How to turn one idea into multiple content assets
By Gihan Perera
Why webinars have the most content marketing value for SMBs

Content marketing is growing in popularity and importance in both small and large organizations:

- Sixty percent of B2B marketers plan to increase their spending on content marketing. ([Content Marketing Institute](https://www.contentmarketinginstitute.com))
- Content marketing costs 60 percent less than traditional marketing and generates three times as many leads. ([Demand Metric](https://www.demandmetric.com))
- Website conversion rate is six times greater with content marketing. ([Kapost.com](https://www.kapost.com))
- Seventy percent of consumers prefer getting to know a company through articles rather than ads. ([Content Plus](https://www.contentplus.com))
One of the biggest challenges that marketers face is the time and effort required to constantly create new, engaging content for your current and potential customers.

Some marketing consultants urge you to keep creating and publishing new content, but that model is too time-consuming for business owners and SMB marketers who already have too much on their plates. Fortunately, there’s a better way.

Investing in the creation of one key asset, then dividing it into many other formats, can help you meet your goal of publishing high-value content frequently, but with less effort. This will not only save you time and money, but will also allow you to leverage your efforts and gain a greater return on investment.

The key to this strategy is that initial high-quality piece of content. Most content marketing starts with something small, such as a blog post, a short video or an online poll. But in this report, we start with a webinar—a larger, more valuable piece of content—and show you how to turn it into many other products.
Why start with a webinar?

A webinar is a powerful content marketing tool that has some advantages over other content pieces. For starters, a webinar allows you to:

**Gather rich data on your registrants.**
When people sign up for a webinar, you have their contact information and possibly some details about their jobs (if you asked for them on the webinar registration page). Of course, you want registrants to attend your webinar so you can interact with them and gather more data on their engagement with your content, but even if they do not attend, you’ll still have their contact details and can begin to market to them.

**Engage your prospects in a live environment.**
With a static piece of content, your audience may set it aside to consume later, often forgetting about it completely. Because webinar participants book time to attend your event, you know that those who do will actually see your content.

**Test the market.**
A webinar is a fast, low-cost way to test your ideas in the market. Because participants interact during the session, you can see which of your points resonate most, which are challenged, which are confusing and need to be clarified, and which are the most useful—all from the audience’s point of view, rather than yours. This gives you valuable insight into content you publish in the future, so you can focus on making it more engaging and meaningful for your market.
Collect even richer data on your participants.
You can learn a lot about a webinar participant in the hour or less it takes to present your topic. Platforms such as GoToWebinar show you how engaged each participant is with your content and counts how many questions each participant asked or answered, and it keeps track of the questions. Using all this data, you can start to determine engaged prospects and tailor your marketing efforts to the topics they expressed interest in during your event.

Commit to a deadline.
Scheduling an event requires your organization’s commitment to creating and presenting the content. You can prioritize the preparation, motivate other stakeholders who want to have input into the process and coordinate the project effectively because it has a fixed deadline.

Create multimedia content.
A webinar may include a wide variety of content in different formats: video, slides, audio, Q&A, polls, surveys, summary text, detailed text and so on. All this material can be used for future content marketing—as we’ll soon see.

Create new content during the event.
You’ll build plenty of material in preparation for the webinar, but the webinar itself also results in new content you can use for future content marketing. The most obvious is the webinar recording, but you might also have questions sent in advance, questions asked during the webinar, chat comments, poll results, post-webinar surveys and unscripted insights from the presenter.

Get more ROI from your other webinars.
If you already run webinars regularly, you will now get more value from them because of all the extra content you’ve created. In fact, just knowing this will reduce the work for each webinar. You can aim to make the event 80 percent effective instead of striving to make it perfect, because you know you’ll get much more from it later.
How to structure your webinar for multimedia success

One of the best formats for a webinar is a list of questions, problems, tips, mistakes or challenges. List topics are very popular with marketers because they are easy to construct and easy for your audience to understand. They also give you and your audience a clear structure during the webinar.

