

Content Marketing and Repurposing 101

Jennifer Harshman and Tammy Foster
HarshmanServices.com

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Introduction

What are content marketing and content repurposing, and why do you want to use them?

Content marketing is a business tool that will increase your chances of selling your products or services to your ideal customers, if you do it right. In short, content marketing is a form of value added relationship building. You are literally gifting trustworthy information with value for the purpose of planting the seeds of a relationship that can grow into future business.

Content repurposing is a way to leverage your original content to make it work harder for you and save you time and money.

As an example, imagine you painted a really great picture. You can hang that painting on your wall for you and your friends to enjoy and call it good, but you'd be missing out on a lot of opportunity and other people unable to visit you would miss out as well. But what if you took a photograph of your painting and turned that image into a greeting card? What if you also added it to a calendar, a book cover, a coffee mug, a t-shirt, a tote bag, or any number of other things? Placing your image on all of these things adds value for those receiving them without diminishing the value of the original.

All of the information about content marketing and repurposing can fill several books. This ebook is a short introduction to the topic to get your started.

With that in mind, let's take a look at how you can use these tools.

Chapter 1: Basics: What Content Marketing and Repurposing Are and Are Not

Content marketing is an inbound marketing tactic. Inbound means the prospect came to you; you didn't hunt them down in some way. It involves using helpful, informative, and/or entertaining content to market to your ideal audience while it serves another primary purpose: serving, educating, persuading, or entertaining the readers or viewers of that content. It doesn't have to involve trying to get them to buy from you, although if done right, it will increase your chances of selling your products or services to them. If it's done right, they won't even know that they are being gently led to the conclusion that you are the right provider for them.

Content marketing can take many forms:

- social media status updates
- blog posts or other site pages
- infographics
- website copy
- books
- podcast episodes

The key to good content intended for marketing and repurposing is that it be helpful, informative, inspiring, and trustworthy material. It should serve to position you as the trustworthy voice in your space.

Delivering that quality content helps you attract, engage, and serve prospects and customers. It gives value to everyone who visits your site or other locations where your articles and other content reside. They think you might be someone they can trust with their purchasing decisions—if you give them reliable, accurate information consistently. You want to be the one there with that information when they are looking for it.

A content marketing planner or editorial calendar is a document where you or your content management agency can record the type of content that will be created, as well as when, and where it will be published. Publication locations include...

- your own website or blog
- your various social media platforms
- websites where you (or your content manager) have publishing privileges
- blogs where you can guest post
- YouTube
- other sites

One reason to create a content marketing editorial calendar is so that you can plan out the content and set a steady and sustainable pace. Otherwise, you'll probably try to do too much, too soon, and you will burn out and then fade away. Consistency is key. Producing content on a regular basis is important. The creation can be done in batches (in fact, batching is something we highly recommend), but the publication of it must be done in a steady drip. An editorial calendar tells you exactly when to drip it out.

Here is an image of an editorial calendar.

| Week 1 | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------------|---------|---|---------|---|------------|---|-------------------|
| Channel | Content | Image Link | Time | Content | Image Link | Time | Content |
| Facebook | | Monday/MemeDay | | T!fe Tuesdays: Essentialism | | Wed Warning: Predators and Editors | Thankful Thursday |
| Pinterest | | | | | | | Follow Fridays |
| LinkedIn | | W. Lsticle on editing types | | | | | |
| Blog | | | | | | | |
| Medium.com | | | | | | | |
| Thrive Global | | Work on article: batchng my editing work to reduce stress | | Work on article: batchng my editing work to reduce stress | | Publish article: batchng my editing work to reduce stress | |
| AWEBER | | | | | | | |
| Print publication | | | | | | | |

As you can see, it has rows for each of the locations when this particular business owner has chosen all of the locations where they will eventually publish content. The calendar also has a column for each day of the week.

When it's time to set up your systems later in the book, set up your own content creation calendar/editorial calendar. Yours can contain whichever publications/locations you'd like, but don't fill in all of the rows with plans. We recommend just picking a couple of channels to start.

Create your content. Publish it in one or two locations to begin with. Do not try to wing it. Do not try to blanket seventeen media channels with your content straight out of the gate. It is important to start slow so you don't become overwhelmed.

When you first begin your content creation, just pick one or two channels to start with. You might choose your own blog/website and Facebook. An analogy Vincent Pugliese often uses is that of launching airplanes. If you try to get four off the ground at the same time, there is going to be chaos, you're going to struggle, and your chance of failure is higher. It's better to launch one plane first and get it going well. Then you can get the next one lined up on the runway. Using a system lets you launch several planes and achieve the success you're looking for. In this situation, each social media channel and publication platform is an airplane. Focus on getting one going at a time. When that one is doing well, when creating content for it has become part of your routine, then add another one. Also, repurpose all of the content you can, so that you don't have to create all-new content all the time.

