Reusing Content:

## Repurpose, Reversion and Refresh Content for Maximum Value

As B2B marketers feel pressure to be more strategic with content choices, repurposing, reversioning and refreshing offer three ways to do more with existing content. It's not about producing more content, but producing the right content that's focused on strategic messaging.

CONTENT
DEMAND 4

Repurposed Content

Autotask's "Metrics That Matter" Campaign
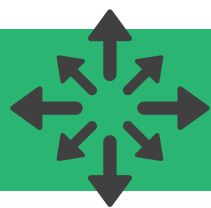
Repurposing
Spinning an existing asset into one or more new assets in different formats

Autotask Corp. maximized its investment in research for its *Metrics That Matter Benchmarking Study* by repurposing the results in a variety of assets and channels to broadcast them as widely as possible.

THIS E-BOOK'S DATA TURNED INTO:

CHECKLIST

WEBINAR

INFOGRAPHIC

SOCIAL MEDIA

BLOG POSTS

Reversioned Content

Customize Content with Simple Edits for Specific Audiences

Reversioning content allows you to share information with smaller or different audiences. Make a white paper more relevant to specific market segments or personas by adjusting these and other components:

→ Headlines and subheads

→ Photos and images

→ Audience-specific data points

→ Segment-specific sidebars

Reversioning Editing an existing asset to create additional versions for specific audiences

REPURPOSING USE CASE

Cox Media

Cox Media reversioned a single document to address two important sets of customers. Simple adjustments to its "Stand Out, Get Noticed" brief resulted in one version that addressed SMB pain points and another that spoke to agencies' needs.
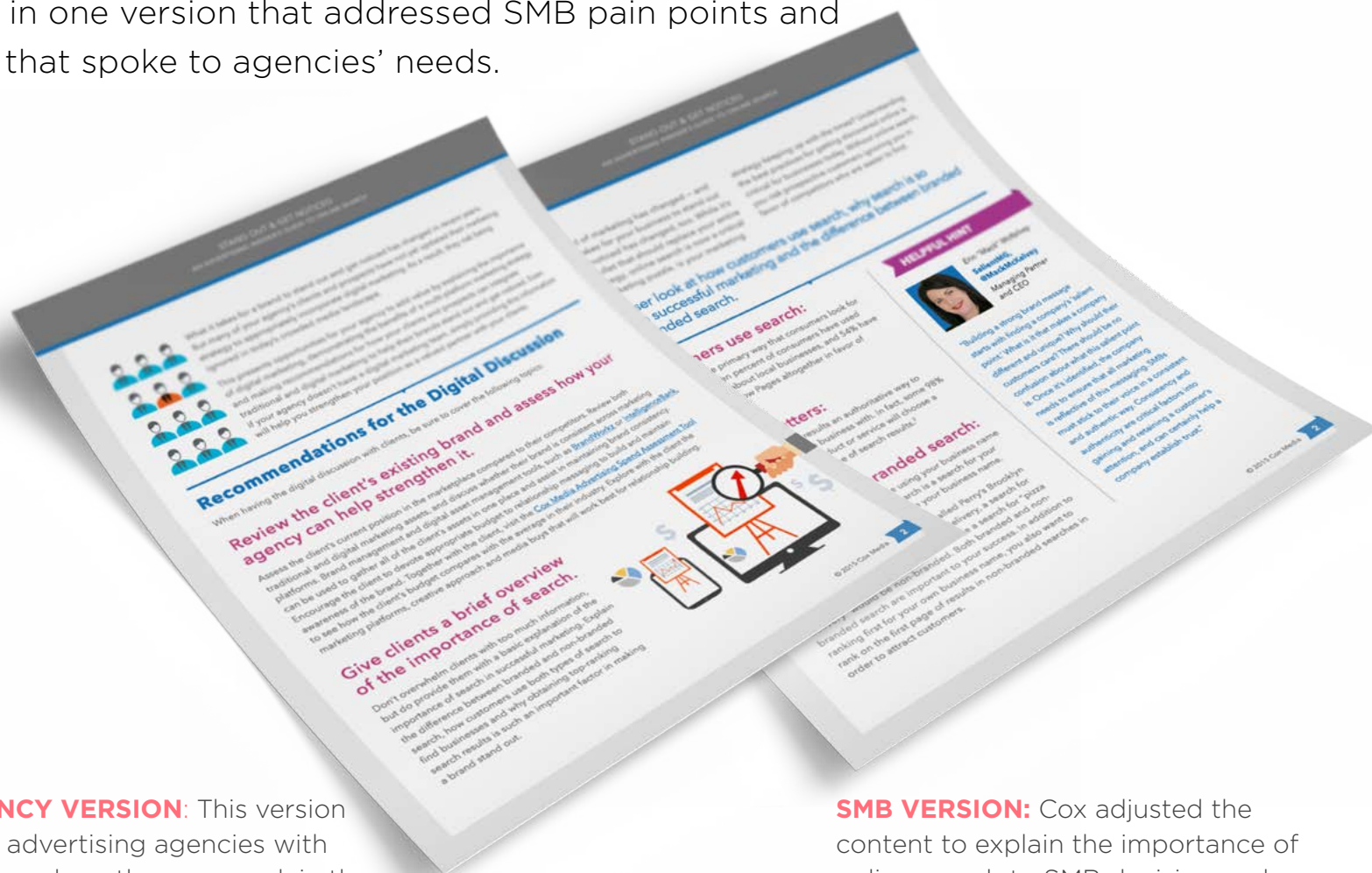

AD AGENCY VERSION: This version provides advertising agencies with guidance on how they can explain the importance of search to their SMB clients.

SMB VERSION: Cox adjusted the content to explain the importance of online search to SMB decision-makers.

Refreshed Content

Updating Valuable Assets

Even valuable content shows its age as statistics and important data get stale. Refresh it with the latest statistics, align the original message with more timely events and freshen graphics to extend the asset's "use by" date.
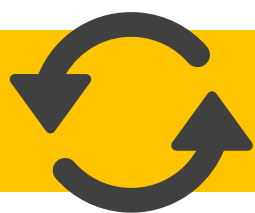
Refreshing — Updating elements of an aging but valuable asset to extend its value

To revitalize an aging asset:

→ Edit the headline to reflect an important marketing trigger

→ Insert trending key phrases

→ Update graphics with new information or designs

→ Add or edit data points based on new research

→ Feature new testimonials or case studies

→ Discuss a relevant trending topic in a sidebar

REFRESHING USE CASE

Cox Media

By refreshing its 2014 sports marketing E-book with new data, Cox Media affordably created a more timely and relevant vehicle to promote its brand-new online Sports Marketing Coach.

Cox Media's 2014 "Sports Marketing" E-book

Cox incorporated new data and an influencer sidebar with expert tips to refresh the E-book in 2015.

Conclusion

Reusing content by repurposing, reversioning and refreshing assets is a winning strategy for today's content creation challenge. For help with extending the value of your content library, contact Content4Demand.

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ABOUT CONTENT4DEMAND

At Content4Demand, we guide B2B clients from chalkboard to contract by tying their USPs to topics, titles and content marketing formats that are compelling, relevant and engaging to prospects. We provide content consultation and execution services to firms in a variety of verticals, such as financial services, professional services, energy, technology and software.

Content4Demand acts as an in-house publisher, developing the right messaging and calls-to-action, and mapping the right offers to guide prospects through the buying cycle.

Content4Demand is a division of G3 Communications, a B2B firm specializing in e-media and custom content solutions.