

How to maximise your content's impact

A 5-step framework for strategic repurposing

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The power of strategic repurposing



No matter what industry you're in, the challenge for marketing leaders is the same: do more, with less. That is, achieve ambitious content goals with limited resources. In fact, more than half of marketers (58%) say lack of resources is their biggest challenge when it comes to creating enough content to keep up with demand, according to the Content Marketing Institute.

So when you're investing time and budget into creating content – whether that's a webinar, white paper, or podcast, or any other piece of content – all that work shouldn't end once it's been launched. If you move on without fully leveraging that piece of content, you're leaving its potential untapped – and wasting your team's precious resources.

But there is a way to scale your team's content output, without increasing your budget. How? Turning every single piece of content into a high-performing, multichannel asset through strategic repurposing. In a recent SEMRush survey, almost half of marketers said repurposing was key to their content strategy's success.

In this guide, we'll share:

- How strategic repurposing can help you do more with less
- The CORE Method – the key to implementing repurposing
- Our five-step framework to empower your team to unlock the full potential of your content.

We hope you find it useful.

The Wonderthink team



4 reasons why strategic repurposing should be central to your content strategy

1. Extend your brand's reach	2. Increase content velocity	3. Dominate SEO	4. Strengthen brand consistency
<p>Different platforms attract different audiences, and not everyone engages with content in the same way.</p>	<p>Keeping up with the demand for fresh content can strain even the best marketing teams. Repurposing offers a strategic shortcut.</p>	<p>Interlinking diverse content formats across platforms can significantly enhance your brand's search engine visibility.</p>	<p>Consistency is the cornerstone of a strong brand.</p>
<p>Repurposing content to fit each platform and its audience allows your team to efficiently expand across channels, maximising your reach and ensuring no opportunities to talk to your audience are left on the table.</p>	<p>Repurposing helps your team maintain a high content output without the constant pressure to create something new. This approach keeps your brand top of mind, drives consistent engagement, and ensures every piece of content delivers its maximum value.</p>	<p>This strategy not only drives your SEO to new heights, but also exponentially increases the likelihood of your content being shared, engaged with, and remembered. The result? A powerful and far-reaching online footprint that firmly establishes your brand's authority.</p>	<p>Repurposing makes it easier for your team to maintain a consistent brand narrative and deliver a cohesive customer experience on every channel.</p>



Introducing the CORE Method

Leveraging the CORE Method – Create Once, Repurpose Everywhere – enables you to scale your content efficiently, without sacrificing quality. With the CORE Method, every piece of content is transformed to suit the unique context and target audiences of different platforms.

It's important to note the CORE Method isn't about merely recycling content. It's a strategic method to amplify your brand's message, increase your team's efficiency, and accelerate content velocity. Neither should it be confused with COPE (Create Once Publish Everywhere), where you leverage blocks of content within a CMS as an effective publishing system.

