

# The 5 Concepts of Content Conversion

1

## Scalable

Content Conversion can help scale the reach of your business online by leveraging a backlog of existing content and changing how you publish content. It extrapolates a single blog post into: Social Media posts, excerpts for promotional materials, e-books, pamphlets, etc....

This includes conversational blogs along with technical blogs. Information is information, it just matters how it's used.

2

## Expands Reach

Imagine taking an E-Newsletter to send out to your established email list, then pull out some highlights from it to post to your Facebook page, and then tweet some headers. All with links back to your website and an opt in form. All of that can be achieved with one piece of content and a little editing. Much easier than custom designing each piece.

3

## Established Content

Re-using and converting old content isn't just limited to blogs and other forms of content listed above. White papers, case studies, sales material, promotional material, presentations, nearly anything your business produces for the web can be used in other ways to help expand your reach. All it takes is a little editing and understanding.

4

## Builds Trust

Statistics show that consumers are more likely to do business with a business that they trust. This trust is often built on interactions on social media and interactions with a blog or information page. By having an active presence, you allow not only your consumers the chance to interact with your business but you're able to tailor and refine your content for those that matter most to your business.

5

## Strengthens Brand

One of the most jarring things that is seen is a business have a professional page and an unprofessional social media appearance. It hurts everyone. Your consumers won't want to engage with your business, you lose the opportunity to build equity and your image is compromised. From b2b and b2c business decisions are often made on consistency. The better the brand consistency, the better the business throughout the process at large. By utilizing Content Conversion, you not only keep consistency across platforms, you also get consistency with your consumers.