

# Revolutionizing Reach Through Content Repurposing

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# What?

**Revolutionize:** change something radically or fundamentally

**Reach:** the measurement of the size of the audience that has seen your ads or campaign content

**Repurpose:** adapt for use in a different formats



***You're Just Telling a Story***

# What Story Are You Telling?



# Who Are You Telling Your Story To?

## *Know Your Audience*



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# Strategy: Content & Content Delivery

## Tactic: Use Various Content Types

BLOG

INSTAGRAM

NEWSLETTER

BROADCAST

IG REELS

IG STORIES

PODCAST

FACE-TO-FACE/  
BRICK & MORTAR

X TWITTER

FACEBOOK

TIK TOK

# Questions to consider...

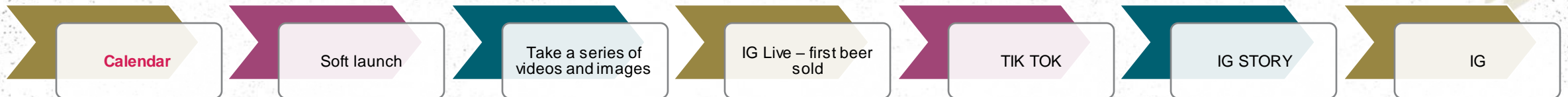
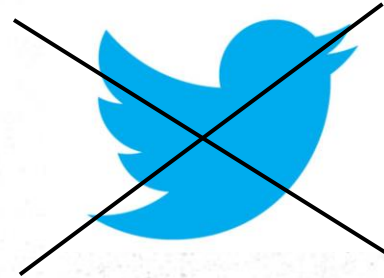
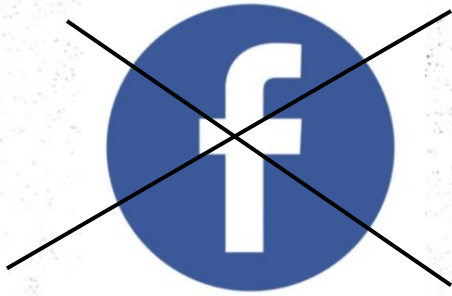
- What do you want your audience to do when they see it?
- What platforms am I most comfortable with (*i.e., don't need my 12-year old's help*)
- How much time do I have to dedicate to repurposing content
- What or who am I showcasing? Can it be evergreen or is it seasonal or one-off?

# Start and Keep it Simple...

- Set a date on the calendar to schedule and map out plan
- Take a variety of photos and/or videos in landscape and vertical
- Make the content mine-*able* – be intentional
- Match feel (tone) to fit the audience and the format

# Map Out Plan

Situation: Launching a new craft beer flavor designed to appeal to Gen Z



# Take a Variety of Photos/Video Images

Vertical is king but horizontal has its place

YouTube

Search



THIS is Sacramento



Visit Sacramento

1.13K subscribers



Subscribed



30



Share



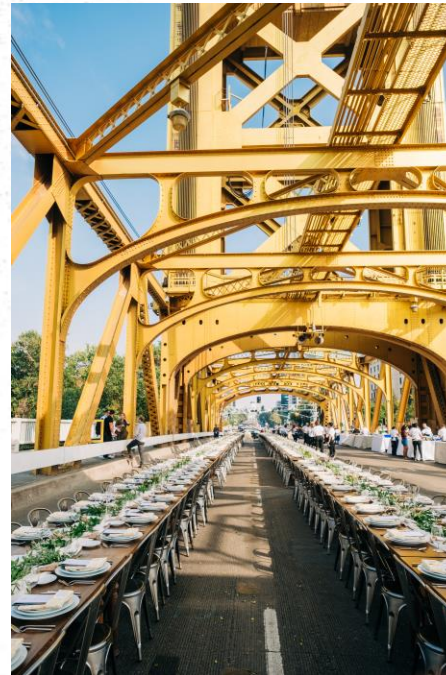
Download



Clip



Save



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# Make the Content Mine-able

## Where to Shop Local During the Holidays in Sacramento

By Caroline Morales on Nov. 16, 2023

'Tis the season for shopping local! Give the gift of Sacramento to your loved ones this year by buying them a gift from a Sacramento small business. Here are a few of the many small businesses you can support here in Sacramento during the holiday season.

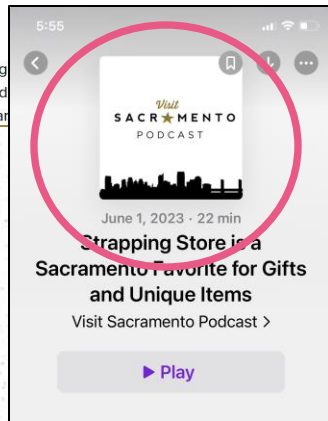


ay gifts this year? Buy a g  
powder to the pure ground  
ur favorite recipe this year

Susan Stewart  
Owner

Visit Sacramento · 2022-12-12  
Looking for a hella Sacramento gift  
this holiday season? Check ou... more

Add comment...



