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Hey There,

Paul from BuzzStream here. I just wanted to thank you for downloading our newest guide, the Advanced Guide to Content Promotion. We hope it helps you structure more creative, more effective, and more fun content launch & promotion campaigns.

We’ve seen organizations get incredible value from creating and promoting great content. Brands can earn tons of traffic, downloads, opt-ins, sign-ups, links, press mentions, and more. Agencies can deliver this service to their clients, in a differentiated and profitable way.

Even in our own business, effective content creation and promotion drives customer acquisition, customer retention, and branding, among many other benefits.

And while we’ve seen lots of great writing on the need to create standout content, we haven’t seen much actionable material published on how to promote that standout content.

So today we’re releasing this ebook to help marketers run more effective content promotion campaigns. You’ll learn how to plan campaigns, how to get influencers talking about your content, how to use advertising to drive traffic to your content, and how to merchandise your content across the assets you already have – all to achieve the highest ROI from each and every piece you create.

We hope you’ll take these ideas and bring them back to your company and your clients, share them with your colleagues, and adapt them to your situation to get great results.

Thanks for Reading,

CEO & Co-Founder, BuzzStream
WHY CONTENT PROMOTION IS IMPORTANT

The internet is getting crowded. More and more content gets created every day – and it’s getting harder and harder to influence customers, get discovered, and rise above the noise.

While content marketing was once something new, clever, and practiced only by the people that ‘got’ the internet, that time is now over. Now 90% of B2C marketers and 93% of B2B marketers are creating content for their prospects and customers.

“The notion that you can simply create interesting content people will magically find it is a lie. If you build it, they won’t necessarily come. You have to treat your content executions like a product, and launch them the same way you would launch a product.”

- Jay Baer, NYTimes Best Selling Author & Speaker
All of this content competes for attention. And just existing – which used to work well – isn’t enough anymore.

The conventional ways for content to find its audience – search, social, and referrals from other websites and blogs – are more competitive than ever before, and it takes concerted effort to get heard.

That means fewer page views, fewer conversions, fewer leads, and fewer customers from your content marketing initiatives.

But you can reverse this trend. It’s not easy, but the right tactics at the right time, aligned to the right goals can break through the content deluge to connect with your audience and deliver results.

**CONTENT PROMOTION: THE UNDER-UTILIZED DIFFERENTIATOR**

Content promotion doesn’t get talked about a whole lot. That’s because it’s hard, it involves a meaningful amount of rejection, it’s usually ‘outbound’, and it requires a different set of skills than content creation. It doesn’t fit the content/inbound marketing narrative of ‘Just Build It and They Will Come.’ (Unless you’re in a cornfield in a movie, that’s pretty bad advice.)

**If you’re willing to go beyond what most marketers do** – like throwing a piece of content up on branded social accounts and then waiting for the traffic to roll in – **you can get results that most marketers don’t get.** That’s what we’re going to learn about in this guide – with a little elbow grease, planning, and a few dollars, you can beat much larger organizations for serious content wins.

In the next few chapters, we’ll walk through how to form a content promotion plan: from goals to tactics to timelines. Then we’ll discuss the nuances of paid, earned, and owned media channels, and how you can use all three to get the best results for your time and money.
SETTING GOALS FOR YOUR CONTENT PROMOTION CAMPAIGN

Creating a successful content promotion campaign requires understanding what you’re trying to accomplish. After all, if you don’t know what success looks like, you can’t achieve it.

PICK ONE PRINCIPLE GOAL – AND ALL ROADS SHOULD LEAD THERE

It’s tough for marketing campaigns to serve multiple masters. While it’s standard practice to want to do everything, (“Capture targeted leads! Get inbound links! Build brand awareness! Get more Twitter followers!”) it’s better to optimize for only one key goal – be it search visibility, generating targeted leads, direct sales, email list & permission marketing asset growth, or another goal.

Depending on your goal, you’ll want to structure your campaign differently – content promotion campaigns where you’re trying to generate quality inbound links and influence influencers look very different than campaigns where you’re trying to sell directly.

Inbound Links for Search Visibility

As many marketers who come from a search background know, inbound links from quality, relevant sites are one of the best ways to improve organic search engine traffic. (For more on understanding search engine rankings, check out the Annual Moz Survey.)

In this case, success will be measured by the number of inbound linking domains, and their respective authority metrics (like Moz Domain Authority, Majestic Trust Flow & Citation Flow, or Ahrefs Domain Rank). A good formulation of this goal looks like “We will get 15 links from domains that haven’t linked to us previously, with a Domain Authority of forty or above.”

When you’re structuring campaigns for link development, you want to focus on outreach and targeting bloggers, influencers, and press – rather than customers directly. Use earned and owned media heavily, along with some very targeted paid advertising at influencers, bloggers, and press.

Audience, Brand, Traffic, & “Top of the Funnel”

Many content marketers make their website a valuable resource to their potential customers and build traffic, positive brand impressions, and drive the top of the funnel by creating and promoting stand-out content.
In this case, the team at Qualaroo wanted to not only build a great resource to introduce people new to CRO to Qualaroo, but also to educate them, move them further down the funnel, and build the Qualaroo brand.

Good KPIs for these campaigns are often a combination of traffic (along with qualification criteria, like geography) and engagement.

An example goal in this case might be, “I’d like to get 10,000 unique visitors from North America...
Western Europe, who view at least 2 pages in the guide.”

These campaigns are audience-focused and influencer-focused. They involve heavy paid, owned, and earned promotion, but usually the paid advertising will be much more audience-focused than influencer-targeted, unlike link or press-oriented content promotion.

Direct Sales & Sign-Ups

Another goal companies can achieve through content marketing is direct sales and service sign-ups. (This is commonly seen in e-commerce, B2C services, and other businesses that have a low cost, internet-only transaction.)

These goals are best stated in dollars or sign-ups – like “We’re going to create a buying guide for mountain bike accessories, promote it to our audience, and get at least $10,000 in sales.” (Now that’s something a VP of Marketing can get behind.)

For these campaigns, you’ll usually want to use audience-focused paid promotion, with a smaller component of earned and owned media. Typically the sorts of pieces that generate direct sales are product-focused with strong ‘buy’ calls-to-action, so journalists and bloggers are often reluctant to cover these pieces.

Promoting sales-focused content looks more like traditional click arbitrage plays than a more PR-driven content promotion campaign.

Sales Leads

Another common content marketing goal is sales leads. You’re probably familiar HubSpot, which has turned opt-in kits and ebooks into a machine that generates hundreds of thousands of leads a year.

To set goals for these campaigns, marketers need to work with sales, and get some agreement on the volume and quality of leads needed to make an impact on revenue.

An example goal could be, “We wish to get 20 new Fortune 500 IT Directors on our list through promoting an ebook about server management.”

It’s very important to have a strong lead definition. Content marketing acts as more of a net than a spear, so it’s likely that some of the leads you attract will be qualified, while others will not be. A strong lead definition and follow-up process will prevent the traditional sales complaint that “the leads suck”, and ensures that the business – not just the marketing campaign – will be successful.

These campaigns must be much more targeted across paid and owned media – external sources can be reluctant to link and share to gated content unless you have a great pre-existing relationship with them or compensate them.

Permission Marketing & Audience Development

Content marketing can help build your distribution channels - your permission marketing assets, like email, Facebook accounts, Twitter followers, etc. These lists are very valuable, and can lead to direct sales, amplification of other content, positive mentions, and more.
In these campaigns, users come to the site to either enjoy or become informed by the content, and then opt into an email or social list.

Good goals for these campaigns are a) numerical, b) channel specific, and c) inclusive of counter-goals around quality. For example, you could say, “We hope to acquire 2,000 new email subscribers who live in the United States and Canada.”

**Tip:** It can be very valuable to add more information to your email database through software like FullContact or RapLeaf, so you can get a better idea of who’s subscribing to your email, if they might become an advocate, and more.

These campaigns have more in common with the ‘Top of Funnel’ campaigns – marketers should hit paid, earned, and owned media hard with the goal of building their audience and creating a desire for more content from that brand.

### CONTENT PROMOTION EXAMPLES

Let’s take a look at some examples and how you’d measure their success.

**Promoting an Interactive Infographic for Search Visibility**

Let’s say you’re working with a comparison site for renter’s insurance, and you’re trying to improve its search visibility. (Renter’s insurance is largely purchased from web searches initiated by a triggering event, so a sales-driven content marketing approach wouldn’t work here.) So, your team creates an interactive infographic about home furnishings and design, with the goal of growing search visibility & organic traffic.

- **Primary Goal:** Generate inbound links from 10 new domains (that haven’t linked to our comparison site previously) with a Domain Authority of 40 or above.
- **Secondary Goal:** Get featured on Apartment Therapy and build the site’s brand in the home décor space.

Based on this goal you’ll need to do lots of outreach to bloggers and website owners, as well as target them through advertising. You might also want to look into your own database of bloggers and website owners and see if they’d be interested, and if they can introduce you to webmasters you don’t yet know.

**Promoting a Comprehensive B2B Guide for Brand Awareness & Top of the Funnel Growth**

Let’s use the Qualaroo example again –say you’re promoting the ‘Beginner’s Guide to Conversion Rate Optimization’.

- **Primary Goal:** Get 10,000 visitors who are interested in online marketing, from the United States, Western Europe, and Australia.
- **Secondary Goal:** Get shared more than 200 times on Twitter.

You’ll want to pitch the guide to influencers wherever you can, use something like an in-app notification to show existing users the guide
they might share), and heavily use social media advertising to target the right audience and join the scale of paid media with the trust and viral characteristics of social sharing.