The other big advantage of a list is that it’s simple to spin it off into other products. For example, a webinar titled “7 Ways to Sell Your Home for More” could be turned into seven articles, seven short video clips, seven podcast episodes, a slide presentation and a seven-item checklist.

Of course, a list topic isn’t your only choice. Any presentation that makes a number of distinct points can be split up into other products in a similar way.

If you’re planning a 30- to 45-minute webinar, aim for five to seven main points. Making fewer points allows you to examine each in more depth, but it gives you fewer spin-off products. If you have more than seven, attendees may feel discouraged because they think the event will be too rushed to cover anything usefully.
One of the easiest ways to craft a title for your webinar is by getting inspiration from magazine covers. Head over to Magazines.com and browse the covers for interesting headlines you can adapt. For example:

- “6 Instant Weight-Loss Tricks” can become “6 Instant Social Media Marketing Tricks”
- “25 Life-Changing Road Trips” can become “7 Life-Changing Social Media Marketing Tricks”
- “Concealer Tricks from the Pros” can become “Home-Buying Tricks from the Pros”
- “263 Hot Looks and Hair Secrets” can become “7 Hot Trends and Sales Strategies”
- “The Easy Way to Big Arms” can become “The Easy Way to High-Performing Teams”

Another option is to use an online headline generator, such as these two free tools:

- HubSpot’s Blog Topic Generator
- Portent’s Content Idea Generator

Your webinar title doesn’t have to explain everything about the session. The goal is to come up with an attention-grabbing headline that will get your webinar announcement noticed in somebody’s cluttered inbox. The rest of the webinar description will fill in the details.
Plan your webinar with other formats in mind

In addition to the usual work you do to prepare and present the webinar, keep these points in mind to help leverage its content into additional pieces.

Curate some sourced content.
In your research, you might come across other people’s material, such as articles, blog posts, infographics or white papers. If this content is public, share it with your network.

Prepare relevant polls and surveys.
Many questions in webinar polls and exit surveys are about the webinar experience, so they are only useful during the event. However, if you add a few questions about the webinar topic, you can use the results later in your content marketing (see below for an example).

Invest in your slide deck.
As you build your slide deck, remember it can be used for future content marketing pieces as well. Invest in creating visual slides while strictly respecting copyright, and build at least one slide for each of the main points.

Get permission from your audience.
Right as the webinar begins, notify your audience that you’re recording it for future use and that you may use their contributions for other materials. In advance of the event, you should confirm your recording plan with guest presenters, facilitators, moderators and other co-presenters. Before the webinar begins, you should have signed permission in hand from each presenter to use the recording in the future.
21 content ideas from one webinar

After the webinar, the live event is complete but the content marketing is just beginning. Let’s consider 21 pieces you can create from that one webinar. We’ll use the sample webinar topic “7 Life-Changing Social Media Marketing Tricks” in some of our examples.

**Video and audio**

The easiest content piece will happen automatically: the webinar recording.

1. **Post the webinar recording.**
   Post the recording as an on-demand webinar for people to watch later. If you’re making it public (without any registration required), then you can publish to YouTube, Vimeo and other public video hosting platforms. Even SlideShare and LinkedIn can be useful platforms for certain webinar topics.

2. **Post shorter video segments.**
   Break the webinar recording into smaller segments and publish each one as an individual video. This will be easy because, as advised above, you’ve organized your material as a list. For our sample webinar, that gives you seven short videos, one for each of your life-changing social media marketing tricks.
3. Extract audio clips as MP3 files.
The next step is to extract the audio track from the recording as an MP3 file. This is not difficult technically, but it’s not always useful because a good presenter employs both voice and visuals to make a point—and the visual element will be lost in an audio-only recording. However, if you choose carefully, you can find audio clips that make sense without the visuals. The Q&A following the main webinar presentation is another good source of audio clips, because that material is unscripted and will work without any visuals. Each MP3 file may be used as a stand-alone clip in a blog post, a podcast or as part of a longer audio program (e.g., a promotional CD).