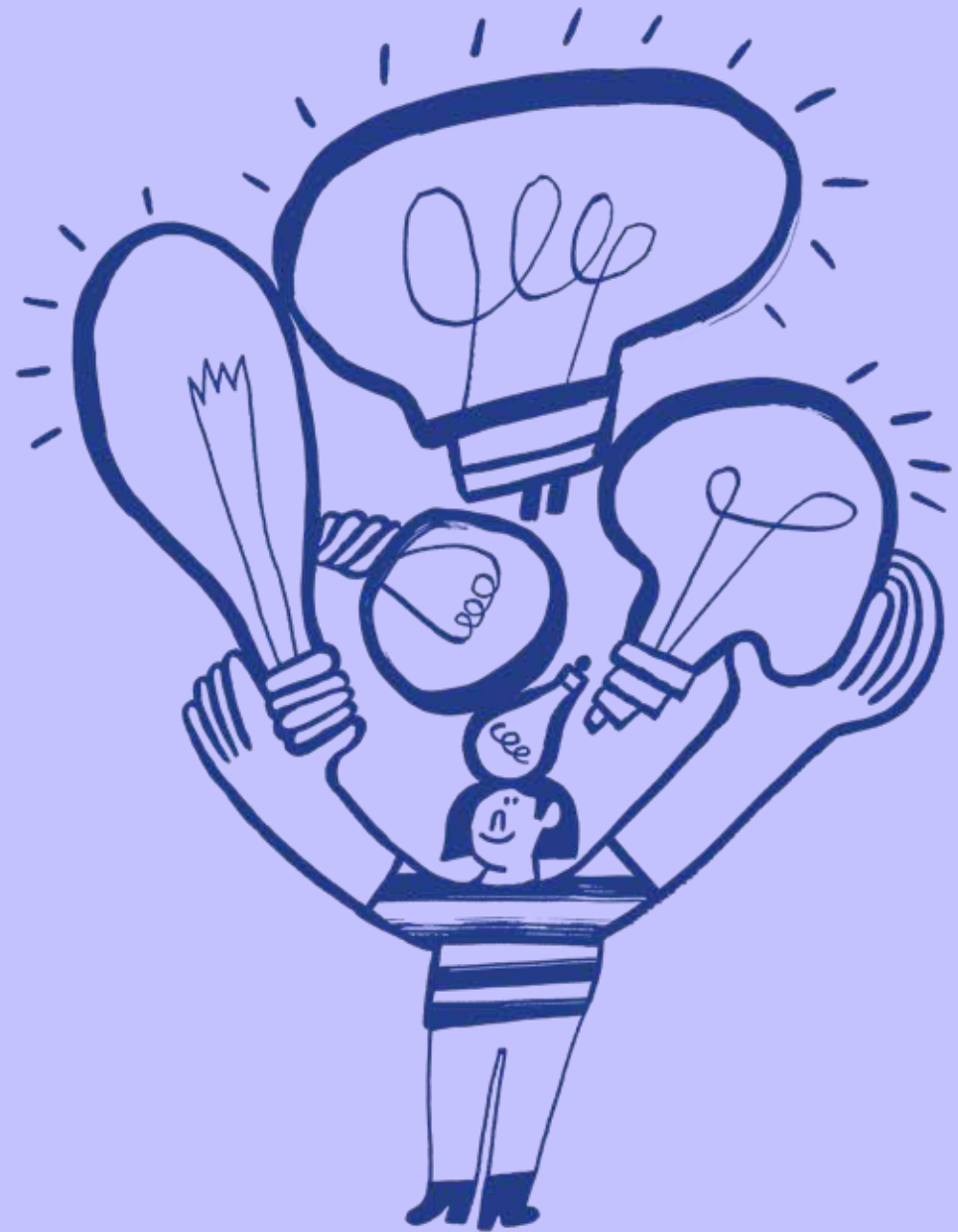
The CORE Method is about adding value by reimagining content, not simply duplicating it.

