

THE | CONTENT DIRECTION AGENCY



Content Promotion Workshop

With Lacy Boggs & Beth Hayden

Housekeeping:



- Don't forget to download your goodies — located under the webinar presentation box.
- The slide deck is available below (so don't freak about copying the slides down).
- Beth will be monitoring the chat box, so put your questions there.
- If something goes wonky, try refreshing the page. (You might need to hit play in the video box again.) If it's **STILL** wonky, look for the YouTube link at the bottom right of the video box and watch it there.

GO BEYOND THE BASICS...



- It's not 2005 anymore
- You won't just be found magically
- Organic reach is laughable
- Guest posting doesn't generate the amount of leads & opt-ins it used to

The strategies we've used to promote our blogs are becoming out of date.



*What's the
Alternative?*

BORROW A STAGE!

- A literal stage
- A podcast interview or guest post
- Republishing content
- Pay for a spot on Facebook or Pinterest's stage
- Go SEO crazy to get on Google's stage

In order to drive new traffic, grab an audience's attention.





CONTENT IS EVERYWHERE

We're entering a period of
"peak content."

That means stepping up our game
when it comes to promotion.

What are the
Basics?



GET SMART ABOUT SOCIAL MEDIA...



- Where is your audience hanging out?
- Have you optimized your images?
- Schedule & conquer with tools like Hootsuite, CoSchedule, Buffer, etc.

BASIC SEO...

A bit of research & optimization
goes a long way:

- Keyword research
- Download & use Yoast





Write Epic Content:

- Useful
- Detailed
- Emotional
- Unique
- Better than what's already out there
- Makes your readers' lives better
- Has a measurable impact for your business



You have to have
a System.



WORK HARDER

Promotion without
Strategy is Wasteful.

WHERE ARE THE BIG STAGES?



- Influencer Marketing
- Repurposing
- Groups
- Syndicating
- Advertising

INFLUENCER MARKETING:



When you get a third party
- someone influential in your space
or with your audience -
to recommend your blog or product.

A white arrow pointing to the left is painted on a dark asphalt surface. The arrow is composed of a triangular head and a rectangular tail. The text "Think Sideways." is written in a black, serif font across the middle of the arrow's tail.

Think Sideways.

REPURPOSING:



Get the most out of your content.

- Video
- Slides
- Audio
- Images

Then lead to a blog post with a content upgrade to collect leads.

GROUPS:

- Play by the rules
- Don't just show up and post — commit to engaging with the group beyond advertising yourself.
- Have a daily checklist to keep track of where to share when



SYNDICATING:



PROS & CONS:

- Is there a syndication site for your niche?
- Can get wider attention — but does it get you leads?
- Can you measure the traffic? Leads? Engagement?
- What's the goal?

ADVERTISING:


on Facebook, Pinterest, Instagram, SnapChat, etc.

*Get in front of the most people for the
least amount of money.*

Promote a blog post and then retarget with an opt-in offer:

- Content does better than selling
- Free does better than selling
- Video does better than text (usually, cheaper)





How will you
Measure
Your Success?

MEASURING SUCCESS:

Build testing, reporting, and metrics
into everything you do.



What metric will you use for your success?

- Traffic?
- Leads?
- Shares?

Less can be
more.



The Less is More School of Content and Promotion:



Week 1: Write and publish post.

Week 2: Create social media posts + schedule for the rest of the month.

Week 3: Reach out to influencers.

Week 4: Repurpose content to other websites.



Q & A