

SCOTT COLENUTT SEAN NICHOLS CHLOE SZILAGYI

The ULTIMATE Content Promotion Guide

SiteVisibility
Delivering Digital Growth™



When it comes to content, there's one HUGE, common misconception - that **all** you need to do is create great content and the results will just *happen*.

While creating content with an unparalleled quality or depth will certainly help you on the path to success, unless you have an existing audience waiting on your every release, you risk doing it all for NOTHING.

That's why you need a content promotion plan.

That's why we're here today to deliver to you "The **ULTIMATE** Content Promotion Guide".

The 80/20 Rule of Content Marketing

If you're unfamiliar with the 80/20 content marketing rule, then you can [read about it here](#) or [listen to Paul Kortman](#) talking about it on his podcast with us last year.

In summary, the theory is that content marketing is nothing without promotion. That 20% of your time should be focused on creating your content, while 80% of your time should then be spent on promoting it.

Sound like hard work? It is! Content marketing isn't a quick win; it's something you need to put time and effort into. It was this point that drove us to create this guide as we wanted to highlight the breadth of available content promotion tactics.

This guide provides you with tips that you can start applying to your content TODAY. Some are quick and easy wins that you can apply every time you create a new piece of content, while others require a bit more time and resource. Not to fear, however, as we've also included plenty of recommendations for further tools, tips and resources to help you on your journey.

So, what are you waiting for? Read on to find out how you can drive traffic to your site, gain backlinks, increase your social shares and generate those all-important leads and sign-ups with your content marketing.



Content Marketing & SEO



Contributors, Influencers and Outreach

Outreach to Companies or People Mentioned in Your Content

If you've referenced someone in your content, it makes sense to let them know about it!

Usually, it is in their interest as much as it is in yours to share content that reflects well on them and includes either a quote or link to their content.

Even if the individual in question doesn't directly share your content, by tagging or mentioning them, your content may come to the attention of their followers.

You can use a tool like hunter.io to help you find email addresses. By having someone's full name and the domain name of their company you can easily uncover their work email and Hunter is a tool which essentially does this for you. It will help you effortlessly find email addresses associated with a website, company or LinkedIn profile, meaning you can easily connect with those who you've mentioned in your content.

Ask Contributors to Share via Their Email Newsletters

If you've built a relationship with someone who's contributed to your content, you should consider asking them to share it via their email newsletter.

When reaching out and asking contributors to share via their email list, help them out as much as possible by offering suggested text and images to use in their newsletters. Time is one of the most important things to any individual, so try to make things as simple and as straightforward for them as possible.

Reach Out to Those Who Share Similar Content

When it comes to outreach, before you so much as even consider how to create snappy and enticing subject lines, the first thing on your agenda should be identifying who you want to pitch your content to. Naturally, those who are going to be more receptive to doing so are those individuals or publications who already share similar content.

Here at SiteVisibility, we use a media database called [Vuelio](https://vuelio.com), which enables us to discover relevant journalists or influencers and their associated contact details. A free alternative to this is simply to use Twitter or Instagram and search for related hashtags. For instance, if you're a travel brand promoting a blog post, you might search for accounts which include 'travel journalist' in their Twitter bio.

Another popular tool to help you conduct content research is [Buzzsumo](https://buzzsumo.com) (who you'll see we feature several times throughout this guide).



***Additional tip:** Email tracking tools can also prove extremely insightful when it comes to conducting outreach. [Yesware](#) helps our content team to monitor who opened our emails and, ultimately, evaluate how successful our outreach is doing. By understanding how your emails are performing, you can make informed decisions about how to improve your outreach.

For example, if you find that people are opening your emails, but you're receiving zero responses, you may want to go back to the drawing board and test different variations of the content inside it. Similarly, if you find that the number of opens is low, you might want to test different subject lines.

Build Relationships with Influencers

Another way to get your content to reach more people is to build relationships with relevant influencers (aka influencer marketing).

As little as a Retweet or mention of your content from an influencer in your field can be extremely beneficial and help kickstart your content promotion efforts.

Be sure to engage with influencers regularly and don't make the mistake of ghosting them after you've received a share or mention! Invest in your influencer relationships, and they may be more inclined to promote your content again, or even collaborate on new projects.

If you're just getting started with building relationships, there are many ways to initiate conversations with influencers. If you have shared connections on LinkedIn, try asking people in your network for an introduction. If you know that an influencer you'd like to work with is going to be at a conference or event, make yourself known and go over and say hello. Alternatively, if the person in question is completely unknown to you, start by simply liking, sharing and commenting on their content on social media.



Pay Influencers to Promote Your Content

Although you can build and maintain great relationships with influencers, we've reached an age where many online influencers are media machines, and they may still charge to promote a product or a piece of content. If you take a quick scan of your social media profiles, you'll likely find that they are full of sponsored ads or promoted posts, and it can be a great (albeit sometimes expensive) way of giving your content that extra boost.

For example, you may have noticed on an Instagram post, the little bit of text below a well-known celebrity's name, saying: "Paid Partnership with ...".

You can see it in the example Instagram post from Tottenham Hotspur's Dele Alli below:



Social platforms realised what many marketers were more frequently paying influencers to promote their brand or product and so they decided that they needed to be more transparent with the types of content that they were showing.

While building relationships with influencers organically over time is likely to yield stronger relationships, it is a time-consuming process. However, in the case of very successful influencers, payment is often still expected despite existing relationships that you might have with them.

Influencers will typically set out clear rates for each channel and the type of post. Before you decide to invest in influencer marketing, be sure to thoroughly review an influencers level and quality of audience engagement to ensure your content meets its target audience.



Create a Guest Blogging Plan

Guest posting is still one of the most effective ways of reaching new audiences.

If you've already produced in-depth content around a subject, it's likely you can write targeted guest articles that either expand on your original content or drill down into one specific part of your content that's valuable to a niche audience.

Few do it better than Brian Dean (aka Backlinko) who has published over 200 guest posts in the last couple of years and who has helpfully put together [his definitive guide on how you can do the same](#).

Don't skip "Bonus Step #1: The Expanded Guest Post" in the guide above as an additional way to maximise the usefulness of your existing content.

Promote via Broken Link Building

Broken link building is a tactic that involves finding resource pages on the Internet, identifying pages that are linking out to "broken" pages and then attempting to get your link/s published in place of the outdated content.

[Ahrefs has produced this comprehensive guide](#) to broken link building that will walk you through the process step-by-step.

Broken link building is a sure-fire winner for your promotion efforts because not only will you be contacting highly relevant publications in your outreach; you will be helping the webmaster or website owner in keeping their content up to date.

In the words of [Brian Dean](#),

"Broken Link Building is one of my all-time favorite link building strategies.

Why?

**Instead of straight-up begging for links, with Broken Link Building,
you add value to someone's website."**

Identify Wikipedia Referencing Opportunities

Be warned, getting your content referenced in Wikipedia pages can be a difficult process as Wikipedia is carefully monitored by its network of passionate and meticulous editors.

However, if you [improve pages by adding genuine value or fix spammy or broken citations](#), you can generate a lot of [referral traffic to your content](#).

Monitor HARO for Opportunities

[HARO \(Help A Reporter Out\)](#) is a database that connects reporters and sources and is a useful service for both repurposing and promoting your content.

Using HARO, journalists get the information they need for their articles, and when responding to a journalist request as a source, you can get press coverage (and often a link back to your site) for your business.



Reporters will often use this platform in search of expert opinions for their articles. As such, once you've created a piece of content, you should look out for journalist requests on topics that mirror that of your content and respond to the question that they are asking while including a link to your content.

Using HARO has many benefits. If you respond to a HARO request with a well-informed, well thought out response, then it'll help both you and your business come across as an authoritative voice on the topic. It's also a great way to get many well-established news sources to link to your website, ultimately helping contribute towards your reputation and SEO.

Check out this [comprehensive guide from BuzzStream](#) to find out more about how to pitch HARO successfully.



Republish Your Content on Other Platforms i.e. Medium and LinkedIn Pulse

A common misconception is that publishing your content on both Medium and your website causes a duplicate content issue that will harm the organic search performance of your website.

This isn't true! You can tap into Medium's vast network of new audiences [without sacrificing your SEO efforts](#).

