

HOW TO TURN A

Single E-Book

**Into a 101+ Piece Content
Marketing Machine**



Table of Contents

Introduction

1. Blogs
2. Audio & Video
3. Promotion
4. Social Media
5. Branding
6. Visual Content
7. Additional Content
8. How to Implement Repurposing Strategies

YOU'VE CREATED A REALLY AWESOME eBook.

It took some time to write because it's packed full of really great content. The eBook is on your website, ready to be downloaded by hundreds of potential customers.

WHAT DO YOU DO NOW?

Don't just stop at a free download. You've put hours of work and a lot of resources into your eBook, so get as much use from it as you can.

This guide will show you how we created 101+ pieces of content from one eBook... and you can, too!



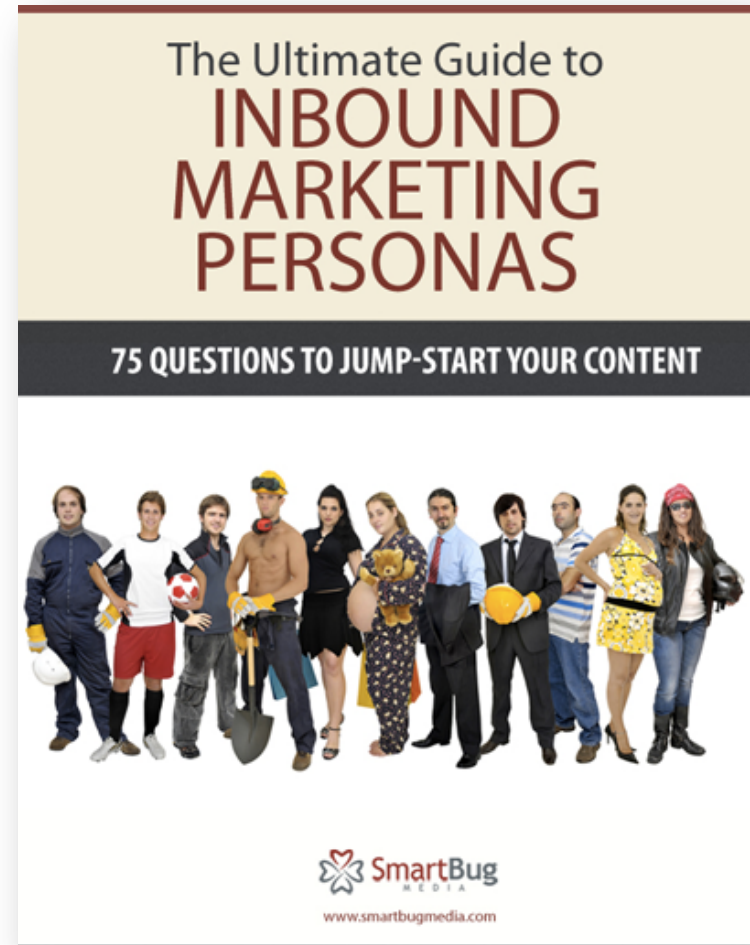
LEAD BY EXAMPLE.

Throughout this guide, we'll show you how to repurpose an eBook into content using examples from SmartBug Media's eBook:

[The Ultimate Guide to Inbound Marketing Personas.](#)

The 34-page guide provides a powerful persona development process and 75 questions to turbo-charge an inbound marketing plan.

To follow along with the eBook, click [here](#) for your free download.



Businesses that blog average
55% more website visitors
than those that don't.

1. Blogs

BLOGGING NATURALLY POSITIONS YOU TO PRESENT YOUR READERS WITH AN EFFECTIVE CALL-TO-ACTION. Therefore, the first and easiest step in repurposing your eBook is to create blog posts around the content. On the next few pages, you'll get some tips on how to break up the content into articles and garner interest through guest posts.

