

How to Market Your Blog Post: 25 Actionable Tasks

Multiply the time it took to write your blog post by three, that's how much time you should spend marketing your new blog post. Save this step-by-step checklist and complete these 25 actionable tasks after launching each new blog post.

Social Media

- Day 1:** Tweet your post title, link, and featured image w/ relevant hashtags.
 - Day 2:** Tweet a **different title** of your post, link, and featured image w/ relevant hashtags to see if you get more retweets.
 - Day 3:** Tweet 2 short snippets of different stats or quotes from your new post w/ a link, image and different relevant hashtags.
 - Day 4:** Tweet 2 short snippets of different stats or quotes from your new post w/ a link, image and different relevant hashtags.
 - Day 5:** Tweet 2 short snippets of different stats or quotes from your new post w/ a link, image and different relevant hashtags.
 - Share your post on other social media pages like: FB, LinkedIn, Pinterest, etc
 - Schedule** automatic social media posts over the next few weeks or months. My favorite automated social media tools is Social Pilot <https://socialpilot.co>
 - Tag or mention the influencers** you mentioned in your post on social media.
 - Use Buzzsumo to **contact influencers** who have shared similar content <https://buzzsumo.com>
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Email

- Check that your post automatically went out to your **email subscribers**.
 - Email influencers or brands** you mentioned in your post so they share it.
 - Email sources** you mentioned in your post so they share or link to it.
 - Email your co-workers** and ask them to share your new post.
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Links

- Edit **previous popular articles** and add links to your new post.
 - Find broken links** to similar content and alert the author about your new post as a potential replacement. The Broken Link Bible: <https://moz.com/blog/the-broken-link-building-bible>
 - Use BuzzSumo to find people who have linked to similar content. <https://buzzsumo.com>
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Expand and elaborate on a specific area of your new post on Medium. Link to your new post so **Medium** readers can learn more about the topic.

Expand and elaborate on a specific area your new post on LinkedIn. Link to your new post so **LinkedIn** readers can learn more about the topic.

Repurpose Your Content

Publish a checklist on Checkli, and highlight important actionable items, stats, facts or details from your post. <https://www.checkli.com>

Make and share a **SlideShare** presentation about your new content. - <https://slideshare.net>

Make an infographic and visually highlight the important areas of your content. Share that infographic in multiple infographic directories: <https://goo.gl/LtxSCy>

Record an **audio copy** of your post and add it to your blog.

Discuss your blog post topic, research, and content in a **new podcast**.

Make a **Youtube video** from your content and reach a massive new audience.

Commenting

Respond to mentions on social media pages.

Respond to all comments on your new blog post.

Share your post in the comments section of relevant blog posts. DON'T SPAM!

Groups and Forums

Share your post in relevant groups on **LinkedIn**.

Share your post in relevant groups on **Facebook**.

Search Quora for questions you can answer with the content of your blog post. <https://quora.com>

Search and submit to **Reddit**. Don't be spammy and follow the rules of each Subreddit.
