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By **AMAN THAKUR** published APRIL 16, 2017

Content Distribution and Promotion / Content Marketing Tools and Technology

6 How-To Strategies for Content Promotion



Newton's third law of motion says: "Every action has an equal and opposite reaction."

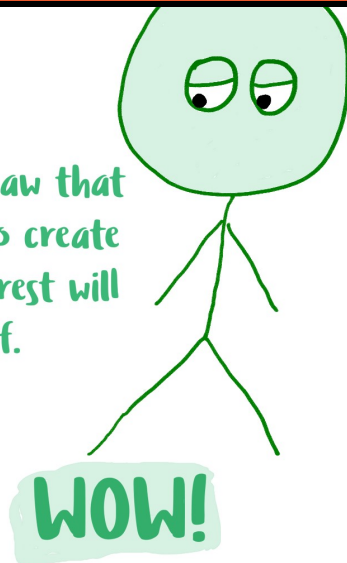
During my early years of blogging, I followed this law. I thought:

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If I apply Newton's law that means I only need to create better content, and rest will be well taken care of.



But that thing #neverhappened. Most of the time, I could not even get a single share.

Why? Turns out, the internet doesn't follow Newton's law.

You need to spend much more time in promoting your work than on creating it.

In this post, I'm going to show you step-by-step how to execute six content promotion strategies that work in 2017 and beyond.

Why old strategies won't work today

A few years of content promotion looked like this:

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Tweet 10 times
a day

Post in all
Fb groups

Build black
hat links

Stuff keywords
in the content

Getting traffic was easy and straightforward. Not anymore.

Let's face it: Google doesn't care about your content. It wants higher domain authority and more links.

Facebook cares how many followers you have. Your **engagement** rate depends on the type of content you post. If it's a **live video**, you're going to get engagement, otherwise not. And Twitter? Let's not discuss it.

So who is going to send you traffic? **Snapchat** and **Instagram**? Maybe. They're the future. But, they're not suitable at this time to promote your content.

What's the best way to get traffic to your blog posts in 2017? Let's get started.

HANDPICKED RELATED CONTENT:

[Content Distribution Strategies and Tools to Drive Traffic](#)

Strategy 1: Leverage a proven blog post template

Some types of blog posts usually outperform others no matter how much time you spent creating them. If you manage to

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What are these content types?

Expert roundups don't need much work and still give you terrific results. It's because the experts share your content with their fans.



Infographics attract lots of shares because of their visually appealing design. With so much text and information available on the internet, **infographics** attract more attention and so they get more traffic.

Resource-focused posts are blog posts listing all the resources for a topic, such as 101 Free Tools for Entrepreneurs. Companies listed in your content are more likely to share your content.

Companies listed in your content are more likely to share your content, says @ImAmanThakur.

CLICK TO TWEET

In-depth guides explain everything about a topic, which can be more attractive to readers. This type of content also **attracts links** in other content.

Long-list posts, not listicles, easily stand out because, like in-depth guides, these lists are comprehensive on a topic.

stats, and theories, which attract links.

HANDPICKED RELATED CONTENT:

[The Ultimate Blog Marketing Checklist: 65 Tips, Tools, and Resources](#)

Strategy 2: Build and ask a list of sharers before publication

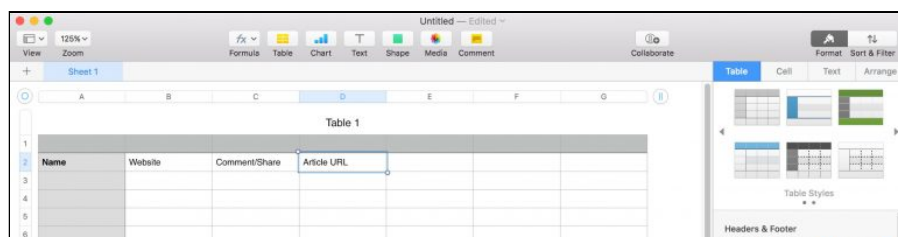
If you want to make your content popular, build and ask a list of sharers before publication.

An unsolicited email that links to something is straightaway deleted. However, when you build a list before publication, you're just asking the person whether he or she is interested in your content. Doing so will enable your email to stand out over [122 emails sent that day](#).

How do you it?

1. Set up a single spreadsheet with four columns.

Label the first column "name of person," and the second, "website URL." The third column should be labeled "shared or commented" on content, and the fourth should be "link to content shared or commented on."



The screenshot shows a spreadsheet application window titled 'Untitled - Edited'. The spreadsheet has a table with four columns: 'Name', 'Website', 'Comment/Share', and 'Article URL'. The table is currently empty, with the first row highlighted. The 'Name' column is the first, 'Website' is the second, 'Comment/Share' is the third, and 'Article URL' is the fourth. The table is labeled 'Table 1'.