BLOG POSTS

5+ Content Pieces

- 1. Create blog posts of eBook announcement**
[New eBook] The Ultimate Guide to Inbound Marketing Personas
- 2. Repurpose the what (intro typically) concept from your eBook into a blog post**
3 Reasons You Should Start Using Personas Immediately
- 3. Repurpose the why concept (chapters 1-2)**
3 Must-Haves for Persona Development
- 4. Repurpose the how concept (middle)**
Ask These Questions for Better Persona Development.
- 5. Repurpose the steps to execute and examples (last chapter) typically**
5 Positive Results of Inbound Marketing Personas

82% of marketers who blog daily acquired a customer using their blog, as opposed to 57% of marketers who blog monthly – which, by itself, is still an impressive result.²

Pro Tip

Breakdown the text of your eBook into simple steps for blog posts. Titles might include: “10 Tips For...” or “7 Signs Your Company Needs...” or “How to [fill in industry terms].”

¹ <http://www.hubspot.com/products/blog>

² State of Inbound Marketing, 2013

GUESTS POSTS

4+ Content Pieces

- 1. Guest post reviewing your eBook**
[Industry Expert's Name] Review of SmartBug Media's eBook: The Ultimate Guide to Inbound Marketing Personas
- 2. Guest post explaining your eBook's usefulness**
8 ways We Learned to Incorporate Personas at [Company Name]
- 3. Guest post on a case study on your eBook's incorporation into a company and its successes**
How [Company Name] Implemented Personas and Saw a XX% Conversion Rate Increase
- 4. Post interviewing an industry expert**
Why Personas Really Matter: An Interview with [Industry Expert's Name]

Companies that blog have

97% more inbound links.¹

You can find guest bloggers through industry forums, blog communities, or promoting opportunities on your website.

Pro Tip

Guest posts should be high quality, associated with a Google+ account, and include relevant links. This eliminates spam, provides high quality content for readers, and maintains your brand.

¹

<http://blog.hubspot.com/blog/tabid/6307/bid/5014/Study-Shows-Business-Blogging-Leads-to-55-More-Website-Visitors.aspx>

Views spend
100% more time on
pages with videos.

2. Audio & Video

DUE TO THE PROLIFERATION OF MOBILE DEVICES AND TABLETS, ONLINE VIDEO IS CONSIDERED THE SECOND BEST INFLUENCER WHEN MAKING KEY DECISIONS.⁴ The next logical step is to capitalize on this element by creating video and audio content that is engaging and easily shared among your readers. There are a few common forms of video and audio content that are covered in the next few pages.

VIDEOS

4+ Content Pieces

1. **Repurpose the what concept (typically the intro) from your eBook into a helpful video and post on YouTube, Vimeo or Wistia**
3 Reasons You Should Start Using Personas Immediately
2. **Repurpose the why concept (chapters 1-2)**
3 Must-Haves for Persona Development
3. **Repurpose the how concept (middle)**
Ask These Questions for Better Persona Development
4. **Create a video interviewing an industry expert**
Why Personas Really Matter: An Interview with [Industry Expert's Name]

Posts with videos attract

3 times more inbound links than plain text posts.²

More than 1 billion unique users visit YouTube each month.³

Pro Tip

To help search engines find your videos, they should be optimized when posting on your video host like YouTube. Use optimized keywords in your titles, tags, and descriptions in the metadata fields.

¹ <http://www.marketingsherpa.com/article/how-to/videos-attract-300-more-traffic>

² <http://moz.com/blog/what-makes-a-link-worthy-post-part-1>

³ <http://www.youtube.com/yt/press/statistics.html>

⁴ <http://www.marketo.com/webinars/using-mobile-social-and-video-for-lead-generation-and-increased-revenue/>

PODCASTS

5+ Content Pieces

- 1. Create blog posts of eBook announcement**
[New eBook] The Ultimate Guide to Inbound Marketing Personas
- 2. Repurpose the what (intro typically) concept from your eBook into a podcast**
3 Reasons You Should Start Using Personas Immediately
- 3. Repurpose the why concept (chapters 1-2)**
3 Must-Haves for Persona Development
- 4. Repurpose the how concept (middle)**
Ask These Questions for Better Persona Development.
- 5. Repurpose the steps to execute and examples (last chapter) typically**
5 Positive Results of Inbound Marketing Personas

Since 2006, awareness of Podcasting has grown 105%. Podcast listeners have grown 163%.¹

Pro Tip

It's important to monitor your podcast's reach and trends. You can track these using online analytics tools like blip.tv. The app also makes it easy to upload your podcast to the iTunes directory.

