

Module 7

[00:00:00] Hello friends. It is Sarah Noel block here from tiny marketing. And we are going to be talking about. Distribution and re-purposing today. Because basically if you create content and you don't have a distribution and a re-purposing plan, no, one's going to see it. So what's the point. This is probably the most important element when it comes to content marketing.

[00:00:30] So you started taking this course because you wanted to either learn how to create more effective content marketing. Or because you.

[00:00:43] We're you're already creating content and it's just not having the effect that you thought it would. This is probably where it's lacking. I am sure that you are amazing content creators, but sometimes it's hard once you've created that [00:01:00] content to really focus in on. The distribution and making sure the eyes are getting on it.

[00:01:06] So let's get into it. The agenda for today is. How do you determine your distribution channels? Which ones really matter? Should you go with paid or organic? So we'll weigh the pros and cons of that. What tools should you be using? And how do you create a repurposing strategy without repeating yourself all the time?

[00:01:31] One of the biggest questions that I get on the regs. Is re-purposing just. Putting out your content on different platforms. And no, it's not, you are well, we'll get into it later. No reason to create some spoiler alerts for you. We'll get into what it is later. All right. Let's start with distribution channels.

[00:01:58] You'll want to ask [00:02:00] yourself these four questions when determining how to distribute your content marketing. One, what channels are most popular with your competitors? To what channels do you prefer? Three, what your analytics tell you and for what can you afford? So last, no, it was two weeks ago. We did a little bit of digging on our competitors.

[00:02:28] So when you're doing that, You're going to be looking at their distribution channels. What. Social media platforms. Are they on which ones do they have the most followers on?

[00:02:42] And which channels do they have the most engagement on? Now, if you don't have any direct competitors, Now, I'm sure you do, but maybe you don't know who they are yet. I also gave you the option to look at publishers

who have a mirror [00:03:00] audience to you. So you either looked at competitors or you looked at publishers that create content for your ideal audience.

[00:03:11] What channels were the most popular with those. Brands. Where did they have the most engagement? Those are channels you'll want to be on to. Now, those are the only things that you want to consider when you're deciding on distribution channels, though. One, what channels do you prefer? You might not love.

[00:03:36] LinkedIn for example. But your competitors are big on it. It could be a good differentiator for you if for a fact that your audience is also on another channel to go with another channel and go IL N on it. As I said, when we were talking about promotion in our last class, You [00:04:00] want to be one where your audience is, but you also want to enjoy the process. People know when you're forcing it when you're not super into it.

[00:04:13] And so choose a channel that you want to be on and go all in on that one. Once you've nailed that you've grown your audience, you've become known as a thought leader. On that channel, then you can expand to other channels. So maybe your audience is on LinkedIn, but that doesn't mean that they're not on Pinterest too. So Pinterest could be another one that you look at.

[00:04:41] You'll want to do a little bit of research and figure out what other channels your audience loves and pick the one that you love the most and go all in on that.

[00:04:53] What are your analytics? Tell you? Go to your Google analytics right now and see where [00:05:00] your traffic is coming from. Now this information will be a little bit skewed. Because your traffic will only be coming from channels you're already on, but it will give you a good idea of. Which ones, which channels are working for you that you're already doing now?

[00:05:19] So when I go to my analytics, I see that the majority of my social media traffic is coming through from LinkedIn. Now a few years ago, I had a blog for specifically, for. Mom entrepreneurs and it was about marketing. And my biggest channel then was Pinterest. So that's not saying the other channels won't work for me now. I'm just not on Pinterest right now.

[00:05:53] But you'll want to look at what's working for you now. Now [00:06:00] last, what can you afford? When you're thinking about distribution. There are a ton of paid options too. And obviously. You get a lot more

bandwidth when you are paying for. For eyes on your content. So whatever channel that you're going on.

[00:06:21] Consider doing a boost. So let's say Instagram is your channel. I know a few of you were Instagram is your channel. And it doesn't cost much to boost your posts. So I would say start experimenting with \$10 boosts and seeing where it gets you seeing if it's worth it, it's worth doing a tiny experiment to see if paid is working for you. If you get a return on investment from it.

[00:06:48] Other channels that you might want to explore when it comes to paid options would be sponsored newsletters. Those are really great. Especially if you've identified a newsletter [00:07:00] that has the same exact audience as you and the person who creates it, isn't a competitor. That would be a good option is a sponsored newsletter.

