



HOW-TO GUIDE

10 OF THE BEST WAYS TO
REPURPOSE INFLUENCER
CONTENT

Save yourself time, money and stress consistently creating new content and repurpose your influencer campaigns instead with this handy checklist.

“75% of influencers put more effort into content when they love the brand, versus 25% who put more effort in if they are being paid more”

- ZINE 2019 Report

WHY SHOULD YOU REPURPOSE INFLUENCER CONTENT?

It shouldn't surprise you that 50% of B2C companies say creating engaging content is a key challenge they face, second only to measuring the effectiveness of their content. The best B2C marketers understand how to use content from influencers to populate their social channels and other outlets.

One core benefit of using influencer content is that you already have proven statistics for how that piece of content resonated with the type of audience you're hoping to attract.

But remember, in order to actually use the influencer's content you need to adhere to the fair-use time period according to your contract agreement.

If you're running always-on influencer marketing campaigns, build clauses into your contracts that allow you to repurpose their content elsewhere. That way you'll be armed with an arsenal of hundreds or even thousands of high-quality, content with proven results.

Here are the best ways brands can repurpose their influencer marketing content:



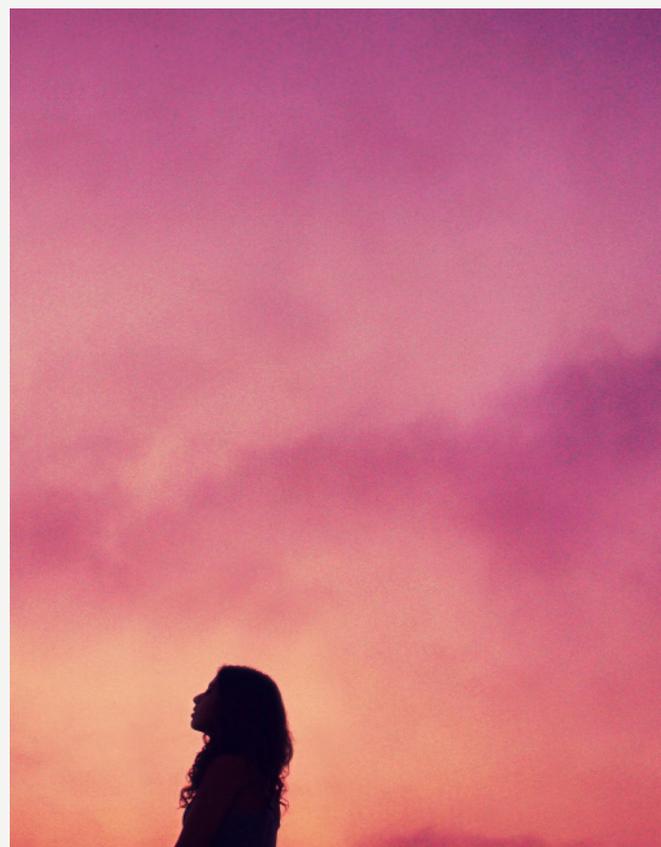
YOUR CHECKLIST

- Email newsletters.** Show influencer content within emails to show your target audience you listen and appreciate their thoughts and ideas. Consider highlighting reviews or testimonials
- Social media accounts.** Top brands post on social media multiple times a day, but creating that much content yourself is time consuming. Instead, recycle content from your influencers to widen the reach and prolong the results.
- Use it on your website.** In most cases, influencers use high quality photography and branding when creating their content. 84% of millennials stated that influencer-created content on websites influences what they choose to buy.
- Within your blog content.** Influencers love and appreciate when you share their content, so why not feature it on your blog if it's relevant.
- Offline.** Influencer marketing doesn't just have to exist online and neither does your content. Reuse your content offline, perhaps, if budget permits, consider traditional TV advertising.
- Product pages.** For e-commerce brands, repurpose influencer content on product pages to encourage the chance of a sale. Potential buyers' appreciate seeing the products in a natural scenario as opposed to staged product photography.
- Testimonials.** If you've run a gifting campaign and influencers have provided you with a free review or testimonial, why not highlight this on your website. It's a great, authentic way to show your audience what real people think about your brand.

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- Guest blogs.** When your brand gets an opportunity to write about your industry on another website, use this chance to feature your favourite influencer's content on an external medium. Not only will it feel authentic for readers but your influencers will appreciate you furthering their reach.
 - Events.** If your brand attends events to drive awareness, repurpose your influencers' content for posters or boards. People are much more likely to pay attention when advertorial content features an influencer they recognise and know.
 - Paid ads.** Getting your targeting right can be expensive initially. However, by repurposing influencer content for your paid social ads, you're much more informed as to how the particular piece of content performed and for what type of audience

44%

OF INFLUENCERS TURN
DOWN BRANDS THAT
DON'T RESONATE WITH
THEIR STYLE/ AUDIENCE



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