¹

<http://www.conversedigital.com/digital-strategy/podcasting-statistics-trends-future>

2.

WEBINARS

4+ Content Pieces

1. **Collect major themes for a webinar or webinar series**
 - The Basics of Marketing Persona Development (pg.. 4)
 - The 3-Phase Persona Development Process (pg.. 8)
 - The Best Interview Questions to Ask for Your Marketing Team, Sales, Team, and Customers (pg.. 12)
 - Marketing Persona Development Workshop
2. **Offer as a call-to-action or use for lead nurturing content**
3 Must-Haves for Persona Development

61% of B2B marketers rate Webinars as the most effective content marketing tactic. ¹

Pro Tip

Webinar slides are great way to add to your SEO strategy. When you upload them to a website, like SlideShare, use optimized keywords in the title, tag, and description in the metadata fields.

¹

<http://contentmarketinginstitute.com/2012/10/2013-b2b-content-marketing-research/>

2.

Companies with mature lead generation and management have a **9.3% higher sales quota achievement rate.**¹

3. Promotion

WHAT'S THE USE OF HAVING AN EXCEPTIONAL eBook IF YOU DON'T PROMOTE IT?

If no one knew about it, then that would defeat its purpose. Take advantage of your current customers and email subscribers by sending out a promotional email with snippets from your eBook. When someone does download your eBook, send follow up emails to nurture that lead along the buyer's journey. And then there is always the trusty and popular news release you can create regarding the launch of your eBook.

PROMOTIONAL EMAILS

3+ Content Pieces

1. Send eBook email announcement
2. Send blog daily notification email
3. Promote eBook in eNewsletter



Hi ,

Recent research shows that a **large percentage of marketers struggle developing personas that actually impact marketing performance**. We get it. They're difficult to get right.

That's why we created *The Ultimate Guide to Inbound Marketing Personas: 75 Questions to Jump-Start Your Content*. This **32-page e-book provides a powerful persona development process and offers 75 person development questions** to help you turbo-boost your inbound marketing campaigns.



You'll learn:

- Why personas matter
- Why spending extra time on detailed personas pays big dividends
- How to gather powerful persona details from marketing, sales and customers
- 75 persona development questions covering all aspects B2B and B2C markets

Email marketing as a channel

was the third overall lead generator source for marketers in 2013, producing 13% of all leads.²

Pro Tip

For best results, segment your email lists; personalize the email with your name and the contact's name; and add an image, call-to-action, and social sharing buttons.

¹ <http://www.hubspot.com/marketing-statistics>

² State of Inbound Marketing, 2013

LEAD NURTURING EMAILS

4+ Content Pieces

1. **Send email with eBook download link (immediately)**
Your SmartBug Media Personas eBook
2. **Send email with blog posts or tips on the subject (3 days after E1)**
How Did Your Personas Turn Out?
3. **Send email with MOFU content offer (3 days after E2)**
How Personas Dramatically Affect Your Content Offers
4. **Send email with BOFU content offer (3 days E3)**
Your Personalized Marketing Assessment

3.

Businesses that use marketing

Automation to nurture prospects experience a 451% increase in qualified leads.¹

Pro Tip

Lead nurturing emails should not exceed 8 emails.

Personalize emails by sending them from a person (not an alias). For more best practices, [download](#) our free eBook on lead nurturing and workflows.

