A Step-by-Step Guide to
Content Repurposing

Karan Sharma

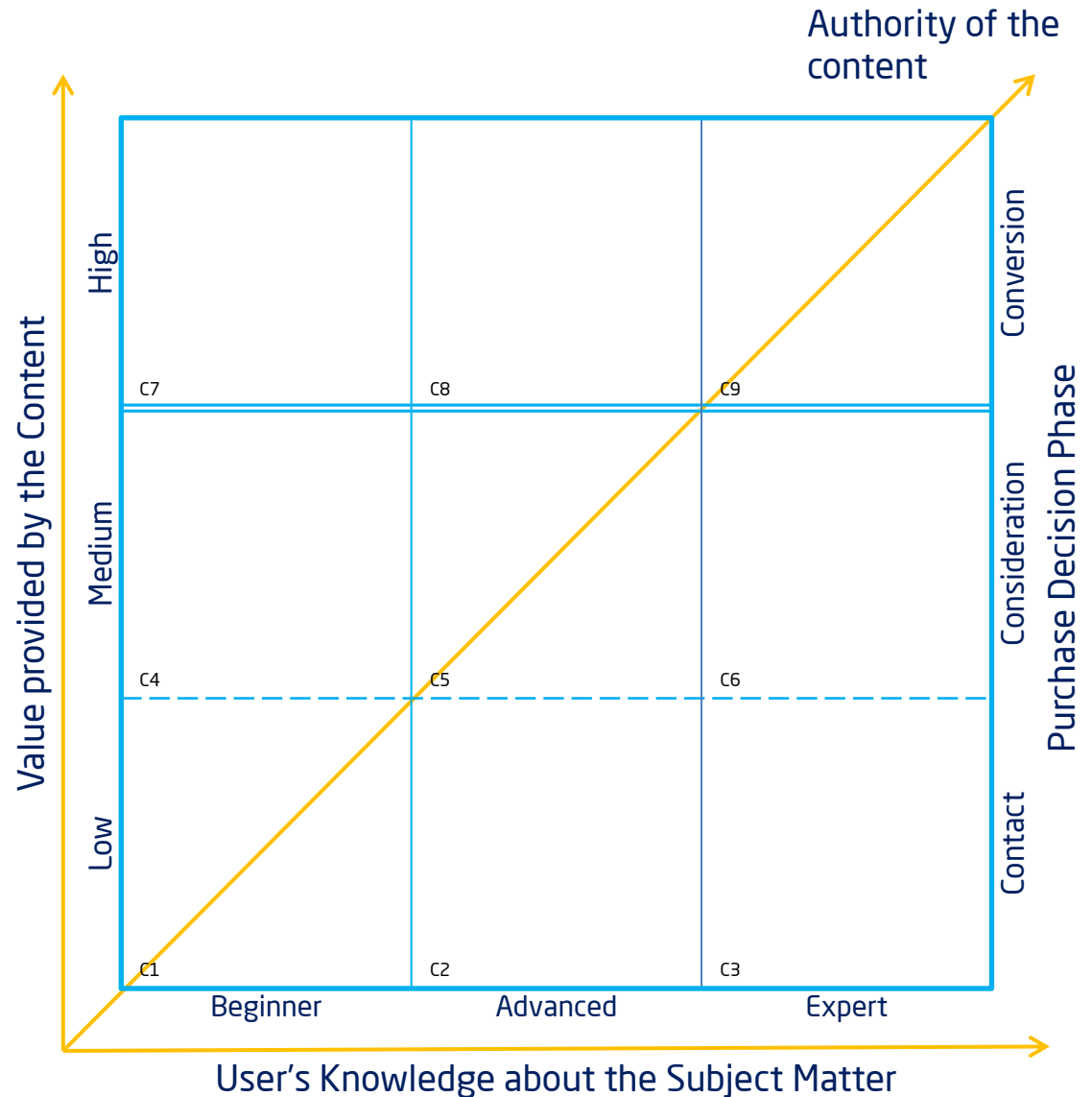July 2014

Part I : Theory

linkbird Content Matrix
Introductory notes

linkbird

i. The linkbird content matrix explains the relationship between target audience, purchase decision phase and value provided by the content.

ii. In this model, user's knowledge is an independent variable that directly influences the complexity of the content.

iii. Value provided by the content. influences the likelihood the user advances in the purchase decision phase.