You're a business owner, an action-taker. It's normal to want it all and to want it now. You are also pragmatic, and you know that there are different ways of doing things and that some are more likely to help you succeed than others. So, when the temptation hits to generate content and slap some up

on each of six different platforms, please resist. Remind yourself that you need to build a sustainable content marketing practice just as you build a sustainable business. It is far better to start out with just one channel than it is to jump into three. Launch one plane at a time.

Be realistic in how much time you can spend on content marketing. If you don't have the time, consider outsourcing to someone who can produce the content and distribute it for you. Just be sure you oversee the process so what is being created aligns with your vision and beliefs. Knowing your audience well will help you be sure you're speaking their language and that your content is on target.

- Determine your goals for content marketing. Focus on a narrow target audience and intimately understand their challenges. Be sure you allow enough time and resources to produce the content your target is looking for.
- Develop a content plan, aka content marketing editorial calendar that provides the map for what content to produce and when.
- Create that content with focus and clarity.
- Produce content in a variety of formats. Repurpose your content across different content types. A blog post can be turned into an infographic, presentation, video, or a podcast. These different media types can then be shared on different platforms to increase your reach.
- Post your content in a variety of locations to reach your ideal clients.
- Produce quality content consistently.
- Document your strategy and your success. According to CoSchedule.com, those who document their strategy are more than 500% more likely to report success than those who don't. This will help you prove to yourself (and your constituents) the ROI of content marketing.
- Lather, rinse, repeat.

Content marketing is not any of the following:

- Not traditional marketing
- Not traditional advertising
- Not copywriting
- Not spam
- Not a shoddy ploy to get business
- Not the easy way out

Some people think content marketing is the cheap way to go to get out of having to pay for advertising or marketing. You have to provide real value to your readers. You create good content that helps them and shows that you are an expert on the subject. Some of them will never become your customers or clients, and you have to be okay with that knowledge. Content marketing will cost you in time, money, or both. Content marketing is not for the selfish or greedy. It's for the generous. Let us be clear: not all content marketers are good people who are genuinely interested in your needs. Some are trying to game the system. As with big companies, some just want your money. But most people are smart and can sense that kind of thing, so we won't spend any more time on that other than to say this: Don't do that.

If content marketing has all these drawbacks, why would you want to do it? Because, content marketing is also one of the most effective, practical, and useful digital marketing strategies that your brand can use to reach and engage a greater quantity of quality leads and customers.

Branding expert Mike Kim, speaking to the Total Life Freedom mastermind in November 2019, said it succinctly: “Create content.”

Content Marketing versus Other Things

Content marketing vs advertising: Years ago, there was advertising and there was “the rest of marketing,” which basically amounted to all of a company’s branding efforts: logos, colors, packaging, messaging, sales offerings, and so forth. For most people, though, advertising *was* marketing. People became extremely jaded and immune to advertising over the years, understandably so. Every surface imaginable was plastered with ads—even inside urinals!

People learned to stop seeing ads and definitely to stop trusting them, so marketers had to get creative if they wanted to reach anyone. In *This Is Marketing*, Seth Godin dives deeply into this dichotomy and truth. He redefines marketing as it truly is and not what the popular notions have been about it. If you have not read that book yet, you are missing out.

Content marketing vs traditional marketing: Traditional marketing usually involved brand-awareness. It was focused on making a product a household name, on ensuring that consumers would recognize (and snag) the product wherever they saw it. It included billboards, newspaper ads, television commercials, logos, specific colors, jingles, and taglines, all designed to get the audience to recognize and choose that company’s product or service. Content marketing is a totally different approach for a totally different time and world. The world where traditional marketing worked really no longer exists, but most companies are still trying to make it work for them.

For large corporations, who have massive budgets they can throw at brand awareness advertising, it’s fine. For the rest of us, there’s just no way we can market in that manner. It’s far too costly and inefficient. Customers and clients are more cynical and think more critically now. The old junk just doesn’t work anymore. Building relationships with real people is the way of business, and really always has been. Content marketing is the path to those relationships today.

Content marketing vs copywriting: Content marketing can and does contain some elements of copywriting if it is done well. However, they are different things. Copywriting is creating written material that is designed to persuade or sell. There are formulaic structures involved in copywriting, including headlines meant to grab attention, phrases intended to evoke emotion and prompt action. Simply put, content marketing is the slow cooker to copywriting’s microwave.

Attracting traffic is simple, if you have the right ad manager and budget. It is much more difficult to build relationships with customers so that they do not forget you after their first visit to your website. Your content has a difficult and important task to do for you.

When we create content, we first think about the benefits users get. Does it serve them well? If not, go back to the drawing board, and create something that serves them well. Sales will come if you take the right approach. People are smart. If you don’t have their best interests at heart, they’ll know.

They will see right through you. And people talk, so word spreads. Have the right motives, or you might not be in business long.