¹ The Annuitas Group

NEWS RELEASES

2+ Content Pieces

1. **Publish a news release on what the concept of the eBook and link to the landing page**
2. **Publish a news release on a perspective from the eBook and link to the landing page**

Inbound Marketing Agency SmartBug Media Releases Ultimate Guide to Developing Buyer Personas

SmartBug Media's E-Book offers 75 persona questions and step-by-step process to help businesses better market their products and services

Irvine, Calif. (PRWEB) May 29, 2013



SmartBug Media, nationally-recognized inbound marketing agency and leading Hubspot Certified Partner helping businesses generate leads, increase awareness, and build brand loyalty, announced today it is releasing a guide to help businesses better market their products and services through the use of buyer personas. The e-book The Ultimate Guide to Inbound Marketing Personas: 75 Questions to Jump-Start Your Content is available for free download at <http://info.smartbugmedia.com/the-ultimate-guide-to-inbound-marketing-personas>.

“Persona development is a cost-effective process that will allow you to get the most from your inbound marketing budget. This guide helps businesses solve a major challenge in their marketing planning.”

An essential component of an inbound marketing strategy is the utilization of online content to attract potential customers. Marketers target potential customers by using a combination of content that approaches that become more effective if you understand your audience. Persona development provides a deeper level understanding that allows businesses to truly speak to their target customers.

Recent research shows that a large percentage of marketers struggle to develop personas that translate into marketing results. Besides emphasizing the connection between personas and inbound marketing and offering a powerful three-phase approach to developing personas, this e-book also provides 75 interview questions—aimed at marketing and sales teams as well as customers—to guide the process.

“Every marketer understands the importance of maximizing ROI for campaigns,” said Ryan Malone, SmartBug Media president and CEO. “The more you understand about your customers, the better you will be able to reach them. Persona development is a cost-effective process that will allow you to get the most from your inbound marketing budget. This guide helps businesses solve a major challenge in their marketing planning.”

To download The Ultimate Guide to Inbound Marketing Personas: 75 Questions to Jump-Start Your Content, visit <http://info.smartbugmedia.com/the-ultimate-guide-to-inbound-marketing-personas>

Press release engagement

increases 55% with video links and 18% with embedded photos.¹

Pro Tip

Customize your news release titles to be dynamic and eye catching while still maintaining optimization of keywords

1

<http://blog.hubspot.com/blog/tabid/6307/bid/34024/When-Press-Releases-Do-and-Don-t-Help-Your-Marketing.aspx>

Social media has a
100% higher lead-to-close rate
than outbound marketing. ¹

4. Social Media

THERE ARE OVER 655 MILLION DAILY ACTIVE USERS ON FACeBook AND OVER 500 REGISTERED ACCOUNTS IN

TWITTER. Those numbers alone should persuade you that social media is the next frontier in reaching your audience. The next few pages will offer tips and guidance on how to promote your eBook via the various social media channels.

TWITTER

30+ Content Pieces

1. **Send 3 tweets for eBook announcement**
2. **Send 3 tweets per blog post**
3. **Send 3 tweets per chapter**
 - Statistics
 - Quotes
 - Reviews



4.

32% of marketers found a customer via Twitter in 2013.²

Pro Tip

Avoid self-promotion. In HubSpot's social media tool you can track who is talking about your brand or industry topics and respond accordingly. By engaging with others, your Twitter feed becomes more helpful to your followers and less spammy.

