

# 152 - 3 Easy Ways to Maximise Your Best Performing Content

**Laura Davis:** [00:00:00] Picture the scene. You've had some organic content go really, really well, but now what, what do you do with that good intel? So in this week's podcast, we're gonna tell you what to do next.

**Laura Moore:** Welcome to JFDI with The Two Lauras. This is the weekly podcast where we talk all things related to working as a freelance social media manager, from marketing to business advice to the occasional rant, and going down a rabbit hole.

And as Laura just said. Today we're talking about what you should do when you've had some organic content work well, and you're not really sure on your next steps. So let's just start by what we mean by the organic content has done well. What we don't mean is that it's gone viral. Okay? We're talking about content that has achieved whatever it is that you set out to achieve.

Now throughout the show we'll probably be talking about things, sharing some guides and links. All of those will be in the show notes. If you're watching on YouTube, hello, uh, they will also be down in the description.

So let's get into it then. Laura, we've got a post that's done well or a [00:01:00] number of posts that's done well. What would be the next steps to kind of move forward with our organic content strategy?

**Laura Davis:** Yeah, so as you just mentioned, we are not talking post gone viral. We're talking about a post that has achieved what you wanted it to achieve when you created that original post. So if it was to get loads of comments, it did get loads of comments. Or was it to get loads of shares –

**Laura Moore:** And loads doesn't have to be hundreds. It could be like more than you normally get. Normally you get none. This time you got four. You know?

**Laura Davis:** Yeah, yeah. We are not here to talk about the viral formula.

**Laura Moore:** That's next week's show. No I'm joking.

**Laura Davis:** Yeah. So, yeah. So what do we do with that?

Well, the first thing you can do is reuse that content. Just, you could literally just put it out again, not straight away, obviously. So there's nothing to stop you. And we do this quite a

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lot, don't we? We completely. Put it out as it is. Sometimes we might tweak the branding or we [00:02:00] might tweak the call to action to test something different, but on the whole, we just whack it back out

**Laura Moore:** And we might whack it back out on a different platform. Yes, it doesn't, you don't have to think, oh, this has done really well on Instagram. I need it to do really well on Instagram again. Well, what if you've also got an audience on Facebook or LinkedIn or what have you? Where else can you use it? You know, if people are resonating, people are probably gonna resonate no matter what the platform is.

And yeah, there might be some, some, some tweaks. You know, you might need to take off the Instagram hashtags, you might need to resize it, et cetera, but just, just don't rule out that you could put it on another platform.

**Laura Davis:** Yeah, and especially if this is one of your like core messages, this is something that you should get used to just completely like re-putting it out in different ways.

So the other way that you can reuse it is by changing the format. So maybe you've done a carousel before and you are gonna try and put in that same context. Probably slim down slightly on a reel, or you are gonna do, and you're gonna do it as a B [00:03:00] roll reel with text on, or you might completely change it and do a talk talky to camera type of reel so you can just completely change the format of it.

But the, the messaging, the lessons, et cetera, are still the same.

**Laura Moore:** Exactly. It might be that you've got a really great carousel and you literally strip the text on it and just put it as a text post on LinkedIn or, you know, you just have a photo of yourself and put the te-, the, the lessons, whatever it was that was in the, the carousel.

You put that in the caption. There's so many different ways that you can just reuse it, whereby it's still saying exactly the same thing, but it looks slightly different because remember that some people pay more attention to carousels. They're much more likely to scroll through and read them. Other people are much more likely to spend time in their reels, um, feed, for example, if they're on Instagram and watch a video.

Some people will never put the sound on, but they will read captions. If it's a talky video, others will put the sound on, and it depends where you are, who your audience is. Well,

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who that specific one person in your audience [00:04:00] is that you're trying to attract as to how you might need to do that?

**Laura Davis:** Yeah.

**Laura Moore:** And people won't notice if you're saying exactly the same thing in a different format, they probably won't even notice if it's exactly the same post, because let's be honest, not every single person in our audience sees our content.

You are the only person who sees all your content, so don't ever worry about that.

**Laura Davis:** And even if they have seen it before, 'cause this is, this is what happens with me is that I, I, I consume and take in information in, in different ways to the person or to Laura. So we both consume and learn in different ways.

So if I was to have seen a carousel, yes, I might have seen it. Yes. I might have even like scrolled through it. Did I take in all, all what it was telling me, but then if I then go and see uh, the same lessons and messaging in a reel, I may take a completely different point out of that. And may walk away going, oh my God, that's so brilliant.

Whereas the first one, I might have been a bit “meh” [00:05:00] 'cause maybe I was just scan reading, wasn't really reading all of it, you know? So. Sometimes it's just because people consume and learn in different ways and really we should always be saying, okay, this is my message. How am I gonna put this out? As in all these different formats.

Yeah. But yeah, using, you know, what's worked best format about.

**Laura Moore:** Like you take things from different formats in different ways. It could be that the first time you saw the reel, it maybe it had like three things in it. The first time you really paid attention to the first thing, and that was the thing. You were like, oh my God, I didn't know this.