2. Use [BuzzSumo](#) to find people who have shared similar content in the past.

Search for two or three keywords related to your content. Find all relevant articles with more than 200 Twitter shares and filter the

3. Use Twitter advanced search to find people who are talking about that topic.

Search for “keyword” to see all the tweets containing that word or phrase. Manually record each Twitter account using that word on your spreadsheet.

4. List people who comment on related content.

Search two or three related keywords on Google to find the articles. Manually enter each person’s name with a link to his or her website (or Twitter handle) on your spreadsheet.

5. Upload the completed list to **Voila Norbert**.

Use the “bulk upload” function to find the contacts’ email addresses. Usually, it can find 33% of your contacts’ emails depending on the quality of the list.

6. Start prospecting.

Make sure to follow up two to three times over two to seven days. Finally, start sending emails with your content. You can use Voila Norbert for this. But, I’d recommend you to go with **Mailshake**. Ask these people if they’d be interested in similar but more in-depth content.

HANDPICKED RELATED CONTENT:

- [Email Drip Campaigns: How to Make Them Smart and Blunder-Free](#)
- [How to Create a Brilliant Newsletter People Want to Read](#)

Strategy 3: Share with communities

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interest but active and focused. These sites include:

Focus your content promotion on smaller community sites for a competitive edge, says @ImAmanThakur.

CLICK TO TWEET 

- [Quora](#)
- [Reddit](#)
- [Inbound](#) (marketers)
- [Hacker News](#) (programmers and entrepreneur)
- Industry forums

By building authority you can drive visitors to your content. Here's how to do it:

1. Engage for a few days in community sites before posting any content.

You need to show your expertise and build your authority first. Answer some questions, help other people in promoting their work, or post questions. Basically, add value every time you visit the site. Members will start noticing you and following you.

2. Post your content and ask members for feedback.

Never ask for up-votes because most of the communities like [Growth Hackers](#) and Reddit have strict policies against voting rings. Create epic content like this:

- [27 Wildly Successful Blog Post Examples \(And How to Write One\)](#)
- [50 Social Media Tools from 50 Most Influential Entrepreneurs Online](#)
- [101 Email List Building Strategies](#)

Then you don't need to ask for up-votes, as most of the members will happily share your helpful content.

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Your Guide to Creating and Sharing Content in 2016 [Infographic]

Strategy 4: Drive traffic using cheap ads

Pay for content promotion. That's what big brands do. They pay Google and Facebook to drive traffic to their website.

Pay for #content promotion, says
@ImAmanThakur.

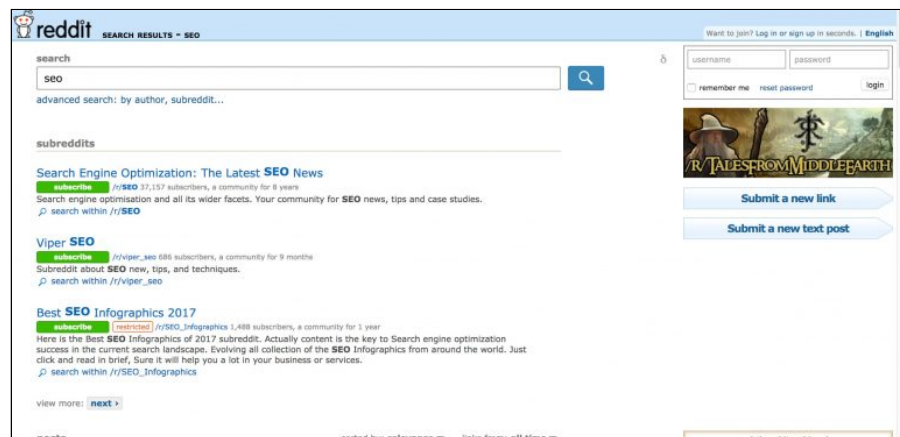
CLICK TO TWEET 

Don't have a big budget? No worries. You can use cheap ads and still get more traffic. Let's explore a few.

Reddit is a cheap way to promote your content. Spend 75 cents for 1,000 visitors. That's a really good ROI.

To get started, search five to 10 related keywords on the site. Identify the subreddits talking about those keywords. These pages host your ideal audience.

Now, go to [Reddit's advertising page](#) and create an enticing ad for each subreddit. Test with \$5 to \$10 on each. Measure your ROI and kill ads that aren't profitable.