And courtesy of Wordstream, here's [10 reasons why you definitely should consider publishing your content on Medium](#):

10 INSANELY GOOD REASONS YOU SHOULD PUBLISH ON MEDIUM

- 1 GREAT IMPORT TOOL**
Simply import your existing content from anywhere on the web, edit and format it to your liking, and hit publish.
- 2 A BUILT-IN AUDIENCE**
Medium figures out which of your Facebook and Twitter connections are on Medium and automatically connects you.
- 3 REAL ENGAGEMENT**
Medium tells you how many people viewed your stories and how many read to the end. Reading time, on average, ranges from 7 to 11 minutes.
- 4 REACH A NEW AUDIENCE**
More hearts = more visibility. Top stories get featured prominently on Medium's website, in the app, and in a daily email digest.
- 5 GET DISCOVERED**
Large publishers are always looking for popular authors. You could get one of your posts syndicated or asked to become a regular contributor.
- 6 NO API**
Less spam means the signal-to-noise ratio on Medium is good. For the most part, your followers and engagement will be legit.
- 7 HOT TOPICS FOR HOT INDUSTRIES**
Certain topics do extremely well. People love to read stories about business, entrepreneurship, startups, culture, technology, politics, and life learning.
- 8 GAIN NEW SOCIAL MEDIA FOLLOWERS**
People who fall in love with your great Medium content will follow you on other social networks, so make it easy for them: link to your other profiles.
- 9 RUN YOUR OWN PUBLICATION**
Quite a few brands have actually given up on running traditional blogs and now just publish on Medium.
- 10 MINIMUM EFFORT**
No original content required! Simply syndicate your existing great content and more people will read your stuff.



As for LinkedIn Pulse? You should consider publishing on LinkedIn Pulse for the same reasons as Medium, namely that you can gain additional exposure to a different audience with the same content. The biggest difference is that LinkedIn doesn't currently provide the option of adding a canonical tag to your content, meaning if you publish content on LinkedIn and your website, it *technically* is duplicate content.

However, don't let the potential of duplicate content put you off publishing your content on LinkedIn entirely, as there are several [other ways you can still promote your content using LinkedIn Pulse](#).

If you want to step up your game on LinkedIn Pulse, our friends from WordStream have also put together [this handy infographic on hacking the LinkedIn Pulse algorithm](#).

11 Ways to Hack the LinkedIn Pulse Algorithm

- 1 Keep Your Titles Short**
Be concise. Include keywords. Find an emotional hook.
- 2 Use Eye-Catching Images**
Don't be boring! Find a compelling picture that will make people want to click.
- 3 Grow Your Network**
If you have more connections, more people will read your posts.
- 4 Publish Regularly**
Set a schedule and stick to it. Infrequent posting leads to poor results.
- 5 Get on LinkedIn Channels**
Being featured on a Channel exposes your post to an audience of millions.
- 6 Optimize Your Posts**
Do some basic SEO! Using the right keywords helps get you on a Channel.
- 7 Contact Pulse Editors**
Ask to get featured on a Channel. Send a friendly tweet to @LinkedInPulse.
- 8 Use Social Ads**
Quickly driving lots of traffic to your post will help push it to the top of a Channel.
- 9 Promote Your Page**
Link to your LinkedIn profile from other places, such as your Twitter profile.
- 10 Repost Content**
If one of your posts underperforms, change the title and image to try again!
- 11 Syndicate Your Best Content**
Use your unicorns - any remarkable content that generated huge traffic or engagement.



Alert Monitoring

By setting up alerts for keywords related to your content, you can find other relevant sites or posts that you might be able to get featured on.

There are many ways to do this, and some of the sites/tools we've used at SiteVisibility include:

- [Google Alerts](#)
- [Twitter search](#)
- [Talk Walker](#)
- [Social Mention](#)
- [Mention](#)

Each of the above will be able to help you monitor any mentions of certain keywords, topics or people and then receive email alerts when new content is published.

If the content matches, or is similar to what you've already written, and you feel like your content (or at least, a certain section of it) could benefit them, then this is your opportunity to reach out and get featured.

Release Your Content Privately Before a Full Release

What if you were to start the promotion of your content way before the content is even produced? Sounds sweet, right?

In practice, it's not too difficult, and you can boost the impact of your content promotion by seeking early buy-in from friends, partners or beta testers.

[Beta testing in product design is already common practice](#), and the same concepts apply to the marketing assets you're creating.

Not only can privately releasing your content help you to gain some early momentum, but the feedback you receive from early readers, testers or adopters can also help to improve the overall quality of your content.

On a small scale, you could look closer to home to find beta testers. Think colleagues, partners or close friends. However, you can also consider combining influencer marketing with beta testing to [maximise the potential reach of your content before it's launched](#).



Onsite Promotion

Highlight Your Latest Content on Your Homepage

If you've ever delved into your Google Analytics data, you'll most likely have found that your homepage is your most visited page. So, it's probably a pretty good page to host your shiny new content!

Alternatively, you could include a blog or news feed across your website to show all visitors that you're regularly uploading content. If they spot a topic they are curious about; they'll click through to read the entire post and spend more time on your website.

Promote with Gamification

First and foremost, gamification could be the difference between keeping your users engaged in your content, or losing them to the inevitable YouTube rabbit hole that's just a click away.

Gamifying your content isn't just a useful engagement tactic, [it can also be used as a promotional tactic](#).

We love this [illustrated guide on gamification from Growth Engineering](#) but if you want to do some deep gamification study, check out this [comprehensive list of gamification examples from Yu-kai Chou](#).

Promote Your Content in Live Chat Responses

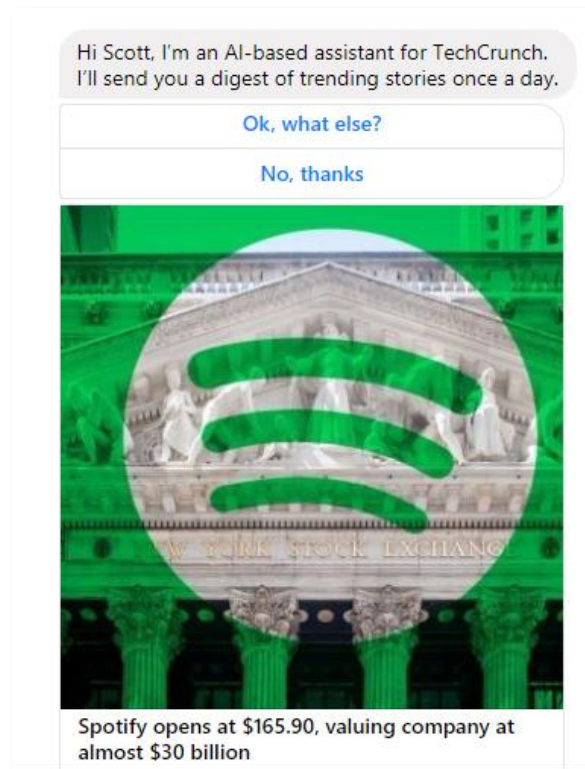
We receive [all kinds of weird and wonderful questions via our live chat facility](#).

Having built up a wealth of content over the last 10 years via our blog and podcast, we find that in a lot of cases we can answer live chat questions by directing users to our own marketing resources.

Live chat tools like [Intercom](#) and [Drift](#) have saved reply functions that can help you speed up your responses to FAQs. While the primary purpose of these tools is to improve customer service, you should sense check that you are using them to solve problems and answer questions using your existing content.

If you want to take this up a notch, [you could consider building a Facebook Messenger bot](#) that surfaces your content as part of its core function.

See this in action by checking out TechCrunch's awesome AI-based assistant: <https://www.messenger.com/t/techcrunch>.



Techcrunch's Facebook Messenger Bot

Add Internal Links Across Your Site

By linking across other pieces of content on your site, you can provide your audience with more value while also (hopefully) improving engagement metrics such as session duration, bounce rate and pages per session.

Let's say that you've created a whitepaper or eBook and have also previously written on a similar topic on your blog. It would then make sense to spend time adding in links where relevant to the guide or eBook within your blog content and vice versa.

If you wanted to go one step further, you could even create images or buttons that link through to your newest piece of content, making your post more visually appealing. Make sure that any internal links provide added value as internal linking for the sake of it will provide the user with a poor experience.

***Bonus tip** - Remember, internal linking shouldn't be limited to your blog. You should routinely review the pages across your site that may benefit from the addition of links to your new content.

Want to brush up on the best ways of implementing internal linking across your site?

Take a look at [Neil Patel's guide here](#).



Release Your Content for a Limited Amount of Time

Scarcity is the cousin of exclusivity and has long been an emotional trigger that hooks us into an idea for the first time. We see urgency tactics mostly at play in e-commerce, e.g. “...take advantage of our best ever offer – before it’s too late!”, but you can [weave scarcity into all forms of marketing to help you promote your products and increase conversions](#).

