



ONE DEGREE MARKETING

# REPURPOSING

FROM SITE TO SOCIAL





# WHAT IS THE BIG ROCK METHOD

**PROCESS.** How you will accomplish consistent, relevant content that invites your target audience, keeps them, and ask them for money they want to give you anyway.

# ASK YOURSELF

WHAT CONVERSATION DO YOU WANT  
TO OWN?

WHAT IS THE #1 QUESTION ON YOUR  
PROSPECT'S OR AUDIENCE'S MIND?



ONE IN THE SAME





# REPURPOSING CONTENT

CREATE  
COHESIVENESS

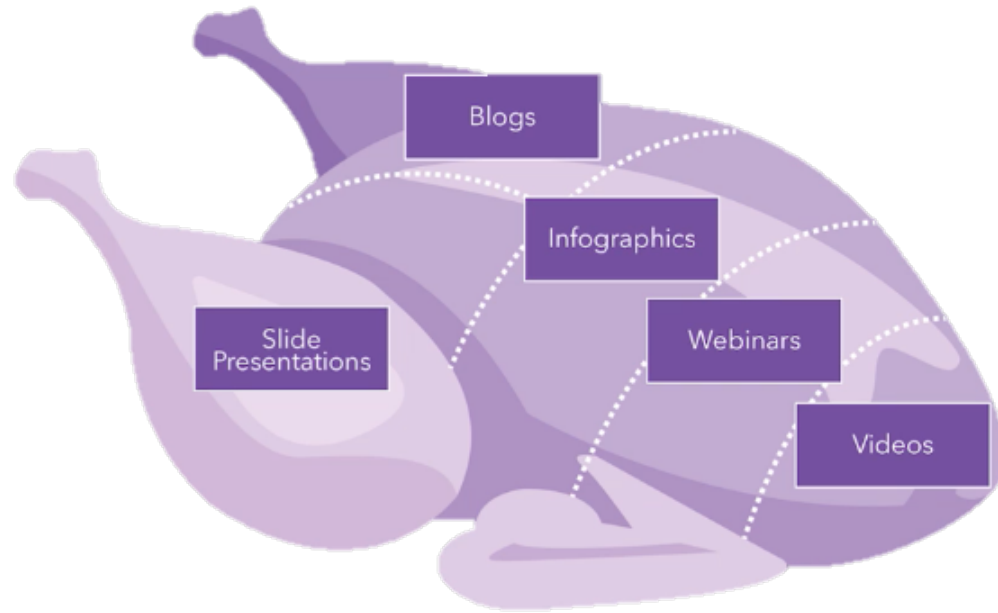
MAINTAIN  
CONSISTENCY

PRODUCE A  
REPEATABLE  
PROCESS



WHO  
LIKES  
TURKEY?

LEFTOVERS  
AS A MEANS  
TO FEED THE  
5K.





GATED

VS.

NON-GATED

# GATED VS. NONGATED



BLOGS



SLIDESHARE



INFOGRAPHIC



WEBINAR



PODCASTS



GATED

VS. NON-GATED



EMAIL  
CAPTURE



LEAD  
CAPTURE



PURCHASE

# How you serve

## INSTAGRAM

### Pictures

Reuse Web/Blog Picture

Series Pictures

Capture the idea

Seemingly unrelated

Mid-length Captions

Quotes

Point Graphics

## FACEBOOK

### Site of Social

Intro paragraph

Write a fresh intro/setup

Bullet out points

Be interactive

## TWITTER

### Conversation

Twitter chat

Find convos & drop

Links

Evergreen



# ALL

- Use stories for real-time support.
- Use stories for interaction.
- Go live to offer additional info or discuss content.

DO  
TREAT  
EVERY SLICE  
LIKE A BIG  
DEAL.





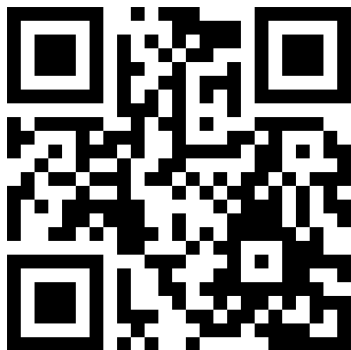
ONE DEGREE MARKETING

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LINQ

