)  
Sep 18, 2014 - I've distilled my findings here (with screenshots of actual research for a sample audience): **Nailing Your Audience's Pain Points**. I look forward ...

**How to Find Your Customer's Pain Points - Copytactics**  
[copytactics.com/customers-pain-points](http://copytactics.com/customers-pain-points)  
But if you can nail down and identify your customer's pain points, you can ... You determine what your audience is going through, what they're struggling with.

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[firstround.com/.../Positioning-Your-Startup-is-Vital-Heres-How-to-...](http://firstround.com/.../Positioning-Your-Startup-is-Vital-Heres-How-to-...) First Round Capital  
What emotions do customers associate with these pain points? What other ... "Nailing down your positioning from the beginning makes everything else easier." ... But this type of language may only appeal to a specific audience. Saying that ...

Notice Battle's blog post **headline** on his website, "Finding Your Customer's Pain Points."

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Finding Your Customer's Pain Points | by @ryanbattles  
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What emotions do customers associate with these pain points? What other ... "Nailing down your positioning from the beginning makes everything else easier." ... But this type of language may only appeal to a specific audience. Saying that ...

The content is **republished** to LinkedIn and Reddit with the new headline, "Nailing Your Audience's Pain Points."

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- ✓ Don't republish all of your content, just top performing content.
- ✓ Update the headline of each republished piece of content.
- ✓ Wait at least two weeks before you republish your content.

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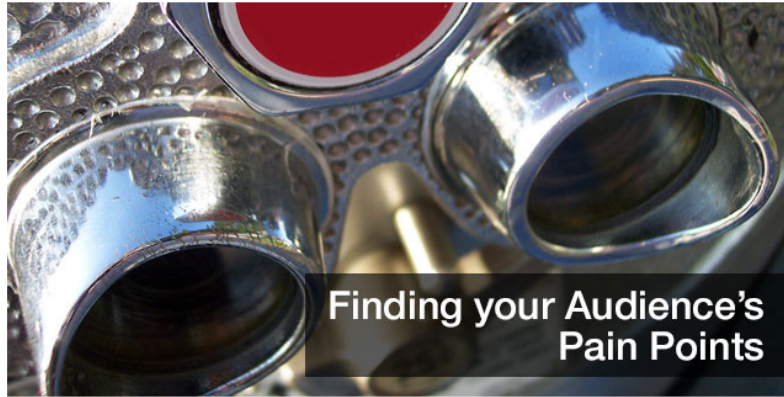
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- ✓ Include links throughout your republished post.



## Nailing Your Audience's Pain Points

Sep 18, 2014 | 272 views | 1 Like | 1 Comment | [in](#) [f](#) [t](#)



Previously, I wrote about the importance of [knowing your audience](#) and tools for getting to know more about your target demographic. This week I'll be diving into ways to get to know their biggest pain points. We'll go through the tools available to seek out some potentially unsolved pains that they have, as well as pitfalls to avoid, like why asking them to identify their pain points is a dangerous idea.


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- ✓ Include links throughout your republished post.
- ✓ Include a call-to-action within your blog post.

Battle uses a hierarchy of helpful **calls-to-action.**

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**How do you  
repurpose content?**



**A** **djust.** What needs to be added, removed, or re-worded?

**C** **ombine.** You may be able to combine related or unrelated content to provide new value and meaning.

**E** **xpand.** Is there an opportunity to expand on something you've already done in order to dig deeper into that topic?



