

Content Promotion Checklist

Evergreen Content Promotion Checklist

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Pre-Game Content Promotion

Next time you hit publish on an article, take a few moments and read through this checklist. Then, take a few key steps to promote your great piece of content to your existing audience or grow your authority online.

First, I'll run through each of the steps, in order. Then, I'll explain the why and how behind each step, so that you can both understand what to do, but why and how I've included it as a step.

Pre-Game Content Promotion

- > Set up a **Click to Tweet** URL.
- > Make a list of any brands, authorities, or influencers you mention in the article.
- > Write an 'Influencer Outreach Email.'
- > Write a 'VIP Outreach Email.'

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- > Write an email to your general list promoting the article.
- > Add a contextual call to action to the end of the article.
- > Extract the actionable parts of the article and turn them into a downloadable guide: a lead magnet.

Content Promotion

- > Add the article to the relevant drip / autoresponder on your email list
- > Send a broadcast email to your list promoting the article, excluding anyone about to receive the article as part of an autoresponder campaigns
- > Tweet at brands or influencers you mention in the article, let them know that the article is live and ask them share it with their audience.

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- > Send a short email to brands or influencers you mention in the article, asking them if they'd be interested in reading the article.
- > If you use **Meet Edgar** or another social media scheduling tool, queue up the tweet. (Bonus points if, like in Meet Edgar, you're able to add the tweet to a rotating library)
- > If you've people tagged VIPs (friends or people who frequently comment) in your email service provider, send them an email about the article.
- > If the article is relevant to a past client or customer, email it out to them.
- > If you wrote the article in response to a question online, share the article in that thread.
- > Embed a tweet promoting the article within the article. If someone has already tweeted about the article, embed

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their tweet. If not, then tweet about it yourself and embed your tweet.

- > Share the article with relevant online communities that reach the same audience you're trying to reach.