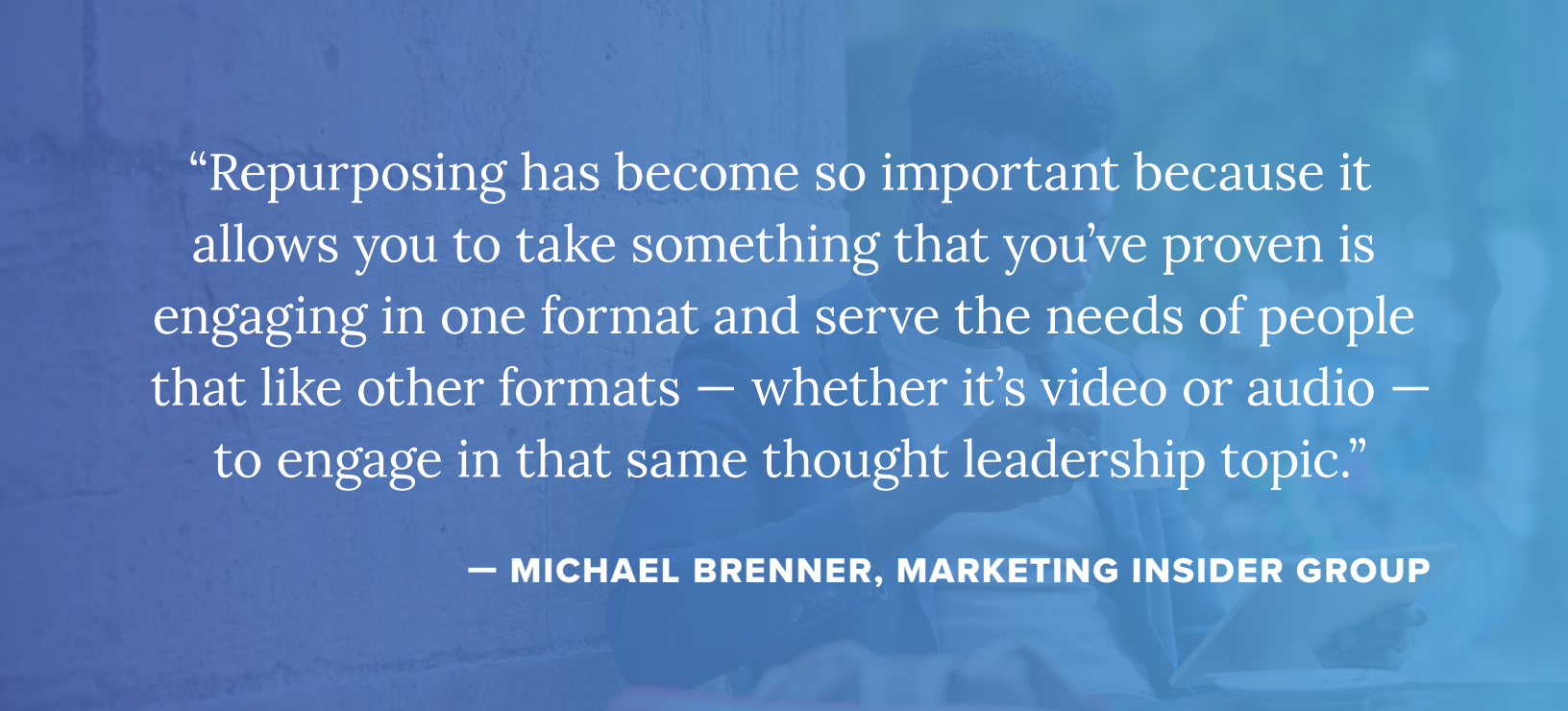


2020 State Of Content Curation & Repurposing

A Close Examination On How
Content Marketers Can Reach Wider
Audiences & Buyers With Less

DEMAND GEN
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SPECIAL REPORT

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— MICHAEL BRENNER, MARKETING INSIDER GROUP

Introduction

In this virtual-only world, content is more important than ever. However, with slashed budgets and small teams, creating more content may not be feasible to keep up with voracious demand.

