

PARTY*SLATE*

Digital Day



**Your Guide to Repurposing Content
in a Digital-First World**

Agenda

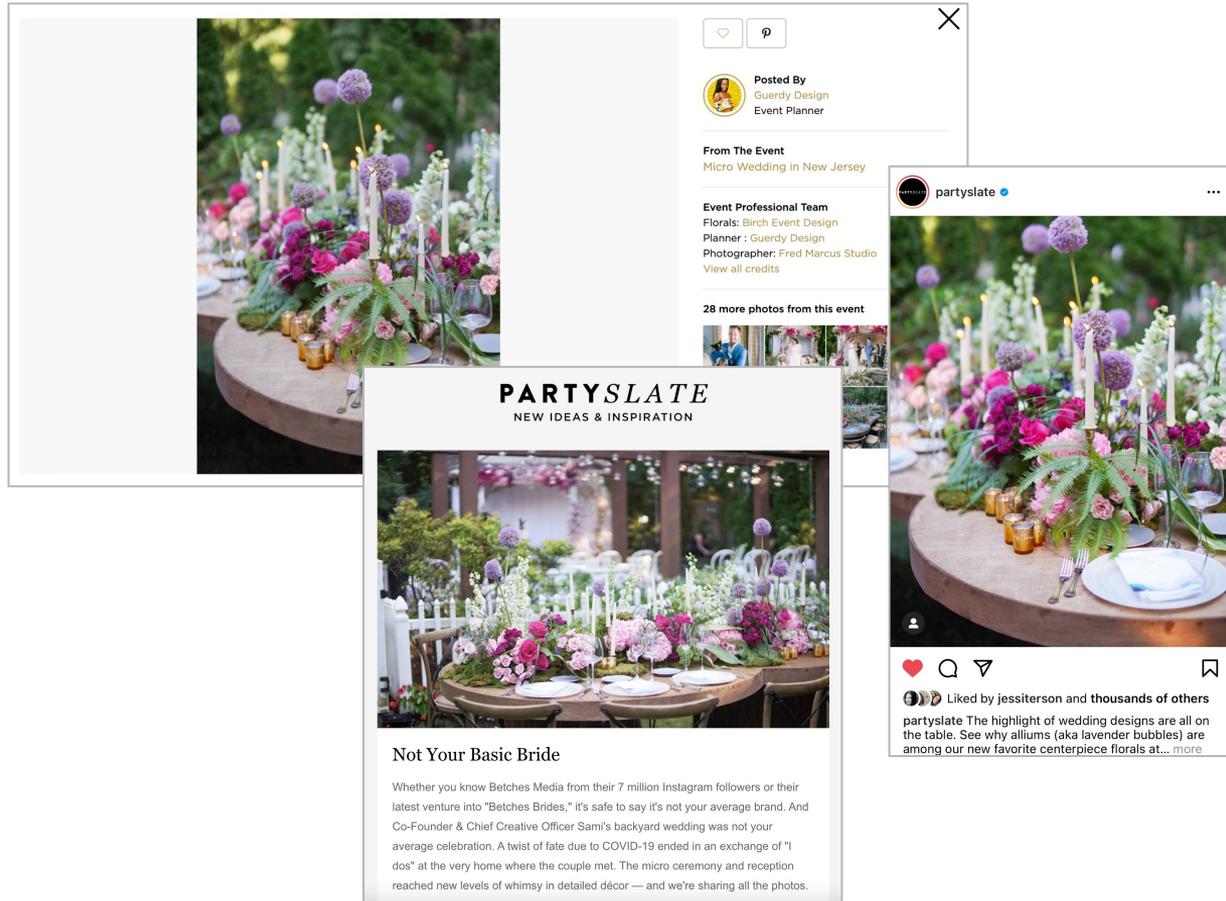
- **What does it mean to repurpose content**
- Why should you repurpose content
- The importance of evergreen content
- 6 ways to repurpose content for the events industry
- Your repurposing content action plan
- Next steps

What does it mean to repurpose content?

Repurposing content is a marketing strategy that involves taking existing content and using it in a new way.

Note: There is a difference between repurposed content and duplicate content.

- Use content on a new channel in a way that makes sense for that channel
- Don't simply copy and paste



PARTYSLATE
NEW IDEAS & INSPIRATION

Not Your Basic Bride

Whether you know Betches Media from their 7 million Instagram followers or their latest venture into "Betches Brides," it's safe to say it's not your average brand. And Co-Founder & Chief Creative Officer Sami's backyard wedding was not your average celebration. A twist of fate due to COVID-19 ended in an exchange of "I dos" at the very home where the couple met. The micro ceremony and reception reached new levels of whimsy in detailed décor — and we're sharing all the photos.

