

# Maximize Your Marketing Content

A time-saving guide to creating more content  
without doubling your workload.

# Have you ever felt like there aren't enough hours (or ideas) in a day to create fresh content?

## You are not alone.

The good news is you don't have to start from scratch — you already have everything you need to create multiple pieces of content with ease. You just need to repurpose your content. With a little creativity, you can turn one piece of content into multiple assets without a heavy lift.

Content repurposing is about getting more mileage from what you have already created (like blog posts, videos, social media posts, emails, etc.). Instead of coming up with new ideas, you take the content you have and adjust it for different formats — like turning a blog post into a social media series or an old webinar into an ebook.



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# Benefits of content repurposing

Repurposing content is great for small businesses and nonprofits looking to get the most out of their marketing efforts. Here's why repurposing content can be a game-changer:



## Saves time and effort

Why start from scratch when you already have great content created? Repurposing lets you take what's working and adapt it for different channels. It's a huge time-saver and frees you up to focus on other aspects of your business.



## Keeps your messaging consistent

Repurposing helps you maintain a consistent message across all your marketing channels. This consistency strengthens your brand awareness and keeps you top of mind with your audience.



## Budget-friendly

Creating new content from scratch can be pricey, but repurposing helps you stretch your budget and maximize your resources. With a few minor tweaks, that blog post you have can easily turn into a video, social post, or email.



## Boosts engagement

Different people engage with content in different ways. By offering your content in multiple formats, you're giving your audience more ways to interact, increasing engagement.



## Expands your reach

Not everyone consumes content in the same way. By repurposing your content into different formats, you're meeting your audience where they are — whether they're watching a video, scrolling through Instagram, or reading an email.



## Builds strong brand awareness

When your message shows up consistently in various forms and channels, it reinforces your brand and makes it stick in your audience's mind. The more they see and interact with your content, the stronger your brand becomes.

# Getting started with content repurposing

1

## Start with what you have

There's no need to reinvent the wheel. Take a look at your existing content and identify what is working or topics relevant to your audience. This will help determine what pieces should get repurposed first.

2

## Identify evergreen content

Start with content that will always be relevant and can be reused frequently. How-to guides and best practice pieces are good ones to start with.

**Pro Tip:** Evergreen content can serve different purposes just by switching up your CTAs to either be engagement-focused or conversion-focused.

3

## Create in batches

Dedicate time to create multiple pieces at once. If you're repurposing a blog post, you could spend an hour turning it into social posts, an email, and infographic. Batching helps you get into a flow and makes the entire process more efficient.

**Pro Tip:** Use the AI content generator in Constant Contact to quickly adjust your content to fit different output types.

4

## Use templates

Using templates can save you a lot of time when repurposing content. Create templates for each output type. Then you can quickly turn new pieces of content into different formats without starting from scratch each time.

5

## Automate

Use automation tools to schedule and share your content across multiple platforms.

**Here's a list of some of the content types you can easily repurpose:**

- Blog posts
- Webinars
- Emails
- Social media posts
- Podcasts
- User-generated content (reviews and testimonials)
- Videos
- Checklists/ebooks

# One piece of content, many uses

If you are looking to get more mileage out of the content you already have, here are some ways to transform a single piece of content into multiple formats

## Blogs

Got a high-performing blog post? Turn it into a video or podcast. Use webinars, social posts, podcasts, or guides as the basis for your blog posts or vice versa.

## Emails

Highlight existing content in your emails or repurpose email content for other channels like social.

## Webinars

You can break webinars down into shorter video clips, turn them into blog posts, or use the information to create infographics.

## Social posts

Expand on popular social posts to create longer pieces of content or shorten longer content pieces into social posts.

## Checklist/ebook

Compile several blog posts to create a downloadable ebook or checklist. Use excerpts for social media content.

## Infographics

Use important statistics or information from blogs, ebooks, or webinars to create interesting infographics.

## Videos

Shorten videos for social media. Turn blog posts or ebook content into video series.