B2B marketers are leaning on their existing content arsenal to get more bang for their buck and reach wider audiences. Furthermore, they are finding unique ways to reimagine “big rock” content and repurpose it into additional multimedia formats that cater to buyers’ preferences on the channels they frequent most.

“We live in a noisy world, so how can we compete?” said Michael Brenner, CEO of **Marketing Insider Group** and Author of “**The Content Formula.**” “It’s not about not participating in these conversations. Buyers are engaging with content from brands online and so, how do you break through the noise? You take your best piece of content — a video or a podcast or an article — and you create multiple versions and various formats that we’re all consuming, that are making this a noisy world. That’s why repurposing has become so important — because it allows you to take something that you’ve proven is engaging in one format and serve the needs of people that like other formats — whether it’s video or audio — to engage in that same thought leadership topic.”

Results from ***Demand Gen Report's 2020 Content Preferences Study*** showed that buyers are not only leaning even harder on content to educate themselves, but they are also demanding and expecting richer content experiences from the brands they are engaging with. Modern content marketers have long been relying on repurposed content to reach audiences with the relevant insights they need to make purchase decisions, but Covid-19 and budget and employee cuts have really accelerated the need to “do more with less.”

This special report will dive into what's working in content curation, repurposing and distribution, showcasing how modern B2B marketing teams are reaching more audiences with relevant content.

Specifically, it will cover:

- Current trends in content repurposing and how marketers are reimagining existing content for the modern buyer;
- How to unlock new content opportunities from virtual events;
- The tools and tactics necessary for successful content repurposing; and
- How to upcycle existing content into multi-media formats such as webinars, videos, interactive content and podcasts.



Developing New Content From ‘Big Rock’ Virtual Events & Webinars

Many B2B organizations quickly pivoted to virtual events after the shut-down of physical conferences and trade shows. This resulted in not only the reliance on engaging buyers and customers in a virtual setting, but also allowed B2B organizations to expand their content arsenals with additional formats in bite-sized portions for various channels.

For example, a single webinar empowers content marketers to create social media posts, blogs, infographics and more using the insights, quotes and information shared in a single presentation.

“Webinars are the gift that keeps on giving,” said Alicia Esposito, Director of Content & New Media at **G3 Communications**. “They should be crafted with audience needs and goals; they should have a wealth of insight, data and possibly even use cases and best practices. Webinars and on-demand sessions can be powerful lead magnets on their own, but you can break down and reuse webinar content in a multitude of ways. You can essentially create an engaging, full-funnel content experience based on one ‘piece.’”

Esposito elaborated on how webinars can be repurposed to multiple assets:

- Extracting data for long-form and mini infographics;
- Pulling quotes for social images;
- Reusing clips for social sharing;
- Creating follow-up checklists and fact sheets based on the Q&A; and
- Developing bottom-funnel content focused on how your company can help address the trends/challenges discussed in the webinar.

Aptos, a merchandising, commerce, customer and order management solutions provider, has long relied on content marketing to deliver thought leadership and services to retailers. But when the pandemic hit, Marketing Director Dave Bruno, managed to find a silver lining in the situation.

“The pandemic has forced us to evaluate every nook and cranny of our strategy, and every piece of content we have that we can leverage,” said Bruno. “The lack of live events has exposed all of the holes in our content marketing strategies. So, it was about finding new ways and making small investments in content that can lead to numerous assets.”

To better serve and help companies struggling during the Covid-19 lockdown, Bruno started to re-evaluate his content strategy and deliver thought leadership webinars, short-form content, newsletters and interactive hubs that cater to the Aptos audience. While some of the content was brand new, it was developed in a way that it can be re-purposed to multiple formats.

“We have tripled down on our content evaluation: What’s the right kind of content? What’s the right quantity of content? And what’s the right tone and style of content?” said Bruno. “I feel like the pandemic has actually been kind of a good thing, because our content game has never been stronger. So, we’re repurposing like crazy; but repurposing from new assets. So, we’re generating more new content than we ever did before.”

Bruno started doing PSA-type webcasts to help his audience navigate challenges such as store closures, what’s happening overseas, how to leverage influencers, etc. A singular webcast was launched once a week for three months. When stores started to re-open, Bruno re-branded the webcasts from conversations about Coronavirus challenges to conversations about “retail’s new wave.”

