

AMPLIFY CONTENT

TURN UP DEMAND

*THE COMPLETE INSIDER'S GUIDE TO PROMOTE
YOUR CONTENT AND REACH A LARGER AUDIENCE*



AMPLIFY CONTENT, TURN UP DEMAND.

*The Complete Insider's Guide To Promote Your
Content And Reach A Larger Audience*

Feldman Creative and CoSchedule



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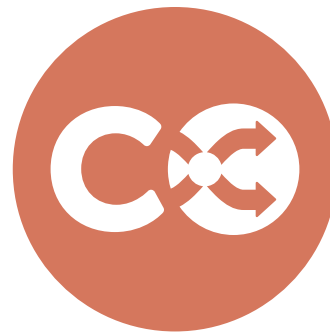
ACKNOWLEDGEMENTS

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Barry Feldman, owner of Feldman Creative, is a content marketing consultant, copywriter, and creative director. Barry contributes to several top publications in new media including the CoSchedule blog. Barry has been named a Top 40 digital strategist by Online Marketing Institute and one of the 25 social media marketing experts you need to know by LinkedIn. He's recognized as an influential leader in content marketing.

CoSchedule, *Content Partner*



Plan awesome content. Save a bunch of time. That's what CoSchedule is all about.

CoSchedule puts your blog and social media on the same drag and drop calendar—right from WordPress. This unique combination makes managing blogs a breeze, improves your blogging consistency, and saves a ton of time. And all of that helps you get more traffic for your work.

ALSO BY COSCHEDULE

An SEO Driven Approach To Content Marketing: The Complete Guide

Ever wonder just how to actually create content that results in lots of traffic over time? Read this guide to understand what real people need to know to rock at search engine optimization.

[Read the guide now »](#)

50+ Places To Repurpose Your Content: The Ultimate Guide

So you put a ton of time into creating awesome content. Great. Now how can you repurpose it to get the most out of it? Check out this guide to learn more than 50 ways you can use your existing content to get even more results.

[Read the guide now »](#)

ALSO BY FELDMAN CREATIVE

Email Marketing: How To Master The Most Effective Media Tool Of All

You know that getting emails for your subscribers is important for marketing. But how can you actually do it? Read Barry's ultimate guide to understand exactly what you need to do to get subscribers, keep them interested, and generally just rock at email marketing.

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The Planner—A Strategic Workbook For Growing Your Business With Effective Online Marketing

A must-have resource, The Planner is a PDF eBook and interactive workbook for collecting your thoughts and the information you'll need to put together a strategy to implement effective online marketing programs.

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INTRODUCTION

HELLO...? HELLO...? HELLO...?

You've spoken. Loudly. Clearly. But your voice echoes off the wall. It's not what you were hoping to hear.

You're sure you had something of value to say. In fact, your recent masterpiece is the most helpful content you've ever put out. But it's found no audience—or no audience has found it.

You, like so many other content marketers, especially those joining the content party in the 2000-and-teens years, are learning how hard it is to find an audience, to be heard, to get a response.

