

10 ways to repurpose a video



01 Promote Premiere

When you upload a video on youtube, you can schedule it to publish it on a specific day and you can set it up as a premiere. It is awesome since it has a countdown on that day and time. Also, on YouTube, you can right click on the share button and it's going to give you options to share on your different social media platforms so you can have a watch party!

02 Create Playlists

Add your videos to playlists on Youtube. You can create unlisted mini playlists so you can control what people watch after a certain video that you have, or you can create a public playlist and everyone can watch your content.

03 Email Signature

Change up your email signature all the time, you can say something like "Check out our most recent YouTube playlist". Don't be shy about changing up your email signatures. People like to see that you're doing something fresh and vibrant.

04 Newsletter

Cross reference your video to your newsletter. Share it with your audience!

05 Social Media Share

Promote all year round on social media, use a social media scheduler, we use Meet Edgar, and schedule it to have different videos to go once or twice a week, chances are your audience will engage more and you will get more thumbs ups and comment on your social media platforms

06 Transcribe Video

You can use a website or an app to transcribe your video so you can use it for different purposes such as:

07 Blog Article

You can use that transcript as the base to create a blog, remember, you don't have to reinvent the wheel!

08 Social Media Snippets

Take the transcript and a highlighter and highlight little phrases or one or two sentence spots, then find the right image (or create one) for that phrase. You can redirect your audience to Youtube; you can share your video there; or you can just use the snippet to educate your audience.

09 Website

On the website you can post copies of your YouTube videos, mix it up every now and then, or you can also add those audios. Remember you can clip the audio out of the video and add both, the audio and the transcript, because some people like to read rather than going through listening or watching.

10 Facebook Group Share

Take the opportunity to share your videos on your Facebook Groups so that your audience can feel that you are engaging with them.

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