The next time you're like, oh, I already knew that. And then the second thing, you're like, oh my God. Mind blown. Okay, now I know that. And then the next time, it's the third thing. So the more, and the more times you hear it, the more times you, it kind of sinks in, the more you believe it, trust it, et cetera.

And it's that consistency of messaging, isn't it? That kind of builds that trust. So don't ever worry that you are saying the same thing more than once. And don't forget as well that the

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algorithms learn from you saying the same things over and over again because they learn who to [00:06:00] like what you're talking about, who to show your content to.

So it's beneficial for your audience, but also like from a techie kind of standpoint too.

**Laura Davis:** And I think like all of you, all, all that you've just said is, is content that social media managers should be sharing on their social, it's, it's what you need to be educating clients about or potential clients about, because.

I think there's this fear of, of us as social media marketers, we're like, right, our client is paying us to create content each month, but they feel like they can't keep reusing stuff. They can't repurpose it. They need to educate clients to realise that that's not a cop out. That's not you being lazy and just going, oh, I'm just gonna chuck this out again.

That's about you absolutely honing in on what's working and then making the most of that and making hay while the sun shines, as they say. And so I think it's, you know, it's, it's a really important educational piece that [00:07:00] more businesses need to be un, you know, need to understand. So, you know, get that on your Instagram graphics.

**Laura Moore:** Pause the podcast. Stop the video, rewind, grab a notebook, write down everything we just said, and put it on a carousel. And then also put it on a reel. Also write it as a text post. Repurpose it.

**Laura Davis:** Yeah, just thank us after, it's fine.

**Laura Moore:** And tag us so we know you've done it.

**Laura Davis:** Yeah. Definitely. Love it. Okay. So yeah, changing the different hook, uh, the different formats.

But I think the next thing you can also do is changing your hook. So what is it that obviously worked last time, but could you do something different? Maybe a different hook will pull in a different type of person. Maybe that slight tweak in the hook will completely change how it resonates with your audience.

Yeah, so just testing a different hook.

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**Laura Moore:** We could test a hook without saying social media managers and hook that says social media managers and [00:08:00] just see, does you know, does one of these make a big difference?

**Laura Davis:** Yeah.

**Laura Moore:** And that's then useful not just for that post, but for all future content too.

**Laura Davis:** Yeah. And in the same, in the same way, it's testing the different images as well, because on that, you know, it's what someone visually sees is what's gonna stop that scroll.

And if maybe the first image, yes, it did work, why did it work? Is it because it's a local image and people have resonate, like people have gone, oh, I know that place. So therefore, what other local images that can you use? Is it that it was your face and people have stopped because it's your face? So then –

**Laura Moore:** Or did you, did the content not work because it was your face?

**Laura Davis:** Well, yeah. Yeah.

**Laura Moore:** You know, could you test it without?

**Laura Davis:** Yeah. Yeah. And so it's just what, trying, trying to learn what, what, what's worked, and then switch that up and make it either do just as well the second time, or even better, because you, you've tweaked something and this is [00:09:00] all like testing, isn't it? This is what we should be doing all the time.

This is like our job. It's testing what works, what doesn't work. But what I would say is just a bit of a tip when you're doing all of this, don't change everything all at once.

**Laura Moore:** No.

**Laura Davis:** Because if you've got this one piece of content that's done really well and that's gone out and yeah, you're really pleased, it's, it's hit your kind of objective for that particular post.

So then you change the format, change the hook, and change all the imagery, all in one go. How are you gonna know what's worked, what made it better? So like the first thing you

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need to do is change maybe the format. Does that do any better the next time you go, right, I'm gonna change the hook and keep it in the carousel, or whatever the original format was, but just change the hook and see if that makes things better.

And you just want to do things one at a time, because that's how you really start to learn what is resonating, what's working, what people are stopping this growth for, what people are engaging with. [00:10:00] That's how we progress. That's how we learn, and that's good testing. So just, yes, do all of these things, but don't do them all in one go.

**Laura Moore:** Yeah, there is one caveat to that, which isn't so much to, about testing. It's about reusing what you've already, you already know works and making sure that you're using that same kind of messaging, but put, you doing it in a different way. So for example, if you've got a cont, a piece of content that was kind of story based, maybe.

You could use the same information, but you make it as a list. So three reasons why blah, blah, blah. Because in the previous one, it was a story about how you did something. It could be that you've got a post that is the five mistakes that people always make with reels, and then you wanna use exactly the same things, but you wanna spin it into a positive way.

So it's like what happens when you do these thing, these things in reels, or what happens when you don't do these things in reels? Yeah. So you kind of do it. It's the same story, the same message. But it's just telling it in different [00:11:00] ways. Yeah, and that's also how you kind of build that trust and keep saying the same thing over and over again without people noticing.

Yeah, without people kind of being like, oh, I've seen this before. You know, yeah. Kind of builds that trust. Um, we've got a guide that will help you with this, by the way. We call it our remix guide. If you go to [thetwolauras.com/remix](https://thetwolauras.com/remix), um, you can go and grab that for free. We'll make sure the link for that is in the show notes.

If you're listening on the podcast or if you're on YouTube, it'll be just down below in the description. Um, so go and grab that. That will give you loads of different ways that you can turn your content into different formats as well. So, okay. So we've done like the organic kind of version of what we'd do with that great content.

