

Content Distribution Checklist



Facebook Distribution

- Share the content on your company Facebook page.
- Share the content on your personal account. Set privacy to public.
- Use Facebook advertising to distribute the content to a broader audience than your page would likely reach.
- Join Facebook groups and share the content you've developed in them as soon as it's published.
- Comment in FB groups when people ask questions about similar topics. Add value before the link.
- Use retargeting display or Facebook ads to connect with your mailing list. Upload your list and you can target these individuals.
- Reach out to a few of your closest friends on Facebook and ask them if they'd mind sharing the content.
- Create a Note or Instant Article on Facebook that drives to the content you've developed or is a repurposed version of the content.
- Pin the content to the top of your Facebook page.
- Share and @Mention any brands referenced in the piece.
- Share a graphic with a CTA in your Facebook story.
- Run remarketing ads against people who have visited your site lately.
- Run remarketing ads against people who have watched 20+ seconds of your video.
- Run a news feed ad promoting the post.

Twitter Distribution

- Share your content on Twitter so your followers are aware of it.
- Share the key points as a micro-blog on twitter and link to the piece.
- Retweet posts from users who are sharing your content on their own Twitter accounts.
- Respond to people who are sharing other pieces of content you have created

- Bump your tweets by replying to the initial tweet.
- Create a tweet storm about the problem your article solves. Link to the article at the end.
- Share links of this asset on other channels. Ex. Link to the repurposed LinkedIn post, Growth Hackers post, Hackernews, etc...
- Mention the influencers who you included in the content on Twitter. RT-bait.
- Create imagery with quotes from people in the content and tag on Twitter. RT-bait.
- Send direct messages to a few of your followers letting them know you just wrote a post they might be interested in.
- Include a link to the tweet.
- Offer to take part in a Twitter chat and reference your content throughout.
- Pin the content to the top of your Twitter account.

LinkedIn Distribution

- Share a status update about the content. Tag the influencers who you mentioned in the content within your status update or spread it out over the week so there are multiple posts.
- Write a blog post on LinkedIn that drives readers back to your content. It will give a notification to the majority of your connections so they see the activity surrounding the post.
- Share your content within niche communities and groups on LinkedIn that is relevant to your content. Jason Quey wrote a great post on this tactic.
- Export the emails of your contacts on LinkedIn and reach out to them.
- Export the emails of your contacts on LinkedIn and run ads using Facebook custom audiences that tell them to check out your latest piece of content.
- Run advertising on LinkedIn from your company page driving users to click and read your content.
- Share images that come directly from the asset and link to it as a post.
- Share the Slideshare deck via 'Files' on LinkedIn.
- Create a video announcing the launch of this new asset. Share a link.
- Drive People To Content With 'Sponsored InMail'
- Create a long form status update about the article with a link in the comments.
- Comment on status updates shared on LinkedIn with a link to the asset.

Snapchat Distribution

- Share a QR code that is connected to your content.
- Send a snap directly to your connections telling them to check out your latest.
- Share a video to your story telling people what your content is about and tell them how to find it.
- Create a Snapstorm (multiple snaps one after another) that talks about a portion of your content + tell viewers to click the link.

- Send one-to-one Snapchat DMs asking people to check out your latest.
- Send one-to-one Snapchat DMs asking people to give you an upvote on one of the various sites you submitted your content to.
- Share a URL in your story and tell your followers to screenshot the snap to get it on their camera roll.
- Run a Snapchat ad targeting individuals in a specific region.

Instagram Distribution

- Share a post on Instagram that tells your followers to click the link in your bio which happens to be a link to your content.
- Run paid advertising on Instagram driving users to see your content.
- Share on your story with a swipe up link.
- Pay influencers to share a link + swipe up CTA on their story.
- Find people that are using hashtags that are relevant to you and comment on their content.
- Pay influencers to share a visual on their feed and change their link in the bio to your post.
- Send a DM to followers who have recently engaged with your content.
- Share the feed post on your story.
- Create a series of videos in your story with a CTA to check the link in your bio.
- Upload a video about the content to IGTV.

Reddit Distribution

- Submit a link to a relevant Subreddit.
- Create a long-form text piece of content that includes a link to the original.
- Comment on a discussion happening on a relevant post and link back to your content.
- Turn a quote from the asset into an image and upload to a Subreddit. Include the URL in visual.
- DM people who have asked questions or shared similar content on Reddit.
- Run advertisements within Reddit driving to your asset.

YouTube Distribution

- Create a video about the same topic and link to it in the description.
- Reference the article in a completely different video but drive people to it via the link in description.
- Announce the new article using a short 30-60 second video about the topic.
- Share the announcement video through your LinkedIn feed.
- Create a playlist about a specific topic and include this video in it.

- Run YouTube advertisements with the video about the topic.
- Comment on other people's YouTube videos.
- Ask for 'Likes' at the end of your video.
- Ask for shares at the end of your video.

Quora Distribution

- Research and answer questions related to your topic. Link to your asset.
- Find top answers related to similar topics and reply with value (and your asset).
- Share the direct link to your content via Quora newsfeed.
- Run ads against questions that your content answers.
- Comment on other people's Quora answers.
- Add links to your top content in your Quora profile

Onsite Distribution

- Use social media share bars that allow the reader to share to the network of their choice.
- Create a handful of tweetable quotes within the text and allow people to tweet with the click of a button using ClickToTweet.
- Create a place for "Popular Posts" and link to this piece of content so organic traffic can find it while on your website.
- Create a section on your about page that links to your most popular or favourite pieces of content.

GrowthHackers Distribution

- Submit content to these communities if you're crafting content about marketing.
- Answer questions on these questions and link back to your own articles where appropriate.
- If the forum allows, use your signature to promote your content.
- Sponsor content within the community to ensure it rises to the top
- Host an Ask Me Anything initiative on the community

Email Distribution

- Send out a link to your mailing list telling them that this is your latest piece of content.
- Reach out to someone with a large mailing list and ask if they'd be interested in sharing your article with their audience.
- Sponsor an industry newsletter to have your content featured within it.

- Build a newsletter and include your own content within the newsletter that you're using to share links about a specific topic.
- Update your signature for the week to include a reference to your latest article saying: "Check out my latest: [Content name here]"
- Reach out to influencers who you mention in your blog post and let them know that you've referenced their work.
- Resend your email to the people who didn't 'open' the email 2 days later.

Pinterest Distribution

- Create a board all about the content you've published and pin the content there.
- Request access to post to highly active and engaged Pinterest boards and pin your content to the ones that are relevant.
- Search for the names of people who have a large following on Pinterest, reach out to them with a link.

Misc Distribution

- Upload your content to Scoop.it and share it to communities that are relevant to your audience.
- Leverage Startafire as a way to drive users to your content even though you're curating and distributing content from other sources.
- Use Triberr - It's a community of bloggers and writers who read and share content with individuals with similar interests.
- Use HARO to find a story that is relevant to a piece of content you've developed, write a thoughtful response and include a link.
- Submit to Quuu or Zest for distribution.
- Go on relevant podcasts and promote your content as a part of the interview.
- Take part in Online Summits and promote your content at the end of your interview or presentation.
- Join industry related Slack channels and share within those groups.
- Share via your internal communication tool (Slack, Email, Yammer, etc)
- Ask sales to share with existing prospects.
- Use in-app notifications to let people know about your new content.
- Use a live-chat plugin to announce the article to customers/users.
- Reference your own asset during conferences and presentations.
- Include references to the content via brochures and materials.