



FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Content Repurposing

Repurpose long-form content into social posts, newsletters and summaries while keeping brand voice consistent.

CONTENT & SEO

ADVANCED

ABOUT 2 HOURS SETUP

OVERVIEW

Content Repurposing

Repurpose long-form content into social posts, newsletters and summaries while keeping brand voice consistent.

CATEGORY	DIFFICULTY	DURATION
Content & SEO	Advanced	About 2 hours setup

What you use it for

Content teams maximizing reach from each asset.

Tools in this workflow

OpenAI API · Notion API · Buffer · n8n

How to implement it

1

Ingest long-form content

Upload long content, such as blog articles or whitepapers, to set the foundation for converting it into various formats.

WHAT YOU NEED TO DO

1. Open Notion and create a new page for the content.
2. Copy the long content and paste it into the Notion page.
3. Use the Notion API to retrieve the page ID.
4. Save the page ID for further processing.

CHECK AT THE END

- ☐ The long content is fully uploaded to Notion.
- ☐ The Notion page ID is correctly retrieved.

RESULT

The long content has been successfully uploaded to Notion.

2

Generate channel-specific variants

Create specific content variants for different channels like social media, newsletters, and websites, tailored to each target audience.

WHAT YOU NEED TO DO

1. Call the Notion page using the Notion API.
2. Use the OpenAI API to transform the content into various formats.
3. Create specific variants for social media, newsletters, and websites.
4. Save the generated variants in Notion.

CHECK AT THE END

- ☐ Content variants are created for all target channels.
- ☐ Variants are saved in Notion.

RESULT

Specific content variants for different channels have been generated.

3

Apply brand voice guidelines

Ensure all generated content aligns with brand tone, language, and style guidelines.

WHAT YOU NEED TO DO

1. Check generated content for alignment with brand guidelines.
2. Adjust the tone and language of content to match brand guidelines.
3. Use the Notion API to save updated content.

CHECK AT THE END

- ☐ All content aligns with brand guidelines.
- ☐ Updated content is saved in Notion.

RESULT

All content is adapted to the brand tone.

4

Schedule posts

Plan your content publication to optimal times and use tools like Buffer to automatically publish posts.

WHAT YOU NEED TO DO

1. Migrate to Buffer and connect your social media accounts.
2. Create a new post in Buffer with generated contents.
3. Select optimal publishing times for each channel.
4. Schedule posts for automatic publication.

CHECK AT THE END

- ☐ All posts are scheduled in Buffer.
- ☐ Publishing times are optimized for each channel.

RESULT

Posts are scheduled for automatic publication.

LINKS

Buffer Hilfe: <https://buffer.com/support>

5

Track performance

Monitor the performance of published content to evaluate its effectiveness, and analyze metrics like engagement, reach, and click-through rate.

WHAT YOU NEED TO DO

1. Open Buffer Analytics to monitor the performance of posts.
2. Analyze engagement, reach, and click-through rates for each post.
3. Create reports on the performance of content.
4. Adjust future strategies based on analysis results.

CHECK AT THE END

- ☐ Performance data is available in Buffer Analytics.
- ☐ Reports on content are created.

RESULT

The performance of published content has been analyzed.

Recommended Tools & Resources

All tools in this workflow with their official website.

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

Notion API

<https://www.notion.so/?ref=flowmatrix>

Official URL

Buffer

<https://buffer.com/?ref=flowmatrix>

Official URL

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

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