Content for Search Engine Optimization (SEO)

Search engine optimization is a fancy term for “helping your web content show up higher in the search engine results pages (SERPs).” It’s also faster to say.

Content for internet marketing helps your website’s SEO because if you provide excellent content, your site will be linked to by websites that have some authoritative rank. These are not purchased links from link builders but natural traffic backlinks. Example: You post a really good blog post about something you are an expert in. Other bloggers or influencers see it and share it by linking to it on their website. Now their audience has been introduced to you and what you have to offer. And you didn’t have to hunt them down, they came to you!

Now multiply that by . . .

- Facebook
- Instagram
- Pinterest
- YouTube
- LinkedIn
- Reddit
- Tumblr
- Podcasts
- Websites
- Article platforms such as Thrive Global, Addicted2Success, and Medium.com
- Guest posts
- Pretty much every content platform under the sun

See where this is going?

Even if you order fewer than ten content placements a month from an agency (or write them yourself), within six months, there will be a noticeable growth in your website’s ranking, organic traffic, and conversions. Distribute them across a few select platforms you have chosen, publish consistently, and watch your business grow.

The more placements you have on third-party sites, the more inbound links you’ll have to your site, and the more likely that users will find you when they are searching online. Helpful content increases your visibility in organic searches because Google likes serving up just what the searcher is looking for.

Content marketing is much more effective than contextual advertising, also known as pay per click (PPC). For some keywords, the price per click is more than forty dollars. For some services and products being sold, that’s more than the price of a sale, so it’s not worth it at all. What’s worse is that not all clicks lead to sales. An average conversion rate is 20%. That means out of every five clicks (\$200), you would make one sale. If your product or service’s price is \$50, you would go in the hole so fast you’d sink your business. If your offering has a price tag of \$5,000 and you have solid ad

copy to attract only the right people, it would be worth it. In any case, advertising costs add up fast, and most business owners are selling things at much lower price points than they'd need to make it worth using.

Content can be placed on a variety of sites. Wide coverage of the audience can be achieved, and brand recognition can be increased. Most importantly, customers perform the coveted Three Rs: They remember you, recommend you, and return to you.

Content Repurposing

Content repurposing is taking a piece of content and using it in other ways or in other formats. The intention is for it to be useful to the people who will consume that content and to reach people who use those formats. It extends your reach by taking something that already exists and turning it into various versions of itself. Content repurposing is something you can do yourself or something you can hire someone else to do. It is a service our agency offers.

For example, a business owner goes on a podcast interview. Some people don't listen to podcasts but do read, and the business owner wants to reach them and have content to share in various locations.

That interview can be transcribed. The transcript could be given away on the business owner's website as a free download. It could be packaged with all of his other podcast interview transcripts and put into an ebook as a lead magnet. It could also become four blog posts that he interlinks to form a content web, and an article he posts on Medium, Thrive Global, or another third-party website. It might mean turning a blog post into 30 social media posts.

Any form of content can be repurposed—turned into other types of content. Remember that list just a little bit ago? Content repurposing takes that and turns it into compound interest.



Blog Posts and Articles

Blog posts are great for repurposing content—both *from* the posts and *in* the posts.

You have a list of options:

- Create social media posts from the larger piece. Post/tweet one at a time until you've shared them all over the course of a week or two.
- Make an infographic from a blog post.
- Use a few blog posts on a topic to create a resource section on your website.
- Use blog posts in your presentations, training materials, and newsletter.
- Create workbooks.
- You can even make a book out of blog posts, as long as you edit the material and organize it in such a way as to make it work in book form.

Interactions and inquiries

Get feedback from customers and bloggers, and use it wherever you can, such as on product inserts, social media posts, blog posts, ads, and more. Get permission and then use customer comments that appear online.

Write FAQs, blog posts, and product/service descriptions by paying attention to the comments and questions people have for you.

Include customer comments and reviews in your marketing, on your website pages, and in your social media posts. This is called social proof. People trust what others say about you far more than they trust what you say about yourself.

Link to relevant blog posts on your sales pages and to your sales pages from appropriate blog posts.

Create post-purchase emails with links to the most asked questions to prepare your customers for their upcoming experience with your product/service.

There are plenty of opportunities to find and answer people's questions online, and it doesn't have to involve interacting on the site itself. You can answer in a blog post, third party site articles, and FAQs on your own site. Give shout outs to the people who prompted your piece. When appropriate and allowed, paste in the relevant section of a piece of content you've created, and when possible, link back to the entire piece.

Training Materials

Organize customer service questions and answers into a summary with related data for internal use. This highlights potential issues and helps you come up with solutions.

Create training materials based on sales questions and answers that arise in the course of running your business. Questions and answers are a good source of content. Use them in as many places as you can.

Transform sales questions into a product guide. Go one step further and add customer service questions to make the document work even harder for you.

