

FREE GUIDE

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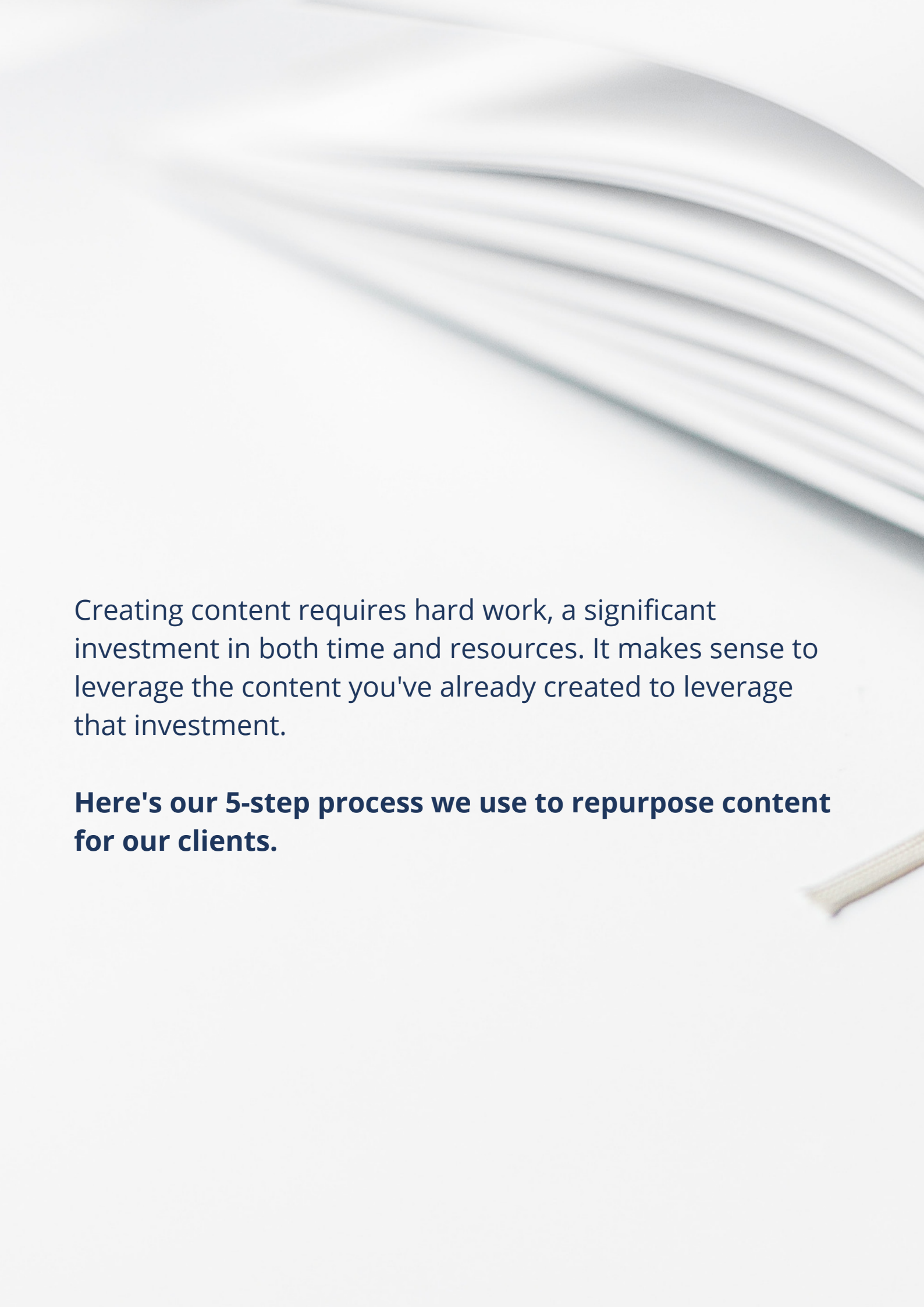
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THE 5-STEP CONTENT  
REPURPOSING  
PROCESS

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Creating content requires hard work, a significant investment in both time and resources. It makes sense to leverage the content you've already created to leverage that investment.

**Here's our 5-step process we use to repurpose content for our clients.**



# Repurpose Your Content in 5 Steps

## Document

Create an inventory of your existing content

STEP  
1



STEP  
2

## Evaluate

Rank your content by traffic and engagement

## Categorise

Label your content as it sits in your audience's buyers journey.

STEP  
3



STEP  
4

## Repurpose

Recreate your content in a different media format

## Schedule

Schedule your new content in your calendar ready for publishing

STEP  
5

# The 5-Step Process Explained

## 01 **INVENTORY YOUR CONTENT**

Use a spreadsheet to create an inventory of all your existing content, including:

- Videos
- Blog Articles
- Landing Pages
- Lead Magnets
- Online Courses
- Client Resources
- Webinars and Live Events
- Books and Guides



IF YOU'RE SERIOUS ABOUT DOCUMENTING YOUR CONTENT CHECK OUT OUR 'GUIDE TO CREATING YOUR RESOURCE LIBRARY' **HERE**.



## 02 EVALUATE YOUR CONTENT

While repurposing content can achieve more engagement on a previously low performing article, initially you want to concentrate your efforts on your high performing pieces. These assets are already triggering your audience so it makes perfect sense to do more of what's already working well.

