

# 10-Step Checklist for Post Launch Content Promotion

Once you have some content written, proofread and properly optimized (meta tags, URL name, proper H-tags, etc.) go ahead and publish it.

Then use this checklist to get the most from your post:

1. Create a PDF version of the article. Include the PDF download link at the end of your post. If you have trouble with links not carrying over from Word to PDF, use [Free PDF Converter](#).
2. Submit your PDF directories like:

<http://www.scribd.com/> PR8  
<http://www.slideshare.net/> PR8  
<http://issuu.com/> PR8  
<http://www.mediafire.com/> PR7  
<http://www.docstoc.com/> PR6  
<http://www.4shared.com/> PR6  
<http://www.authorstream.com/> PR6  
<http://www.esnips.com/> PR6  
<http://www.slideboom.com/> PR6  
<https://rapidshare.com/> PR6  
<http://en.calameo.com/> PR5  
<http://www.edocr.com/> PR5  
<http://slidesix.com/> PR5  
<http://www.wepapers.com/> PR5  
<http://www.myplick.com/> PR5  
<http://hotfile.com/> PR5  
<http://easy-share.com/> PR4  
<http://pdfcast.org/> PR4

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# gravitate

3. If you and other employees have personal blogs, publish a summary of the new post with a link pointing to the new article.
4. Browse past blog posts for related articles and include a keyword rich anchor link from the old post, to the new one. Add new sentences or paragraphs to ensure the new link is relevant.
5. Want to track if anyone clicks on the updated anchor links? Add a custom URL string for easy identification in Google Analytics. Something like,  
*?utm\_source=past\_blog\_link&utm\_medium=referral&utm\_campaign=new\_techniques*
6. Find an intriguing image and headline then share on relevant social channels; Twitter, Facebook, Pinterest, Instagram, LinkedIn.
  - a. Share from a company account, from your personal account, and ask friends & colleagues to share it too. Mix up the message on them so you're not repeating yourself to any overlapping audiences.
  - b. Again, use a custom URL to track it's success in Google Analytics. i.e.,  
*?utm\_source=social\_share&utm\_medium=referral&utm\_campaign=blog*
7. Promote the article with paid FB ads using hyper-demographic targeting features. Around \$20-50 should do for Facebook. If relevant, pay to promote on Adwords, [DailyInfographic.com](http://DailyInfographic.com), [StumbleUpon.com](http://StumbleUpon.com) and others. However, these can cost upwards of \$300.
8. Submit or share post to other relevant (free) directories and forums. Some ideas are [inbound.org](http://inbound.org), quora.com, [stumbleupon.com/submit](http://stumbleupon.com/submit) and reddit.com.
9. Create a branded slide deck that breaks down the primary message of your blog post. Then:
  - a. Submit that to [slideshare.com](http://slideshare.com)
  - b. Paste the embed code for the slide deck at the end of your blog post (above your PDF link).
10. Record a branded whiteboard, or screen capture video where you briefly discuss the takeaways, tactics or tips in the blog post.
  - a. Submit to the company YouTube channel, Vimeo.com and [Dailymotion.com](http://Dailymotion.com).

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