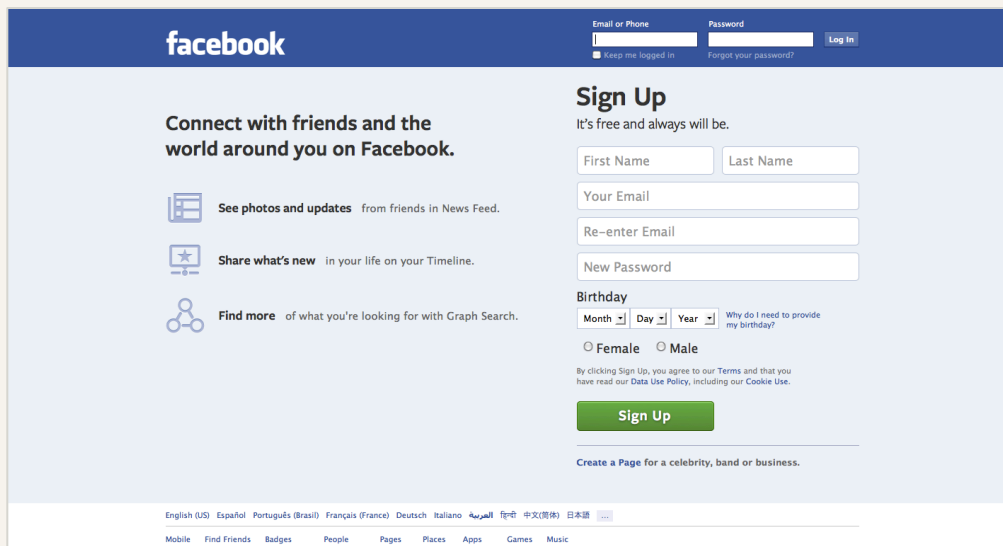
¹ State of Inbound Marketing, 2012

² State of Inbound Marketing, 2013

FACeBook

10+ Content Pieces

1. **Post 1 time for eBook announcement**
2. **Post 1 time for each blog post**
3. **Post 1 time for each chapter**
 - Statistics
 - Quotes
 - Reviews



4.

On FaceBook, photos perform

Best for likes, comments, and shares as compared to text, video and links. ¹

Pro Tip

FaceBook is inherently an image sharing tool, so having an engaging and relevant image with your link is extremely important and more likely to get shares.

1

<http://danzarrella.com/infographic-how-to-get-more-likes-comments-and-shares-on-Facebook.html#>

LINKEDIN

10+ Content Pieces

1. **Post 1 time for eBook announcement**
2. **Post 1 time for each blog post**
3. **Post 1 time for each chapter**
 - Statistics
 - Quotes
 - Reviews

LinkedIn

Email address Password Forgot your password? Sign In

Be great at what you do.

Get started – it's free.
Registration takes less than 2 minutes.

First name Last name

Email address

Password (6 or more characters)

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

Join now

Find a colleague: First name Last name Search

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

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LinkedIn © 2014 | [User Agreement](#) | [Privacy Policy](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#)

4.

43% of all marketers have found a customer via LinkedIn in 2013.¹

Pro Tip

Take advantage of LinkedIn Groups. By involving yourself in the circles of your potential prospects, you can answer questions, share important articles and set yourself up to be thought leader in your industry.

¹ State of Inbound Marketing, 2013

PINTEREST

10+ Content Pieces

1. **Post 1 time for eBook announcement**
2. **Post 1 time for each blog post**
3. **Post 1 time for each chapter**
 - Statistics
 - Quotes
 - Reviews



4.

Pinterest generated more referral traffic for businesses than Google+, YouTube and LinkedIn combined. ¹

Pro Tip

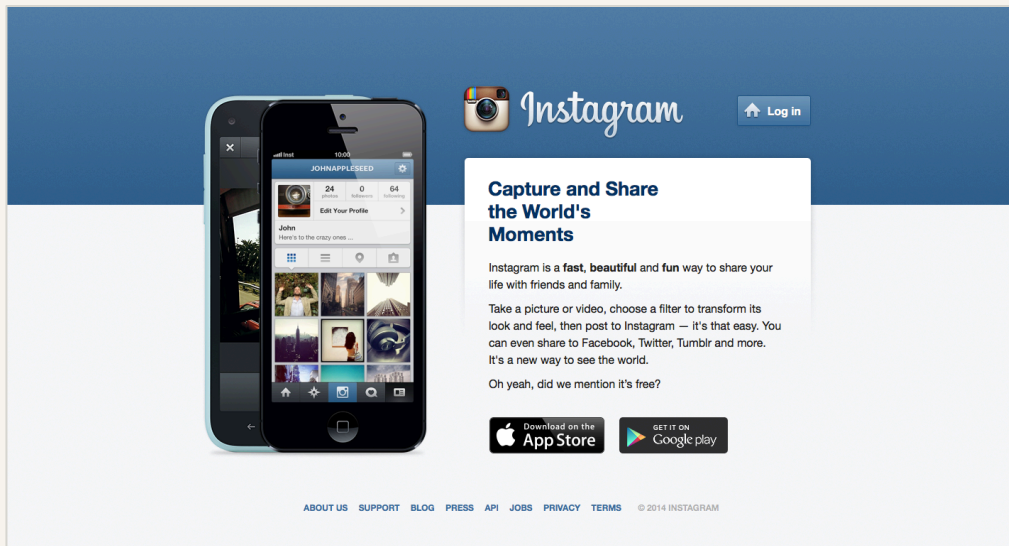
Whenever possible, create visual content to share. Statistics show that it engages readers and connects your brand more than plain text. Use a graphic designer or take classes on how to create high quality images.

