The Content Repurposing Matrix

"Because That Blog Post Deserves a Second, Third, and Twelfth Life"

Creating content is hard. Repurposing it until it screams? That's strategy.

This matrix helps you stretch every decent idea across multiple formats, platforms, and attention spans—because your audience doesn't all hang out in one place, and let's be honest, neither do you.

by @alexcornici | WebSearchOptimisation.com

Start With One Core Asset

Pick your content seed:

- A blog post

- A founder quote/interview

- A case study

- A research report

- A campaign or product launch

- A spicy opinion no one asked for but needs to hear

Now Multiply It Like a Marketing Gremlin

If You Have…	Turn It Into This	And Then Also This
Blog Post	LinkedIn carousel	3 Tweet threads with stats, questions, or bad jokes

Case Study	1-minute animated explainer video	Quote graphics with client results
Research Report	Infographic of top stats	"X Things We Learned" listicle
Founder Interview	Audio snippets for Reels	Personal POV post on LinkedIn
Viral Tweet	Blog post expanding the idea	Meme or graphic version for Instagram
Product Launch	Email campaign	"Behind the Scenes" team video
Opinion Piece	Podcast discussion	Debate-style social poll or AMA
Data Set	Stat-focused Twitter/X thread	Interactive tool or calculator

---

Bonus Platform Combos (A.K.A. Where the Eyeballs Are)

- Instagram: Reels, quote graphics, carousels

- LinkedIn: Thought leader posts, case study clips, research highlights

- X (Twitter): Threads, stats, chaos

- TikTok: Short talking-head takes, founder rants, behind-the-scenes

- YouTube Shorts: Infographic in motion, quote overlays, stat narration

- Email: "In case you missed it" roundup of all your content crumbs

---

When to Repurpose: A Timeline for the Lazy Yet Strategic

- Week 1: Original post goes live

- Week 2: Cut it into 2–3 short-form bits

- Week 3: Add graphics and tweetable quotes

- Week 4: Drop a "what we learned" version on LinkedIn

- Week 5+: Revisit and update for another news cycle. No shame.

Golden Rules of Repurposing

- Don't assume everyone saw it the first time (they didn't)

- Tailor tone + format to platform

- Repetition with variation is how people remember you

- Don't apologize for reusing content. Apologize for wasting it.