



Content Promotion Framework

How to create less copy and get more traffic and leads.

You've spent a lot of time and energy crafting an EPIC blog post. You've spent time researching, maybe reaching out to influencers, writing and rewriting, publishing and promoting this post.

Hopefully when you publish and promote, you get some good buzz happening. Maybe it lasts for a week or so – two if you're lucky.

Then what?

You spent *hours* of your time crafting this piece and now... it's just going to languish on your blog getting buried further and further down, forgotten.

Or will it?

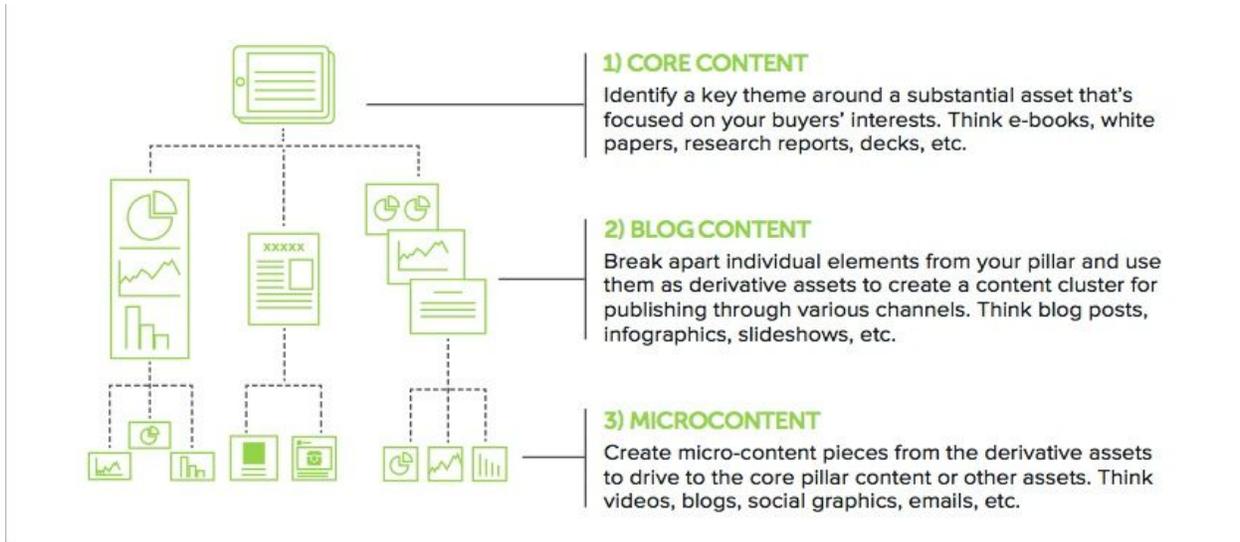
This is where the Content Promotion Framework comes in. When you have a post that you know has significant value and you want to get it in front of more eyeballs, the best thing you can do is focus your energy on *continuing* to promote it in as many ways and places as possible.

This allows you to create *less but better* content and then spend the time you free up in promoting that content to a wider audience.



THE CONTENT DIRECTION AGENCY

This is based on the Pillar Content model.



This image from Kapost illustrates how the pillar model works.

- 1. Core Content** – In this case, your core content is your EPIC content. As we've discussed, epic content can take many forms: It could be a blog post, an ebook, a white paper, or something else.
- 2. Blog Content** – In our case, blog content might mean additional blog posts on *your* site or on *another site* or in *another format*.
- 3. Microcontent** – And finally, microcontent is little pieces of the core content that you can share widely across social media sites to increase social media engagement and keep that EPIC content alive.

In the next sections, I'm going to go through two ways to create that middle pillar (that Kapost calls blog content) and microcontent.

Next: Sharing content on a new site.



Sharing (Syndication) on Other Sites

We touched on this briefly in the promotions module, but there are other websites where you can share your blog post in almost exactly the same format it's already in.

I've made a list below, but sites like Medium and Quora encourage people to post long-form content, and you'll reach a new audience of readers by doing so.

The upside of this method of repurposing is that it is the *least* labor-intensive. After you've set up accounts with these sites, basically all you have to do is cut and paste your content.

The downside is that, as with most outlets, some of these will be relevant to your niche, and some won't. Do some Google searching to see if there are any similar sites specific to your niche.

Some sites to repurpose your content:

- Medium
- Quora
- LinkedIn
- Google+ (just do a regular update, but in long form)
- Blokube

Note: There is some question about how to do this "legally" with Google so that it doesn't hurt your SEO. Most of the big syndication sites use a bit of code called [rel=canonical](#) that makes it OK with Google, but you might want to check. [Here's a good article that explains this in English.](#)

Next: Repurpose in a new format.



Repurpose in a new format

The next level of repurposing is to take your content and put it in a new format.

The Internet is a multimedia place, and many people are drawn to different types of media. Some people like to read long articles, others would rather watch a video, listen to a podcast, or get it in an easily digestible format like an infographic.

I have heard many excellent success stories from using these techniques. One friend of mine created a presentation and uploaded it to SlideShare. It was then included in the SlideShare newsletter, and she got hundreds of new opt-ins from it. (Please note: her topic was on public speaking, so it's likely that was a contributing factor to her success with that particular audience.)

