

How To Get Your Blog Posts In Front Of Your Potential Clients

Clicking “publish” on your shiny new blog post is just the start, now you have to get your it in front of the right people. These tactics aren’t particularly difficult, but should definitely be a part of your post-publishing routine every time you publish a new post. I’ve even got a handy checklist at the end of this guide that you can keep on hand and follow every time to publish a new post. Let’s get to it!.

1. Buffer your post

[Buffer](#) is amazing and will soon become your social media BFF. It updates your social media profiles for you at pre-designated times and provides you with analytics on how they performed. One thing that I love about Buffer is that you can fill it up and let it post for you and it will email you when your Buffer is empty. This means you can pre-load all of your tweets and Facebook page posts for the week in one sitting. They also have extensions for Chrome, Firefox and Safari so that you can add the page that you are on to your Buffer with 1 click.

I’m all about sharing helpful content by others but make sure that you add your own posts to your Buffer. Sharing your post on your Facebook page once via Buffer is sufficient but Twitter moves so quickly you could share it again in a few days there. You could even break down a blog topic and create many different tweets that link to it. If you are offering 5 tips, schedule 5 tweets, each containing one of the tips and a link to the post. It is much more acceptable to share something more than once on Twitter than other social networks, but don’t over-do it. Buffer also let’s you share it on your post on your LinkedIn profile and any groups you’re a member of. You can now use Buffer to share your post to your Google+ account if you have one.

I know that you probably get that I’m head over heels in love with Buffer, but I have to include one more important thing about it. Buffer provides you with analytics so that you can see which updates perform best. This is awesome because then you know what you people want and you can share more updates like that.

2. Pin your post

I pin every blog post I write onto my “Marketing Tips” board and due to the popularity of wedding pins on Pinterest, I suggest you do the same for your posts.. It is very important that you have a good image to pin before you pin your post. You can add a simple overlay to an image using [PicMonkey](#).



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Here is an example of an image with a PicMonkey overlay.



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Another good tool for this is [Quozio](#). Here is an image that took me under 2 minutes to create with it.



3. Automated sharing

I use a tool called [IFTTT](#) (If This, Then That) to automatically submit my posts to Delicious and Diigo to maximize SEO. You can use it to send the new post automatically to Buffer and about a million other things so have a look at it. It's one of those set it and forget it tools.



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Here are some examples of IFTTT recipes that you could use.



New video uploaded



Add to Buffer



Any new post



Add to Buffer



Any new photo by you



Add photo to Buffer



Sunset



Turn on

That's right, you can even control certain brands of lights and thermostats with IFTTT!

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4. Add the post to your weekly email to your list

As you probably know, I send out emails to my list on the same day that my weekly post goes out and that drives a significant amount of traffic to it. I include the headline, a few sentences about the post and a link to click to read the rest. I do this because I want people clicking over to my site and not just staying in the email.

You can speed up the weekly email creation process by copying the email before so that you have the same structure and then you just have to replace the content or saving it as a template. Your email is also where you can ask people to buy from you and share special offers.

I realize not everyone has an email list and although we will get into this in the course, I will share a bit about how this whole email list thing works.

You've probably seen forms on websites that ask for your email address in exchange for something of value. I have these on almost every page of my website. The purpose of forms like this is to help you build a list of people who are interested in your work and want to hear from you. When people sign up to your list it's them saying, "Tell me more!" so make sure you stay in contact with them on a regular basis. These are your best leads because they are continuously engaged with your business and are paying attention to what you have to say.

These forms are really easy to create, all you need to do is get signed up with an email marketing provider. I would suggest either MailChimp or Aweber. MailChimp has a free starter account but Aweber has more features available. In case you're curious, I use Aweber but I have used Mailchimp in the past.

Once you get signed up you'll be able to create a form. People can enter their name and email and receive a link to a free gift that you provide (like the ebook featured above) as well as your blog posts/newsletters. I cannot stress this enough: Do not tell your customers they will receive a newsletter. Never ever use the word "newsletter". No one wants a newsletter, but lots of people want a "free ebook and free weekly tips" (aka your blog posts).

Remember your email list are people who are interested in your product/service so treat them well.



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A Note About Spam: It is important that people choose to be on your email list. Do not randomly add people that you already have emails for. Your audience needs to opt-in by using your form in order to receive your emails. Adding people who have not opted in is against the terms of use of email marketing providers and is against laws protecting the privacy of contact details. When in doubt, just ask people to fill out your form so that you have explicit permission to contact them. Once people do sign up and give you permission to contact them, don't hesitate to do so. Helpful content that people have requested is not spam.

5. Don't let your old posts die in your archives

If you wrote a great post 6 months ago, most of your current followers will have never seen it. Instead of letting old posts lie dormant in your archives, review your Google Analytics to see what your most popular posts were, and share them periodically. If you use Wordpress, you can install a plugin like [Tweetyly](#) to share your old posts automatically. Keep in mind that just because you know that great post from 6 months ago is there, doesn't mean your followers do and will appreciate you sharing it with them.

6. Share your new post in relevant Facebook and LinkedIn groups that you belong to (if it will be helpful to the group members)

Make sure that when you share posts in groups, it is truly helpful to the members and that you aren't violating any of the group rules. No one likes groups that get all promotional and spammy so don't contribute to that.

7. Ask readers to share your post (and make it easy for them to do so)

Adding a line at the end of your blog post that says something like "Did you enjoy this post? Share it with 3 people who you think will find it helpful.". Make sure you are providing social sharing buttons at the bottom of your post with a plugin like [Shareaholic](#).



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Blog Post Promotion Checklist

- ☐ Buffer your post to your Facebook page, LinkedIn profile & G+ profile
- ☐ Buffer your post to Twitter more than once on different days with different headlines or break the post up into short tweets.
- ☐ Pin your post with a high quality pin-worthy image
- ☐ Make sure you have all of your IFTTT recipes set up and that they worked when you published your post
- ☐ Add your post to the email that you send to your email list
- ☐ Add old posts to your Buffer as well
- ☐ Share your post in relevant Facebook & LinkedIn groups
- ☐ Ask your readers to share your new post
- ☐ Add any other places where your ideal client spends his/her time below and share your post there
- ☐
- ☐
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