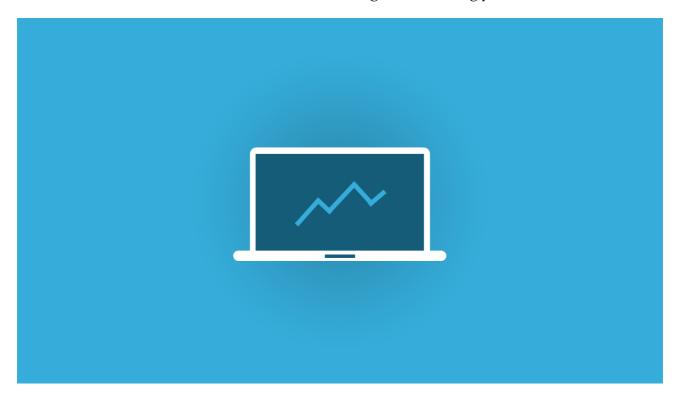
# How to Market Your Blog Post: 25 Actionable Tasks

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 infograhic 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.

Created By Marvin Russell - https://auditsky.ai