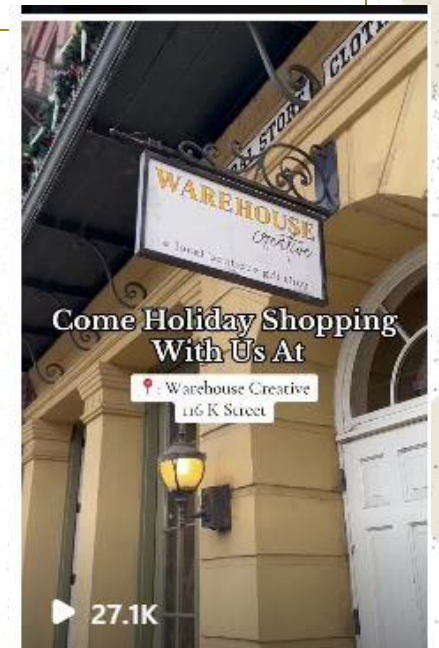
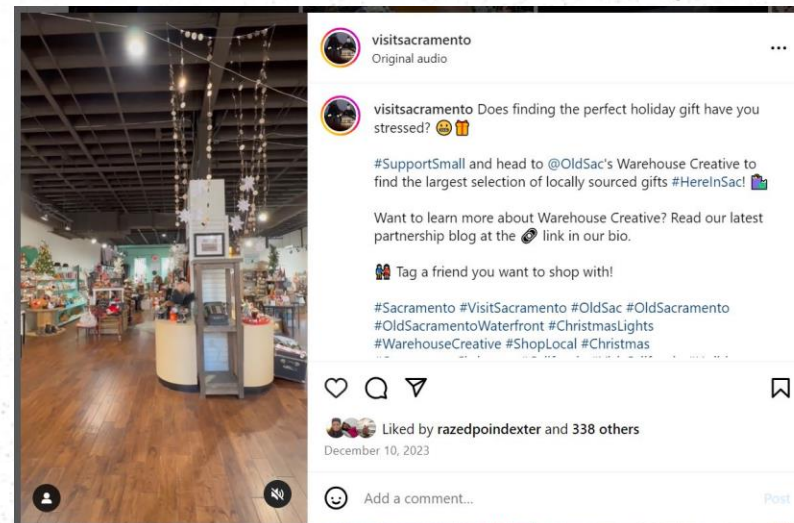
Sacramento's Strapping Store is a unique, locally owned trio of shops that sell an eclectic mix of items ranging from small gifts to toys, and even furniture, with stickers and cards being the most popular.

