

# The Ultimate Blog Post Promotion Checklist

- Place social share buttons directly on your blog post page.
- Link to your blog post internally to make your blog sticky.
- Share your post on your company's Facebook page.
- Tweet about your post through your company's Twitter account.  
*Use hashtags as appropriate.*
- Create a Pinterest-friendly blog title image.  
*... or hire someone to create one for you. Combine an eye-catching image with a text overlay featuring your company name and the title of your post.*
- Pin your blog post to your own boards and collaborative boards.
- Share a link to your post on LinkedIn.
- Share your blog post on Google+.
- Share your post on social bookmarking sites.  
*Try StumbleUpon, Digg, and Reddit.*
- Schedule your sharing and re-sharing.  
*Automate your sharing with Buffer, Hootsuite, or IFTTT to keep focus on your blog post.*
- Highlight your new blog post on your company's home page.
- Add a link to your latest post in your E-mail signature.

- Send your post to your E-mail list.  
*Do your readers a favor and send the full article text – not just a snippet.*
- Highlight your post in your E-mail newsletters.
- Share your post with people and companies you mention in it.  
*You'll get on their RADAR, and they may even share your post with their followers.*
- Share your post with niche influencers.  
*Choose people and companies whose clients and audience align perfectly with your post.*
- Comment on relevant, high-authority blog posts.  
*Use the website field of the comments form to link directly to your blog post.*
- Consider cross-publishing your post.  
*Post it on LinkedIn or Medium. Syndicate it. Republish it through reprint markets.*
- Give your blog post new life.  
*Repurpose it as a slideshow, podcast, miniseries, checklist, infographic, newsletter, etc.*
- Check your post's appearance in an RSS feed reader.  
*Display full article text and RSS-friendly image sizes. Feed readers will thank you.*
- Convert your blog post into a lead magnet to build your E-mail list.  
*Transform your post to a downloadable PDF, and offer it at the end of the online version.*
- Consider paying for more traffic to your blog post.  
*Try targeted Facebook ads, pay for StumbleUpon views, and more.*