

# THE 3 R'S OF MARKETING CONTENT

'The 3 Rs' - reduce, reuse and recycle: is a motto that's commonly used around the globe by individuals striving to live a more sustainable, less wasteful life.

Well, this lesson can also be applied to content marketing - let's take a look at how you can reduce marketing pollution, increase productivity and boost lead generation.

## 1. REDUCE:

IT'S IMPORTANT TO POST NEW CONTENT REGULARLY, BUT MORE CONTENT ISN'T ALWAYS BETTER...



Instead, squeeze more value out of each piece of content

Remember to share your content on each of your social platforms



Add photos to increase visibility and engagement - posts that include images produce **650%** higher engagement than text-only posts

## 2. REUSE

DON'T REINVENT THE WHEEL - USE WHAT YOU HAVE

Try creating "snackable" content based on existing assets.

Invested in a white paper for your business? Use research from that paper to spin off new content items, such as an infographic, blog posts or webinar topics.

**60%**

OF MARKETERS REUSE CONTENT 2-5 TIMES



## 3. RECYCLE

RECYCLE OLDER CONTENT THAT PERFORMED WELL



When you're out of ideas for new topics, try recycling older content that performed well. The key to making this work is to freshen up and update with any new data, developments and perspectives.

Recent research from Hubspot showed that by updating and recycling their old content, they saw a **240%** jump in conversion rates and drew in **three times more** leads than before.

WORKING ON LOTS OF CONTENT IDEAS AND CAMPAIGNS MIGHT MAKE YOU FEEL BUSY, BUT IS IT REALLY EFFICIENT?

As consumers of information, we are drowning in content. With so much content 'noise' online, how do you ensure your time and effort spent creating content isn't wasted?

Many marketers think the solution is to create more of it. In fact, by creating fewer, more valuable pieces and repurposing this content across different channels, you will save time and money while increasing awareness and engagement.

WANT TO BECOME A MARKETING HERO?

GET IN TOUCH TO FIND OUT HOW GAMMA CAN HELP

ACCELERATE@GAMMA.CO.UK