Audio/Video

Transcribe everything. Use the content for blogs, web pages, social media posts, and third-party sites. Offer a text transcript for each recording. This not only is a great way to repurpose your content; it is also a way to keep from being sued under the ADA by the hearing impaired, which can happen if the videos/audios are not captioned.

Use slides, graphics, and infographics in an e-book or PDF.

Transform text and image content into video format for YouTube. It can be with or without a voiceover. If you would like a professional voiceover, see Jodi Krangle at <https://voiceoversandvocals.com/>.

Package the content into an info product to sell. It might be in ebook, course, or other format.

Reuse training materials in your webinars and other presentations. You can also use sections of your training as how-to videos, and post them on YouTube. Embed each video into its own blog post, and then share the link on social media platforms.

When you're presenting, use videos you have created as part of your presentation. Post your presentation on a slide-sharing site, blog, or website, linking back to your website/blog. When it makes sense to do so, use older presentations and other materials to promote upcoming events.

Your employees, customers, and audience members are micro-influencers. So interview them. Break interviews into segments, and use each one for a different piece of content, such as a batch of blog posts and several social media posts.

Divide up the content of a video/audio by participant. Break it into chunks to post, and ask the participants to share it with a link to your site where the full piece is. Email your audience the relevant segments.

Use panel questions and/or responses for articles.

Curate other people's videos and share them. The content you repurpose doesn't have to be your own. Just be sure to give credit where credit is due. Link to the original video.

Photographs, Graphics, and Other Images

Note: If a photo contains a person, even if you shot it, get a photo release form signed by them. Your lawyer will thank you.

Post photos on social media. Include consistent hashtags and links when possible.

Create infographics. Share them, and encourage others to embed each one in their content with a link back to your original post. Incorporate them into presentations and training.

Use photos in blog posts or even create a blog post or article for a related group of photos. Include captions.

Social Media

Social media is a great place to promote and reuse your own content in a variety of formats, including text, video, and infographics.

You have many options, but here are a few:

- Curate other people's content to share with your audience. Just be sure to give attribution and a link to the original content.
- Collect highlights of a Twitter chat into a blog post, or create a video of the stream.
- Reference and link to tweets and other social media shares in your articles and blog posts.
- Share tips and link to the full piece for those who want to find out more.
- Remember these tips for your content creation and editorial calendar use. This is even more important for making the best use of content that becomes outdated quickly.
- Repurposing your content will make great use of your time and serve you well.

Chapter 2: The importance of content marketing and why you should use it

Content marketing has some cool benefits:

- Generates website traffic
- Starts a conversation
- Develops relationships
- Improves brand awareness
- Creates loyalty and trust
- Lets you help your customer make good decisions
- Helps you build authority and credibility as it positions you as an expert in your industry
- Provides value with no strings attached

Content increases website traffic. Naturally, content for internet marketing needs to generate income. It does so, eventually and indirectly. Internet users will see articles, reviews, recommendations, and videos that all position you strategically while delivering great content. Ideally, they navigate through the links to your site. The advantage is that they are warm leads. They understand why they are going to your site and what they want to receive when they get there. More conversions result from content than from advertising.

The challenge is that measuring the results from content marketing isn't as easy or clear cut as it is with today's advertising platforms such as Google Ads and Facebook Ads. In years past, measuring results from any advertising was difficult or impossible, but today, it's down to a science, and if you have the right ads manager, you will see results. For Facebook Ads, we recommend [Greg Tosi](#). For Google Ads for small businesses, we recommend [Brad Imming](#).

By creating and distributing useful materials, you make it clear that you are an expert in your field. You position yourself as the person people should go to when they are looking for what you do. As Seth Godin says in *This Is Marketing*, marketing is a noble effort, a high calling. The purpose is not just to sell products or services, but to establish long-term relationships with consumers, make them raving fans, and serve them in the best way possible.

Content drives more deals. Boosting your traffic is pointless unless it helps you get more clients. Most of your clients won't be prepared to purchase from you the first time they come across your business, even if you are the only one in town. People have to go down a path before they spend their hard-earned money. First, they have to become aware of a need or desire. Then they go looking for the solution. Finally, they decide which arrangement is best for them and make a purchase. In the case of small purchases or desperate needs, they decide quickly. For expenditures that are large or optional, especially if seen as a luxury, it usually takes a longer time and more persuasion.

You don't have much time to spend convincing people to sign on the dotted line. You have a business to run. So what can you do? You can create or repurpose content and let it do the work for you. Content marketing is the answer.

Leads that come from your content have a 15% conversion rate on average, while leads from cold pitching and ads often have a rate of less than 2%. So, how persuaded are you?

Content marketing helps you put sales on autopilot. Cold calling is torture. What if we told you that you'd never have to make another cold call again? Between creating good content and using the relationship-building process outlined in *The Referral of a Lifetime* by Tim Templeton, you will never need to make another cold call. We highly recommend this book.

