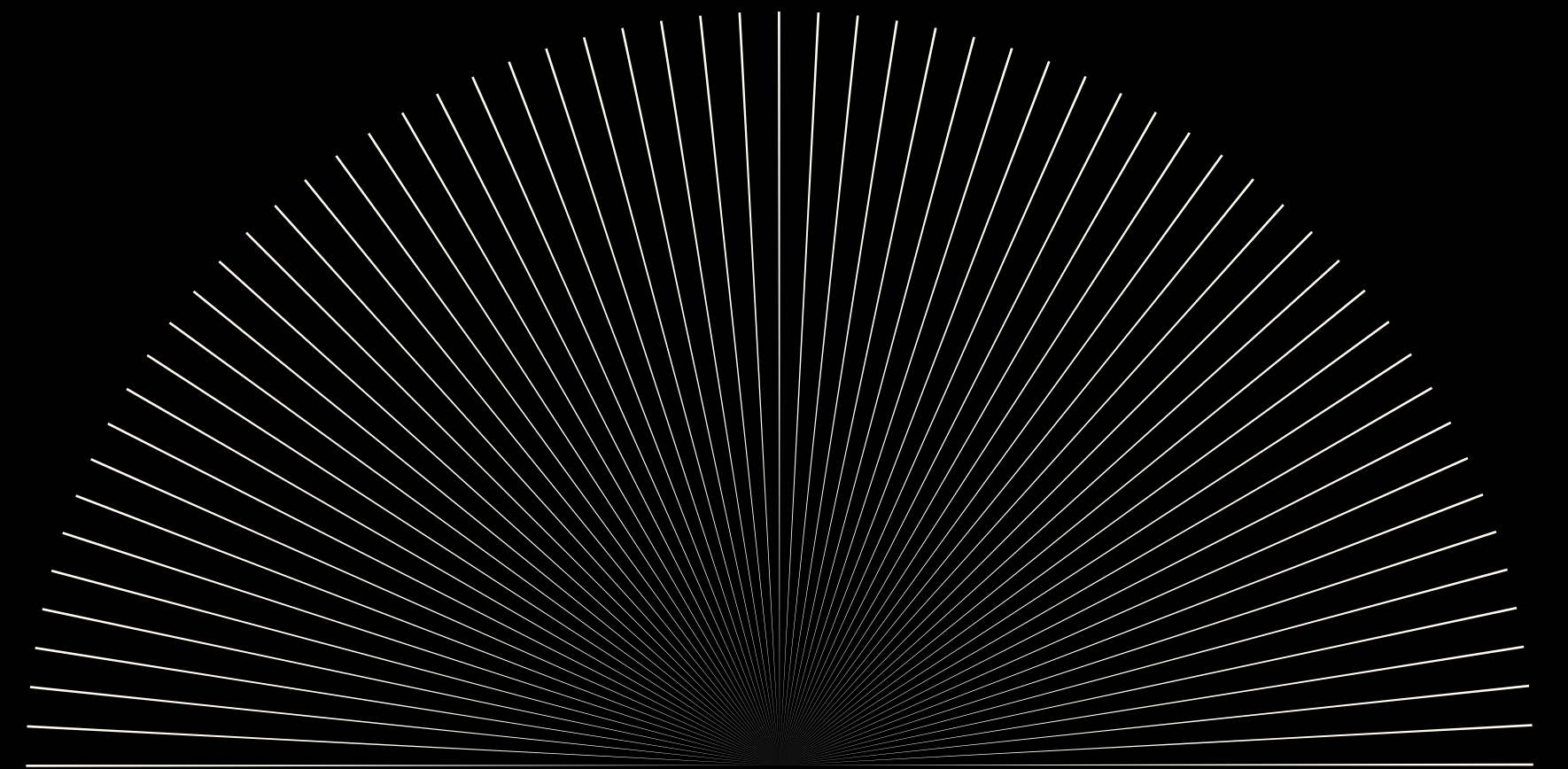


Radix

Practical strategies to help
you get more value from the
content you've already created