Promoting a Piece of Gated Content for Lead Capture

A financial advisory firm that works only with high net worth individuals seeks to meet some more wealthy people who are interested in investment advice.

They’ve created a (email and phone number gated) guide to managing your money immediately after a windfall (like selling a business or receiving an inheritance), to take minimize taxes and maximize gains.

- Primary Goal: Acquire the contact information and interest of 200 new High Net Worth individuals (SEC accredited investors)
- Secondary Goal: Get featured on Yahoo! Finance

Due to the nature of this space, this is going to be hard one to achieve predominantly through outreach – people wouldn’t be excited about sharing anything where contact information is captured.

Owned media will also be difficult – after all, the goal is to acquire new customer names. Now you could certainly encourage current clients to pass the report onto their friends who might be qualified, but that isn’t reliable and doesn’t scale particularly effectively. (Remember, hope is not a content promotion strategy.)

However, through paid media targeting people with luxury interests and employees at companies that recently had liquidity events, you could achieve this goal.

Documenting Your Goal & Getting Management Sign-Off

Once you’ve arrived at your one main goal, with solid definition, take the time to make sure your management team and/or client agrees on that goal.

It can even be helpful to print out the goal, or write it on a whiteboard, so everyone that passes by knows what your initiative is supposed to achieve.

Additionally, this makes excellent and clear reporting to your clients or management – a simple table of goal results versus actual results, with the principle goal in a bold and large font is very effective at communicating results and justifying spend.

Next, we’ll look at how to work backwards from your goal to set objectives and plan your campaign’s scope.
Before jumping into promotion, it’s good to calculate how much work, budget, and time you’ll need to achieve your goal. Earlier, you set a high-level goal using language to communicate upward and to other teams. Here, you’ll dig down “into the weeds” to clearly define objectives and expectations for your own team.

PROJECT SCOPE -- FIGURING OUT HOW MUCH YOU’LL HAVE TO PUT IN

You can use web and social analytics data to calculate how much traffic and/or outreach you’ll need to do to achieve your goal. Historical data and good notes on past content projects come in handy here.

Basic Traffic and Leads Calculations

Let’s say you want 20 qualified leads, and only 5% of people who download your ebooks and whitepapers are qualified. This means you’ll need a minimum of 400 downloads (20 leads ÷ .05 = 400 downloads).

Your landing pages usually convert at 20%, so you’ll need to get about 2,000 visitors to the page in order to get your 400 downloads and 20 leads (400 downloads ÷ .20 = 2,000 views).

Advanced Paid Promotion for Traffic Goals

If you have more data, you can do more advanced calculations. Let’s assume that you’re working on gathering leads for B2B sales, and LinkedIn and Twitter traffic convert best for you, at 50%.

StumbleUpon and Reddit traffic convert the worst, with only 3% downloading your content after landing, and search traffic falls in the middle with a 28% conversion rate.

Let’s also assume the qualified lead rate (5%) remains consistent across channels.

How to determine conversion and traffic goals.

\[
\text{Goal Leads} \div \text{Qualified Lead Rate} = \text{Download Goal}
\]

\[
\text{Download Goal} \div \text{Conversion Rate} = \text{Visitor Goal}
\]
Making Decisions

You know that your paid Twitter campaigns usually have a $1.30 eCPE and 1.15% CTR.

Spending $35 on a very targeted group gets you 2,000 impressions and 21 clicks. You also know that $50 spent on a very targeted StumbleUpon campaign can get you about 500 views. Twitter converts better, but StumbleUpon is cheaper. Where should you spend your budget?

Since you get different data from each social network, compare apples to apples by breaking everything down into conversions per dollar spent. StumbleUpon gets you 10 views per $1 spent and 0.3 downloads for that $1 (3% conversion rate on downloads).

Twitter gets you just 0.6 views per dollar spent, but the channel’s higher conversion rate means that you also get 0.3 downloads for every $1 spent there.

In this case, costs work out to be about equal, so how do you know what’s the better spend? The Twitter paid promotion numbers don’t include exposure from retweets or from influencers who clicked on promoted tweets, downloaded your content, and then shared it naturally. The unaccounted for earned amplification, plus the channel’s higher conversion rate, make Twitter the best choice for ad spend here.

Predicting Results

You can also use these numbers to extrapolate results from your ad spend. If you have about $150 to invest initially, you can expect to get 45 downloads and 2 qualified leads. Hopefully, the promotion will have ripple effects, and natural amplification will triple that number, bringing it up to 6 leads. To reach your goal of 20 leads, you’ll need 14 more, but you’re out of budget.

This is a great opportunity to invest in influencer and website outreach to target referral traffic and search traffic.

Calculating Outreach Goals

To figure out how much outreach is needed, you should have an idea of your typical response rates. For this example, let’s assume your Tier 1 targets link to you at rate of about 5%, Tier 2 at 20%, and Tier 3 at 10%. (Tiers are one way to group your prospects and are unique to each company/campaign. As a general guideline, Tier

Break down advertising spend for each channel.

\[
\text{Views} \div \text{Spend} = \text{Views per } $1
\]

\[
\text{Views per } $1 \times \text{Conversion rate} = \text{Conversions per } $1
\]
1 sites are the PR7+ sites with loads of traffic, influential writers, and huge social followings. Tiers 2s are mid-authority and very targeted. Tier 3s are either high authority but low-to-mid relevance or high relevance but low authority.

With a goal of 20 links (Five from high authority sites and 15 from mid-to-low authority sites), you’ll need to reach out to 100 Tier 1 sites and 75 Tier 2 sites. In this case, more outreach won’t cost you a lot of extra time, so you might as well bump up your Tier 2 goal to 150 and aim for more success.

The best approach to site/influencer prospecting is to begin with a very large list and whittle it down, keeping only the most relevant targets. An include rate of about 20% is not uncommon. (For every 5 possible prospects, keep 1 and throw out 4.) In this case, you should be prepared to find up to 1,250 prospects and work down that list until you hit 100 Tier 1 targets and 150 Tier 2 targets.

**Time Needed for Outreach**

Set aside 2 hours for setting up initial prospecting if you are using automated tools (and up to two days if you don’t have access to tools and are manually Googling for prospects.) You’ll need another day to qualify sites from that list. For padding, give yourself an extra day to pull and qualify, in case your first attempt at prospecting wasn’t as targeted as you’d hoped. That’s 2.5 days of work to get to your final list of 250 targets.

If possible, also plan on spending 20-30 minutes per day looking for opportunities to engage with people and websites from your list of targets. (Comment on posts, share socially, tweet at influencers, etc.)

Upon launch, set aside 1 full day for outreach. Give yourself two more half days during the week after launch to evaluate what’s working, prospect for more websites and influencers in the audiences that are embracing your content, and connect with them.

Assuming you give yourself two full weeks of influencer engagement before launch, you’ll need to allot 40 hours of time to outreach preparation and execution.

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**Goal Links ÷ Response (or Link) Rate = Outreach Target**

**Outreach Target ÷ 20% = Initial List Length**
ALIGN YOUR TEAM WITH YOUR CONTENT GOALS

Once you figure out how much time and budget you'll need, you should spend some time solidifying your content plan (and aligning your team to it).

First, look for any red flags or missing pieces in your content. You can use a tool like Siege Media's content marketing checklist. Also, give your content a quick once-over on different browsers and devices.

Then, answer these questions about who will be interacting with your content, why they’ll care about it, and why they may or may not share it:

Being very specific here is important. ‘Stay at home moms who have toddlers’ is more actionable than ‘moms’ is. If your content has multiple audiences, list them separately and complete a questionnaire for each one.

It’s important to fully understand the nuances of why and how different groups will engage with your content. You can also build personas for each audience.

**Tip:** During this phase, more heads are better than one. Get your team together for a 30 minute brainstorm to talk through who your audiences are and why they’ll care about the content you’re creating. Recap the meeting afterward, so everyone has the same basic document and understanding of audiences to work from.

NEXT STEPS

You know your audience, your goals, and the time and work needed to connect the two. At this point, think about any constraints you may not have already considered. Will you be working on another project simultaneously and have limited time? Are there budget concerns you should be aware of?

Once you have that sorted out, you can begin to place your tactics into a broader timeline.
## CONTENT PRE-LAUNCH WORKSHEET

<table>
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<th>Questions to Ask</th>
<th>Example: Yoga Infographic</th>
<th>Example: Marketing eBook</th>
</tr>
</thead>
<tbody>
<tr>
<td>My audience is...</td>
<td>Women in their 20s who do yoga</td>
<td>Mid-level marketing managers</td>
</tr>
<tr>
<td>I’m offering them...</td>
<td>Interesting facts about the effects of their yoga practices</td>
<td>Advice on how to be successful by using SEO &amp; link building</td>
</tr>
<tr>
<td>They will find it via...</td>
<td>Reading influential site like Yoga Journal and The Huffington Post</td>
<td>Searching for things like “how to do SEO”</td>
</tr>
<tr>
<td>They will care because...</td>
<td>Positive reinforcement about the benefits of yoga make them feel good</td>
<td>This will help them get more traffic to their website, which will hopefully lead to a promotion or raise</td>
</tr>
<tr>
<td>They will interact by...</td>
<td>Reading</td>
<td>Downloading</td>
</tr>
<tr>
<td>Their next step will be...</td>
<td>Sharing on social media</td>
<td>Signing up for email list</td>
</tr>
<tr>
<td>They will share it because...</td>
<td>Presents them in positive light, want to impress peers</td>
<td>Advice is useful and actionable</td>
</tr>
<tr>
<td>They might not share because...</td>
<td>Yoga is a personal practice where comparing self to others is discouraged</td>
<td>Reading “beginner” content can be looked down upon. Might want to seem more advanced.</td>
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<tr>
<td>A solution for this is...</td>
<td>Making it about yogis as a group instead of the individual being awesome</td>
<td>Use words like “comprehensive” or “complete” to counter the beginner language</td>
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</table>
Now that you’ve figured out your goals, the project scope, and the tactics to use, you can develop a content promotion campaign timeline. The best ones begin well before your content goes live. Here’s how to start.