ROOTS



**ROOTS**

**TRUNK**





ROOTS

TRUNK

CROWN



CROWN

TRUNK

ROOTS



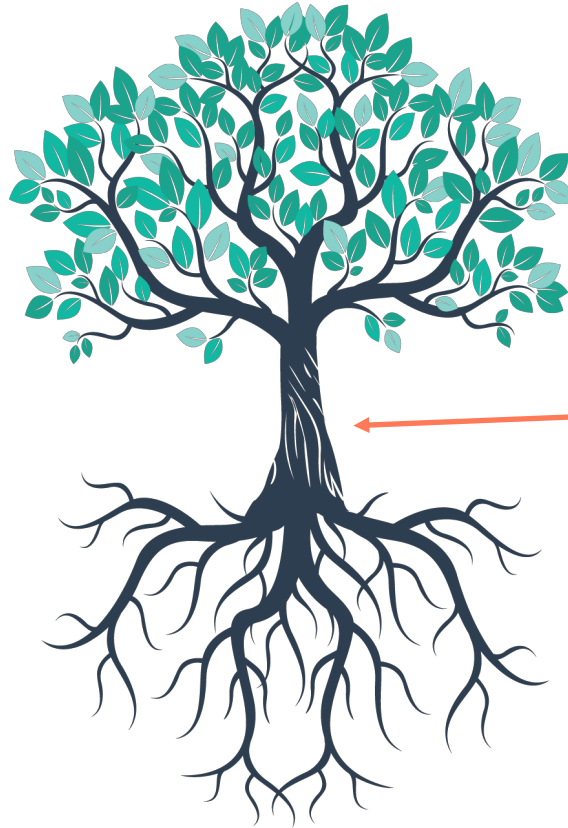
Short-form content



ROOTS

TRUNK

CROWN



Long-form content offer

ROOTS

TRUNK

CROWN

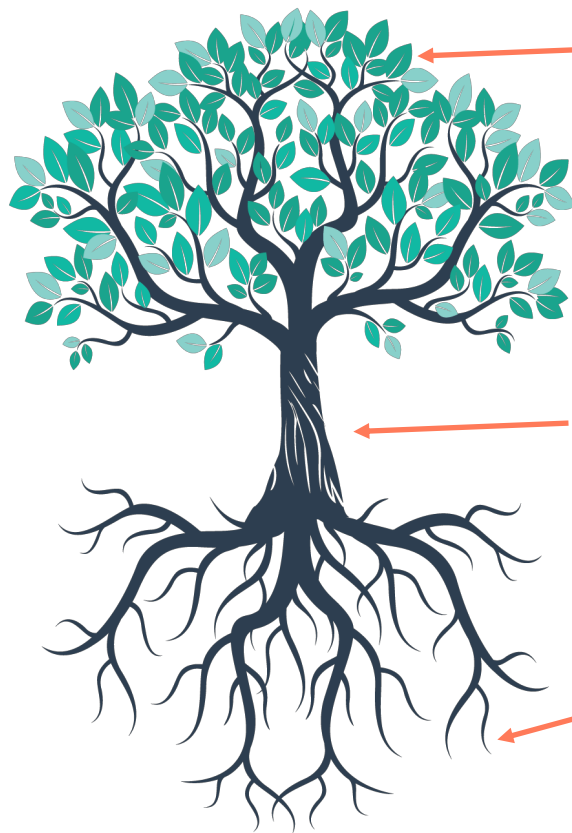


Repurposed long-form content

CROWN

TRUNK

ROOTS

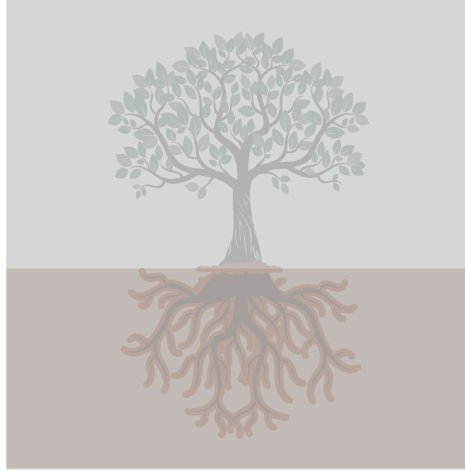
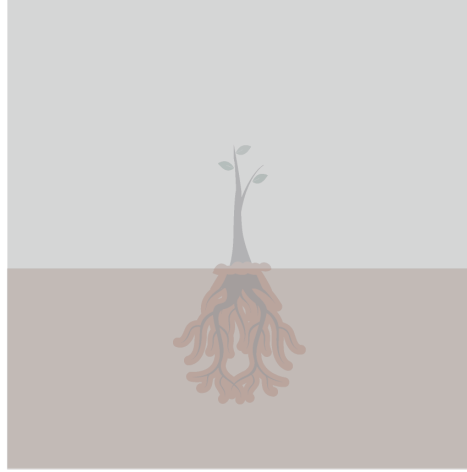
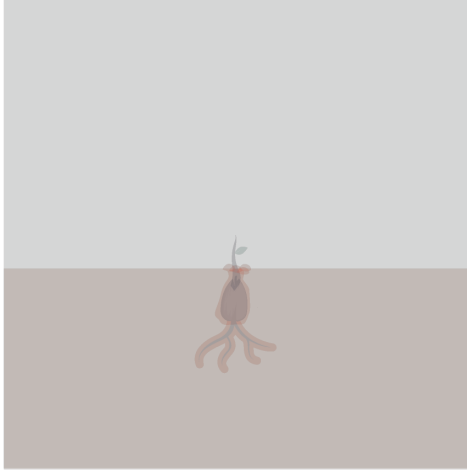
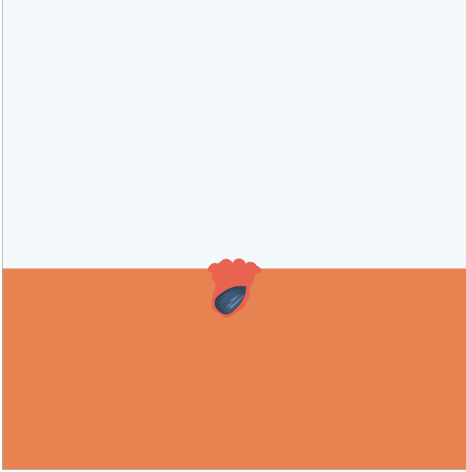


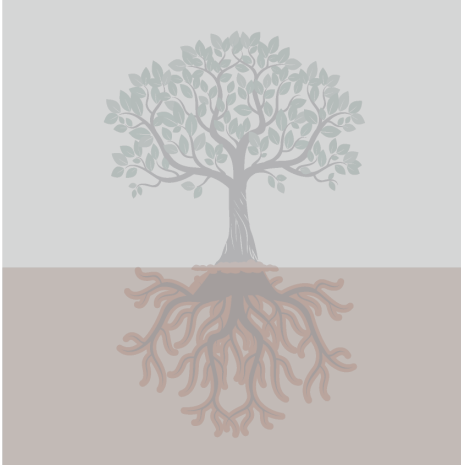
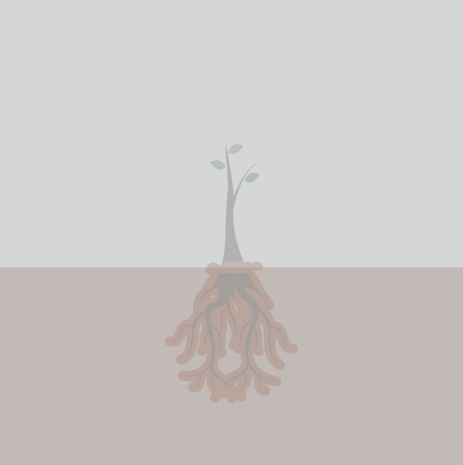
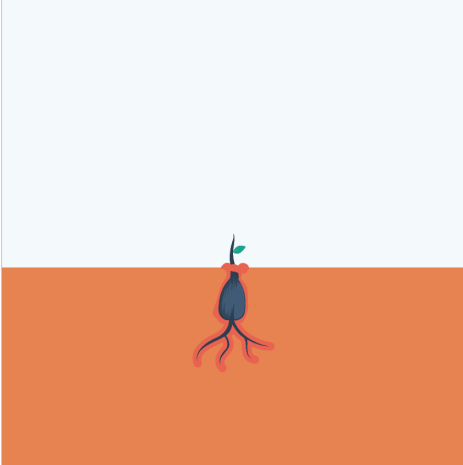
Repurposed long-form content

Long-form content offer

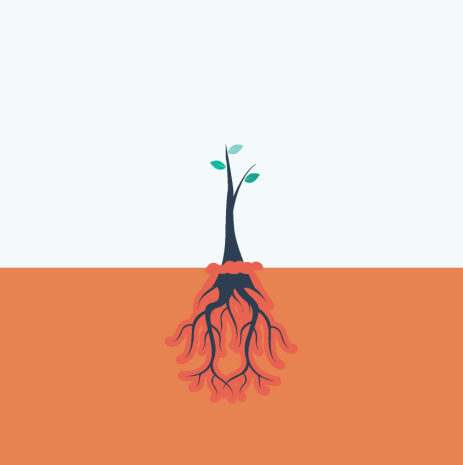
Short-form content

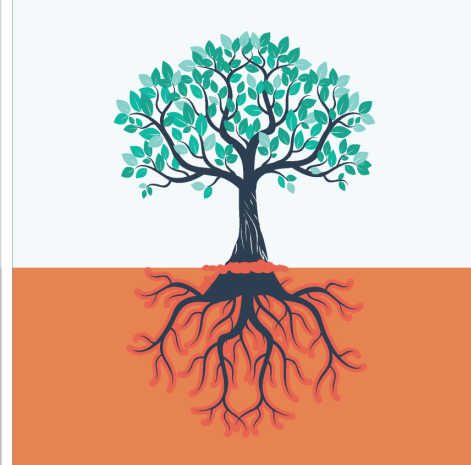
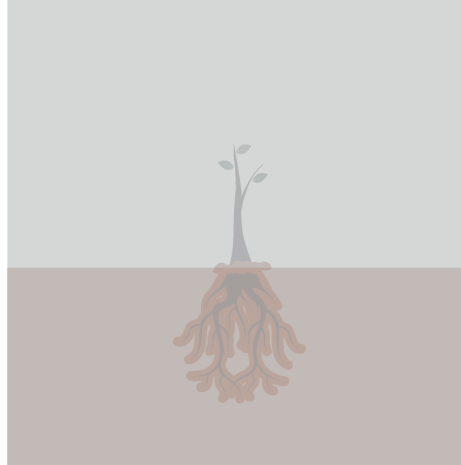
**Don't** create content just  
to create content.













From Truck Cap  
TO  
Truck Camper

JUSTIN + ARIELE CHAMPION

Let's **build a guide.**



Ariele and I decided to repurpose George into a storage unit that also **doubles as a camper.**

Before



After

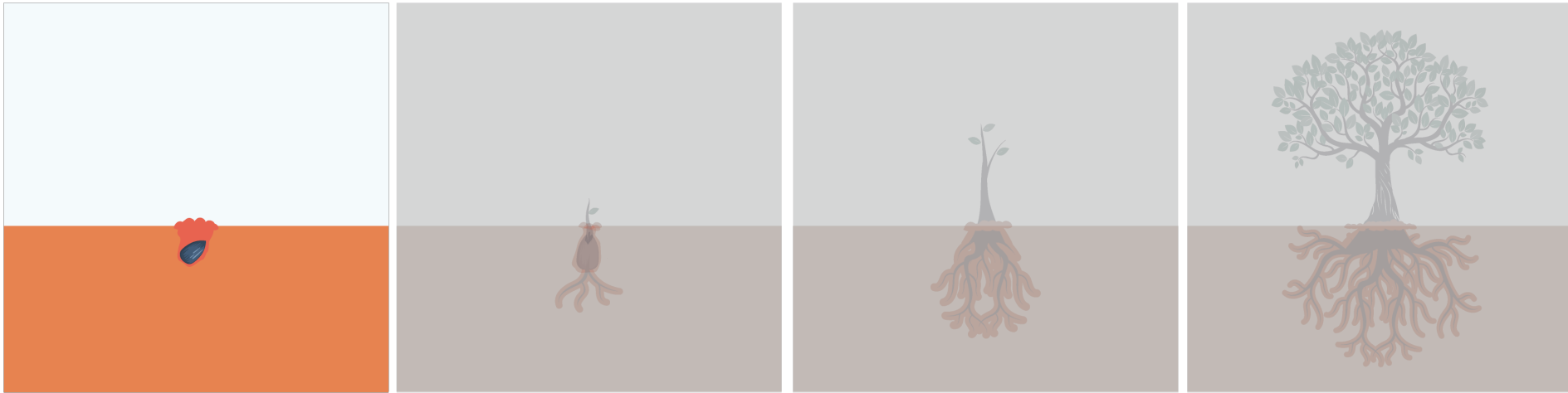


# 8 steps to recycling content into a long-form offer:

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1. Identify content format and topic.

