



# Repurpose the Core Content of Your Publications

*Why constantly  
rewrite the  
content of your  
publications  
when you  
respond to new  
demands from  
your customers  
and the market?*

Instead, optimize existing content by repurposing it with an efficient two-step strategy: First, organize the content into appropriate categories; then, identify the needed publishing context.

This two-step strategy allows you to quickly and easily create additional collateral marketing materials to meet your audience's ever-changing informational needs:

**1. Organize content:** Categorize the knowledge you offer into the tangible solution benefits your customers seek, require and enjoy from your organization. Make sure you effectively include information from as many of the following categories as possible:

\* **Factual knowledge** - the details and facts of your organizational product and service that are relevant to customer challenges and solutions.

# Repurpose Content to be Context Specific

\* **Conceptual knowledge** - the structures and models that your organization follows in order to serve and support customer needs.

\* **Procedural knowledge** - the techniques and methodologies your organization implements in order to provide the best-choice solution to customer challenges.

\* **Metacognitive knowledge** - the contextual and strategic know-how your organization uses to ensure continuous leadership in providing customer solutions.

**2. Identify context:** Categorize the knowledge you offer in a way that communicates the intangibles that customers seek, require and expect from your solution. Make sure you effectively communicate the details of your brand experience: 1) address perceived customer values, 2) include details unique to your brand, 3) use language that speaks to your target audience and 4) write in the style suited to the chosen media platform.

Once you have your knowledge categorized by content and by context, the publication of additional marketing materials can be accomplished in much less time. Repurposing also helps to keep publishing costs low because you strategically employ what is already available - your ready-to-use content.



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Customers seek a variety of media platforms to serve their specific informational needs. In order to satisfy customers, your marketing content needs to conform to their expectations of length, style and tone for each media type.

Use the following general guidelines to plan your marketing materials:

- \* **Online media** provide interactive functionalities. Customer expectations include 24/7 access to customer support functions and the ability to customize and personalize customer profiles.
- \* **Mobile messaging** offers immediacy. Customers seek real-time, relevant product and service content such as quotes, prices, limited time offers, discounts and inventory updates.
- \* **Print media** allow for the in-depth exploration of both your solution knowledge and your brand experience.
  - Case studies, articles and other short works, for example, provide specific opportunities for both you and your clients: a) clients can share their responses to the solutions you offered to help them face certain obstacles, b) clients can also share the subsequent benefits they derived from those solutions and c) you can highlight the passion you have for resolving such challenges.
  - White papers and other knowledge publications provide proof of your ability to deliver on your expertise, as well as offer insights into how your leadership assists customers to solve their biggest challenges.
- \* **Social networks** give access to the personal recommendations of others and offer the chance to share opinions. Through such networks customers seek acknowledgement and support from your brand and from your organization's participation in discussion groups.

For additional marketing resources, including *Marketing Mindset*, a FREE monthly e-zine covering marketing trends, please visit [www.koreaccess.com](http://www.koreaccess.com)