Today, potential partners reach out to us when they're ready. We have a conversation about their goals, identify the right approach to help them grow, and see if we're the right team for them to partner with or if we can find a better fit for them among our network. Our number-one goal is and always has been to help them get exactly what they need, even if it's not us. Why? Well, it stems from our moral convictions, but also, let's face it: It's a round world. What goes 'round comes 'round.

Instead of pushing a client to purchase from you, you are creating an important asset that is there for your clients and will nudge them to come to you when they are prepared to make a buying decision.

It's far less irritating than conventional promoting. No one likes being interrupted by someone trying to sell them something. Ad blockers are now used by 40% of web users! Blowing cash on TV plugs and different types of publicizing that intrude on your clients personal space doesn't seem like the best approach.

Content marketing gives a great return on investment (ROI). In a few months, a piece of your content could rank first on Google. The number of people who see it depends in part on how many people are searching for that term each month. Each post builds your potential views.

Every potential client who discovers helpful content on your site turns into a potential customer and promoter for your brand. Some of them will follow you on Facebook or Twitter so they can be notified of things you create in the future. Some of them will share your content, and some will link to it from their websites. Web crawlers consider each new quality backlink as a sign that your article is valuable and authoritative. Each page that your article connects to is viewed as having quality, too.

The more love you send to your pages, the more probable you are to rank well on Google so you can be found when your clients are ready to buy. For instance, if your homeowners insurance page gets enough connections from your blog and other sites where your content is, it can begin to rank for "best homeowners policy."

It makes life better for your clients, also. Connect with your business group and ask them which searches they conduct regularly. Compose helpful substance about these basic questions and worries. Send those articles to your business group. Request that they help you improve these articles based on what they see.

Celebrate. Your site just turned into your new best salesman (and it works for you all day, every day).

Content marketing is usually cost effective. Content marketing costs much less than purchasing ads. Some people choose to buy ads that lead the potential customer to the content, and let the content do the converting. A potential customer can first hear about you on social media, read about it on your website, and see it in a video on YouTube. The cumulative effect of repeated engagement with trustworthy content is stronger than advertising, which simply isn't noticed.

Hosted content solves specific problems, entertains, or otherwise provides value to your potential customers and clients. A strong emotional link to the brand can be created through your content, which is not achieved by other means of advertising. Remember, consumers don't trust advertising at all anymore. They trust reviews (stats say that 84% of people check reviews before they make a purchase) and useful content. Producing valuable articles builds trust.

With every one of these advantages it's no big surprise that, as indicated by Hubspot's 2018 State of Inbound Marketing report, 74% of advertisers have an inbound way to deal with promoting their businesses—they use content, and the smartest ones repurpose that content to make it do double duty (or more). Companies see higher ROI on inbound than outbound.

Sometimes advertising does work better. One example is when you need to quickly stimulate short-term sales.

Disadvantages of Content Marketing

Now that we've covered so many positive things about content marketing, it's time to talk about the drawbacks.

Content marketing isn't as simple as taking out an ad. It is not as fast to create, either, and neither is it as quick to get results. Measuring results can be challenging, but it does not have to be. One simply needs to use unique urls, for example, and measure the number of impressions, clicks, and conversions. Content marketing doesn't always convince or convert. Just like anything else, it needs to be done well, or it won't be effective.

Implementing the strategy can be complex. This is the main thing clients who come to me struggle with, and it might be the biggest disadvantage to content marketing. Content needs to be planned, created, published, publicized, and optimized. There are numerous channels on which to publish that content and numerous ways to publicize it. Regarding optimizing it, keyword research alone can take thousands of hours to master and conduct.

Most business owners don't have the skill, time, or desire to do all of that. They get overwhelmed with just the planning and the creation, let alone all the rest. There is an easy solution for this mentioned later in the book, but first, there are a few more things you might want to consider before pursuing content marketing.

There is a high barrier to entry. It is difficult for small businesses to deal with content marketing because of high initial costs of either time or money. To implement a healthy content strategy, you need either a lot of time or cash. If you want to do it yourself, you'll need a large amount of time to

spend creating the content. If you don't have time, you need to hire some professionals. It may seem that it's impossible for you, but don't come to that conclusion just yet.

If you hire an individual, it means you have an added task of monitoring their work. But if you contact an agency, you can have a certain amount of content produced for a fixed monthly fee. If you set up an automatic payment, all you have to do is accept the work. The agency will handle everything else. This saves you time and lets you do what you are best at. Content marketing and repurposing definitely comes with a significant price tag. It's an investment, but if you stick with it, it will pay off.

How hefty can that price tag be? Most content management agencies charge between \$5,000 and \$30,000 every month. There are ways you can cut the cost. You could handle your content promoting in-house, if you have the time it takes to do it yourself. You can also find an agency that lives on Planet Earth and charges a lot less. Later in the book, we'll talk more about pricing.