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<th>CONTENT CAMPAIGN PLAN</th>
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<td>Prepare messaging</td>
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<td><strong>2+ Weeks Before Launch</strong></td>
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<tr>
<td>Build influencer lists</td>
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<td><strong>1 Week Before Launch</strong></td>
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<td>Pretest the content</td>
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<tr>
<td>Queue up ads</td>
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<tr>
<td>Write outreach templates</td>
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<td><strong>Day of Launch</strong></td>
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<tr>
<td>Moderate comments</td>
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<tr>
<td>Begin outreach</td>
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<tr>
<td><strong>Week of Launch</strong></td>
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<tr>
<td>Get the easy wins</td>
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<tr>
<td>Continue outreach</td>
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<tr>
<td><strong>Ongoing</strong></td>
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<tr>
<td>Build Relationships</td>
</tr>
<tr>
<td>Monitor social media</td>
</tr>
<tr>
<td><strong>Project Wrap-up</strong></td>
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<tr>
<td>Take notes for next time</td>
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</tbody>
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PLANNING STAGE

It’s time to go back to the audience segments and personas you built as you were creating your content, and start thinking about tactics. Write a concise ‘pitch’ for each segment, even if you don’t plan on doing any outreach. Your pitch should describe the content and its value in one or two sentences. You can bullet point key features or benefits for each segment, too.

This messaging will become the foundation for all of your outreach, social media posts, and ads, so be sure to consider the following:

- For Search: Keyword targets
- For Journalists/Bloggers: Newsworthiness
- For Individuals & Social Media: Triggers for Sharing

Spend some additional time brainstorming other audiences that may find your content appealing. These audiences probably won’t be your business’ primary targets, but they may provide the extra promotion that moves the needle in search and brand visibility.

Once your messaging for each audience is complete, put it in a document and share it with your team. Everyone should work from the document as they draft emails, Twitter updates, and other promotional materials. This document should be more robust and more messaging-oriented than the first draft you created in the tactics section.

2+ WEEKS BEFORE LAUNCH

Build your list of influencer targets (both sites and people) as soon as possible. This way, you can hit the ground running when your content launches. More importantly, you can begin to build relationships with influencers and site owners before you ask something of them.

Build Site Prospect Lists

Use advanced queries to gather a list of prospects for outreach. In BuzzStream, the Prospecting Module will do this for you. There are other tools, like Link Prospector, that you could use, too.

Just like you were specific in defining your audiences, be specific with queries here. (Check out this resource if you need help with query ideas.) As mentioned earlier, your initial list should be longer than your anticipated final list of targets.

*BuzzStream can help you build prospect lists during the planning stage.*
Refer back to the calculations from the previous chapter to determine how long you list should be.

Next, open the BuzzBar (or your spreadsheet or CRM), and qualify the sites. Start flipping through them - and if a site seems like a good fit, give it a thumbs up and make relevant notes.

For example, if it’s a multi-author site, note specifically which author you want to reach out to and why. Tag the site with the audience you think it belongs to, so you’ll remember to send the right outreach message. Add a reminder if there’s anything specific you want to call out later.

The Huffington Post is a great top tier target for a yoga infographic, since they’ve shared yoga infographics before. Contributor Carolyn Gregoire shared the last one and regularly writes about yoga.
When you come across bad prospects, thumb them down to remove them from your list. If you aren’t sure whether the prospect is good or bad, hit the thumbs down button, just to be safe. It’s better to leave out a site that may be interested in your content than it is to include a site that will hate your pitch (and, subsequently, your brand). Don’t be afraid to thumbs down up to 70% of that initial list.

It’s better to have a small list of highly targeted prospects than it is to have a longer list of mediocre ones. You’ll be able to write super-relevant pitches, and you’ll find more success.

When you find a high-authority, influential sites, mark them as such. You can come back later to craft a custom pitch for them, instead of using your standard template. You might also want to reach out in advance of launch to offer an exclusive. The 80/20 rule works well here. Invest the most time and effort into your top prospects, and scale the low to mid-range ones.

In the weeks leading up to your content’s launch, keep an eye on prospect sites. You can use a service like feedly or just check in from your BuzzStream list to do so. When you see a great post go live, share it on social media or leave a comment on the site (as long as you have something meaningful to say). You could also tweet at the author, letting him or her know you liked the post. Start to build relationships before you do outreach.

Build Influencer Lists

Influencers are important whether you want traffic or links. They’re the people who will get your content in front of your target audience. Sending one-off pitches when your content goes live can work, but only if your content is excellent. The better bet is to build a relationship first, engaging early and often.

Finding Influencers

In every industry, there are a handful of experts that everyone follows. They may or may not be bloggers themselves, but they’re the people trusted to share top content and expert opinions.

When you’re limited on time, tools like Followerwonk, Littlebird, Twtrland, and Topsy can help you find influencers pretty quickly. A better way to find them is getting to know networks naturally. As you’re prospecting for sites, look for corresponding Twitter handles. (BuzzStream will automatically pull them for you.) Create a Twitter list and a special column in TweetDeck to view it. Over time, watch for the people and sites that get shared again and again. Engage, and add them to your list.
How to Engage

Engaging with influencers is pretty simple. You can comment on their posts, retweet things they share, and reply to questions they ask. (This will work best if you truly are trying to build lasting relationships and a solid brand reputation in the space.)

Once you and the influencers are familiar with each other, you can begin to leverage the relationships before your content goes live. Here’s how:

1. Let them know about the content you’re planning and ask if it’s something they’d share and/or think their followers would be interested in.

2. Ask for feedback on the content itself (and use the advice they give you).

3. Offer to work together on a project. They have the expertise; you have the budget. Is there anything they’ve been wanting to create but haven’t been able to because of time or money constraints.

Tip: Make contact records more robust by adding tags, sites the person writes for, etc. Add notes when the influencer writes or shares something related to your content, so you can mention it in future outreach.

Other Lists to Make

In addition to finding the influencers for each of your target audiences, you should also keep track of the following people:

- **Advocates** - People who speak well of your brand, send you customers, or who have written about you in the past

- **Friends** - People who might be willing to share something you’ve created, simply because they like you

- **Customers** - This is a simple-to-find and often-overlooked target group for content promotion

These people (advocates, friends, customers) might not be in the target audience for your content, but they offer easy wins and increased visibility, which never hurts.
1 WEEK BEFORE LAUNCH

You’re almost ready to go! Here’s what you need to do the week before your content goes lives to make sure the launch is a good one.

Write Outreach Pitches

Refer back to your messaging document, and write a pitch for each of your target audiences. Because your qualified website prospect and influencer lists are super-targeted, you should be able to make your emails both compelling and concise. Don’t send it yet; just get the messages ready.

If it makes sense to do so, pitch your top prospect with an exclusive. (If they say no, you can try working down your list.)

Give some of your influencers a heads up that your content is coming soon, and let them know you’d really appreciate a share once it’s up.

Draft Social Media Posts

Schedule your social media posts for the launch. Decide which images you want to use and whether or not you want to test headlines. (Check out Upworthy’s latest presentations if you need ideas.

Make sure to format your images appropriately for each social network - using compelling images is key to both paid and organic social success.

Queue Up Ads

Social media ads usually take a day or two to get approved, so load them up early. At this point, you will have been following influencers for a while, so you should be able to buy very precise placements by using appropriate connection targeting.

Review Your Site

Make sure you have everything in place for launch. Are you going to add a CTA box to the bottom of your blog posts? Make sure that’s ready to go. Check that your social share buttons are working properly. Verify that your meta data is accurate and functional. Optimize images for various social media platforms.

Pretest Content

Have someone else look over your content. Ask them questions like:

• Does the title make sense?
• Are the diagrams clear?
• What do you think this infographic/ebook/content is about?
• Are there any spelling errors?
• What do you think is the most interesting part?
• Would you share this?
DAY OF LAUNCH

Once your content is live, here’s what you need to do.

Begin Outreach

Begin your outreach ASAP. Since you have your web site prospect and influencer lists completed with notes and your templates drafted, you should be able to move pretty quickly. BuzzStream lets you look over every email before sending, so take the time to verify that each email looks good (first name in place? blog name correct?) before you hit send.

Kelsey Libert shows examples of journalists and bloggers complaining about bad PR pitches in her recent Mozinar.
Share, Share, Share (and thank others for doing so)

Post about your content on social media. Post about it multiple times. (Buffer has a great explanation of why you should do.) Engage with others who are commenting and sharing it, as well.

Track your content’s performance on Twitter by running a TweetDeck search for the URL and another for its title. Thank and engage with the people who’ve shared. On Pinterest, you can visit www.pinterest.com/source/yoursite.com to see who’s sharing there and look for new relationship opportunities.

Promote Your Social Posts

Put momentum behind your launch by promoting your content via paid social media updates. As previously mentioned, combining paid social posts with organic social posts can lead to a ‘groundswell’ effect.

Moderate Comments

If your content is open for comments, have someone ready to moderate and respond quickly.

WEEK OF LAUNCH

Hopefully, day one went well and your content has strong social momentum. (If it doesn’t, spend some time brainstorming about what’s going wrong.)

Continued Social Media Push

Post about your content a few more times over the course of week one. If you see influencers share, retweet or reshare their posts (and say thanks).

