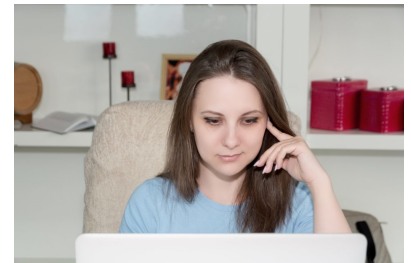


5 Best Practices for Repurposing Content for Business



1. Check your tags – When repurposing content, add hashtags to social media posts and vary the amount. More or fewer can influence the results. Tag people or companies who may be interested in your content or any you name in your post.

2. Add images – A picture can stoke curiosity. Nielsen Norman Group studies indicate [online photos](#) should be informative. People tend to ignore decorative pictures and favor those with real people. Also, some social posts perform better with or without photos. Experiment.



3. Track links – Generally, those at the top of an article or newsletter, where people tend to look first, may perform better than ones in the middle or at the end. Also, it depends on the platform. LinkedIn posts with offsite links might not see as much exposure, so links in the body of a post there can get fewer impressions than those in a comment.

4. Test your headlines – If you resend an e-newsletter or recycle a post, try another headline. If possible, include an emoji. For blog posts, which are sometimes optimized for search engines, research keywords people search for and questions people ask to tweak

your headline and help increase your visits or impressions.

5. **Edit** – Rewriting your content to improve it can increase the odds people will read it. A social media algorithm may prefer a well-written post over one with errors. Editing especially helps blog posts, which can benefit from more precise keywords and to follow Google algorithm trends, in-depth, research-based text.

Need help reposting or repurposing content? A content repurposing service can make over your business content to improve the results and help you gain the right leads.

BOOST YOUR ENGAGEMENT

How do you repurpose your content? Feel free to comment further below.

Quotes

“Rather than waste or eliminate items which you don’t currently use, discover a new way to improve and enjoy their value.” ~ Susan C. Young

“Content repurposing is about getting the maximum return from every single piece of content you create. Content repurposing can take many forms, and there are lots of different and creative ways you can repurpose your content, but every content creator must

repurpose." ~ Amy Woods



< 5 Ways to Hook Readers
With Your Subheadings

5 Ways to Write for
Accessibility and Readability >



By Michelle Troutman

Michelle Troutman has spent more than a decade crafting attention-getting newsletters and other content for service providers. She specializes in creating standout e-newsletters for law firms and economic development organizations.

Her marketing and business administration background and education enhance clear and persuasive copy that speaks to the right clients.

Through features in publications like "Attorney at Work" and "Law Fuel," and her e-newsletter and YouTube channel, she inspires service professionals to create engaging content. She enjoys helping businesses that sell their expertise reach their ideal customers.

[See all posts by Michelle Troutman](#)

Leave a Reply

You must be [logged in](#) to post a comment.

TESTIMONIALS

Works for Goals and

“Michelle’s always
her approach and
the goals and de
She’s open to fee
around ideas, an
comes to new dir

Marketing and
Manag

CONTACT



LATEST BLOG

How to Write a
Newsletter
Article for
Business Step-
by-Step

NEWSLETTER

Email Address:

[GET MY FREE TEMPLATE](#)

Subscribe and get an
*Easy 5-Step Business E-
Newsletter Template!*

[Privacy Policy](#)