Here’s a good example of how the team at **Growth Everywhere** use immediacy to promote their eBooks:

The image shows a green-themed form for a limited-time offer. At the top, it says "LIMITED TIME: GET OUR FREE EBOOK". Below that, the title "29 Growth Hacking Quick Wins" is displayed in large white text. Underneath the title, it says "by entering your email address below". There are two white input fields: "Your Name" and "Your Email". Below the input fields, there is a checkbox and the text "I consent to email messages from Growth Everywhere." At the bottom, there is a dark blue button with the text "Send Me the Resource" and a link "No thanks, just take me to the content." below it.

To get started, try tools like [Optinmonster](#), [Hello Bar](#) and [Thrive](#).

Cross Promote Using Capture Forms and Content Upgrades

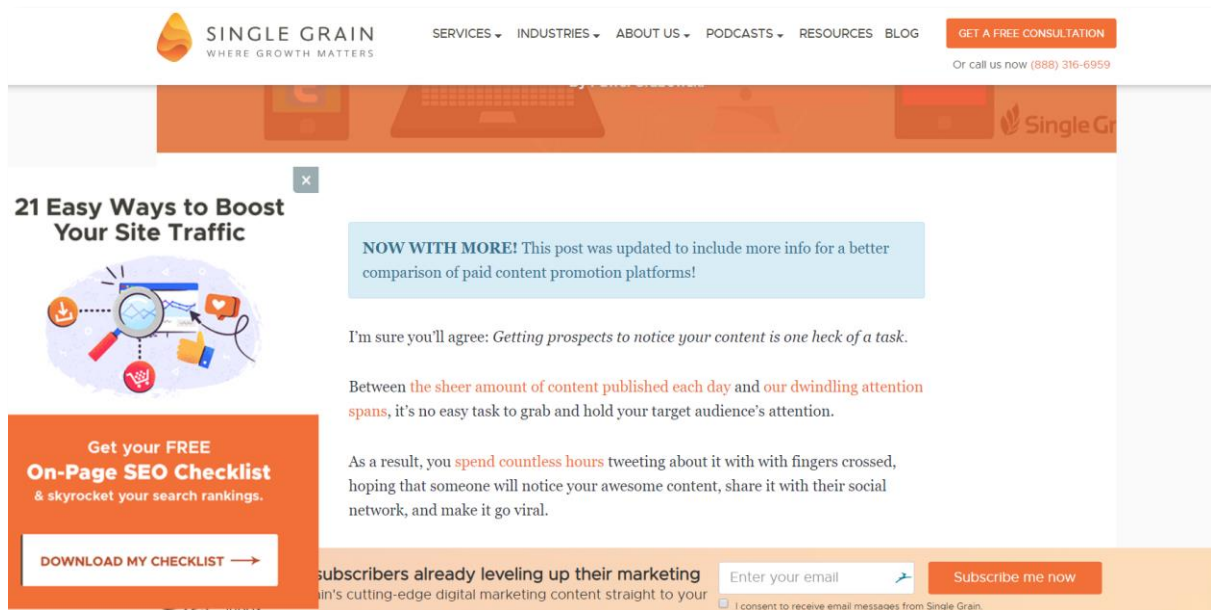
Like internal linking, cross-promotion using capture forms and content upgrades are a great way of promoting your other content to your existing audience across your site.

Essentially, if the piece of content that you’ve written is gated to capture email addresses, then you should be promoting it across your site, and a great way to do this is to use pop-up forms. If you’ve written similar content on your blog, then test tools like [Thrive Themes for WordPress](#) to create pop-up forms alerting your audience to your new content.



With pop-ups, it's important that they aren't too intrusive as there's nothing worse than visiting a site or attempting to read a piece of content and being bombarded with large pop-ups that are hard to get rid of. Try to make them subtle and test pop-out timings to ensure you strike the best balance between lead capture and user experience.

Below is a good example from **Single Grain** who use a pop up to promote their On-Page SEO Checklist. It doesn't block the content that you're trying to read and is easy to dismiss if you're not interested in downloading the checklist.



***Bonus tip** - Consider creating content upgrades for your existing content. This involves creating a valuable add-on or bonus addition to your existing content that can be accessed by entering your email address. If your content can be improved with a checklist, a video or something printable, it makes sense to do so as you'll be able to increase the number of conversions and help to grow your email list.

Configure Push Notifications

Push notifications are instant, interactive, clickable messages, which pop up via your web browser.

They are a great way to promote your content as you don't have to wait for someone to go to their inbox or even be on your website or app. Rather, those who sign up to receive them from you will receive notifications straight through their browser and if they click on the link, will be sent directly to your content.

The knack with push notifications lies with being able to write persuasive copy which compels your subscribers to click on the notification and ultimately click through to your content. You also need to be able to strike the right balance when it comes to frequency, value and timing of notifications as you don't want to send too many notifications and risk losing your subscribers.

Want to get started with push notifications on your website? Check out push notification providers [PushCrew](#), [Pushwoosh](#) and [Urban Airship](#).



SMS and Push Notifications

Though SMS and Push notifications are delivered directly to customers on mobile, there are [differences in the technology and approach you might want to consider](#) before deciding which is best to use for your business and customers.

SMS and Push notifications are commonly associated with promoting retail or e-commerce offers, but there is an [increasing number of examples of brands using SMS and Push notifications](#) as a way to [promote content and engage with their audiences](#).

For example, the [WWE has long been using SMS and Push notifications](#) as a method for promoting their latest content, and their social results have been [well documented](#).





Update Your Content to Increase Search Traffic Over Time

According to a [2018 study by Ahrefs](#), **91% of content doesn't get traffic from Google.**

If you've already gone through the hard work to create content that's generating traffic, it makes no sense to abandon that content the moment that you press publish.

You've found something that works!

Instead of chasing your next content unicorn, it might make sense to [update and expand your evergreen content](#) to retain your existing traffic and maybe even try to improve on the traffic you're receiving.

Here's how SEO giant, Neil Patel, [suggests it should be done](#).

Optimise Images to Increase Image Search Traffic

[In a 2017 report from Jumpstart](#), it was estimated **that images in search results receive approximately 3% of all search clicks.**

Though it could be argued that traffic from image search isn't of the highest quality, it doesn't mean you shouldn't spend a small amount of time optimising your images before publishing your content to squeeze every bit of traffic that you can out of your content.

[Optimising your images is straightforward](#), and it's best if you can try and get in the habit of optimising each image as you add it to your content. It can be a tedious exercise to have to go back through your content and optimise images at the end!

Want a more in-depth understanding of how to rank in image search and why you should even bother? This [2017 Whiteboard Friday video from Moz](#) will tell you pretty much everything you need to know.

Optimise Your Content for Search

Possibly the most overlooked content promotion tactic of them all – optimising your content for search.

In the haste and excitement of wrapping up a content project, it's easy to forget that optimising your content might be one of the best ways to create a consistent source of traffic to your content.

The length and format of your content will dictate just how much time you need to spend on the optimisation of your content.

Need a crash-course in how to optimise content in 2018? [Check out this Whiteboard Friday video from Moz](#).

Social Media



Social Sharing

Share Your Content on Your Social Profiles

Perhaps one of the more obvious content promotion tactics and one of the easiest to execute is promotion via your social media channels.

Remember, you'll need to adapt the message depending on the platform you are sharing the content on. For example, Pinterest is has a predominantly female user base, Facebook use amongst over 65's is ever increasing, and LinkedIn tends to be more professional than say Facebook or Twitter which can often be more conversational.

At SiteVisibility, we use [Hootsuite](#) to schedule our posts and speed up our social media promotion process.

Use Relevant Hashtags to Increase Your Reach

It's social media 101 but something that's often forgotten. After posting your content **make sure you use relevant hashtags** and @mention anyone featured to increase your reach and encourage those mentioned to share it with their audience.

If you're unsure of what hashtags to use when posting, tools like [Hashtagify.me](#) or [Keyhole.co](#) will help you with hashtag research and statistics.

Pin Posts to Your Social Media Profiles

Facebook, Twitter, LinkedIn and Google+ all have pinning options that allow you to pin a post to the top of your profiles. Make sure you get in the habit of pinning your latest content for the extra visibility!

Below is an example Tweet that we pinned to our profile after we created the [2018 Digital Marketing Strategy Guide](#):





Use Automated Evergreen Promotion Tools

Evergreen content refers to content that remains relevant and of interest to your audience over an extended period. There are many tools that you can use to help you automate the promotion of such content through your social channels.

[Meet Edgar](#) is a tool which is great for automatically resharing your content over time on Twitter, Facebook and LinkedIn.

Similarly, [Missingletr](#) creates a clever 12-month social campaign which is then drip-fed out across your social channels from your existing website content.

Combining automated promotion with extensive hashtag research is a great way to continually expand the reach of your content and get it in front of new audiences.

Test Content Sharing Services

Consider promoting your content via sharing services such as Triberr or Quuu. These platforms aim to create like-minded communities of individuals who enjoy reading and sharing the same type of content.