More Outreach

Look over the list of sites that have posted or shared your content. Do another round of prospecting to find more sites like these, and drive your success further with additional outreach. (You can use the same template you used before, since it performed well.)

Also look at the audiences and sites with which your content fell flat. Try to figure out why it flopped. Was the topic not actually a good fit or was the messaging wrong? Fix whatever you can and try promoting to these groups one more time.

Link Reclamation

Especially if your content is visual, there’s a good chance people have posted it without giving you credit. Use reverse image search to find these sites. Reach out, thank the author for sharing, and ask if they could credit your site by linking back to the original content.

Moz’s Fresh Web Explorer is another great tool you can use to find instances of people sharing your content. Use the query “Your Content Title”-yoursite.com to find the mentions that don’t link.

To dig deeper, check out this BuzzStream resource on advanced link reclamation.

Self-Submission and Easy Wins

As your influencer push is winds, spend time
taking care of the “easy wins.” Post your infographic on sites like Visual.ly. Find resource pages and reach out to their webmasters – cite its popularity with influencers to show ‘social proof’. Submit your content to StumbleUpon or Reddit if applicable. Decide whether or not you want to use content promotion services like nRelate. Basically, do the outreach and submissions that aren’t dependent upon freshness or virality.

POST-LAUNCH PROMOTION

As things calm down, you should automate research for future opportunities.

Schedule Site Prospecting

Schedule automatic prospecting for new opportunities to occur on a weekly or monthly basis. Check in on the prospecting results every few weeks as you have time, or set yourself a recurring monthly appointment to do outreach. This can bring in a steady flow of traffic and ongoing content promotion wins.

Social Monitoring

Create Google alerts for the title of your content to find fresh mentions of it online. As they come up, check each site to make sure you’ve been properly credited. (Sometimes, you’ll get “false positives” when sites use your content’s title while talking about something else. These sites can make great outreach prospects.) Continue to run the TweetDeck searches you created, and look for new opportunities there. Other link and mention discovery tools can work, too.

HARO & Other Services

Use HARO, ProfNet, or other similar services to keep an eye out for journalists looking for help on articles related to your content. You can create email filters to highlight or label requests that use words related to your content.

Here’s an example of a HARO filter.

Build Relationships

Send a thank you note to the people who shared your content. Take good notes and continue to engage with them over time.

PROJECT WRAP-UP

After your content promotion campaign is complete, spend a few hours on a project recap.
Measure Results

Look back to your original goals. Did you get all of the traffic and leads you’d hoped for? How about links? Dig deep and look for where your most valuable traffic (and links) came from. How did you originally find those sites? Which outreach or ad messaging did you use?

You should also look back on the assumptions you made when you did the math at the beginning of your project. Was your conversion rate what you expected? Did it vary by audience type or traffic source? Did tasks take more or less time than you expected?

Take Notes for Next Time

Create a summary document with notes on the project’s successes and failures. Include the metrics you measured and then some. Write down what worked best and what flopped. Make note of what you wish you’d done more of and what you wouldn’t do again. Recap budget and time spent, too. Refer back to this document when it’s time to plan your next content promotion project.

You should also keep track of the bloggers and influencers who said positive things about your content and shared it. These are people you’ll want to reach out in the future, when you have new content to promote. Be sure to send a ‘thank you’ in the interim.

Now that we’ve covered the structure of your content promotion campaign plan, we’ll delve into some of the tactics you can use to beef it up (and how you can use certain combinations of them to create serious success).
CONTENT PROMOTION TACTICS: PAID, EARNED, AND OWNED

Now that you've structured your campaign, it's time to pick to individual tactics to put together into a comprehensive promotion plan. Should you use Facebook Ads? LinkedIn ads? Social Media Outreach? Guest Posts? Ask bloggers for reviews? Send an email blast to your existing lists? Do all of these things?

We'll discuss tactics in the framework of Paid/Owned/Earned, since it nicely distinguishes levels of control and the work involved. Here's a nice overview of the differences between the three:

Each of the paid, earned, and owned tactics discussed might be a part of your campaign – or maybe not. If you're using great content to build links to rank other pages, you'll have a very different plan than if you're trying generate leads. In many cases, using various combinations of all three will work best, but we'll talk about that in a little bit. Up first, paid tactics.

<table>
<thead>
<tr>
<th>Media type</th>
<th>Definition</th>
<th>Examples</th>
<th>The role</th>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned media</td>
<td>Channel a brand controls</td>
<td>Web site, Mobile site, Blog, Twitter account</td>
<td>Build for longer-term relationships with existing potential customers and earn media</td>
<td>Control, Cost efficiency, Longevity, Versatility, Niche audiences</td>
<td>No guarantees, Company communication not trusted, Takes time to scale</td>
</tr>
<tr>
<td>Paid media</td>
<td>Brand pays to leverage a channel</td>
<td>Display ads, Paid search, Sponsorships</td>
<td>Shift from foundation to a catalyst that feeds owned and creates earned media</td>
<td>In demand, Immediacy, Scale, Control</td>
<td>Clutter, Declining response rates, Poor credibility</td>
</tr>
<tr>
<td>Earned media</td>
<td>When customers become the channel</td>
<td>WOM, Buzz, “Viral”</td>
<td>Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media</td>
<td>Most credible, Key role in most sales, Transparent and lives on</td>
<td>No control, Can be negative, Scale, Hard to measure</td>
</tr>
</tbody>
</table>

A chart from Forrester Research defining Paid, Earned, and Owned media.
Marketers aiming for content promotion and audience engagement today have a bevy of options to choose from. In many ways, the problem with creating a paid media plan is one of quantity and quality overload: there are so many targeting options and so many paid media platforms, it can be difficult to choose just a handful to focus on.

Here is just a small sample of what’s available in paid advertising for content promotion today:

**SOCIALLY ENABLED AD UNITS**

Social ad units – the ‘Sponsored Updates’ you see in your Twitter, Facebook, LinkedIn, and other streams – are some of the best opportunities available to content marketers today.

Broadly, these units have some unique characteristics:

- They typically appear in the main stream, next to content from brands people already follow and people they know. This prime real estate gives your content lots of attention, clicks, and shares – and these ‘in-stream’ placements far out-perform sidebar and other less social ad units.

- They often have both an earned and a paid component, enabling advertising to touch off a ‘social groundswell’, where traffic from sharing can be even greater than paid clicks.

- They can be targeted by social network user data instead of broad demographics. For example, if you’d like to show your content to 30 year-old women in San Francisco who are single and like yoga, you can. This enables you to advertise to very specific demographics and buy exactly the attention you want.

However, they’re not without disadvantages. User generated comments and sharing can turn negative instead of positive – so when you use these, make sure your community managers/social help folks are on the lookout and can deal with any negative sentiment.

**THE DIFFERENT TYPES OF SPONSORED UPDATES**

(Editor’s Note: These ad products change very rapidly. Check the network’s documentation or with your representative for the most recent ad units and targeting options.)

**TWITTER**

*What’s Available:* Twitter has a number of ad units available, including Promoted Tweets, Promoted Accounts, Promoted Trends, and more.
Promoted Accounts, Promoted Tweets, and Lead Generation cards are available to small advertisers.

**What It Looks Like:** Promoted Tweets are the most relevant ad unit for promoting content from smaller companies. They look like this:

![Promoted Tweet example from Salesforce](image)

Twitter gives you analytics on clicks, retweets, new followers, replies, and other engagements.

![Twitter Analytics](image)
Ads are priced on a per engagement basis, so you pay by the number of interactions with the paid tweet – like clicks, retweets, replies, and card engagements.

Twitter also offers advertisers a ‘lead generation card’ that features a prompt for users to opt-in and share their email address. Advertisers have the ability to customize the call to action. See the example from Twitter below.
TIPS:

1. **Get Visual** – Twitter now shows images by default in users’ streams, so you can dramatically increase the amount of attention your ads receive by attaching images. Here’s how Marketo (an innovator in social media advertising) uses Twitter Ads:

   ![Marketo’s Use of Images on Twitter for an Event](image)

2. **Target Micro-Influencers** – Targeting people that follow specific influencers is very effective, and marketers can see engagement rates above 2%. Targeting ads at followers of influencers who have narrow specialties and 10-20k followers, rather than targeting them at big name influencers who have hundreds of thousands of followers, is an excellent approach because the niche influencers’ audiences tend to be more targeted and focused than the ‘household name’ Twitter accounts.

3. **Follow Hashtags** – If an event has a large socially engaged audience – be it a Twitter Chat or a large trade show – advertising to people searching the corresponding hashtag can be another effective way to reach your audience.

**Resources:**
- Twitter’s Advertising Blog
- Twitter’s Advertising Glossary
**LINKEDIN**

**What's Available:** LinkedIn enables pages to both sponsor updates and advertise on their display network. Sponsored Updates are great for content promotion, due to their social nature and placement in the main LinkedIn feed.

**What It Looks Like:**

![ADP Uses LinkedIn Sponsored Updates to Promote an Infographic](image)

**Pros:** LinkedIn lets you target specific roles at specific companies. Need Fortune 1000 marketing executives to see your content? LinkedIn Sponsored Updates can deliver your content to them.

The click quality and lead quality from LinkedIn tends to be very high, if targeted appropriately with a good offer.

**Cons:** LinkedIn Sponsored Update clicks tend to be some of the most expensive available. (However, you do get what you pay for.)
Additionally, like other promoted update advertising, LinkedIn Sponsored Updates can also have negative UGC and criticism attached to them:

Negative feedback on a company update on LinkedIn

If you end up using these updates, make sure your community manager/social customer support team is aware and able to respond to any complaints attached to the update.