Results are not instant. Content for internet marketing is a long-term strategy. People who want to get results today become impatient with it, and they try to cut corners, or they give up too soon.

If you want to not just sell but become a leader in your niche, then regular investments in content marketing will pay off. You won't see results today, and you probably will not see results in a week, but in a few months, the effect will be noticeable. After several months, as leads come in on a regular basis, you'll wonder why you didn't get started sooner.

Your content marketing will not stop working as soon as you stop paying for the service, which is exactly what does happen with advertising. Stop paying for the ads, and the leads dry up immediately. It can take a long time to work. This is definitely not a plug-and-play solution by any stretch of the imagination. It's a drawn-out technique that can pay off over the long haul – as long as you adhere to your procedure and don't get derailed.

It's important to know that it can take anywhere from a few months to a year for content marketing to produce results and begin to pay for itself. If you must have a return on your investment within a month, this is not for you. Run some Facebook ads instead, and when you have some clients and positive cash flow, then look at content marketing and repurposing for lasting results.

If using content to promote your business is something you're not that familiar with, and you don't want to invest massive amounts of time and effort, your logical option is to go with an expert who has the skills and experience.

Chapter 3: How to use Content Marketing and Repurposing

You can use content on your own website and social media platforms or on someone else's "digital property." You might guest post on someone else's blog, or write on a platform such as Medium.com

Your Website(s): Search engine owners want to give their users a great experience. That means serving up what they are looking for. Content that is appropriate to the search and thorough in the delivery fills the bill. A 2018 study from SparkToro shows that Google sends 10x more traffic to the average website than any other source. Your most effective traffic channel is organic search, and content marketing is by far the best way to boost your traffic.

Blog content marketing: Delivering helpful content that positions you as the right source for help, and putting it on your blog is called blog content marketing. The more valuable, trustworthy, and helpful your content is the more popular, and shareable, it will be.

Web design and content marketing: You will want to be sure your website design is up to date and that your site functions well. You can have some pages on which you place helpful articles, but a blog on your site is highly recommended. Google and other search engines love to serve up blog posts in the search engine results pages (SERPs) because they usually have helpful content, and the search engines want to give users helpful content. One website feature that is extremely helpful is a blog. Any designer can put a blog on your site. We highly recommend WordPress and an SEO plugin such as Yoast SEO. The free version is enough, but the paid version allows you to have more than one keyword focus on any given blog post, among other things.

Evergreen content marketing: Think of pine trees compared to those that shed their leaves in the fall. Evergreen content is material that stays relevant and helpful rather than being dated quickly such as a seasonal piece or a current-events story would do. A Christmas ornament how-to article is seasonal. It's like trees that shed their leaves. A news story is a cut flower, with an even shorter span of usefulness. While there is a place in the world for all three types of content, for our purposes of content marketing, seasonal is good and evergreen is best.

Email marketing content: Build your list. The money's in the list. We hear it all the time that we should have a large email list and market to the people on that list. Well, it doesn't necessarily have to be a large list. A list with 1,000 people on it is plenty. As few as 100 raving fans who buy everything you make is enough. If you have high-ticket items on offer, ten people who love what you make might do the trick.

Numbers aside, you should be marketing to your email subscribers. If you don't have any subscribers, you'll want to get started on that. What would you send to them, you might ask. Content. Helpful, entertaining, valuable content.

Video content marketing: Video is intimidating to a lot of people, but it is the most readily consumed content out there. Engagement shoots up when a post or email contains a video. Highly polished and produced video is not the way to go these days, so don't worry about the fact that hiring a video crew is not in your budget. That's okay. The camera on your phone is good. Natural and low key is perfect. That is not to say that you should be completely spontaneous. People who do that ramble on and on, and viewers click away. Facebook Lives are pure torture for many to watch. So have a good idea of what you want to include in your video, hit Record, and go for it. Keep it short and on topic. Share it. Then, repurpose that baby. Turn it into a Word document, a PDF, an infographic, or anything else that is appropriate and is going to help your audience.

Social media content marketing: Some posts on Facebook, Instagram, and other social media platforms are social media content marketing. Caution: Don't spam groups. Please follow the rules. While Facebook used to encourage linking to content that is outside of Facebook, it has become a closed platform and now penalizes external links. One way to cope with this is to do Facebook Live videos and to post your content directly in a status update. That workaround may be dismantled by Facebook, but many people are reporting that it works for now.

Content marketing with articles: Every field and industry has its own magazines. Depending on your area, you might want to get into Entrepreneur magazine or Business Insider, or you might be gunning for Plumbing Today. Find the best fit, determine what their requirements are for becoming a contributor, or find someone who will write a piece that features you and the solutions you offer, and then deliver some information that the readers can use right away.