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Liked by jessiterson and thousands of others

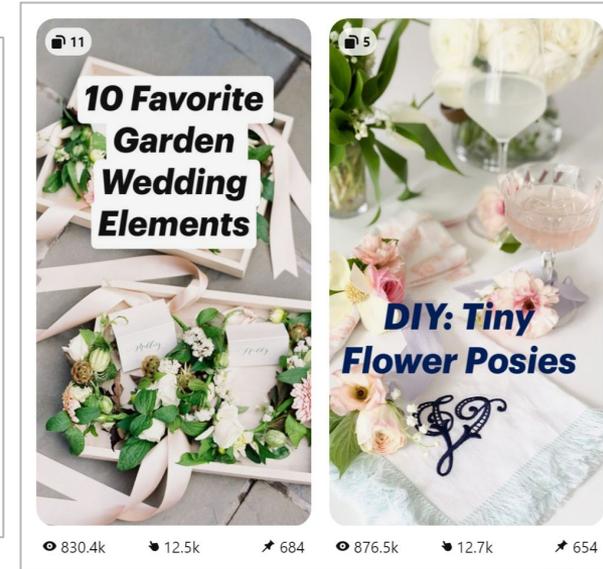
partyslate The highlight of wedding designs are all on the table. See why alliums (aka lavender bubbles) are among our new favorite centerpiece florals at... [more](#)

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Why should you repurpose content?

1. Reach new audiences
2. Boost brand awareness
3. Maximize efforts
4. Gain authority with Google
5. Save time



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The importance of evergreen content

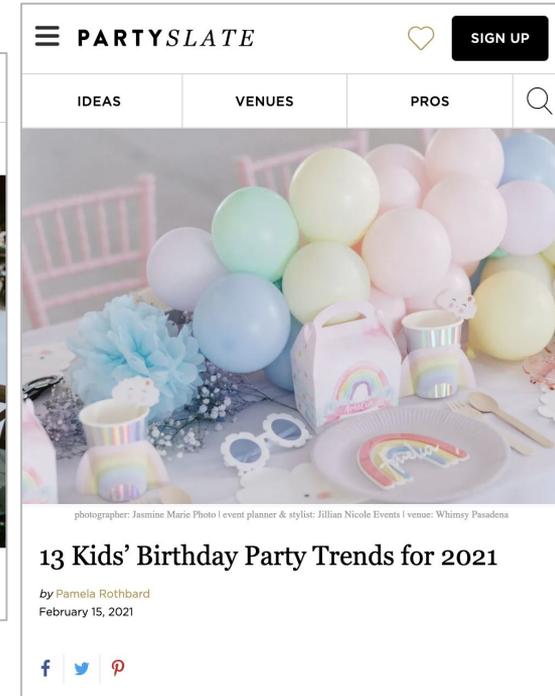
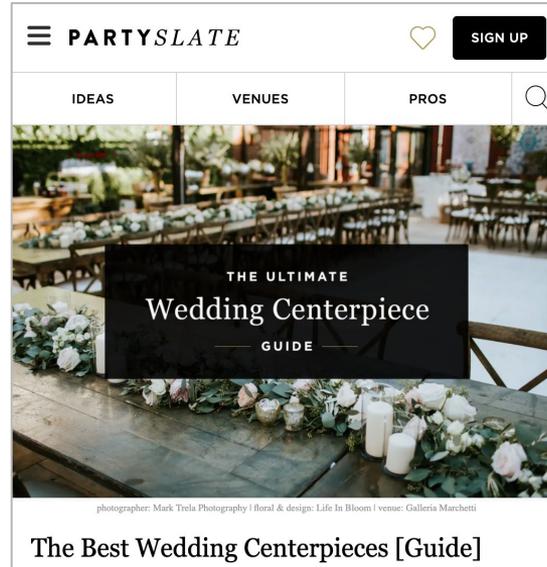
No matter season, year, or environment, evergreen content is always relevant.

- Will it be relevant in 5 years?
- Avoid referencing current events
- Optimize for SEO

What is NOT evergreen content:

- Press releases & news
- Trends
- Seasonal

Recommendation: Create both!

