

# Content Is King Session Handouts



hostingcon2011



# Stretch the Budget: Recycle, Repurpose and Reimagine



- Use a recent news release as the basis for a blog post, article
- Customize modular content of your articles for vertical markets
- Aggregate articles, email interviews into a list
- Use parts of a white paper/Web cast for articles, blog posts
- Extract white paper art/graphs to use in blog or make jpg files that can be shared (or pitched to media)
- Develop a series of blog posts around the most popular FAQs
- Develop a Top 10 List using FAQs, blogs, etc.
- Post presentations and speeches on YouTube and then repurpose as a blog
- Turn PowerPoint decks into blogs/ articles/ infographics
- Break up a long article/newsletter into blog posts
- Revise old blog posts
- Use blog comments as the basis for new blogs
- Republish partner materials
- Use recent research that you commissioned for a series of blog posts, tweets, wall postings, podcasts
- Curate Twitter posts on a common theme and create a quick SlideShare show
- Interview an expert for a blog post and capture the interview audio and/or visual for posting



- Bundle multiple blog posts to form the basis of a whitepaper or ebook
- For blog use, take screen shots of videos, transcribe audio to text
- Transcribe podcast for a blog
- Create FAQs that can be repurposed in blogs, LinkedIn posts, etc.
- Extract art/graphs from a white paper to create an infographic
- Aggregate articles and blogs to create an ebook
- Augment a popular FAQ with a more detailed article, ebook, video or short slide show and then post on multiple social platforms
- Be among the first to comment via video on breaking or trending news stories and then blog about it
- Develop a content series that can be repurposed through blogs, articles, videos, etc.



- Develop customer case studies/ "success stories" that can be repurposed in blogs, white papers, etc.
- Bundle customer case studies into a best practices Webinar series or develop a series of video testimonials around them
- Draft competitive comparisons that can be repurposed as articles and blogs
- Interview multiple experts for use in blogs and tips articles
- Develop an interactive digital piece around parts of white paper/webcast
- Create and monitor a LinkedIn or Facebook group & use your content to populate it
- Use Animoto to create an upgraded slide show using videos and photos of an industry event – something to post and blog about
- Build a microsite using aggregated blogs, whitepapers, slide shows, etc.

# Curated Content



- Ezine articles
- Syndication services
- Article marketing directories



- Content delivery services/ contract publishing
- International content
- Translations
- Video services

# Article Marketing

## Fee-Based Syndication Services

- <http://www.submityourarticle.com>
- <http://www.articleflicks.com>
- <http://4submission.com>
- <http://submitinme.com>

## Lens Page

- <http://www.squidoo.com>

## Sample of Free Article Directories

- <http://ezinearticles.com>
- <http://www.articledashboard.com>
- <http://www.sideroad.com>
- <http://www.changingminds.org>
- <http://www.advicenetwork.com>
- <http://www.allbusiness.com>
- <http://www.amazines.com>
- <http://www.articledepot.co.uk>
- <http://www.articlesexposed.co.uk>
- <http://www.businessknowhow.com>
- <http://www.buzzle.com>
- <http://www.freearticlepublishing.com>
- <http://www.articleweekly.com>
- <http://www.publishers-edge.com>
- <http://www.articlerich.com>

**DOZENS MORE!**