

Content repurposing checklist

The backbone of B2B marketing is technical content. These rich educational pieces – including white papers, technical briefs and webinars – are valuable lead generation sources but require a substantial time investment to produce and publish. To get the most out of this anchor content, B2B marketers must work to extend its reach by producing a diverse mix of supplemental material that they distribute across channels and platforms.

Use this content repurposing checklist from The Agency at Sikich to maximize your investment in content development.

This checklist offers a guide to the content formats and distribution channels B2B marketers should consider. Using this checklist, you can leverage your anchor content to produce new, engaging pieces that can help boost awareness of and interest in your brand.



Content format	Distribution channel		
Blog post	Website	Social media	Email
Infographic	Website	Social media	Email
Video overview	Website	Social media	Email
Podcast discussion	Website	Social media	Email
LinkedIn article	Subject-matter expert LinkedIn profile		
Brand social media content	Company social media profiles		
Employee social media content	Employee advocacy tool		
Sales deck	1:1 sales team engagement		
Earned media (interviews and articles)	Trade media		

Need help getting started?

The Agency at Sikich can help you develop a content strategy, create long-form content, and repurpose that content across channels to reach target audiences and generate leads.

[Contact us today](#) to learn more.

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