You Need A Content Promotion Plan

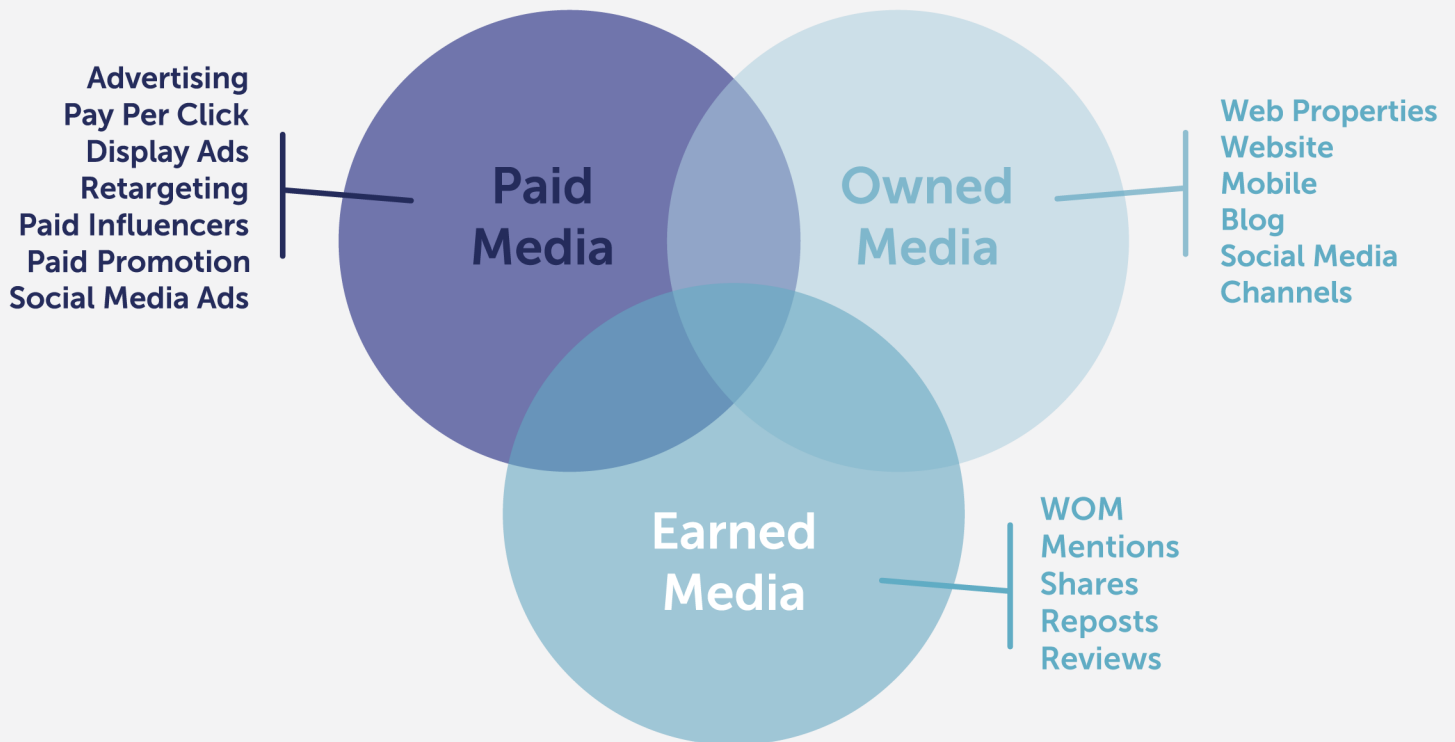
Most marketers post content on their blog and then share a few updates via their social media networks. If this strategy isn't working for you (it works for very few), you need to do more.

Of course, you'll have a unique set of objectives—and how they map to your marketing process will also be unique. So, like everything in digital media, you'll experiment with different tactics, measure, and refine.

To begin with, it'll be helpful to understand the nuances of paid, earned, and owned media and consider investing time, energy, and possibly, money, into all three.

In this e-book, "Amplify Content, Turn Up Demand," we'll take a look at a variety of strategies for content promotion and distribution to help you reach and connect with a larger audience.

Paid, Earned, and Owned Media



Media Type	Definitions	Examples	The Role	Benefits	Challenges
Owned Media	Channel a brand controls	Website, Mobile site, Blog, Twitter Account	Build for longer-term relationships with existing potential customers and earned media	Control, Cost Efficiency, Longevity, Versatility, Niche Audiences	No guarantees, Company communication not trusted, Takes time to scale
Paid Media	Brand pays to leverage a channel	Display Ads, Paid Search, Sponsorships	Shift from foundation to a catalyst that feeds owned and creates earned media	In demand, Immediacy, Scale, Control	Clutter, Declining response rates, Poor credibility
Earned Media	When customers become the channel	WOM, Buzz, "Viral"	Listen and respond—earned media is often the result of well-executed and well-coordinated owned and paid media	Most credible, Key roles in most sales, Transparent and lives on	No control, Can be negative, Scale, Hard to measure

PAID MEDIA

Money Still Talks

SECTION 1

PAID MEDIA: MONEY STILL TALKS

As content marketing has grown from hot to sizzling, it's common to find the authorities proclaiming advertising has died. They'll often say, "Big brains beat big budgets."