[Triberr](#), for instance, comprises groups of content creators, bloggers and influencers otherwise known as 'tribes'. They have tribes for a range of topics, from food bloggers to start-ups & entrepreneurs and the service aims to connect with, support and reciprocate the sharing of content by fellow bloggers. You can build relationships with other like-minded professionals, leverage the other member's audiences by promoting each other's content and therefore increase the social reach and engagement of your content.

Similarly, [Quuu Promote](#) provides the opportunity to get your content noticed by a large audience by getting your content shared by other people on social media. All you need to do is select a category that's most relevant to the topic of your content and upload it for submission. Then, Quuu will recommend your content to individuals who've signed up for content suggestions in this category and its in-house team of content managers check each submission to make sure it adheres to their quality criteria.

To make your content is extra shareable follow a few simple tips; ensure it reads well, check for errors, make sure it contains correct hyperlinks, optimise for SEO and add optimised images.

Ultimately, these platforms are great for increasing the readership of your content.

Use Social Sharing Buttons (and ensure infographics are easily embeddable)

If you want to encourage engagement and shares of your content, at a bare minimum, social sharing buttons should be added to your content.

While it might be tempting to include links to every possible social channel, you'll want to refrain from doing so. It's all about quality over quantity and ensuring that your social share buttons are reflective of the platforms used by your audience. There are a few ways you can determine which platforms are best for your audience. Firstly, Google Analytics data can indicate which social



channels are already generating traffic to your website or content. Secondly, assess the social media buttons used on competitor or industry websites.

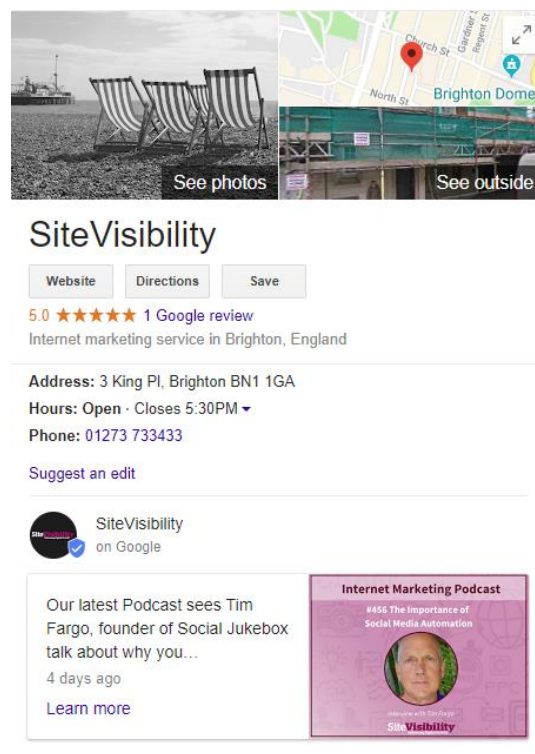
You can also use tools such as [Buzzsumo](#), to discover how content related to your topic currently performs across all social channels. A good tactic to encourage your readers to share your content is to use sharing buttons that move with your content and follows the reader as they scroll down a page.

Publish via Google Posts

Google Posts is a relatively new feature within Google My Business that allows businesses to publish events, products, services and content directly to Google search. Google Posts feature in the knowledge panel on the right-hand side of the search results.

As you can see below, when searching for 'SiteVisibility', a post promoting our latest Internet Marketing Podcast episode can be seen. These posts have unique URLs which can be shared by clicking on the post. Be it text, link or image, it's recommended that you post content here often, as posts generally only stay live for up to 7 days, and there currently isn't a way to schedule them.

While this feature is somewhat limited, it is essentially free advertising for your content and can help to create a rich branded search result.





Repurpose into Story Content

(Snapchat, Instagram Stories, IGTV, Facebook Stories, Twitter Moments)

Snapchat, Facebook, Twitter and Instagram now all offer “Story” features that allow you new and unique ways to repurpose your existing content.

Snapchat has a massively engaged audience you’d be foolish to ignore. As of 2018, it hit 191 million daily active users, of which a large majority are 25 or under. Regarding paid advertising options, there are various options – including allowing users to find your content either in the ‘Discover’ section or in between viewing Snapchat stories (a Snap Ad). A Snap Ad is a maximum of 10 seconds and includes the option to provide more information to users who swipe up. Sponsored Lenses and Geofilters are fun, interactive options which encourage users to share branded content with their friends.

If audio is important to your content, this is one outstanding reason to advertise on this channel. **60 per cent of video ads on Snapchat are watched with the sound on.** An especially impressive figure if you factor in that 85 percent of Facebook videos are watched on mute.

Instagram Stories offers a lot of additional features to get your audience engaged with your content, such as the ability to ask questions or answer polls. These features allow you to hear their thoughts and opinions, which may also help to inform future content. What sets Instagram Stories apart from Snapchat is the ability to directly tag and link to content. Indeed, regular Instagram story viewers are probably all too aware of the CTA ‘swipe up’. At present, however, it’s only available to business profiles with more than 10,000 followers. An alternative to this is to place a link to your content in your bio, although this has a much lower success rate.

With Instagram Stories, you can also create permanent collections of stories called Highlights, which means that you can save stories to your profile. The benefit of doing this is that they won’t disappear after 24 hours and allows you to showcase your content to new visitors to your profile easily.

On Twitter, you can create Moments, which can also be accessed directly from your profile and are similar to Instagram Highlights. Find out how to [create your own Twitter Moments here](#).



Twitter

Promote as Part of a Twitter Chat

Speaking of Twitter, [Twitter Chats](#) are scheduled conversations that take place at a set time and include an associated hashtag, and with so many eyeballs on very niche topics at one time, it's the ideal opportunity to promote your content IF it's super-relevant to the conversations that are taking place.

Don't spoil everyone else's conversation by trying to shoehorn your latest content just for the sake of it, though. Your number one goal should be to add value. Consider it a bonus if you can do that by sharing or repurposing your existing content.

[Here's a handy resource from AdWeek](#) that will allow you to find hashtags that are relevant to your content or industry.

Not quite ready to join the conversation? You could still consider using paid advertising to promote your content by using hashtag targeting.

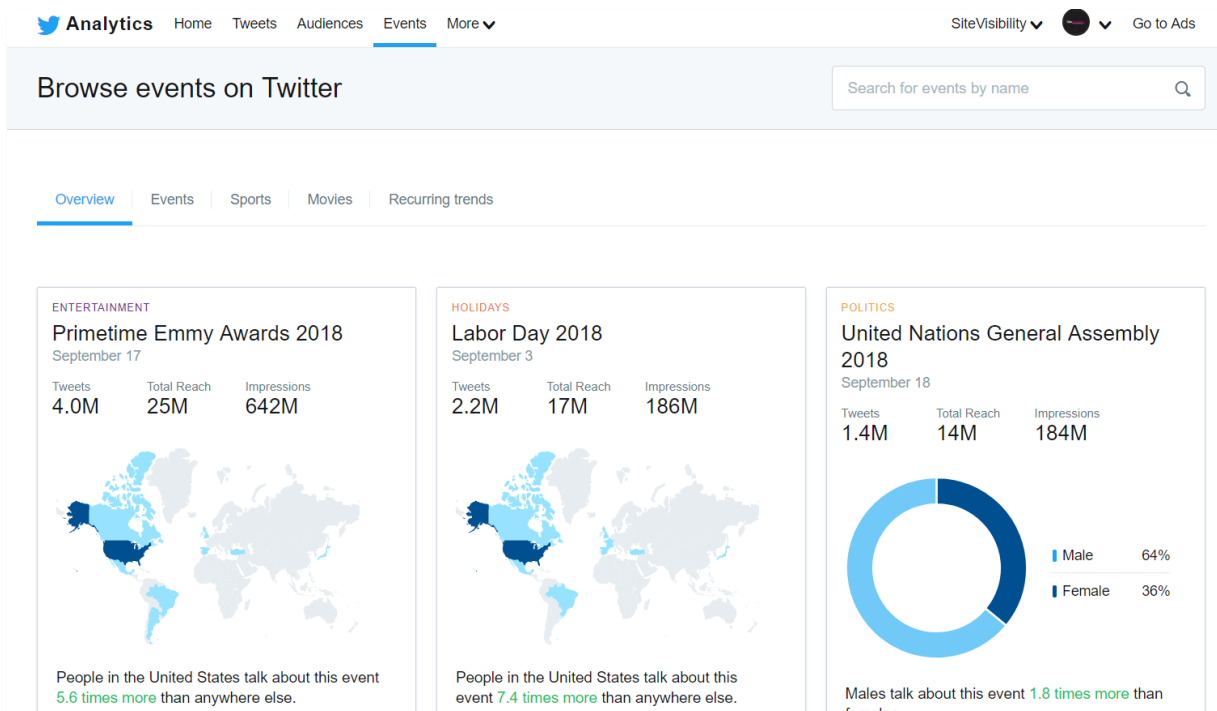
If you want to see a great example of an engaging Twitter chat, we recommend [#SEMRushChat](#).

