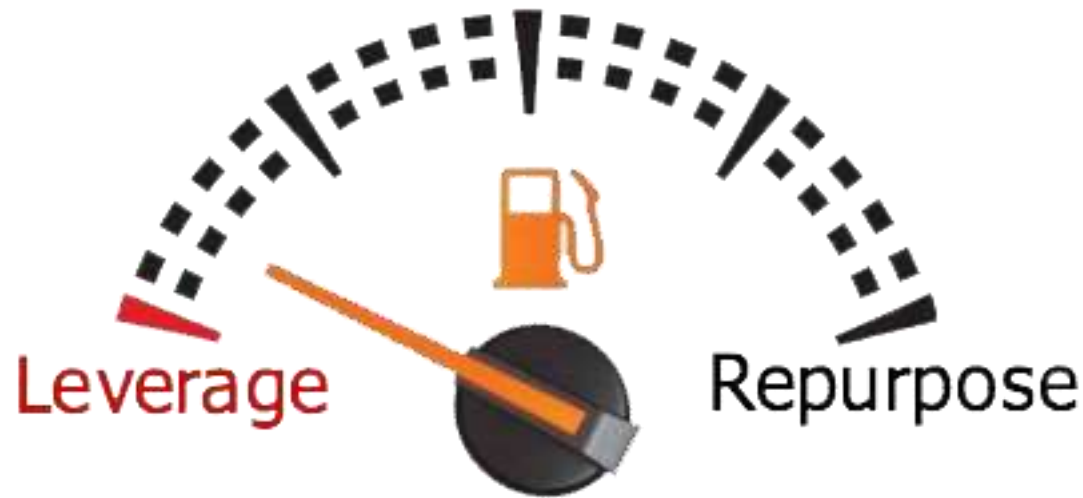


# Get Maximum Mileage Out of Your Content



Repurposing and leveraging content amplifies your message.

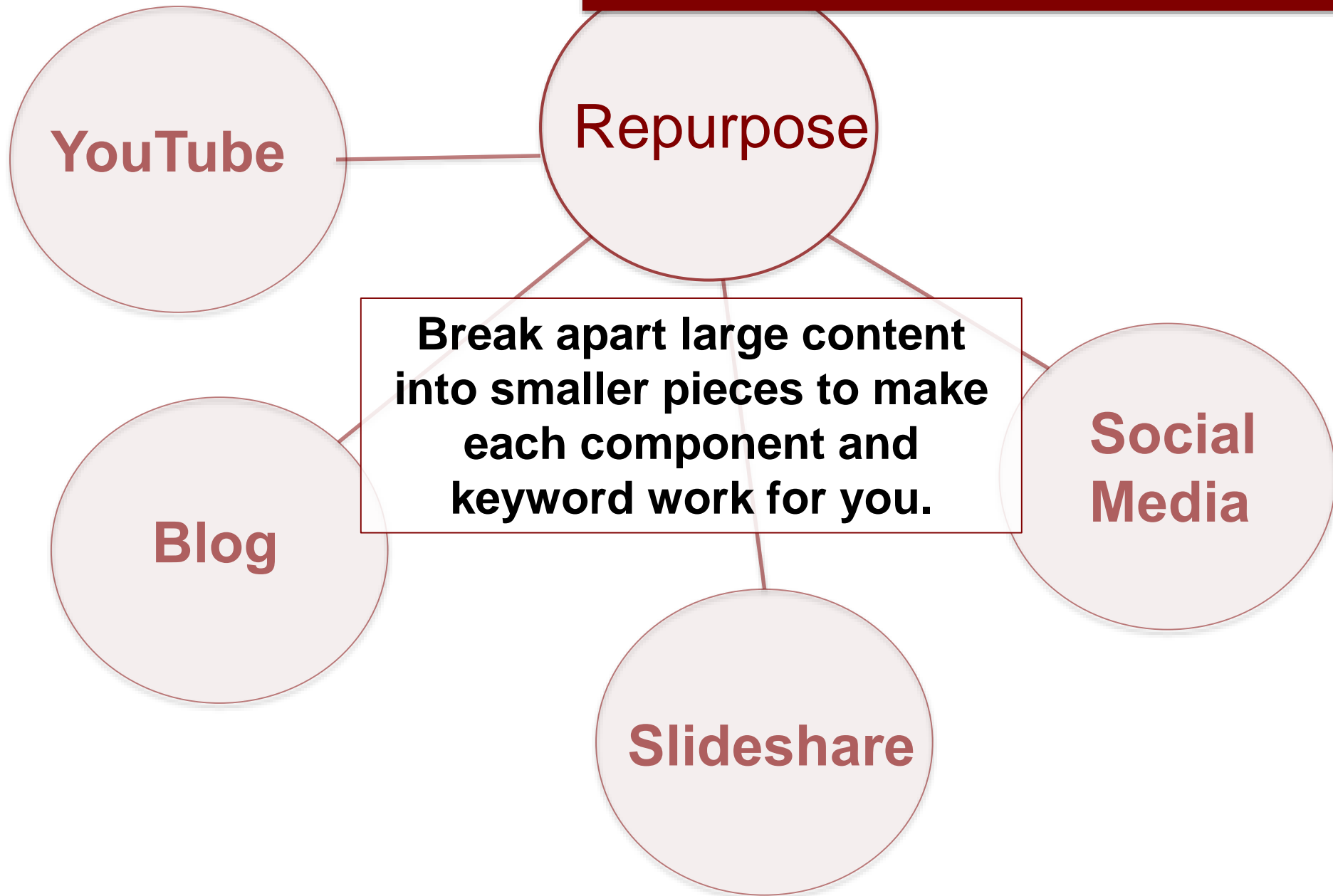
## Repurposing and Leveraging Content

Saves money — It avoids doubling effort and expands on time already spent.