And while they likely can offer examples to support the claim, you won't have to search hard to find companies who simply can't increase traffic and leads to their satisfaction strictly with organic tactics.

Paid media ensures placement and delivers eyeballs instantly to help achieve your objectives. Not only has paid media not died, it's proliferated.

An enormous number of options are available to help you expand your reach and elevate engagement with your brand.

Advertising On Social Media Platforms

Facebook Boosted Posts

"Pay to play" is a phrase that surfaces in conversations about Facebook Pages today. Provided your page has reached 50 likes, for as little as \$5, you can boost your posts—and Facebook makes it very easy.

Facebook boosted posts, which are labeled "Sponsored," present you with a great many targeting options for reaching people who like your page, their friends, or new audiences. You then narrow your audience by location, age, gender, and interests.

You can boost posts from your news feed, timeline, or page including status updates, photos, videos, and offers.



Facebook promoted posts look a little like this. Feldman Creative recently put a few dollars into promoted posts to launch a strategic workbook that received more than 24 times the company's average organic reach.

Promoted Tweets

Those who visit your website from Twitter tend to be highly engaged and prone to sharing your content.

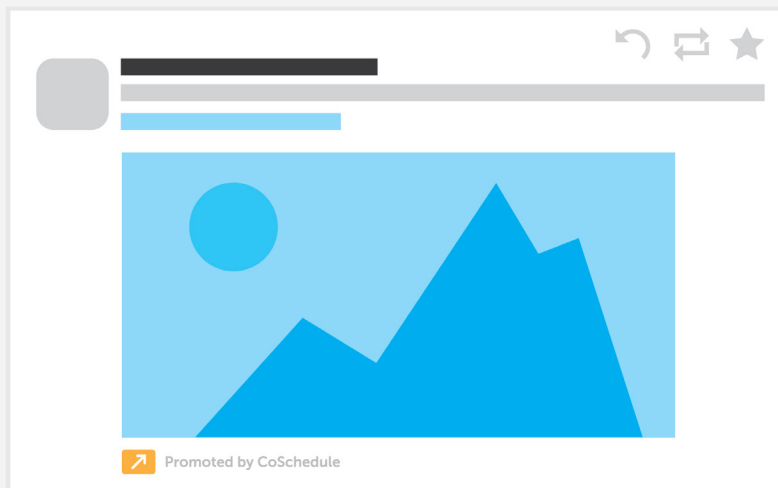
Promoted tweets give you even wider distribution. You can target non-followers using many variables to dictate where your tweets appear. You pay only when a user engages with your promoted tweet.

Twitter offers a variety of promotional options including:

Engagement Tweets—You pay to get clicks on a link and can create a new tweet or use one you've published previously.

Website Cards—You'll create a card including an image, headline, URL, and call to action, which is perfect for promoting content such as e-books.

Leads Campaigns—You'll create a variation of a website card aimed at gathering email addresses.



You can spot a promoted tweet by the yellow arrow icon. CoSchedule recently promoted a tweet for a popular post that boosted its reach by almost 7,000 impressions and received a lot more interaction.

YouTube Ads

YouTube calls them what they are: ads.

You pay when your ad is watched. Your video ads are powered by Google AdWords, so you'll need an account.

YouTube offers a robust microsite designed to help you understand the program, how companies use it, and how to get started. Naturally, much of the tutorial content is video.