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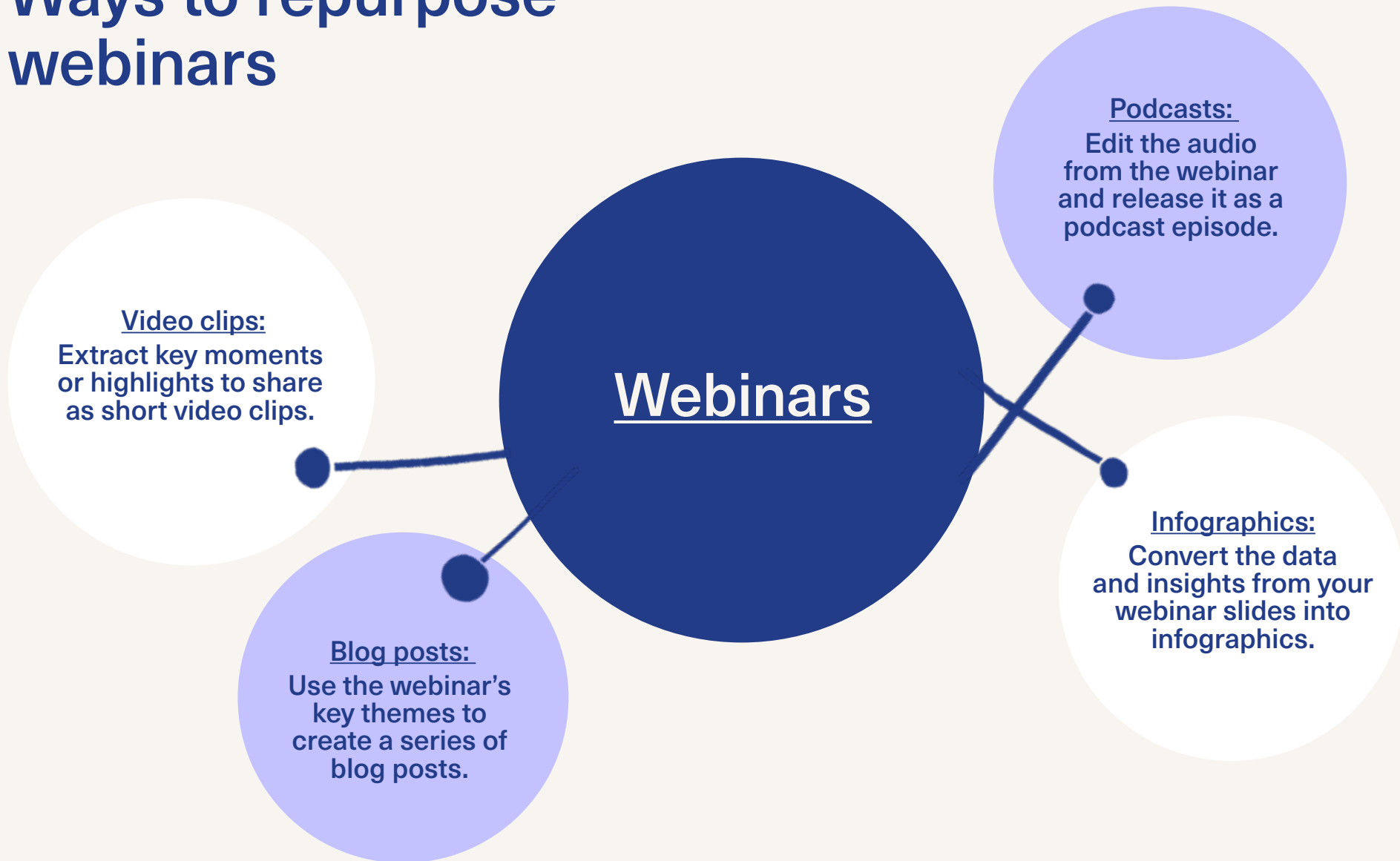
How to repurpose every type of content

Not sure what the CORE Method
looks like in practice?