This is the **seed** for the tree we want to produce.

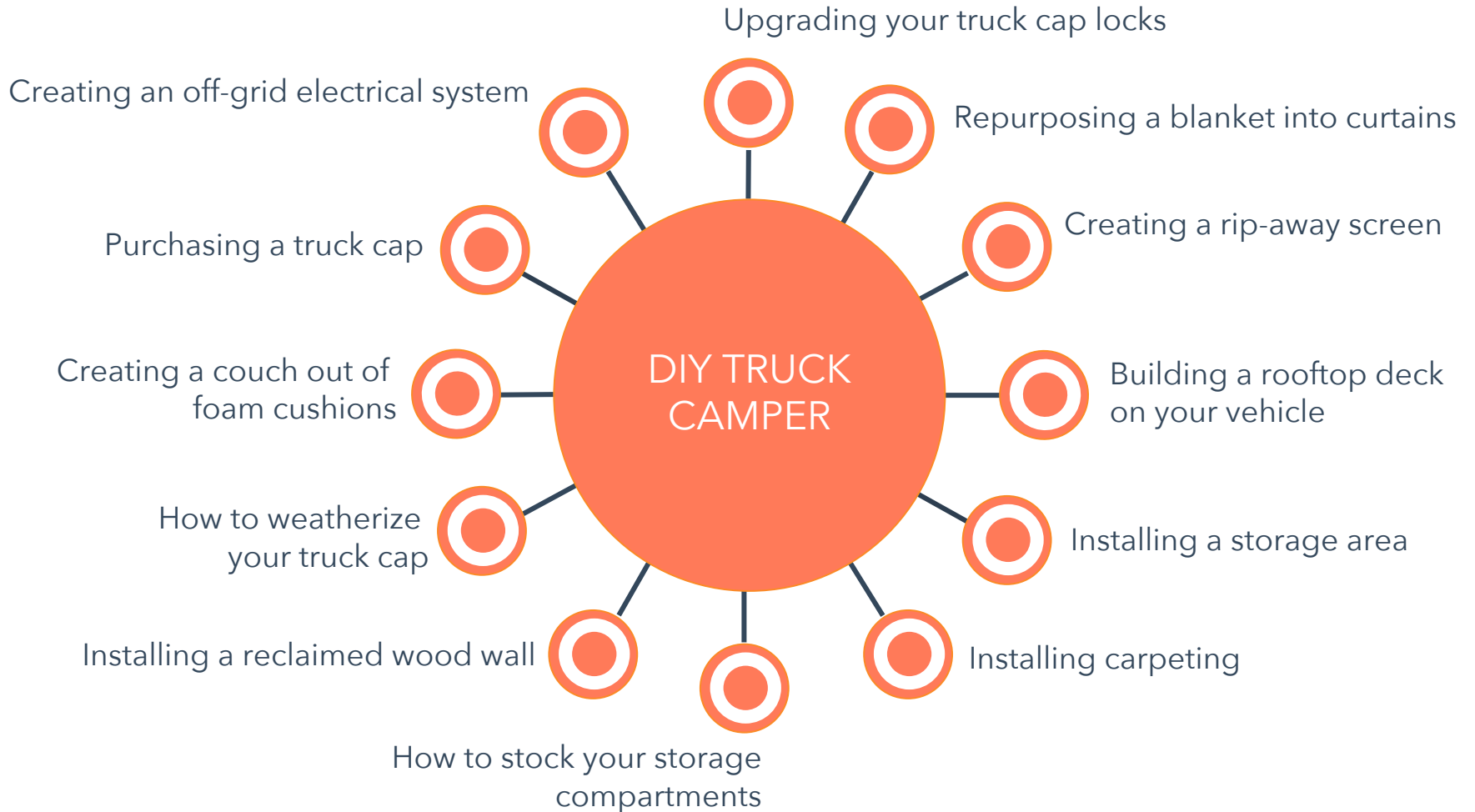


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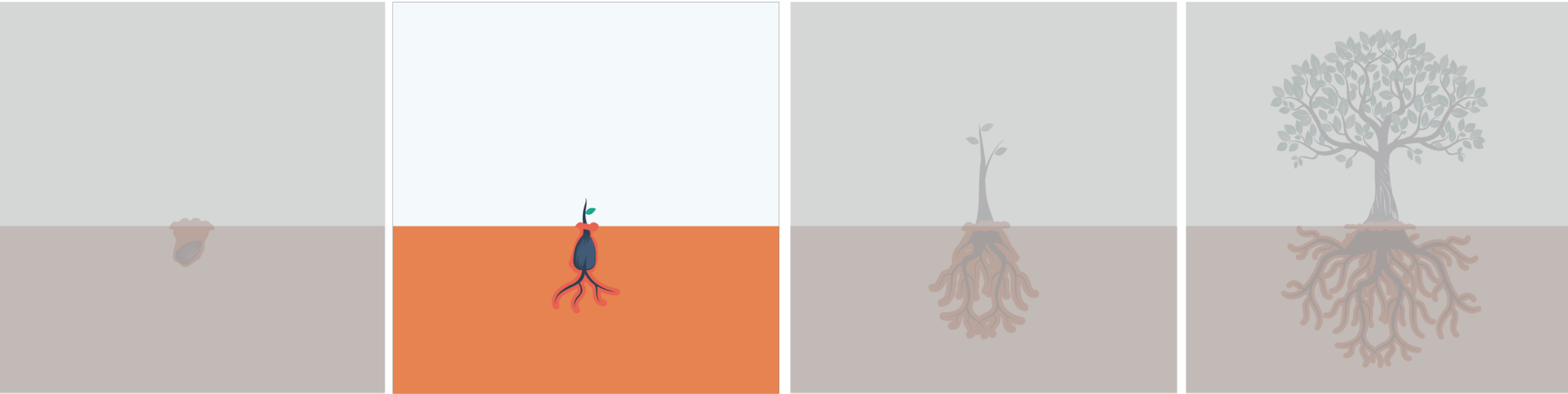
1. Identify content format and topic.
2. Make a list of supporting subtopics.





# These are our **roots.**

We need these to grow into a strong, compelling offer.



