

10 Reasons Why You Should Be Repurposing Content

Extends the lifespan of high-performing content

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Reaches new audiences

Boosts SEO

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Saves time and resources

Reinforces key messages

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Enhances social media presence

Allows for cross-platform promotion

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Increases the return on investment (ROI)

Drives more leads

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Reinforces expertise



Extends the lifespan of high-performing content:

By repurposing content that has already performed well, you can capitalize on its success and continue to engage with your audience. Studies show that updating and republishing older content can lead to a 111% increase in organic traffic (Source: Orbit Media).

Reaches new audiences:

Repurposing content allows you to target different audience segments that may not have been exposed to the original content. This can help increase your overall reach and brand awareness.

Boosts SEO:

Creating multiple pieces of content around a specific topic can help improve your search engine rankings for that topic. In fact, 60% of marketers say that repurposing content has a positive impact on their SEO efforts (Source: Curata).

Saves time and resources:

Repurposing content is more efficient than creating new content from scratch. According to research by the Content Marketing Institute, 29% of leading marketers systematically repurpose content to save time and resources.

Reinforces key messages:

By repurposing content, you can emphasize and reinforce key messages across multiple platforms and formats, which helps to solidify your brand messaging and increase audience engagement.

Enhances social media presence:

Repurposing content for different social media platforms can help increase engagement, shares, and likes. Research shows that brands that repurpose content for social media see a 65% increase in engagement (Source: Social Media Examiner).

Allows for cross-platform promotion:

Repurposing content allows you to promote the same message across multiple platforms, reaching a wider audience and increasing the likelihood of engagement. In fact, 89% of marketers use content repurposing to reach their target audience on multiple platforms (Source: Top Rank Marketing).

Increases the return on investment (ROI):

By repurposing content, you can maximize the ROI of your content marketing efforts. Research shows that companies that repurpose content see a 27% increase in ROI compared to those that don't (Source: Aberdeen Group).

Drives more leads:

Repurposing content in different formats, such as turning a blog post into an infographic or a video, can help attract more leads. According to DemandGen, 51% of B2B marketers say that repurposing content is one of their top lead generation strategies.

Reinforces expertise:

Consistently repurposing content around a specific topic or niche helps to establish your authority and expertise in that area. This can lead to increased trust from your audience and, ultimately, higher engagement and conversion rates.