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8 Steps To Repurpose Your Webinars Into Dozens Of Pieces Of Content

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Webinars are an excellent method of engaging your audience in a LIVE format, enabling the audience to learn, ask questions, and otherwise engage with your company and brand. Webinars have long been an excellent source of lead generation, since attendees have to register in order to attend and you know who was there and who was not. But one webinar is far more valuable to your marketing efforts than a one-time lead generating event.

In this article we explain how you can turn that webinar into months of content by repurposing the webinar content into smaller, different chunks using different media to share the new content. That's the tactical approach. The strategic approach is actually pretty simple, and is

a page out of the Stephen Covey playbook. When you plan a webinar, **you want to develop the webinar content with repurposing in mind**. In other words, instead of taking a webinar and seeing if you can repurpose it for new content, build each webinar with the knowledge that you are going to [repurpose that content into many different types of content](#) to re-distribute over several different channels.

With that understanding going into each webinar, here are the specific steps to turn one webinar into a dozen new pieces of content.



Step 1: Record Webinar

GoToMeeting and most of the other webinar platforms will let you record your webinars. If you are using a webinar services that does not allow you to record the webinar, you may want to consider changing services. Make sure you get the audio and video recordings of the webinar. The audio can be repurposed as a podcast.

Step 2: Upload Video & Presentation

Once you've got your recording - both audio and video (voice over slide deck), upload the video to [YouTube](#) and upload the slidedeck to [Slideshare](#). TIP: make sure the headlines of

your YouTube video and SlideShare deck are catchy and contain your target keywords; make sure you've got an attractive, eye catching Title Slide on your slide deck, which will help you get more views on Slideshare.

Step 3: Transcribe Video

Copy the link to your YouTube video and upload it to a site called [Speechpad](#). Speechpad provides video transcription services for approximately \$1.50/minute. You should be able to transcribe your entire webinar for under \$100, and you'll then have the content of your webinar in text format.

Step 4: Turn Transcription Into Ebook & Blog Posts

Next you want to convert that transcription into an ebook and then divide each section of the ebook up into separate blog posts. You can do this yourself or you can hire a writer. [Zerys](#) and [Writer Access](#) are a couple of writer marketplaces we recommend if you don't already have a writer you like.

If you're in need of a proven process for hiring expert blog writers, we got you covered! Click here to read our article: [Our Proven Process For Hiring Talented Content Writers](#).

Step 5: Create Follow-up Post With Webinar Q&A

For this step, you'll need the chat log of your webinar. Specifically, you want to find the Q&A portion of your chat log. This log is a great source of content because these are real questions from your actual target audience. These are the real challenges they're facing, so take all those questions and answer them in a thorough blog post as a follow up to the webinar.

Step 6: Create Short Videos Answering Q&A Questions

Video is an immensely powerful medium for communicating with any audience, and your audience for your webinar is already self-identified as your interested target audience. Make a short (1-2 minute) video clip for each Q&A question in which you either verbally ask the question or display the text of the question on the screen, and then give a thorough answer. Once you have these videos created, each video can become an individual blog post.

Step 7: Create Email Series Using Videos & Blog Posts

Use each blog and video you've created in targeted lead nurturing emails to nudge your leads through your sales funnel and promote those great ebook and webinar offers you've

created to build your authority.

Step 8: Design Images For Social Posts from Quotes & Statistics

Use a tool like [Canva](#) to design great title images for each blog post and utilize any great quotes or statistics from your webinar to create highly engaging social media posts. Facebook, Twitter, and LinkedIn each have substantial data demonstrating that social media posts with attractive, relevant images earn more than a 30% gain in engagement.

Wrap up and Resources

Using these steps, and starting the development of any webinar with the goal of more content in mind, your marketing organization can create a repeatable process of multiplying each webinar into dozens of different types of content.

Below is a list of the resources that we utilize when creating new content out of other, larger types of content.

Resources

Record Webinar - [GoToMeeting](#), [Join.me](#), [Google Hangouts](#)

Upload Webinar Video To Sharing Sites - [Youtube](#), [Vimeo](#), [Facebook](#)

Break Webinar Video Into Shorter Individual Videos - [Imovie](#), [Windows Movie Maker](#)

Upload Slidedeck To Presentation Sharing Sites - [Slideshare](#)

Transcribe Webinar Video - [Speechpad](#)

Send Transcription & Video To Writer For Ebook - [Zerys](#), [Writer Access](#)

Ebook Divided Into Multiple Blog Posts With Graphic Title Image for Social Sharing - [Canva](#)

Create Blog Posts Using Webinar Q&A - [Zerys](#), [Writer Access](#)

Create Short Videos Answering Questions From Q&A - Webcam

Create Images for Social Posts Using Statistics & Quotes From Blog Posts - [Canva](#)