“I connected the themes to my long history in the industry and started every episode with a silly ‘New Wave’ song,” he added. “These were just interviews; almost no slides. That takes very little prep because there’s no slides and I simply prep four or five questions and recruit somebody. We chat for half an hour and that becomes the seed that germinates into interactive white papers (iPapers), infographics and newsletters.”

Virtual Events Unlock New Ways To Drive Growth With Content

ALEXANDER KESLER, FOUNDER & CEO, INFUSEMEDIA



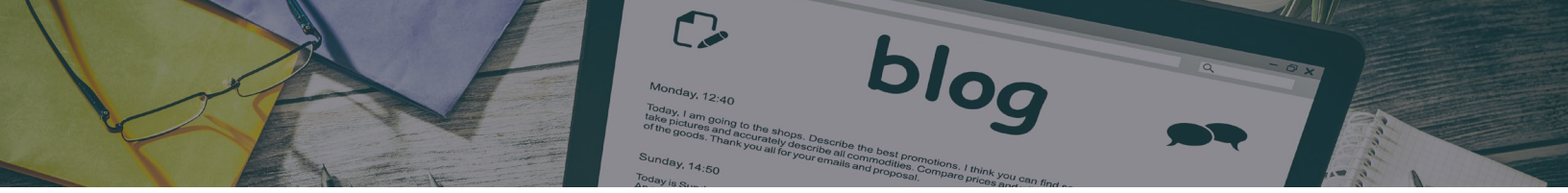
While in-person events such as conferences and trade shows have long been essential in generating revenue for B2B companies, the temporary move to a virtual-only business world has forced marketing and sales teams to rewrite the playbook.

Many marketers are looking for ways to replace the lead generation offered by in-person events and are turning to virtual events. As a result, the format has exploded in popularity: **LinkedIn Live reports an 89% increase** in live streams since March 2020, while platforms such as 6Connex saw **adoption grow by up to 1000%** in the first part of this year.

In this change, there is an enormous opportunity to generate revenue. It is hard to replace the personal connection fostered by an in-person event, but content provides another way to develop trust over time. In spite of the recession, B2B buyers still consume up to **13 pieces of content** during their purchase process. In these “WFH” times, when decision-making groups are even more siloed and independent, the need for information is even greater. Content is still king.

Virtual events provide endless opportunities to create substantive content. For example, a single hour of conversation among a high-quality roundtable can produce an abundance of original insights and perspectives — as well as some fantastic moments of fun, conviviality and revelation.

Don't let those moments go to waste! Those organic, human-to-human interactions are the secret to building trust that your sales teams can leverage. Here are some creative ways you can turn the high-impact audio and visuals from your virtual events into content that can move the needle for your business.



VIDEO

Your virtual event will offer plenty of options for the types of videos you can use. Slice up your video into smaller snippets, a couple of minutes in length. These can feature a prominent speaker or highlight an important topic. You can then use the interest generated from these clips to direct viewers to mini webinars or an on-demand version of the event.

PODCASTS

Repurposing your event into an audio format is a great way to reach people who may not have the time to watch an entire video. You can do this by turning the recording of one of your event speakers into a podcast. This will help you expand your audience, as more people are tuning into podcasts to discover the latest tips and industry insights.

You can use a radio host format to give some background information on the subject matter and your company. Depending on how much material you have, you can edit this audio into a series of podcasts and release them in follow-up or as teaser material for future events.

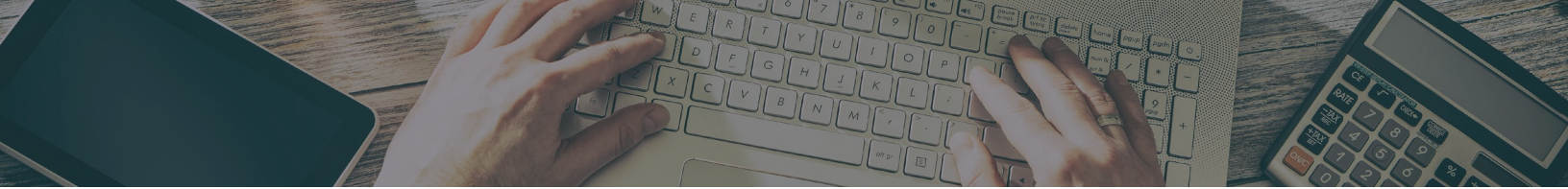
SOCIAL MEDIA POSTS & STORIES

Social media is a great place to provide an interesting quote or fact. Similar to creating an infographic for your website, you can take these intriguing points to create graphics for platforms like LinkedIn, Twitter, Facebook and others.

