BLOG POST PROMOTION

a step by step guide of the top promotional strategies

LILACH BULLOCK
GENERATE LEADS THAT **CONVERT**

Social media

After publishing, promote your blog post on social media (Twitter, Facebook, LinkedIn, Google+ etc.) & then 1x/day on Twitter and 1x/week on Facebook, Google+ & LinkedIn.

Pin your latest/best blog posts to the top of your social media profiles: Twitter, Facebook

Be active in social media groups (Facebook, LinkedIn & Google+) and promote your blog posts in groups that allow self-promotion

Add social sharing buttons to blog & Click to Tweets

Create social media ads on Twitter, Facebook, LinkedIn

Social Influencers

Connect with social influencers to have them share/promote your articles: mention influencers & tell them, contact influencers about your best blog posts

Guest blog on top blogs

Create an expert round-up and have influencers share it

Content Curation

Reddit - join relevant subreddits, engage, curate and share content

Flipboard - create a Flipboard magazine with top content sources - including yours!

Pocket - curate you own content, and others' content

Sniply - share others' content and link to your own blog every time,

Other social websites

Quora: Find relevant questions to answer, write an informative answer & link to your posts.

Be active on StumbleUpon, curate others content as well as your own, create SU ads to boost traffic

Turn your best blog posts into presentations & promote on SlideShare with your branding.

Use your Skype mood to promote your blog post.

Email & Forums

Use your email list to send newsletters about your latest posts

Create a professional email signature and link to your latest post

Join industry forums, engage, and link to your posts in your signature

Paid ways

Quuu: get your content shared by real people on social media

SEO: optimise your blog posts for search engines to boost their ranking

Outbrain: your content will appear as a reading suggestions on top websites

BLOGGING COMMUNITIES

Connect with bloggers and get your content shared.

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triberr

Kingged.com beta

DoSplash

b.e blog engage

BLOGGERS' LOUNGE.

ViralContentBee

Co Promote

inbound.org

AmplifyBlog

Klinkk

SNAPZU

DASHBURST

BizSugar

JUSTRETWEET