Articles
Transcribe the audio track—online services such as VoiceBase offer free machine transcription and very cost-effective human transcription—and use that material for articles, blog posts or newsletters.

4. Publish an article for each main point.
Break the transcript into short articles, one for every main point made. Then publish each article in a different place, such as:

   • Your (or someone else’s) blog
   • Your company’s email newsletter
   • A relevant LinkedIn group
   • Facebook or Google+

5. Publish articles from Q&A material.
The questions asked by participants are ideal starting material for new content, because you know they are relevant. Turn each question and answer into a short article which you can publish to your blog or the FAQs section of your website. You can even craft a marketing email that includes the answers.
6. Write a tip sheet.
Create a one-page summary of the main points, listing each item with a brief paragraph on how to introduce it into your business. Save this tip sheet as a PDF and publish it on your website.

7. Create a diagnostic tool.
Put together a one-page self-assessment questionnaire from the “7 Life-Changing Social Media Marketing Tricks” webinar. Take each of the seven points (worded as statements, rather than questions) and add a scale of zero to five for readers to use as a self-assessment. Publish this as a PDF on your website as well.

8. Publish the poll results.
If you conducted a poll during the webinar, publish the results as a short article. Explain the context of the poll, show the results, then add a brief comment about what this means for your market.

9. Publish the post-webinar survey results.
Similarly, if your exit survey includes questions about the webinar topic, use the results as content pieces in the same way you used poll results.

Social media
You should be promoting your content on social media, and all the items listed above will make for great sharable content. However, there’s more you can do with your webinar content on social media.

10. Use the webinar’s Twitter backchannel.
If you used a Twitter hashtag during your event, review that channel after the webinar. Reply to comments, answer questions, retweet praise and add references or resources. Even though the webinar is complete, the Twitter backchannel will stick around for quite a while. You can also use tweets that include the hashtag to compile a summary of the session.
11. **Share a link to the webinar recording.**
The webinar recording is a valuable resource, so keep referring people to it regularly through all your social media platforms. By scheduling updates with dashboard tools such as Hootsuite, you can set up a promotional post once, then send it out multiple times with no additional effort.

12. **Promote links to reference material.**
If you shared links to reference materials or gave away any free resources during the webinar, you can share them on social media as well. If they were useful for webinar participants, chances are they are also appropriate for your wider network.

13. **Share quotable quotes.**
Review the webinar transcript, Q&A responses and chat log for interesting sound bites to promote on social media. Be sure to ask for permission and give credit when sharing someone else’s ideas.

**Images**

Some of the slides in your webinar presentation deck can be used as stand-alone images. Not every slide will be appropriate, but you should be able to share at least one for each of your main points.

14. **Create and share images on Facebook.**
Posts with images are more likely to be shared than text-only posts on Facebook, so put your slides to work on the largest social media platform.

15. **Create an animated slide show for Animoto.**
Combine your selected slides—the title slide, one for each of your main points and a closing slide—into an animated slide show using Animoto.
16. Create a word cloud of the webinar text.
Use a service such as Wordle to create a word cloud from the webinar transcript, then share it on Facebook and Twitter with a link to the webinar recording. The word cloud is a quirky yet attractive representation of the content that will help you draw attention to the recording.

17. Create an infographic of the main points.
Websites such as Infogr.am can help you create an infographic from the webinar content. While you can add statistics if you have them or use the survey and poll data as statistics, a simple way to make an infographic is to lay out your seven life-changing social media marketing tricks in a visually pleasing design.

In-depth documents

The next step is turning your webinar slide deck into a stand-alone document. This does take some work, because the slide deck won’t make sense without the audio. But you also have the transcript, which provides additional text to complement the slides.