< Back

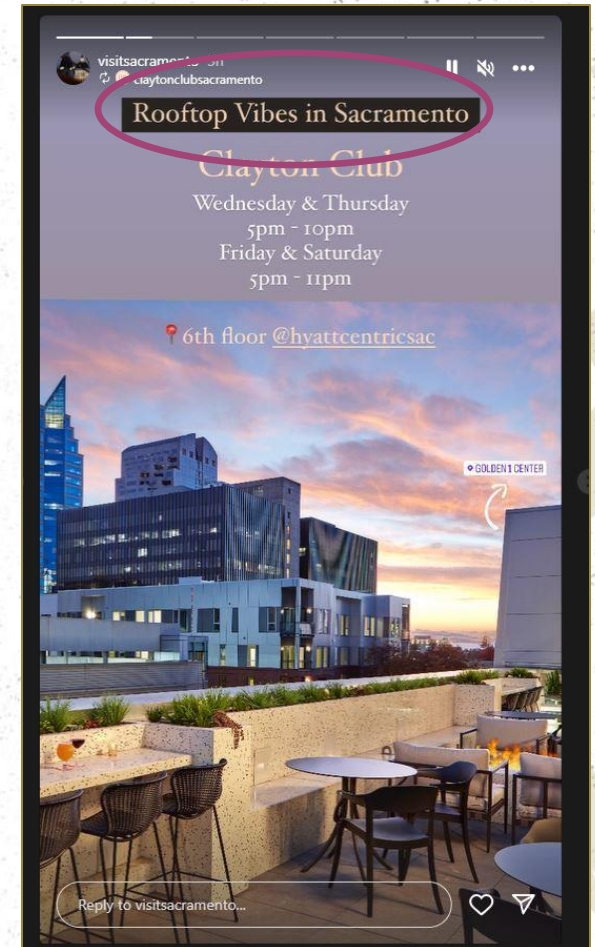
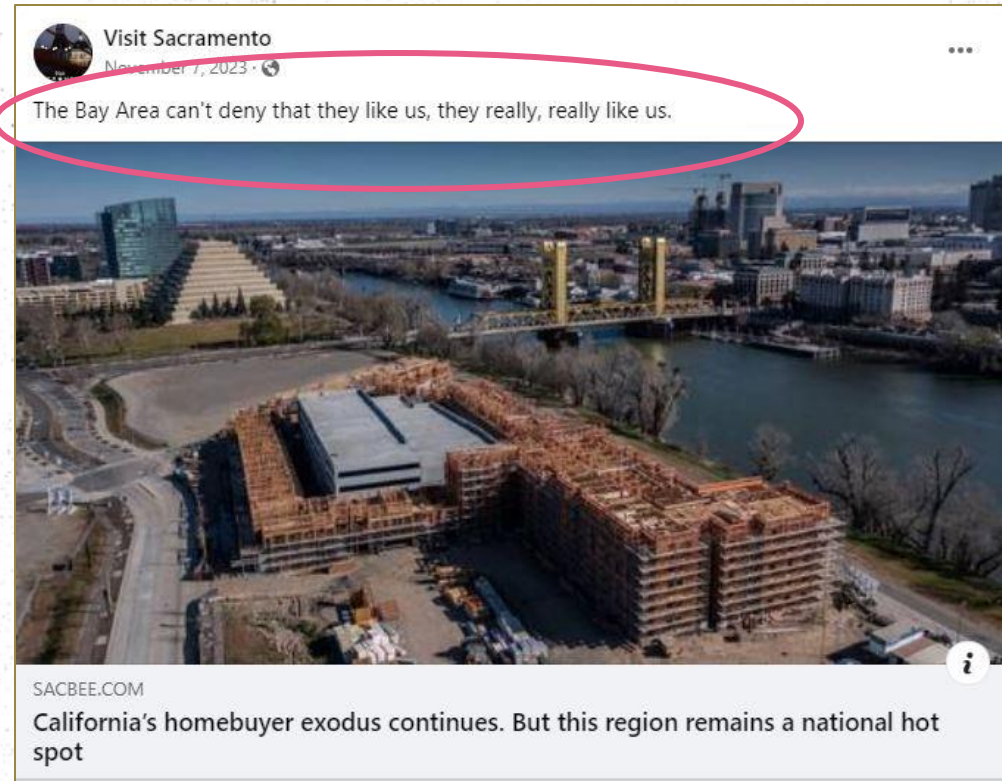
## The Ultimate Sacramento Holiday Bucket List

By Caroline Morales on Dec. 13, 2023

'Tis the season, Sacramento! With so many holiday events, light displays and activities, there's no shortage of festive fun to be had here in Sacramento this time of year. It's time to make your holiday bucket list, check it twice, and make sure these Sacramento holiday happenings are on it.



# Match Feel (Tone) to Audience/Format





## Series of videos

### Urban Roots: Brisket Rub



**Urban Roots** is one of Sacramento's most popular barbecue restaurants and breweries. Chef Greg Desmangles was a featured chef on Sacramento's famed Tower Bridge Dinner, and he lends his personal touch to the Urban Roots menu. The brisket rub is made in-house, and Desmangles shares the way Urban Roots uses it, as well as the way you can use it at home.

## LinkedIn

Posted by Caroline Morales • 12/13/2023

**Visit Sacramento**  
4,652 followers  
1mo •

We hope everyone is having a great time at [California Society of Association Executives \(CalSAE\)](#)'s [#SeasonalSpectacular](#) at the [SAFE Credit Union Convention Center](#)! ...see more



Kari Gleeson Miskit and 48 others

4 comments

## User Generated Content

Recipients of Visit Sacramento spice mixes have prepared the food pictured below

Want to see your culinary creations featured? Send an email to [conventionsales@visitsacramento.com](mailto:conventionsales@visitsacramento.com).



The Brisket Rub from Urban Roots was used by one of the recipients of the Visit Sacramento spice mixes to create the pictured dish.



# Summary

- You're Telling a Story
- Know Your Audience
- Understand the Different Formats/Platforms
- Answer the Pertinent Questions
- Start and Keep it Simple

A silhouette of a person wearing a hat and carrying a backpack, standing in a large window and looking out at an airport tarmac. The sun is low in the sky, creating a strong backlight effect. The image is framed by a yellow border with a paint-splatter texture.

*Questions?*

***Thank you!***

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