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REPURPOSING CONTENT TEMPLATE

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> Content Creation is a strategic marketing and business process, focused on creating and distributing **valuable**, **relevant** and **consistent content** to attract and retain a clearly defined audience, and ultimately drive profitable customer action.

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> Repurposing Content means using the same content across different digital platforms and formats. It allows you to expand the reach and engagement levels of each piece of content you develop.

3. CONTENT CREATION TOOLS

For each piece of content developed, consider how it can be used across all of the digital channels below:

- [ ] Social Media
- [ ] Video
- [ ] Blogs
- [ ] Emails
- [ ] White Paper
- [ ] Case Studies
- [ ] 'How to' Guides
- [ ] Frequently Asked Questions
- [ ] Infographics
- [ ] Testimonials
- [ ] Website
- [ ] Surveys

THANK YOU
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