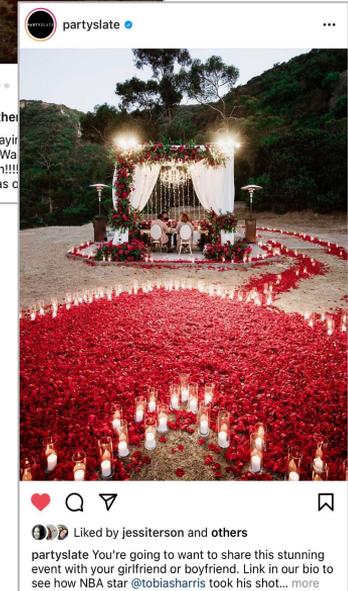


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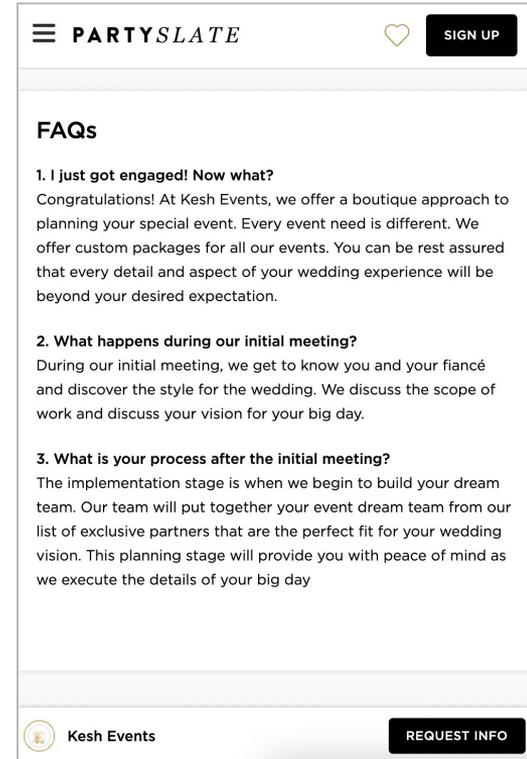
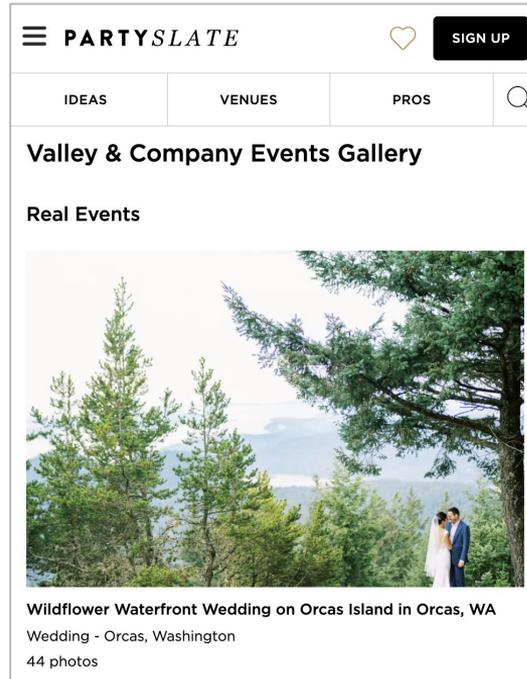
6 ways to repurpose content for the events industry

1. Optimize existing content
2. Turn expertise into content
3. Record existing content
4. Send content to hand raisers
5. Repost best-performing content
6. Submit for recognition



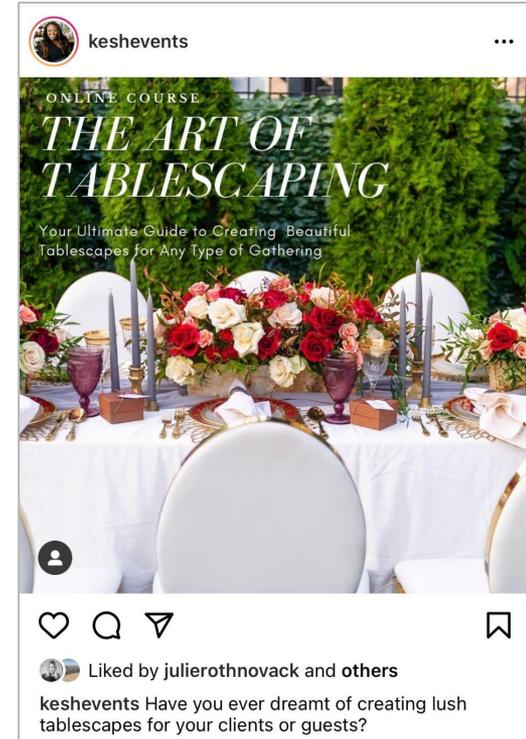
1. Optimize existing content

- Revisit old blog posts — update content and change the date
- Keep your website content fresh and unique
- Add new testimonials from recent partners and clients
- SEO traction builds over time
- Refresh PartySlate profile content:
 - Real events
 - Reviews & recommendations
 - Videos
 - FAQs



