

clear readable consistent natural reportable persuasive shareable interesting compelling
great content



BANG FOR YOUR CONTENT BUCK

A Dun & Bradstreet Division

Repurpose, Upcycle, Disseminate

When it comes to content marketing to educators, no piece should ever be “one and done.” You’ve worked hard on the initial content, so maximize its ROI by developing a multi-channel campaign that spreads the word far and wide to your audience.

Get the Biggest Bang from Content Marketing



Write with repurposing in mind

Start with an article, case study or white paper that is packed with elements that can easily be broken down to generate multiple related pieces:

- ✓ Impressive or thought-provoking stats
- ✓ Visually interesting charts or infographics
- ✓ Pithy insights and bold statements
- ✓ Catchy pull quotes



Upcycle your content

Educators get their information from a variety of sources, so maximize exposure by reconfiguring your content into a variety of formats by:

- ✓ **Depth:** From a Tweet to a deep dive
- ✓ **Audience:** Administrators, Teachers, Parents, Students, Press
- ✓ **Presentation:** Post, Infographic, Pitch, Meme, Video, Email
- ✓ **Voice:** Adapt to the local language of the desired channel



Fill the channels

You know you need multiple touches for a message to “land.” And we all know educators are too busy to read EVERYTHING you publish. Disseminating your content across multiple channels makes it available to more eyes, more often, and you have options for every size campaign budget:

Free/Owned Channels

- ✓ Blog post on your website
- ✓ Guest-contributed blog post on another website
- ✓ Email campaign
- ✓ Social media post
- ✓ Slideshare presentation
- ✓ Infographic
- ✓ Webinar
- ✓ Video (depending on in-house capabilities)
- ✓ Internal company newsletter

Paid

- ✓ Google Ads and/or Bing campaign
- ✓ Banner/display ads
- ✓ Paid social ads
- ✓ Retargeting ads
- ✓ Sponsored content/bylined article
- ✓ Pitch to media/press release
- ✓ Influencer content partnership



Get our **Content Marketing Best Practices** and up your Content Marketing Acumen →