¹ <http://blog.hubspot.com/blog/tabid/6307/bid/33423/19-Reasons-You-Should-Include-Visual-Content-in-Your-Marketing-Data.aspx>

INSTAGRAM

10+ Content Pieces

1. **Post 1 time for eBook announcement**
2. **Post 1 time for each blog post**
3. **Post 1 time for each chapter**
 - Statistics
 - Quotes
 - Reviews



44% of users are more likely

To engage with brands if they post pictures than any other media.¹

Engagement from Instagram users is as much as 10 times greater than other platforms.²

Pro Tip

Post images that inspire and represent the core of your brand. Share a distinctive take on the world around you. Align your images with the interests of your personas rather than trying to sell to your followers.

¹

<http://blog.hubspot.com/blog/tabid/6307/bid/33959/6-Ways-Social-Media-Marketers-Should-Capitalize-on-the-Visual-Content-Revolution-INFOGRAPHIC.aspx>

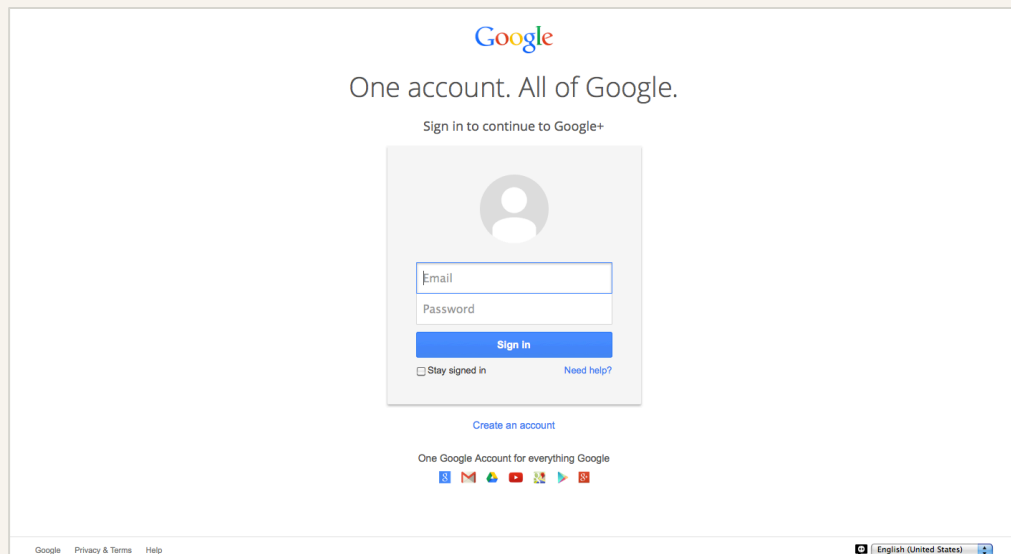
²

<http://blog.hubspot.com/blog/tabid/6307/bid/33959/6-Ways-Social-Media-Marketers-Should-Capitalize-on-the-Visual-Content-Revolution-INFOGRAPHIC.aspx>

GOOGLE+

10+ Content Pieces

1. **Post 1 time for eBook announcement**
2. **Post 1 time for each blog post**
3. **Post 1 time for each chapter**
 - Statistics
 - Quotes
 - Reviews



4.

