



B2B CONTENT REPURPOSING GUIDE

How to Recycle Content to Save Time, Reduce Costs, and Create New Opportunities

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With shrinking budgets and limited internal resources, marketing directors are frequently seeking new ways to do more with less.

However, there's no reason to continually start from scratch to create new B2B marketing content. With planning and creative thinking, you can start by getting more mileage out of existing content and making the most of what you already have.

Repurposing existing assets enables you to create meaningful content more efficiently, in less time, and at a lower cost. Content repurposing can help you find new ideas, fresh angles, and creative ways to build the brand with content you've already produced.

There are many ways to repurpose and recycle content. One common strategy is to break down a listicle article into several more detailed pieces of content. Marketers can also find fresh ideas by tying old stories to new events or new research or by putting the content into an entirely new format.

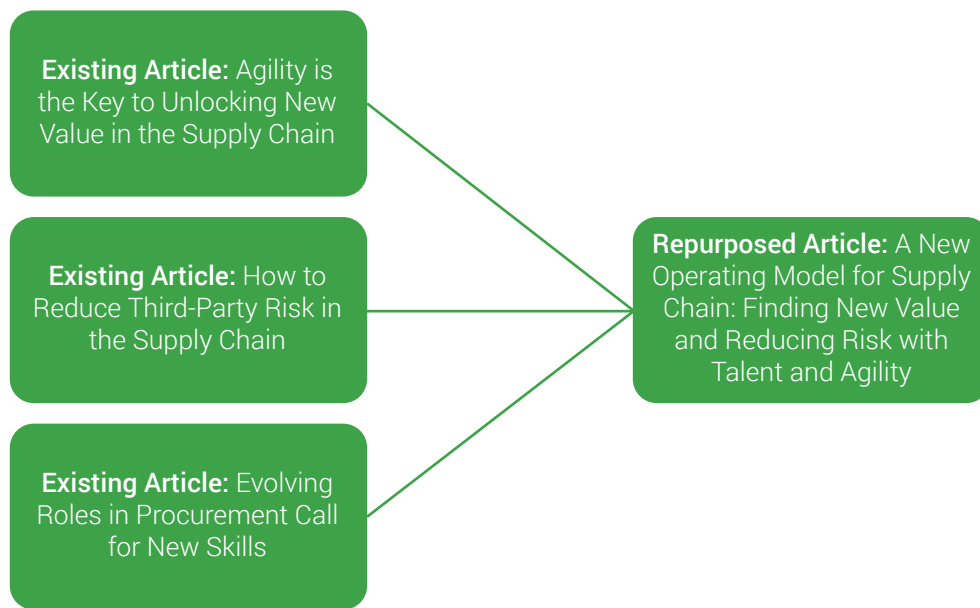
However, effective content repurposing also takes strategy. By planning your content from the start with an eye on potential spin-offs and repurposing opportunities, you can create a roadmap to make the most of your content assets.

Multiple Ways to Tell the Same Story

Getting the most mileage out of your content takes creative thinking and finding new ways to look at the same story. Here are several ways you may be able to rework existing content to make the most of what you already have.

Create a Listicle or Round-up

Creating a listicle or round-up is a quick and easy way to aggregate a few recent articles and topics into one new piece of content. Depending on the content you already have, you can often go through your library and piece together pieces of stories into a new listicle. Linking each point back to the original article also enables you to drive more traffic and content views.



Break Down the Listicle

This listicle repurposing strategy also works in reverse, as listicles can often be broken down into their own articles. For example, a listicle highlighting five benefits of a new industry solution or technology could be broken down into five new articles that take a more detailed look at each benefit.

To expand these stories, you can wrap each in an introduction and conclusion, address the pain points, find more examples, and include a case study or two. Integrating some recent data in the introduction or first section can also enhance the relevance and timeliness of the piece.

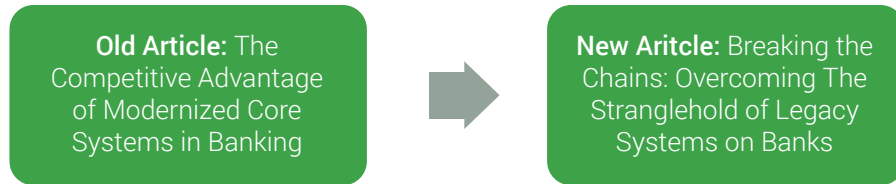
This is a common strategy that works well and can easily grow one story into several. It's best to space these stories out a bit, perhaps once a month. In this case, a 5-piece listicle could generate six pieces of monthly content over half a year.