## Podcast

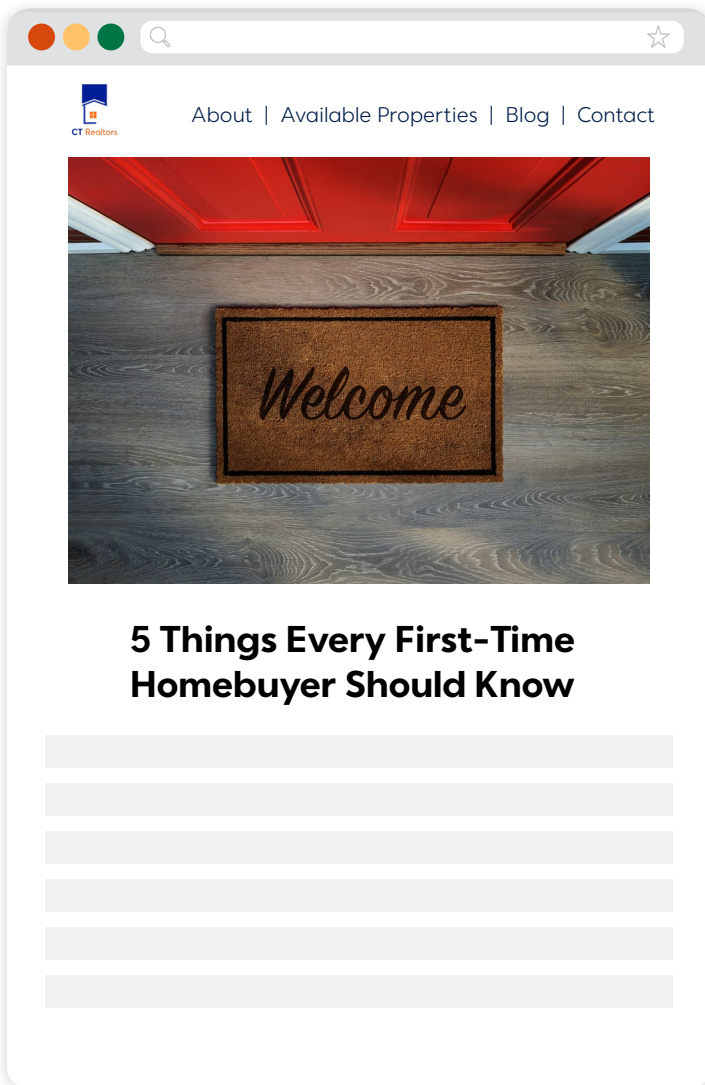
Repurpose podcast content into blog and social media posts. Or turn high-performing social and blog posts into podcast topics.



# One piece of content, many uses

Blog post repurposing example

## Start with: Blog post

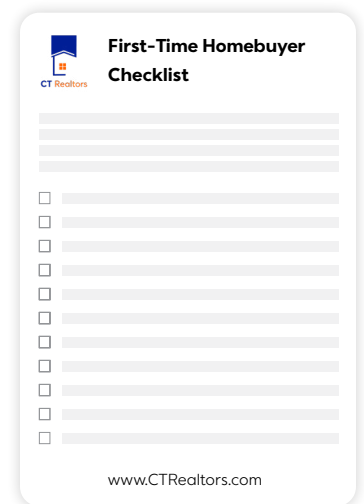


## Becomes:



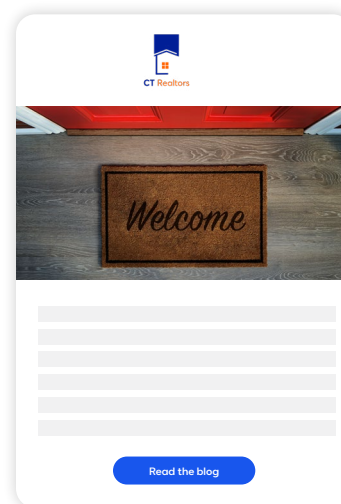
### Social

Create a social media carousel featuring each of the points mentioned in your initial blog post



### Checklist

Create free a downloadable checklist to grow your email list.



### Email

Create an email catered to first time homebuyers with these tips and a link to your blog.

