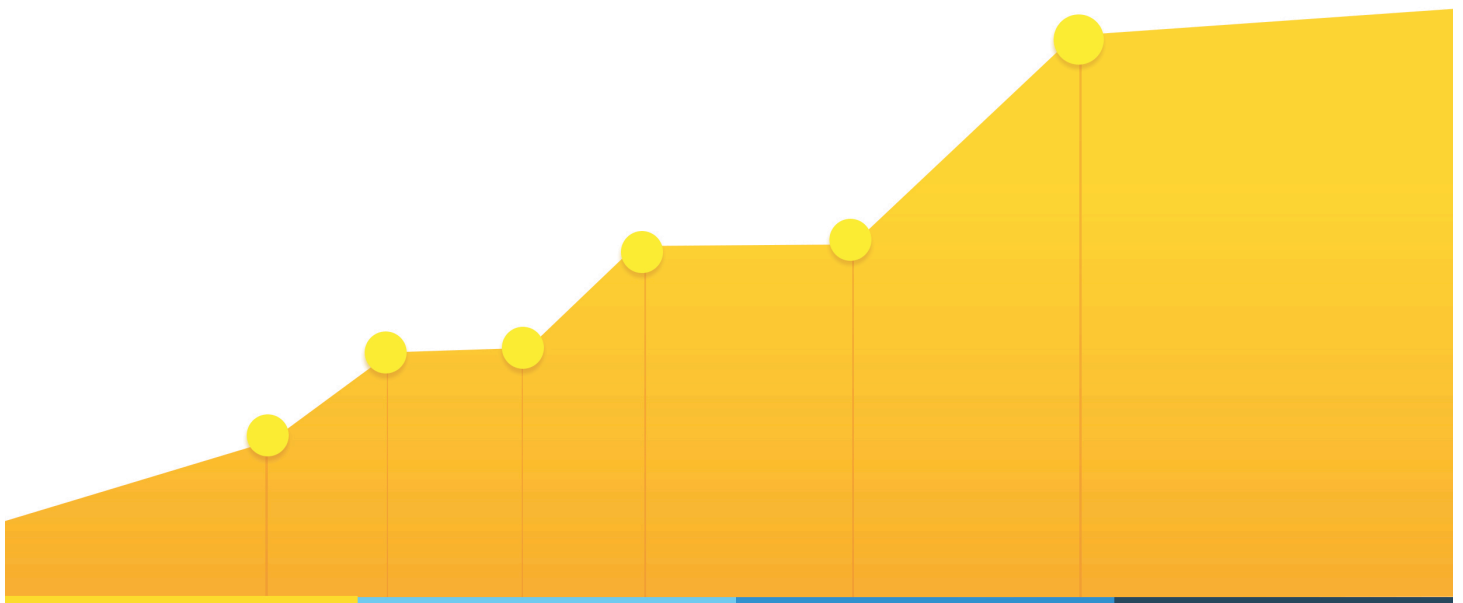




9 Ways to Repurpose Your Old Blog Content (+Extra Bonus!)



We all know that regular blogging for your business is important ([content is king](#), right?), but coming up with new and valuable topics to post about every day or even every week can be time-consuming and difficult.

In fact, [60% of marketers list producing engaging content as their biggest challenge](#) in 2016.

One way to simplify the process of consistent blog content creation is to repurpose old posts into new formats. The Pareto Principle (a.k.a. the 80/20 rule) states that 80% of the effects come from 20% of the causes, and in this context what that means is 20% of your posts are bringing in 80% of your organic traffic.

In other words, don't re-invent the wheel! So rather than writing brand new content each day, make use of your possibly hundreds of old content by updating, consolidating and repurposing it.

Though the specific repurposing techniques below still require some effort on your part, they aren't nearly as time-consuming as ideating, researching and drafting articles based on new topics.

In addition to saving you time, by updating and republishing your old content on your website, you increase your organic traffic even more. You'll have a better chance of older blog posts ranking better than brand new posts (when using the same URL).

So take a look at several years' worth of data from your analytics to find your top-performing posts and get to work on them!

Here are 9 ways to repurpose your old blog content:

#1 - Update or expand old posts

Technology moves pretty fast, with websites, services, and products disappearing as fast as new ones emerge to replace them. Revisiting your evergreen posts every year or two not only will keep them on the cutting -edge, but will help to boost organic traffic.