[00:07:11] You could also do partnerships. Partnerships are amazing. They have done wonders for my business. So you can do partnerships in a few different ways. You can partner with a product company. If you're a service company. And do you have the same audience and you can do webinars together. You can do podcasts together. You can talk to them about getting quotes for your articles, but you basically double your eyes on your content. When you work with a partner in your content creation.

[00:07:48] That's why I really love interview style content. Because you automatically have a whole other audience that's invested in that content distribution, just as much as [00:08:00] you. And a lot of times you end up building a relationship and they might become a referral partner. So you get more clients that way.

[00:08:09] Or they end up becoming Someone who works for are with you or for you and another capacity they might hire you. So partnerships are amazing.

[00:08:23] Okay. Let's move on to partnerships in. How you can find them. So when you're first starting off, it feels like you're on a little island. And you're not sure. How to really establish yourself as a brand. The first thing I did when I built my business. Was I created content with the plan of distributing it straight through partnerships.

[00:08:55] So I started building relationships with editors and [00:09:00] publishing houses that had a similar audience to mine. What I would do. Is, I would create something that no one else could create. So I would interview an

influencer. I would run a survey. I would do a research report. I would do something original where no other writer could create exactly what I created.

[00:09:25] And then I would write an article on it. And I would pitch it to the editor. And what I did is basically. Hey, I just wrote this article after interviewing influencer X, Y, Z. Where we talked about. These pain points, whatever they happen to be. And I thought I would reach out to you first, before I publish on my own site. I think that it would be really perfect for your magazine.

[00:09:56] And publishing house, whatever it happens to be. And I [00:10:00] can tell you that 100% of the time they took the offer, I had the article ready to go. It was content they could put on their website. And my first three clients came from doing that too, from doing exactly that. Plus I connected with a lot of editors who actually hired me later. So that worked out, they brought me on as a freelance writer and a content strategist for their publications.

[00:10:29] Sometimes they were there as a freelance managing editor. So they brought me into projects with other clients. So it's a great way to build relationships, especially if you are. Trying to build your own freelance writing business. But it works just as well. If you're creating content for your business and your sole purpose is to market your business because while it did give me [00:11:00] opportunities

[00:11:00] With. Working directly with those editors. It also brought me clients because they saw my byline and they saw my bio in those articles within these publications that they already read.

[00:11:14] And I made about \$30,000 just from people who found me through. Those first two articles that I got published and in other publications,

[00:11:27] Not too bad. Other ways you can bring in partners is to create serial content. So serial content would be a podcast. Yeah. A podcast show or a YouTube series where you're talking about a single subject. And do you have Episodes for it and basically think of it like a TV show. you have a season.

[00:11:53] On a TV show and each episode is its own standalone. [00:12:00] Story. But when you look at the full. Season, it's a story arc. So think of your content in that way, you can bring partners in for that. That will add subtleties. They will add outside perspective and new information to that content, but they will also be doing distribution for you. So that's a huge thing.

[00:12:25] And you can do that in a blog format. You can do that in a podcast format or a video format, whatever your preference is, that strategy will still work. I love serial content and I think it's the future of content marketing.

[00:12:40] Another great way is webinars. Webinars are the fastest way to grow your list. Partnership webinars specifically. Because you guys both get all of the leads that came in through that webinars. So it's a huge win on both sides.

[00:13:00] So I definitely recommend that, but. Take a look at your CRM. Take a look at your discovery. Call intake forms.

[00:13:10] Where are your clients finding you? And whatever that happens to be, do a partnership lead gen. That makes sense for that. So if they are finding you through video webinars would make sense. But if they're finding you through blog posts, referral guest posts that you've done before. Then a joint ebook that you might be.

[00:13:36] You and a partner are distributing together because maybe you co-created it. That might be a better option for you. If your audience prefers reading their content.

[00:13:48] Or you could do a private podcast, which is the latest craze. Where you have a podcast series, but it's only available to subscribers or people who have [00:14:00] it's gated in some fashion. So they need to give, they need to submit their email address in order to receive it. So you can really, whatever way your audience likes taking in their content likes learning.

[00:14:15] You can do this strategy with any of them. With written with audio or with video.

[00:14:26] Okay. Next let's talk about what tools you'll need to make this successful. So with this, you'll want to have a solid social media automation tool. To be able to recycle your social media posts. A lot of times people make the mistake of assuming that once they've put this content out in the universe, that their entire audience has seen it and there'll be bored and maybe a little bit irritated or they'll feel like the wool was pulled over their [00:15:00] eyes because you've reposted something and that's not true.

[00:15:04] You can repost. Often, I would say. If you repost it, a piece of content once a month. Each month you posted that again. They still wouldn't notice. But if you use a tool like smarter Q meet Edgar recur post, you can set it up to automatically repost your most popular posts.