Websites using the +1

Button generate 3.5 times the Google+ visits than sites without the button.²

Pro Tip

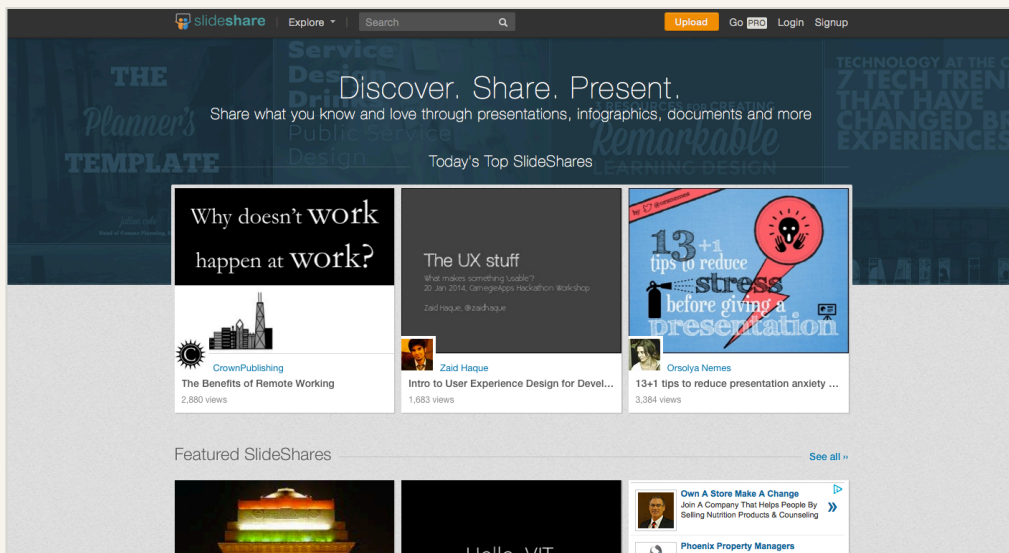
Make sure to link up your Google+ account so your blogs are posted using Google Authorship. It adds your photo and byline to the search results, and studies show this is a big help to getting clicked.

¹ State of Inbound Marketing, 2012

SLIDESHARE+

4+ Content Pieces

1. Post 1 SlideShare for each webinar



Reports 60 million monthly visitors and 130 million page views.¹

Among the top 200 websites visited in the world.²

Pro Tip

Presentations are usually skimmed, not read. Focus on stretching out your presentation by including less content per slide. Also, your cover page is your ad, so spend time on making the image and headline engaging.³

¹ <http://www.slideshare.net/about>

² <http://www.slideshare.net/about>

³

<http://www.slideshare.net/explorics/10-tips-for-slide-share>

A strong corporate brand image
will boost your stock price
by an average of 5-7%.¹

5. Branding

BRANDING IS BASIC. Branding conveys credibility and experience. Branding leave legacies that outlive products. Strong branding breaks through people's wall of indifference and excites product lust. So highlight and draw people to your eBook through your branding materials.

EMAIL SIGNATURE

2+ Content Pieces

1. [Post link to eBook landing page](#)
2. [Post link to blog](#)

Have a great day!

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SmartBug Media

(949) 236-6448

www.smartbugmedia.com

Twitter - <http://www.twitter.com/smartbugmedia>

Blog - <http://www.smartbugmedia.com/blog>

Click [HERE](#) to check out our new eBook on **personas**.