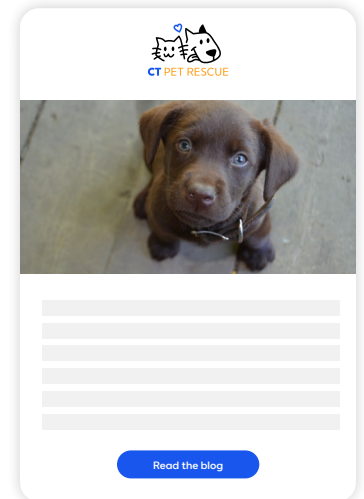
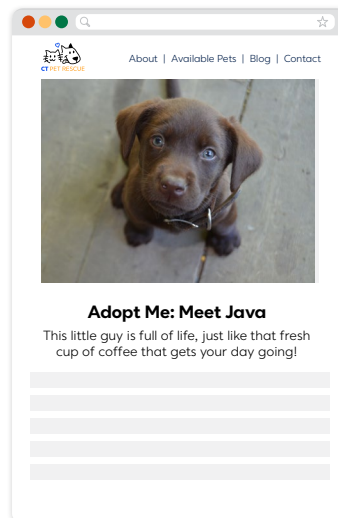
# One piece of content, many uses

Social media post repurposing example

## Start with: Social media post



## Becomes:

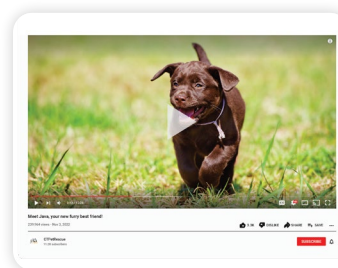


## Blog Post

Create a blog post with more information than the initial social media post.

## Email

Send an email with a blurb about Java and a link to your website.



## Video

Record a video of Java and his story to use on YouTube, Vimeo, Reels, or TikTok.

# One piece of content, many uses

ebook repurposing example

**Start with:** ebook

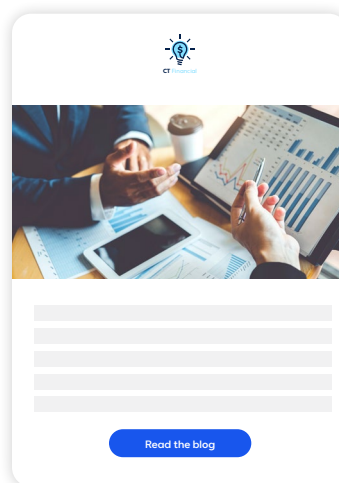


**Becomes:**



**Blog Post**

Write several blog posts about the main topics discussed in your ebook.



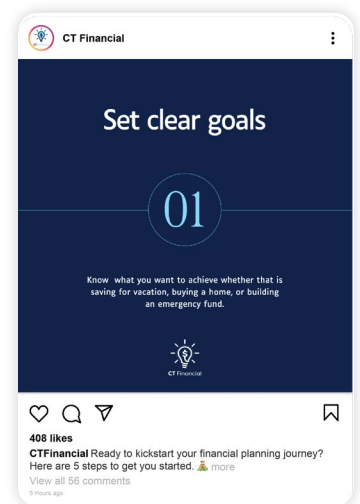
**Email**

Create an email with key themes from the ebook and a link to your blog.



**Infographic**

Create an infographic from some key stats or main action items from the ebook.



**Social**

Create a social media carousel with ways for your audience to kickstart their financial planning journey.



# Content Repurposing Worksheet

Ready to start repurposing? Use the worksheet to help plan out iterations for your existing pieces of content.

Original Piece

Engagement-focused CTA

Conversion-focused CTA

Social media post(s)

Blog post(s)

Email(s)

Video(s)

Webinar

Infographic

# Easily Launch Your Next Marketing Campaign with Constant Contact

See how Constant Contact can help take your business to the next level with features such as AI content generation, marketing automation, and multi-channel campaign building.

[ConstantContact.com/features/ai-marketing](https://www.constantcontact.com/features/ai-marketing)