



Repurposing Content for Maximum Impact

Welcome to our guide on extending the value and reach of your content. Whether you're a seasoned aging in place professional or just starting out, you'll discover practical strategies to give your content new life.

 by Aging in Place Directory

Why Repurpose Content?



Reach Wider Audiences

Different people prefer different formats - from articles to videos to podcasts.



Reinforce Your Message

Repetition helps key ideas stick with your audience.



Boost SEO and GEO

More content in more places means more chances to be found online.



SEO = Search Engine Optimization

GEO = Generative Engine Optimization



Save Time and Resources

You don't have to reinvent the wheel every time.



Planning for Repurposing

Structure Content with Clear Sections

Makes it easier to break content into smaller pieces later. Use sub-headings in your writing and create 1 repurposed piece.

Know Your Audience

Identify where they're active and what formats they prefer. Use Clicky.com to get the stats on your own website OR use Keysearch.co to find out what your competitors are targeting.

Create a Content Calendar

Plan when and where you'll share each repurposed piece. The MOST important part of marketing! It's truly 90% planning and 10% doing.



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More Repurposing Opportunities



Infographics

Transform complex information into visual, shareable graphics. Canva is a good program to create infographics.



Podcast Episodes

Use webinar audio as the basis for podcast content. I use Screenpal or Zoom to create podcasts and videos and Buzzsprout to publish my posts.



Online Courses

Expand broad topics into series of shorter lessons. There are many different ways to create and offer online courses. Too many to put here.

Best Practices for Repurposing

Focus on Quality

Each new format should be polished and professional.



Add Value

Update information or add new insights.



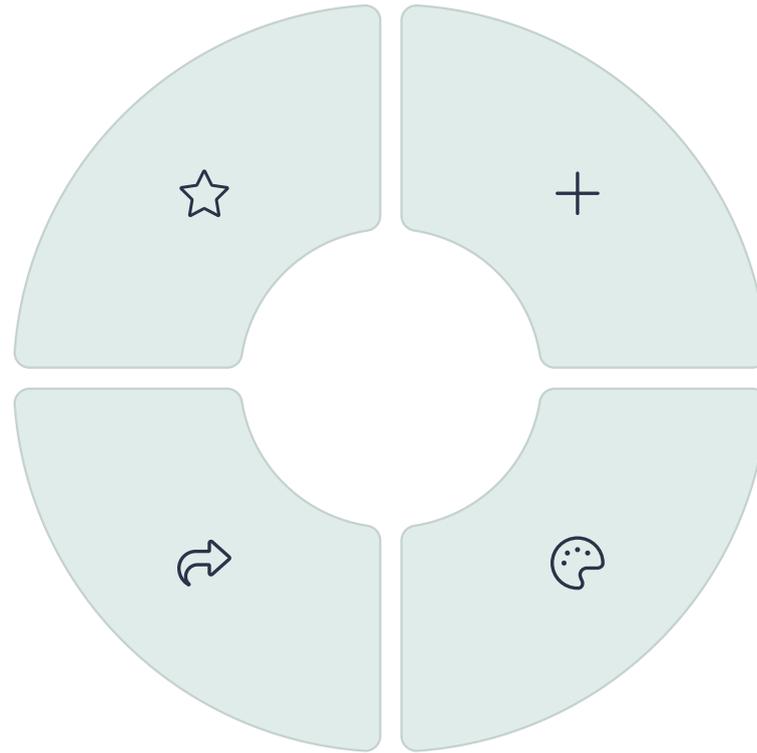
Distribute Widely

Share across your website, social media, email, and relevant forums.



Consistent Branding

Use the same colors, logos, and messaging across all formats.



Measuring Success



Track Key Metrics

Monitor engagement, reach, traffic, and leads generated.



Analyze Performance

Identify which formats and channels get the best results.



Iterate and Improve

Use insights to refine your approach over time.



Action Steps



Start With One Piece

Map out 3-4 ways you could repurpose it.



Download Resources

Use checklists and templates to guide your process.



Try a New Format

Turn your next webinar into a blog post or infographic.



Explore Helpful Tools

Use AI transcription, video editing, and scheduling tools.