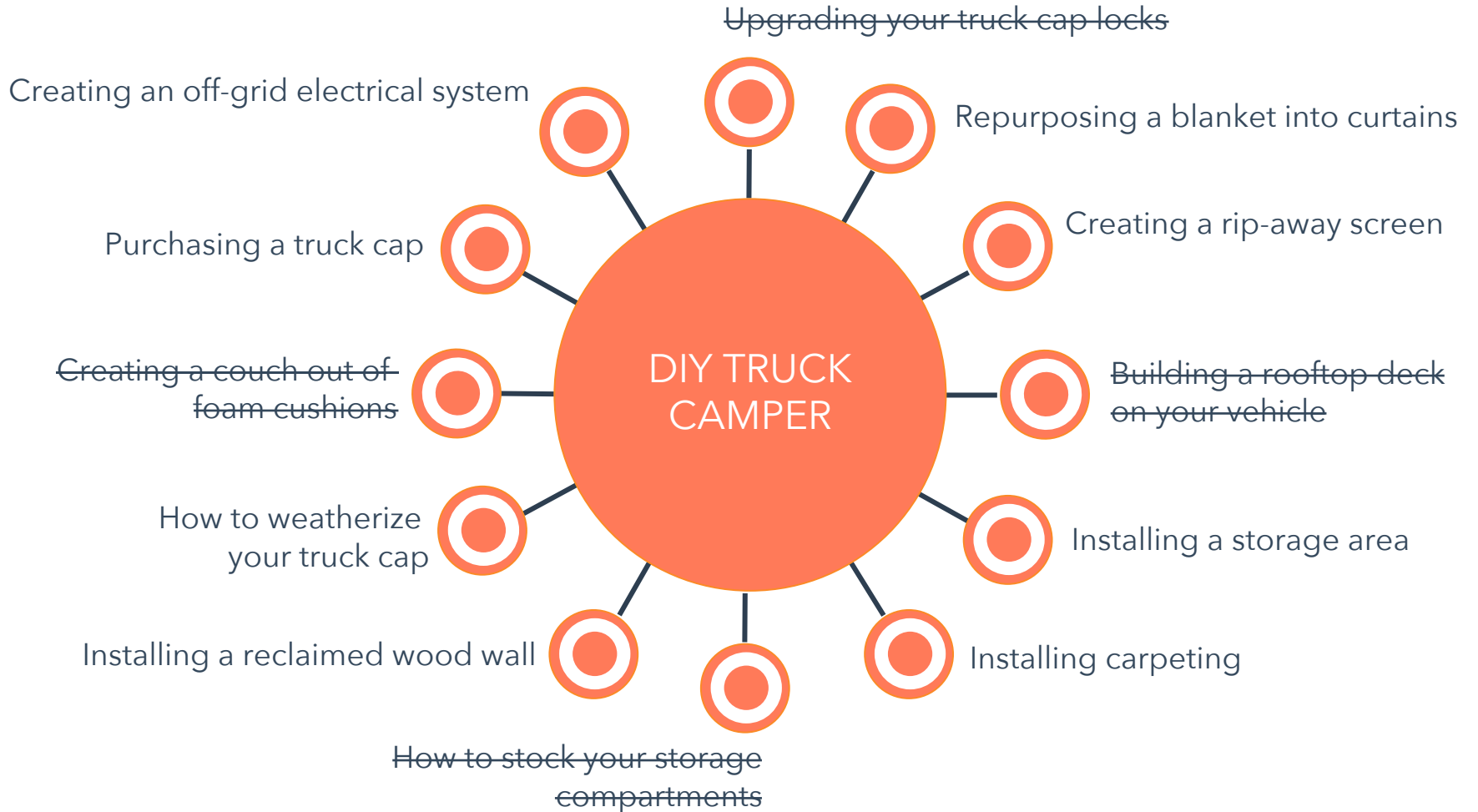
# 8 steps to recycling content into a long-form offer:

---

1. Identify content format and topic.
2. Make a list of supporting subtopics.
3. Choose the strongest supporting subtopics.

## Pro Tip:

If you already have content created for one of your subtopics, then consider choosing that as a subtopic to repurpose into your guide.



Creating an off-grid electrical system

Repurposing a blanket into curtains

Purchasing a truck cap

Creating a rip-away screen

## DIY TRUCK CAMPER

How to weatherize  
your truck cap

Installing a storage area

Installing a reclaimed wood wall

Installing carpeting

# 8 steps to recycling content into a long-form offer:

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1. Identify content format and topic.
2. Make a list of supporting subtopics.
3. Choose the strongest supporting subtopics.
4. Create content for each supporting subtopic.



Before we started writing each blog post, we **documented** our progress via Instagram.



## Pro Tip:

When doing research for the content you're creating, jot down interesting things you think would be valuable to share via your social channels.

A short bed f250 is only 6.5' long. If you're like us and want to convert your truck into a mobile shelter, then you're going to need storage options.

Arielle and I are converting our truck, George into a **mobile micro camp**. Originally, George was considered a mobile storage unit, but because our **tiny home, Virginia Blue**, is only 152 square-feet, we put on our multi-purpose hats and decided George could be more useful.

Our A.R.E DCU truck cap has a tool box on the driver side that extends the entire length of the truck cap. From tools and supplies to personal items, the tool box is a helpful addition and a very wise use of space. However, this storage area can only be accessed from the outside.



If we plan on sleeping and hanging out in the truck bed, then we're going to need storage inside the truck. (Even though we're that couple that wants to sleep in the back of our truck, we have tidyness standards.)

Our truck bed storage goal was twofold: something small and out of the way that can also serve as a cooler (like a short-term ice box).

After going to the all-mighty Google to find options, we found our unicorn, the **UnderCover Swing Case**. This beaut is *exactly* what we were looking for, and more.

- ✔ Tucks away to the side of the truck bed next to the wheel well
- ✔ Has a lever that, when pulled, swings the case out to the outside of the truck (hence the name)
- ✔ Doubles as a cooler
- ✔ Can be removed easily to tote around

The only areas that gave trouble were the bottom and top planks. I had to cut a 90-degree angle slice out of the wood to fit in smoothly.



Next, we outlined the bulkhead with 1" thick insulation tape. Again, the reclaimed wood is fairly thin, so the insulation tape provides a cushioned backing for support so it won't break if pressure is applied to it.

Now for the good news, the make-shift measurement we took at the back of the toolbox will be the same for the bulkhead installation. The only difference is the top plank needed to be rounded off.



You'll notice there's about 1.25" gap between the top reclaimed wood panel and the roof. This is because we're installing industrial strength Velcro for the bulkhead curtain. Plus, the serape ceiling will cover this up anyway.

Next, start applying the velcro strips throughout the truck bed per the instructed areas. I placed the velcro strips in the following order:

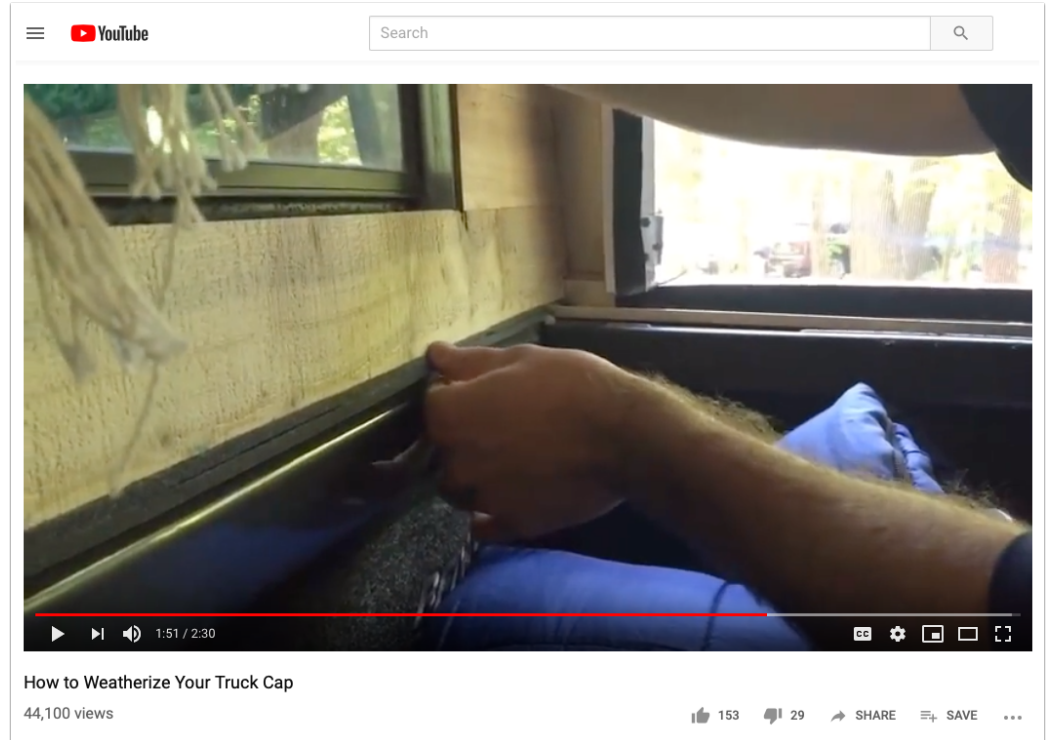
- ✔ Floor
- ✔ Bulkhead
- ✔ Tailgate
- ✔ Sidewalls



Once all pieces are placed in the specified areas, select an area (from above) and pull the BedRug back keeping it from contact with the truck bed, remove the adhesive protective film and carefully place the BedRug into its secured position. Wash, rinse, and repeat this process until all areas are completed.

