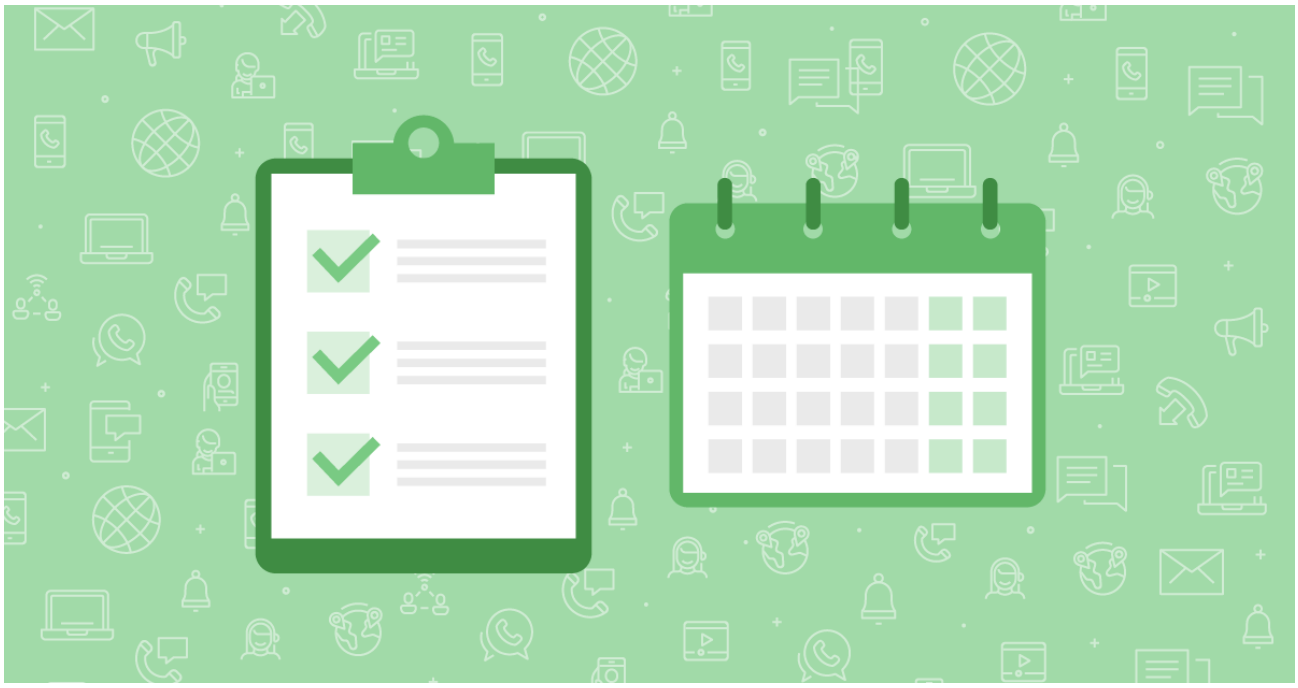
Blog Promotion: How to Promote and Market your Blog Posts Daily

Use this helpful checklist to make sure you are getting the most out of marketing your blog posts. The goals is to spend 60% of the time writing your blog posts and 40% marketing your blog posts.



BLOG POSTS

- [ ] Check analytics to see if any of your blogs are ranking for new keywords
- [ ] Can you write or update your post(s) in any way to increase ranking?
- [ ] Link your newest blog to any other related blog posts you have
- [ ] Write a new blog post connecting your other blog posts
- [ ] Create an interesting content upgrade for your blog posts
- [ ] Add more images or create an infographic

FACEBOOK

- [ ] Make sure you share your newest post on your facebook page. Pose a question, share with a photo, write a clever caption
- [ ] Post or schedule your older posts to go out on your facebook page at least every other day.
- [ ] Set up IFTT or something similar. All facebook post also post on your Twitter account
- [ ] Join relevant Facebook groups, they might even let you share your content

TWITTER

- [ ] Send out your newest post via Twitter. Use relevant hastags

- [ ] Use Buffer or something similar to schedule tweets. Use phrases, quotes, images, infographic, etc from your post
- [ ] Use a spreadsheet to keep track of what you have schedule so you can easily reschedule in a few weeks or months time

INSTAGRAM

- [ ] Create a story around your post
- [ ] Go live to discuss your post
- [ ] Post your newest posts to your link in bio

PINTEREST

- [ ] Have you create a pinable image on your post yet?
- [ ] If you have, create another one just to share on Pinterest. You don't have to embed on your post, but you can see over time which one is doing better
- [ ] Pin at least 5 other pins that are related to your brand, company, etc
- [ ] Follow 2 new accounts on Pinterest
- [ ] Join a Pinterest group

EMAIL

- [ ] Send out a email around your new blog topic
- [ ] If you already have, create a new email and send out to only the sign-ups who didn't open it last time.

ADDITIONAL MARKETING

- [ ] Join H.A.R.O and look for blogging opportunities, interview opportunities, or answer interview questions.
- [ ] This is something you can check early every day
- [ ] Look for podcast opportunities. Podcast are always looking for guests

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