iv. Complexity of the content is the product of how much knowledge the target user has and how much value needs to be added per content.
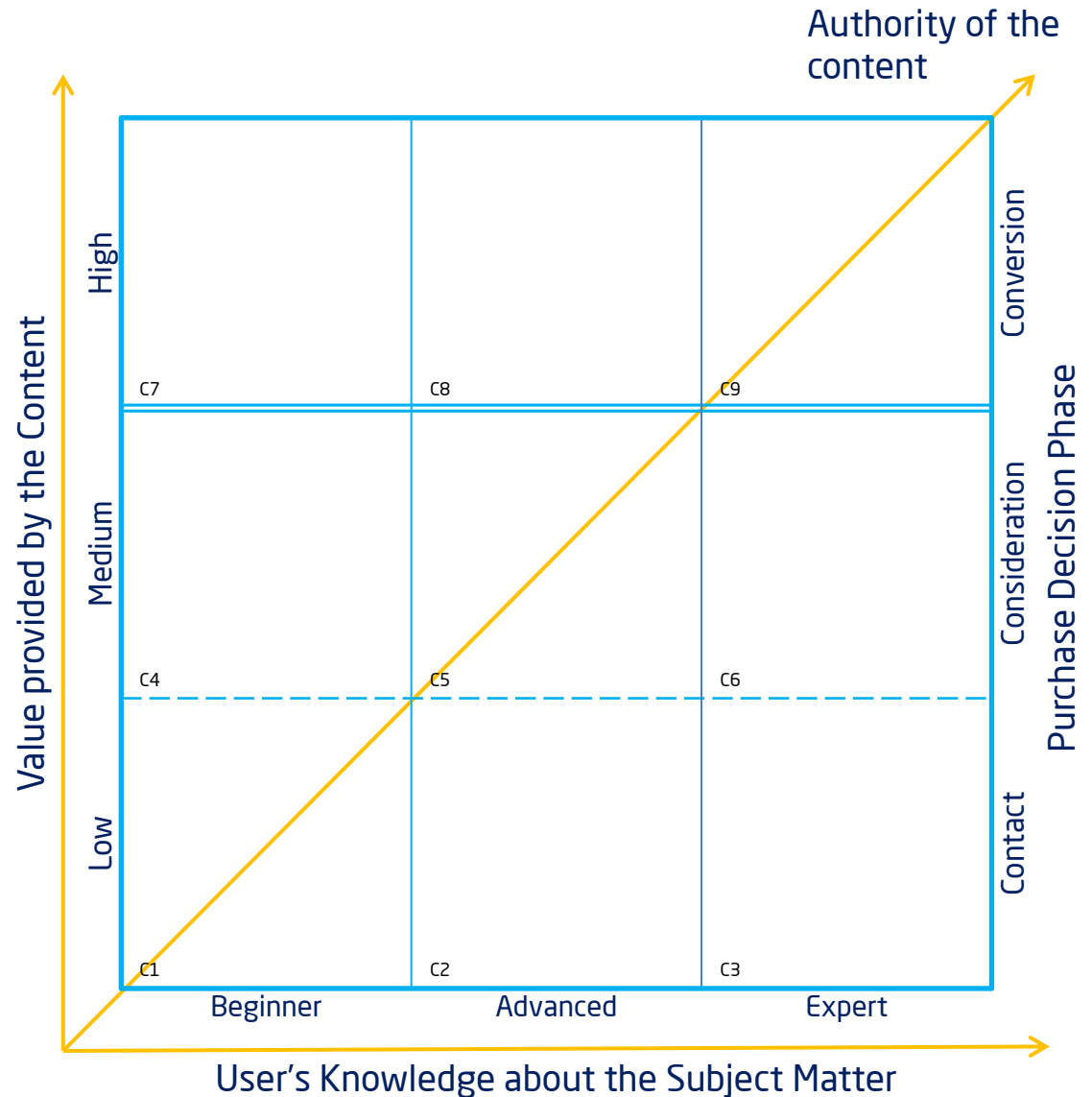

Authority of the content

Value provided by the Content — High / Medium / Low

Purchase Decision Phase — Conversion / Consideration / Contact

C7 · C8 · C9
C4 · C5 · C6
C1 · C2 · C3

Beginner · Advanced · Expert

User's Knowledge about the Subject Matter

linkbird Content Matrix

Movement of audience on the matrix

v. Your audience will increase their knowledge over time. So they will experience a left to right move on the "User's Knowledge" x axis.

vi. Since the content is intended to take the audience through "Purchase Decision" phases, you are in essence taking them bottom to top on the y axis.

vii. Finally, by combining both movements you can predict a bottom left to top right trend as beginners in the subject matter become expert, and as traffic becomes prospects and then leads.
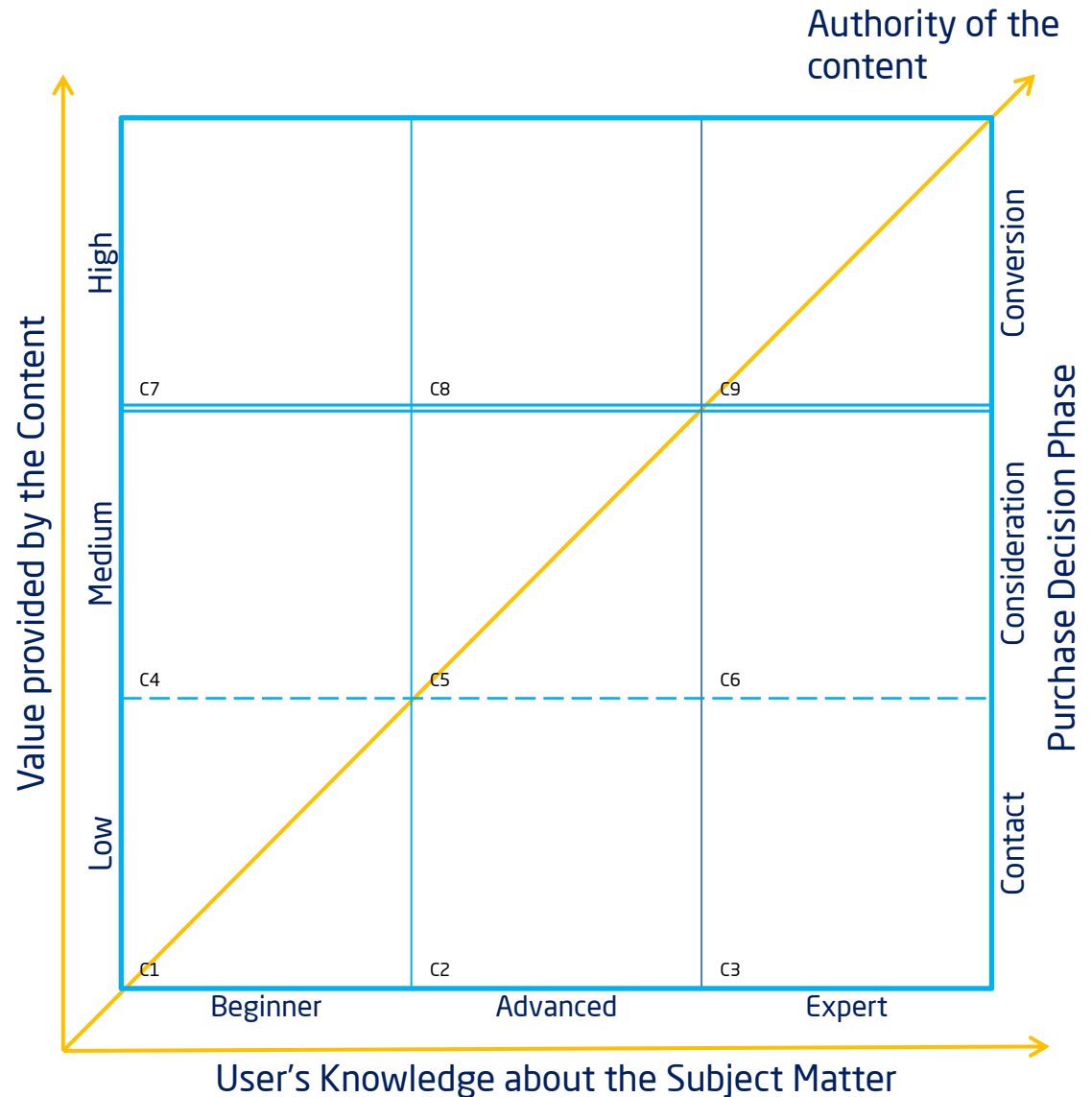