Go through your recording and transcribe the most interesting quotes or stats from the event. Make a simple graphic that displays your brand and directs users to your website or social profiles. You can even link back to other assets connected to the event like a webinar or YouTube video, encouraging people to see more of the event.

Another way to get more use out of your material on social media is to use short videos for stories on platforms like LinkedIn or Instagram. Dig through your recording for compelling sound bites that can quickly grab viewers' attention and increase their interest. You can make the stories even more engaging by using your transcript to add graphic text to the videos.

Remember to call-out your panelist, peers, colleagues and partners. You're building a community, so the more people that you invite to the conversation, the better.



ON-DEMAND REPLAYS & WEBINARS

The simplest way to repurpose your virtual event is to offer an on-demand version once the live session has concluded. This may seem obvious, but it should not be overlooked. Like an in-person event, a virtual event can easily conflict with attendees' schedules. Offering an on-demand version will help you connect with interested parties that may have otherwise missed it live.

There are several ways to provide a rerun of the event. You can simply post the event in its entirety or you can break it up into several mini webinars, centered around different speakers or topics.

ARTICLES

Automatically transcribed audio can be unreliable, but with a few edits and some contextualization it can be a great source for written content. There will be plenty of moments where your main topic is addressed from unique points of view as well as times where associated topics are covered. Let the output dictate the type of content that you create.


Go through the transcript of your virtual event to find the most insightful content and turn it into a how-to guide or a series of short-form articles to publish on your website. Look for opportunities to include data from audience engagement efforts such as polls and surveys, along with meaningful quotes from industry leaders.

INFOGRAPHICS

Infographics are great for providing plenty of valuable data in a simple, easy-to-understand form. They are also highly engaging and a popular choice for sharing across multiple platforms.

Go through your recordings and find the best content from your event to use as subject matter for your infographics. Examine the slides from the presentation and look for data points that provide useful information. Put these together to form an eye-catching infographic that you can then add to blog posts and share on social media. Reach out to the speakers at your event and have them link back to your infographics on their website to increase the overall share of voice.

Until conferences and events are back on agenda, marketers and sales teams need to focus on the opportunities that are available. This is a great time to create and optimize an online audience of prospective customers. Don't let it slip away.



“When designed well, content hubs are powerful drivers for buyer engagement. If you take a personalized approach — focusing on buyer, industry or individual company — you can curate relevant resources and customize elements to make your buyers feel seen and understood. Now more than ever, that is crucial to winning their trust and keeping their attention.”

— ALICIA ESPOSITO, G3 COMMUNICATIONS

Curating Content For Distribution To Drive Buyer Engagement

Many B2B organizations are curating their content into content hubs and/or newsletters to deliver relevant, timely information and messaging to audiences based on their pain points, industries, roles, etc. Often interactive and built on platforms such as Ceros, content hubs also provide a way for organizations to track engagement, gauge intent and build relationships.


“When designed well, content hubs are powerful drivers for buyer engagement,” said Esposito. “If you take a personalized approach — focusing on buyer, industry or individual company — you can curate relevant resources and customize elements to make your buyers feel seen and understood. Now more than ever, that is crucial to winning their trust and keeping their attention.”

For example, **GumGum**, a contextual intelligence engine, curates relevant content in interactive formats for target accounts such as McDonald's as part of a larger ABM experience. "Since fast food was doing well, we wanted to showcase the content we produced for marketing and media planners for McDonald's ad agency," said Som Puangladda, VP of Global Marketing at GumGum. "It almost became like a resource center for them.

