



The art of re-purposing and cross-promotions

It takes a lot of efforts to generate content that is fresh, engaging and intuitive. Having generated one form of content, you need to spend efforts to leverage it well across different channels. Re-purposing it and making it available in different forms is one proven mechanism. Cross-promoting content to a person, who has already 'tasted' your content is another time-tested route.



*Like it,
Share it!*

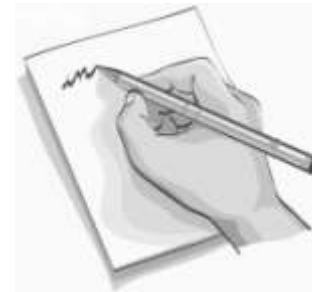
Marketing *X*pertise... *Delivered*

Forms of Content

Content is being consumed in different ways, at different times
Each piece of content has a particular lifespan, beyond which it loses its value

Parts of published content can **be re-purposed, re-validated and presented** in a different form at different points in time.

The subject, topic of the newly presented content may be addressing a different dimension of the client requirement



Like it,
Share it!

Examples of re-purposing content

A white paper addresses a range of topics. The published content can be used to generate

- Several **ebooks**
- Several **Articles**
- **Webinar** Content



Like it,
Share it!

Examples of re-purposing content .. contd

A webinar also covers a range of topics. The published content can be used to generate

- Several ebooks
- White papers



Like it,
Share it!

Things to watch out for

Avoid duplication, redundancy

Focus on delivering value. It is important to have a customer centric viewpoint and focus on quality, while delivering content



Like it,
Share it!

Cross-promoting content

It is useful to engage your audience deeper, if they have already tasted a piece of your content.

Cross-promotions within existing content, or through automated & subtle emails will help the target customer engage deeper with you and consume more content

You might also want to read [Content Project- Getting together a dream team](#)
This is where we provide you tips on how to staff your content team



Like it,
Share it!

Referencing earlier content

Content that you have published in the past starts losing its value over time

In new published content, it is nice to refer some of the earlier content that you have published. It helps revive the earlier published content and also helps in engaging deeper with the customer

You might also want to read [Planning for a content dashboard](#). This document provides tips on how to get your content calendar ready



Like it,
Share it!

Reference info

[B2B Marketing manifesto](#) from [Velocity Partners](#)

[Project Open Kimono- Cross promoting B2B content](#) from [Velocity Partners](#)



Like it,
Share it!

About Xenia Consulting

Xenia Consulting is a marketing services company focusing on helping companies manage demand generation in a unique way, that combines strategic content marketing programs & digital marketing enablement.



www.xenia-consulting.com



[our blog](#)



[our Twitter feed](#)



[some interesting downloads](#)



[send us an email](#)



Call us on

US : +1 913 232 2283

IND : +91 20 65293047

