

Content Repurposing Guidelines for B2B Brands

Purpose

To maximize ROI and reach target audiences by strategically converting existing content into new formats tailored for various platforms and buyer stages.

Core Principles

- Ensure all repurposed content aligns with brand voice, style, and messaging.
- Adapt for the platform and audience—do not simply copy-paste.
- Focus on delivering value in every iteration.

Content Selection Criteria

- Evergreen topics
- High-performing or high-traffic assets
- Content supporting key business objectives

Repurposing Ideas & Formats

1. **Blog Posts** → Social Media Threads, Infographics, Email Series
Example: Turn blog insights into a LinkedIn carousel.
2. **Whitepapers/Reports** → Webinar Topics, Slide Decks, One-pagers
3. **Webinars/Podcasts** → Short Video Clips, Quote Graphics, Blog Recaps
4. **Case Studies** → Success Story Videos, Testimonials, Press Releases
5. **Data Visualizations** → Standalone Social Posts, Email Snippets, Sales Enablement Materials

Process

1. Identify suitable content for repurposing.
2. Choose new format and distribution channel(s).
3. Adapt, edit, and optimize content for context and audience.
4. Review for accuracy, compliance, and branding.
5. Launch and measure impact.

Attribution & SEO

- Include links to original content where possible.
- Optimize headlines and copy for targeted keywords without duplication.

Quality Checklist

- Clear, concise, and platform-appropriate copy
- Original visuals or approved brand assets used
- Internal review prior to publication

Review & Feedback

Periodically assess performance, collect stakeholder feedback, and refine repurposing processes as needed.