StumbleUpon Paid Discovery

Over 35 million people use StumbleUpon to discover content. StumbleUpon's paid discovery program puts your URL into users' streams, directing traffic directly to the page you choose.

You don't need to create an ad or update of any sort.

LinkedIn Sponsored Updates

LinkedIn's sponsored updates program is an available option if you've created a LinkedIn company page and is ideal for hyper-targeting for B2B efforts.

You're able to target followers, non-followers, or everyone—and you can target via geography, industry, company size, job title, and more.

A new program, "direct sponsored content," enables you to run in feeds without publishing on your page. Advanced tools allow you to personalize and test variations of your content.

reddit Ads

Familiar with reddit? It's visually crude and hard to understand, so it's not for everybody. However, it's common for the site to receive 6 billion pageviews in a month.

You can promote your content on reddit with promoted posts to target any of reddit's many communities.

Learn more about advertising options on social media networks.

[Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [StumbleUpon](#), [reddit](#)

Native Advertising

Online publishers commonly offer native advertising, giving you an opportunity to actually publish your content in their publication. Though your content will be “branded,” it will largely match the look and feel of the non-sponsored content, hence the name “native.”

In most cases, native advertising is mixed in with standard content; however, some publishers create specific sections for the content.

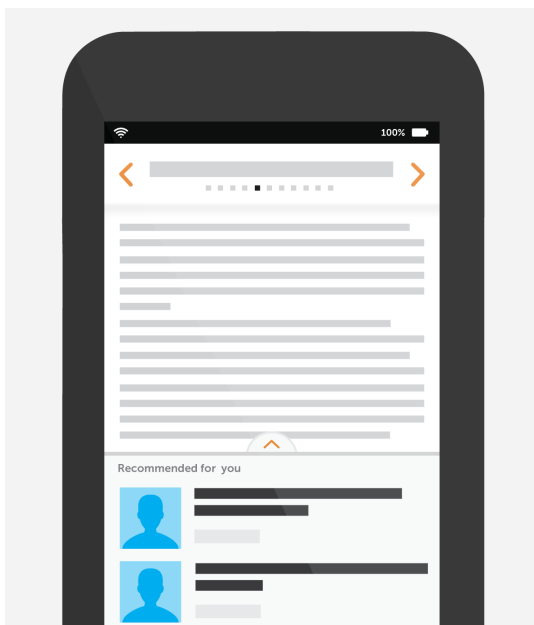
While native advertising is seldom a low-cost endeavor, it will afford you the opportunity to put your content before a large and highly targeted audience.

Paid Content Discovery Services

Outbrain

Outbrain describes its service as the leading content discovery platform on the Web.

The company’s “Amplify” service distributes your content on the websites of 300+ premium publishers. You pay per click and can budget by day, week, or month.



Outbrain offers in-stream, interstitial, and pop-up options to “recommend” content to desktop and mobile users.

Taboola

Taboola’s service is very similar to Outbrain. Taboola claims its service makes 40 billion recommendations monthly to earn 400 million unique users monthly with “Content You May Like.”

Adblade

Another player in the paid article distribution space, Adblade reaches over 300 million unique users in the United States each month.

Learn more about paid content discovery services.

[Outbrain](#), [Taboola](#), [Adblade](#)

Pay-per-click (PPC)

Retargeting

Generally, about 2% of website visitors convert. Retargeting is a great way to bring back the 98% who chose not to buy from your website initially.

Retargeting (or remarketing) tracks your visitors through the use of cookies (data stored in your browser). As your old visitors browse the Web, retargeting providers present your ads to those who visited your site. You pay per click.

Retargeting's effectiveness traces to its ability to re-engage ready-to-buy window shoppers.

Because viewers are already familiar with your brand, they're more prone to respond to the ads. Like PPC, the subject of retargeting ads is often products, but its application for content promotion continues to grow.

