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Revive and Re-purpose: How to Use Old Content for Better Results [1]

July 12, 2017 by Kate O'Connell [2]

For the inaugural Tools of the Trade post, we'll take a closer look at utilizing content, specifically recycling content. There are a myriad of reasons why recycling content may be a good option for you and your team in your marketing initiatives. A few of these reasons, along with ideas for how to recycle content, are presented in a blog post [3] from Duct Tape Marketing [4].

Topics covered in this post include:

- Advantages of re-purposing content
- Definition evergreen content
- Examples of content that can be recycled

You can read the full post here [3].

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