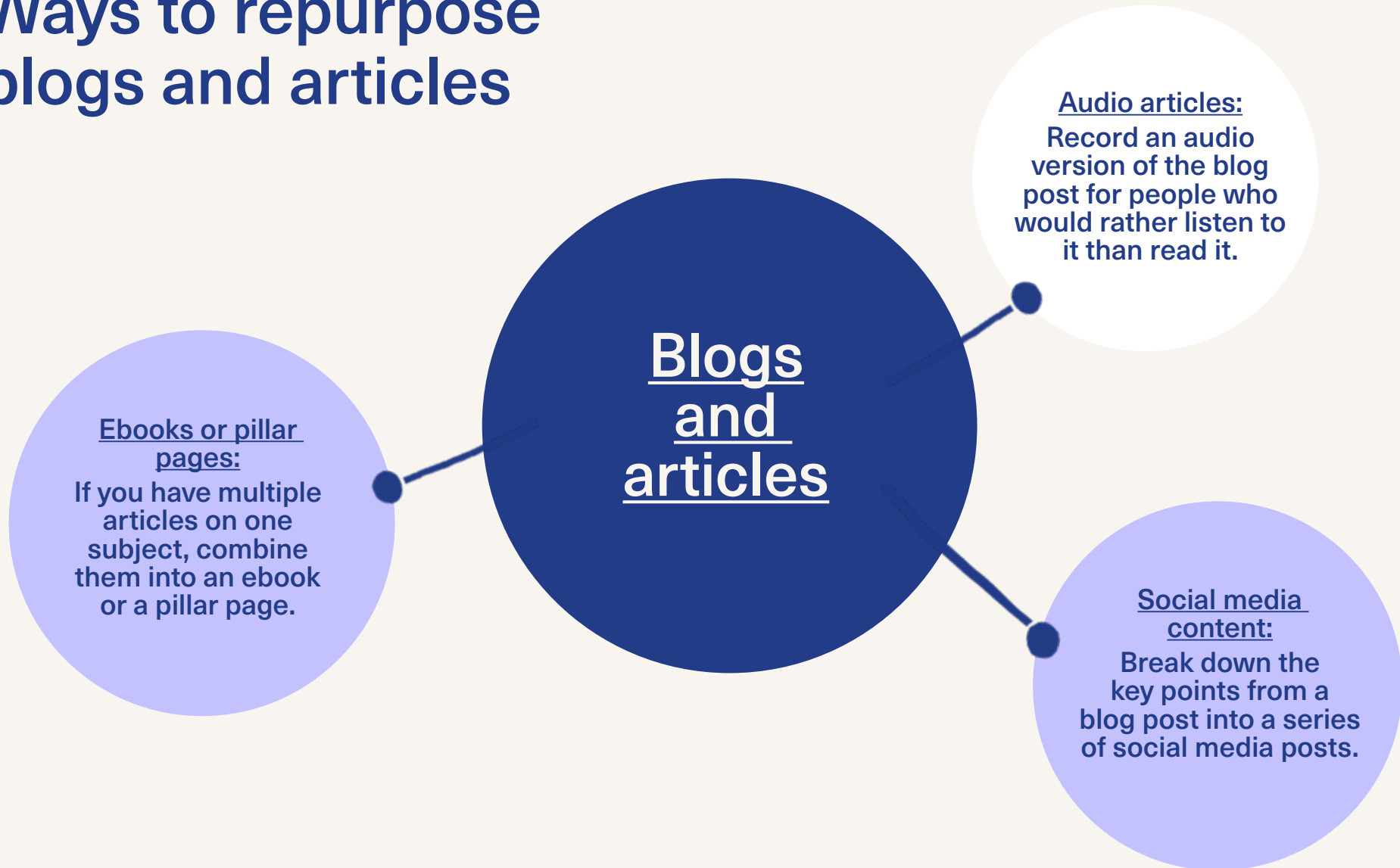
On the next few pages, we'll walk through the different ways you could repurpose every type of content into a multichannel asset.