"It's hard to get a virtual meeting these days," she continued. "So, these are things we send over to them. They take their time to read it. They find the interactive content more entertaining to read and go through than just boring PDFs or PowerPoint slides."

Aptos' Bruno takes his efforts a step further with a newsletter that previews some content and then leads to an entire hub on the topic. "It's a little bit of both: There's a content on the page that gives you a snippet of, say, what's happening in orders here today," he said. "And then it takes you to a Ceros page where we have lots more content. I'm reasonably happy with the performance of these."

Tonya Vinas, Vice President of Content Strategy & Services at **Content4Demand**, also emphasized additional benefits of curating content within interactive hubs, stating: "They can have great engagement data, which is valuable for tracking targets but also for learning what your audience wants to see and what they care less about. The Ceros platform, which we use to build interactive experiences for clients, can track visitors, opens, page views and other metrics like time on page."



“I’ve always said volume, value and variety is the best way to have Google find you because so many people are looking for visual and audio content in the form of webcasts, webinars, short videos, long videos and podcasts. So, using your best written content as a topic for a podcast, and then taking a podcast and turning it into a written piece of content really works.”

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Maximizing Content For Impact On Social Media & Search Engines

To generate more awareness and visibility on Google search, Brenner is working with a major technology client to repurpose all of their executive presentations, webinars and podcasts.

“We’re turning their podcasts, for example, into an article with the podcast embedded in it, using it as a landing page, so to speak, to promote with paid [efforts],” he said. “I’ve always said volume, value and variety is the best way to have Google find you because so many people are looking for visual and audio content in the form of webcasts, webinars, short videos, long videos and podcasts. So, using your best written content as a topic for a podcast, and then taking a podcast and turning it into a written piece of content really works.”

Brenner advises his clients to follow new Google standards for greater visibility. “There’s a lot of conversation about Google’s updating algorithms, which is basically ‘E.A.T’ (expert, authority, timely),” he said. “A new one is, ‘your money, or your life’ (YMYL), which is how does it impact your finances, your life, your job, your future? That kind of content is really being focused on by Google. So, when we repurpose for clients, our advice to is to make sure you’re creating longer form, YMYL-type content, because that’s what Google’s emphasizing. And if Google’s emphasizing it, then it’s more likely to be seen and engaged with.”

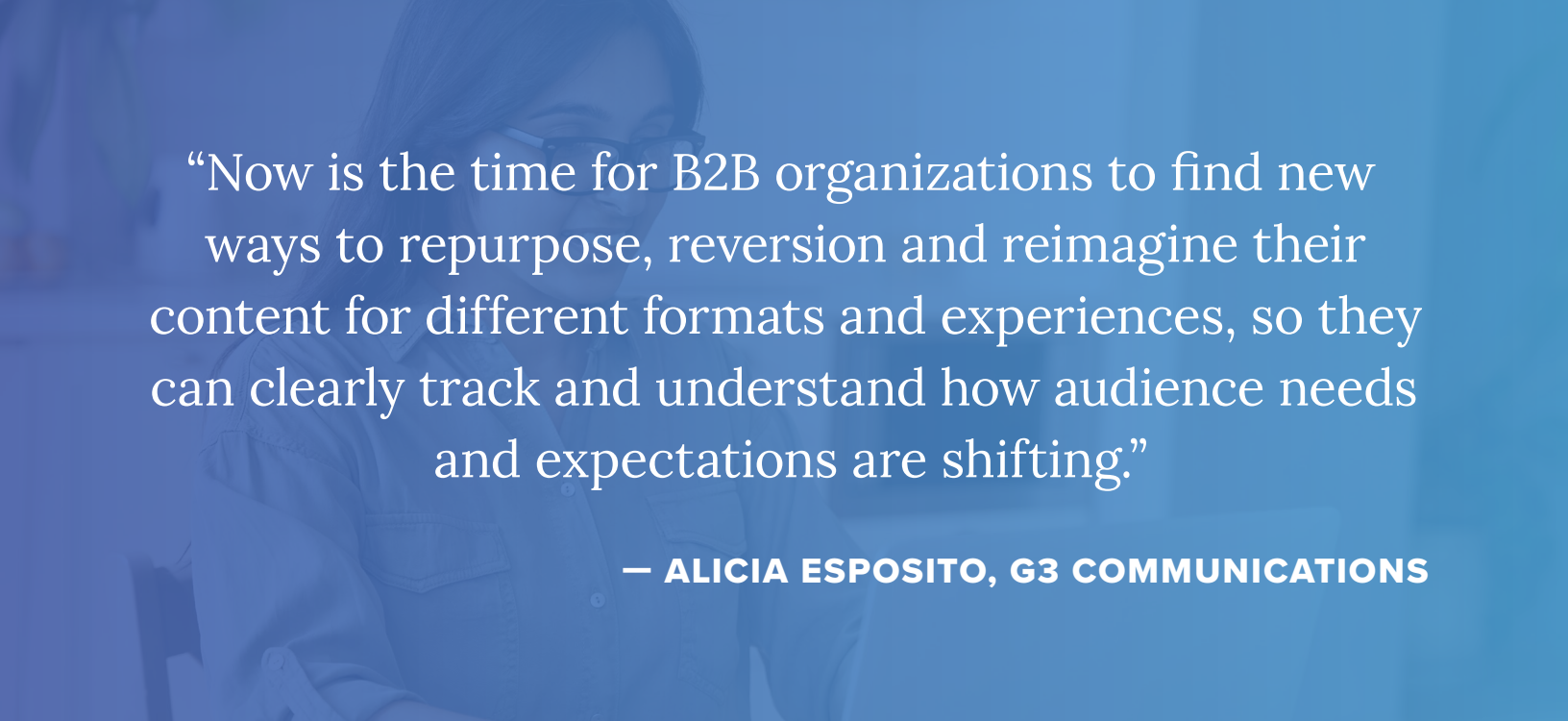
For channels such as LinkedIn, Brenner also suggests repurposing video content with a blog post.