If you run a digital marketing [blog](#), then you know how quickly information, techniques, and algorithms change which means that the recommendations you share must change, too.

Elements in your old post that may need updating are: fix incorrect or outdated information, add images/graphs/videos, refresh examples, include stats and facts, mention influencers, add a content upgrade, add a CTA, link to one or two other posts in your blog.

Besides hyperlinking to other blog posts (that readers may or may not click on), we also add this type of link, which we added right under a paragraph about Uber:

Read More: [10 Lessons Startups Can Learn from Uber's Growth](#)

That doesn't mean you always have to write completely new articles whenever these updates occur; you just need to go back and append new information to past content pieces and re-publish them. Your audience will appreciate your commitment to keeping readers informed, while you'll save the time required to complete entire new posts from scratch.

Keep a few things in mind, however, when you update an old post:

- Add a line at the top of the post to announce the update, such as "updated," "2nd edition," "now with more!" or make good use of social proof with "one of our most popular posts, updated to include more..." Here's what we added when we updated our blog post [10 Companies with the Best Digital Marketing Campaigns](#)

UPDATED: This post about digital marketing was updated on September 29, 2016 to reflect new information and add more examples. Enjoy!

- When you've made all your changes in the WordPress post, simply change the publish date to today's date and then click "Update." If you see the "Schedule" button instead of the "Update" button, just change the time so that it's at least 15 minutes earlier.

- Use the exact same URL rather than create a new one. These last two points will ensure that you don't lose your ranking.

#2 – Record a video version

Video is quickly becoming the most popular online medium for consuming content. According to Google, [67% of millennials report finding a YouTube video on anything](#) they need to know.

Consider this: YouTube reports that [mobile video consumption has increased by 100%+ annually, 100 million hours of video](#) are watched on Facebook each day, and it's predicted that 79% of all internet traffic will come from video by 2018.

Another fun way to capitalize on the wealth of content that can be found in your past blog posts is to record video versions of your older articles. There are a number of different ways you can do this:

- Record yourself ad-libbing on the topics you've covered in past blog posts. If you're comfortable with it, a conversational video on past post topics will come across as more natural for viewers.
- Create screen capture videos that show you carrying out any tasks or procedures described in past blog articles. Programs like [Jing](#), [Camstudio](#) or [Camtasia](#) can make this process easy.
- Services like [PowToon](#) and [Animoto](#) allow you to create animated videos using photos, text, video clips, music, and sound effects. This is a great choice for the camera-shy among us.
- Consider exploring the world of live-streaming with [Periscope](#) or [Facebook Live](#). It can be a bit nerve-racking until you get used to it, but people love the immediacy of it.
- Whatever approach you decide to take, publish your new video blog post to your own website and then upload it to [YouTube](#), [Vimeo](#) and any other video sharing services – including Facebook and Twitter – that you use in order to expand the reach of your “new and improved!” content.

#3 – Turn posts into email newsletters

Consider repurposing your old blog posts into new content for your email newsletter. If you think people don't read emails, you're wrong. What your fans and potential customers *aren't* interested in is a lot of promotional emails from you. But what they *are* interested in is receiving something of value, whether that teaches them something new, entertains them, or helps them in some way.

You can post your blogs "as is" into your individual newsletter issues, or you can use a pared down version or simple prompts to redirect newsletter readers back to the original articles on your blog. If they haven't seen it, it's new to them!

If you have a selection of past blog posts that are all based around a central theme, consider releasing this content as a series of posts. For example, if you have seven old articles on your blog that discuss [link building](#) techniques, load them into your autoresponder like [AWeber](#), [MailChimp](#), or [ActiveCampaign](#) and advertise your newsletter as featuring a "7 Weeks to Link Building Success" e-course.

Tying posts together in this way makes readers more likely to come back week after week, versus "one off" messages.

Learn More: [6 Cold Email Case Studies with Great Reply Rates](#)

4 – Create podcast episodes

If you run a podcast, look to your old content to provide the inspiration for future audio episodes. Podcasting is a tremendously popular medium, and it's only getting bigger: [57 million Americans listen to podcasts](#) and 21% have listened to one during the past month, an increase from 17% last year. And with the fast-growing use of smartphones for more and more activities, the podcast audience is only going to get bigger.

You can either record yourself reading your articles word-for-word, or you can use these past content pieces simply as inspiration for your podcast episodes. Whichever option you choose, focus on making your tone as natural and conversational as possible in order to avoid turning off listeners with a stiff delivery style.

