



16 WAYS TO PROMOTE YOUR BLOG POSTS

Here are sixteen ways to promote your blog posts as part of the 3P Process (Produce, Publish, Promote) for content marketing.

BRAND ASSETS

1. Position on Website
2. Send to Email List
3. Add to Email Signature

INFLUENCERS

7. Guest Blogging
8. Influencer Marketing

DIRECTORIES

12. Use Social Bookmarking
13. Get Listed in Blog Directories

SOCIAL MEDIA

4. Post on Social Profiles
5. Share in Groups & Page
6. Discuss in Forums

REPUBLISHING

9. Republish Older Blogs
10. Repurpose Content
11. Publish on Partner Sites

ADVERTISING

14. Boost Posts on Facebook
15. Launch Search/Social Ads
16. Buy Native Advertising