Increases reach — Contact people where they get their information.

Captures Keywords — Pinpoint essential keywords and capture them on major search engines.

# Rethink Content Uses



# Repurpose Your Organization's Content

## Whitepaper

Focus on specific keywords or ideas and expand them into different formats.

Articles

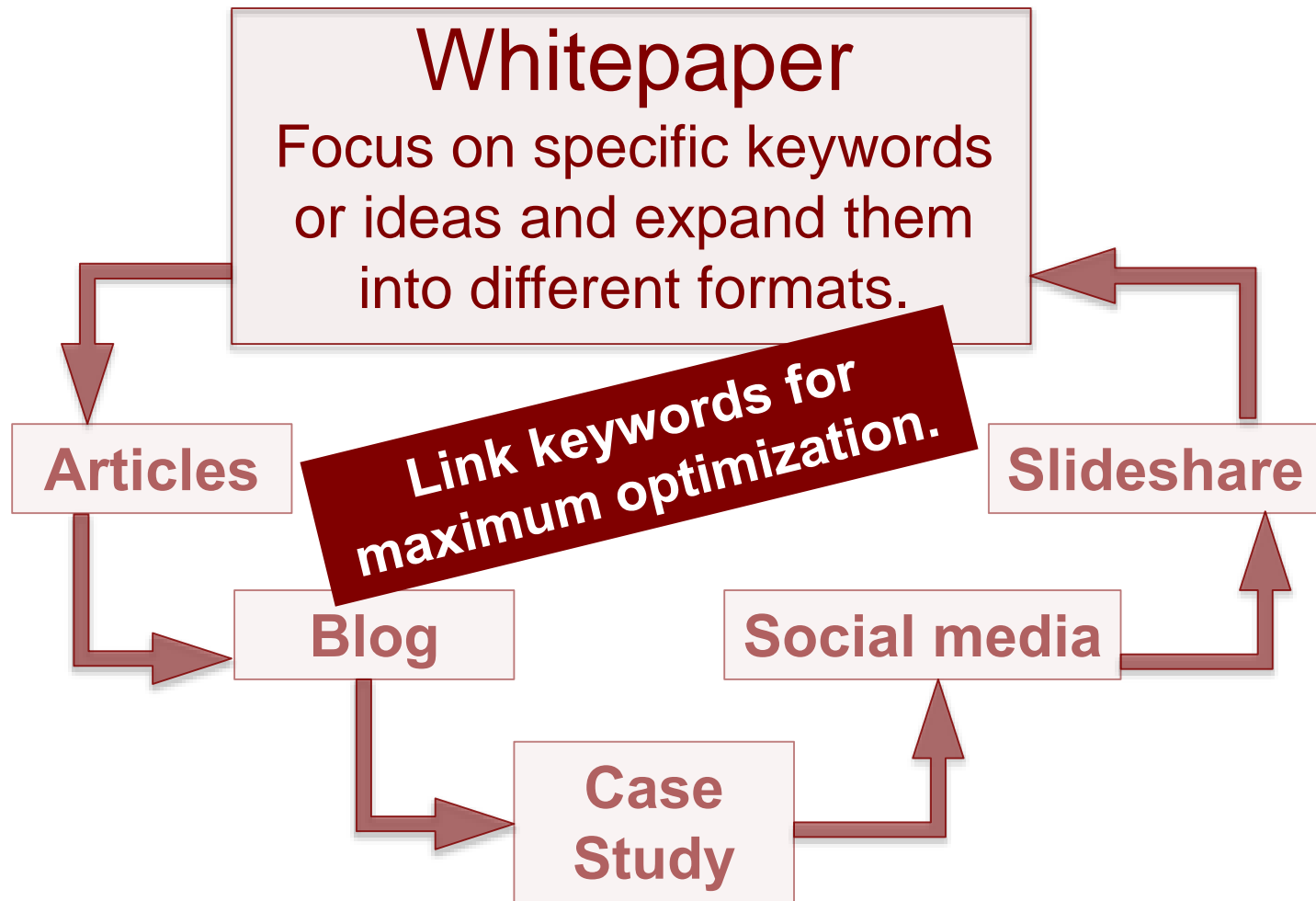
Slideshare

Blog

Social media

Case  
Study

# Leverage Your Organization's Content



# Leverage Your Organization's Content

## Webinars

Video content can be fragmented and repurposed as well.



Topical Video →

Vlog ↗



← Interview

← Vine

↑  
Video  
Case  
Study

## Other Ways to Repurpose

Landing Page — Build authority and capture keywords for specific topics.

Email Campaign — Connect with current clients and prospects.

eBook — Display thought leadership by compiling a long-form resource.

## Other Ways to Raise Content

Advertise – Reference the quality and quantity of content in ads and mailers.

FAQ or Definitions – This is a good way to capture keywords.

Public Relations – What story does your content tell?  
Would it interest the media ?



# Get Maximum Mileage Out of Your Content



Your current content deserves  
more attention.

We can help you!

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