There's no need to invest in an expensive microphone just yet, either. The voice recorder on your smartphone is likely all you'll need in the beginning. Record, upload to a hosting site like [Libsyn](#) or [Podbean](#), embed it on your blog, and share on social media.

#5 – Create Snapchat Stories

The best way to figure out how a new platform works is by adapting your existing content to it. Since you already know the type of response a particular blog post has generated, you can see whether you're able to replicate a similar response through an emerging platform. Snapchat has quickly become one of the biggest social networks out there, and yet it's still early enough for marketers to see significant ROI – [because only 1% of advertisers are using Snapchat for marketing](#).

You can repurpose any strategies that you discuss or teach in your blog posts into bite-sized [Snapchat Stories](#). For example, Gary Vaynerchuk occasionally talks about business tactics through short Snapchat Story segments he calls "[Snapchat Secrets](#)."

Learn More: [The Marketer's Guide to Snapchat](#)

#6 – Compile posts into an ebook

This technique requires a little more elbow grease to pull off, but the results may be more than worth the effort you'll put into it.

To make an ebook out of past posts, look for a series of at least 10+ posts based around a central theme, organize them in a way that makes sense, and write any additional text needed to create a more cohesive read.

Offering an ebook as an incentive to encourage new readers to join your email marketing list can be extremely cost effective. Rather than having your fans read 10 different blog posts on a single or similar topic that probably don't appear one right after the other (which means they'll have to perform a keyword search), making it available to your readers in one handy, downloadable PDF with a fancy cover and a little extra content is very attractive to most people.

You can also use this ebook as a content upgrade or lead magnet for other posts, which is an excellent way to convert your readers into subscribers (we get an average of 20-30% opt-in rates on ours):

Free Bonus Download: Want to receive the PDF version of this entire post?
[Click here to download it absolutely free.](#)

A program like [Scrivener](#) can export your creation into most of the popular formats, including mobi (Amazon Kindle), epub (iBooks), and PDF.

Try your hand at creating your own cover image with [Canva](#), or outsource to a professional like [99Designs](#). There are lots of options to choose from.

Read More: [Content Expansion: How To Maximize Your Content](#)

#7 – Make a slide deck presentation

If the thought of creating an ebook sounds a bit too intense, why not undertake the much smaller task of putting together a slide deck presentation based on your past content?

Slide deck sharing sites like [SlideShare](#) are hot right now. They've got [70 million+ users and over 18 million pieces of content](#) on the platform as of 2015, and the content featured on SlideShare often receives preferential treatment within search results.

You can capitalize on both public interest and search engine favoritism for this content by creating simple slide show presentations based around old content on your blog. Be aware, though, that this technique generally works best with technical or data-heavy information.

A blog post titled "27 Link Building Techniques," for example, can be turned into a slide deck much more easily than one called, "My Thoughts and Feelings on Link Building." Choose your past articles carefully for this technique and you'll increase your odds of seeing good results with your repurposed content.

#8 – Run a "best of" promotion

One final alternative to consider when it comes to repurposing your old blog content is to compile several past posts into one "best of" article.

If, for example, you had a series of articles that didn't perform as well as you'd hoped they would, sharing them again in a new list format might bring about your desired level of recognition.

But no matter what type of repurposing you decide to use, there's one thing to keep in mind: although many bloggers fear that repurposing old content will bore current readers or run the risk of seeming repetitive, this rarely happens.

Very few visitors will have read every piece of content on your website, which makes your repurposing more of a welcome introduction to past articles they've missed, not an unwanted promotion of already-viewed content.

#9 - Convert it to an Infographic

As hot as slide decks are, infographics are even hotter. In fact, they're [liked 4x more than traditional presentations on Slideshare](#), and they're [shared 3x more than any other content on social media](#). In addition, 65% of marketing executives believe that infographics and other visual content better communicates their brand story than just text. They appeal to our visual brains and they don't require too much of our increasingly short attention spans.

Almost anything can be converted to an infographic, but it does work best with statistic- and data-heavy articles. Remember, this format is visual, so ask yourself if the info can be conveyed with images, numbers or other statistics, and short text. If not, you should probably just write a blog post or create a video tutorial.