We wrote a blog post for **each subtopic.**

We **repurposed**  
our blog content  
into a video series.





Suggested clip - 23 seconds

### How to Weatherize Your Truck Cap - YouTube

[https://www.youtube.com/watch?v=jc9XHl32B\\_A](https://www.youtube.com/watch?v=jc9XHl32B_A)[About this result](#) [Feedback](#)

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#### How to Weatherize Your Truck Cap

Wild We Wander  
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#### TRUCK CAP CAMPER CONVERSION 2018 - Part 3 - Insulating the ...

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#### Truck Bed Shell Camper - Part 5 - Insulating cap with Poly Pro Foam ...

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[www.wildwewander.com/journal/how-to-weatherize-your-truck-cap](http://www.wildwewander.com/journal/how-to-weatherize-your-truck-cap)

May 27, 2016 - DCU truck cap, we didn't have all the materials to seal or secure it to our f250, George. ... Once we decided to convert George into a truck camper, weatherizing and securing the truck cap came in at the top of our list. ... Apply adhesive truck bed insulation tape around the entire bottom ...



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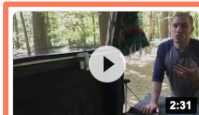
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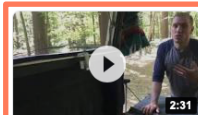


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4. Create content for each supporting subtopic.
5. Download or create a template for your guide.



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5. Download or create a template for your guide.
6. Recycle blog content and format it into chapters.

## Pro Tip:

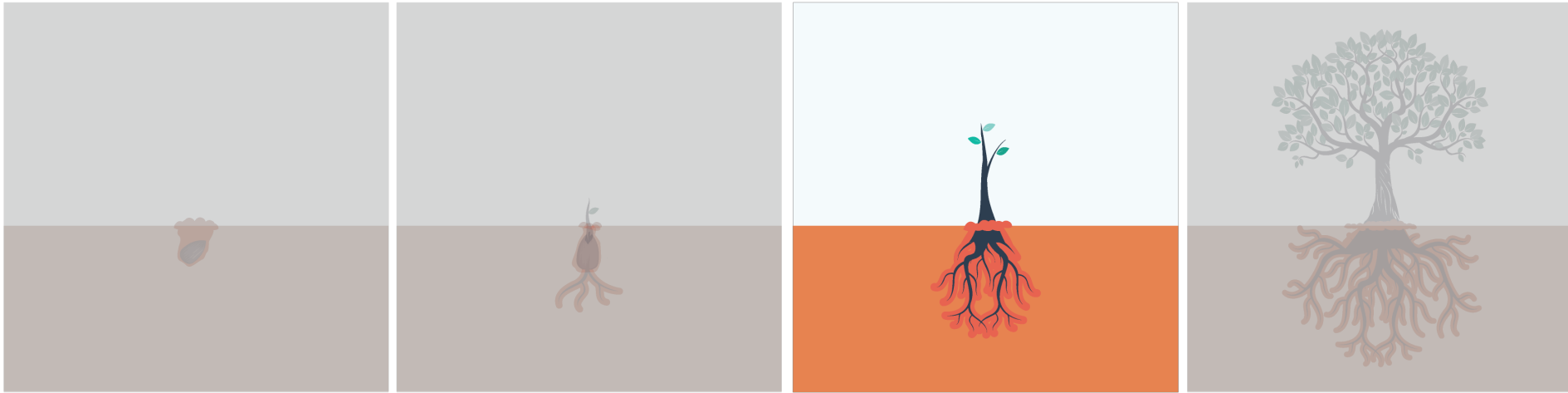
If you're looking for a way to set yourself up for content that can be easily expanded upon, consider using bullet pointed lists in the original piece you create.

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4. Create content for each supporting subtopic.
5. Download or create a template for guide.
6. Recycle blog content and format into chapters.
7. Create the rest of the content needed to complete your guide.

By **nurturing continuous growth** of the roots, they helped form our step-by-step guide.



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5. Download or create a template for your guide.
6. Recycle blog content and format into chapters.
7. Create the rest of the content needed to complete.
8. Update the calls-to-action on our blog posts.




Connecting the brake light is a tedious process, one I had help with to ensure I didn't mess up George's wiring. If you want further assistance on how to do this, then check out this [helpful training video](#).



Once you finish weatherizing your truck cap, you'll be one step closer to converting your truck into a place to camp.



If you want to learn more on how this project can help convert your truck into a liveable space, then click the link below.



**Learn** how to convert your truck into a camper.

Our step-by-step guide will help you complete each project from start to finish.

[Learn More Now](#)

Once the offer launched, we went back and inserted an **image call-to-action**.



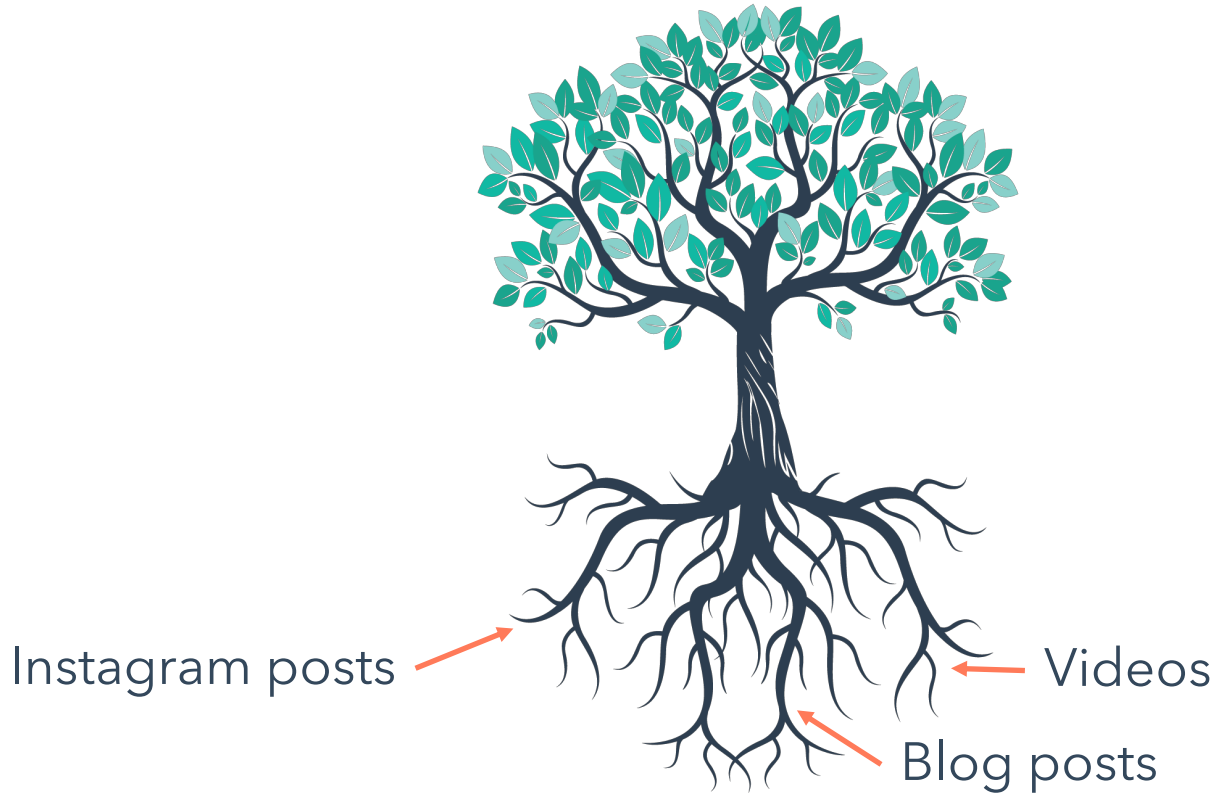
Once you have a content offer, start thinking about how you can **recycle this content.**