Promote as Part of a World Event or Recurring Trend on Twitter

Just like Twitter chats, there are recurring trends and conversations around world events that take place on Twitter that have associated hashtags.

How do you find these events and trends?

Fortunately, Twitter has an awesome resource for recurring trends and events [built into their Analytics platform](#).





Navigate to analytics.twitter.com, click the **Events** tab and you'll find a wealth of information for trends and events that can be used to inform your organic or paid content promotion campaigns.

They've even added a handy search feature so that you can search for events closely related to your content.

If you want to start promoting your content during recurring trends or events, remember to ensure you've [brushed up on your social media etiquette](#) so that you don't turn people off.

Remember, **if you're able to find hashtags related to events and trends on Twitter, you're likely to be able to find similar conversations taking place across other social media platforms.**

Allow Users to “Click to Tweet”

[Click to Tweet](#) is the name of a tool but has also become the phrase used to describe all tools that allow you to take excerpts of your content and turn them into handy Tweetable quotes that encourage social media sharing.

Here's an example of [Click To Tweet in action from Single Grain](#):

At a time when experts are really emphasizing the need to write for audiences, not simply for SEO, the flexibility to use SEO-free anchor text can be an advantage.

CLICK TO TWEET 

Here are a selection of some of the [best Click-To-Tweet](#) tools to help you get started.



Imagery

Configure Open Graph Tags

The [Open Graph protocol](#) allows a way to customise the preview of your content for when your content is shared on social media. Here's a very detailed article from neilpatel.com on [how it works and examples](#) of how you can customise content to look on each social media platform.

For the non-developers, Open Graph tags might look a little intimidating, but for most popular CMS platforms like WordPress, Joomla, Shopify, Magento etc. there are add-ins and plug-ins available that will make adding Open Graph tags a breeze.

Update Your Social Media Profile Imagery

Whether it's your cover photo on Facebook, your Twitter header, or your Instagram profile photo, any space on your brand's social media page can offer the perfect billboard for you to promote your latest piece of content. Even if people don't necessarily engage with the content of your social posts, if your cover photo is visually bold and exciting it might well be enough to nudge them towards your website content.

Below is our cover photo for the SiteVisibility Facebook page, where we've used the space to promote our 2018 Digital Marketing Strategy Guide.





Bonus

Paid Social Media Promotion

More than ever, it's a tough gig getting your content noticed, let alone shared, on social media. With news feeds becoming an increasingly busy place and the fact of the matter is this – organic reach is declining.

Take Facebook, for example. The collective grumble and murmurs of marketers the world over about recent changes to their algorithm probably hasn't failed to pass you by. What it means for users is that they are gradually being exposed to content Facebook deems most relevant to them, as opposed to content from pages that post the most frequently. You can read more about the decline of organic reach on Facebook and how the news feed works in 2018 [here](#).

Many businesses are subsequently turning to paid social media promotion. Unlike organic, paid social media promotion allows you to reach people with your content who you otherwise might not have. Most social platforms will also let you customise who receives your content in a very targeted way and extend your influence beyond just those who have liked or followed your page. That's not to say you should ignore organic promotion altogether, but a mixture of the two is more likely an effective use of your time.

There are many types of paid promotion available, and it all depends on what you want to achieve with your content. For example, you might want to use Facebook Sponsored Posts or Promoted Tweets on Twitter to reach a wider audience and increase awareness of your content.

Here's an example from NME who've sponsored the following blog post to appear on our Facebook timeline:



Although typically used for selling a product or event, Instagram ads are also a great way to promote your content. Instagram paid posts are identifiable by a clickable CTA such as 'shop now', 'book now' and 'sign up' and can help to increase the number of views of your content as the audience can click through to the post immediately, rather than having to do so via a bio link.



On LinkedIn, the targeting options for paid promotion allow you to refine your target readership by location, job title, skills and business type and therefore target other professionals who'll value your content.

As always, before deciding which social platform to advertise and spend your budget on, you should do significant testing and research as to which one is the best fit for your audience.

Check out [this post from Quicksprout](#) if you'd like further advice on how to get started with paid social promotion and [this post from Single Grain](#) which provides an in-depth guide to the different paid platforms when it comes to paid content promotion.

Social Media Prospecting

When it comes to creating, producing and promoting content, while expensive, social listening tools can be extremely valuable.

Not only can you discover what your intended audience is already talking about, but you can also find out what they share, what they're engaged with and which social channels they do this on. You can also monitor keywords related to your brand or industry.

Let us provide you with an example.

Say you're a makeup brand and wish to promote content related to your business, you might begin by identifying popular, relevant keywords such as 'makeup' or 'makeup tips'. This can prove insightful as you'll likely find out who is influential in this field and what they are posting about. If they post regularly, you might ask yourself '...are there any patterns or trends with regards to something they struggle with?' Perhaps you'll notice that they post about cleaning makeup brushes or choosing the right blusher. This can also help to inform additional content as you are now aware of what interests/concerns your audience. When it comes to content promotion, if you see them mentioning a topic you've written about, why not share it with them. You already know that it's a topic they're interested in, and you'll also get the benefit of your content being seen by their audience.

Cost effective ways of getting started with social media prospecting include [Hootsuite](#), [TweetDeck](#) and [Buzzsumo](#).

Repurposing



Turn Content into an Alexa Skill

Let's imagine for a moment that you've just written a long-form listicle on "100 Ways to Make your Mornings More Productive".

It might only take you half a day to record those 100 tips and repurpose them as an Alexa skill, with daily productivity tips being drip-fed to users as part of their morning flash briefings.

Amazon has recently started to make it easier for users to create their own Alexa Skills with the introduction of their [Blueprints](#) platform, but if that still looks a little too technically intimidating, you can try a service like [Storyline](#) which will walk you through the process of creating your first Skill.

Turn Your Content into Merchandise

In 2018, BuzzFeed [started a worldwide debate](#) on what the acronym "IMHO" means.

Are you team *In My Honest Opinion* or camp *In My Humble Opinion*?

A fiercely (and hilariously) debated topic, BuzzFeed cashed in on this viral phenomenon by allowing their readers to pick a side by choosing a t-shirt that represented their chosen acronym.

THE GREAT DEBATE



In My Humble Opinion Crew Neck
T-Shirt
~~\$27.95~~ \$22.95



In My Honest Opinion Crew Neck T-
Shirt
~~\$27.95~~ \$22.95



IMHO Crew Neck T-Shirt
~~\$27.95~~ \$22.95

Have you created cultural waves with your content? Could you extend its life just a tiny bit more by allowing your readers to become a part of the story?

Here's another example we love from 2018.

Youtuber Jiggin' With Jordan [had his prized jet-ski stolen from right outside his home](#) 😞. He recorded a video showing how the jet-ski was stolen and at the end of the video, he gave his



1million+ subscribers the chance to turn a negative into a positive and buy one of his “Bring Bae Home” tees.



You can expect to see more examples like this in the future. Earlier this year, YouTube started to provide Creators with new ways to monetise their content, [including the ability to sell merchandise and offer channel memberships for exclusive content](#).

Need more inspiration? Check out some of the creative ways you can repurpose your content courtesy of [Litographs](#).

Print Physical Copies of Your Content (and give them away at exhibitions and conferences)

Do you already have a popular downloadable eBook or PDF?

Are you about to attend a conference?

Why not create a limited run of physical copies of your resource to give away at that conference?!

There's still nothing that attracts a crowd as quickly as a freebie **especially** when it's something exclusive and in limited supply.

[People will even queue for things they don't really like](#), just because they are free.

Turn Your Content into a Course

In recent years [Teachable](#), [Udemy](#), [Skillshare](#) and [LinkedIn Learning](#) have all reduced the barrier of entry when it comes to online learning.

This is great news for content creators as it provides a way to simultaneously promote your existing content and expertise while potentially allowing you to create another revenue stream in the process!



All you need to get started is screen capture software, a microphone and of course, your content. Here's an excellent [step-by-step guide on turning blog posts into a course from Morgan Timm of Teachable](#).

Not only will creating a course give you a new outlet through which to promote your expertise, but it will also give you a new medium through which to build a community and create a continuous loop of content creation and promotion.

Already have an eBook at your disposal? [Follow Teachable's guide on how you can turn it into a course](#).