Refresh,
repurpose,
repromote



1. Introduction

2. Scenarios 1 – 4

3. Content repurposing cheat sheet

4. Conclusion

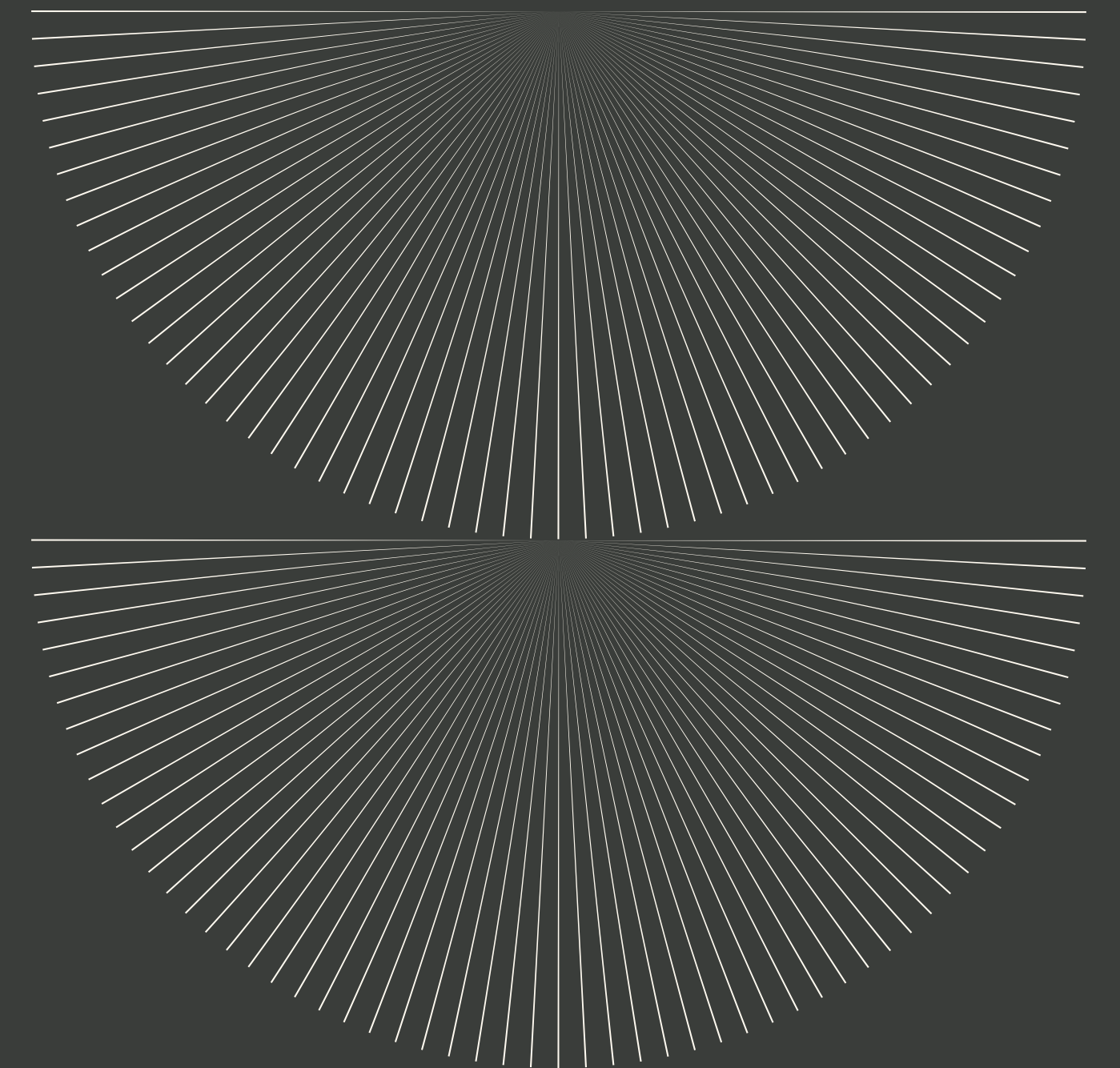
Need to do more with less? *Start with what you've already got*

When times get tight, marketing is often one of the first functions to have its budget slashed. If you're being asked to achieve more with less, you're certainly not alone.

The good news is, while driving impressive results with low budgets is tough, it's not impossible. In fact, if you've already got a decent back catalogue of content, it could be a lot easier than you imagine.

In this guide, we'll walk you through four common content scenarios.

In each, we'll look at how existing content can be reused, repurposed, or repromoted to create a lot of extra value with minimal additional investment.



The under-performing hero piece

We've all been there. You invest months (and a big chunk of your budget) to create a hero piece — complete with original research — that your audience will love. Then, they just don't love it as much as you expected.