[00:15:31] And that's what I do. I use smarter queue and it'll actually do the research for me, which posts were the most popular. And it will prioritize. That over the other content. But always recycle your social media posts. Another tool you'll want is Canva or some Canva like tools. So you can create graphics really easily.

[00:15:57] You can also [00:16:00] use Canva for video editing. If you want to repurpose your content into. Shorter clips of videos or your podcast into an audio gram. You can do that in Canva. And last, I really like using descript. It's a video editing tool and you could do so much with it. It's super cheap. But he, you can you can do your video editing there. You can turn them into audio grams. You can turn them into social media posts in there.

[00:16:33] You can take a podcast episode that was recorded as audio only, and you can turn it into a video using B roll and photos and different elements. So it's crazy easy. You can also download your transcripts from your videos and your audio. So you can add SEO juice to your show notes pages. So I would recommend a script for sure.

[00:16:59] As one [00:17:00] of your tools. So right now let's wrap that up tools you should use. I would recommend Canva descript and a social media automation tools. So you can recycle your posts.

[00:17:14] All right. And last let's talk about repurposing. I have been getting this question nonstop is re-purposing reposting your old content over again. No. So I would recall that. But what we just talked about recycling, you're recycling your content when you're reposting it. And I do recommend you do that because you only have a fraction of your audience that sees your content the first time around.

[00:17:45] So when it comes to reposting, And recycling your content. I would say, take your blogs, your podcasts, your videos, and you can [00:18:00] repost, recycle on medium. LinkedIn. Your LinkedIn newsletters. And have social media set to recycle. So every three months or so your content is showing up again.

[00:18:16] Next. Is actual re-purposing. So for social media, my strategy would be zero click content. Zero click content is when you take a larger piece of content that you've created. And you take a learning point from it and you create a standalone post from it. Now I recommend that you do this while you're creating the content. So it's fresh on your mind.

[00:18:44] As you are, for example, writing the show notes page for your podcast. Jot down three learning points from it and put together a long form. LinkedIn post about it. You want this to [00:19:00] be content that they don't need to leave the platform to engage with. So your goal is not to take them to your podcast or your website. Your goal is engagement, impressions, and value.

[00:19:15] So zero click content. That's what social media is all about. And that also means that you'll want to create zero click content on Instagram or tic-tac. Wherever you happen to be, and you can do that through reels. And other vertical video types. All you need to do is use Descript and you can repurpose your long form. Let's say interview style, TV show.

[00:19:42] Your YouTube videos and take clips. And cut them into vertical videos.

[00:19:51] Another way you can recreate new content from your long form videos. Let's say you had a webinar and you download the [00:20:00] video from that webinar. You can take shorter clips of it and repost it as just little learning bites. On YouTube and your social media platforms. You can also take those videos and take just the audio and repurpose it into a podcast.

[00:20:20] All you have to do is create a new intro and outro. And introduce what the topic is and where originally aired. And you've got yourself a podcast. From there, you can also create audiograms, which just takes an audio clip. And you could do this in Descript. It takes an audio clip of your podcast and you just add an image and a little wave graphic, and you've got yourself an audiogram.

[00:20:50] Okay. Now when we're re-purposing. Long form written content.

[00:20:58] Let's say you've created [00:21:00] a guide or a pillar. A pillar page is basically like all the information you would need to know on a certain topic.

[00:21:10] You can take the guides or the pillar pages that you've created and cut them into. Each section can be its own short form blog. So let's say each section, you turn into a 500 word blog, a 500 word blog post. Now you can take those little 500 word blog posts. And you can pitch them to publishers. So you've got that partnership.

[00:21:38] Element that we just talked about and you're bringing that in to the frame. So cut your long form content into short blog posts and pitch them to publications. Make sure to link back to that pillar or that guide. So you're

getting a backlink and you're getting [00:22:00] traffic to your website from it. And this is a good hub and spoke model for your content marketing, doing it this way.

[00:22:10] But if no one. Accepts your pitch. That's okay, too, because you can still get a huge benefit from taking those 500 word blog posts and posting them on your own website, linking back to that guide or that pillar. Internal backlinks almost have as much power as external backlinks. You just don't get the juice of other people's audience when it's on your own blog.

[00:22:39] So that's another way to do it. And that wraps up distribution and repurposing. I hope you found this helpful. And if you have any questions, you can slack me or bring them to the AMA office hours. And I will see you next time. Thank you.[00:23:00]