Ways to repurpose webinars



Ways to repurpose blogs and articles

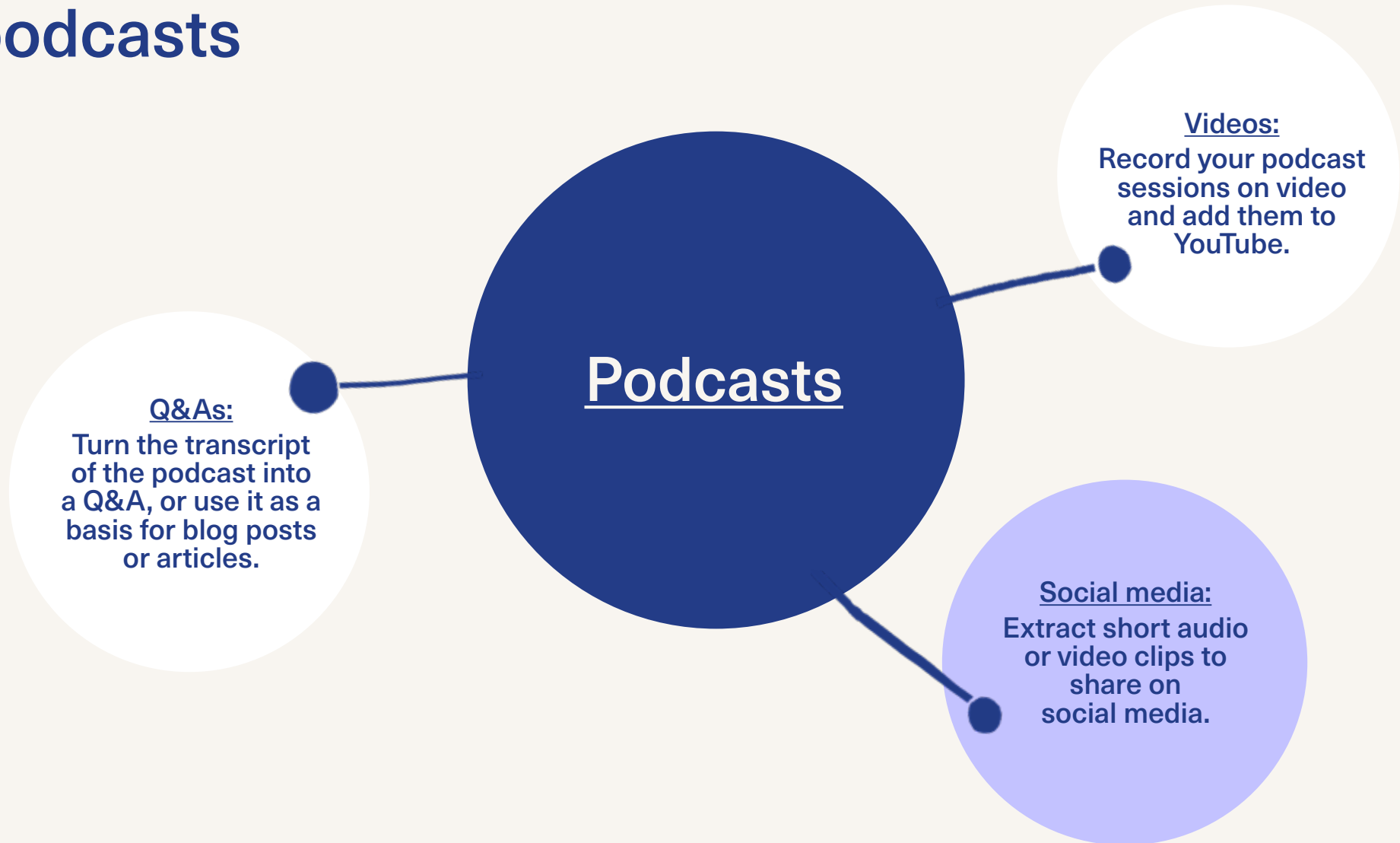


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Ways to repurpose reports and whitepapers



Ways to repurpose podcasts



A 5-step framework for mastering the CORE Method

Implementing the CORE Method is critical for marketing teams aiming to maximise their resources and content impact.

Keen to maximise your resources and content impact? Here's a 5-step framework to embed the CORE Method in your business.



1.
Embed repurposing
in the planning phase

Effective repurposing starts long before content is created. Encourage your team to consider repurposing potential from the outset, and whether it's worth investing in content that can't be adapted across multiple formats.

2.
Prioritise high-value,
evergreen content

Not all content is equal. Focus your repurposing efforts on high-value, evergreen content that can be adapted into various formats, to deliver the greatest return on investment.

3.
Deliver a consistent
stream of content

Don't flood your channels with repurposed content. Keep your content pipeline steady without overwhelming your audience. The CORE Method allows your team to maintain a continuous flow of content, freeing up time to focus on opportunities as they arise.

4.
Target the channels
that matter most

Concentrate your efforts on the platforms where your audience is most engaged. Whether it's LinkedIn, podcasts, or blogs, prioritising high-impact channels is key to strategic repurposing.

5.
Equip your team
with the right tools

Empower your team with the tools, templates, and techniques for efficient content repurposing, and streamline the process with easy-to-follow guidelines for adapting different types of content.

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Content repurposing is smart strategy

When you embed content repurposing into your strategy, you're not just extending the life of your content—you're creating a powerful content engine that drives ongoing engagement, brand consistency, and marketing efficiency.

It's a smart, sustainable approach that ensures your content continues to deliver value long after its initial creation.



Need help repurposing your content?

We're here to help you unlock the full potential of your content. Whether you need a comprehensive repurposing strategy or just a few fresh ideas, please get in touch.

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