Learn more about PPC services and Retargeting.

[Google AdWords Help Center](#), [Retargeting Companies](#)

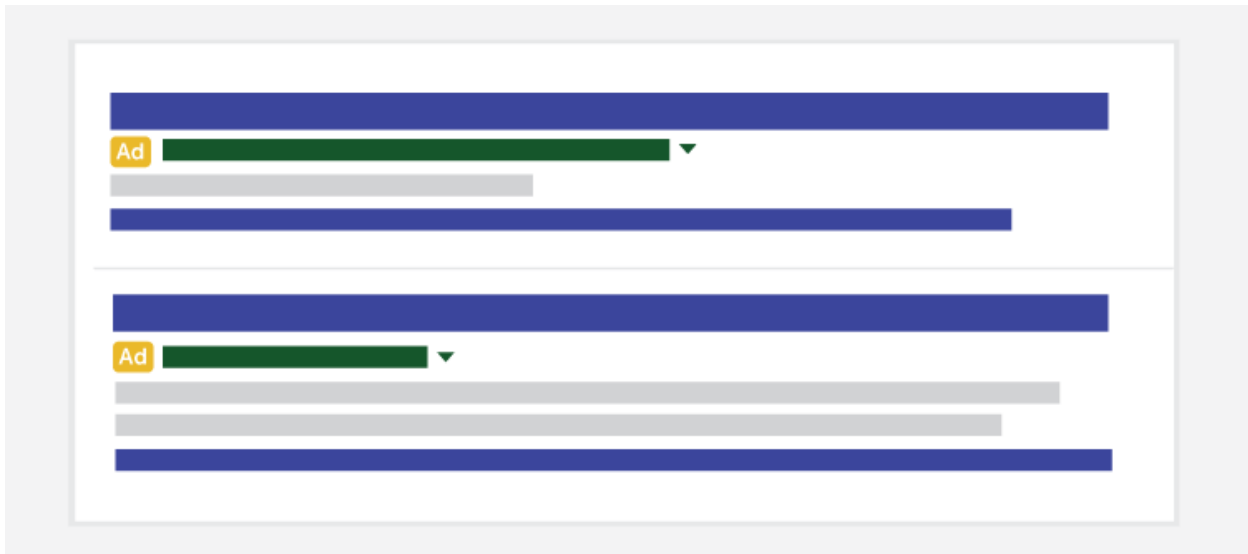
Google AdWords

Google's well-established pay-per-click program is the granddad of online advertising.

If you're new to AdWords, you'll find it's simple to get started. However, to truly benefit from the program, you'll need to learn more about how it works or work with a specialist (Google offers free assistance by phone).

With PPC advertising, you select relevant keywords and pay a given amount each time your ad is clicked. Traditionally, PPC ads aim at driving traffic to product pages, but content marketers are finding it useful for promoting content.

Beyond Google, many PPC options are available including Bing Ads from Microsoft and Yahoo! Advertising.



AdWords (pay-per-click) appear in the same stream as organic results, but are subtly marked by a small, yellow "Ad." The ads may appear atop the page, in a sidebar, or both. Like all things Google, the program changes often (and users may or may not be updated).

Learn more about PPC services.

[Google AdWords, Bing Ads, Microsoft, Yahoo! Advertising](#)

EARNED MEDIA

The Most Trusted Promotion Possible

SECTION 2

EARNED MEDIA: THE MOST TRUSTED PROMOTION POSSIBLE

Earned media—a term that’s been around awhile thanks to the world of public relations—essentially means getting free media for your brand.

While it may have formerly focused on traditional media, earned content implications in the digital world are wide and varied. Earned media may include other companies’ blogs and social media.

Prominent listings on search engines are probably the pinnacle of earned media. However, anywhere the talk is about you—preferably how great thou art—can be considered earned media.

Your success with earning media is bound to the quality of your content. You have to be worthy of the coverage.