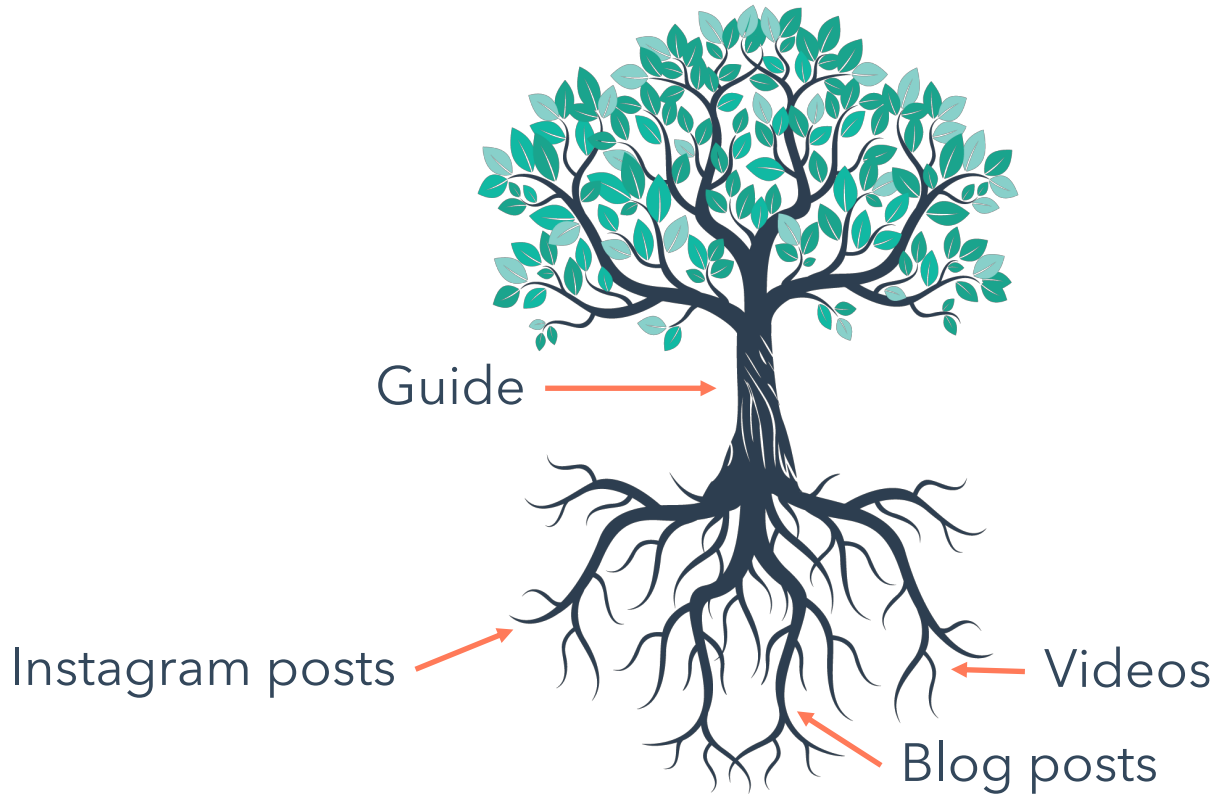


"How else might this  
content be **consumed**?"

Let's quickly **recap** our guide example.



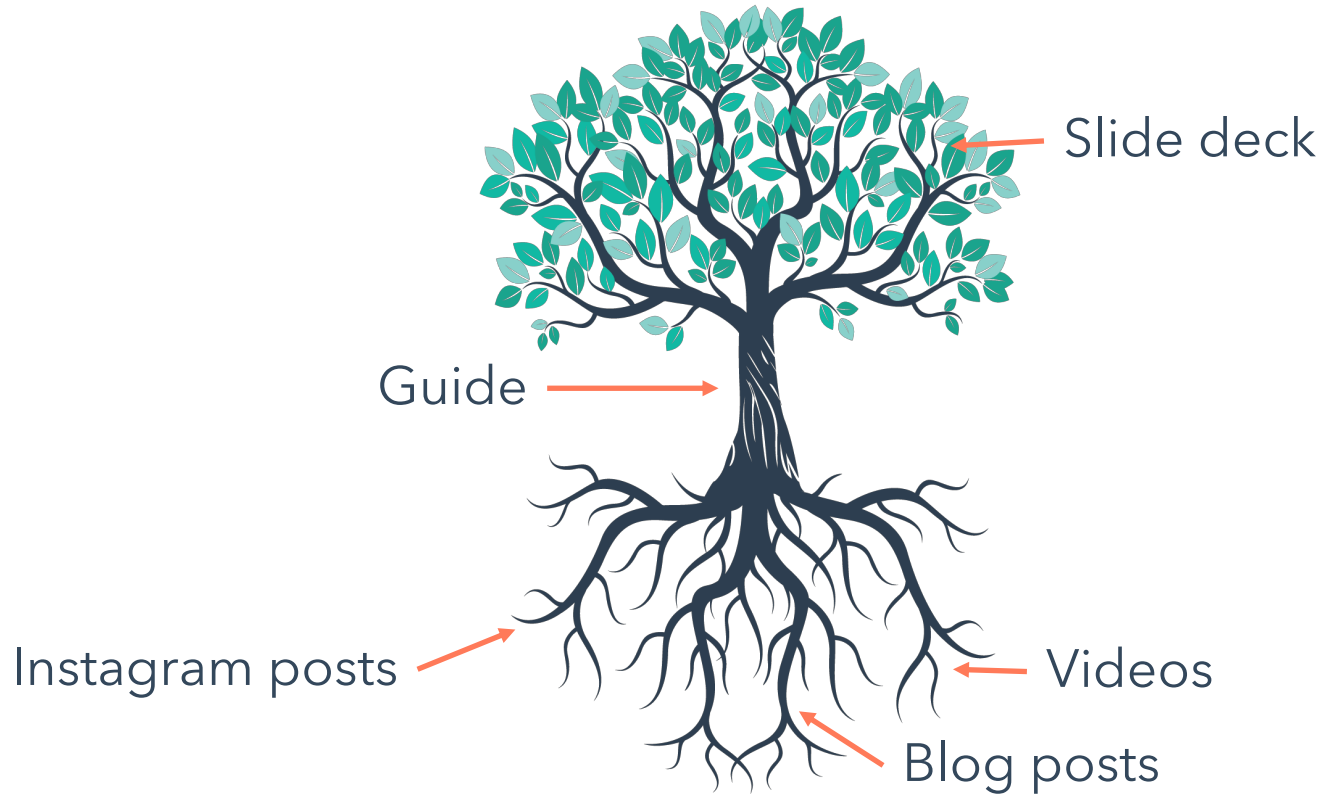
Let's quickly **recap** our guide example.