Authority of the content

Value provided by the Content: High, Medium, Low

Purchase Decision Phase: Conversion, Consideration, Contact

C7 C8 C9
C4 C5 C6
C1 C2 C3

Beginner   Advanced   Expert

User's Knowledge about the Subject Matter

linkbird Content Matrix
Free and exclusive content

viii. Content C1 to C3 is the main doorway to your site. It should generate traffic.

ix. Content C4 to C6 is what keeps the audience interested and invest more time in your content. Good content here has low exit rates and high time spent on pages.

x. Content C7 to C9 are resources meant for converting interested parties into leads. Highest level of value added.

xi. Content C1 to C6 is freely available to all.

xii. Content C7 to C9 is accessible only through a minimum level commitment, e.g. subscription to newsletter, trial, share to pay etc.


Authority of the content

Value provided by the Content

High — C7 — C8 — C9

Medium — C4 — C5 — C6

Low — C1 — C2 — C3

Beginner   Advanced   Expert

User's Knowledge about the Subject Matter

Purchase Decision Phase: Conversion, Consideration, Contact

Part II : Practice

linkbird Content Matrix
How to begin

1. Always start by what you already have and determine where in the matrix it fits.
2. Determine what you want to achieve with the new content
   a. More traffic (across the board or specific user group)
   b. More engagement
   c. Filling a gap in content offering
   d. Etc.
3. Plan a logical and temporal approach as you will be publishing the content as you complete it in sequence.

➤ Check out the next 3 slides illustrating 3 different scenarios of content repurposing
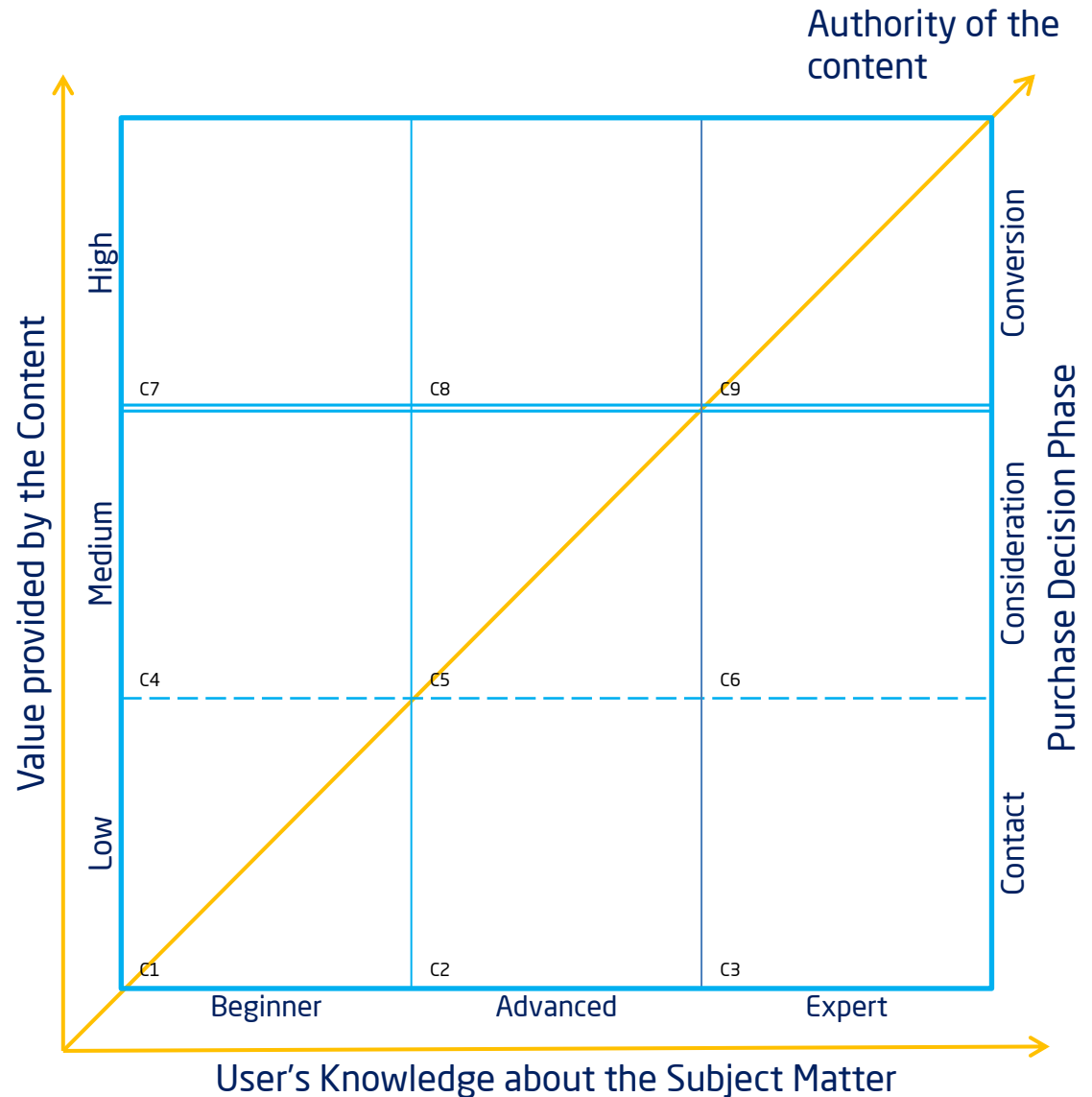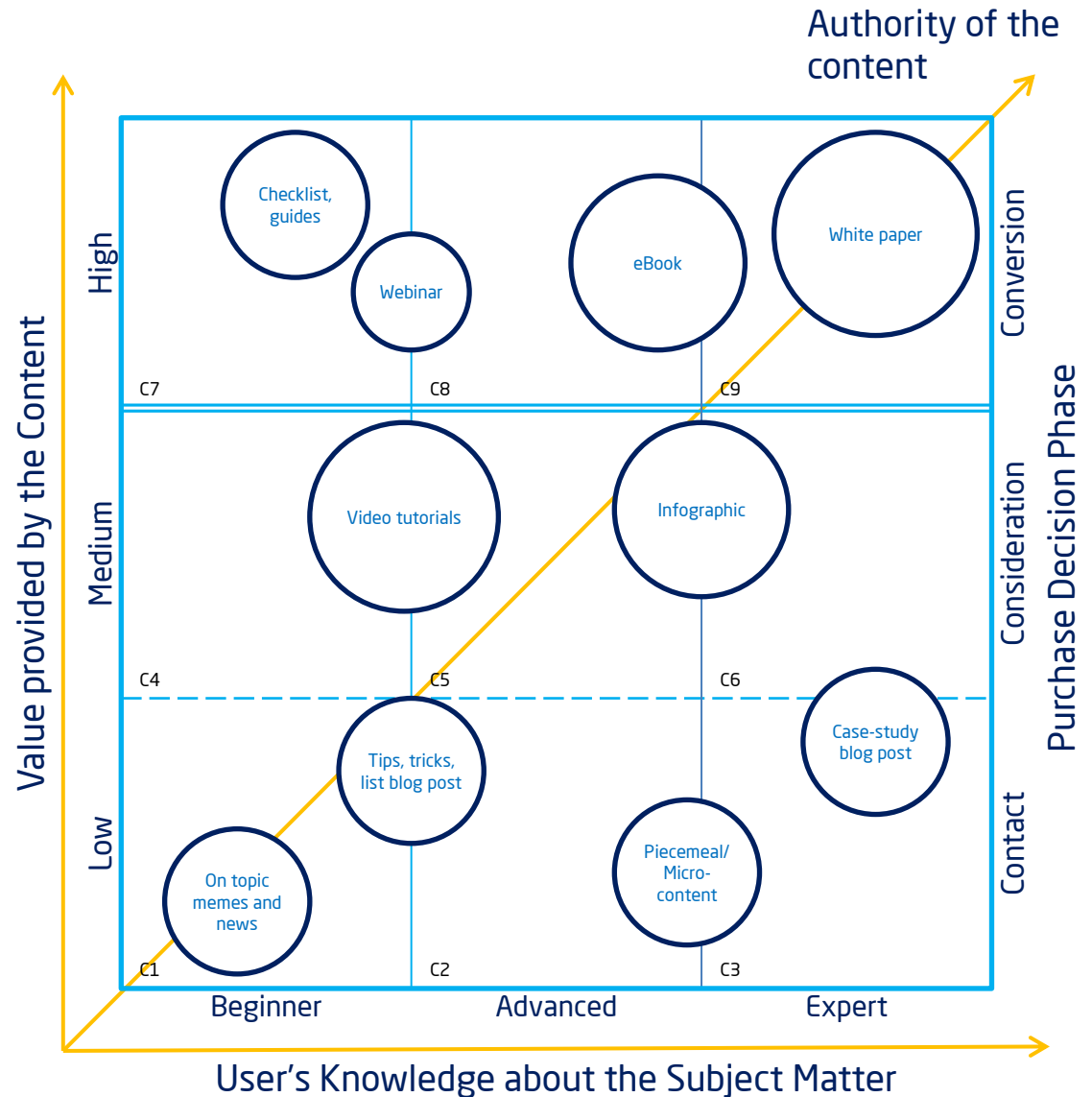
linkbird Content Matrix
Types of different content

