5 WAYS TO MAXIMIZE THE LIFESPAN OF YOUR CONTENT

01 CREATE HIGH-QUALITY CONTENT, THEN DISTRIBUTE FAR AND WIDE.

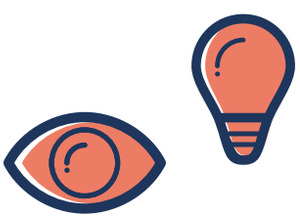
Create original content that is value-focused, authentic, and engaging. Know your audience and the purpose of your content. Distribute on all your social platforms, send via newsletter/email and tell people in person.

02 EXPAND, DIG DEEP, GATHER PROOF.

You already wrote a stellar post that resonates with your customers... Why not expand on it?! Write a follow-up post, start a series, or create a second video that digs deeper and provides more specifics. Don't just scratch the surface!

03 REPURPOSE CONTENT INTO DIFFERENT FORMATS.

Take that value-packed blog post and create a short video, an infographic, or a picture quote. Then distribute and link back to original content! Remember, different people will respond to different types of content!



04 INSTEAD OF TELLING YOUR AUDIENCE WHY, SHOW THEM HOW!

Don't get stuck in the rut of only telling people why they need to do something. Instead, get specific and show them how. Create a tutorial tailored to your audience and make sure it is concise and easy to follow.

05 DON'T BE AFRAID TO RESHARE!

Sometimes we feel like we can't share content more than once. That's not true! Stay in-tune to what questions your customers are asking. If you have a relevant piece of content, share it again. The key is providing answers when your customers need them.

ROUGH DRAFT SOLUTIONS