Affiliate marketing content: Affiliate marketing is selling someone else's product and receiving a commission for it. It's also known as referral marketing. If you write a blog post about a product you love (and you have an affiliate arrangement with the seller of that product), some of your readers may click the link on your post and go and purchase that product. Because the link is unique to you, it's trackable, and the seller knows which sale(s) came from you and how much to pay you. If that blog post is helpful, informative content and not just sales copy, then the post would qualify as content marketing.

LinkedIn content marketing: LinkedIn articles and videos are a great way to gain traction in your content marketing efforts. If you are on LinkedIn, put it into your content calendar/editorial calendar, and start publishing posts, articles, and videos there.

YouTube content marketing: The chances of becoming a YouTube millionaire have dropped to almost nothing, but that doesn't mean you should ignore YouTube as a place to do your content marketing. It is the second largest search engine in the world, and you should probably be on it. Keep videos short and extremely focused. Before you begin filming, break your subject down into the smallest bite you can imagine. Explain one aspect of one thing in each video. You can always make and post more videos later, but if you overwhelm your viewer, they won't come back to you for more information.

Pinterest content marketing: This is an extremely visual site, so you'll have to find a way to represent your content with an image of some kind. That image will link back to your site, and if the image is appealing, it can lead to increased traffic to your website/blog. Some fields lend themselves perfectly to Pinterest. Examples of people who find it easy to find images to use are artists, crafters, professional organizers, house painters or cleaners, restaurants, foods, cake decorators, photographers, travel agents, real estate agents, furniture builders, backyard swing set constructors, landscapers, etc. Some are much harder: writing and editing, for example. Engineering might not be so easy to represent visually, and the same goes for music, public speaking, and coaching.

Instagram content marketing: Dubbed Facebook for Generation Z, Instagram involves photos, but also allows for video content, so there's less pressure to find the perfect image like there is with Pinterest.

Systems First

If you're not ready for the growth that will come from doing content marketing well, you will be flooded and overwhelmed. I've heard many say that businesses fail for one of two reasons: either too much debt, or too much success. So before you set things up to get leads coming in on a regular basis, be sure you have the infrastructure in place, have enough employees, etc.

One of the benefits of content marketing over advertising is that it's like slowly turning on a faucet—just a trickle at first. It's easy to manage the new business that comes in. Advertising, on the other hand, can be like standing in front of a fire hydrant the ads are opening. If you can manage to stay on your feet at all, you are going to be soaked. Of course, you can turn off the ads at any time, and the leads also stop coming in. Content management efforts bring results for a long time. Work once, benefit for years.

If you don't have good systems and people in place, you won't be able to handle the work that comes to you. You've seen the entertainers on stage who get plates spinning on poles. One is cool but not so impressive. He keeps going, and then there are three plates spinning. Okay. Now five, and you can tell that he's at capacity. That's all he can handle safely, but the show must go on.

He must push past what is sustainable, so he adds another plate and then another. He's running as fast as he can between the poles, spinning the line of dishes, and the plates start to wobble. Soon, plate after plate comes crashing to the floor of the stage, smashing, and it's over for the entertainer. The good people of the audience applaud because he tried so hard.

On stage, it's alright and perhaps even funny to watch. People applaud because he put in a lot of effort and entertained them for a time. In real life, with your own real business, it's not enjoyable at all. No one good will applaud when your business comes crashing to the ground. Do not let that happen to you.

Put your systems into place. These systems might include the locations where you want to publish your content (online and off), your work schedule (when and where will you write, when and where will you record video or audio, when and how will you take care of your clients, etc.). [Courtney Wisely](#) is the queen of systematizing your business. Reach out to her for help there.

Chapter 4: Getting help

An organization that sells certifications will tell you that you must hire a *certified* content marketer. You might get better results, but you certainly will pay more for them. You know your situation, and that includes your budget. If you can't afford to hire someone who is a certified marketer, don't worry about it. Hire someone who is a good fit for you.

In a content marketing manager, you will want someone who first and foremost is the right kind of person. They should be a person of integrity, and they should care about you and your goals. Be sure they know what makes good content and the variety of formats that content can and should appear in. You need someone who understands your industry enough to be able to create or curate that quality content, someone who is organized and has good systems and team members in place.

While it would be nice to find someone who is experienced and has some case studies to show, you might consider partnering with someone who is new. The advantage there is lower pricing and more time available to work on your project.

Content marketing agencies: These are companies that help business owners with one or more aspects of content marketing efforts. It might be something as simple as matching business owners up with appropriate websites to pursue for placing their content. It might be more involved, such as mapping out a plan and creating a content calendar, or it might be handling everything including the creation of that content. The agencies might have a physical location, a brick-and-mortar building, or they may be virtual and have their team members scattered around the country or even the globe. In my experience, virtual agencies are much more common. They are also more agile. They give everyone, including the client, added flexibility and lowered costs.

