

Repackage, reuse, and repost! Make sure you've exhausted all the ways you can use that great asset before moving on to your next project. Here are some ideas to get you started. Some can be one-time efforts, others require a larger strategy. Avoid the trap of producing more just to produce more, and decide which of these options align best with your goals.

REPACKAGE OPTIONS:

- Video, in multiple lengths - [check this blog post](#) for great guidance on what length is best for various channels.
- Infographics
- Website assets - blog, hero images, case study, testimonial pull quotes
- Sales assets - slideware, leave behind sheets, email content
- Webinar
- Social media images - set up Canva templates so it's easy to quickly create these
- Press release
- Podcast

DISTRIBUTION OPTIONS:

- Your website: blog post, stand alone page (case study, customer spotlight, etc), hero image, evidence sliders
- Social media channels: corporate, employee, industry associations, influencers/advocates, partner clients
- Paid social campaigns
- Campaign inclusion - what current or future marketing campaigns can this story help?
- Podcast channels

SYNDICATION OPTIONS:

- Press outreach and story pitching
- [Medium](#)
- Industry associations - can you be a reoccurring guest blogger?
- Industry news outlets - can you secure a reoccurring feature?
- Relevant clients' marketing efforts - make sure your marketing team is building great relationships with your ideal customers
- Contributing author opportunities - like HuffPo, Forbes, etc
- Podcast networks

Once you've decided on your repackage, distribute, and syndicate mix, consider creating a "definition of done" checklist to make sure that there's a repeatable way to produce your marketing content. With a checklist, you'll be sure to get as much value out of your work without skipping over opportunities in a hurry to get to your next project. Here's a sample to get you started:

Step 1: Copy is approved:

- Internally: the original requester; CSM/AE associated with the customer; Managing Editor; management; leadership
- Externally: customer stakeholders, when applicable. Cover your bases here and make sure there are no stakeholders upstream of your contact and who require sign-off.

Step 2: Design is complete: proof for typos, orphans/widows, wonky design renderings, low res photos, check that the links work and point to the right spot. Make sure it complies with your brand guidelines. Make sure it's approved by necessary stakeholders/owners.

Step 3: Asset is packaged for internal distribution.

Asset brief cover sheet that includes:

- Sales-ready copy - 2-3 sentences about why this story matters
- Ideal asset audience - who will get the most out of this content, by persona if you have them.
- List of products or solutions featured in this asset
- Brief description of customer involved, if any
- The final, approved asset
- Pre-written social media posts that can be copied and pasted on others' channels. Include posts for popular platforms, even if you don't have a corporate account. Make sure to tweak the copy so it reads right coming from a stakeholder, not the corporate account - be sure to include a mention of your company. UTMs for posts, as it aligns with your measurement and analytics strategy.
 - 3 tweets
 - 1 LinkedIn post
 - 2 facebook posts
 - 2 Instagram posts

Step 4: Asset is published (external distribution) when it's:

1. In the stakeholder's hands, internal owner notified
2. Published to external destinations as outlined in strategy - blog post, landing page, social, etc
3. Internal communication complete as outlined above with links to live assets
4. Publish to internal teams and tools -
 - Sales enablement portal
 - PR team
 - Product team for customer intel purposes
 - Slack channels or other internal communication channels

Step 5: Explore syndication channels: develop your paid and organic syndication strategy ahead of time. Make sure that paid syndication aligns with organic activity. Nurture relationships with the most relevant outlets, even if they don't pick up every piece. This is the long game and will depend heavily on you to produce exceptional content that their audience wants.