



Blog Promotion Techniques

Email List

- subscribers not only read the post, they also share it - this drives even more traffic
- may not be so effective for new bloggers with small lists
- email subscribers are already interested in your content and message
- highest conversion rate in terms of opens and clicks

Strategic Blog Commenting

- gives you the most control over where your links will appear.
- ongoing traffic - even when you don't have time to blog, you still get traffic from your comments

Influencer Targeting / Marketing / Outreach

- it's fun
- increases traffic
- improves content
- takes many forms, such as:
 - guest blogging
 - roundup posts
 - podcasts
 - video interviews
 - social media 'shoutouts'
 - reaching out to 4 or 5 bloggers every day, asking for a link to a blog post
 - mentioning Influencers in your article / blog post
- opens doors
- results in backlinks
- short-term benefit
 - sends a burst of visitors to your new article (by comparison SEO takes a long time)
- long-term benefit
 - valuable links to that content
 - results in better rankings for your new article
 - results in better rankings for your other articles
- win-win for everyone
 - Influencers get great content for their readers
 - exposes you to a larger audience
 - builds relationships

SEO

- Optimizing the blog post for the search engines
- Other kinds of blog post promotion my result in a burst of short-term traffic, but optimising the post for the search engines delivers an ongoing stream of traffic

Social Media Sharing platforms

- ViralContentBee
- Triberr
- JustRetweet

Pinterest

Paid Social Media

Writing About Hot-Topics

- you are writing about a topic that you already know is in high demand

Promoting on Twitter

- You already know that the topic is popular and attracts links

Skyscraper Technique

- You can approach people who have linked to similar posts and ask them to link to your (similar but superior) post

Article Promotion Services, such as Quupromote

Sharing on Social Media

- optimize the blog post's shareability through eye-catching header image
- tagging influencers who have written on that topic

Sharing through MasterMind group

- mutual trust
- engaged audiences of like-minded followers

Blogger Outreach

- getting links to the blog post
- making connections with other bloggers