

# Five ways to make your content work harder







# Spot your high-potential content.

Look for what's already performing well, still relevant, or sparks conversation — blogs, webinars, or even old LinkedIn posts.



# Map out new ways to share it.

Break one idea into multiple formats: a blog becomes a carousel post, a short video, an email tip, or a podcast snippet.



# Plan where and when to post.

Add those pieces to your marketing calendar so your repurposed content gets seen consistently, not all at once.



# **Tweak your message for each audience.**

Adjust your angle or language slightly so it lands with each platform's crowd... same idea, different focus.



# Track what works and repeat it.

Notice which formats or topics get the most engagement, then feed that insight into your next round of repurposing.

# Five ways to make your content work harder

1 Spot your high-potential content

2 Map out new ways to share it

3 Plan where and when to post

4 Tweak your message for each audience

5 Track what works and repeat it





# What are your options?

(For blogs but it could be for anything).

## Quick-fire social posts

- Short, scroll-stopping snippets that highlight key ideas or quotes from your blog
- Key quote graphic or text post
- “Did you know...?” stat or insight
- Mini tip or “quick win” pulled from the post
- Short summary (“3 things you’ll learn from...”)
- Before vs after post (problem → solution)
- Myth-busting statement
- “One mistake people make when...” post
- Short story or anecdote snippet
- Conversation starter (“What’s your experience with...?”)

## Visual and carousel content

- Perfect for LinkedIn, Instagram, or even YouTube
- Carousel post summarising your key points (each slide = one idea)
- Infographic version of your blog (process, model, or stats)
- Quote card from your headline insight
- “How it works” step-by-step visual
- Data snapshot or stat breakdown
- Before-and-after transformation graphic
- Comparison chart (old way vs new way)

## Video and audio

- For repurposing into dynamic, high-engagement content.
- One-minute video tip
- Explainer video or screen share of a key process
- “Behind the blog” talking-head clip about why you wrote it
- Podcast segment expanding on one point
- Audio snippet for social (Soundbite from your video or narration of the intro)
- “Ask me anything” Q&A video based on blog comments

## Conversation & engagement posts

- Designed to spark dialogue or invite contributions.
- Poll inspired by a key question in the blog
- “Agree or disagree?” statement
- Storytelling thread: how you discovered or tested what’s in the blog
- Comment prompt post (“What’s one tip you’d add?”)
- Case study example or success story continuation
- “I tried this advice and here’s what happened” post

## Educational or resource-style posts

- Show your authority by turning your blog’s ideas into resources.
- Cheat sheet summary (text or image)
- Checklist post (“5 things to check before you...”)
- Template or downloadable snippet linked from your site
- Tip series (split your blog into 5 separate posts)
- Mini case study version (“Here’s how this worked in practice...”)
- FAQ post (turn the blog into questions and answers)

## Promotional and evergreen posts

- Keep traffic coming back to the original blog or related offers.
- “In case you missed it...” reshare
- “Throwback Thursday” revisit with updated insight
- “This post still rings true...” commentary
- “From the archives” post linking back to your blog
- “Free resource” style post linking to a download from the blog
- Newsletter feature (“This month’s top read”)

## Storytelling and personal reflection

- More human, connection-driven follow-ups.
- What inspired the blog (personal story behind it)
- How your thinking has changed since you wrote it
- “I used to believe..., now I realise...” reflection post
- “Client moment” post where the blog insight came to life
- Lessons learned from applying your own advice

## Cross-platform adaptations

- Extend reach by reworking for different spaces.
- LinkedIn article (long-form version of the blog)
- Newsletter edition (personal intro + summary + link)
- Medium post / guest blog cross-publish
- YouTube short or playlist introduction
- Threads or bite-sized series on BlueSky, Threads, or X
- Pinterest board or pin (visual summary)