

Content Marketing
 UNLOCKED

NEILPATEL

Content Promotion Master Resource Guide

How To **Grow Your Traffic With**
Content Marketing

Just because your content is live, doesn't mean people know about it. Use these strategies to get eyeballs for your content.

Give Yourself A Promotion

The secret to content marketing boils down to three things:

1. creating great content
2. making sure it gets found in search engines
3. and promoting it to your followers

THE DAY CONTENT GOES LIVE

On the day your content goes live, you want to announce it to your list so it can generate traffic to your site.

IDEAS FOR EMAILING YOUR CONTENT TO YOUR LIST:

- 1 This would take the form of a newsletter with full article and, perhaps some ads. Readers may read the content without clicking through to your website.
- 2 This could also take the form of a newsletter with blurbs to several articles and "read more" links. It may or may not have ads since readers must go to your website to see the articles.
- 3 Email from you, introducing the article and linking to it.
- 4 Automatic email with title and link.[Sent from your email service whenever you publish to your blog.]

a. NOTE: Automated emails tend to get lower engagement. If you can, write a personal email to announce your content. It takes more time, but the results are worth it.

SEND AN EMAIL THAT LEADS TO A LANDING PAGE

If your content is a special report or other long-form content, consider creating an HTML email to promote it to your list.

NOTE: Be sure to include share buttons in your email (and on your landing page too) so your followers can share your content with their connections.

TWEET ABOUT IT THREE TO FOUR TIMES

If you are active on Twitter, plan to tweet about your post in the morning, midday, and evening on the day you publish. You may also post a fourth time, late at night.

NOTE: Only 20% of your posts should be about your own content. So if you tweet once or twice a day, you should only promote your content once on the day it goes live. Make sure that 80% or more of your tweets are non-promotional.

POST ONCE IN FACEBOOK

- It's a good idea to include a comment introducing your post.
- Sometimes it's a good idea to tag someone you would like to have respond to the post.
- Sometimes it's a good idea to include a hashtag.
- One post is usually sufficient. More than that may look like spam.

NOTE: When you post content, be sure to set your privacy setting to "Public."

THE WEEK CONTENT GOES LIVE

You may continue to post about your content throughout the week. But don't overdo it.

Your followers want to see more in your social streams than posts about your own content.

TWEET ABOUT YOUR POST SEVERAL MORE TIMES THROUGHOUT THE WEEK.

Don't retweet the same post all week long. Here are a few ideas for tweeting without mentioning the title:

- Tweet a quote from your content.
- Tweet your thoughts about the post.
- Tweet the big benefit of reading your content.
- Tweet a comment about how well it's being received.

SHARE YOUR POST IN RELATED LINKEDIN GROUPS.

MAKE IT A PROMOTED FACEBOOK POST.

SHARE YOUR POST IN OTHER SOCIAL MEDIA SITES YOU BELONG TO.

If you're active in a social channel, share your content with your followers.

Just be careful to follow the accepted rules for sharing in that channel.

RESPOND TO SOCIAL SHARES

Respond to mentions and retweets in Twitter with a friendly thank you. Always reward social interaction with more interaction. It is social media, after all.

ONGOING PROMOTIONAL ACTIVITIES

Promotion isn't all about increasing your numbers. It's about finding and connecting with a community.

True promotion is reciprocal. So if you mention others, they may start mentioning you, too.

But if you don't create a strategy for building a community, your efforts may be haphazard at best.

So it can help to create a list of people you would like to develop relationship with.

CREATE A LIST OF INFLUENTIAL BLOGGERS AND TWEETERS IN YOUR INDUSTRY.

Build a list in influential bloggers, brands, and tweeters in your space.

Your goal is to generate anywhere from 50 to 500 people who blog or talk about your core topics. You want to find people with influence in your space.

Include people who:

- Are already engaging with and commenting on your content.
- Well-known bloggers and reporters in your space who haven't discovered you yet.
- Are already members of the community you're trying to join.
- Are on the fringes of the community you want to join.