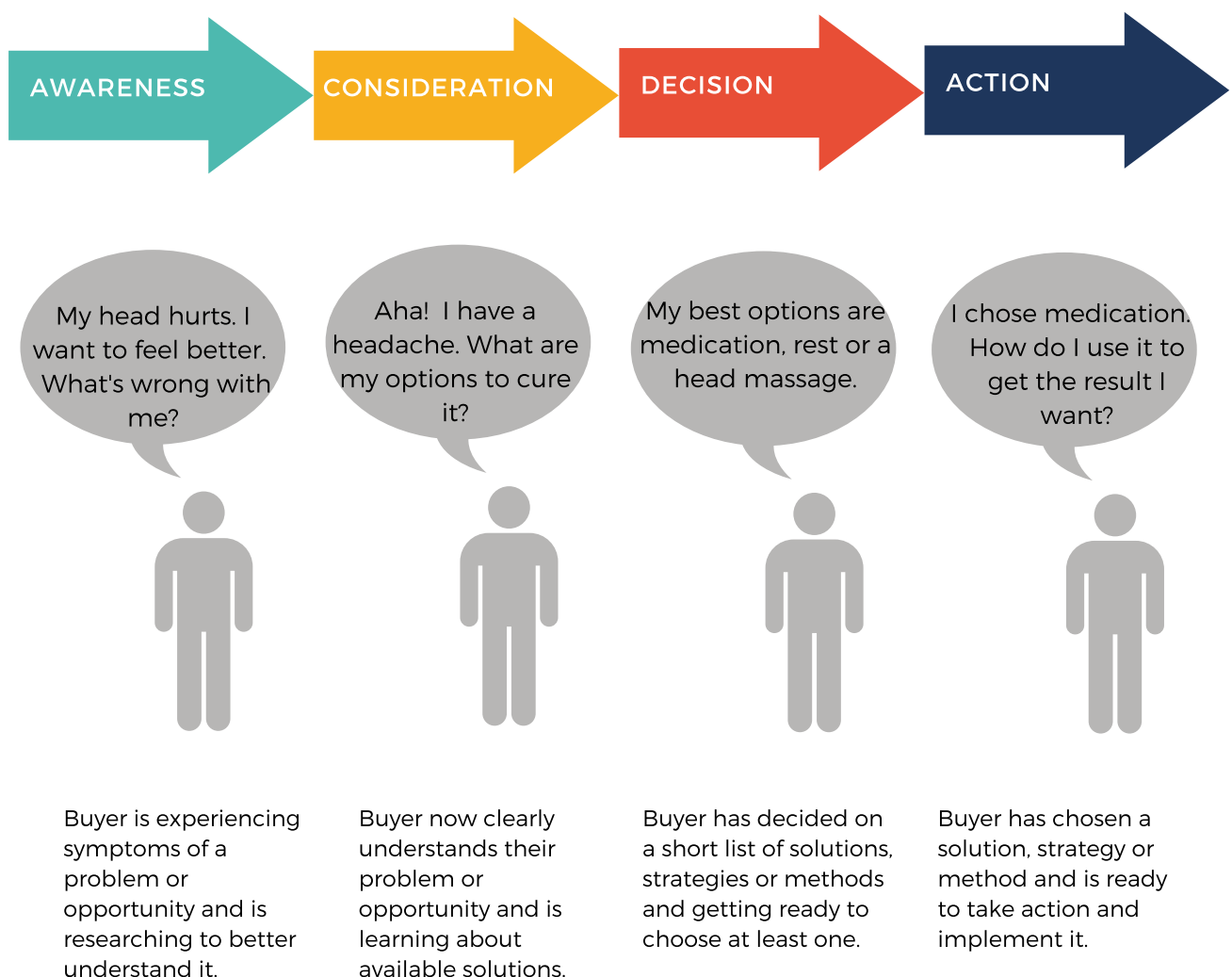
1. Login to your Google Analytics account and navigate to: Behaviour > Site Content > All Pages.
2. Sort by Page Views for a list of the most popular pages on your website, Then use a tool like BuzzSumo to see which content is getting the most shares on social media.
3. If you spot a trend of content driving a lot of traffic to your website, consider bundling these into an eBook or course.
4. BuzzSumo will show you engagement around this content so you can capture the language and key points on comments for your landing page and social posts promoting the eBook or course.
5. Enter these findings into your spreadsheet to prioritise content to be repurposed and shared. Give it a rating based on the level of priority, taking the type of content it is into consideration.

## 03 CATEGORISE YOUR CONTENT

Based on the data you've captured in your spreadsheet, you can now plan on how you leverage your content. Think about each stage of your ideal buyer's journey.

In your spreadsheet, note which stage of your buyer's journey each piece of content relates to. This will be critical for both knowing where to repurpose and which types of content to repurpose as.

### BUYER'S JOURNEY STAGES



Using the information you have in your spreadsheet, you can now plan your content calendar. Remember to mix new content with the pieces you've repurposed.



## 04 REPURPOSE YOUR CONTENT

It's finally time to build your inventory of assets by systematically repurposing your content. See next page for some ideas on ways you can repurpose.





## 05 SCHEDULE & MEASURE YOUR CONTENT

Now it's time to schedule your content. We suggest batching your social media posts to save time and ensure consistency, use a tool such as Hootsuite, CoSchedule or we also like and use Postfity.

Note the scheduled date in your content calendar and at the end of each month measure how this content performed. Don't over-measure but you definitely want to know where your content performed well, engagement, and for Decision Stage content pieces, how they converted.



YOU CAN SAVE A COPY OF OUR  
'CONTENT REPURPOSING SPREADSHEET'  
**HERE.**

**WANT THIS PROCESS  
DONE **FOR** YOU?**

**ONGOING SUPPORT?**

**BOOK A DISCOVERY CALL TODAY**

**NEED HELP IN A HURRY?**  
**JUSTINE@YOURVA.CO.NZ**