Essentially, each of the content types displayed in different circles can be repurposed to an other. There are many more content types that you can think of, the point is to understand where they fit in the content matrix.

Authority of the content

Value provided by the Content

High

Medium

Low

Checklist, guides

Webinar

eBook

White paper

Video tutorials

Infographic

Case-study blog post

Tips, tricks, list blog post

Piecemeal/ Micro-content

On topic memes and news

C7   C8   C9

C4   C5   C6

C1   C2   C3

Beginner   Advanced   Expert

User's Knowledge about the Subject Matter

Conversion

Consideration

Contact

Purchase Decision Phase

linkbird Content Matrix

Content repurposing example 1: repurposing across the board

In this example, we start with a white paper about link building.

1. Take the key insights and statistics and make a infographic.
2. Cut the whitepaper into smaller pieces and turn that into a blog series on case-studies
3. Further dissect the information from case studies into piecemeal information for Twitter or LinkedIn
4. Extract the practical tips and tricks from the case studies and make a blog post about them
5. Make a series of macro memes with the micro-content
6. Structure the practical tips into a checklist and offer it as a resource
7. Organize a webinar (with video recording) to discuss the whitepaper
8. Combine the video of the webinar and supplement it with content from the tips and tricks blog to create a series of video tutorials
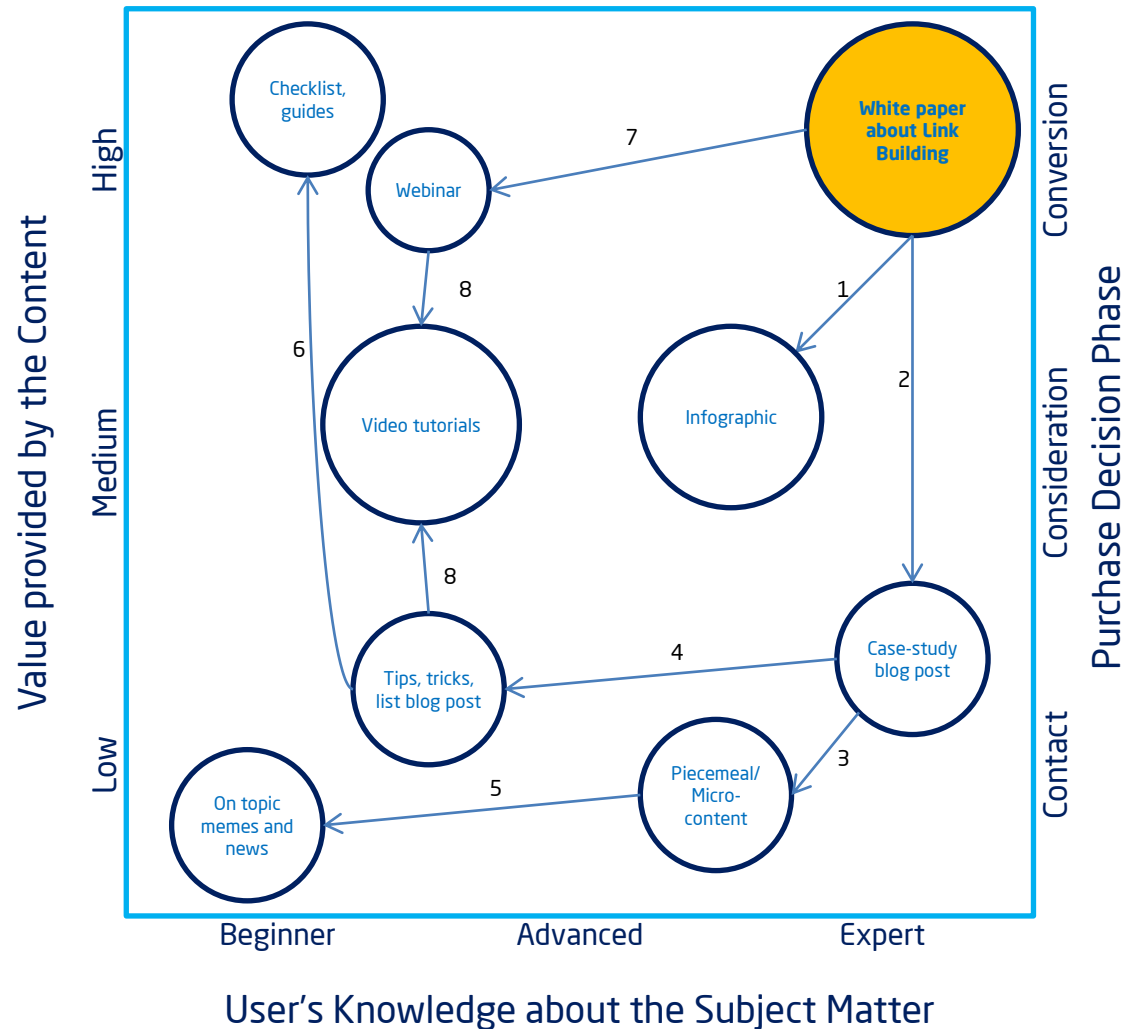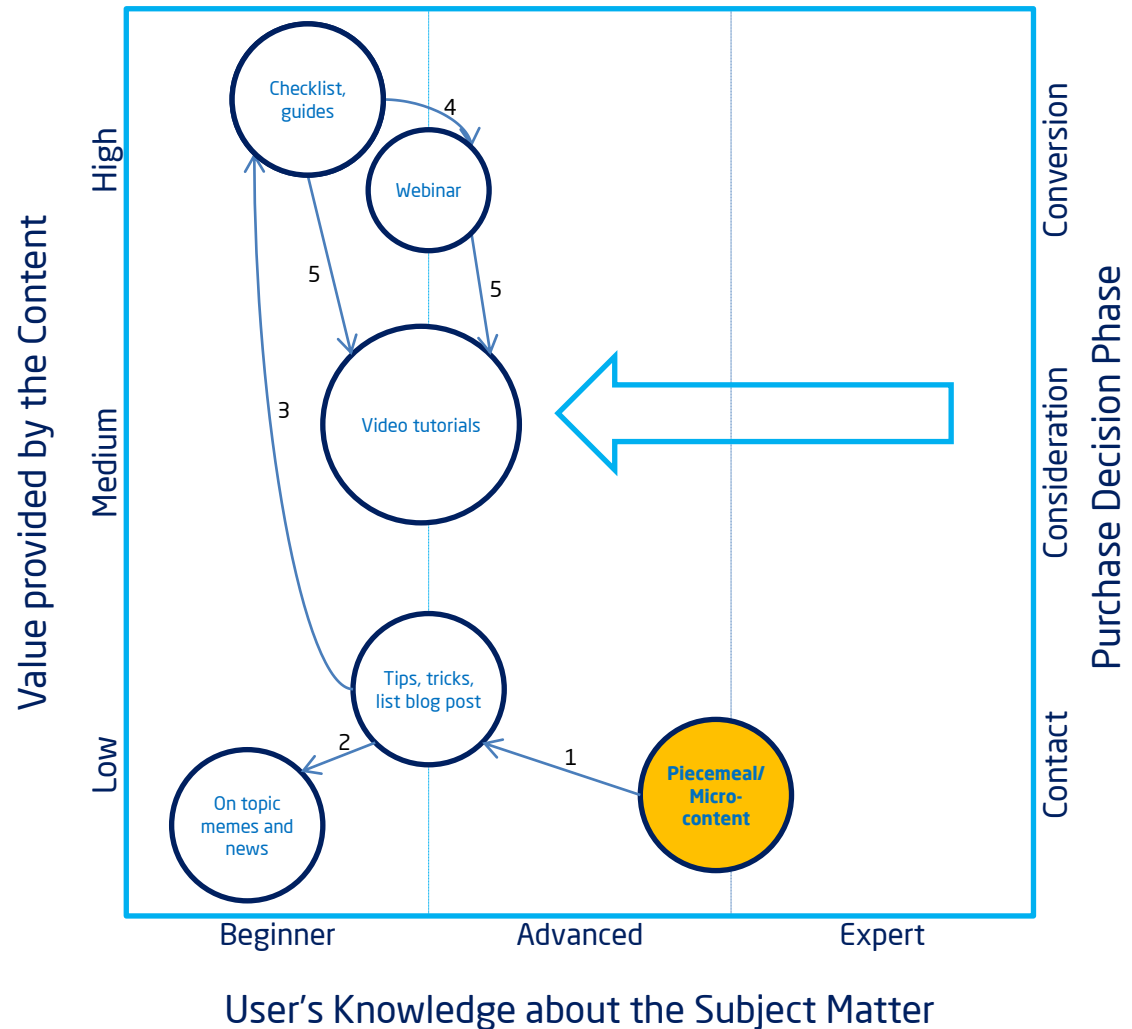
linkbird Content Matrix

Content repurposing example 2: repurposing to target different users

For this example, lets say you have done 50 piecemeal tweets about facts and stats about link building.