48% of marketers build a
New landing page for each
marketing campaign. ²

Pro Tip

Don't overwhelm your reader with too much contact information. Include only a few links; the more choices you offer, the more choices you offer, the less likely any of them will be clicked. And make sure these links are active. ³

¹ <http://www.brandingonthenet.com/personal-branding-facts.htm>

² <http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/registration-form-optimization-steps.html>

³ <http://www.fastcompany.com/3025208/how-to-be-a-success-at-everything/5-common-mistakes-youre-making-with-your-email-signature>

BUSINESS CARD

2+ Content Pieces

1. [Post link to eBook landing page](#)
2. [Post link to blog](#)

For every 2,000 business cards distributed, a company's sales will increase by 2.5%.²

Pro Tip

Consider using a QR code to lead the recipient to your landing page or blog. In this way, you'll be able to track the rate in which your card compels people to action. (QR codes are free to generate)

¹

<http://thedesigninspiration.com/infographics/business-cards-stats.html>

40% of people will respond
**better to visual information
than plain text.¹**

6. Visual Content

PEOPLE TEND TO BE IMPATIENT. They pretty much expect you to cut to the chase. By creating an infographic, you give them the information in a big picture format. It is a way to present information and data in a visual manner which can be more engaging than typical written form.

INFOGRAPHICS

1+ Content Pieces

1. **Breakdown a piece of content in to its simplest part, and provide as a graphic representation**

eBook Example

2. **Post on social media and/or include a blog**

Publishers who use

infographics grow in traffic an average of 12% more than those who don't.²

Pro Tip

Start with the most powerful piece of data so that your readers are immediately hooked.³

¹
<http://www.webmarketinggroup.co.uk/Blog/why-every-seo-strategy-needs-infographics-1764.aspx>

²
<http://ansonalex.com/infographics/infographic-effectiveness-statistics-infographic/>

³
<http://blog.slideshare.net/2013/12/16/5-steps-to-creating-a-powerful-infographic/>

91% of B2B marketers
use content marketing.¹

THE NEXT FEW PAGES INCLUDE ADDITIONAL USEFUL IDEAS ON DISTRIBUTING INFORMATION; however, they may not pertain to your market or fit the material of your eBook.

WHITE PAPERS

1+ Content Pieces

1. **Create white papers advocating for key buyer persona decisions**
How Personas Increase Sales by Focusing Marketing and Sales Efforts
2. **Offer as a call-to-action and use lead nurturing content**

80% of business decisions

makers prefer to get company information in a series of articles versus an advertisement.²

Pro Tip

White papers are the most influential content marketing tools, and some of them most time consuming. Consider hiring a company that specializes in white papers to create high-quality content for your personas.

¹

<http://contentmarketinginstitute.com/2012/10/2013-b2b-content-marketing-research/>

²

<http://contentmarketinginstitute.com/what-is-content-marketing/>

CASE STUDIES

2+ Content Pieces

1. **Create case studies that highlight a company's problem, its solutions and its results**

[Company Name] Sees XX% Conversion Rate Increase by Implementing Personas

[Company Name] Sees XX% Month-Over-Month in Lead Generations after Persona Development

2. **Offer as a call-to-action and use lead nurturing content**

80% of business decisions

makers prefer to get company information in a series of articles versus an advertisement.²

Pro Tip

Case Studies should be formatted like a compelling and relevant story with a solution.

¹

<http://contentmarketinginstitute.com/what-is-content-marketing/>

TIP SHEETS & CHECKLISTS

5+ Content Pieces

1. **Create a sheet of key tips, checklists, to-do items, schedules, etc.**
 - 4 Tips for Persona Profile Creation (pg.. 10)
 - 20 Questions You Need to Ask Your Personas (pg.. 30)
 - Persona Development Kickoff Checklist (pg.. 8)
 - Persona Development Creation Checklist (pg.. 10)
 - Persona Development Questions Checklist (pg. 12)
2. **Offer as a call-to-action and use lead nurturing content**

Interesting content is one of the top 3 reasons people connect with brands on social media.¹

Pro Tip

Readers appreciate practical action steps in addition to great information. Be specific and simple when creating your checklist or tip sheets.

¹ Content+, 2013

If after reading this eBook you are truly inspired to *take action and repurpose your own eBook*, but find that you do not have the time nor the expertise, consider contacting SmartBug Media for a complimentary Marketing Assessment. We'd love to help you.

[Request a Free Marketing Assessment](#)