Content Marketing Promotion Template

How to promote your content after you hit publish

Add it as a 'call to action' or add it as a 'related article' to other blog posts.

bitly — Add the URL to bit.ly (so you can track its reach)

Use If This Then That to automate some of these steps

2 — Email it to people you would like a comment from

Thank people who share it & reply to comments

3 — Email it to people you mention in the article

Share it on StumbleUpon

4 — Add it to your email newsletter & encourage comments

Post it to your personal Google+

5 — Email it to your colleagues to share via their social networks and email

Post it to your company Google+

6 — Post it to your company Facebook Page

Pin it on Pinterest

7 — Post it to your personal Facebook profile

Schedule a few tweets during the day using Buffer (for followers in different time zones). Also try different tweet variations.

8 — Post it to your company LinkedIn Page

Tweet it from your personal Twitter (@mention people in the article)

9 — Post it to your personal LinkedIn page

Tweet it from your company Twitter (@mention people in the article)

10 — Add it as a discussion in appropriate LinkedIn Groups

BLOG POST or PREMIUM CONTENT

(center circle with numbered steps 1–20)

bluewiremedia® .com.au