



The Definitive 2021 Content Creation Playbook

Vol. 5

Treat.

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**Extending and
repurposing your
content**

About the playbook

This guide to extending and repurposing your content, explains how to extend the life of your long-form content, repurposing and sweating the assets to get the most from your investment.

- Step-by-step process
- Tried and tested
- Replicable month on month and year on year.

Step-by-step guide to extending and repurposing content

Following your long-form content creation, blogs and your launch event – you might ask yourself, “Is this it? Am I done?”

The short answer is no – immediately following your launch, you can start reaching out to speakers and delegates to keep your new leads and contacts warm.

Here’s your step-by-step process, starting from the minute your launch event has finished.

Sweat your assets

After your webinar event

FIRST THINGS FIRST: Thank all your speakers, breakout session leaders, and support staff. This matters so much. When you start from a position of gratitude, you can never go far wrong ♥

In addition to hosting your post-event live session, you'll want to follow up with personalised communications to each delegate.



Segment your delegates for tailored communications

This will help engagement with your brand, your products, and future events.

Cut your delegate lists into:

Attended (ATT) / Did not attend (DNA)

From attended, split further into those that asked questions and those that participated in a meaningful way in the chat.

Segment and tailor communications

You can now tailor your post-event communications to :

1. Sorry we missed you, here's your links / materials
2. Thank you for attending, here's your links / materials
3. Thank you for your questions; your contributions matter + links / materials
4. Thank you for making our chat light up; you added insight to the topic + links / materials

Creating content from the audience Q&A

The questions asked by the audience, and the answers provided by speakers are live content that you've not captured elsewhere, so best make use of that!

Transcribe the Q&A in a meaningful way as an FAQ collection, or create separate blogs for each Q&A with backlinks to your pillar.



Let your audience guide you

Don't forget the questions asked by the audience upon registration.

Each and every question asked COULD become it's own blog post, back linked to the pillar page.

So you have **months** of content to support your pillar, and create new promotional touchpoints, easily.



Optimise your post-event webinar recording

The recording can live on it's own on Zoom, behind a data wall or not, use the settings to set it up perfectly.

So not to upset valid registrants, we wait 5 business days between sending the post-event recording link to attending / non-attending people, THEN we put up a data wall to capture anyone new.

Once the data wall goes up, you can promote the webinar recording as an "on-demand" video.



Capture recording registrants

Treat tip: Remember to go into Zoom recording registrants every few days to pull down webinar view registrants and add them to your CRM / customer database.



Make it last

To further professionalise the recording, download the webinar recording, tidy up the start and finish by cropping, then add an intro and outro relevant to your product and service offer.

Serve this on your website, YouTube, LinkedIn or Facebook as an on-demand video event or course.



Easily create these value-adding assets

Toolkit

- This a list of the key actions your customers need to do to prepare for changes at their organisation, or PESTLE changes in the sector. Style it with your branding, make it free to download from your pillar, and send out to webinar attendees by email as bonus content.

Self-assessment checklist

- This is a one-pager checklist of critical friend-style questions that each customer needs to ask to prepare for changes in their organisation or in their sector.

Downloadable long-form content

eBook

With the results of the webinar transcribed, you can compile your entire campaign into an eBook.

The pillar page content, associated blogs, introductory piece from your director (micro content), industry / sector considerations (macro content) and all the important questions from your event set out like a FAQ.

Don't forget to sprinkle in product and service offers throughout the publication with CTA hyperlinks in your .pdf to learn more.

A content piece this large and valuable should be behind a data wall.

Built to last – extending your content and your offer

Re-positioning after you've run the playbook

Take the initial challenge (in the example long-form playbook, we used "climate change") and put it through the lens of different roles within an organisation. Don't know where to start? Use the job titles from your CRM and start profiling customers.



Re-position for a new audience

Re-positioning after you've run the playbook

Use a PESTLE framework to cluster roles, for example, finance managers, legal and governance teams, customer service managers.

- What do the people working in these roles need to know about your topic?
- What are they apprehensive about?
- What would make their lives easier?



Listen to, and respond to the news

When there is an announcement in the news, you can take a position and write a commentary piece, linked to the pillar and providing a new promotion touchpoint on social media.

This demonstrates your content is up to date and your organisation is canny and aware.

Set up a Google alert on your pillar content topic.

[Google.co.uk/alerts](https://www.google.co.uk/alerts)



What next?