1. Assuming you have the content of the 50 tweets, you can very easily write a "50 key stats and facts about..." blog post on the topic.
2. Take snippets of information and create a series of memes with it.
3. Create a guide about "how to use / measure these stats for your..." and offer it as a resource.
4. Create a webinar to deep dive in the different portions of the guide.
5. Cut the webinar video into small pieces and supplement with text from guide. With small adjustments you can create a series of video tutorials with it.
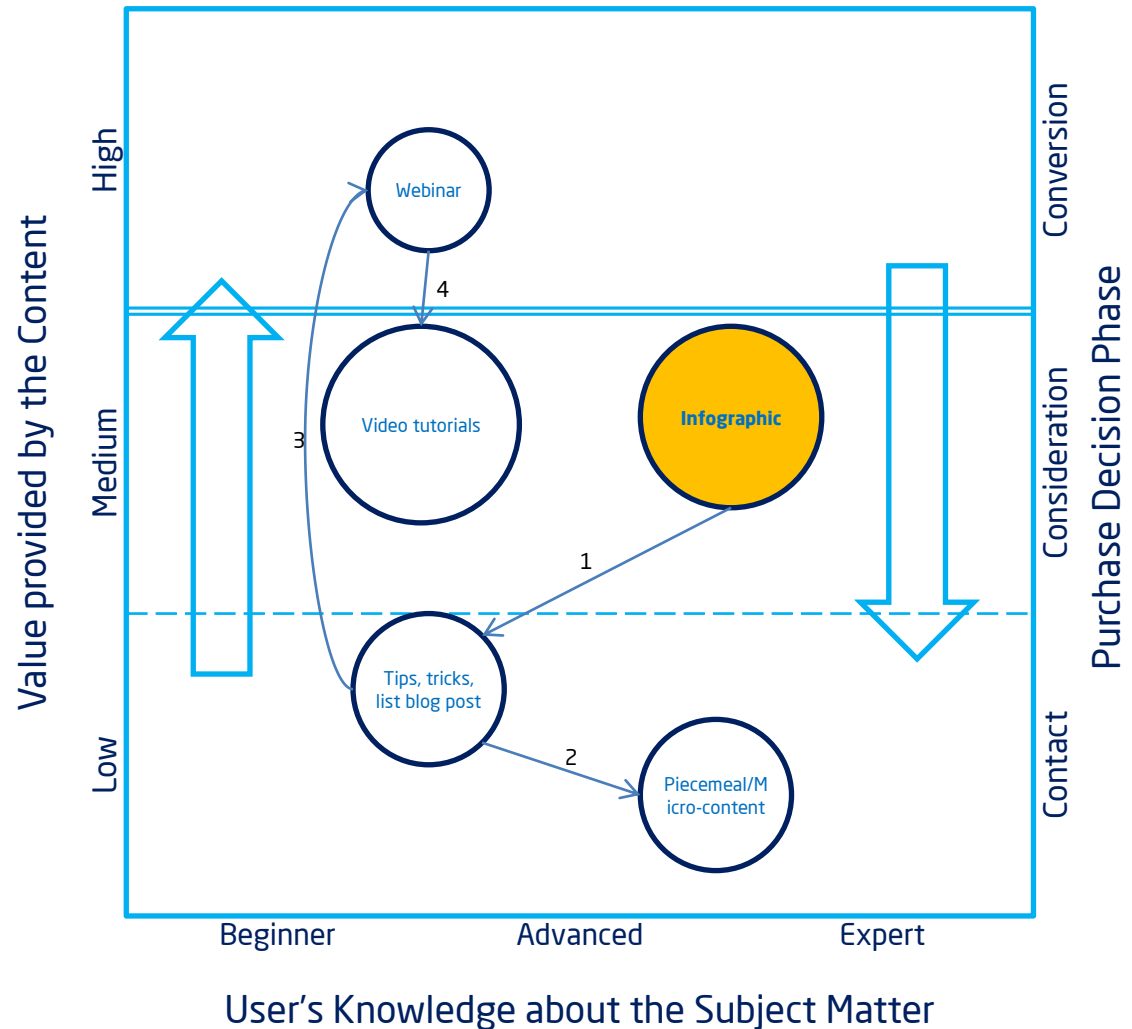
linkbird Content Matrix

Content repurposing example 3: repurposing to advance the user to the purchasing phase

Let's start with an infographic this time. You have created an infographic about "what do content marketers do?"

