

# How to Create (and Repurpose) Content More Efficiently

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# Welcome to the Mighty Citizen Auction!





01d 2135

'BRING OUT THE BEST'

**HELLMANN'S**

**REAL**  
MAYONNAISE









200 items purchased for \$250

200 items sold for \$8,000



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C O N T E N

T

C O N T E N



**\$51**



**\$25**



**\$30**



# Jarrett Way

Content & Digital Marketing  
Manager, Mighty Citizen

**Strength:**

Storytelling

**Weakness:**

Breakfast tacos



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# Mindy Avitia

Senior Events & Marketing  
Manager, Mighty Citizen

## **Strength:**

Party planning

## **Weakness:**

My 2 year old's hugs



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# Branding and digital transformation for mission-driven organizations.

- Research & Analytics
- Branding & Strategy
- UX Design & Content
- Marketing, Media & Search
- Web Development



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# By the end, you'll be able to...

- Make a clear, compelling case for investing in more content creation
- Form your very own content squad
- Develop a system to reuse and repurpose content efficiently
- Create valuable content for your audiences



# Show of hands...

If you find the idea of becoming a content publisher daunting or stressful?

If you have a blog?

If you have published more than 4 pieces of content per month?

If you have published a video this year?



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# The Thesis:

You need to create *a lot more* valuable, beautiful content than you are right now.



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# The Challenges of Mission-Driven Content Creation

- Often feel obligated to specific audiences or money
- Target audiences can be too broad
- Lack of digital marketing expertise



# Four Reasons to Create More Content

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# 1. Become an *actual* thought leader

- It's not enough to say you're a thought leader
- Content allows people to evaluate the quality of your ideas
- Reduces cognitive load on your prospects



# Pro Tip:

Align yourself with other groups that have a trusted reputation.



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## 2. Drive more online traffic

- More online traffic = More conversions
- Think of your content as an “ecosystem”
- Invest in a more flexible website design



# Pro Tip:

Perform keyword research to generate content ideas.



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### 3. Stay top-of-mind

How often **you** think about your organization:

**40+ hours/week**

How often **your audience** thinks of your organization:

**0 hours/week**



# Pro Tip:

Share your content  
more often than you  
think you should.



# 4. Defeat the Curse of Knowledge



# Pro Tip:

Unsure how your  
content will resonate?  
Run it by a third party.





# Recruit Your Content Team

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# Two Sides of the Content Coin





## Subject Matter Experts

- the “facts” people
- most of your staff and volunteers
- great source of content ideas—so ask them regularly
- **not content experts—so don’t give them final authority**



# Content Owners

- the “user experience” people
- usually a small team of specialists—e.g., webmaster, marketing director, etc.
- the fewer, the better (concentrate authority)
- **need SMEs for ideas and facts, but not to decide the final version, format, or publication of content**

# Content marketing on a budget!

- You *must* hire a great writer
- Quantity over quality
- Video is cheap
- Use the resources you already have
- Use inexpensive tools



# Questions?



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# How to Find Content



# But First...

We need to talk about  
AI





Certain plots never fail.  
Look for these...



