

The Ultimate Promotion Guide



How to make sure your content
doesn't get ignored.

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About This Guide

If you have ever spent hours creating a content only to be disappointed when it doesn't generate any leads then you need to read this guide.

It doesn't matter if you have the best lead magnet in the world - if no one knows about it then you will not generate any leads. Promotion is crucial.

If you run a website then you already know that driving traffic is a difficult, time consuming and potentially expensive exercise. Even if you have a separate budget for website promotion you can find yourself running into an entire new set of problems. If your promotion relies on ad spend then you might be able to generate a short term spike. But as soon as you stop paying for those ads, the traffic will dry up.

How This Guide Will Help

Whether you're a one person team or part of a larger setup this guide will help you to:

- Generate free traffic for your website
- Implement strategies that make your lead magnet go viral
- Set up your website so it is optimized for conversions

We have tried to include practical strategies that can be implemented quickly and without any prior knowledge. If you're struggling to promote your lead magnet then you should start here.

Section 1: Generating Traffic



Generating traffic can seem impossible at times.
But like most magic tricks, it can be deceptively
simple if you know what you're doing.

Publish a Killer Guest Post on a Top Industry Site

Guest blogging is a great way to promote a brand, and yes, drive traffic to your website.

To make guest blogging work for you, you need to do two things:

Find the right website that offers the highest opportunity for exposure.

This is where many marketers go wrong. They pick sites they follow (or ones they THINK their audience visits).

In truth, though, your best leads might be reading completely different sites.

So, instead of guessing where to guest post, ask your audience directly.

Use sites like [Quora](#) or Reddit to find out what websites your target audience would recommend (suggesting, these would be the ones they read themselves).

And then, once you know what sites to approach, you need to write content that:

- Relates to the same problem your lead magnet helps to overcome, and
- Beats anything the site has published before.

This way, you'll ensure that you position yourself in front of the right audience, and capture their attention with outstanding content.

Section 2: Going Viral



Viral content doesn't happen by accident. Often it's carefully designed into the lead magnet. In this section, we'll show you exactly how to create lead magnets that your visitors want to talk about.

Make Sure Your Lead Magnet Is Super Easy to Consume

Your audience has probably plenty of information on your lead magnet's topic already.

They've read all the blog posts, ultimate guides, detailed how-to's, and other long-form content.

What they need instead is a *simple solution they could implement right away*.

For one, that's because they don't want to be sifting through pages upon pages of copy.

Research by the Nielsen Norman Group found that time spent on a page does not proportionally increase with the length of the text.

In simple terms, this means that even though you might create longer content, visitors most likely won't read more anyway.

In fact, according to the same source, *they will go through only about 20% of the page*.

Gerry McGovern confirmed this behavior in a separate study. In his test, only one out of 15 people was able to find a text that wasn't scannably placed on the page.

Hell, we've also started skimming serious literature books.

In other words, your visitors don't want 20-page eBooks, tens of tips-long checklists, and ultimate lists of hundreds of resources...

...they want a single, practical solution they could go off and implement right away.

Henneke Duistermaat offers a snackable writing course and delivers on the promise. Every lesson in the course is no longer than 100 words, delivering the value by using bulleted lists, rather than long paragraphs.

Petovera's checklist includes only 11 points. But it still helps to solve a customer's problem.

And Digital Marketer offers a checklist so small that it delivers a quick solution to improve social media efforts in 10 minutes

Section 3: Self Promotion



When it comes to self promotion you can't afford to be bashful. These strategies will help you make the most of the resources at your disposal.

Schedule Social Media Updates for 30 Days

Tweeting or posting on Facebook about your lead magnet will most likely have no effect whatsoever on your lead generation efforts.

Because you see:

For the audience to notice your lead magnet, you need to tell them about it at least a couple of times.

Why? Because it gives you a wider reach and more traffic.

Here's some proof:

Tom Tunguz discovered that each time he tweeted about the same content, every new tweet gained 75% of the previous number of retweets. And that in turn, resulted in reaching more people and more site visits.

Luckily, sharing content multiple times isn't difficult. As Aaron Agius from [Louder.Online](#) points in [this article on Kissmetrics](#):

"A piece of content should produce 20+ snippets that you can share on social media. A snippet can be any of the following:

- *Variations of the title*
- *Short statements from the content*
- *Short quotes from the content*
- *Statistics from the content*
- *And much more"*

So, with your lead magnet in front of you, write a couple of different social media updates to promote it. You don't need to create 20 variations. But at least, compose 3-4 unique tweets and 2 LinkedIn updates.

Then, using apps like Buffer or CoSchedule, schedule those updates for 30 days.

Personally, I schedule 8 Twitter updates:

- On the day of publication
- 8 Hours later
- A day after publication
- 2 days after publication
- 5 days after publication
- 7 days after publication
- 11 days after publication
- 15 days after publication
- 30 days after publication

On LinkedIn, however, I try to schedule no more than 2-3 updates for the month. Typically, I'd publish the first update on the day of publication, then another one around 5-7 days later, and finally one about a month after the lead magnet went live.

Call To Action

This should act as a stepping stone
to your paid products or services

CLICK HERE