

3 Ways to Re-purpose Print Marketing Content Online

Let's start with *why* you would re-purpose your print marketing content and then look at *how*.

Why

- You've already put the thought into the heart of that content-your voice, tone, brand – it sells who you are, don't reinvent the wheel
- Your marketing materials should serve the purpose of driving people to your website. No one is likely to buy your product or hire your service *just* from your brochure. The very next move your potential customer will make is going to your website. Therefore, your message and language should be consistent and expanded with calls to action.
- If you are doing things right, you are providing fresh, consistent, compelling content to your website. The search engines reward you for that. Your print marketing materials are ripe with new ideas for your web pages, blogs and downloadable documents.

How

- Begin by breaking down the ideas, messages, tips, and information that you provide in your marketing materials into mini-topics to use in your online content.
- Articles – Your goal online is to become the turn-to expert in your field. Write articles from your marketing content that targets key questions or concerns of your clients....those are the things people who use your type of business want to know. Create articles that are available to download from your website.
- Blogs- Develop blog topics for your editorial calendar from the selling points in your print materials. For instance, if you sell child care and your marketing materials highlight a family environment at your facility...blog about why having that kind of environment is important or enriching. You already have the content. Re-work it and use it!
- Videos – Do you have a presentation that you give to potential clients? A powerpoint? A sales pitch? Turn that content into a video (a short one! 1-2 minutes) to use on your website.
- Social media – once you repurpose your print content in a fresh way –share it! Share links to your article on Facebook. Tweet a tip that links to your blog. Start a conversation in your Google+ circles about a timely topic in your industry and link to your website content that relates to it.

To learn more about how to create and multi-purpose your print marketing materials in the new age of digital marketing, contact Anietra@AnietraHamper.com.