



13 WAYS TO Repurpose Content

- **1 Infographic**
 - Legible, uncluttered
 - Optimize filenames and sharing copy
- **2 Pins**
 - Rich Pins for extra details
 - Optimize copy to aid reach
- **3 Social media ecosystem**
 - Sized images and copy for each social network
 - Stand-alone images for Pinterest & Instagram
- **4 Publish on other platforms**
 - Link to original to drive traffic
- **5 SlideShare**
 - Audience-appropriate tone & visuals
- **6 Email**
 - Clear CTAs
 - Share buttons
- **7 Case Study**
 - Engaging visuals for statistics
 - Links to data sources
- **8 eBook**
 - Succinct, engaging copy
- **9 Downloadable PDF**
 - Condense text to list or point-form
 - Add download link to website pages
- **10 Video**
 - Format that suits content
 - Video snippets for social during editing
- **11 Podcast**
 - Interview article sources
- **12 Quiz or Poll**
 - Optimize titles and text
 - Results shareable on social media
- **13 App**
 - Provide something useful
 - Study other apps with similar functions