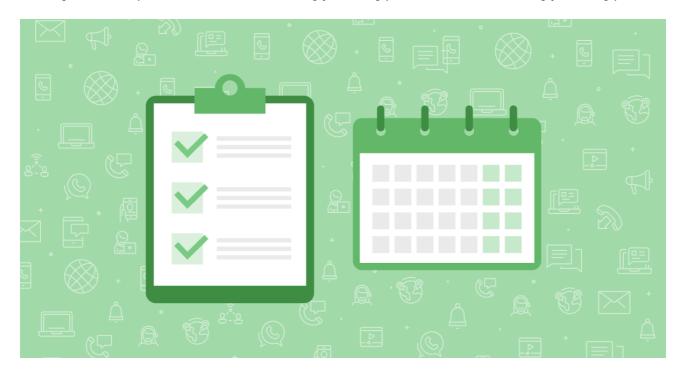
Blog Promotion: How to Promote and Market your Blog Posts Daily

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.
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