TIPS:

1. Target tightly on job titles and industry. Be specific, because clicks can be costly.

2. LinkedIn clicks can go back to your company page, so make sure that looks good before you start your campaign.

3. While LinkedIn users are in 'professional mode', they often think about personal advancement when on LinkedIn (like networking or getting a new job), so adjust your message accordingly.

Resources:
LinkedIn Advertising Guide
LinkedIn Marketing Solutions
FACEBOOK

What's Available: Facebook has a wide variety of ad units available, including those based on amplifying content posted on Facebook pages and those based on driving clicks off the site. (As you might expect, ads that keep people on Facebook are typically less expensive than ads that take people off the site.)

Facebook ads are phenomenally varied and complex, and marketers’ opinions on them range from ‘These are the best things ever and they’re driving significant volume’ to ‘Facebook Ads are basically fraud’. They are certainly powerful, but getting them working well can be difficult and complex.

Some popular types of ads for content promotion (by no means is this an exclusive list) are:

- Page Post Link Ad
- Right Rail Ads

There are other ad types on Facebook as well, including things like Sponsored Stories that can be very appropriate for getting even more content distribution on Facebook. If you’ve found some ad units that work well for content promotion, feel free to contact us at BuzzStream, and we’ll happily include your contributions in the next version of this guide (and, of course, credit you appropriately.)

You can target these ads by interests, affinities, location, and other demographic information like age and gender. Additionally, Facebook Custom Audiences and lookalike audiences enable you to target specific email addresses and people like your current customers.

What it Looks Like: A Page Post Link ad looks like this:

![Page Post Link Ad on Facebook](image-url)
A Right Rail appears on the right rail, and ad looks like this:

**Pros:** You can target people reasonably precisely and have many options to ensure that your content is shown effectively.

Additionally, using Post Link Ads, you have the opportunity to get friend-to-friend amplification through consumers sharing the post.

**Cons:** Many marketers find Facebook ads not to work at all. Often, getting a strong return from them requires a great deal of experimentation with targeting, ad units, creative, and the other variables involved with advertising content.

Promoted Posts have the same negative UGC aspect that other sponsored updates do – they can bring negative UGC along with your ads.

**TIPS:**

1. **Target people with affinities to brands related to yours.**

2. **Consider advertising to people that follow relevant publications that also fit your demographic as a quick way to combine psychographic and demographic targeting.**

**Resources:**

- Facebook Advertising Basics
- Facebook Ads FAQ
STUMBLEUPON

What’s Available: StumbleUpon allows advertisers to insert content into the Stumble ‘Stream’. Prices are affordable, and StumbleUpon offers targeting options by age, gender, country, state, and city, device, and either audience-driven interest bundles or specific categories like ‘coffee’, ‘books’, ‘computers’, and others.

What it Looks Like: The full content is displayed in window frame, and StumbleUpon shows a ‘Sponsored’ box in the Upper Right corner.

Pros: StumbleUpon traffic is very affordable – starting around $0.10-$0.12 a visitor.

Additionally, they have a large amount of tablet inventory and a lot of college students and other young people.

The amplification effects of paid Stumbles combined with organic stumbles can be very powerful, and can help highly visual content go viral.

Cons: StumbleUpon traffic basically does not convert, ever, unless your offering is so interesting that people will stop viewing a stream of new, interesting things with every click to look at it.

If your content isn’t highly visual and very ‘top of funnel’ for awareness, this just isn’t the channel for you.
TIPS:

1. If you have visually engaging, B2C content that supports tablets and mobile devices, then StumbleUpon is a channel worth investigating. For example, if you’re promoting fun content around test preparation, travel, finance, or weddings, StumbleUpon might be a winner.

2. Some of the more obscure interest groups are relatively small and give you a good chance to reach a highly targeted group of people.

Resources:
StumbleUpon Paid Discovery
StumbleUpon Ads FAQ

REDDIT

What’s Available: Reddit Ads enable content marketers to buy promotional placements on the popular social bookmarking websites.

What It Looks Like:

Example Reddit ad in /r/gaming
**Pros:** Reddit enables you to buy affordable traffic from an interesting audience who’s in prime content consuming and sharing mode.

The minimums are very low – campaigns start at $5 – and the audience is heavy with digital influencers and engaged social users, especially in subreddits like r/Gaming.

If there’s a subreddit relevant to your audience (especially in very socially engaged, niche communities), it’s worth experimenting with Reddit Ads.

**Cons:** Reddit has a particularly anti-commercial crowd, and negative comments (some related to the advertisement with valid criticism, others less so), often make their way onto the ads:

Comments on a New Relic case study in R/Startups.
TIPS:

1. Use the language of the subreddit (TIL=today I learned, AMA = ask me anything, etc.) to address the crowd.

2. Have a thick skin and a sense of humor when it comes to responding to comments – you’ll definitely need to get a community manager involved in this one.

3. Many internet publications (Gawker and BuzzFeed, for example) draw heavily from Reddit – so getting some activity on the social network around your content can lead to later pickups in blogs and downstream links, mentions, and traffic.

Resources:
Advertising on Reddit
Reddit Advertising Wiki

OTHERS

As other social networks rise and fall, and as publishers evolve their models to create new ad units like native ads, you should expect more and more opportunities to promote your content. Actively monitor for announcements from these sites and networks, and you’ll find many great opportunities to get in early. (The forthcoming Pinterest ad units should be very interesting to ecommerce marketers, and other sites like Instagram are starting to dip their toes in the ad unit waters.)

Many of these platforms will have the highest level of engagement and click-thrus while their ad products are new and haven’t been used extensively (over time, the performance of everything decreases), so it’s very much worthwhile to test new channels as they arrive on the scene.

NON-SOCIAL ADVERTISING UNITS

While ‘sponsored update’ social ads and content promotion go together like peas and carrots, there are other more traditional formats that are also incredibly valuable to content marketers.

Content Promotion Networks (Outbrain, Taboola, Etc.)

What’s Available: There are many ‘related article’ advertising networks that place recommendations for other sites’ content at the end of articles on publisher sites. These include Outbrain, nRelate, Taboola, Gravity, and many others.
What it Looks Like:

**Pros:**

- This traffic tends to be affordable and prevalent.
- Site visitors are in ‘content consumption mode’ – they’re looking to read articles like the one they just read.

**Cons:**

- Your content will compete with other editorial content, so this is most appropriate for very ‘top of the funnel’ content.
- Some of these networks are somewhat spammy, and often drive traffic to click arbitrage pages or sketchy affiliate sites, so your content might find itself in bad company.

**TIPS:**

1. Consider using these systems to drive traffic to earned media wins – ensuring more people see the content, and making editors and bloggers who covered you more likely to cover you again.

2. Pay attention to targeting options and the types of sites that each service specializes in.
Resources:

- Andrew Meyer and Brandon Wensing of SEER Interactive (disclosure: SEER is a BuzzStream customer) have written a great post about their experience spending thousands of dollars on these networks to promote their content.
- Outbrain
- nRelate
- Taboola

DISPLAY ADVERTISING

Display ads go back to the start of the web, and they’re omnipresent, easy to purchase, and easy to manage. You can use them to promote your content across relevant sites.

What’s Available: There are literally hundreds of display networks enabling marketers to purchase banners, including megacompanies like Google.

Most major media sites offer banner placements in some way, ranging from network-driven inventory to placements bought on a one-off basis from individual sites.

What It Looks Like:

Traditional banner ad
**Pros:** Lots of inventory is available. Banners are basically ubiquitous on the internet, and best practices around buying advertising and designing creative are readily available.

Creative is highly reusable – you don’t need to come up with something different for each platform, and you can scale campaigns to a high level.

**Cons:** Banners ads currently, unless they’re very targeted with incredible creative elements, are largely ignored by consumers.

Many consumers (especially in more tech-savvy verticals like gaming and programming) use ad blockers, rendering these already-largely-ignored ads invisible.

**MORE PAID MEDIA TACTICS**

There are many, many more paid tactics – including old stalwarts like paid search, email drops, and print. This is a non-exclusive list, and new paid opportunities emerge on an almost daily basis. To find the ad units that work best for you, experiment a lot, and pay attention to the sites and networks that your audiences hang out on.
EARNED TACTICS: AMPLIFYING CONTENT WITH TRUST

Earned media is just that – it happens when your content is so good or so interesting that other people choose to share it their audience.

Some examples of earned media are:

- Your infographic about big data gets featured in Mashable
- Your latest kids crafts guides is shared by a popular blogger like the Pioneer Woman
- Your newest parody video is featured in an article in Fast Company
- The National Archives Tweets a Link to Your Museum Exhibit
- Your customers reshare your latest Facebook post with a link to your newest buying guide.
- An important analyst tweets a link to your latest white paper
WHY EARNED MEDIA?

The thing earned media brings to the table that other media (like paid and owned) can’t is trust. Consumers trust peer recommendations and editorial content two to three times as much as online ads, and dramatically more than branded websites. Earned media is trusted more than owned media, which is trusted more than paid media:

![Graph showing trust levels for different forms of advertising.](image)

However, earned media has its drawbacks – it can turn negative, it's hard to control, and typically, all but the biggest earned media hits lack scale. However, there are other media types that have scale and control, so fusion here can lead to great success.
EARNED MEDIA EXAMPLES

Let’s look at some types of earned media placements you can get when promoting your content:

Placements on Other Websites

There are many ways to ‘earn’ your content a place on other websites, typically through appropriate outreach. Some of the most common forms of these are:

Guest Posts or Contributed Articles

This is one of the easiest ways to build an earned media ‘onramp’ to the content you’re promoting.