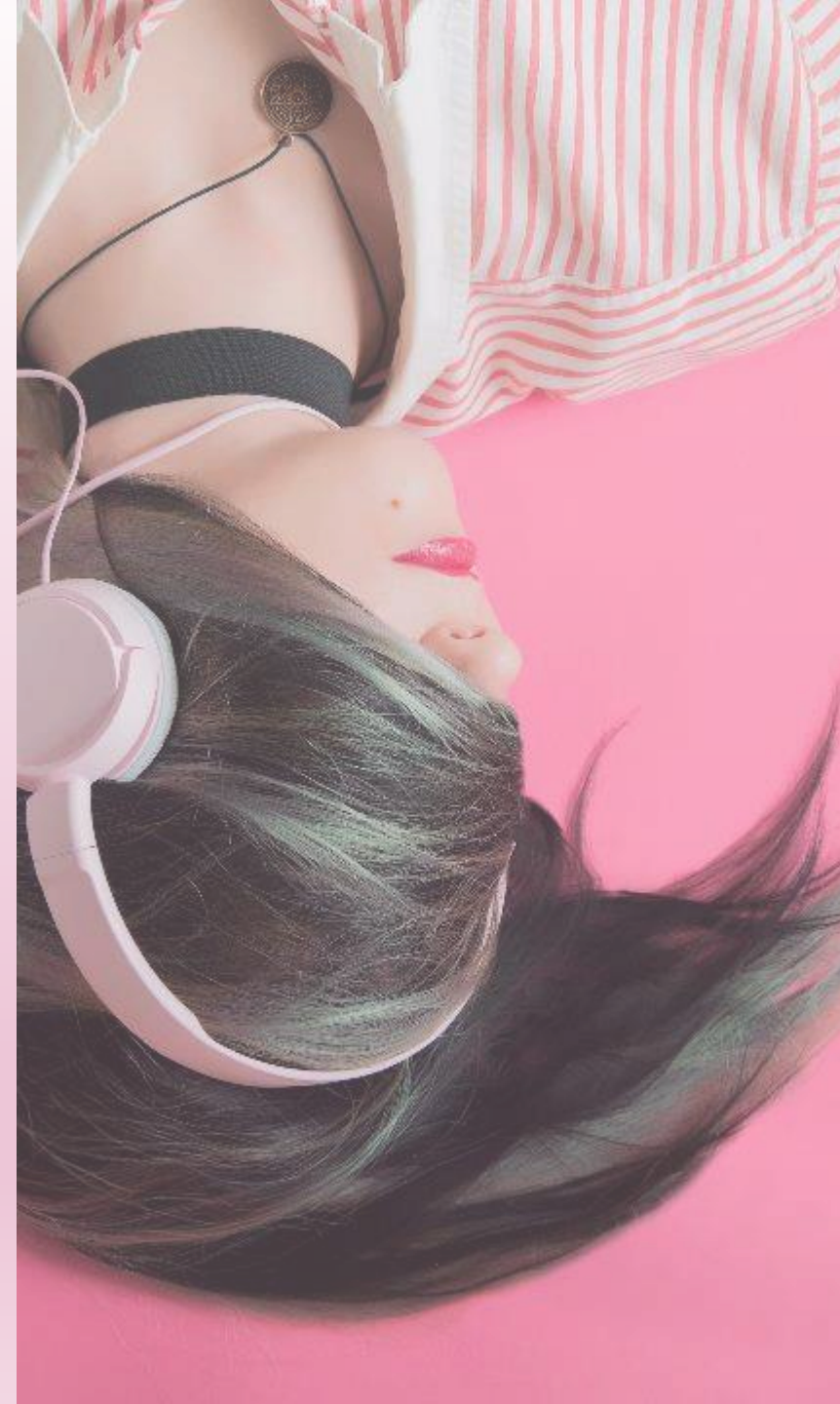
Become the industry leader

Here's some Treat tips to stay at the top of the tree, and to keep your competition at bay:

- Consider making your webinar event an "Annual Summit" on the topic; an unmissable event of high importance, planned into diaries well in advance with a prominent keynote speaker.
- Re-run the playbook periodically with fresh information, asking the same four questions.
- Update your eBook month-on-month and year-on-year with new blog content generated from the customer questions and feedback
- Publish "The Year in Review" and "The Year Ahead" content to increase credibility and authority as a company that's in it for the long term.

Don't miss the rest of the Content Creation Playbook Series from Treat Marketing:

- Vol 1: Creating long form content
- Vol 2: Publishing, promoting and CTAs
- Vol 3: Unlocking your competitive advantage
- Vol 4: Webinars and on-demand content
- Vol 5: Extending and repurposing your content



Thank you

Treat Torbay is here to help you with

- Content creation
- Social media strategy
- Campaigns that deliver
- Webinars and online events
- Marketing strategy
- Marketing audit and analysis

Contact us at hello@treattorbay.co.uk
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