18. Create a slide presentation for SlideShare.
Adapt your slide deck into a stand-alone presentation and upload it to SlideShare and AuthorStream. You’ll need to remove slides that are specific to the webinar (webinar logistics, Q&A, polls, etc.), and add text from the transcript to your slides as needed to make up for the missing audio.
19. **Create a slidedoc from the slides.**
For more detail, combine the webinar slides and the transcript to create a slidedoc, a term coined by presentation design expert Nancy Duarte for a document that falls between a slide deck and a text-heavy document. To create a slidedoc, you use the speaker’s notes area of each slide to add notes to explain the slide. See [www.duarte.com/slidedocs](http://www.duarte.com/slidedocs) for details. You can publish the slidedoc as a PDF on your website. And if you make it public, you should also publish it on document-sharing sites such as SlideShare and Issuu.

20. **Use the transcript and slides for a special report.**
For even more detail, create an e-book or a special report from the slides and transcript. Writing either of these pieces takes some effort, but it’s much easier when you have webinar material as your basis. As with the slidedoc, publish this as PDF on your website, and share it on sites such as SlideShare and Issuu.

21. **Deliver the material in an auto-responder course.**
Break up any of the three previous documents—slide show, slidedoc or special report—into pieces and deliver them as an email auto-responder sequence using a service such as MailChimp or AWeber.
Five closing tips for content creation from a webinar

As we’ve seen, one webinar can be the source of many other content pieces. When you’re creating and publishing your new wealth of material, there are few final points to consider.

1. **Choose public, protected or private access.**
   For each piece of content, decide if you want access to it to be:

   - **Public**: can be consumed (read, watched, downloaded, listened to, etc.) immediately.
   - **Protected**: free, but accessible only in exchange for an email address or other personal information.
   - **Private**: available only to select people—clients, members of a membership site, etc.

   In general, the more valuable the content, the more you’ll want to protect it. For example, social media posts and short articles might be public, while in-depth material such as the webinar recording or a special report might be protected or private.

2. **Put everything in your blog.**
   For SEO, marketing education and fodder for your social channels, the most important content marketing platform is your blog. It is your online marketing hub, so even if you publish a piece elsewhere, publish a version of the material to your blog as well. Articles in your email newsletter, videos on YouTube, slide shows on Slideshare, podcast episodes and contributions to LinkedIn groups can all be supported by an all-encompassing blog post. For maximum value, promote your blog material through your social channels.
3. Reach out to people featured in the webinar.
Make a list of key people and channels involved in the webinar: presenters, guest experts, researchers, experts you quoted, research you cited, websites you recommended, authors you referred to and so on. Reach out and thank key contributors for their participation and give them a link to the webinar recording or other content pieces you created. Encourage them to share these materials with their networks.

4. Remember that repetition is a benefit, not a drawback.
Don’t worry about publishing the same material in different formats. Because people have different preferences for how they consume content, you’re doing your audiences a favor by giving them a variety of options. Similarly, republish the same material regularly on social media without worrying about annoying your network. Social media is so crowded that it’s unlikely your followers will see multiple posts—and even if they do, it’s educational rather than promotional.

5. Don’t worry about getting everything done at once.
Finally, don’t try to create all these content marketing pieces at once. There’s no harm in creating and publishing them over time. In fact, taking your time may give a little more longevity to your webinar.
About Citrix GoToWebinar

Citrix GoToWebinar is the easiest-to-use do-it-yourself event tool that projects your message to up to 1,000 online attendees. With GoToWebinar, you can reduce travel costs, generate more qualified leads at a lower cost and enhance communication with customers, prospects and employees. Host unlimited webinars for one low flat fee and give attendees the option to join from a Mac, PC or mobile device. GoToWebinar Premier Event is also available to provide custom-built solutions for thousands of attendees and available with video streaming. To learn more, visit www.gotowebinar.com.

For more sales strategies and tips, visit The GoToMeeting Blog.

About Gihan Perera

Gihan Perera is a consultant, speaker and author who helps thought leaders and business professionals leverage their expertise. He is the author of the books Webinar Smarts and Fast, Flat and Free, among others; Forbes magazine rated him the #5 social media influencer in book publishing. He blogs at GihanPerera.info, and his website is at GihanPerera.com.