

# Repurposing Content: A quick guide to maximizing content marketing strategy



## PODCAST

- Feature podcast theme into an infographic
- Repurpose a podcast into a webinar series
- Leverage as testimonials
- Feature podcast into a paid advertisement



## E-MAIL CAMPAIGN

- Create an infographic inspired by content in the email campaign
- Use in static web content
- Feature in paid ad graphics
- Blog post inspiration



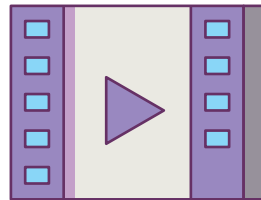
## SOCIAL MEDIA POSTS

- Develop into a survey, poll or quiz
- Reuse social image into a newsletter
- Infographics
- Utilize SEO keywords into hashtags



## PRESS RELEASE

- Utilize contents to create a tool kit
- Use key statistics in a presentation
- Keynote speaking opportunities
- Develop into a monthly newsletter



## VIDEO SERIES

- Embed relevant video into a presentation
- Use snippets in social media posts
- Incorporate into visual case study
- Feature video in a paid advertisement



## BLOG POST

- Feature in a social media post
- Use the topic and content to make a video
- Gain new business leads by publishing offsite blog posts
- Newsletter inclusion

Please contact us at 312.815.5505 or [hello@wilksgrp.com](mailto:hello@wilksgrp.com) for a free 15-minute consultation