It's deflating. But all hope is not lost. The value in your piece is still there; you just need to repurpose and repackage it to get the eyes on it that it deserves.

Suggested strategies:

1 Ungate and atomise

If people aren't registering to download your hero piece, it's a good idea to lift the gate on at least some of the information in it. But in some cases, directly un gating your content may not lead to the results you want.

Instead, explore opportunities to break down the chapters of your piece into a blog series, release those blogs un gated, and use them to drive traffic toward your full hero piece.

2 Build an infographic

With original research, people are there for the hard data and rapid takeaways. Rip out your key data points, flow them into an eye-catching infographic, and use that infographic to build interest and intrigue around the numbers. That should make some readers want to learn more and download the full report.

3 Reframe and relaunch

If your report didn't land, it's worth revisiting it and considering whether you pulled the right story out of your data, and presented it in the right way for your audience.

Are there opportunities to reframe some of your findings in line with their key challenges, for example? If there are, a refresh and relaunch could be much more cost effective than creating a new piece from scratch.

Breathing new life into your best piece ever

We've all got that one piece of content that never seems to stop generating traffic — no matter how old it gets. It's the feather in your cap. Your magnum opus. That makes it a great candidate for a low-cost refresh.

Suggested strategies:

1 Revisit the topic critically

One strategy that can be very engaging is critically (and publicly) reviewing your successful piece a few years later.

How much of the logic still stands up? What would you add to the conversation now? Which parts leave you looking very smart, and did any of your projections or suggestions fail to materialise?

2 Straight refresh

It's important not to change a winning formula too much. One of the best and simplest things you can do with a winning content piece is lightly refresh it to keep it current, and then relaunch.

3 Repromote

If a piece has true evergreen value, it might not need to be changed at all. With pieces like that, you can simply run a fresh round of promotion and get some new eyes on it. It's your highest performing piece for a reason.

Don't be scared to show it off because it's old.

The ebook that time forgot

Timely content gets results. Link your pieces to the things your audience is thinking about most, and you'll almost certainly generate some buzz. But pieces like that tend to burn very bright for a short time. Once the market and conversation move on, your piece is forgotten.

But its story doesn't have to end there. With the right repurposing approach, you can breathe new life into it and generate a lot of extra interest and engagement.

Suggested strategies:

1 Rebuild the piece around new trends

The more things change, the more they stay the same. The challenges your audience is facing today are often fundamentally similar to those faced in the past — cost constraints, digital disruption, market shifts, changes in customer behaviour ...

Is there an easy opportunity to rebuild your piece around a very similar challenge being faced today? Or even better, are people still experiencing the same challenge in a slightly different context? If so, your refresh could be relatively light work.

2 Reframe it as a reflection

Your piece probably centres around a specific challenge or shift your audience was facing at the time. Is there an opportunity to reframe it as a retrospective, looking at *how the challenge was tackled*, and which lessons could be applied in a new context?

3 Repeat the strategy

While it's not exactly a form of repurposing — and certainly takes more time and effort than the other strategies we've explored — you can simply opt to create an entirely new piece that follows your proven winning formula.

Choose a new topic, and build something new and current, using the lessons learned from your past efforts to speed things up a bit.

The piece that never made it through final approvals

Many, many pieces of content fall at the last few hurdles. Perhaps the topic moved on between inception and delivery. Maybe someone in legal didn't like your approach. Or maybe it was just forgotten among all your other projects. But just because something didn't get published first time, that doesn't mean it has to go to waste.

Suggested strategies:

1 Finish what you started

Sometimes projects stall for no real reason, and they just need a good shove to get them finalised and approved. Take some time to check over the work you've done so far, update it to make sure it's still relevant to your audience and aligned with your goals, then get it wrapped up and published.

2 Use your piece as framework for something new

Even if your unapproved or incomplete content piece isn't suitable to be published now, it's likely it still contains relevant insights and information. Pick out the best bits, salvage whatever you can, then reconsider how that could be repurposed into a new piece.

Is there a fresh spin you can put on your insights? Is there a way to circumvent whatever issue led to the piece being shelved? Or could you recontextualise your content for a new audience?

3 Treat it as a learning experience

Sometimes, the most useful thing an incomplete or failed content project can do is act as a cautionary tale. Dissecting and discussing a stalled project might not yield new content, but it can show where the process didn't work.