1. Start by writing a blog post about "Different things that Content Marketers do and how?"
2. Further segment the blog post and share it in small packets over social media to generate awareness.
3. Do some research and create a "how to" webinar explaining different ways in which content marketers can be more efficient.
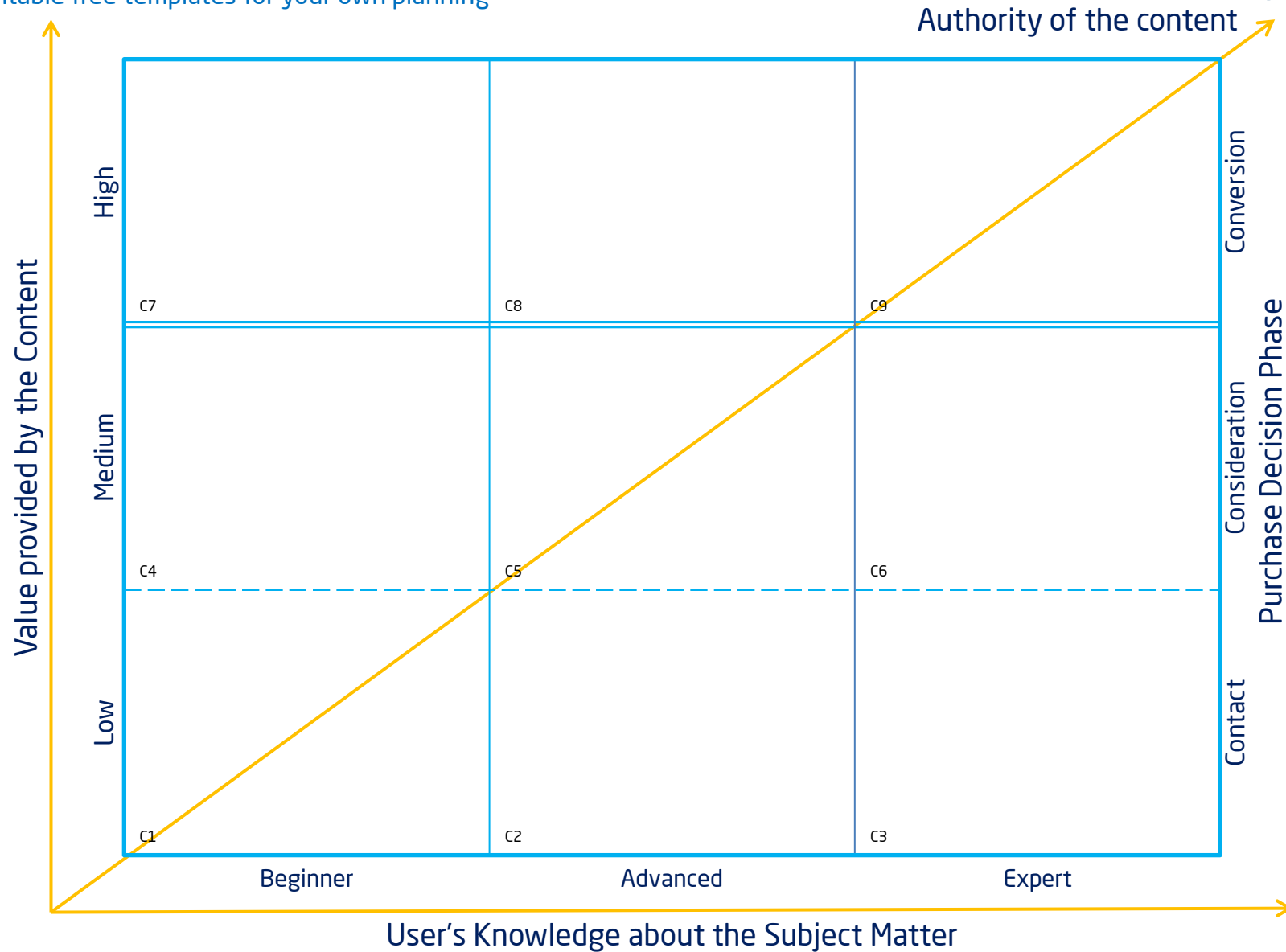4. Take the webinar footage and convert it into freely available video tutorial.