Once you've created your list, select 10 to 20 people on that list to be your targeted high-value influencers. Place these people at the top of your list.

If you have an email for the people in your list, it will be easier to communicate with them. Unfortunately, it isn't always available. Well-known people don't always make their email address public.

It's not the end of the world if you can't find an email for the people on your list. If you have their Twitter handle, Instagram, or Facebook, you can still communicate with them through direct messages.

In order to build connections with the people on your list, you need to get to know them. To do that, you need to keep track of whom you reach out to, who responds, and what the results are.

- When you reach out to someone put the date and the connection made.
- If they respond, put the date and whether they liked your idea, whether they responded favorably, and other details that could help future interactions.

SEND A PERSONAL EMAIL TO HIGH-VALUE CONTACT.

When you create content that could be of interest to one of the bloggers on your list, send them an email to tell them about it.

Only send them information you feel will be particularly interesting to them, and only about subjects that are relevant to them.

NOTE: When dealing with your high-value bloggers, don't ask for a link. You should focus on building the relationship, not a short-term shout out.

Here's an email template to utilize:

SUBJECT: YOU WERE FEATURED IN A BLOG POST TODAY

Hi [insert name here],

I just wanted to let you know that you were featured today in my article, [insert name of article].

I'd be honored if you'd take a minute to visit.

[insert link here]

Thanks for all your effort making [insert their website here] such a fantastic resource. I continue to be one of your biggest fans.

Cheers!

[your name]

A few tips:

- Don't email too frequently. [That's one of the reasons to keep a record of your interactions.] If you do this too much, you'll come off as a stalker [at best] or a spammer [at worst]. Neither will help you reach your goals.
- Only alert your A-list to well-written, high-quality content. If you don't think it's the best content you've ever created, hold off.

ASK FOR TWEETS

If you create some content that is relevant to people in your blogger list, notify some of them and ask them to tweet it to their list.

Be aware, most people will not do this. When we've done it, we've seen 3-8 tweets for every 100 requests.

As an alternative, you can promote them in a tweet to your own followers

This may generate a retweet by the people you promote.

EMAIL WEBSITE OWNERS TO ASK FOR A LINK.

First, write a blog post that could be of value to the blogger or brand.

Second, send them an email alerting them to it.

Third, let them know you're a fan and would appreciate a link to your post.

Here's a slightly modified email template to use:

SUBJECT: YOU WERE FEATURED IN A BLOG POST TODAY

Hi [insert name here],

I just wanted to let you know that you were featured today in my article, [insert name of article].

I'd be honored if you'd take a minute to visit.

[insert link here]

Thanks for all your effort making [insert their website here] such a fantastic resource. I continue to be one of your biggest fans.

Cheers!

[your name]

And one more template you can use:

SUBJECT: [INSERT THE FIRST NAME OF THE WEBSITE OWNER], I THINK I'M IN LOVE WITH YOU

Hopefully I didn't freak you out by my subject line, but I'm really in love with you. Don't worry. It's not in a creepy way. Mostly I'm in love with your website, [insert their website name].

You probably get tons of people every day who are in love with [insert website name], so I won't bore you with my reasons. Instead I thought I could show some appreciation by giving you some feedback on how you can improve your website.

- [Insert suggestion #1]

- [Insert suggestion #2]

And if you are wondering how you can repay your biggest fan, feel free to link to my website [insert URL].

Ah...just kidding, you've already done enough for me by making [insert their website name] so awesome!

Cheers,

[Insert your name]

LEAVE COMMENTS ON OTHER PEOPLE'S BLOGS.

Your objective in commenting in other people's blogs is not to gain back-links or to generate traffic. Your objective is to add value to the post you're commenting on.

When you do this the blogger whose posts you're responding to will notice you. Others who read the comments will also notice you. And because you have no ulterior motive (other than adding value to your target blogger), you'll leave a positive impression that could cause people to look for your website to learn more about you.

