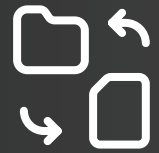






Transform your top assets into snackable and shareable content



You already know the power of multichannel messaging. Now, learn how to amplify the value of your top content by transforming it into a collection of short, engaging creative assets that are easy to share.








Benefits of repurposing your top content assets

When you convert your best marketing assets into a variety of easy-to-consume formats, you'll be able to reach a wider audience with snackable and shareable content. This allows you to get the most from your existing content by presenting it in new and engaging ways. Here are just a few of the benefits of repurposing your best content assets:

- 
Scale your content across channels: By creating content in multiple platforms and formats — such as videos, blogs or social media — you can appeal to a variety of audiences with different preferences and habits.
- 
Improve engagement: Turning an asset like an e-book into a short video or an infographic encourages people to share it, comment on it or even promote it on their own websites.
- 
Save time and resources: Get more mileage from your marketing efforts by updating, adapting and repackaging existing assets to suit different purposes and platforms, rather than starting from zero.
- 
Strengthen brandings: Build trust, recognition and loyalty with your audience by extending a consistent tone, style and voice across multiple assets, establishing your organization as a reliable thought leader and authority in your industry.

Multiple ways to repurpose your best content

Repurposing a content asset such as an article or white paper into new formats can provide more value to your customers and help you reach a wider audience. Here are a few creative ways we can help you get the most out of your top assets:

-  Turn a blog post into one or more social media posts
-  Transform thought leadership content into a social media carousel
-  Convert a case study into a video testimonial
-  Slice a video into bite-size teasers
-  Refocus a brochure as a checklist
-  Repurpose a white paper into a blog series
-  Highlight key points from a POV paper in one or more infographics

Top content repurposing assets to consider

1

Checklists

A visual checklist is a handy educational reference tool that gives tech buyers essential information and key points about your solutions.

2

Wraparounds

Add wraparound content to the beginning and end of an existing asset to bring in new perspectives and partners, and to expand your audiences.

3

Infographics

Transform the content of your POV or other longer asset into visually captivating infographics that present information and data in an easily comprehensible, shareable format.

4

Social media posts

Social media posts that include video, imagery or other content are cost-effective and impactful marketing assets you can use to improve your online presence through LinkedIn, X and other social media sites. Consider your options:

- ▶ **Images and graphics:** High-quality images not only add visual interest to your post, but they also help you tell your brand story. Include helpful and educational content in the form of graphics to add more context to your post and engage your audience.
- ▶ **Carousels:** A carousel is a multimedia content format used on various social media platforms to display images and videos consecutively, providing an engaging experience for your audience by allowing them to swipe through each slide of the carousel.
- ▶ **Bite-sized videos:** Videos have become one of the most popular forms of content. Videos on social media are highly snackable — and turning longer videos into bite-sized teasers is an easy way to ride this wave.

5

Email series

Turn a thought leadership article or research report into an email series to directly connect with your target audience and share valuable, easily consumed content.

The possibilities
are endless

Through our [StoryOne storytelling process](#), you can turn your top content into highly consumable assets to increase engagement, reinforce your brand messaging and scale your content across multiple channels.