Let’s explore some of the effective ways to earn media.

Blogging Strategies

Guest Blog

Contributing blog posts to other Web properties is a highly effective tactic for reaching large audiences.

Though your content may be edited by the blog’s editor (some do, some don’t), you obviously have far more control over the published content than you might with other earned media strategies.

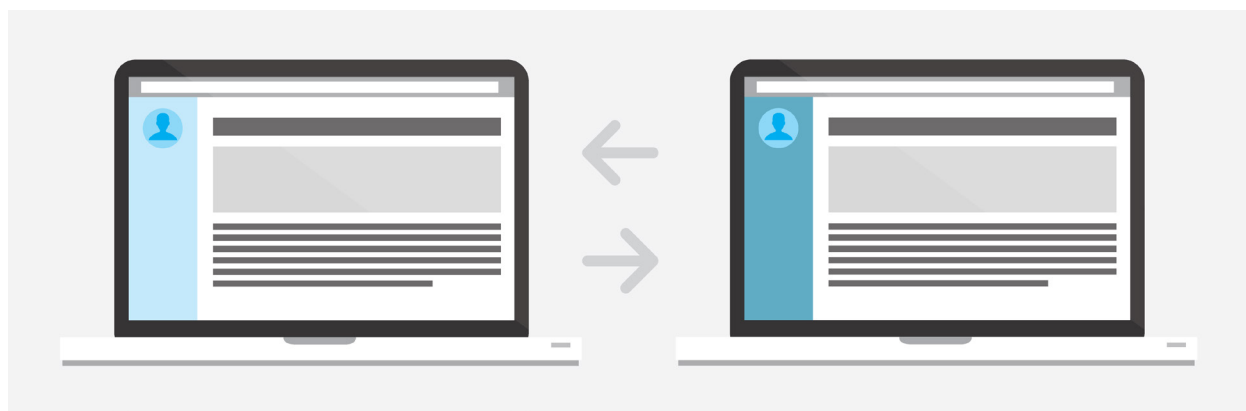
If you're new to guest blogging, you'll increase your chance of landing opportunities by seeking blogs that promote the fact they publish contributions from outside writers. Perform a search for potential sites by entering terms such as "write for us" or "contribute to our blog" (plus the niche you do business in).

You may want to create a list of potential sites to write for, ranked by traffic (use Alexa.com to determine it).

At first, you may want to have a humble plan by submitting to sites you believe will consider you. Over time, with some success to speak of, you're likely to earn bigger and better opportunities at more prominent sites in your niche.

Syndicate Your Blog

Because so many blogs and sites are hungry for content to publish, if you can offer a steady stream of quality content, you may be able to score one or more syndication arrangements.



Syndicating content basically means having your posts—or other content—appear on multiple sites.

Having your articles syndicated may be as beneficial as guest posting, however it may be an easier strategy because you won't need to produce exclusive or "first run" posts.

For both guest blogging and syndication, you'll create backlinks to your onsite content where relevant and appropriate. Also, in most cases, the sites will allow you to write your own author bio including links to your site, social media profiles, and possibly additional content such as e-books.

Outreach and PR

Get Curated

Some websites, or Web services (including Scoop.it and Paper.li) are all about curation, meaning their service allows you to distribute the works of others. You might say the users of these services "steal" your stuff, but it's mutually beneficial.

What they really do is republish your stuff. It may be difficult to arrange such relationships, but if you publish quality content, they tend to happen organically.

Make News

We're talking PR here. The goal: get respected media to cover you. The reward: big reach (and hopefully credibility).

"News coverage garners attention, fuels social amplification, builds brand credibility and as it so happens, influences buyers," writes Sarah Skerik on the PR Newswire site (author of ["Driving Content Discovery"](#)).

The online PR business changes fast, but in an effort to point you in the right direction, oft-cited leaders include Vocus/Cision (recently merged) and Meltwater. Their job is to help you execute digital PR programs.