Turn Your Content into a Video

If you have already delivered a webinar or live stream, you can download your video and re-upload it to YouTube and Vimeo. Don't forget to [optimise your videos](#) before uploading them!

If you have a long-form piece of copy, you could use tools like [Shakr](#) or [Vidra](#) and repurpose your content into video snippets or teasers to post on social media.

Perhaps [you're already sitting on content that you could repurpose into video](#) without even realising it?

Before you jump headfirst into a world of video editing, here are some [key lessons you can learn from Wistia's venture into social media teasers](#).

Turn Your Content into a Webinar

While some of your audience might enjoy reading blog posts, others could be more receptive to visual content such as webinars. Webinars and live streams can offer an exciting and engaging means to get more mileage out of your current content.

The best webinars focus on one topic and can be a great way for you to demonstrate your knowledge and build authority, trust and credibility within a certain area. You'll also be able to raise your brand awareness, start to build meaningful relationships with your audience and generate warm leads.

If you haven't hosted a webinar before, [WebNinja](#) and [GoToWebcast](#) are easy to use service providers that can help with the logistics and host hundreds if not thousands of attendees.

Once your webinar is over, don't forget to upload the video of the webinar to your website and other video sharing platforms (YouTube, Vimeo etc.) and the slides to SlideShare...

Repurpose into Slides

As one of the top 100 most visited websites in the world, and with a reported 70 million visitors each month, if [SlideShare](#) isn't currently on your content promotion radar, then it certainly should be now.

If you're not familiar with it, SlideShare allows you to upload your presentations/slideshows to LinkedIn and presents a great way to repurpose any written content visually. Slides can act as a welcome contrast to a lengthy blog post and may even open you up to an entirely new audience on LinkedIn.



Remember, with slides or presentations; you'll want them to be as visually appealing as possible. You'll need to edit your content heavily so that it just includes the key points and most relevant information and for this reason, whenever using SlideShare to repurpose your content, you should consider directing the reader to the original blog post to provide them with additional detail.

Here are our top tips for creating engaging slides:

- Use a consistently branded template
- Include a logo, URL and contact info at the bottom of each slide
- Use relevant yet eye-catching and fun visuals – the best photos enhance meaning
- Include CTAs (Call to Actions) and links to your other content
- Keep it concise - less is more when it comes to text

The screenshot shows a SlideShare presentation interface. The main slide is titled "GETTING STARTED WITH GOOGLE TAG MANAGER (GTM)" and is attributed to Jon Hibbitt, a Web Analyst at SiteVisibility. The SiteVisibility logo is prominently displayed at the bottom of the slide. The presentation is part of a collection of 41 presentations, with other titles like "2017 Game Changers", "AUDIENCE GROWTH WIRED SUSSEX 2016", and "SEO & METRICS: MEASURING" visible in the sidebar. The presentation has 851 views.

Speak on a Podcast about Your Content

Not everyone has the time, nor the attention span for that matter, to sit and read the entirety of a 1500+ word blog post (or a 10,000+ word ebook – gulp!). Podcasts, in this respect, can make your content much more accessible and convenient, allowing listeners to multitask. It's something you can listen to whether you're going for a run, driving home from work or sat on the train. Why not consider taking your most popular blog posts and turning them into individual podcast episodes or guesting on a popular podcast in your field?



Having [hosted our Internet Marketing Podcast for over 12 years](#), we've seen our fair share of podcast pitches.

Few have been as impressive as the podcast guest packages put together by [Interview Valet](#).

Interview Valet helps to connect people with amazing stories and content with relevant podcast hosts. They also help their clients refine their podcasting skills and promote their podcasts.

If you've compiled a single, comprehensive resource or multiple resources on a niche topic, you'll likely be able to easily translate your content into a podcast. Perhaps you have a strong podcast following, but your blog content is falling flat. Why not create a blog post from your best-performing podcast episode? A simple transcription of the podcast, with added notes and bullet points of key ideas, can offer a quick and easy read. If the guest says something particularly quoteworthy, highlight that and add the 'click to tweet' link to encourage social sharing.

Services like Interview Valet are optional, and if you fancy going the DIY route, you can tap into your hustler spirit by following [this guide on how to get featured on podcasts from Sumo](#).

There's even a [WordPress plugin](#) that can automatically turn your blog posts into podcasts!

Infographics

By turning your content into something visual, you can make it even simpler for your audience to digest.

Infographics are still one of the most popular ways of turning your posts or guides into something visual. As with webinars and slides, an infographic can provide visual learners with an alternative way of digesting your content and are great for sharing across social media.

You'll also have the added benefit of adding your Infographics to your original content, helping to break them up and visualise the key points.

[Check out this post from Meltwater](#) to get started with turning your long-form content into an Infographic.



Repurpose Content into an eBook/Kindle Book

If the content you've created is a series of posts around the same subject, you can curate that content and turn it into an eBook or Kindle book.

At SiteVisibility, we've created eBooks from content that was originally housed on our blog. As an example, we'd written two long-form posts about Google Tag Manager, the first covering what it is and why you should be using it, and the second, covering how to install it. As the two posts went hand in hand, we decided to use a free tool called [Beacon](#) to create [The Beginners Guide to GTM](#). Beacon helped to combine the two posts into a neat document that we could then upload to the site as a downloadable resource for our audience.

By creating eBooks or publishing on Kindle, you'll be able to reach a wider audience who might not have seen your content otherwise.

***Bonus tip:** Take your repurposing even further by then [turning your eBook into an audiobook](#).

Translate Your Content and Republish in Different Languages

Have you ever Googled something, clicked on a search result and discovered the content is in another language? Your immediate reaction, no doubt, was to bounce straight back out of the website. Makes sense! After all, the content is of no use to you.

This, however, highlights a massively missed opportunity when it comes to promoting your content and generating more traffic to your site. Imagine all the people that have potentially done this with your content. This is when you may want to consider translating your content into different languages.

While plugins such as Google Translate can be effective, they're not foolproof. Most of the time these plugins won't understand the little nuances of a language and neither will they translate everything with perfect precision. Instead, start off by translating one or two posts, using a third-party service. These platforms tend to produce translated content with more accuracy, plus they can be fast in their turn around and cheap. [Fiverr](#) is a good place to start. Head here and search for translators. You can prioritise translating your content into languages associated with the majority of your foreign traffic.

Check out [this post from Neil Patel](#) for more info on how you can increase the traffic to your site through content translation.



Create Images with Quotes or Snippets to Share on Social Media

Everyone loves visually appealing posts on social media, and one way in which you can enhance your content promotion through your social channels is by creating images with quotes or snippets from the content that you've produced.

Think of these as teasers to entice people to read the full piece and pick out exciting quotes or points that'll make the reader want to find out more.

At SiteVisibility we use a tool called [Canva](#) to create these types of images. It's easy to use, you can create branded templates, and it's easy to resize your images for each different social platforms.

Below is an example of a post that we created to promote our 2018 Digital Marketing Strategy Guide, using a quote from Steve Rayson, Director of Buzzsumo, who featured in the guide.



***Bonus tip:** If you've used quotes from individuals or other businesses, include these and @Mention them in your posts. In doing so, you'll increase your chances of that person sharing the post among their audience which in turn will help to increase your reach and brand awareness.

Email



Email Your Content to Your Mailing List

Promoting your content to your existing audience is one of the easiest and most important ways of promoting your content and email marketing provides a great platform to do so.

By building up your email list, you'll have a ready-made audience to share your newest content with. You do however need to consider the target audience and if your content isn't going to be relevant to everyone on your list. Avoid sending all your emails to your entire list as it can often lead to unsubscribes and low engagement. Determine who would be interested in your content and send accordingly.

For example, if your content is specific or niche and is only going to be relevant to part of your list, you may want to send it to a group or segment. Perhaps someone that's downloaded similar content previously or someone who works for a company in a specific industry.

***Bonus tip:** You can use tools like sharelinkgenerator.com or codebeautify.org/share-link-generator to allow users to share your content directly from your email newsletters!

Add Your Latest Content to your Email Autoresponders and “Out of Office” Replies

You may already have basic email autoresponders in place to thank people for contacting you or downloading an asset, and you can use these as an additional opportunity to promote your latest content.

In most email platforms this is going to be as quick and simple editing your autoresponder feature and adding a link inviting people to view your latest content. Some platforms will even allow you to add RSS blocks to your autoresponders so that your latest content is already displayed.

The same rule applies to your “out of office” messages. Think of how [you can turn all those dull “...if your matter is urgent...” messages within your business into something more engaging.](#)

Test Auto RSS Publishing via Your Email Provider

If you run a podcast or blog and are creating regular content, you should consider using auto RSS publishing via your email provider to automatically email your latest posts or episodes to your subscribers.