What would we do next? What else might we try?

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**Laura Davis:** I would totally use any good organic posts as an ad. I would pull them in to ads manager. And so I'm not boosting a post which you could, you know, you could do, but let's face it, it's boost, boosted posts are not going to, um, reap the same [00:12:00] benefits as if you were to pull it in as a, as an ad.

But you never wanna do that when it's a, an, an organic post, that's tanked. Um, because why put money behind something that's not working, but it, it's worked organically. The chances are it's gonna work as a part of a paid campaign as well. So pulling that in, especially with all that social proof, the positive comments, the engagement will hopefully mean that you'll get good results as part of a paid ad strategy.

**Laura Moore:** Totally. And I think there's two ways that you could use that. You could use that for like to reach new people for new cold audiences. 'cause you know that it kind of resonates with the right people you want. But you could also use it for like a retargeting or a clickback campaign to go and get the people who've already seen it to come back, right?

So there's different ways that you could use it for different things, but you could also on that kind of note, is you could retarget the people who've engaged with that content. Yeah. So if it's a, a video for example, [00:13:00] and it's got thousands and thousands of, of viewers. And the video was strategically useful.

Yeah. So you know the people who've watched it, a good amount of it are the right people. You know, it is like, maybe it's a video showing some amazing jewelry, for example, and lots of people are watching the whole thing or commenting, saying how much they love it. Retargeting those people to bring them back into your client's world to go and buy that jewelry is a very good strategic move.

You're not just letting people see the organic post and then they go on their merry way. You're trying to bring them back so that actually they're like, oh, I know. I know I like this 'cause I already seen it and I've already commented and I just need to go and get my credit card, but I can't be arsed to get off the sofa.

These ads are the things that keep reminding them, don't forget to get off the sofa. Don't forget to go and buy their thing. And you know, that's really useful for, for you and for your clients because you can reap the benefits of that really good organic content.

**Laura Davis:** Yeah. And this is not for when posts go viral as a general rule. Because normally, although, and this is why all these [00:14:00] businesses go, oh, I want my posts

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go viral. Actually, if you are running ads and using your engaged audiences and you are using, in this instance, your video views audiences to retarget your initial. Impression is, oh, this has been seen by millions of people.

This is gonna be brilliant. Now if you have got a product or service that is appeals to million, these millions of people, then fine. Like, you know, I dunno what that item would be like –

**Laura Moore:** Toothpaste.

**Laura Davis:** Toothpaste. Good one. Yeah. Then fine. So if you are like working with something that everybody needs in their life, toilet roll, that would be another one.

**Laura Moore:** Yeah.

**Laura Davis:** Yeah. Um, fairy liquid. All of those kind of things.

**Laura Moore:** Yeah, but probably not a yacht. Luxury yacht.

**Laura Davis:** Yes.

**Laura Moore:** Or you know, a book about learning German.

**Laura Davis:** Or not, which is something which is very gender one way or the other. Because then it's, you are retargeting people who are not interested, you know? So. Just be mindful. You [00:15:00] want, like as Laura says, if you are retargeting people who've engaged on your videos, you want them to be strategically the right kind of people.

Otherwise you are wasting money going to people who are not in the slightest bit interested, but happen to have seen a viral video on your account. So you do want to make sure that the videos that you are pulling into your retargeting are, have been strategically done. So like ours, if we, we wouldn't use something which is really broad, but we would pull in the ones that we are speaking specifically to social media managers and we can see that it's social media managers who have been engaging, therefore that's working.

Um, anything that we've put out, which is a bit more broad, that doesn't really talk specifically to that very targeted audience, and we probably wouldn't pull that in as an ad or use that as a retargeting video view ad. Audience.

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**Laura Moore:** Yeah, definitely. If you wanna get started, by the way, with retargeting, um, campaigns, you can go and grab our click back campaign guide.

We'll make sure the link for that [00:16:00] is in the show notes, uh, or the description if you're on YouTube, or you can just go to [thetwolauras.com/cbc](https://thetwolauras.com/cbc) and go and grab that guide. That will help you to get started with all of those kind of campaigns.

**Laura Davis:** Yeah, so just I think as a recap, there's three ways in which you can benefit from a good performing post, and as a, we keep saying this isn't about viral posts.

So number one was about reusing your content. Can you put it out again? Can you tweak it? Can you change it? Number two, can you pull that organic post in to create an ad and use that with all that amazing social proof. And number three, can you retarget the people who are engaging with that content in an ad campaign?

So keeping your client or your business front of mind for all those people who are on the fence about buying or committing to that particular product or service.

**Laura Moore:** Love it. If you've got questions about any of this. Leave them in the description below. Or if you're listening on the podcast, come over to Instagram.

We are @thetwolauras. [00:17:00] Drop any questions or any thoughts about these kind of strategies into our DMs or in the comments, um, and we'll come back and answer them. But yeah, we'll be back, same time, same place next week. That's it for us for now. Au revoir.

**Laura Davis:** Toodle pip! Bye.

**Laura Moore:** Toodles!

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