Simply find a relevant publication that accepts guest contributions, and write one related to your piece of content, linking back.

For example, Fast Company Design accepts posts like this one by Nikki Pfarr of product design firm Artefact:

Nikki Pfarr of Design Agency Secured a Guest Article on Fast Company
Additionally, think about search and titles in creating these pieces. If you can land a post on an authoritative site, it can rank for related phrases in search engines, send your content ongoing organic traffic, and build a search funnel that will work long after your campaign has ended.

Editorial Features

Some content lends itself to being fully featured editorially by the publication. This is a better fit for interactive content, infographics, original research, and other highly valuable, ‘journalistic’ content.

Digital Agency Fractl Got Their ‘Is a Barbie Body Possible?’ Graphic and Research Featured on Blogs like Gawker Media’s IO9:

Barbie’s mutated proportions are even more unrealistic than we thought

Girls who yearn to have a body like Barbie’s need to seriously reconsider. As this new infographic from Rehab.com shows, not only are her idealized proportions anatomically impossible — they would also be incredibly debilitating.

This photo-realistic rendering of Barbie shows how absolutely ridiculous she looks when set next to a real human. And the stats back up what the eyes can clearly see.

Your ability to get these placements will depend on a few factors, some of which you can control, and many of which you cannot. (For example, your content will probably get bumped in favor of big news. If a big story breaks during your campaign, there’s not a lot you can do about it, beyond having enough of an outreach pipeline and a diversified campaign to prevent failure.)
Some of what you can control:

- The fit between your content and the publication
- The quality of research and information in your content (i.e., don’t make things up and then expect real media coverage)
- The quality & timing of your pitch

For more on getting placements in high-end media outlets, we recommend you consult Kelsey Libert’s excellent Mozinar.

Reviews

Some content – particularly longer form, more substantial content – lends itself well to external full reviews.

For example, blogger Darrell Freeman wrote about BuzzStream’s last ebook:

Excerpt from ebook review post

2 Resources to read/watch if you still think it is about manipulation...

When I’m doing SEO courses for companies, often client’s seem surprised when they hear there is no magic switch to pick up Google page 1 rankings (e.g. they want to do no extra work and rankings magically appear).

It really is about working harder than the competition, by making your website a great resource and being creative with your marketing. These two resources should help to sum this up:

Linking Outside the Box by Buzzstream highlights the innovative ways to attract links but the tactics will also help with other areas (direct visits, trust etc...)

Excerpt from ebook review post
Pitching a review is not dissimilar to pitching a placement, however, it usually takes up even more of the influencer's time. In this case, you'll want to offer the writer early access, an exclusive, or something else entirely to thank them for using their time to both read and write about your piece.

Resource Page Links

While resource pages aren't nearly as sexy as social media ads or complex influencer campaigns, they can be a valuable opportunity to get your content ongoing traffic and a good position in search engines.

If you can find collections of resources that your content would be well featured in (for example, if you're promoting a currency calculator for East Asia, can you find sites with resources about traveling in East Asia? How about sites with curated resources about doing business in Asia?), it's a good move to write the curator a nice note and ask to be included.

Here's an example of a resource page placement we here at BuzzStream got for our Linking Outside the Box ebook.

Example of a resource placement

Our Marketing Team Will Help Your Entire Business With SEO Best Practices Compliance

We also understand that while it's key for the marketing team to be in sync with SEO efforts, it's also crucial that other departments are aware and on board with your website's optimization. That said, it's not always easy to get executive management, sales, IT, and other departments on the same page when it comes to SEO. That's why at Clarity we strive to provide you with the best resources available to continue your SEO marketing plan while involving all relevant parties.

If you're ready to increase both your rankings and your customer base, contact Clarity today.

Resources from around the Internet:

Here we list some of our favorite beginner's SEO resources. We think it's best to share!

- [Google's SEO Starter Guide](#)
- [SEOMoz Beginner's Guide to SEO](#)
- [Search Engine Land's Guide to SEO](#)
- **[Buzzstream's 'Linking Outside the Box' eBook](#)**
Tip: Many of these curators are trying to list authoritative resources on these pages. If you wait until your content has already been initially promoted, you can include that social proof you in your pitch.

OUTREACH-DRIVEN SHARES FROM CUSTOMERS & INFLUENCERS

Beyond sharing your content on independent websites like blogs, it can be very useful to get influencers to share your content.

These are often far easier to get than website placements – people who maintain active social media followings largely need content to ‘feed the beast’, and sharing your content is typically far easier than writing a from-scratch review or otherwise mentioning it on their websites.

Here’s an example of an influencer share about Lattice Engines latest ebook:

Influencer Dennis Shiao tweets about Lattice Engines content
MAKING SHARING EASY

You can drive earned media success outside of outreach by increasing the percentage of people that share your content after they see it.

Increasing the ‘share-worthiness’ of content is one of the more challenging aspects of online marketing – it requires a deep understanding of your audience, online psychology, UX, and social media. However, there are at least a few things everyone can do.

Understanding the Psychology of Sharing

While understanding why people share is beyond the scope of this book, spending some time on the psychology here and understanding the ‘triggers’ that take place are very relevant to success in this endeavor.

The New York Times Insights Group conducted a study on social sharing, finding that 94% of surveyed consumers carefully consider how the information they share will be useful to the recipient. The whole study is too long to summarize here and is great reading for content marketers, but, generally, it suggests the key trigger to sharing is users thinking about how it will help their social networks, and how it will make them appear to their family and peers.

Digital agency Fractl analyzed hundreds of highly shared posts on Reddit, finding that the most viral content used emotions like:

- Curiosity
- Amazement
- Interest
- Astonishment
- Uncertainty
- Admiration
When planning your content, consider these shareable triggers – in emotion, self-identification, and benefit:

- In B2C Markets, does your content play to emotions? How can you embed sharing emotions? What will their friends think of their sharing?

- In B2B Markets, emotions are also important, but will sharing your content help your audience accomplish their professional goals? Will sharing make them look good to their boss, colleagues, and potential future employers?

**SHARE RATE OPTIMIZATION**

Much like you can optimize sites for conversion, make CTAs and buttons and copy more compelling, and test different configurations to maximize revenue, you can also change the UX and layout of your pages to optimize for sharing.

While there are a wide variety of ways to do this (some of which border on the obnoxious), here are some common ways that people increase social shares:

**Tweetable Takeaways**

Tweetable quotes are probably the simplest way to encourage sharing. If your piece has data or pithy quotes (ideally from experts), page you can consider using [Twitter Web Intents](https://twitter.com/) (more technical, but much more customizable) or [ClickToTweet](https://clicktotweet.com/) (incredibly easy) to share specific quotes or statistics.

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**Tweetable tidbits from OnStartups.com**

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23 Tweetable Startup Insights From Seth Godin

Regular readers of this blog know that I'm a long-time admirer of Seth Godin. He's one of those "big thinkers" that has the added talent of being able to articulate high-level concepts in an immensely approachable way. That's a very rare, and dare I say remarkable intersection of abilities.

The following is a list of short, pithy insights that I've been collecting from Seth's Blog over the past few months. They were not all written specifically for startups, but I found them to be particularly relevant for entrepreneurs. I, like many, think Seth's ideas deserve to be spread.

Enjoy.

If you find any of these particularly resonant, there's a convenient link to tweet it.

---

23 Tweetable Startup Insights From Seth Godin

1) Reliance on the tried and true can backfire. [tweet]
Optimizing On-Page Shares

Upworthy, love them or hate them, is an extreme example of optimizing UI for sharing:

Notice there are 6 social share call-to-actions in about 600 pixels on Upworthy

OKCupid's (now canonical in the content marketing space) blog would employ a scroll triggered Facebook share invite when readers reached the bottom of the post:

OKCupid's sharing CTA
FINDING NEW EARNED MEDIA TACTICS

A great way to find fresh earned media tactics is by looking for content that ‘goes viral’ on social media. By tracking who shared what, on which sites, at which times, marketers can begin to reverse engineer success and find new promotion ideas.
OWNED TACTICS: USING THE ASSETS YOU CONTROL

Owned media – assets you control like email lists, blogs, and your own website – give you another chance to promote your content. There are a lot of channels to choose from here, so let's take a deeper look into each of them:

ONE-TIME CHANNELS

Email

Email is the 10,000-pound gorilla of owned content promotion. Emailing your own list is probably the best way to generate downloads/views/visits of your content. (Sadly, most of these people will already be customers or at least aware of your brand in some way.)

Be sure to segment your list and pay attention to whether someone is a customer or is not yet a customer but is an opt-in. You'll want to message these folks differently.

Wistia does a great job with their content emails, making them simple and engaging.

Wistia promotes its video content via email
In a more enterprise-focused context, Marketo sends its newest content to prospects through sales development reps. (This is also part of a lead nurturing and lead scoring function.)

Marketo uses email to promote enterprise content

Social Sharing from Owned Accounts

The next one-time broadcast channels to think about are your brand’s social accounts – places like Facebook, Twitter, LinkedIn, Pinterest, and others.

The simplest way to do this promotion is to post something like a quote or a takeaway with a link back
to the piece of content – this is social media 101, and done by just about everybody. However, this is table stakes for content promotion – everyone will do this, and it will only generate strong results if you are the only company in your industry producing content on that topic and already have a large social media audience.

Today, savvy marketers look at maximizing the promotional value of the post on each social channel, often by bundling the link to their on-site content with a visual:

*Kraft has actually made these 6 recipes into an album that corresponds to a ‘6 Dinner in One Bag’*

![Image of Kraft recipe album]

*Adobe promoting content on LinkedIn. Note the trackable bit.ly link.*

![Image of Adobe LinkedIn post]
This is a great example of putting owned media (the Tweet, image, and blog post) together with earned media (the retweets) together to drive traffic and leads.

