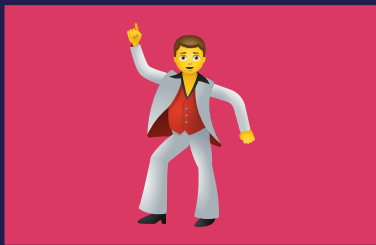




# Repurposing content

## 10 WAYS TO IMPROVE YOUR CONTENT STRATEGY

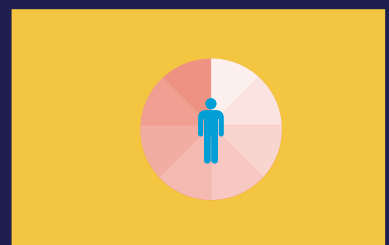


### Break it down.

Break down your video into chapters. From there, you can easily re-share smaller bit-size clips.

### Create an Infographic.

Create an insightful infographic that can easily be re-shared.

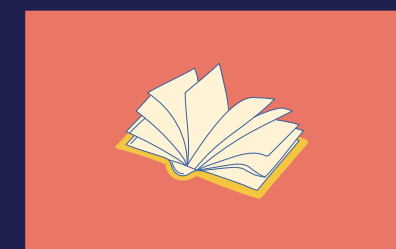


### Create blog posts.

This is the simplest way, and often the most common form of repurposing content.

### Social Media Visuals.

Break down the subject matter into visual carousels!

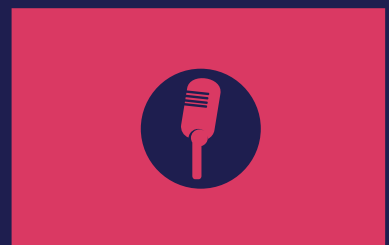


### Develop an ebook.

Use your video script or blog post as a starting point for creating an ebook.

### Create a podcast episode.

Bring in a subject matter expert that can expand on the topic discussed in your original content piece.

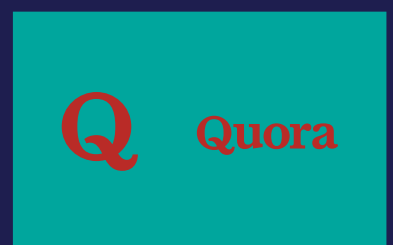


### Leverage Communities.

Next time you create a form of content, think about sharing it to an online community!

### Answers to Quora questions.

Referencing your content, you can offer valuable insight into the questions being asked on forums.



### Create a Twitter thread.

Twitter is not only a distribution strategy but a place to write content.

### Build a template.

Repurpose the content you mentioned into a template or workbook.