July 2014

Part III : Free Templates

linkbird Content Matrix
Printable free templates for your own planning

Authority of the content

Value provided by the Content

High

Medium

Low

C7   C8   C9

C4   C5   C6

C1   C2   C3

Beginner   Advanced   Expert

User's Knowledge about the Subject Matter

Conversion

Consideration

Contact

Purchase Decision Phase

linkbird Content Matrix

Printable free templates for your own planning

linkbird

Authority of the content

Value provided by the Content

	Beginner	Advanced	Expert
High			
	C7	C8	C9
Medium			
	C4	C5	C6
Low			
	C1	C2	C3

Purchase Decision Phase: Contact · Consideration · Conversion

User's Knowledge about the Subject Matter

linkbird Content Matrix

Printable free templates for your own planning

Authority of the content

Value provided by the Content

High

C7   C8   C9

Conversion

Medium

C4   C5   C6

Consideration

Purchase Decision Phase

Low

C1   C2   C3

Contact

Beginner   Advanced   Expert

User's Knowledge about the Subject Matter
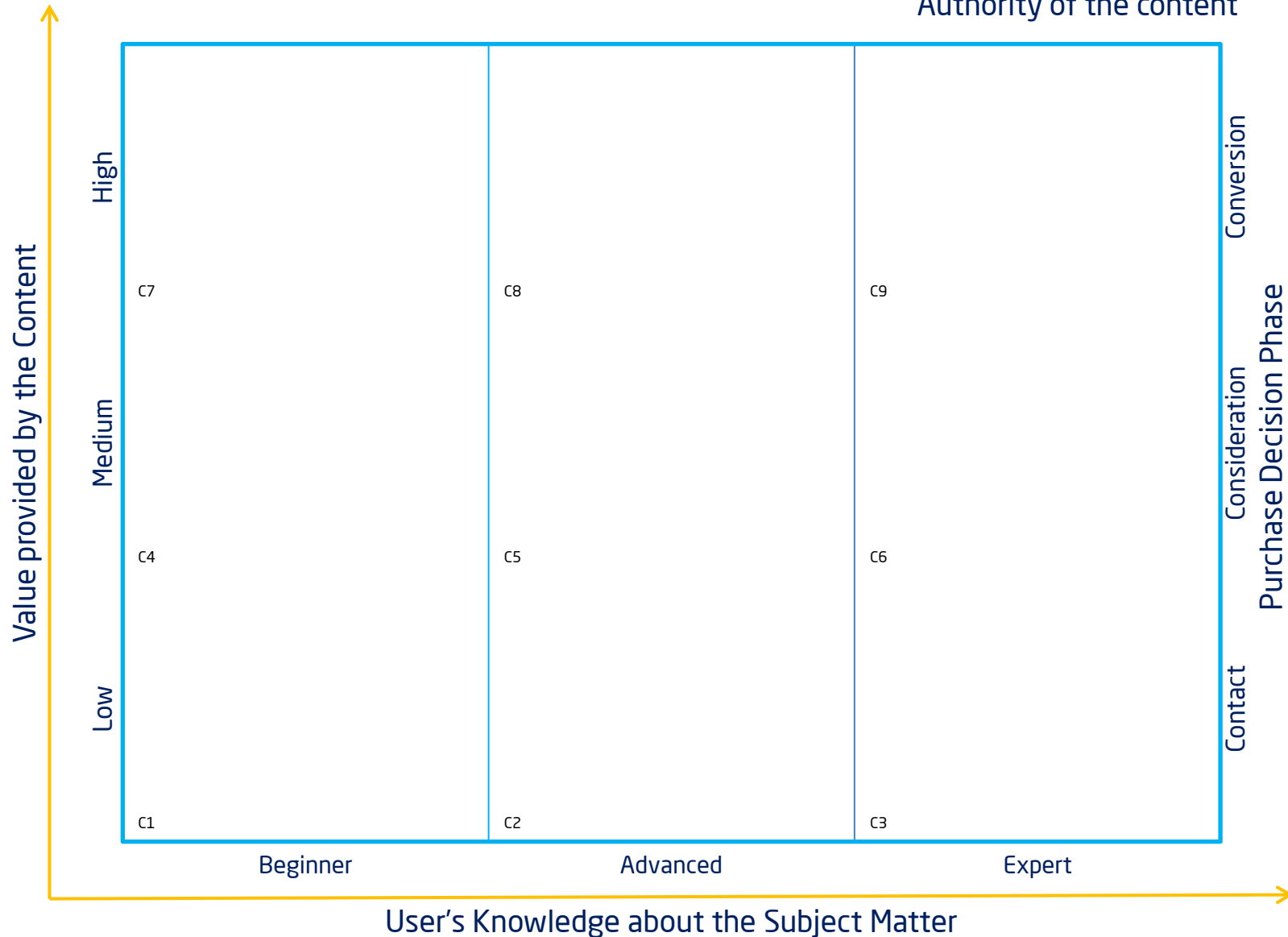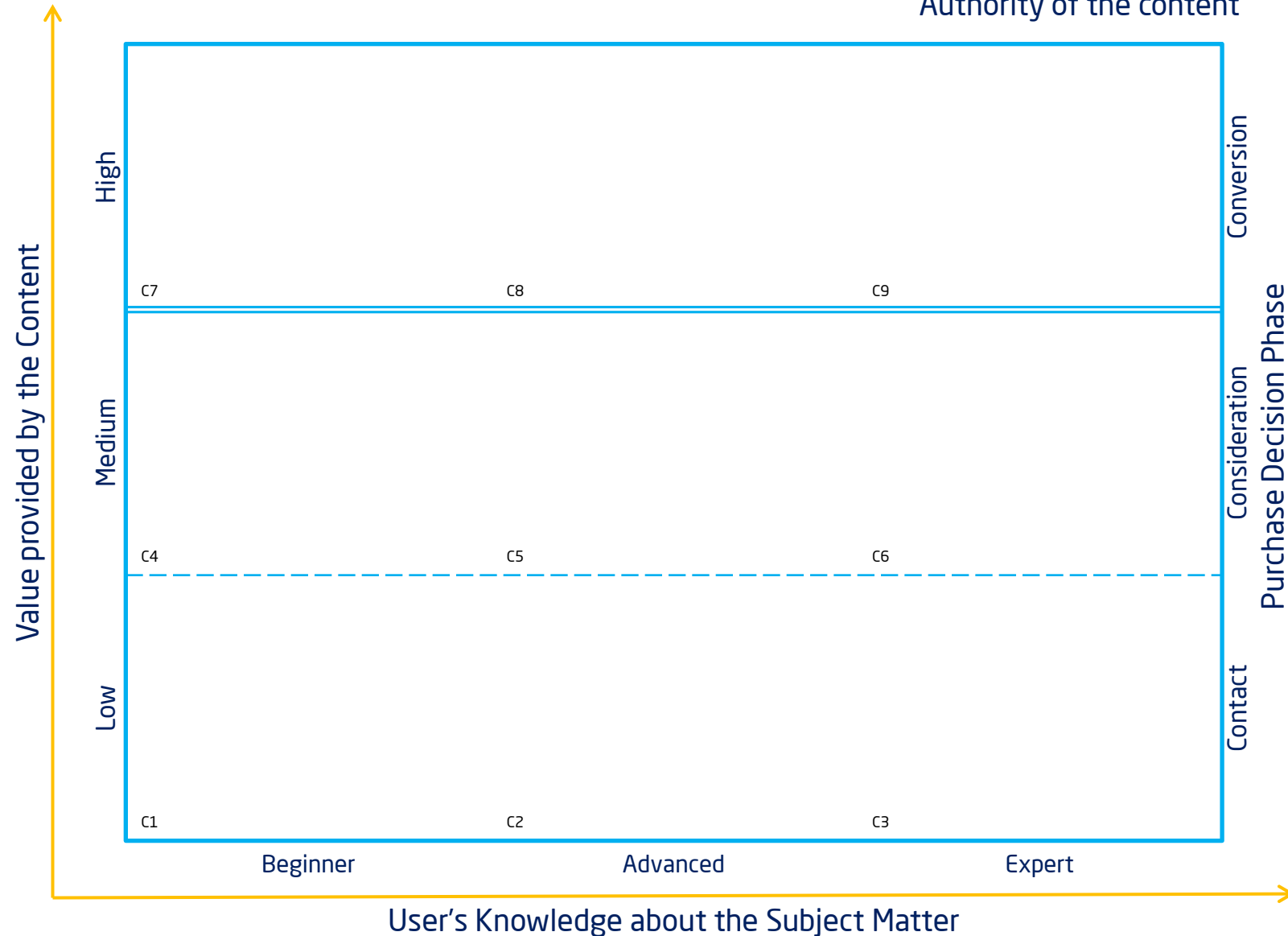
Stay in touch!

This could be the beginning of a beautiful friendship! ☺

linkbird GmbH
Schloßstraße 95
D-12163 Berlin
E-Mail: press@linkbird.com
Website: www.linkbird.com
Blog: blog.linkbird.com/en

Karan Sharma
E-Mail: sharma@linkbird.com
Phone: +49 30 814 587 920
Twitter: twitter.com/KrnShrm
Linkedin: www.linkedin.com/in/KaranSharmaWorld
Google+: google.com/+KaranSharmaWorld