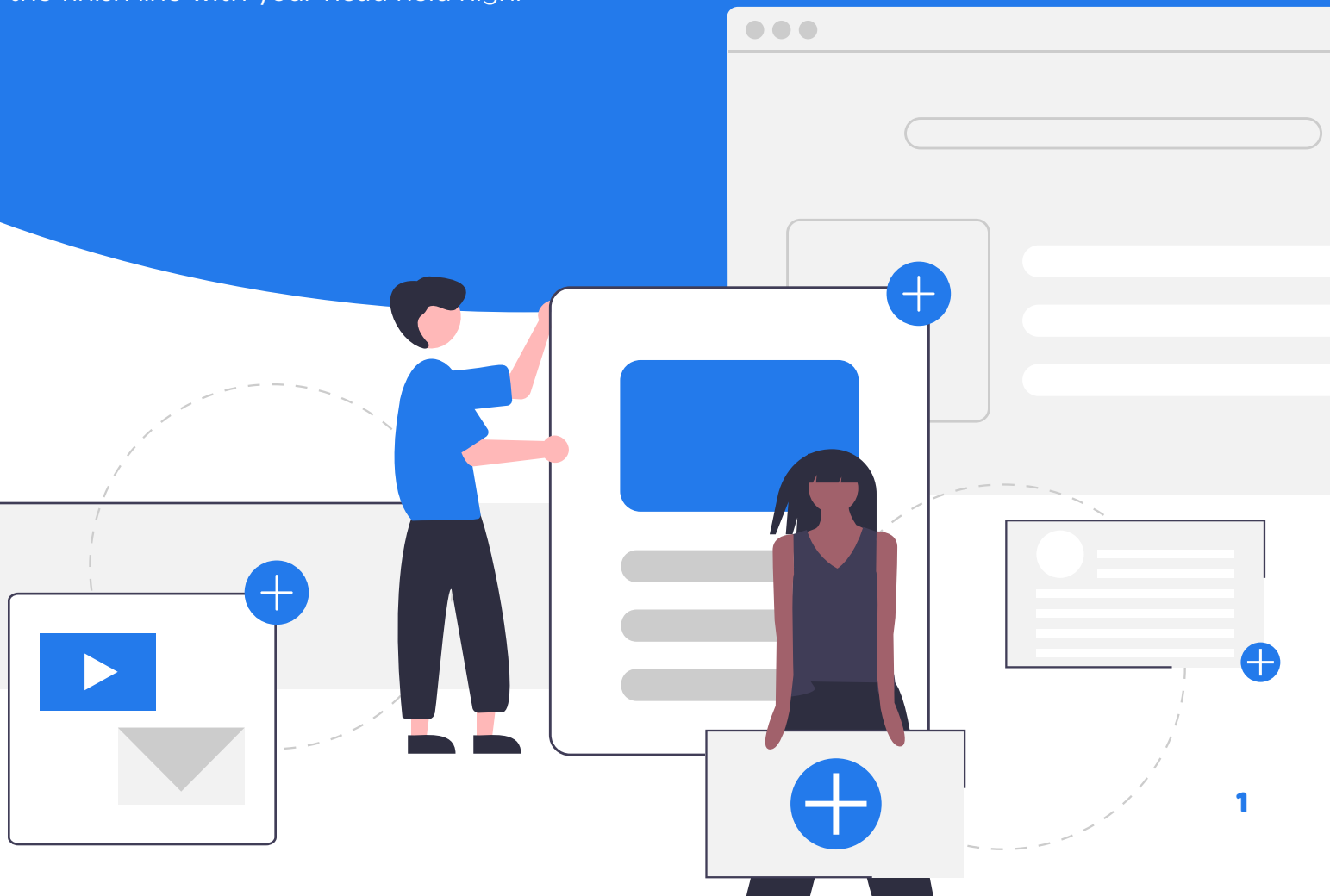


# GET SCRAPPY:

## 5 Ways to Create More Content & Generate Leads

Let's face it, we're all ready to dump our 2020 calendars in the garbage and start the new year fresh. But there's one more quarter left to make a positive impact on 2020 revenue, and we have **five strategies** to help you cross the finish line with your head held high.

