

Content Promotion Checklist

Planning

- Plan Your Timeline
- Choose Your Targeted Buyer Persona
- Work with Copywriter for Promotion Copy

SEO

- Acquire Backlinks to Content
- Promote Content With a Blog Post

Bots & Messaging

- Add Bot to Related Website/Blog Pages
- Link Content to Facebook Messenger for New Likes on the Page

Email

- Send Email to Leads and Customers
- Add Link to Content in Email Signature

Social Media

- Plan and Share Posts on:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Share on Relevant Groups
- Schedule and Host a Facebook Live Event

Live Events

- Host a Webinar to Promote the Content
- Share Content at Conferences & Events

Podcasting

- Plug the Content on Your Podcast
- Secure a Guest Spot on an Industry Podcast to Promote the Content

Influencer Marketing

- Ask Your Network Influencers to Share
- Reach Out to New Influencers to Ask if They'll Share

Word-of-Mouth Marketing

- Add Social Sharing Buttons on:
 - Content Landing Pages
 - The Content Itself
 - Follow-Up Emails
- Ask Employees to Share with Their Personal and Professional Networks

Content Syndication

- Promote With an External Guest Post on an Industry Blog
- Submit to External Publishing Site Like Medium or Inc.com

Repurpose Content

- Use Your Content for a New Offer Idea (i.e. Turn a Blog Post Into an Infographic)

Paid Search

- Set Up Google Search Campaign
- Design Display Ads

Paid Social

- Create Social Ad Designs and Copy
- Create Ad Campaigns on Relevant Social Media Sites

Video

- Script, Shoot, and Edit Promotional Video
- Share Video on Social Media & YouTube
- Add Video to Relevant Website Pages