People are also pursuing this tactic on more niche social networks, like Pinterest, SoundCloud, Houzz, and others.
Every one of your brand’s social accounts is an opportunity to promote your latest content. Successful content marketers use all of them.

Blog Posts

If you have a blog, you can write a post about your new piece of content, and link back prominently to its landing page.

This post will be on the blog, shown to visitors, and go out to subscribers to your RSS feed. (Many early adopters and bloggers subscribe to RSS feeds, so it’s a great opportunity to get your content in front of an audience likely to link to it and share it.)

The value of this tactic will be highly dependent on how much of a blog audience you’ve built. Blogs
with substantial communities can drive a great deal of engagement with content, while quiet, abandoned blogs can’t get the attention good content needs to succeed.

Consider how your blog post will appear in search results – maybe include a different set of keywords in the title than the ones on the landing page, so you can get another bite at the search apple instead of creating two competing pages.

People

If you’re working with a larger company, chances are you have lots of customer-facing employees in sales, marketing, business development, support, and other functions. (In most jurisdictions it’s illegal to own employees, but we’ll classify them as owned media anyway.)

These people are great potential brand advocates and, if they’re active socially (even just on LinkedIn), they can drive distribution to customers and prospects.

Let people in your company who are socially active know about what you’ve made, and invite them to share it. (People typically despise being told they have to share, so let people know about it and see if they’d like to share it.) To make sharing easier, format the update for them, so they can copy and paste right to Twitter, LinkedIn, or Facebook.

If you’re at a large company, Addvocate can help you scale this process.

ONGOING CHANNELS

In addition to that ‘big bang’ launch (which is key to success), much of the value of content marketing comes from ongoing views, downloads, registrations, and shares.

You should optimize not only for the big bang launch, but also for the ongoing flow of people to your content to achieve maximum ROI.

Owned media is the key way to achieve this ongoing flow. While a blogger may post your data visualization once, they won’t post it every day. However, you can feature your content prominently by linking on your own site—be it in the sidebar, the footer, any ‘members areas’ you may have, transactional emails, or other assets.

On-Site Promotion

You can promote your content at any appropriate place on your site that gets traffic. (This is especially good if your content is opt-in or further into the funnel, because it moves a visitor down the funnel,
Along their customer journey.

Placing calls-to-action on blog posts, for example, is now pretty standard on corporate blogs, because it works great at getting content seen.

For example, KISSMetrics merchandises their SaaS Marketing Bundle with a banner in the left sidebar of their blog:

![Content promotion in left sidebar](image-url)
In our own work at BuzzStream, we’ve found that even a simple footer link can drive ebook downloads and email opt-ins.

**Transactional Emails**

Many companies send new users a series of welcome emails once they’ve signed up for a service. This is another place to feature your content.

Zapier does this really effectively in their ‘Getting Started’ emails:
In-App Promotion

If you have something that users sign in to on a regular basis (like say, a SaaS company, or a bank), you can use some of that screen real estate to merchandise your content to existing customers.

Vanguard makes thought leadership and advisory content available in their account-level navigation, so existing users can view it, and perhaps send it to their friends and relatives.

Vanguard seems to optimize for trust and offline pass-along. This makes sense – Vanguard has a community of people who are incredibly excited about their low fee funds (called BogleHeads), and they have a whole FAQ devoted to people who’ve inherited a Vanguard account.

Unbounce also uses a corner of their user dashboard to show off their latest blog posts, and drive existing users who might not notice new posts and ebooks to check them out (and share):
TAking full advantage of your owned media

It’s likely that even more channels than email will end up in both the ‘one-time use’ and ‘ongoing’ tactics sections. Savvy marketers will try to find opportunities to use all of their owned media channels at launch and then again and again over time.
FUSING PAID, EARNED, AND OWNED MEDIA

While each media type has its own advantages and disadvantages, you can get outsized results by combining them. This is the future of effective content promotion, and it’s not currently widely employed by marketers – so there are large returns waiting to be seized.

Here are 3 ways to combine paid, earned, and owned media to drive marketing results.

USING SPONSORED UPDATES TO SET OFF A SHARING STORM

Sponsored Updates, as we discussed earlier, can also be a meaningful way to fuse media types. But in addition to direct clicks (like conventional ads), these updates can also be shared.

Promoted tweet leads to free amplification from retweet

Promoted Tweet from Marin Software (Paid)

Retweeted By

Gene’s Followers See It & Can Engage With The Tweet – FOR FREE
DRIVE PAID TRAFFIC AT SOCIAL PLACEMENTS TO DRIVE SHARING & NETWORK EFFECTS

“Packaged correctly, driving highly targeted paid traffic to social content has nearly always resulted in wonderful social things.”

– Marty Weintraub, AimClear founder

Many distribution platforms – from social/content networks like SlideShare to publisher websites like FastCompany – have features that promote the most popular or trending content internally:

SlideShare’s Top Presentations of the Week Email
Getting into these products is an incredible opportunity for content marketers—they lead to more traffic and shares, which lead to even more traffic, shares, and coverage, and create a virtuous cycle of exposure and traffic.

Most of these lists and functions are based on the traffic and engagement content on the site gets. Savvy content marketers can use paid media to drive earned media by buying relevant traffic to their pages at these sites in order to get into the site-wide distribution networks, earning more visibility.
As we discussed in the Paid section, StumbleUpon in particular is great for this sort of exposure, especially for visual assets on networks like SlideShare. (StumbleUpon traffic also tends to be very affordable.)

Many content marketers are taking this a step further by targeting posts on social networks with paid traffic from other social networks, for traffic arbitrage and to improve sharing and take advantage of network effects. Some smart search marketers are starting to do this with Google Plus, and are effectively using paid traffic to drive organic search visibility.

This is a new and exciting area for content marketers, and if you have some extra budget, may be worth experimenting with as social ecosystems mature. Additionally, this is a great area for agencies to differentiate themselves and develop unique competencies.

TARGETING JOURNALISTS & INFLUENCERS WITH SOCIAL MEDIA ADVERTISING

You can target ads on social media to influencers and journalists, getting your content in front of the right people as soon as you launch it.

This can be good either in addition to email outreach or when specific journalists and reporters truly
despise email outreach. It’s also a big win for ‘newsjacking’, and getting quoted or included in stories around hot topical issues.

If you use sponsored updates, people can reshare directly from the ad with very little friction.

There are two ways to go about this:

**EXPLICIT INTEREST & JOB TARGETING**

There are actually many ways to target ads specifically to journalists on social networks:

**By Job**

Target writers, editors, editors in chief, correspondents, bloggers, etc. by job title.

For example, when promoting an infographic about education in Texas for a local school, you could use Facebook In-Stream Ads to reach bloggers and journalists in the state:
By Employer

You can target people who work at companies like the Wall Street Journal, the New York Times, and any other outlet (or outlet ownership company) you’d like to get your content featured on.

Tip: While each platform has different targeting capabilities, some of them allow you to exclude professionals in non-journalism roles.
By Professional Affinity

You can also target journalists on social media through affinity with professional organizations, schools, and other journalist-focused organizations.

Custom Audience Targeting

If you really want to get serious about it, you can make lists of journalists by Twitter or email (from a dump from your BuzzStream account, a list you had a freelancer gather, or an export from a media database like Vocus or Cision) and then use custom audiences on Twitter and Facebook to target them.

Tip: Each platform has different terms of use around opt-ins and custom audiences, so make sure you study the terms before you start running campaigns or you might find your campaign ending prematurely.

More Resources on Journalist Targeting

Marty Weintraub and his team at AimClear are the thought leaders in journalist targeting - he’s documented his best practices and target segments in blog posts like these:

- Inbound PR - Pulling Media Mindshare with Content & Big Data
- Aaron Zakowski has also written about targeting journalists and bloggers on Facebook.

CONCLUSION

Congratulations! You made it! Together we covered goals, objectives, timelines, and tactics for content promotion campaigns. Next, we’ll wrap it up with resources for further learning.
RESOURCES: LEARNING MORE ABOUT CONTENT PROMOTION

While the world of content promotion changes rapidly, the basic principles of marketing have remained relatively stable for decades. Below is a collection of books, blogs, and people that you can read and follow to learn traditional marketing strategies and emerging tactics and trends.

By studying these resources, you’ll not only be able to advise your clients and colleagues more effectively, but you’ll be able to jump on new opportunities before the competition knows they exist.

BOOKS

Many books are outdated by the time they’re published. However, there are many more time-less marketing works – as well as many books that focus on the strategic & psychological aspects of marketing – that are incredibly valuable.

Books About PR & Positioning
While these books aren’t strictly about content promotion, understanding how to create effective content and connect with people in a way that generates action is a key facet of content promotion. (While we’ve focused mostly on the tactical in this book, sometimes stepping back and making a strategic study of psychology can be very worthwhile.)

Positioning - Al Ries & Jack Trout show you how to find white space for your product, and explore how you can create a position that will generate a response.

It’s worth reading this book to understand how to position your content – in a crowded field (and all the profitable fields are crowded, the only question is how crowded your space is) so it stands out and gets found.

Influence: The Psychology of Persuasion - Robert Cialdini wrote the definitive guide to persuasive psychology with this book. Now part of the core canon for marketing books, Cialdini writes stories about data-backed principles of persuasion like social proof, reciprocity, and more. If you read just one book on this list, read this.

Made to Stick - The Heath brothers take a deep look at what causes ideas to spread and succeed, and they conclude the key criteria are Simplicity, Unexpectedness, Concreteness, Credibility, Emotion, and Stories. This is a great book to read to understand a) how to make better content, and b) how to pitch more effectively.