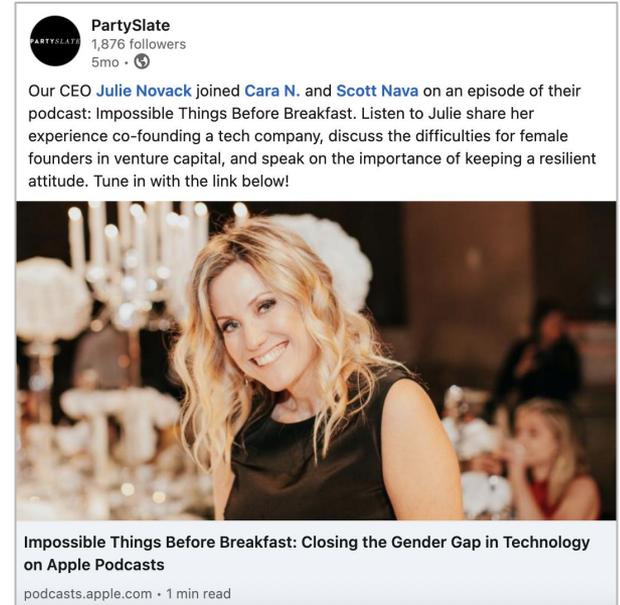
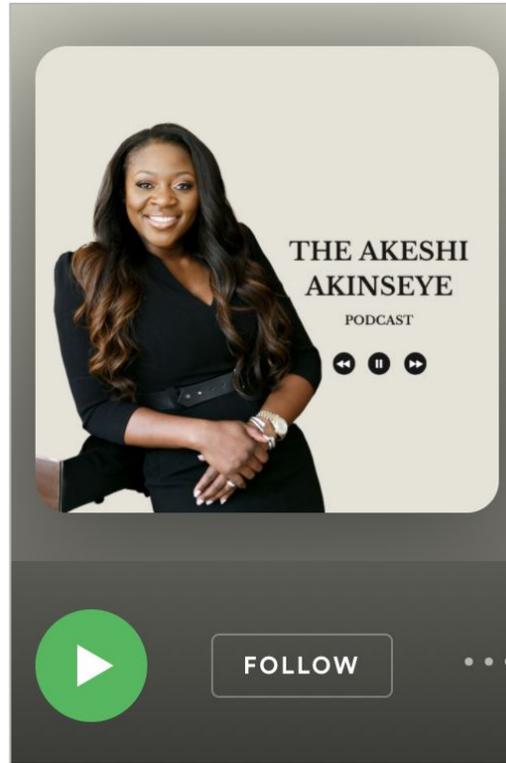
2. Turn expertise into content

- Submit for guest appearances, speaking opportunities, press, and interviews
- Curate your content into books or guides
- Host educational workshops, webinars, and courses



3. Record existing content

- Leverage existing text or knowledge
- Take blog posts and create webinars or courses
- Use founding story for inspirational podcasts
- Create motion graphics or videos out of photos



4. Send content to hand raisers

- Your email subscribers said they want more of your content!
- Weekly or biweekly newsletters with information and news
- Prioritize gathering email subscriptions
- Email content to existing and former clients and partners



An Off-Court Romance

The NBA's Tobias Harris proved himself to be a professional romantic with the grand, intimate proposal our team has seen. The only thing better than the rose-covered mountaintop is the couple's adorable reaction. While you click into the event album, we'll be giving our partners a not so subtle hint — and Tobias' event planner [Kesh Events](#) a phone call.

