Blog Post Promotion Checklist

Choose from a range of promotion tactics to drive traffic and get your blog posts in front of a bigger audience. Some of the tactics will apply to your goals and others may not. There are many more ways to promote your blog posts. Save this list and use it to help get you started! Ping me at hello@denisewakeman.com if you have a blog post promotion tactic you'd like to see added to the checklist!



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Pre-publication: Prepare for promotion

updates you culled and created from your blog post

platforms

	Create 6-12 status updates you can use in your social media promotions	
	Create shareable images for each of the social networks you use: Twitter, Facebook, LinkedIn, Pinterest, Instagram (I recommend using Canva.com). A minimum of 3 images: square, horizontal and vertical	
	Include a minimum of one feature image in your blog post. Landscape is best (horizontal image.)	
	Create a blog post trailer video (use http://Lumen5.com or Adobe Spark)	
	Use tweets and quotes to create quote images for sharing on visual platforms: Facebook, Instagram, LinkedIn, Pinterest, Twitter	
	Create an image to post on Instagram Stories - 1080 x 1920 pixels	
	Create UTM tracking links for the sites on which you'll be sharing your blog post (see info here: https://goo.gl/SyoCq8)	
Promote your published blog post		

At time of publication, share your post on Twitter, your Facebook page, LinkedIn, and Pinterest if you are active on these

Use your favorite scheduling tool to queue up social media posts that drip out to your preferred over 30 days; use the status

If you promote your posts on Instagram, useShorby.com to offer multiple links on your bio. Update with a link to your new

blog post. Example here: https://shor.by/denise	
Day of publicaion: Set up your post push notification (ex. Pushengage.com)	
Day of publication: send email notification to your blog notification list	
5-7 days after publication, upload your blog trailer video to Facebook, Twitter, LinkedIn and YouTube	
Post on Google My Business profile	
If you run a LinkedIn group, share your post to the group	
If you run a Facebook group, share your post to the group	
30 days after promotion - review data from shares and reshare the most popular tweets and status updates	
Amplification Sites (free and fee)	
Bloglovin' (free - set up with RSS feed)	
Triberr (free - set up with RSS feed)	
Viral Content Bee (free & fee)	
Quuu Promote (fee)	
Social Buzz Club (fee)	
Repurposing and Republishing Your Posts	
Create reminders on your calendar on the dates you plan to republish your post	
14 days after publication - republish on Medium.com	
21 days after publication - republish on LinkedIn Articles	
28 days after publication - convert to pdf doc and post on Slideshare.net	
Create a slide deck with bullet points covering your content and post on Slideshare	
Get more repurposing tips: https://denisewakeman.com/13	
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