

How to Market Your Blog Post: 25 Actionable Tasks

Multiply the time it took to write your blog post by three, that's how much time you should spend marketing your new blog post. Save this step-by-step checklist and complete these 25 actionable tasks after launching each new blog post.



Social Media

- ☐ **Day 1:** Tweet your post title, link, and featured image w/ relevant hashtags.
- ☐ **Day 2:** Tweet a **different title** of your post, link, and featured image w/ relevant hashtags to see if you get more retweets.
- ☐ **Day 3:** Tweet 2 short snippets of different stats or quotes from your new post w/ a link, image and different relevant hashtags.
- ☐ **Day 4:** Tweet 2 short snippets of different stats or quotes from your new post w/ a link, image and different relevant hashtags.
- ☐ **Day 5:** Tweet 2 short snippets of different stats or quotes from your new post w/ a link, image and different relevant hashtags.
- ☐ Share your post on other social media pages like: FB, LinkedIn, Pinterest, etc
- ☐ **Schedule** automatic social media posts over the next few weeks or months. My favorite automated social media tools is Social Pilot <https://socialpilot.co>
- ☐ **Tag or mention the influencers** you mentioned in your post on social media.
- ☐ Use Buzzsumo to **contact influencers** who have shared similar content <https://buzzsumo.com>

Email

- ☐ Check that your post automatically went out to your **email subscribers**.
- ☐ **Email influencers or brands** you mentioned in your post so they share it.
- ☐ **Email sources** you mentioned in your post so they share or link to it.
- ☐ **Email your co-workers** and ask them to share your new post.

Links

- ☐ Edit **previous popular articles** and add links to your new post.
- ☐ **Find broken links** to similar content and alert the author about your new post as a potential replacement. The Broken Link Bible: <https://moz.com/blog/the-broken-link-building-bible>
- ☐ Use BuzzSumo to find people who have linked to similar content. <https://buzzsumo.com>
- ☐ Expand and elaborate on a specific area of your new post on Medium. Link to your new post so **Medium** readers can learn more about the topic.
- ☐ Expand and elaborate on a specific area your new post on LinkedIn. Link to your new post so **LinkedIn** readers can learn more about the topic.

Repurpose Your Content

- ☐ **Publish a checklist** on Checkli, and highlight important actionable items, stats, facts or details from your post. <https://www.checkli.com>
- ☐ Make and share a **SlideShare** presentation about your new content. - <https://slideshare.net>
- ☐ **Make an infographic** and visually highlight the important areas of your content. Share that infographic in multiple infographic directories: <https://goo.gl/LtxSCy>
- ☐ Record an **audio copy** of your post and add it to your blog.
- ☐ Discuss your blog post topic, research, and content in a **new podcast**.
- ☐ Make a **Youtube video** from your content and reach a massive new audience.

Commenting

- ☐ **Respond to mentions** on social media pages.
- ☐ **Respond to all comments** on your new blog post.
- ☐ **Share your post in the comments** section of relevant blog posts. DON'T SPAM!

Groups and Forums

- ☐ Share your post in relevant groups on **LinkedIn**.

- ☐ Share your post in relevant groups on **Facebook**.
- ☐ **Search Quora** for questions you can answer with the content of your blog post. <https://quora.com>
- ☐ Search and submit to **Reddit**. Don't be spammy and follow the rules of each Subreddit.

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