RSS feeds can be easily turned into an automated email digest of your latest content via your email marketing service provider. This presents a great opportunity to reach your audience regularly and get them to read, engage and potentially share your content. Plus, it's a tactic that takes minimal effort.

MailChimp offers an excellent [RSS-to-email service](#).



Repurpose Content into an Email Series

Ever been writing a newsletter for your business and find yourself stuck for what content you should include?

The answer is a lot closer to home than you might think.

Whether you already have a bank of content from which you can curate highlights, or you only have ever produced a handful of long-form articles, it's likely you can turn that content into an email series using auto-responders.

One of the best examples of this in action is [Copyblogger's Internet Marketing for Smart Marketers](#).



CopyBlogger takes a selection of its most popular content since its launch in 2006, categorises the content into four pillars and adds additional narration and context to create an in-depth introduction into the world of online marketing.

Not only does this course extend the life of some of their classic content, but the free email course is an attractive offer that helps CopyBlogger continually build their email list.

Pay to Feature in an Influencer or Brand Email

If you're collaborating with a brand or influencer, you should negotiate the specifics of collaboration *before* you start working together.

Don't assume that just because someone is working with you that they are going to know how to best promote the content that you're promoting together or that they will even promote the work you're doing together.

Think of how disheartening it might be to secure a collaboration with a top influencer in your industry, only for them to fail to effectively promote the content upon completion.

In most cases, [bloggers, vloggers and influencers will have media packs](#) or rate cards and promotion of content via their email list is likely to feature in those packs.



Though building long-term relationships with industry influencers is still likely to be an important part of your brand's growth, [the transparency and normality of all forms of sponsored content is increasing](#).

Paying for inclusion in an influencer mailout guarantees your content is sent to a pre-qualified audience.

If you're new to influencer marketing and want to learn how to execute a campaign for the first time effectively, we recommend you [follow this definitive guide from Influencer Marketing Hub](#).

The background of the slide is a solid purple color with a pattern of thin, light purple diagonal lines running from the top-left to the bottom-right. A solid purple horizontal band is centered across the middle of the slide, containing the main text.

Groups & Communities



Post in Forums and Groups

It might sound all a bit 90's, but forum marketing isn't to be sniffed at. Plenty of people still generate traffic to their website in this way. Regardless of how niche your content is, you can pretty much guarantee there's going to be a community out there who will appreciate it.

You can get started with forum marketing by joining in with discussions on threads and responding to questions about your topic of expertise with a link back to your content. By contributing genuinely useful and relevant information to your industry, members of that community will recognise your content as a trustworthy source. Be careful not to go overboard though as this tactic can easily appear spammy, often resulting in a ban from certain forums or groups.

Here are some useful starting points for identifying relevant forums and groups:

- [Search on Google for "Niche + Forum"](#)
- [Use the forum search engine: Board Reader](#)
- [Use The Biggest Boards](#)
- [Search for Facebook groups](#)
- [Search for LinkedIn Groups](#)
- [Search for Yahoo Groups](#)
- [Search for Google Groups](#)

Post in Q&A Sites

Major Q&A sites, such as [Quora](#) and [Reddit](#) can offer a great platform for content promotion but before you dive straight in and start linking to your content, first research whether your target audience is even present on these websites.

If you find that they are, try to find posts related to your content and position yourself/your brand as an industry leader by providing thoughtful and knowledgeable answers. While this is unlikely to give way to a record number of referrals it should, nonetheless, give your website traffic a little boost.

If you're just getting started with using Q&A sites, here's a [helpful guide from Quicksprout](#) on how to best leverage these sites to drive traffic.

Answer Questions and Submit Your Post to Quora

If you haven't already done so, then you should check out Quora. It's essentially an open Q&A forum that receives millions of visitors monthly and allows you to showcase your knowledge on a range of subjects by sharing your content.

You'll need to create a profile and then start following topics that matter to you, and once you've done so, you'll be able to answer questions that people have asked, helping to build your authority while promoting your content at the same time.

You can also create blog posts on Quora as well as a source of promoting your content.



To submit your post to Quora, all you need to do is:

- Click on your profile image
- Click Blogs
- Click “Create Blog” from the pull-down menu
- Select your blog’s subdomain (i.e. <http://mobilepublishing.quora.com/>)
- Copy your original content (including pictures)
- Paste it and select topics of interest before publishing.

Promote via an AMA on Reddit

Reddit receives more than 200 million unique monthly visitors and so it’s definitely one of the platforms you should be prioritising when it comes to content promotion. One of the best ways to maximise the impact of your content on Reddit is to host an AMA.

An abbreviation for ‘Ask Me Anything’, AMA is a Q&A format on Reddit where you can have an open conversation with other Redditors and people with interesting experiences/advice to share. AMA is the largest subreddit with over 10 million subscribers and so promoting and discussing your content here means you can reach an entirely new audience and drive traffic to your new piece of content. You’ll also get the added benefit of finding interesting discussion points from other users that can help you to update and add to your content or even upgrade it.

You can choose the subject that you want to talk about (the piece of content that you’ve created, or at least the topic it talks about), choose your subreddit and off you go (well, nearly). If you want to get started with an AMA, check out [this great post from SEMRush](#) on how to host a successful Reddit AMA.

Promote Your Content in Slack Channels

If you’re not using Slack, then do you even message, bro?

Slack is considered one of the [fastest growing SaaS businesses ever](#) and currently has 8 million daily active users.

As great as Slack is for messaging, its niche topical channels are awesome for content discovery.

Now, be sensible. Don’t just rock up to a thousand channels and start spamming out your content in a newbie fuzz of excitement. You will be swiftly removed from the channels and risk damaging your reputation.

Instead, treat Slack channels as you would any online group or community. Provide value, engage with others and look to become a respected member of the group before touting about your latest content.

Here’s a great selection of [Slack channels for marketers](#) to get you started.



Comment on Related Blog Posts

When it comes to promoting content via blog post comments, you should keep your expectations realistic about what can be achieved. Executed efficiently, it can bring in a relatively steady stream of traffic to your website, but blog commenting is unlikely to drive ground-breaking levels of traffic.

As with forums and groups, it's generally best to avoid being overly self-promotional in blog post comments and only link to your content when it is of genuine value to the reader.

If you don't feel comfortable posting the URL to your content in the comment, most comment systems allow you to include a link to your website via your username. However, this will probably get a lower click-through rate than if you were to post the URL overtly.

Also, it is often a case of the early bird catches the worm. By being the first person to comment on a blog post, it logically follows that more people will see your comments compared to those who comment later. A tool like **Mention** can be useful to watch for new posts on high traffic blogs which are related to your brand, allowing you to jump on and reply quickly.

Finally, there is some etiquette you should be aware of surrounding blog comments. If you're frequently the first person to comment on a blogger's work, to the point that you're annoying and don't allow others a chance to get in on the conversation, it might end up being detrimental to your relationship with that blogger and the rest of their community.



Leveraging Your Network

Have Your Sales Team Promote Your Latest Content

Your sales team are meeting new people every single day. Often, they are pitching to a handful of potential customers at a time.

Get your latest content in front of those potential customers; it could extend the reach of your content by hundreds or thousands of people a year.

Not only will it help your sales team demonstrate the expertise that lies within your company but engaging your prospects in your content can also be a great way for you to stay top-of-mind during the sales process.

Even if you don't win business from those prospects, you never know who you can introduce to your content and who they might, in turn, introduce your content to.

Prospects might not become clients, but they can still become valuable advocates.

Ask Designers to Add Your Content to their Website Portfolio

This is a win-win tactic for all parties.

If you've worked with a designer or videographer to help you produce content, it's likely they will want the opportunity to add your work to their public portfolio.

Likewise, if you've invested money in having a document carefully crafted and produced to the highest quality, you'll want it to be shown off at every available opportunity.

The very first opportunity is the designer's website!

Here's an example. Earlier in the year, we produced the ["The 2018 Digital Marketing Strategy Guide"](#) that was lovingly designed by designer and illustrator [Simon Heard of Signage Design](#).

Simon has proudly displayed [this project](#) on his website, helping to enhance his already vibrant portfolio while simultaneously giving our content a little extra promotion in the process.





Share Internally and Ask Your Colleagues to Promote

Your fellow employees or colleagues are best placed to become your brand ambassadors, so ensure that they are!

It seems simple and straightforward enough, but this is one that we often see underutilised when it comes to promoting your content.

Once you've created any new content, share it with your team internally. Ask for feedback and even ask if anyone would like to contribute any additional quotes or tips. After this, ask your colleagues to share it across their social platforms.

***Bonus tip:** If you work with any freelancers, agencies or consultants, remember to encourage them to also share your content.

