

## Blog Post Promotion Checklist

Print off this checklist and tick off each step as you go through the [‘Amplify Your Audience: 41 Actionable Tips to Promote Your Blog Posts’](#) guide on our Talk About Digital Podcast website.

### Social Media Strategy: Broadening Your Blog’s Reach

- Select the right social media platforms for your audience
- Define your target audience using platform tools
- Create an engaging social media ad with a strong CTA
- Set a small budget for social media ads
- Identify a high-performing blog post to boost
- Set a target audience and budget for boosting
- Monitor and adjust the performance of boosted posts
- Install retargeting pixels on your website
- Design a retargeting ad to bring visitors back to your blog
- Monitor and refine retargeting ads based on performance
- Research and select relevant long-tail keywords for PPC campaigns
- Set a daily budget and bid on chosen keywords
- Write a compelling Google ad with a clear CTA

### Email Marketing: Distributing Your Blog to a Ready Audience

- Write a catchy email subject line and preview text
- Summarise your blog's key points in the email body
- Add a clear CTA that links directly to your blog post
- Set up your email tool to automatically insert recipients' names
- Tailor email content to match the interests of different audience segments
- Analyse your email list to create segments based on interests or behaviours
- Target your email campaigns to the most relevant segments
- Add social media buttons to your email template
- Include a shareable link or prompt for readers to forward the email
- Set up a welcome email sequence that highlights your top blog posts
- Automate the promotion of evergreen content to new subscribers
- Schedule automated emails for new blog post releases

## **Partner and Network: Amplifying Through Strategic Collaboration**

- Research and list potential influencers in your industry
- Craft a personalised outreach message highlighting mutual benefits
- Propose specific collaboration ideas, like social media shares or newsletter features
- List potential business partners whose audience aligns with yours
- Reach out to propose a content-sharing agreement

- Plan and execute a joint promotion that includes your blog post
- Identify and contact potential collaborators for webinars or joint ventures
- Propose a topic based on your blog content and outline how it would benefit their audience
- Plan and promote the event together, ensuring your blog post is a key focus
- Determine an appropriate incentive that aligns with your business
- Craft a clear, compelling offer to present to potential partners
- Ensure prompt delivery of the incentive once the content has been shared

## **Online Communities and Forums: Tapping into Niche Audiences**

- Search for forums and groups related to your niche using keywords
- Join communities that show active engagement
- Introduce yourself, focusing on how you can add value to the group
- Engage in discussions and offer advice before sharing your own content
- Share your blog posts when they directly contribute to the conversation
- Limit the frequency of your blog post shares to avoid being seen as spammy

- Answer questions and provide helpful advice in discussions
- Share valuable tips and insights without always linking to your blog
- Engage consistently to build and maintain authority within the community
- Set up a profile on Quora or a similar platform
- Search for questions that align with your blog topics
- Provide detailed answers, including a link to your blog where relevant
- Join industry-specific Subreddits or Facebook Groups
- Familiarise yourself with the community rules
- Engage in discussions and share your blog content when it's relevant and valuable

## **Paid Promotion: Maximising Reach with Minimal Budget**

- Select the social media platform most suited to your audience
- Define your target audience using the platform's tools
- Create an engaging ad with a strong CTA
- Set a small budget to start and monitor the ad's performance
- Select a blog post that has performed well organically
- Set your target audience and budget for the boost
- Monitor the performance and adjust as needed
- Install retargeting pixels on your website
- Design a retargeting ad aimed at bringing visitors back to your blog

- Monitor the ad's performance and refine it as necessary
- Research and select relevant long-tail keywords
- Set a small daily budget and bid on your chosen keywords
- Write a compelling Google ad with a clear CTA
- Track key metrics using analytics tools
- Calculate the ROI of your paid promotion efforts
- Adjust your strategy to focus on the most effective tactics

## **Content Syndication: Expanding Your Blog's Reach Beyond Your Site**

- Research and list content aggregation platforms relevant to your industry
- Submit your blog posts to these platforms, ensuring they are well-formatted
- Monitor traffic from aggregators using your website analytics
- Select platforms like Medium or LinkedIn for republishing your content
- Republish your blog post, noting that it was originally published on your site
- Include a backlink to the original post to drive traffic and support SEO
- Research industry newsletters and aggregators that accept external content
- Submit your blog post according to their guidelines
- Track traffic and engagement resulting from the feature
- Choose a syndication network like Outbrain or Taboola

- Set up your account and content feed for automatic syndication
- Monitor the performance of your syndicated content
- Identify relevant news websites and online magazines for your content
- Pitch your blog post to the editors, emphasising its value
- Monitor the performance if your content is published and continue pitching if necessary

## **Repurposing and Re-sharing: Maximising Content Longevity**

- Identify key takeaways from your blog post
- Use online tools to create an infographic
- Produce a short video summarising your content
- Record a podcast episode discussing the blog topic
- Identify evergreen blog posts that remain relevant
- Use a scheduling tool to plan regular re-shares
- Update the messaging to keep each re-share fresh
- Identify older posts that could benefit from an update
- Refresh the content with new information and visuals
- Promote the updated post across all your channels
- Set up a content calendar using your preferred tool
- Plan re-shares, updates, and new content evenly throughout the year
- Regularly review and adjust the calendar based on performance
- Plan a webinar using content from multiple blog posts

- Compile an eBook from a series of related blog posts
- Design downloadable guides based on your blog content and promote them

## **Offline Promotion: Taking Your Blog Beyond the Digital World**

- Update all printed marketing materials to include your blog's URL
- Add a CTA encouraging people to visit your blog
- Mention your blog in conversations at networking events
- Distribute business cards and flyers with your blog's URL
- Offer to follow up with a link to a relevant blog post
- Generate a QR code linking to your blog or a specific post
- Add the QR code to your business cards and flyers
- Include a short instruction encouraging people to scan the code
- Plan a workshop or talk based on your blog's topics
- Mention your blog during the event as a resource for further information
- Distribute handouts with links to your blog
- Identify relevant news websites and online magazines for your content
- Pitch your blog post to the editors, emphasising its value
- Monitor the performance if your content is published and continue pitching if necessary

## **The Power of Persistent and Diverse Promotion**

- Make a habit of promoting each new blog post across multiple channels
- Create a promotion schedule to ensure consistent efforts
- Try different social media platforms, email campaigns, and offline methods to see what works best
- Track the performance of each channel and adjust your strategy based on the results
- Set long-term goals for your blog's growth and plan your promotion strategy accordingly
- Stay patient and persistent, even if results aren't immediate
- Regularly review and refine your promotion tactics to ensure continuous improvement

By using this checklist and following the related guide on the TAD website you will understand how to promote, distribute & amplify your new and existing blog posts to ensure they receive the maximum amount of exposure helping you to grow new customers through each blog post you promote.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.