Tips for creating an infographic:

- Do your research to ensure that all your facts are correct and be sure to cite them
- Create a draft of the text of the infographic, breaking down the different sections with strong headers, and always proofread
- Send it to a designer or do it yourself, but take the time to think about what look you want for the information and how it represents your brand.

[Creating one is a lot easier and faster](#) than most people realize. Popular services to get started include [easel.ly](#), [Piktochart](#), and [Infogram](#). With the right blog post as your source material, you can literally have a visually stunning infographic in less than an hour.

Click here for an example of an infographic that we created: [The Statistical Case for Company Culture \[Infographic\]](#).

Beyond these cases, be aware that plenty of people like to digest content in different formats. What might seem like a long and overwhelming text-based article could come across as much more accessible in video format, depending on your readers' unique preferences.

In this situation, you aren't being repetitive – you're actually opening your message up to reach an even greater number of consumers.

Extra Bonus! 3 Tips from [Content Expansion: Maximizing Your Content](#)

1

Pushing Your Content

Content promotion is perhaps even MORE important than the content itself, but no one really talks about how to do it effectively.

So, assuming you have created truly epic content, it's time to turn your attention to all the platforms that are available for you to repurpose it:

- Apple iTunes
- Stitcher
- YouTube
- Facebook
- Guest Posts on Other Sites
- Soundcloud
- Medium
- LinkedIn
- Twitter

And don't forget these visual platforms which can be great for infographics:

- Pinterest
- Instagram
- Periscope

If you want a fast pass to contribute to sites like Forbes, Huffington Post or Fast Company, check out: [Young Entrepreneur's Council](#)

2

Getting On Bigger Publications

Here's

how to get on bigger publications:

- Build a Publication Target List – the goal is to go where your audience is hanging out. Buzzsumo is a great tool for uncovering the content that is getting a lot of shares in your niche.
- Figure Out What Your Unique Angle Is – be unique and people will be more receptive

Here's how to find publication editors/writers:

- Keep in mind that the Managing Editor is usually the decision maker
- Do a Google search for 'managing editor [publication]'
- Do the same search on LinkedIn
- Use the tool E-mail Hunter to reach out to them
- Do a Google search for their Twitter handle and reach out to them
- Research the individual to figure out what types of topics they're interested in. Google '[name] [publication] articles' to see what your target editor/writer has written recently.

Come up with a list of headlines:

- Prepare a list of 5 ideas per category
- Make sure they're GREAT headlines! If you don't know how, check out these resources:
 - [10 Sure-Fire Headline Formulas That Work](#)
 - [How To Write Magnetic Headlines](#)
 - [10 Awesome Headlines That Drive Traffic and Attract Readers](#)

Craft an e-mail template:

Example 1:

Hi [name],

Big fan of your work. Especially liked this [article link] where you talked about [subject].

My name is [your name] and I'd like to write on [topic] for [your company]. I've written for [insert your similar publication links] and I think my writing would resonate with your audience.

I've prepared a few ideas just for you.

[headline 1]

[headline 2]

[headline 3]

[headline 4]


[headline 5]

Thoughts?

*Sincerely,
[your name]*

Example 2:

Hi [name],

Just wanted to let you know that we mentioned you in a piece we wrote here: [link] 

Let me know what you think!

*Sincerely,
[your name]*

Rinse and Repeat:

Keep doing this and I guarantee you'll gain traction! You'll get a few ignores/rejections, but the key is to keep pushing. Brian Dean from Backlinko says that he gets an 11% conversion rate on content promotion e-mails.

One last note:

- [SEMrush](#) is our tool of choice when it comes to exploring what ads sites are running or organic keywords a site is ranking for.
- If you're producing a good volume of content it can get overwhelming [MeetEdgar](#) allows you to schedule content so you can forget about it and move on.



What To Do After

Now that you've spent your valuable time creating exceptional content, get more mileage out of it by repurposing it. Here's how.

Content Expansion:

- Look through your Analytics to find your top 10 performing posts in the past year and decide which ones you can convert into a SlideShare, video or e-book.
- Search Google for key terms related to your piece and add them to your current content to make it even more epic.
- After you've made the original piece MORE epic, think about how you can repurpose it. Remember the Derek Halpern rule: 20% you're your time creating the post and 80% of your time promoting it.

Surveying Your Audience:

- Use tools like SurveyMonkey to get a pulse on your audience: ask them to rate your specific piece of content or ask what topics they'd like to see.