Add Links to Your Content in Your Companies Email Signatures

In a world of tweets, posts, pins and likes, you'd be forgiven for thinking that email has had its day, yet it remains a powerful marketing and promotional tool, especially in the world of B2B. While companies will often focus their email marketing efforts heavily on email campaigns, they're often neglecting one area entirely – the email signature.

Typically reserved for personal information such as phone numbers and job titles, the email signature also presents a seriously good opportunity to showcase your content marketing. Whether you want to promote your blog, an upcoming event, a new marketing offer, industry report, case study or whitepaper, whatever it may be, that little bit of white space can prove extremely valuable.

Here's one our Marketing Manager, Sean Nichols, made earlier:

Sean Nichols
Marketing Manager, SiteVisibility
Delivering Digital Growth™

Tel: 01273 733 433

Web: <http://www.sitevisibility.co.uk/>

Blog: <http://www.sitevisibility.co.uk/blog/>

Podcast: <http://www.sitevisibility.co.uk/blog/category/podcast/>

Our Latest Resource: <http://www.sitevisibility.co.uk/the-2018-digital-marketing-strategy-guide/>

Follow SiteVisibility on our social channels:



Take this up a notch by creating a highly customisable email signature in [Wisestamp](#).

Paid Advertising



PPC Advertising

Pay Per Click (PPC) advertising presents another opportunity to promote your content, drive relevant traffic to it and increase engagement quickly.

It is important to think strategically when promoting your content through paid options and you'll need to analyse which content assets will benefit from promotion and offer the highest return on investment.

Often, you'll find that gated assets such as eBooks or whitepapers are the most relevant and the same goes for content that is more likely to resonate at specific times of the year, such as content linked to seasonality or trending topics.

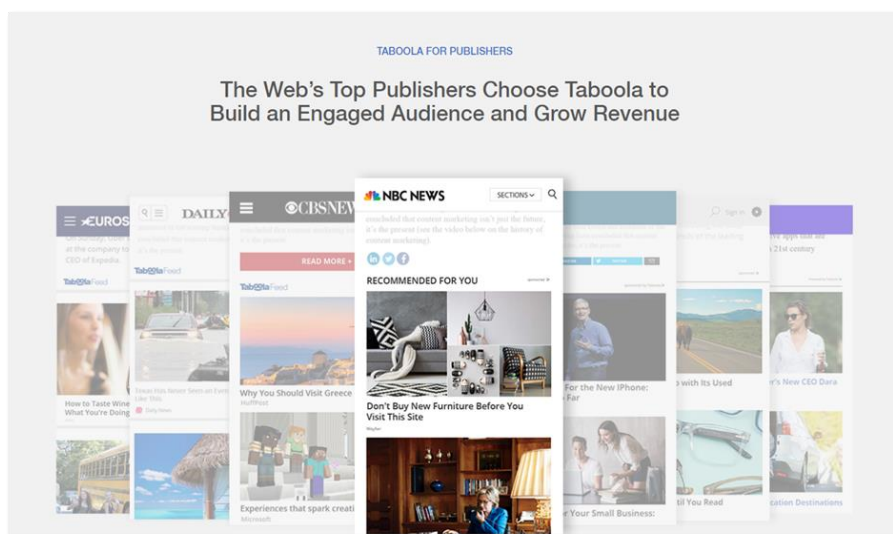
When undertaking PPC advertising, you'll want to make sure that you are targeting relevant keywords to your content, as well as writing catchy and compelling ad copy to entice users to click on your content.

New to PPC as a form of content promotion? Find out how to combine content marketing with PPC [with Neil Patel's guide here](#).

Promote via Content Discovery Networks

Content discovery networks are often overlooked but can be extremely effective, when it comes to content promotion. Given the rise of [ad-blocker usage](#), it's easy to see why advertisers are flocking to content discovery networks like Taboola and Outbrain as a way to maintain reach through native advertising.

Sometimes called content recommendation engines, they refer to networks which place ads in the "Around the web" and "Recommended stories" section often found on the websites of large publishers. Content discovery can usually be identified due to their location – either you will find them under an article or blog post, or in a sidebar. Otherwise, they don't immediately look like ads, but rather a natural part of the website you're looking at, which can produce high CTR to your content.





There are many content discovery networks out there, but some of the most popular include [Taboola](#) and [Outbrain](#). Both offer native ad options for both desktop and mobile. Outbrain goes that little step further, though, and offers customizable module and responsive design so that you get full control over your ads.

Digg is also one of the content discovery platforms that has stood the test of time, and though it's a slightly different offering to Taboola and Outbrain, you may also want to [consider testing their self-serve advertising platform](#).

Native Advertising

Native advertising can be a great way to get your content in front of your target market. In short, native advertising displays your content next to articles of similar content, and as such, it's an excellent way to entice a user who is already engaged with a similar topic. The benefits of using native ads over other paid methods are that they typically don't look like ads, but rather part of the editorial flow of the page. It is non-disruptive and exposes the reader to content without sticking out like a sore thumb.

It is relatively cheap and a quick way to get your content on platforms with a large audience. However, you'll need to make sure that your content fits the style, tone and theme of the site the ad is placed on for the best results.



So, there you have it, **The ULTIMATE Content Promotion Guide** to help you with your content marketing efforts.

If you follow the tips we've shared, you can expect to achieve more traffic, more engagement, more shares and increased leads.

It's important to remember though that although 80% of your efforts should go into promoting your content, the 20% of time creating it is still equally as important.

For your content to be successful, it needs to engage, entertain and educate. If the content that you create doesn't do one or more of these things, then the methods we've shared within will only amplify and accelerate disappointment.

As we come to the end of this epic content journey, we wish you every success as you embark on your own. Do let us know how you get on.

How did we do?

Did we miss anything?

Do you have any interesting content promotion methods to add to this guide?

We'd love your feedback.

Let us know by either emailing us at marketing@sitevisibility.com or chatting with us on Twitter [@sitevisibility](https://twitter.com/sitevisibility)

The Ultimate Content Promotion Checklist

Contributors, Influencers & Outreach

- Outreach to those you've referenced
- Ask contributors to share via their email newsletters
- Outreach to related content sharers
- Build relationships with influencers
- Pay influencers to promote your content
- Promote via guest blogging
- Promote via broken link building
- Identify Wikipedia referencing opportunities
- Monitor HARO for opportunities
- Republish on other platforms (i.e. Medium)
- Set up alert monitoring (i.e. Google Alerts)
- Release your content privately

The Ultimate Content Promotion Checklist

Onsite Promotion & SEO

- Feature your latest content on your homepage
- Gamify your content
- Promote your content via live chat and messenger
- Add internal links to your content
- Release your content for a limited amount of time
- Cross promote using pop-ups and content upgrades
- Configure desktop push notifications
- Configure SMS push notifications
- Update your content over time
- Optimise your images for image search
- Optimise your content for SEO

The Ultimate Content Promotion Checklist

Social Media Sharing

- Share your content on all platforms
- Research hashtags to increase reach
- Pin your content on all platforms
- Test evergreen promotion tools (i.e. Meet Edgar)
- Use sharing services like Quuu/Triberr
- Add social sharing buttons
- Publish via Google Posts
- Repurpose into story content
- Promote via a related Twitter Chat
- Promote as part of a recurring event
- Configure "Click to Tweet"

The Ultimate Content Promotion Checklist

Social Media Imagery & Bonus Tips



Configure Open Graph tags



Update social media headers & backgrounds



Promote via paid social media campaigns



Promote via social media prospecting

**Download the FULL 40+ page
10,000+ word
Ultimate Content
Promotion Guide
with additional tips, tools and
examples.**

bit.ly/ultimate-content

The Ultimate Content Promotion Checklist

Repurposing

- Turn long-form content into an Alexa skill
- Turn your content into merchandise
- Print physical copies of your content
- Turn your content into a course
- Turn your content into a video
- Turn your content into a webinar
- Republish your content on Slideshare
- Talk about your content on podcasts
- Turn your content into an infographic
- Create ebooks/audiobooks from long-form content
- Translate and republish in new languages
- Create quotes or snippets for social media

The Ultimate Content Promotion Checklist

Email



Send content to your email subscribers



Add content to autoresponders and out-of-office



Configure automatic email publishing via RSS



Repurpose content into an email series



Pay to feature in someone else's email newsletter

Paid Advertising



Run a PPC campaign



Test content discovery networks



Test native advertising



The Ultimate Content Promotion Checklist

Groups, Communities & Your Network

- Post in forums and groups
- Post in Q&A sites
- Promote via a Reddit AMA
- Promote in Slack Channels
- Comment on related blogs
- Get your content into sales pitches
- Ask designers/videographers to add to their portfolio
- Ask your colleagues to share
- Add your content to your email signature