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David v. Goliath



## Odd Couples



# The MacGyver

# Ask these questions at every team meeting:

1. Whom did we turn away last week?
2. Who can't we forget?
3. Who's our favorite person or client, currently?



# Creating a System of Repurposing



“

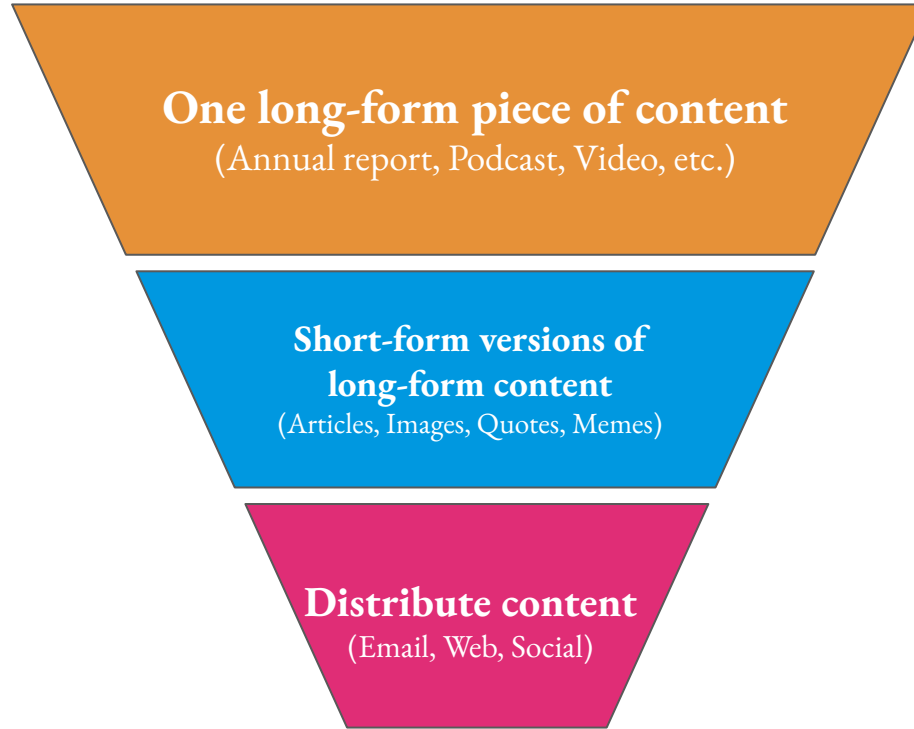
You do not rise to the level of your goals, you fall to the level of your systems.

James Clear, Atomic Habits



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# A System of Creating Content







# Building a System of Repurposing

## *Repurposing Past Content*

The core areas of content for Our Mighty Nonprofit are:

- Impact Stories (either client, donor, student, member, etc.)
  - Once every other month
  - Use as ICYMI article in email newsletter and social media
- Data and Reports
  - Once a month, promoting new or timely data via our Newsletter and social media
- Case Studies
  - Every past case study that we send in the newsletter will be published on social in that same month
- Videos (Client testimonials, best practices, agency news, etc.)
  - Post ad hoc on social media
  - Create specific campaign strategies for larger produced videos



# Building a System of Repurposing

March								
Editorial Monthly Message: {Focus/Theme}								
Category	Owner	Title	Description	Next Step	3/1 - 3/4	3/7 - 3/11	3/13 - 3/17	3/21 - 3/25
Resource (Ebook, white paper, etc.)	Brianna	2022 Mighty Impact Report	Our annual report detailing the impact we've made the previous year, includes: total people impacted, total funds raised, and features client stories and examples of impact in action.	Finalize report. Send creative brief to designers for social and email assets.	3/1			
Podcast	Mindy	Mightier Moments Podcast	Our monthly podcast highlights stories from our clients and partners.	Create audiograms for social		3/8		
Video	Jarrett	Mighty Promo video	A professional highlight reel to persuade donors to engage with our monthly investor program.	Coordinate with videographer on pricing and timeline				3/24



# Building a System of Repurposing

- Always start with a strategy
- Build an editorial or content calendar that works for your organization
- Maintain it regularly
- Keep track of the status of content created, how often it's been shared, and whether it can be shared again



# Summing it all up:

- You're in the business of content creation now because it's the surest way of connecting with your users at scale
- You need to invest in (at least) one great writer
- Build content idea-generation into your operations
- Create and maintain a sustainable system that allows you to achieve your content goals





*A 10-minute self-assessment to measure your organization's marketing maturity.*

**Get started at:**  
**[themightygps.com](https://themightygps.com)**

# The Mighty GPS

- An overall marketing maturity score and stage for your organization.
- Scores across six categories to identify areas of strength and opportunities for improvement.
- A customized report with next steps for each category to help you move into the next stage of marketing maturity.

# Thank you! Questions?

Get the slides and tools:

[mightycitizen.com/repurpose-content](https://mightycitizen.com/repurpose-content)

Bonus tools and templates:

[mightycitizen.com/tools](https://mightycitizen.com/tools)