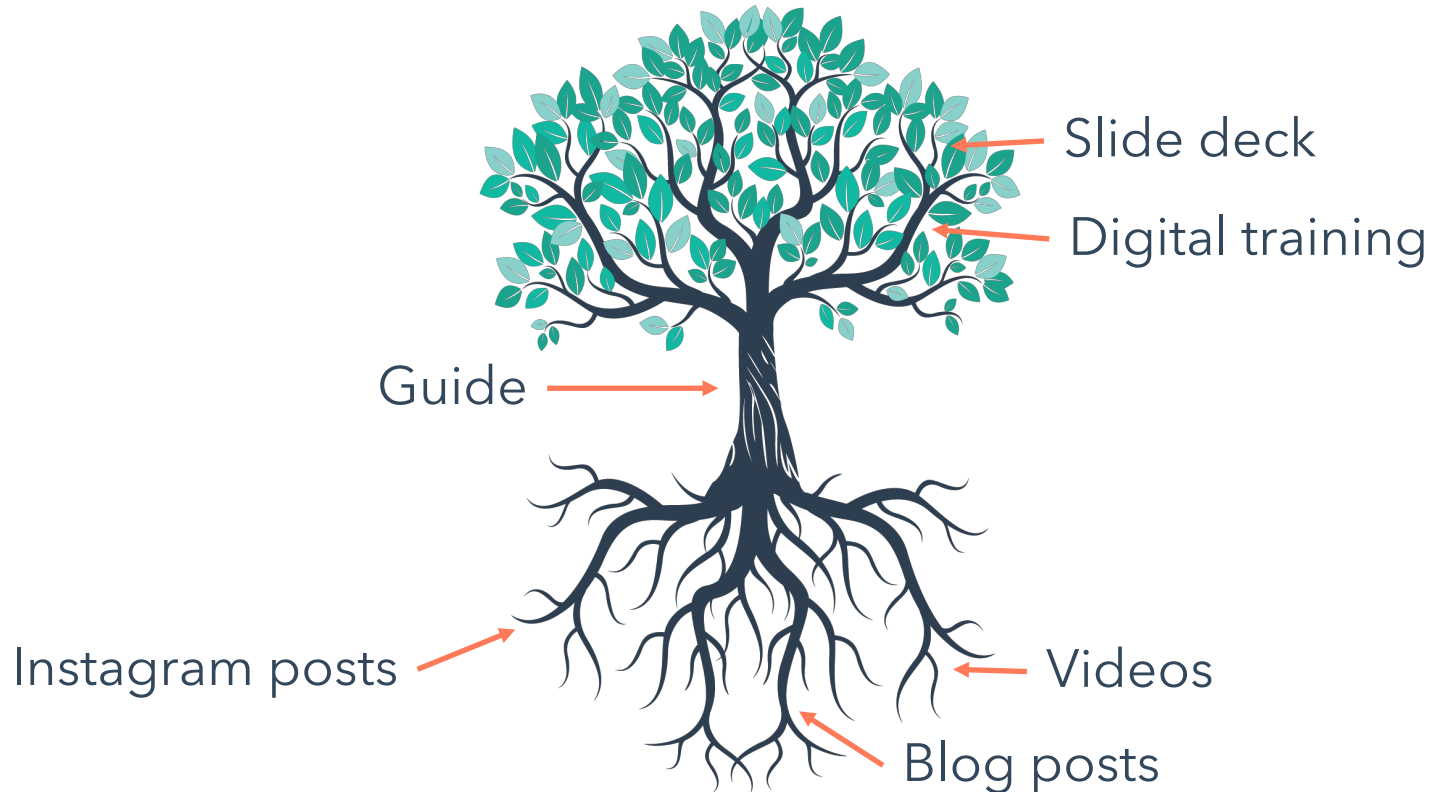
Let's review how we could branch out this content into **new formats.**