Inspire Influencers To Share Your Content

Influencer marketing is the practice of getting leaders in your field or even celebrities to vouch for your brand and its content.

Forms of Advertising

Forms of Content	Trust Percentage
Recommendations from people I know	84%
Branded websites	69%
Consumer opinions posted online	68%
Editorial content such as newspaper articles	67%
Ads on TV	62%
Brand sponsorships	61%
Ads in newspapers	61%
Ads in magazines	60%
Billboards and other outdoor advertising	57%
Ads on radio	57%
Emails I signed up for	56%
Ads before movies	56%
TV program product placements	55%
Ads served in search engine results	48%
Online video ads	48%
Ads on social networks	48%
Display ads on mobile devices	45%
Online banner ads	42%
Text ads on mobile phones	37%

Data collected from Nielsen in its 2013 Global Survey of Trust in Advertising

Word of mouth—recommendations you earn from others—is the most trusted communication. Become a content marketer that earns trust, and you'll catapult your traffic, leads, and sales.

Social Media Strategies

Get Comments

When you're actively pursuing these strategies, your content may become cited in comment streams on blogs and online forums, which helps to earn a larger digital footprint, and often, links to your content.

Be Social

Building a social media following is key to earning media mentions. The goal is to earn fans and advocates.

Because social media relationships are often largely reciprocal, you'll likely earn more mentions and shares when you actively do the same for others.

SEO

Master Search

No single paragraph can give search marketing the reverence due; however, you must understand the infinite power of building your presence on search engines.

Search engines award you rankings based on the quality of your content and the links your online assets earn. Make it a priority to understand how SEO works and earn your place as a destination for respected content.

OWNED MEDIA

Where You Start Your Conversations

SECTION 3

OWNED MEDIA: WHERE YOU START CONVERSATIONS

Owned media is a bit slippery to define. Forrester calls it “a channel you control, ”but the truth is, the degree of control you have varies across media.

You own your website and blog (assuming you host your blog). While some may suggest your email marketing has a degree of “earned” to it because you have to earn an opt-in, your email list is indeed a valuable owned asset.

But then there’s the media—social media—where you go for a ride and though you attempt to steer, often you surrender control to either the host network, or the audience, or both. Facebook, for example, gives you plenty of control, but dictates the rules and changes them frequently.

Owned media is best thought of as the channels where you either start or arbitrate the conversation. Forrester explains, “owned media creates brand portability.” On it, you extend your presence in places across the Web beyond your site.

Certainly, companies that interact with customers and influencers via owned media gain a significant advantage over those that don’t, so we’ll look at how it’s done.

Command Your Media Properties

On-site Audit

Take an inventory of what you have. Review content you've already created to find opportunities to repurpose well-received works.

Your older posts can be reused or reworked. Effective strategies include:

- *Sharing on social media*
- *Creating e-books, infographics, SlideShares, video, podcasts, etc.*
- *New or updated blog posts*
- *Email courses*

A solid content promotion plan needs to have components from paid, earned, and owned media. Content marketers who lean too heavily toward one at the detriment—or complete avoidance—of the others will continue to struggle to find an audience for their content.

Think of it like a stool: You should have all three legs for it to work. Not one, not two, but three.



Email

The most pervasive medium in business today, email is the top content promotion tactic of many marketers.

This is not to say email is without challenges. To succeed, you need to build a significant email database, master the tools to manage email in volume, and get recipients to open, read, and click through. Also, though we'll define it as "owned media," you generally pay for email services.

As you develop your email chops, consider some of the many forms of potentially effective email opportunities beyond the newsletter, including triggered emails, autoresponder series, and transactional email.

Social

Social media and content marketing are mates. Rather than wade through obvious recommendations, we'll offer a few that may be considered the domain of advanced social media marketers.