Whether your stall was caused by long feedback loops, tricky stakeholders, legal restrictions, slow production, or any other issue, it's worth analysing what happened and why. That way, you won't waste your limited budget repeating the same process.

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.

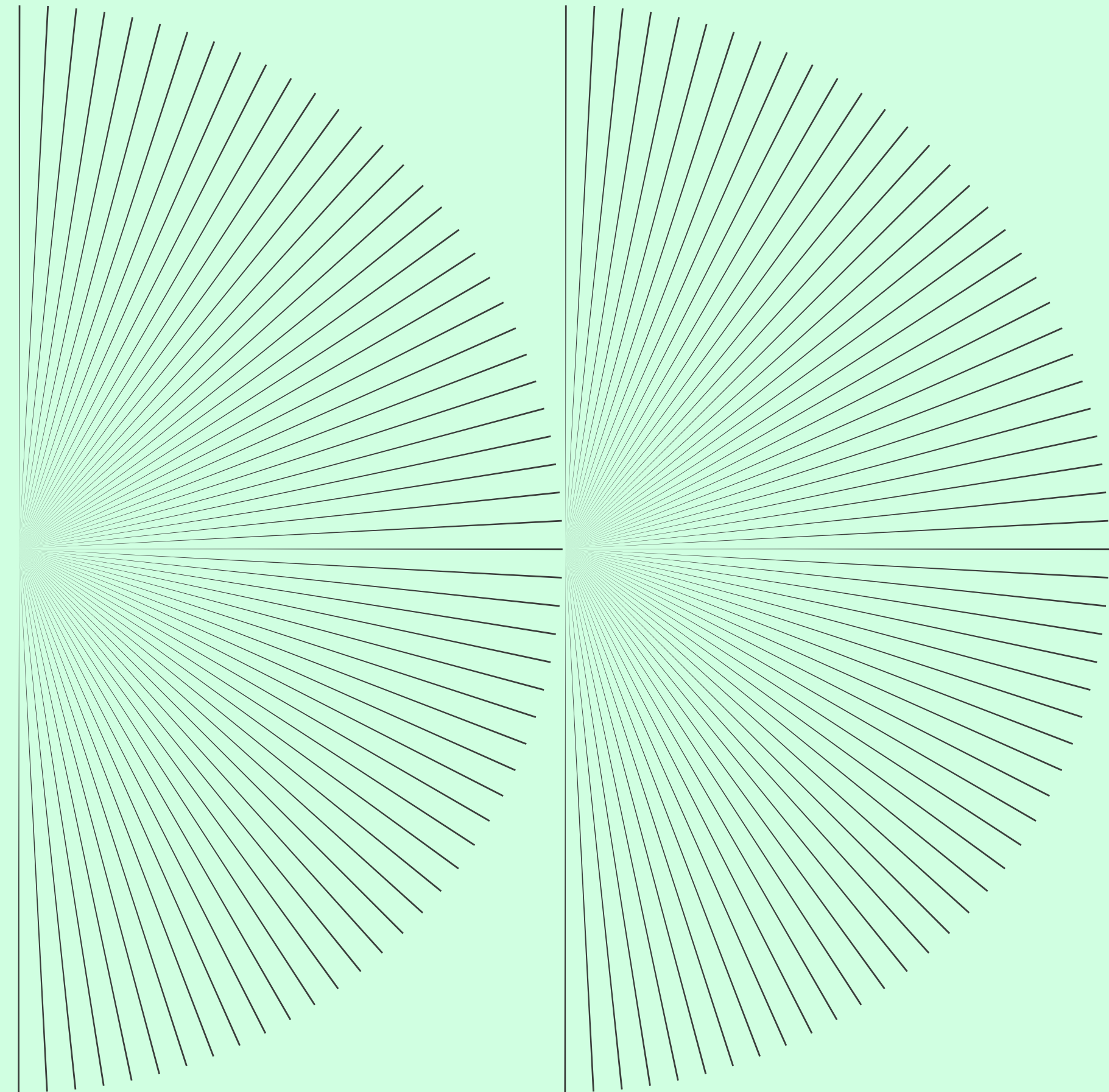
Do more with less, without the stress

We hope you find these strategies useful, and that they help you continue to publish great, engaging content when your budget gets tight.

If you need some help deciding exactly how to refresh or repurpose your content, *Speak to Radix*.

Whether you have a specific piece in mind that you'd like to get more out of, or you need some ideas to help you create great content on a budget, we can help.

Good luck, and happy repurposing!



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