Flip the Script

Another way to create a new take on an old idea is to flip the script with a reverse approach to the story.

For example, a piece on "Exciting Retail Tech Trends for 2024" could also become "Technologies Retailers No Longer Need in 2024." Likewise, in the financial services industry, an article about how a core system upgrade helps banks compete could be reworked into a piece about how legacy systems hold banks back. In this case, you would use the new lead to establish the problem in the first part of the article and then position the core upgrade as the solution.

If you dig deep enough, nearly every article has an inverse theme that can work. This can require a deeper rewrite of the original content, but it does offer a new way to position the original message. Running these articles back-to-back would be repetitive, so it's best to wait a few months between the two.



Spin-Off from New Data

Sometimes, a newly released report or survey can instantly make an old story exciting and relevant again. As you learn about new industry trends and developments, revisit your content library to see if anything fits.

Reports from management consulting agencies, government agencies, and industry associations are great because they're typically vendor-neutral. For example, a new NRF report about the rise in chargebacks could be an excellent opportunity for a retail tech company to spin off a new piece on fraud management. Meanwhile, fintech companies can often find valuable data in Fed reports and studies from management consulting agencies.

Use new research findings near the top of your story and include a relevant quote about how it ties to your products or services. You can then recycle your old content underneath while adding additional examples or any appropriate updates.

Find a New Timing Angle

Events, holidays, regulatory deadlines, and news developments often allow marketers to find new relevance and angles with old content. Even if you have already covered the topic multiple times, new timing can offer a fresh perspective and a new way to view it. Upcoming trends in the new year, a look back at the previous year, mid-year reviews, tax time, and regulations often present repurposing opportunities.

Take, for example, new industry regulations going into effect in August. The first step is to write a story at the beginning of the year about how the new regulations will impact the industry. You can then repurpose the same story just as the regulations are about to go into effect, then again about how organizations are adapting.

Marketers can also revive some stories every season or at certain times of the year with only minor updates, making it a quick and easy repurposing opportunity. As a reporter earlier in my career, several publications hired me to update and redo many of the same articles every year. Once I put in the heavy work and wrote the initial article, it only took a couple of hours to rework it into a fresh story.



Look for New Problems for the Same Solution

Sometimes, an old article can take on a new life and gain massive traction if revised at the right time and tied to a current event.

One option is to position the same solution to new problems. For example, nearly every industry faced some disruption during the pandemic, with “resiliency” and “recovery” being key themes in many sectors in 2020 and 2021. However, content along those themes can often be repurposed for other disruptive events like natural disasters, labor shortages, or waning demand.

During the pandemic years, I wrote for several supply chain companies about mitigating risk and improving resiliency. Later, in 2022, we used much of that as a basis for stories related to the disruptive factors of inflation and economic uncertainty. While the causes of the disruption were different, the solutions and the stories were largely the same.



Create New Content Formats

By considering other formats, you can find endless opportunities to repurpose and reuse content. For example, it’s quite easy to turn a group of blog posts into an eBook or break an eBook down into a series of blog posts. Podcasts and webinars can also be cut up into multiple blog posts, while a good white paper should easily spin off a few good thought leadership articles.

Marketers can also repurpose written content into visual formats, such as infographics, charts, pull quotes, and pictures for social media. With some creativity and a good designer, there are many options to quickly and easily turn one piece of content into several.

A Strategy and Plan for Content Repurposing

Getting the most mileage out of your content starts with a strategy and plan. I help marketing directors in the financial services, supply chain, and retail tech industries make the most of what they have. Through my Content Roadmapping service, I can:

- Design a content roadmap that identifies repurposing opportunities from the start of the year, quarter, or campaign.
- Find creative and effective ways to repurpose existing and future content.
- Identify the most impactful story ideas.
- Provide brief outlines with a roadmap to connect and link content.
- Propose a calendar with original and repurposed content.
- Execute your content repurposing strategy by reworking and writing new materials.

Ready to Collaborate?

I'm a high-performing ghostwriter who specializes in the financial services, supply chain, and retail technology industries. I help busy executives, marketing directors, and thought leaders share ideas, build their brands, and elevate their voice in the industry. Contact me at craigguillot@gmail.com to discuss how I can help.

Read more about my work at www.craigdguillot.com