- *Extract highlights from your content in the most media-specific way possible and include images to increase stopping power.*
- *Always include a call to action in your updates.*
- *Take advantage of Twitter cards, which attach media to tweets that link to your content (setup required).*
- *Share—and discuss—your content on the most active and relevant LinkedIn Groups.*
- *Use the +(Name) tactic on Google+ to ensure your posts are seen by influencers (to also increase the chances of earning additional shares).*
- *Pin images on Pinterest that link to your onsite content, with rich descriptions.*

- *Similarly, tag your peers on Facebook and the various networks that use tagging systems.*
- *Use #hashtags to increase discoverability.*
- *Set up and maintain both personal and company profiles and pages.*
- *Ask readers to share and quote experts.*

Blog

Cover more bases by making sure your blog encourages sharing and engagement.

- *Integrate your blog with a social style comments section such as Disqus, Livefyre, or even Facebook comments.*
- *Add social sharing buttons—the types that remain onscreen as the reader scrolls work best.*
- *Use great images that are worthy of sharing on Pinterest (or anywhere).*
- *Create prepopulated tweets with the [Click To Tweet](#) plugin.*

Expand Your Digital Footprint

Take advantage of the massive popularity of free content platforms:

YouTube

- *Claim a branded YouTube channel and publish video, podcasts, and webinars regularly..*
- *Remember to cross-promote content on your website and blog.*
- *Include your website URL in the video description.*

SlideShare

- *Create informative and entertaining slide presentation versions of your content on the massively popular network.*
- *Remember to cross-promote content on your website and blog.*
- *Publish PDFs and infographics, too.*
- *Use Adobe Acrobat to embed links.*
- *Create a great cover where the title is easily read when presented as a thumbnail.*

Scribd

Scribd has evolved into a library of sorts, but it's also home to millions of e-books, so a presence there can only add to your reach.

Foster Employee Advocacy

Employees may be the most overlooked content promotion strategy.

Your employees are your ultimate content promoters, especially if they work directly with customers. Getting them to help with word-of-mouth branding out of genuine interest says much to your audience.

Getting your entire team involved in content production will give them a feeling of ownership, which in turn, incites more sharing. Ask employees to contribute ideas and have them help create the content.

CONCLUSION

INTEGRATE, EXPERIMENT, AND REFINE

As you ramp up—and amp up—your content promotion and distribution, don't lose sight of the need to integrate your efforts.

Paid, earned, and owned approaches complement each other. You're likely to extend your reach even more when you use the strategies in combination.

Keep in mind, each and every media placement should point back to your website or blog in order to capture traffic, leads, and conversions. You'll want to publish content to your central platform first, then direct paid and earned efforts back to your owned properties to drive engagement.

Be open to perpetual experimentation. As you scale your content promotions, track your performance. Take costs and traffic measures into consideration, and how your efforts impact the achievement of specific goals.

No formula is perfect. The ideal way to amplify content and turn up demand is to try a variety of strategies and refine where your money and time is spent based on the results.

CREDITS

Feldman Creative

Barry Feldman is a marketing copywriter, content marketing strategist, and creative director. He's helped a ton of companies with a marketing approach that results in success.

Visit [Feldman Creative](#) for free online marketing resources that will help you become an even more effective marketer.

CoSchedule

CoSchedule is your complete editorial calendar for WordPress that combines content planning and social media to help you create and promote consistent content while saving a bunch of time.

Check out CoSchedule's Content Marketing Blog to learn how to plan your blog, save time, and generally rock at blogging.



HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

—**Michael Hyatt**, *New York Times*
Bestselling Author of *Platform:*
Get Noticed in a Noisy World



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

—**Jay Baer**, *Convince & Convert*
Bestselling Author of *YouTility:*
Why Smart Marketing Is About
Help Not Hype

CoSchedule

The social media editorial calendar for WordPress



AMPLIFY CONTENT, TURN UP DEMAND

By Feldman Creative & CoSchedule