Father of Spin - Larry Tye walks through the life of the notorious ‘Father of Public Relations’ Edward Bernays. While many of Bernays marketing stunts may be considered deceptive in today’s
society, a lot can be learned from them. Bernays never let people tell him he couldn’t promote something.

Do you consider bacon an essential part of a breakfast? You can thank Bernays for that. He conducted a skewed survey to make it look like he had the backing of thousands of physicians. When Lucky Strike cigarettes needed more market share, Bernays put together a ‘freedom walk’ to get women to march down the streets of New York City, cigarettes in hand, as a show of feminism and empowerment. The press covered the event, smoking became socially acceptable for women, and Lucky Strike sales went up.

Books on Paid Media

Paid media platforms change every day. (As we’re writing this, Twitter just rolled out some powerful new ad targeting functionality.) When you study advertising, it’s best to study the timeless aspects – the psychology and creative techniques of how to get a response from paid broadcast messages – which haven’t changed much in hundreds of years. In fact, the best books on this topic were largely written by people who never touched a computer.

Advertising Secrets of the Written Word - Joseph Sugarman (creator and popularizer of, amongst other things, Blu Blockers) writes about how to create powerful advertising copy, including a detailed way of how to write appeals to different human motivations. A lot of this book is strongly geared towards long copy direct response advertisements, so you’ll have to do some translation in your head.

My Life in Advertising - Claude Hopkins was one of the first direct response marketers of all time. This book talks about how he ascended to the top levels of marketing (then quite a new discipline) from humble roots. It also discusses how to write great direct response ads and headlines, which, despite years of technological advances in how they are delivered, the core human response hasn’t changed that much.

Ogilvy on Advertising - David Ogilvy was one of the first famous advertising men of the large agency era, and he produced extremely memorable campaigns for Schweppes, Hathaway Shirts, Rolls Royce (is it Mercedes or Rolls Royce), and Puerto Rico, amongst others. If you want to learn how to create ads that convert while improving your brand, read this book. Given its focus on glossy magazine-style articles, as well as DR advertisements, there’s a lot modern content marketers can learn from this old master.

Twenty Ads That Shook the World: The Century’s Most Groundbreaking Advertising and How It Changed Us All - The title is pretty self-explanatory here. Author James B. Twitchell explores some of the most revolutionary advertising campaigns of the 20th century. This one has tons of inspirational stories, from Nike’s ‘Just Do It’ campaign to details on how Coke ‘remade Santa in its own image’.

Books on Earned Media

Earned media models change quickly, and many of the books in this space are either far too theoretical (“be a purple squirrel & crush it!”) or so tactical they rapidly become out of date.
That being said, here are some of our favorite more recent books, although sections of them are becoming less applicable as the digital landscape changes. Make sure you grab the most recent version of these, or get the ebook version that can dynamically update.

The Complete Social Media Community Manager’s Guide: Essential Tools & Tactics for Business Success - Marty Weintraub is one of the smartest digital marketers working today, and he and Lauren Litwinka have written one of the few books on social media that heavy on actionable advice and short on meaningless platitudes.

This is the best book we’ve read for tactical social media advice, including how to manage your community, how to promote your content in a way that’s welcome, not spammy, on other sites, and how to amplify your content with paid and organic marketing.

Trust Me, I’m Lying - This book is radically at the other end of the spectrum. Ryan Holiday has run PR campaigns for authors like Tim Ferriss, Tucker Max, and Robert Greene, as well as for brands like American Apparel.

In this book, he presents his insights for getting media coverage, ‘trading up the chain’, and using the economics of blogging to your advantage.

While this book begins with stories of less-than-savory media relations tactics, it ends with a thorough analysis of how media business models impact earned media strategies. Well worth reading, and a far better book than it initially appears.

Technical Delivery, Search, Social, and More

This is another area where the tactics rapidly go out of date. However, if you think about traffic paths and user experiences critically & up front, you can dramatically improve your results.

Optimize - Lee Odden consults with leading content marketers like Marketo, McKesson, LinkedIn, and other B2C and B2B companies. His strategies combine modern social and search techniques with classical marketing thinking.

This book talks about how companies can optimize their content for the customer discovery process across its lifecycle, and has some very valuable material, especially for people who are newer to SEO and social who don’t know every tag and attribute by heart. If you want to learn more about integrating many different search, social, and promotion channels with your business goals and your customer journey, this is a great book.

As Lee says, “Great content isn’t great until it’s discovered, consumed, and shared.”

Other Recommended Books

Web Analytics 2.0 - Avinash Kaushik is one of the best writers on web analytics today, and this book is a masterwork. It will change how you think about measurement, and ultimately, online marketing as you learn to measure and optimize for the global maxima.

Managing the Professional Services Firm - Many readers of this book work at marketing agencies, which range from exceptionally well managed to ‘could be doing a few things better’.
This is the best book we’ve read about managing a professional services firm, and we think everyone that works in or manages agencies should read it.

You’ll get some good ideas about how to differentiate and grow your firm, how to make different staffing models work for you, and understand how professional services firms in other industries are managed.

**Buying In: What We Buy and Who We Are** - In *Buying In*, Rob Walker coins the term ‘murketing’ to describe the way certain brands represent themselves to consumers. Walking through case studies from Red Bull, PBR, Timberland, and iPod, Walker makes the case that we are what we buy (and provides a unique insight on branding along the way).

**BLOGS & ONLINE RESOURCES**

Blogs are one of the best ways to keep up with the daily changes in the content promotion landscape.

**General Content Marketing**
- The Aimclear blog
- Altimeter Content Marketing Research
- The BuzzStream Blog
- Content Marketing Institute
- Convince & Convert
- FBPPC
- The HubSpot Insider Blog
- The Marketo Blog
- The Moz Blog
- TopRank
- MarketingLand
- Web Ink Now

**Paid Content Promotion Platform Blogs**

Paid content promotion units change exceptionally frequently – the best way to understand the shifts in the field are through the respective platforms’ blogs:
- Facebook for Business Blog
- LinkedIn Marketing Solutions Blog
- Outbrain Blog
- Twitter for Business Blog
- StumbleUpon Paid Discovery

**SlideShares**

Sometimes you need to send something to a colleague in another group, a new client, or someone who’s asked a quick question on Twitter or email. These SlideShares are easy to consume and packed full of insight:

- **Crap** – Doug Kessler takes on the future of content marketing, the forthcoming deluge of crap content, and how to stick out.
• **New Rules of Big Content Promotion** – Simon Penson talks integrated campaigns & content promotion success.

• **The Changing Face of Content Promotion** – Kelsey Libert shares her strategies for getting high-end content placements and winning the earned media game.

**PEOPLE TO FOLLOW**

If you're on Twitter, these people regularly tweet good insights about content promotion:

<table>
<thead>
<tr>
<th>Simon Penson</th>
<th>Kelsey Libert</th>
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</thead>
<tbody>
<tr>
<td>BuzzStream</td>
<td>Lisa Buyer</td>
</tr>
<tr>
<td>Lee Odden</td>
<td>Matthew Barby</td>
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<tr>
<td>Doug Kessler</td>
<td>Jason Miller</td>
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<td>Jay Baer</td>
<td>Rebecca Lieb</td>
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<tr>
<td>Adria Saracino</td>
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<td>Marty Weintraub</td>
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<td>Kane Jamison</td>
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<td>Joe Chernov</td>
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<td>Kieran Flanagan</td>
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You may also want to follow Stephanie Beadell & Matt Gratt who wrote this book.
ABOUT THE AUTHORS

MATT GRATT

Matt leads growth & product marketing at BuzzStream.

Before BuzzStream, he developed search strategies for Fortune 500 and venture-backed companies at digital agency Portent. Previously, he was the first marketer and employee at AppCentral (acquired by Good Technology.)

He obtained a BA from the University of California, Berkeley.

His writing on startups and marketing has been featured on the KISSMetrics blog, the Moz blog, Marketing Agency Insider, Convince & Convert, and other places around the web.

You can connect with him on Twitter @MattGratt, or email him at matt@buzzstream.com.

STEPHANIE BEADELL

Stephanie specializes in data analysis and digital public relations. Before joining the BuzzStream team, she ran outreach and digital PR at SEER Interactive in Philadelphia, where she worked to earn clients coverage on sites like VentureBeat and TIME. Earlier in her career, she worked at Amazon, ran online and offline marketing at Rooms and Rest Furniture, and oversaw media relations at HalloweenCostumes.com.

Stephanie holds an M.S. Market Research from Boston University and a B.A. Advertising from the University of Minnesota. She regularly speaks to SMB groups about how they can leverage online marketing and social media to grow their businesses. In her free time, Stephanie volunteers for the NAMI “In Our Own Voice” program, where she shares stories about life with mental illness.

Find Stephanie on Twitter at @StephBeadell or email stephanie@buzzstream.com.
BuzzStream helps you manage word-of-mouth marketing campaigns that create buzz, build links, and increase traffic to your website by helping you “be found” via inbound marketing channels. Search engines and social media have fundamentally changed the way that people shop and learn about products. Media fragmentation has resulted in millions of micro-influencers having conversations about products and services across the social web. Building and effectively managing relationships with these influencers is the key to getting found by customers.

BuzzStream will provide you with the tools to help boost and manage your PR, social media, and search marketing efforts by housing contact information, providing a centralized place to conduct research, track influencer relationships, and conduct efficient, personalized outreach. Your team can save time and stay organized while conducting effective link building and influencer marketing campaigns using BuzzStream.

Sign up for a free trial at www.buzzstream.com and help your team start building more links, and more buzz, today.