

REPURPOSING CONTENT

A few ideas to save you time!

VIDEOS

Use a service like Rev.com to transcribe them and make them into blog posts [don't forget to send out an email too!]

SOCIAL MEDIA POSTS

Write a longer post? Use that as a jumping off point for a new blog post!

Or... see which ones did best and turn them into blogs or videos

BLOGS

Record them into audios or podcasts

Use Canva.com to make an infographic

Create 3 social media posts for each blog

Create a webinar or video on IGTV from a popular blog

Take your most popular blogs and create a short e-course, or e-book

PODCASTS

Transcribe audios into blogs

Add an image and make it into an mp4 for YouTube

Create a 1 minute intro with a sound bar for use on social media

SURVEY YOUR COMMUNITY

Survey data can spark ideas for:

Social media posts
Blog posts
Email communications
Videos / Podcasts / Audios

Ask your community what they are struggling with!!

ADD A FAQ PAGE

Compile your client's -- and potential client's -- most frequently asked questions and turn them into a new page on your website [or use them as blog ideas]