Quuu Promote can help you generate 200 to 300 shares for just \$10 to \$30. However, Quuu is not a good channel to drive traffic. To get

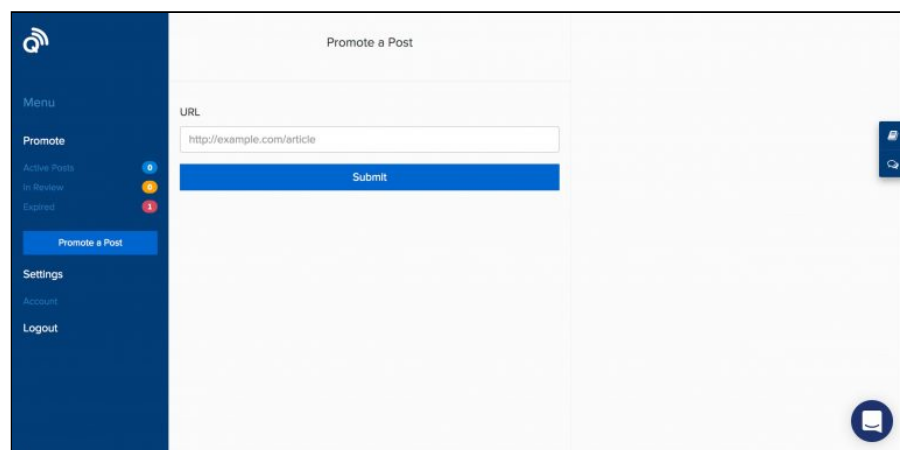
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category and click “submit for review.” That’s it!

Quuu pushes your content across its network of influencers and bloggers to promote your content.



Stumble Upon is considered a great channel for content marketers to promote their content at low cost. With its powerful targeting, you can bid as low as 10 cents per visit. That may sound expensive, but Stumble Upon does not count organic visits, which can be a lot higher if your content is high quality.

To get started, go to Stumble Upon’s ad dashboard. Click “Create New Campaign,” set up audience targeting, and set your price at \$5 per day. Hit “submit” to start your ad.

HANDPICKED RELATED CONTENT:

- [9 Brilliant Tactics to Promote Your Blog Content on Facebook](#)
- [7 Promotion Tactics to Get Your Content Noticed](#)

Strategy 5: Retarget visitors to grow your email list

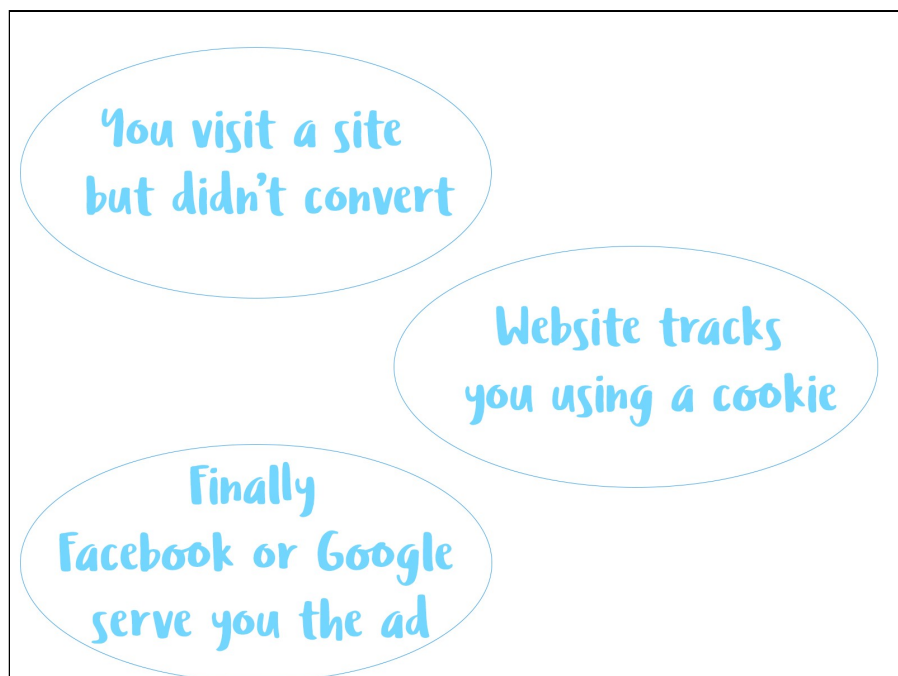
One of my favorite strategies to grow an **email list** is by using retargeting ads. It works like this:

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ads, says @ImAmanThakur. [CLICK TO TWEET](#)



With these strategies implemented, you may have generated at least a few thousand more visitors. And by using sign-up forms, some visitors may convert to **email subscribers**. But many visitors still don't.

You have these prospective subscribers on your website, but wouldn't it be better if they were at a targeted landing page? Here's how to get them there.

1. Add a pixel to your website BEFORE publishing your content.

The pixel tracks every person visiting your site. You need to add the pixel code to your site before promoting your content or else you're not tracking visitors.

