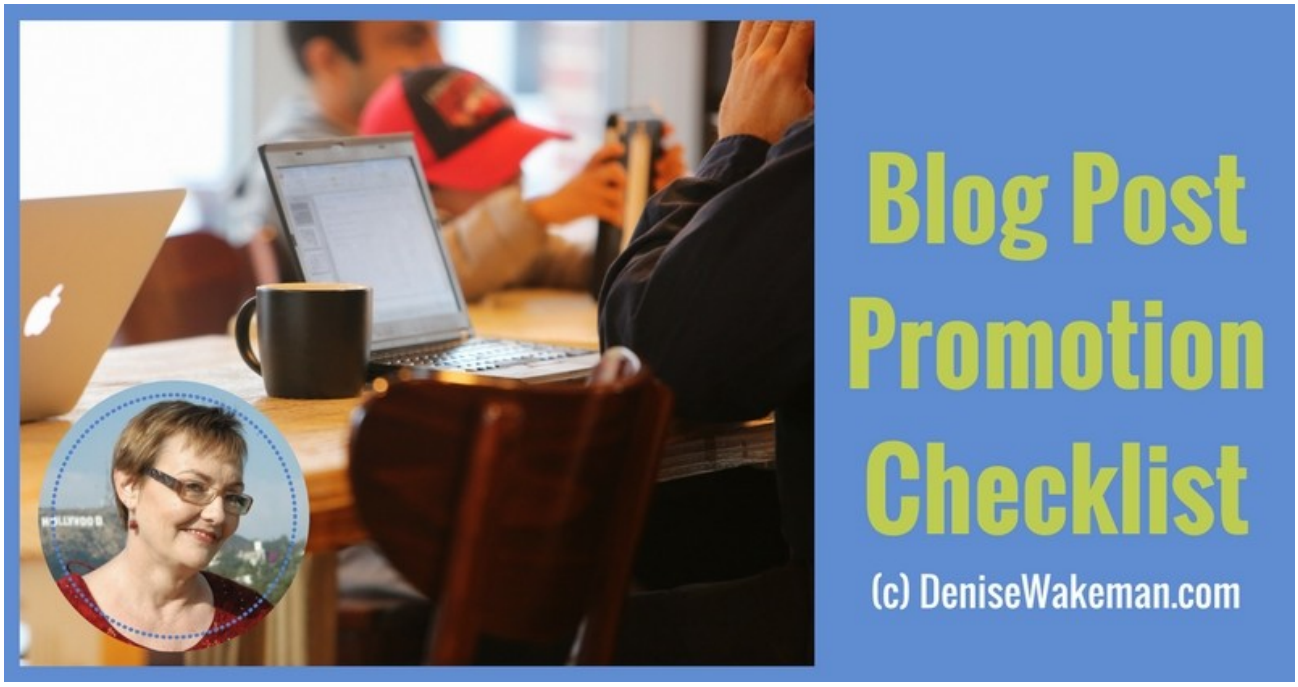
Blog Post Promotion Checklist

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!



Pre-publication: Prepare for promotion

- [ ] 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 platforms
- [ ] Use your favorite scheduling tool to queue up social media posts that drip out to your preferred over 30 days; use the status updates you culled and created from your blog post

- [ ] If you promote your posts on Instagram, use Shorby.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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