[See More Photos](#)

In partnership with Kesh Events | photographer: REEM Photography | photo posted by: Kesh Events

Kesh Events Gallery

Real Events



Tobias Harris' Romantic Engagement in San Diego, CA

Wedding Shower - San Diego, California
9 photos

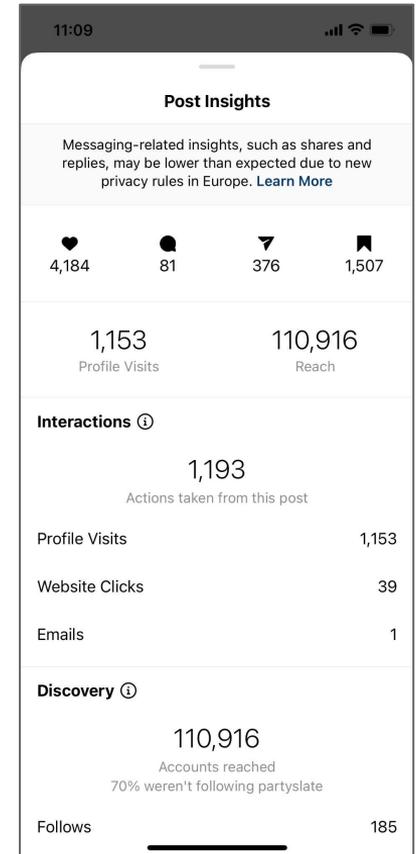
5. Repost best-performing content

- Track your best-performing social media posts
- Repost those images or a similar image from the same event
- Track your highest-trafficked blog posts and talk more often about those topics



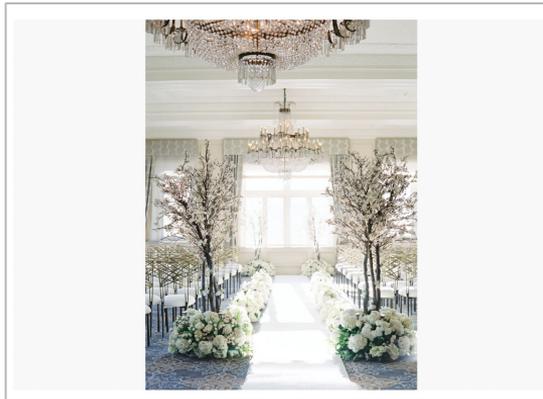
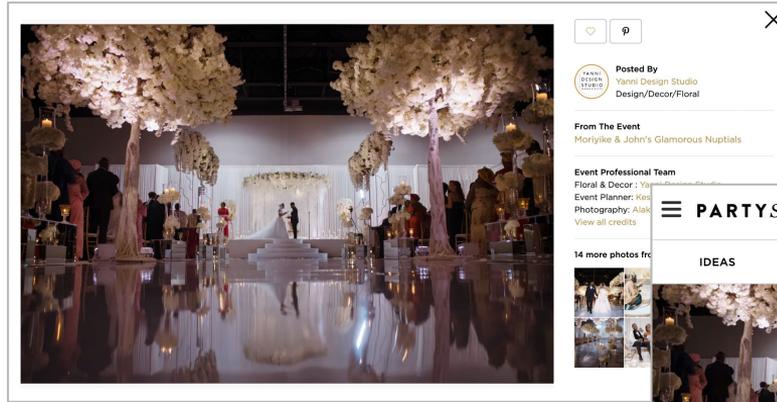
Bonus: How do you know what content to repurpose?

- Start with your Instagram posts
- Track your most successful photos and videos
- Repurpose those on other channels



6. Submit for recognition

- Press & features
- Speaking opportunities
- Partnerships



PARTYSLATE [SIGN UP](#)

IDEAS VENUES PROS

photographer: Alakija Studios

Add Dimension with an Elevated Stage

Schaumburg, IL

Look: We love how dramatic steps and an elevated stage add depth and dimension to the mirrored wedding aisle. Besides, a couple this beautiful deserves to be seen twice over.

photographer: Alakija Studios | planner: Kesh Events | décor & florals: Yanni Design Studio | venue: Renaissance Schaumburg Convention Center Hotel

[SEE MORE PHOTOS](#)

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Your repurposing content action plan

1. Create a content calendar

- Balance evergreen and trend content
- Consider current events and seasonality
- Don't forget to leverage old content as new again

2. Repurpose content that works for your brand

- Start with your most successful photos and videos
- Make sure you're repurposing, not duplicating
- Prioritize all channels that are important for your brand

3. Measure performance of content

- Start with Instagram analytics tools
- Track which photos and videos are resonating
- Re-post that content to make the most of that success

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How we can help

- Create a PartySlate profile
- Content calendar template

Up next:

How to Build a Digital Lifestyle Brand With David Tutera