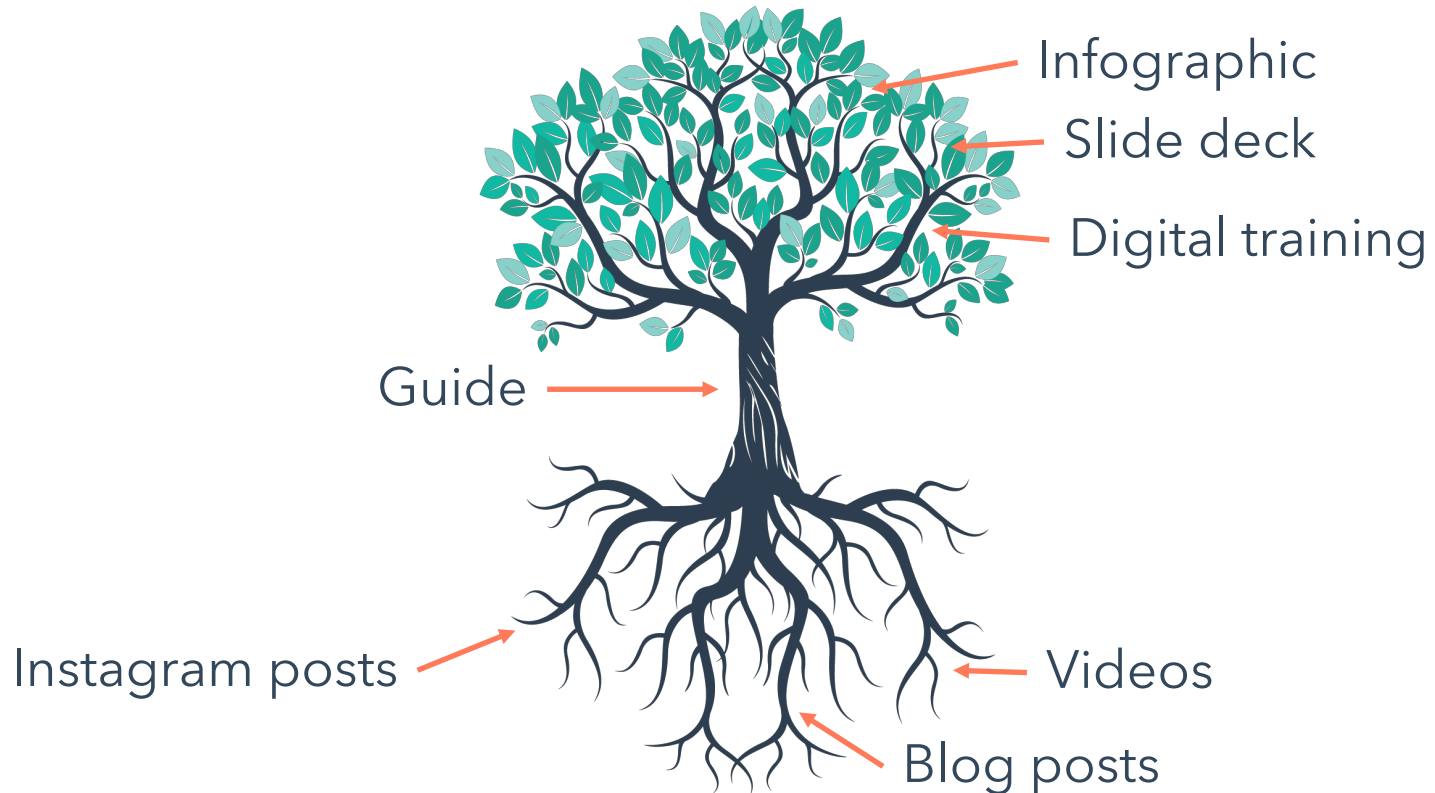
# Repurposing Guide **Opportunities**



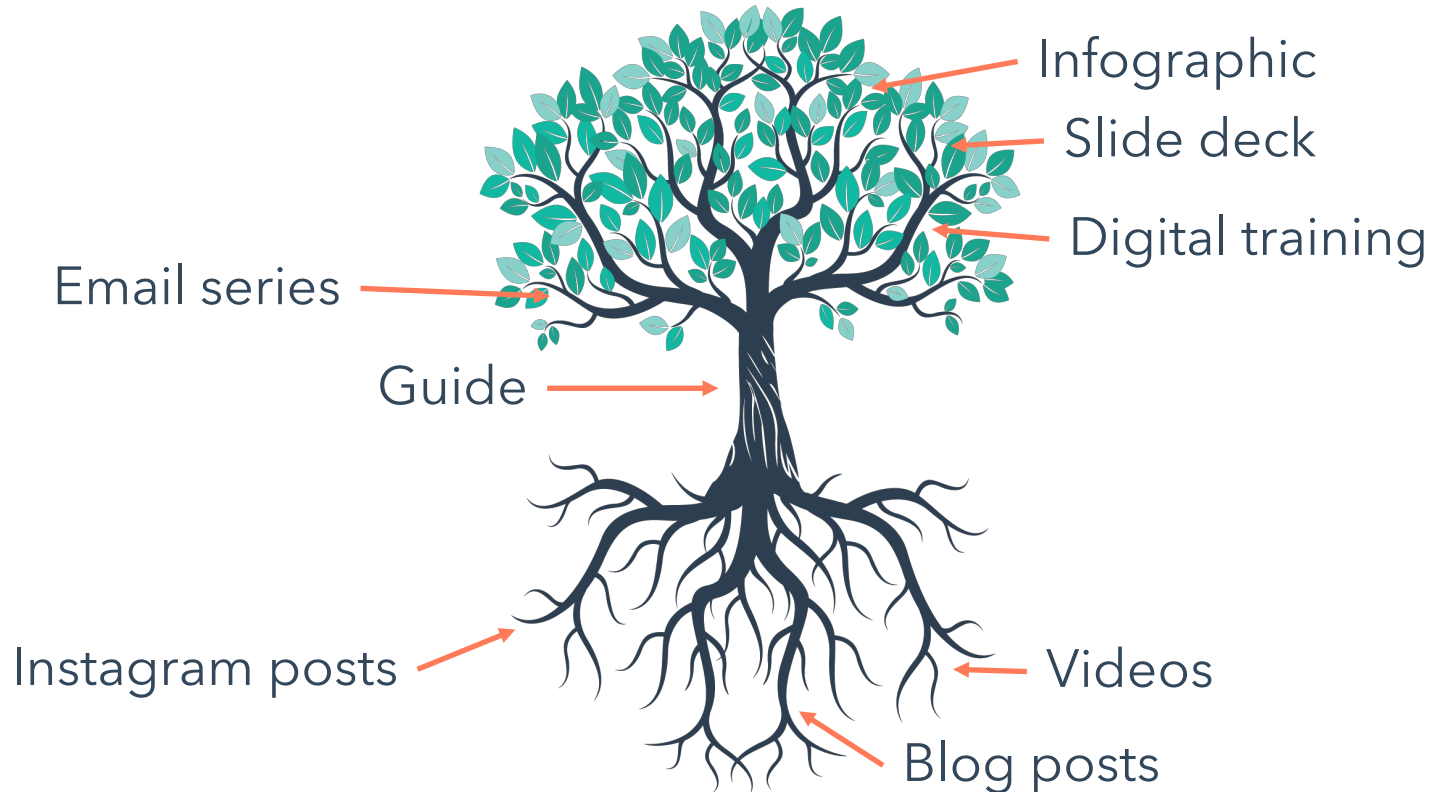
# Repurposing Guide **Opportunities**



# Repurposing Guide **Opportunities**

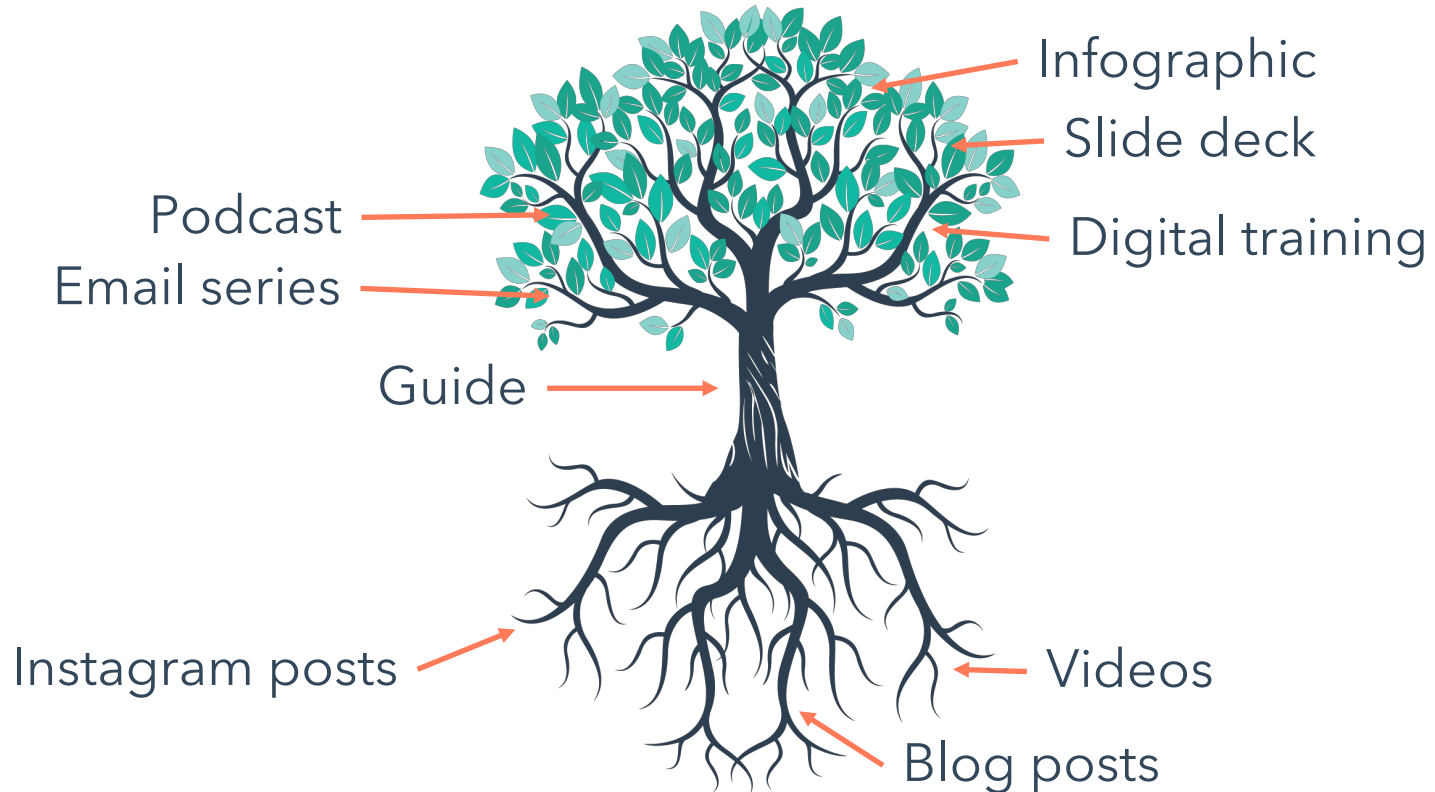


# Repurposing Guide **Opportunities**





# Repurposing Guide **Opportunities**



# DIY Truck Camper Checklist

Check the checkbox with a  when you have what you need



## Materials

- Two 5' x 7' Mexican serape blanket
- Five bottles of Fabri-Tac glue
- One roll of camper mounting tape
- One roll of Neoprene stripping tape
- One roll of heavy thread (black)
- One sewing needle
- One roll of hockey tape
- One car power inverter
- Two mobile power banks
- One driver-side UnderCover Swing Case
- One 3' USB extension chord
- One USB power strip
- One USB LED string lights
- One USB LED light bulb
- One roll of fiberglass screening
- One mini dehumidifier
- One BedRug liner

## Tools

- Heavy duty fabric scissors
- Non-fabric cutting scissors
- Painters tape
- Hammer drill
- Sharpie
- Set of sockets for hammer drill
- Set of wrenches
- Dremel tool with saw blades

## Notes

We decided to first **recycle** the guide into a checklist.

The background is a solid orange color. In the top right corner, there are two overlapping circles: a smaller one in front of a larger one. In the bottom left corner, there are three concentric circles of increasing size. The text "Thank you!" is centered in the middle of the page.

**Thank you!**