

20

Smarty-Pants Ways to Promote Your Content (and get GINORMOUS results!)



Everything begins and ends with great content. It's the foundation of your blog. Focus on a title that speaks to the needs of your audience. Identify the struggle and the solution. Incorporate that into a value-rich post that knocks the socks off your audience -- each and every time.

Once you nail that, it's time to promote, promote, promote!

Social Media

1. Twitter

Tweet your content to Twitter, pin that original tweet to your profile and then schedule 2 more tweets the first day and 2 more tweets every day for the next week.

To make the most of this strategy, put a new spin on these tweets by changing up your original article title. This allows you to A/B test which performs and which falls flat.

Not only is Google+ an excellent place to post your original content for increased SEO, it is also an important network to build relationships with those eager to +1 and share your content.

2. Facebook

Post to Facebook as a link with quick and simple (think 40 characters or less) context around it. The key is to be conversational and valuable, not promotional.

3. Pinterest

Take advantage of this unique magazine-style visual powerhouse to share your content with an image optimized for maximum pinning. Don't just share your featured image. Create one that's 735 x 1200.

4. Google+

The perfect Pinterest size works just as well on Google+. Take it, share it and put your conversational context around it!

5. LinkedIn

Share your latest article to your LinkedIn profile, plus any group that allows you to share without being spammy. (no promotional posts please)

Your second option is to repurpose your content for the LinkedIn publishing platform. This is a whole new audience waiting to read your content. Rework your original content with a B2B audience in mind.

6. YouTube

Did you offer tips or a how-to in your content? Take it and break it down into a quick 1-2 minute video. Always think value first. What solutions can you provide that solve the problems of your audience?

Now post to YouTube and share across your social networks.

7. Instagram

Create a graphic specifically designed with your Instagram audience in mind. Post a caption, share a tip, ask a question and direct followers to your blog.

8. Vine

Vine, like Instagram, is a mobile application that allows users to share short videos.

To increase shares and engagements on Vine, you need to do the following:

1. Your video only lasts six seconds, make every second count.

2. Be entertaining and educational.

3. Understand your target market and the value of using video to capture their attention. Then be prepared to feed the Vine machine.

9. Snapchat

Create content that is Snappable, and immediately resonates with your followers. Take tips from your post, share and then cross-promote that content on Twitter for a winning combination.

Blogger Communities

10. Triberr

Triberr is an amazing resource and community designed to amplify your message by getting it in front of a much larger audience. Add your blog, find a tribe and begin to share your posts with those longing to share your content.

11. Social Buzz Club

Similar to Triberr, add your latest post, choose your category or niche and then share it with a group eager to pass along your content to their community.

12. Viral Content Buzz

Viral Content Buzz works off a points system. You share other bloggers' content, earn points and then add your own content for shares.

Use Distribution Channels

13. Email Your List

Every time you post to your blog, create a new presentation, or promote a new event, notify your email list.

Share the highlights with your subscribers, including a clear call-to-action and the link that takes them directly to the content.

14. Reach Out to Those Mentioned

Did you mention specific people within your content? Let them know! Reach out across social media, send an email or even pick up the phone.

Help those mentioned in your content help you spread the word.

Repurpose Your Content

15. Create a Slideshare

Take your blog post and turn it into a presentation and then post it on Slideshare. You can also give that content a one-two punch by writing a new blog article and reposting the content along with the embedded Slideshare.

Haiku Deck, integrated into Slideshare, is a quick and easy way to convert an article into a visually appealing slide deck. Incredibly intuitive, Haiku Deck will save you a significant amount of time and allow you to create stunning, image-rich slideshows that stand out.

16. Design an Infographic

Want to capture the attention of your online audience? Incorporate infographics! Take top points from your content (how-to, product use, answers to FAQ) and turn them into additional media. Share across your social sites!

17. Schedule a Livestream Event

There is power in getting your face live on a screen...and in the hands of your mobile audience. Take your blog post and break it down into a livestreaming event on Meerkat, Periscope or Blab.

Even better, create a series and repurpose your blog posts week after week!

18. Promote With Branded Quotes

Take quotes from your content and turn them into visually appealing and emotionally inspiring images.

How to Use Quotes in Your Business

• No matter if you use quotes on Facebook, Twitter or Pinterest – ensure that your color palette, font and graphics match your company look and feel.

• Know the goal of every quote you post.

• Translate your message in the language your audience speaks.

• Find a style that works for your brand and each social network.

• Create an easy to use template that doesn't require a ton of editing time.

Bookmark

19. StumbleUpon

StumbleUpon is a bookmarking and discovery engine that allows users to "stumble" through related content. Add your latest blog post to your StumbleUpon account, categorize it based on topic and let others stumble to it based on interest.

20. Scoop.it

Scoop.it is a bookmarking and curation website where you can create magazines based on topic or niche. Add content from across the web to your Scoop.it account and let others begin to find you based on similar interests.

BONUS! Guest Post

Love to write? Start guest posting! It's an excellent way to leverage the audience already associated with a larger blog. It builds thought leadership and establishes industry credibility as you put your thoughts in front of a whole new group of people.