“You don’t want to send all your traffic to YouTube,” he wrote in a [blog post](#). “What you want is to unlist your YouTube videos, create SEO-optimized blog posts for each video, and embed the unlisted YouTube video in your blog post.”

He shared the following “to-do” list to maximize this type of content for search and social:

1. Film the video and edit it;
2. Create a transcript and blog post while you edit the video;
3. Upload the video to YouTube as “unlisted” and embed it into the blog post;
4. Publish the blog article with the video embedded;
5. Upload the video directly to LinkedIn with your text; and
6. Add a link to the blog post with the video embedded in a LinkedIn comment, tag some people and use hashtags.

“Our advice to clients is: ‘don’t publish their landing page,’” he said. “Embed that video into an article on your website, and then upload snippets or shorter versions of that video to Facebook or LinkedIn natively with captions and add a link back to the website. That’s what creates the loop.”



“Now is the time for B2B organizations to find new ways to repurpose, reversion and reimagine their content for different formats and experiences, so they can clearly track and understand how audience needs and expectations are shifting.”

— ALICIA ESPOSITO, G3 COMMUNICATIONS

Embracing Repurposed Content For New Realities

With buyers spending more time online to research, it's critical to meet them with relevant content that caters to their needs on the channels they frequent most. Re-imagining existing content or developing new content that can be tweaked for various formats and channels allows B2B organizations of all shapes and sizes to meet buyer demands and generate awareness — no matter what their budget or bandwidth looks like.

“There are two clear realities in this ‘New Normal’ that we’re all talking about: we’re all spending more time online and that means we’re relying more on content,” said Esposito. “But the ripple effect of these two facts will ultimately lead to shifts in content consumption and long-term behaviors and preferences.

“Now is the time for B2B organizations to find new ways to repurpose, reversion and reimagine their content for different formats and experiences, so they can clearly track and understand how audience needs and expectations are shifting. The only way to get the wealth of data required to make the best long-term decisions is to test, test, test, create, create, create. Frankly, we don’t all have the time and bandwidth required to create assets from scratch, so repurposing is the best way to maximize time and content investments, while also squeezing the most value from these marketing experiments.”



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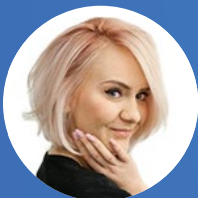
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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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