Offers may vary from company to company, and most companies will have more than one package to offer. It's important to ask what you're getting. Beware anyone who says there is just one package, just one flat rate available. Content management is not "one size fits all."

Content marketing writer: As clear as it looks, this is a person who writes content that serves to market your business in some way. You can find content marketing writers in various Facebook groups, on LinkedIn, and other sites.

This is not to be confused with a copywriter. Although they both do serve to "sell" your products/services in a way, content marketing is much more subtle, and its main purpose is to deliver valuable content that your readers can use. Copywriting's purpose is to get someone to buy, not to inform them. Ray Edwards is a copywriting expert, and if you're looking for a copywriter, talk to Ray. If you can't afford him, ask whom he recommends that is in your budget range. He has a list of people who have passed his courses, and he can recommend someone who is more affordable.

Content management services: While a blog is a great place to keep adding content that will serve your readers, the main portion of your website does also need some content in addition to the typical home page and about page. Perhaps you have a few pages of “cornerstone content” that inform your target audience regarding one or two of the main issues you solve for them.

Now here is a statement that some find shocking and confusing: Overdeliver. Tell them everything they need to know, and don’t worry that it will cause people to decide they don’t need you because you just handed them everything they need. Some people worry that if they do this, they’ll lose business. Don’t worry about that. They do not have the skills you have. They do not have the time or energy or bandwidth or inclination to do what you do.

So even though you tell them what they need in order to do it themselves, they will call you to do it. Far from pushing away those readers, your content establishes you as the expert, so when they are ready, they will contact you. You just have to give them something valuable and then stay top of mind.

There are many companies that offer to handle certain tasks that business owners can’t or don’t want to do themselves. Some provide bookkeeping, handle incoming phone calls, or run social media accounts. Others offer web marketing content management services. From creating a content calendar to transcribing audio/video files to writing—some content management service providers even publish your blog posts for you on your blog or via your login to third-party sites.

The pricing on these services varies widely and depends on the volume of content desired, the turnaround time needed, and the skill of the provider. You can expect to pay anywhere from \$250 a month for a very small and simple package to \$30,000 a month for a robust package that involves multiple team members working full-time on your behalf. Most business owners need a package in the \$500 to \$3,000 a month range, with content posted at least once a week. Paying by the piece is sometimes an option, but packages often provide better value overall. Talk to the prospective providers you are interested in. Ask them what their packages include, what everything means, and what the pricing is.

Video content marketing services: Some companies only create video content, and finding one is important if you want help creating them for yourself. But more important is to find someone who specializes in creating *content marketing* videos. If you’re looking for help in this department, we recommend [Jeremy Allen](#).

Blog content marketing services: This is one of the services we offer at Harshman Services. A wide range of packages are available to fit nearly every budget and ambition level. The service involves writing or editing posts for your blog, and can include sourcing images, logging in and posting or scheduling the posts to publish on a certain date, and entering Alt tags and keywords. The posts are all valuable content that serves your readers, positions you as the expert they need, and increases the odds that they will choose you when the time comes for them to hire someone who does what you do.

Chapter 5: Get Started

Know your audience. Again, if you have not read *This Is Marketing*, please read it before you start using content marketing. You must first learn to see, identify your smallest viable audience, and create something remarkable for them before you begin using content marketing. Otherwise, everything you do will be a waste of time and money, and we do not want that.

Then focus on what your customers and clients need. Make a list of the questions they ask and the comments they make. Think about how your content can benefit them. Create that content by answering the questions your prospects and customers have. When someone starts the buying process, they start by seeking information. Most of them begin with an internet search. It is your goal to show up in those search results. From Quora to Medium to your own website, deliver the goods. Be omnipresent. Become the brand that answers their questions so frequently and thoroughly that you are the clear and only choice.

Focus on quality content published regularly. Some say you must blog daily to gain traction. Don't believe it. That would be a full-time job. Most small businesses just cannot generate that kind of volume, and fortunately, you don't need to. Choose a pace that works for you. Generate helpful content on a regular basis. One post per week every week is better than doing four posts in one week and then neglecting your blog for the rest of the month. Use the scheduling feature of your WordPress site to your advantage.

Share your knowledge. Become the clear and obvious choice. You can successfully market your products and services by offering content that educates and provides answers to your prospects' burning questions and clearly shows that you are the solution to their biggest problems. They begin to form a connection with you built on that kindness. When you give, you gain. For more information on that, see *The Go Giver*, one of the books Bob Burg wrote.

Ask yourself the following question: Do I have the time to learn content marketing and take a DIY approach, or does it make more sense to partner with a team that does this every day?

If you're drawn to the first approach, you have the plan to get started, and we wish you all the best as you go deliver helpful content to the people you want to serve.

If you're interested in finding a partner to help you with content marketing, then email Jennifer@HarshmanServices.com to set up a time to get to know each other to see if we're the right team to help you grow.