

# Content Promotion Checklist

"Promotions should be geared towards building a relationship not just driving a sale."

- Seth Godin, author and entrepreneur

## 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