



25 Ways to Re-purpose Your Blog Articles

Get the biggest bang for your online marketing buck! Repurpose your blog articles into other pieces of content for other online channels.

Why? Everyone has a different learning style so the more different ways you can show people you know your stuff, the higher your chances of landing your next customer!

Below are a handful of ideas for how you can re-purpose your content. Not every channel or medium works for every business, or for every blog article. Develop your content repurposing plan and create templates for your most commonly re-purposed pieces and you'll save time!

SOCIAL MEDIA POSTS

- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ Google+
- ☐ Quora

AUDIO/VISUAL

- ☐ Facebook Lives
- ☐ Podcast or audio blog
- ☐ YouTube
- ☐ IGTV (Instagram TV)
- ☐ Webinars

RESOURCE MATERIALS

- ☐ PDF resource download
- ☐ PDF worksheet
- ☐ E-book
- ☐ Printed book

IMAGES/GRAPICS

- ☐ Instagram
- ☐ Pinterest
- ☐ Slideshows
- ☐ Infographics
- ☐ Diagrams

OTHER

- ☐ Email newsletters
- ☐ Live conference talks
- ☐ Online magazines or publications
- ☐ Content syndication
- ☐ Social bookmarking sites
- ☐ Online course

With a little planning, template creation, and help, you can easily turn 1 blog post into 20 or more separate pieces of content which you can promote in your online channels.

For a full guide to repurposing your business blog articles, check out
writergal.ca/content-strategy