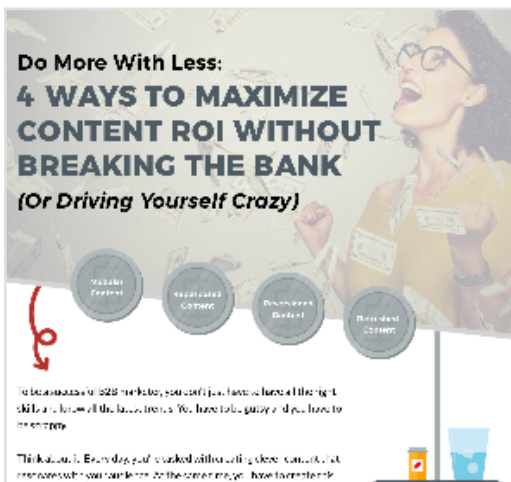


# 1. REPURPOSE & REUSE WHAT YOU ALREADY HAVE

Tap your content library for the assets you're already proud of—the ones that drove readership and resonated with your audience—and get creative. Pull the best insights and reimagine them for new formats. You can focus on distilling key insights into bite-sized nuggets like GIFs and social media posts, and creating snackable content like checklists, Q&As and infographics. Or you can double down on a meaty new format like an interactive E-book or a video that breathes new life into the content you've already worked so hard to develop.

If your goal is to reach a more specific audience than the initial piece, such as a specific job role or industry, start making notes on how you can reversion that general-purpose white paper to be more specific to appeal to a more focused audience. Imagine how you might refresh the images, revise the intro and subheads or pull in updated statistics with niche appeal.

## DEEPER DIVE:



## 2. GET CONVERSATIONAL & EMBRACE IMPERFECTION

Webinars are wonderful, but there's a whole world of digital possibilities out there. You don't have to slave over a 30-slide PowerPoint deck to create an engaging digital event. Roundtables, panel discussions and virtual forums are powered by the people and ideas you bring together. If someone stutters or a puppy wanders on-screen, chalk that up to being authentic.

Assemble the people your audience wants to hear from, whether that's a few industry leaders or internal SMEs with something to say. A handful of well-placed prompts and questions is often enough to inspire a compelling conversation your audience will flock to. Remember that as long as you deliver value, nobody cares about "perfection." Now more than ever, people crave content that has a strong point of view—don't be afraid to share yours.

### DEEPER DIVE:



# 3. SERVE UP SMALL BITES THAT MAKE A MEAL

Try repurposing in reverse. Instead of slicing a hero asset into smaller bites, start with the bites and turn them into a meal. Compile a select group of smaller assets that tackle individual pieces of the story you're keen to tell.

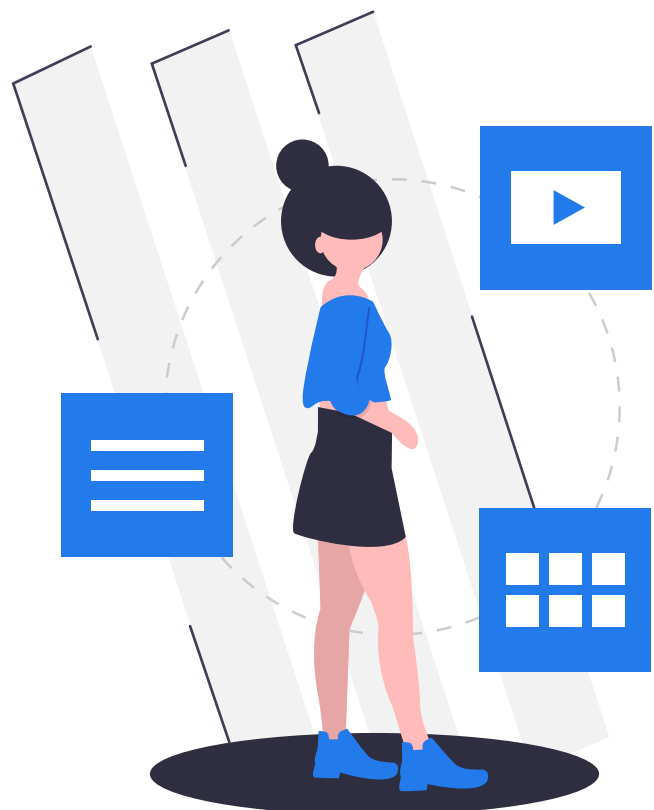
Experiment with these moving parts to see how you can put them all together to tell the full story, whether that's a brand-new big rock asset or a toolkit that you can deploy all at once or as a series. Social media posts, infographics and checklists are great formats to help you start building your menu. You can also review your blog for posts that can tie together into a more comprehensive story.