Here's how you do it:

- Read the article carefully so you fully grasp what it's about.
- Select one point in particular you like, or one question you'd like answered.
- Write a thoughtful, interesting comment that responds to that one point or asks your question.
- You may add ideas or dispute points, but be very respectful of the writer.

Again, your goal is to add value to the content.

HIGH-POWERED PROMOTION STRATEGIES

RELEASE AN ANNUAL REPORT

An annual report on a particular aspect of your industry can give you instant status as a thought leader in your space.

It needs to be data that is helpful to people and that they often ask themselves.

It needs to be thoroughly compiled, with graphics and results clearly discussed.

- Compile the information gathered in the survey
- Present your findings in a special report
- Publish and promote the special report
- Repeat Annually

WRITE A BOOK

Another way to build authority in your space is to write a book. It could be an eBook... or it could be a print book or a digital book sold on Amazon or your website.

The creative process for writing a book is the same as for shorter content. But it does take more time to complete. If you don't have time yourself, consider hiring a freelance writer to co-author it or ghostwrite it for you.

As with a certification program, the content in your book needs to be of the highest quality.

- Start with your back-page copy [this is the summary of your book]
- Do more than your average amount of research
- Write your content one chapter at a time.
- Prepare an introduction, conclusion, and any appendices you want to include.
- Edit, edit, edit, edit, edit. Most books require 10+ rounds of editing.
- Hire an editor and proofreader for the final edit and quality check.

We realize that developing industry-recognized programs and writing books don't seem like promotional activities for your content. And it's true. They don't drive traffic to a particular blog post or Web page.

However, after reading a well-written books, people often search for the writer's website, subscribe, and follow him or her in social media.

As an author, you are considered an expert in your topic, and you gain Authority with Google, your peers, and followers. So indirect or not, it's one of the most powerful forms of promotion available.

If you have an idea and the time to write a book, it's definitely worth the effort.

MAKE PROMOTION A DAILY ACTIVITY

Direct promotion involves sharing the content with your followers through email and social media.

Indirect promotion depends on your ability to build relationships with influencers in your space and your ability to develop name recognition and credibility.

Both work. But they work best if you implement both strategies. And you need to do it on a daily basis.

Make it a habit to perform all these promotional tasks — promoting your individual pieces of content and building your authority as a thought leader — and your content will get noticed, engaged with, and ultimately, help you grow your business.

Growing your business is the bottom line objective with content marketing. And promotion is a great way to ensure your content leads to growth.

It's a good idea to pre-plan the promotion that you want for your content, and bake it into your content editorial calendar. This will ensure that you get the best return on the time you invest in content creation.

EXTERNAL LINK BUILDING

A strategy to help you get outside links to your content.

Why Do I Need External Links?

Since Authority sites have lots of external links, if you can secure links to your website from Hub sites in your niche, you can gain Trust points from Google.

Of course, Google frowns on any attempt to "buy" links. So avoid offering a value exchange to secure links.

Instead, request them. If you create a Web page that offers value to another site's visitors, or if you do a product review of one of their products, the site may be willing to link to your page.

DEVELOP SOME CONTENT TO SERVE AS "LINK BAIT."

Focus on a particular person, company, or product. Then come up with content for your own website that also provides value to that site.

NOTE: It should also add value to your own followers. Never put optimization above your visitors. Put their information needs first, SEO second.

PUBLISH THAT CONTENT AND PROMOTE IT.

Write and publish a high-quality piece of content.

Make sure it mentions your target favorably and that you include a link to that person or organization.

CONTACT THE PERSON/ORGANIZATION AND TELL THEM.

Sometimes sites will find your link on by themselves. But if the person you feature in your article doesn't find your content, it's acceptable to let them know about it.

Your best bet is to contact that site, and simply to mention that you published something that their readers could find valuable. Then ask if they'd be interested in linking to it.

