THE

Content

REPURPOSING CHECKLIST

The Content Repurposing Checklist

Welcome to your journey towards more efficient content management!
This checklist will guide you through various strategies to repurpose your existing content effectively, helping you to reach new audiences and boost your engagement across different platforms.

1. Identify High-Performance Content

	:REVIEW ANALYTICS TO FIND YOUR TOP-PERFORMING POSTS.

	SELECT CONTENT WITH EVERGREEN POTENTIAL OR HIGH ENGAGEMENT RATES.

2. Choose Suitable Formats for Repurposing

	BLOG POSTS → INFOGRAPHICS, EBOOKS, OR PODCAST EPISODES.

	VIDEOS → BLOG POSTS, TUTORIALS, OR GIFS.

	WEBINARS → VIDEO SNIPPETS, GUIDES, OR A SERIES OF BLOG POSTS.

	PODCASTS → AUDIO SNIPPETS, AUDIOGRAMS, BLOG POSTS

3. Update and Tailor Content for Specific Platforms

	ADD RECENT STATISTICS, QUOTES, OR RELEVANT INFORMATION.

	TAILOR THE TONE AND STYLE TO FIT DIFFERENT PLATFORM AUDIENCES (LINKEDIN, INSTAGRAM, FACEBOOK).

4. Optimise for SEO

	INCLUDE RELEVANT KEYWORDS FOR THE NEW FORMAT.

	ENSURE META DESCRIPTIONS, TITLES, AND HEADERS ARE OPTIMISED FOR SEARCH ENGINES.

5. Create a Repurposing Schedule

	PLAN YOUR CONTENT CALENDAR TO INCLUDE REPURPOSED ITEMS.

	SET DEADLINES FOR UPDATING, CREATING, AND PUBLISHING REPURPOSED CONTENT.

6. Track and Analyse the Performance

	MONITOR THE ENGAGEMENT AND REACH OF REPURPOSED CONTENT.

	ADJUST YOUR STRATEGY BASED ON WHAT FORMATS AND PLATFORMS SHOW THE BEST RESULTS.

7. Continuous Improvement

	REGULARLY REVISIT AND REFRESH YOUR REPURPOSED CONTENT.

	STAY UPDATED WITH NEW TRENDS AND TOOLS IN CONTENT REPURPOSING.

By following this checklist, you will be able to extend the lifespan and reach of your content, improve your SEO, and engage more effectively with your audience without the constant need for new content creation.

DID YOU FIND THIS USEFUL?

BUY THE CONTENT REPURPOSING SYSTEM

YOU MIGHT ENJOY

THE CONTENT REPURPOSING SYSTEM

How would it feel to have a system in place that will 10x every single piece of content you create?

The Content Repurposing System is packed with step-by-step instructions, tutorials, and tools designed to help you maximise your content. From social media to blog posts, learn how to extend your reach without starting from scratch.

BUY NOW

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