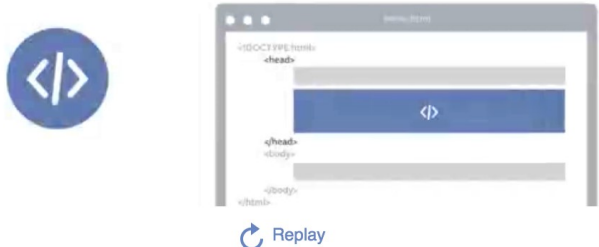
Add a pixel to your website BEFORE publishing #content, says @ImAmanThakur. [CLICK TO TWEET](#)

on your website.

View pixel base code

Copy Pixel

Paste Pixel



Install pixel base code (required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help with installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(windo
document,'script','https://connect.facebook.net/en_US/fbevents.js');
```

2. Create a new audience from that pixel.

Next, create a new audience of people who visited your post but did not subscribe. On Facebook, click “audiences,” which is listed under “assets.”

Click “Create Audience” and choose custom audience followed by website traffic. In the drop-down menu for website traffic, choose “Anyone who visits specific web pages but not others.”

Enter your URLs – the one they visited and the one they didn’t (your subscriber thank-you page). Give your audience a name, such as “all visitors to URL who didn’t subscribe,” and click “create new audience.”

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How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer file

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

3. Track your audience of email subscribers.

In this step, create another audience to track. Follow the same steps as above except select “anyone who visits specific web pages.”

Enter the URL of your subscription thank-you page and hit “create audience.” Now you can track your subscriber audience.

Create Audience ×

Pixel ? Default Pixel
Pixel ID: XXXXXXXXXX

Website traffic ? People who visit specific web pages ▼

Include people who visit any web page that meets the following rules.

URL contains ▼

In the Last ? **days**
☒ **Include past website traffic**

Audience Name
[Add a description](#)

⚙️ Cancel Create Audience

Your
thank you
page URL

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Go ahead and create your ad. As for audience, you're going to choose the custom audience you created in Step 2 – all visitors to URL who didn't subscribe.

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with 'Campaign' selected, and sub-options like 'Objective', 'Advert Set', 'Advert', and 'Close'. The main area is titled 'What's your marketing objective?' and contains a table with three columns: Awareness, Consideration, and Conversion. The 'Conversion' column has the option 'Increase conversions on your website' selected with a blue checkmark.

Awareness	Consideration	Conversion
Boost your posts	Send people to a destination on or off Facebook	<input checked="" type="checkbox"/> Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase Brand Awareness	Get video views	Promote a product catalogue
	Collect leads for your business	Get people to visit your shops

5. Set up your ad and click “place order.”

Next, set up the budget. Enter the link of your landing page, upload image, and enter the ad copy.

Finally, hit ‘Place Order’ to start your campaign.

6. Create three to four variations of the ad text and image for better results.

Divide your budget among three or four variations of your ads. For each ad, create a similar campaign and edit it in Facebook Ads Manager.

Strategy 6: Build links to the content

You and I both know how important links are for getting high rankings. Why not do some extra work to get more visitors?

Get links from link roundups. Roundup sites are always looking for awesome content. Getting links from link roundups is the easiest and fastest way to get an SEO boost. To find these sites in your niche, use these simple formulas in Google:

- “link roundup” + keyword
- inurl:roundup + keyword
- intitle:roundup + keyword

Get links by pointing out broken links. Broken links are a big headache for editors, especially considering broken links can hurt SEO efforts. If you can help the site editors by pointing out broken links, then they're more likely to be responsive to link to your content. Here's how to find broken links:

- Search for resource posts.
- Run Google Chrome extension, [Broken Link Finder](#) for each one.



- Email the site editors about the broken link.

Get links by finding outdated articles

Similar to broken links, dealing with outdated articles is also a big problem for many site owners. If you can help them update those outdated sections, you also can ask them later to link to your content. Here are elements that often are outdated:

- Images and screenshots, such as websites using old icons of Google, Twitter, or Facebook
- Rules/strategies that don't work anymore
- Data or studies
- Tutorials or how-to information
- References to extinct sites

When you find these outdated sections in articles, let the editors know about it. And if you're able to, provide them updates from

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**HANDPICKED RELATED CONTENT:**

[Shares Are Not Enough: How to Amplify Your Content and Build Links](#)

Wrap it up

Congrats! You just finished reading a 2,000+ word blog post. And I hope you now have learned a lot more about content promotion. After all, your content can't rely on Newton's third law of motion. It needs you to step up and promote it.

Please note: All tools included in our blog posts are suggested by authors, not the CMI editorial team. No one post can provide all relevant tools in the space. Feel free to include additional tools in the comments (from your company or ones that you have used).

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**STORY**

Tell your brand story

**CHANNELS**

Determine your distribution channels

**PROCESS**

Manage your team and tools

**CONVERSATION**

Create your content and listen

**MEASUREMENT**

Prove the effectiveness of your program

Current Hits

All Time Hits

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