Three rules for asking for external links:

Be very, very respectful.

- 1 Make it favorable to them, not yourself.
- 2 Be careful not to upset the Google balance.[Don't trade value for the link.]

Use the email templates provided earlier in this guide.

EMAIL RECOGNIZANCE TOOLS

- [SellHack](#)
- [LeadGibbon](#)
- [Crunch Base](#)
- [Find That Lead](#)
- [Rocket Reach](#)
- [Email Hunter](#)
- [LinkedIn](#)
- [Datanyze](#)
- [Toofr](#)
- [Pitchbox](#)
- [Rapportive](#)

As you progress with building an audience and evolving your content marketing strategy, you'll see that external links come to you naturally.

Until that time comes, the best thing you can do is ask for links, and promote your content.

GETTING ON BIG MEDIA SITES

Imagine your content being featured on a major website, without having to write something completely fresh. Here's a strategy that can help you do just that.

The Secret: Repurpose

You already spend a ton of time making content. If you don't have an established audience, this can become frustrating because only a few hundred or thousand people see your content.

But big content platforms have big audiences... And bigger content needs. They usually can't create it all for themselves in house.

If you know the right way to approach them, you can easily get your content repurposed (with some minor edits)... And lots of eyeballs as a result!

Will It Kill My SEO?

You may be thinking, "Isn't republishing the same as duplicating content?"

This is a great question – because we all know how much Google hates duplicate content.

The answer is NO... with conditions.

- Are you ripping off content from other sites and using it as spam?
- Does your website look spammy?

If you answered no to both of these questions, then you should be safe.

The only hiccup, is the possibility of Google not knowing which article to rank... which is why you need to create a canonical tag. This tells Google which content should rank for search engine results.

Some More SEO Tips

Write a different headline.

- In many cases this is the best thing to do anyway, because every place you publish is going to have a slightly different audience. Custom-tailor the headline to the place you're republishing.

Change the 20-30% of the content.

- Most publications will ask you to do this anyway, so it fits their editorial guidelines and their audience better.

Wait for a period of time after you publish the original article on your website, so Google can index your content.

- 2-5 weeks is usually sufficient time.

Step 1: Make a List of Publications

Think about all the popular publications in your industry, as well as those that your target audience may read. Put them on your list.

The larger the publication, the greater the content needs. Which means they're likely to republish.

Visit the publication websites and see if they have a "contribute", "write for us", "guest posting", "submission" or "editorial" guidelines page.

If this isn't immediately clear, make the following search-

"inurl:http://website.com "keywords""

For example: inurl:http://hellogiggles.com "contribute"

On the page, do a quick search for the words "published", "republished", "syndicate" or "repost"

Step 2: Search for Influencers

Big publications will often approach influencers and ask them to guest post or republish on their platforms, to meet the content demands their platform and audience has.

So, by finding where influencers are republishing, you can find additional republishing opportunities.

Do a search with the influencer's name plus phrases that a piece was republished. This could be words like "originally published on".

For example, search for Neil Patel "originally published on", "guest contributor", "originally seen on", etc.

If a publication has republished in the past, they are highly likely to do it again.

Step 3: Content Match

In order to get the best reception possible, you need to match your content to the publication you're asking to republish on. This includes:

- Style
- Tone
- Format
- Content Type [that the audience has come to expect]

Use the publication name for your search and see what articles have gotten the most shares [that aren't celebrity or news stories].

See if there is a pattern or trend. Make a note of the popular post. And then match the content you think is best for the publication.

Step 4: Creating the Pitch

First step, you need to read through the publication's contribution, editorial, and/or style guidelines.

Sometimes they will tell you how they want you to pitch your idea.

