

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

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



BLOG POSTS WEEKLY CHECK

- ☐ Check analytics to see if any of your blogs are ranking for new keywords
- ☐ Refresh your posts that are ranking well, by adding new content or a few new images, or even an infographic
- ☐ Are your blog posts linking to each other?
- ☐ Create a content upgrade if you don't have one already
- ☐ Come up with a list or add to your list of upcoming blog topics

FACEBOOK

- ☐ Do a quick audit on your Facebook page. Are your followers engaging? Are your scheduled posts working? Did you gain any new followers?
- ☐ Have you joined any new Facebook groups?
- ☐ Run Facebook contest
- ☐ Share some exciting news

TWITTER

- ☐ Are your tweets automating?
- ☐ Can you add some new tweets to your twitter campaign? Rewrite ones that are doing well

- ☐ Have you responded and engaged with your followers?
- ☐ Share the love by RTing interesting articles or following people back
- ☐ Join a Twitter chat that's relevant to your brand
- ☐ Hold a Twitter contest
- ☐ Share something exciting about your brand on Twitter
- ☐ Talk about your latest blog post on Twitter

INSTAGRAM

- ☐ Create a stories around your posts that are doing well
- ☐ Update your link in bio with your newest post
- ☐ Create a instagram post around your latest blog post

PINTEREST

- ☐ Spend time engaging on Pinterest. Follow new followers or boards. Save interesting pins that are related to your brand
- ☐ Create new pins for your blogs posts
- ☐ Join Pinterest groups

EMAIL

- ☐ Send out your weekly newsletter. Share your latest post, share an update, or share some exciting news

ADDITIONAL MARKETING

- ☐ Looking for guest blogging oportunities
- ☐ Search H.A.R.O for new opportunities
- ☐ Look out for podcasts you can be interviewed on

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