

ULTIMATE

BLOG

PROMO

CHECKLIST

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INTRO

Welcome to the *ULTIMATE Blog Promo Checklist* by us -
Andrew and Pete.

So you've wrote a blog, hit publish - now what? Well it is time
to make sure we get as many eyeballs to this blog AS
POSSIBLE.

In this checklist we run down all the ways you can promote
your blog, without relying on SEO.

Should you do them all? If you're an absolute BOSS then yes
- do them all. But - there's no hard and fast rule, some are
more suitable for some blogs than others, some are social
network specific (that you may not be on), but we urge you
to do as many as possible to get traffic to your blog.

This is a checklist, not a manual - print plenty of the next
page off, and everytime you publish a new blog use this
checklist for maximum exposure.

FOR ATOMIC MEMBERS: If you're not 100% sure how to
carry out any of the promo tactics, post in the support
group, or drop us an email and we'll help you out :)

ULTIMATE BLOG PROMO CHECKLIST

- POST LINK ON ALL SOCIAL MEDIA ACCOUNTS NATIVELY
- EMAIL AUDIENCE LINK TO BLOG
- SET UP ON RECURRING SOCIAL MEDIA SCHEDULE FOR TWITTER, FACEBOOK AND LINKEDIN
- REPURPOSE INTO A SNAPCHAT OR INSTAGRAM STORY
- CREATE A PROMO VIDEO FOR FACEBOOK TALKING ABOUT THE BLOG
- GO LIVE ON FACEBOOK AND DISCUSS THE BLOG
- TAG OR LET BUSINESSES/BRANDS/PEOPLE KNOW IF THEY ARE MENTIONED IN THE ARTICLE
- LINK FROM 3 PAST BLOGS TO YOUR NEW BLOG
- SUBMIT ARTICLE TO STUMBLEPUPON.COM
- SUBMIT TO DIGG.COM
- ASK 3 CONTACTS TO SHARE, OR SET UP A RECIPROCAL 'SHARE GROUP'
- REACH OUT TO BLOGGERS WHO DO ROUND-UPS
- POST IT AS AN ANSWER TO SOMEONE'S QUESTION IN AN ONLINE FORUM
- READ OUT BLOG AND UPLOAD TO SOUNDCLOUD
- ADD TO YOUR EMAIL SIGNATURE
- REPOST INTO LINKEDIN PUBLISHER
- CREATE A CLICKTOTWEET [.COM] IN THE BLOG
- ASK EMPLOYEES TO SHARE IT
- POST IN ON YOUR PERSONAL PROFILES
- SET UP TWITTER CARDS FOR YOUR POST
- SET UP A TWITTER AD
- SET UP A LINKEDIN 'PROMOTED UPDATE' AD
- PROMOTE THE CONTENT WITH A FACEBOOK AD
- CREATE A PRESENTATION FOR SLIDESHARE
- TWEET A LINK TO THE BLOG AND MAKE IT THE PINNED TWEET
- CREATE AN INFOGRAPHIC FROM THE CONTENT AND POST THAT ON SOCIAL
- POST A LINK TO THE ARTICLE IN APPROPRIATE FACEBOOK GROUPS, OR OTHER SOCIAL NETWORK GROUPS YOU ARE IN

THANK YOU

Thank you for reading!

Obviously this checklist doesn't go into the nitty gritty of how to do all these things, but [get subscribed to our YouTube channel](#) for weekly how-to videos.

Orrrr... if you really want to maximise your content's potential, you should check out our online membership [ATOMIC](#) which helps small business owners fricking CRUSH their content marketing. [That's over here](#).

Put this to use guys, and speak soon!

Good luck with your next blog!

- Andrew and Pete