

Radix

Content repurposing cheat sheet

Want to start getting more out of your existing content today and need some fast inspiration?

Simply find the asset type you already have and get some quick, cost-effective ideas to extend your content's value.

Content type

VIDEO

Quick repurposing suggestions

→ Cut into shorter clips for social content.

PODCAST

→ Pull episode themes and talking points into a blog

→ Use clips to create a highlight reel, and use highlights as short social videos.

GUIDE

→ Create a one-page checklist of the most important tips, advice, or stages from the guide.

EBOOK

→ Pull one key point from each chapter, and use them to create a blog series, driving traffic to the full ebook.

BLOG

→ Recontextualise the content for a new audience

→ Refresh the piece by aligning it with a current trend or hot topic

→ Critically review and reflect on a successful and popular blog from your back catalogue.

SLIDE DECK/PRESENTATION

→ Present your slide deck as a video with a human speaker.

WHITEPAPER

→ Condense the content into a visual one-pager

→ If it's data-heavy, pull it into an infographic.

SALES BRIEF

→ Shift detailed sales content up the funnel by repurposing it as high-level technical explainers.

CASE STUDY

→ Turn your written case study into a short summary video with voiceover — or vice versa.