Some guidelines to follow:

- Pitch original content first.
 - Bigger publications are likely to let you republish regularly if you start by giving them a high-value original article first. This will also often get you an author profile and a link to your website. And having an author profile may allow you to cross post to a publication.
- Pitch the right editor.
 - You can usually find the contact information of the editorial team on the "team" or "contact" page of a site.
- If the site also has a generic contribution email address, email both the person you want to contact and the generic email address.
- Make sure your pitch is personal and fresh.
 - Editors get a billion pitches. You need to stick out in order to get read.
- Create a catchy subject line (use the headline formula swipe we gave you)
- Address the editor by name
- Make a personal connection point

- Briefly explain why and how your content will serve their audience
- INCLUDE the content itself within the body of the email [most editors don't go to links or open attachments]
 - You can also link to the original content .

Pitch your article in the way specified in the guest blogger guidelines for each website.

If they want you to submit a complete article, skip to set 6 below.

If they don't have any specific requirements, try an email like this one:

SUBJECT: HAVE YOU CONSIDERED POSTING ABOUT [INSERT YOUR GUEST BLOG POST TOPIC]?

Hi [Insert their first name],

As an avid reader of [insert their site name] I would love to read about [insert guest blog post topic]...and I think your other readers would as well.

Your content on [insert existing post #1 from their website, existing post #2 from their website, and existing post #3 from their website] are great, but I think you can tie it all together by blogging on [insert your guest blog post topic].

I know you are probably busy and won't blog on it so I'm going to make you an offer you can't refuse. How about I write it for you? Don't worry, I'm a great blogger and have written posts such as [insert blog post URL #1] and [insert blog post URL #2].

Let me know if you are interested. I already know your blogging style, plus I understand what your readers love...as I am one.

Look forward to hearing from you,

[Insert your name]

More Guest Blogging Resources:

- <https://neilpatel.com/blog/guide-to-guest-blogging/>
- <https://www.awai.com/2013/11/5-rules-when-asking-to-be-a-guest-blogger/>
- <https://www.iwillteachyoutoberich.com/write-a-guest-post-for-i-will-teach-you-to-be-rich/>
- <https://www.eofire.com/request-to-guest-post/>

After It's Been Accepted

- Make sure you've set up a goal with the guest post.
- Grab additional emails for your list.
- Drive traffic to a specific page.
- Get social shares and links.
- Prepare the content for republishing.
 - Don't just give the content to the editor as it is on your site. This is rude and thoughtless—the editor is busy.
- Spend time to ensure that your content meets the editorial guidelines of the site.
- Review internal links back to your other content. DON'T SPAM OR OVER DO IT.
- Make necessary changes to the content. For SEO, you may want to change the content 20-30% , even if the publication doesn't require it.
- Make sure your format matches the publication format.
- Double check the contributor/editorial guidelines.
- Basically make it so easy that the editor can't say no!
- Send the publisher your content / load the content into your author page.
- When you submit your article, include a bio at the bottom of the post. Let the editor know you've added it, and request that it can stay in the article, instead of just in an author box.
- If your goal is to get more traffic, make sure your CTA is SUPER benefit-driven.
- If your goal is to get more emails, create a complimentary opt-in gift to the content you've been creating.
- Make sure you set up tracking for everything!
 - Special links
 - Google Analytics/Goals

- o Retargeting Pixels

Getting onto a major publication boils down to:

- 1 Creating kick-ass content
- 2 Targeting the appropriate publications for your content
- 3 Reaching out and standing out to editors
- 4 Making it as easy as possible for someone to say yes

Your first attempt may not be a winner, but keep taking a swing and eventually you'll get accepted!

WHERE TO HIRE WRITERS

Please note, that we do not recommend hiring the cheapest writer available. In 99% of cases, the amount you paid for a writer is directly reflected in the quality of work you receive.

Always ask to see someone's portfolio of writing, and if they have past clients who would recommend them. That way you can sample the writing style and quality that they put out, as well as get a feel for their work ethic.

- [Prologger](#) (this is Neil's personal favorite)
- [Upwork](#)
- [Reddit](#)
- [Journalism Jobs](#)