## DEEPER DIVE:



### Modular Content:

The Building Blocks of Cost-Effective Content Marketing



# 4. FOCUS ON TIMELY TOPICS & TRENDS

Scroll through your news feed and check your calendars for the topics and events in the zeitgeist that your buyers are thinking about or planning for. What can you bring to the conversation? Can you tie your solution in with the big picture? Whether it's breaking news, an industry trend, game-changing legislation or a pop culture phenomenon, there are plenty of ways you can build content that sparks timely discussions with your community.

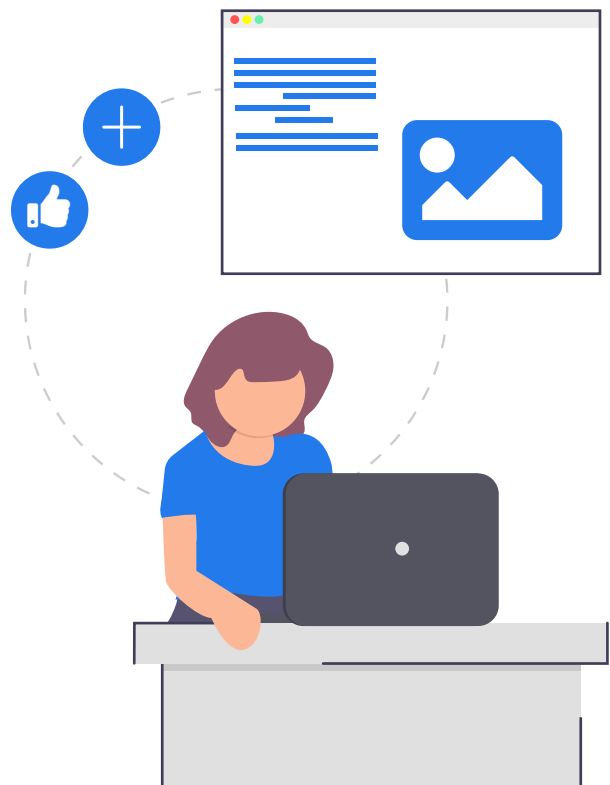
## DEEPER DIVE:



# 5. PRIORITIZE WEB-BASED CONTENT TO BOLSTER TRAFFIC & GENERATE LEADS

Don't take your eyes off blogs and website articles when you're building your marketing plans. These are the workhorses that generate a steady stream of web traffic and repeat site visits. Keep the content fresh with the timely topics we just talked about. Introduce fresh articles and blog posts that dive into the concepts you're discussing in the rest of your content and use them to promote the assets you develop. The more care you take with your web content, the more readers you'll be able to engage and inspire to consume your longer-form content.

## DEEPER DIVE:



# THERE'S STILL TIME

The year's not over yet, so push your creative limits and have fun with storytelling. Use these ideas to help you push through and chart some wins for 2020. You can do this.

If you'd like more inspiration and expert guidance to conquer your B2B marketing challenges, please let us know. Or schedule a complimentary workshop to get inspired and kickstart your plans.

## SCHEDULE A WORKSHOP

