



### **3<sup>rd</sup> Time's the Charm – Repeating your message**

Creating worthwhile content for your website, newsletters and other marketing tools is always a challenge. One mistake often made is promoting a product once and thinking you're done or you can't include it again next month. You should consider re-using marketing content across different channels, in various formats, and for new audiences. Re-using content can save you time and money in content creation because it is faster, cheaper and easier than starting from scratch.

Re-using content has other advantages as well. Customers need to be exposed to something multiple times before they remember. Featuring a product several times and focusing on different features or benefits each time allows you to expose your audience to that product multiple times while keeping it fresh and different. It also improves your chances of finding the message that connects with a customer.

You can re-purpose content to match audience preferences: for example, create videos for people who are visual in nature, or break up a lengthy white paper into a series of easy-to-understand articles.

### **Examples of repeating and re-using content**

- Segment the content of a white paper into a series of blog posts, or articles.
- Create videos or podcasts of portions of your training presentations.
- Recycle case studies and testimonials in e-mail marketing and create a web page library.
- Convert technical specification sheets into interviews with product managers, using either video or text.
- Re-use content from vendors print collateral into newsletter articles, news posts on your website, and create your own customized PDF version using your Companies Logo and information for salespeople to attach to emails and handout.
- Upload presentations to slideshare sites or create webinars from the content.

### **Re-purpose to reflect different customer needs**

One effective way to re-use content is to revise the information for different audiences to address their specific needs. For example the first presentation could highlight the innovative nature of a new product, the next month focuses on ease-of-use or return on investment the product provides and the third presentation includes the technical specifications and could include an invitation to a webinar or demonstration of the product.