



11 Profitable Ways to Repurpose Your Newsletter Content

An eNewsletter is an incredibly valuable and versatile marketing tool. After your newsletter is sent, there are at least 11 ways to leverage its value, moving quickly toward your objective of increased exposure. **One investment, many uses ... a marketer's dream come true!**

1. **Create a PRICELESS content library** — Build a library of fresh articles, client endorsements and success stories for your website.
2. **Maximize search engine optimization (SEO)** — Google loves fresh Web content, so provide your webmaster or SEO expert with regular, updated content for enhanced search results.
3. **Post blog content** — Blogs require content to be successful, and newsletter articles can easily be repurposed as blog posts. You can post now or stockpile articles you like for the future.
4. **Entry into social media marketing** — Content is the fuel for B2B social media, and with a newsletter, you are halfway there. Use article excerpts for Twitter, Facebook, LinkedIn or any other social media platform.
5. **Start guest blogging** — Post newsletter articles to industry blogs other than your own. Blog publishers are constantly looking for fresh content to share with their readers. Most of them are even willing to promote your business in the process.
6. **Valuable tool for salespeople** — Encourage salespeople to share pertinent newsletter articles with prospects. They can simply cut and paste the hyperlink to share and support their case.
7. **Distribute at trade shows** — Provide trade show booth attendees with a hard copy of your newsletter, so they leave with your card as well as the latest and most updated industry and company information.
8. **Convert to other media** — Use your newsletter content in other media such as podcasts, movies, eBooks or fliers.
9. **Increase public relations efforts** — Distribute your newsletter articles to industry websites and online trade publications so they may reuse and publish your content. You can also modify articles to work as press releases.
10. **Build relationships with distributors** — Provide distributors with the ability to use your newsletter content for their sales and marketing efforts.
11. **Establish a presence in foreign markets** — Translate your newsletter content into different languages to educate customers and prospects around the world.

This is just a starting point! There are endless possibilities and ways to reuse your valuable newsletter content.