Here are some ideas for repurposing content:

- Course – turn your content into a course
 - Udemy
 - Skillshare
 - Guides.co
- Presentation – turn your content into PowerPoint-style presentations (use Haiku Deck to produce it) and share on these sites:
 - Slideshare
 - Slideworld
 - Slideboom
- Ebook/PDF – turn your content into an ebook or downloadable PDF and share on these sites:
 - Scribd
 - Kindle
 - iBooks
- Infographic – turn your content into an infographic and share on these sites:
 - Scribd
 - Slideshare
 - Visual.ly
 - social media networks
 - Pinterest
 - Flickr



THE CONTENT DIRECTION AGENCY

- [Daily Infographic](#), [Cool Infographics](#), [Infographics Archive](#), [Infographic Journal](#), [Infographics Showcase](#)
- Video or Audio version of your content
 - YouTube
 - Vimeo
 - Viddler
 - iTunes podcast (or video podcast)
- Webinar – turn your info into a webinar
 - Use EventBrite to promote your webinar
 - Record it and upload as a video or audio
- Email Course – turn your content into an email course
 - Use it as an free or paid opportunity on your website
 - Use your email service (MailChimp, Aweber, etc.) to deliver
- Quizzes – turn your content into an interactive quiz.
- Checklists, forms or worksheets – turn your content into a downloadable asset for your readers (this is a content upgrade).
- Resource post – combine several epic posts into one mega resource post on a topic.
- Create a REAL book from your content using these sites:
 - Lulu
 - Amazon Createspace

Ask yourself which other formats your content naturally lends itself to. Data-heavy content is good for infographics, but personal or story-heavy content may not be. In addition, ask yourself where your skills and interests lie; if you hate being on video, creating a video may not be the best option!

Make a short list of how you will recreate your content in one or more new formats.

Make a plan for how you will create this new media. Do you need to outsource any part of it? How long will it take? When will you schedule it? Put it in your calendar and make it happen.

Next: Microcontent



Microcontent

Microcontent is defined as little pieces snipped from the larger piece of content and created almost exclusively to share on social media.

This is an excellent strategy for keeping an epic post alive. For example, if you take the time to create 25 unique tweets from your content, 5 longer posts for social, 10 tip images, 10 quote images, and 2 short videos, you have enough unique content to continue promote your post once a week for an entire year without repeating once. It's very doable.

Here are some ideas of what to create:

- Write 20+ snippets from your post for social media shares; continue sharing this post for many months to come. (Not all at once!)
- Create tip images or quote images from your post (Canva is great for this) and use them on all your social media channels – including especially Instagram and Pinterest.
 - Factoids
 - illustrations
 - quotes
 - tips
 - mini-infographics
 - images
 - charts
 - diagrams
 - gifs
- If you create additional media in a new format, create snippets of it for easy shares:
 - If you create a video, edit down clips no more than 1-2 minutes in length that you can share on social.
 - Take pieces of your infographic and share as micro-infographics.
 - Share single slides as images or tips.
 - Create a short animated/illustrated video from your audio or slide presentation.
- Update an old post with new stats or information through a graphic.



THE CONTENT DIRECTION AGENCY

- For example, if a new study comes out that supports your post, create a graphic with a quote from the study, and link back to your old post.
- Mini posts for social. Long Facebook and Google+ posts (say 500 words or so) can get great traction. Take a snippet from your epic post and post as a mini post on social.
- Put tips or quotes on business cards and hand them out at in-person networking events. (Try Moo.com for multiple images in one deck of cards.)

The other good thing about microcontent is that you can choose to create it all at once (sit down and take an hour to write 20 tweets), or you can space it out over time.

Microcontent is also great for outsourcing because the original source material is already created. You can pay a VA to schedule all your tweets (or even write them if she is clever), create tip images in Canva, create quotes, transcribe video or audio, etc.

Decide what kind of microcontent you want to create from your existing epic content – and what kind you might create from any repurposed content in a new medium.

Make a plan for creating this microcontent. Do you need to hire any help to make this happen? When will you create it? How much time do you need? Put it in your calendar and make it happen.

Next: Your content promotion checklist.



Epic Post Title: _____

Headlines

List the top 5-10 headlines you brainstormed for your post. Use the best for the post itself, and use the others when you repurpose or publish on other platforms.

Brief Description

Write a few of these, one to three sentences long.

Post Excerpt

Choose the most grabbing paragraphs from your post. Might be the intro or somewhere else. 500 words or less.

URLs

Take the URL of your post and your blog, you can also [add tracking IDs with Google Analytics](#) to track different traffic sources.

Shortened URL

[Bitly.com](#) is the most popular, but I like [Snip.ly](#).

20 Snippets

Write 20 short snippets (Twitter or FB length) that you can use on social media.

Image

Link your social share image here.

Link any additional microcontent here.

Promotion Plan

- Ask for the share
- Include share buttons
- Include Tweetables
- Schedule social media shares
- Share to groups and forums:
 -
 -
 -
- Email your list
- Email people/companies you mentioned
- Tag people you mentioned on social



THE CONTENT DIRECTION AGENCY

- Submit to social bookmarking sites and directories:
 -
 -
 -
 -
- Syndicate your content on [Syndication Sites](#)
- Self-Syndicate:
 - LinkedIn
 - Medium
 - Quora
 - Examiner
- Comment on related blog posts
- Comment on related social media conversations
- Set up paid promotion
- Submit to link-roundups
- Media outreach
- Other:
 -
 -
 -

Repurposing Plan:

Additional Formats

List which additional formats you will convert your content into:

-
-
-

Go back and do an additional promotion plan for each additional format.

Microcontent

- Create quote images from your original post.
- Create tip images from your original post.
- What additional microcontent can you create from additional formats?
 -
 -
 -