

6 WAYS TO REPURPOSE VIDEO CONTENT

A Perfect video marketing strategy for
YouTubers, Podcasters, Streamers, Influencers
and Online Course Creators.



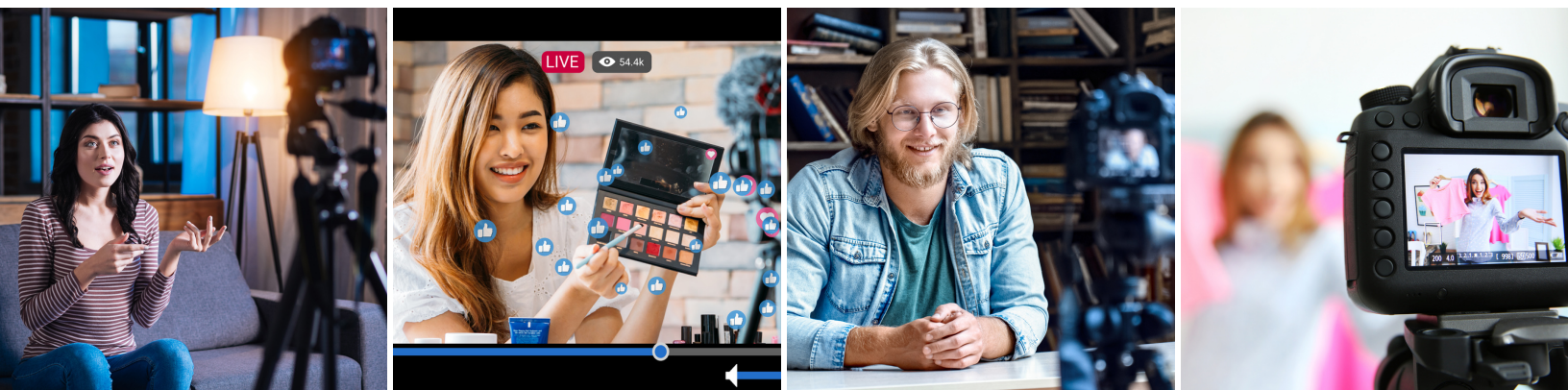
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ARE YOU A CONTENT CREATOR LOOKING TO MAXIMIZE THE REACH AND ENGAGEMENT OF YOUR VIDEO CONTENT?

Repurposing your video content is an excellent way to reach more people, grow engagement, and build a larger following.

While YouTube is a powerful platform to grow your fan base and reach your audience, content creators can expand their reach by repurposing their video content and using it in various ways on different platforms.

In this document, we'll will share six ways to repurpose your video content to maximize your reach.



6 WAYS TO REPURPOSE VIDEO CONTENT

1. Repurpose your video content on social media platforms.

Not every social media platform has the same format, size, or length. In general, you want to keep your video content as short as possible. Take your long-form video content and pull out juicy snippets of content, the golden nuggets or takeaways, and edit them down into smaller clips. These shorter clips can be used on social media platforms, such as Instagram Reels, Facebook Stories, and TikTok, and also they can be shared in different formats and sizes.

2. Use one video to create multiple social media posts.

If you're already creating long-form content on YouTube, it's easy to repurpose that content as multiple, shorter video posts, for social media. For example, I have a video on youtube outlining these exact 6 video repurposing tips. I can easily create individual clips for each of the tips as separate shorter video posts. I'd then end up with six clips to share on social media platforms instead of just one.

3. Use video content to make blog posts.

Video content makes for a perfect blog post, and if you don't have a blog on your website already, this is the perfect reason to set one up.

Sometimes you can use the entire video for your blog post, but you can also add text copy to go along with the video to make it more engaging.

BONUS TIP: If your video isn't formatted perfectly for a blog post, you can use ChatGPT, along with your video transcript, to format that content into a blog post.

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4. Use your video content in email newsletters.

Email newsletters are an excellent way to leverage your video content. If you don't have an email newsletter already, this is the perfect time to set one up. It's important not to email your list every time you post a video as it can come across as spammy. Generally, you want to email your list one to two times a month.

5. Use your video content as an audio podcast.

Another great way to repurpose your video content is to strip out the audio and use it for a podcast. This is perfect for anyone who creates discussion-style videos or conducts regular video interviews. Save an audio version of your video, then simply record a short introduction, pop in the audio, add an outro at the end, and you have a perfectly formatted podcast episode.

6. Use video content for lead magnets.

Lead magnets are incentives that you offer your audience in exchange for their email address or other contact information. You can use video content as a lead magnet, such as offering access to a video course, a tutorial, or a webinar. You can also use ChatGPT to help you edit the content of your video to convert it into copy you can use in a PDF or checklist that people can download.

(That's exactly what I did to create this document!!)

DON'T LET YOUR HARD WORK GO TO WASTE.

IT'S TIME TO LEVERAGE YOUR VIDEO CONTENT, MORE CONSISTENTLY, IN MULTIPLE PLACEMENTS AND FORMATS.

In conclusion, repurposing your video content can help you reach a wider audience, grow engagement, and build a larger following. By using these six tips, you can make the most of your video content and leverage it across multiple platforms to maximize your reach.

Let me know how you plan to repurpose your video content. I'd love to hear from you! Email me at repurpose@goingsocial.ca.



DON'T HAVE TIME TO EDIT YOUR VIDEOS FOR CONTENT REPURPOSING? LET US HELP YOU!

- Frustrated with the time it takes to edit or produce short video clips for social media platforms. (Reels, Tiktoks, Stories, YouTube Shorts)
- Overwhelmed with the constant changes to social algorithms that make it hard to get views and engagement?
- Missing out on growing a following on social media?
- Taking too long to create captions for your videos?

WE ARE THE SOLUTION!

The Going Social Video Repurposing Service solves these challenges.

Let us handle the repurposing process, so you can focus on creating new content.

Work Less, Grow More.

Eliminate time-wasting tasks from your marketing to-do list and grow your audience faster than ever before.

Ask About Our
30-Day Guarantee



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