

Quick Content Promotion Strategies After You've Hit Publish



Hannah Wiginton

You've put in the work on your article. You spent hours writing, editing, sweating, and doubting yourself.

But now, your article is live!

Time to tell others about it AKA **Content Promotion**

1. Social Media

Start with the easiest in reach – your Facebook, Instagram, or Twitter account.

Create a few simple graphics in Canva or Google Slides displaying a quote or a helpful tip from your article and post on social media.

2. Reach out to the websites and individuals you used as references in your article

This is one of the best things you can do. I've been quoted in articles and I tend to share the article.

I've quoted others in articles and tagged them on social or sent an email. They've shared the article with their own following. This is not a guarantee, but they might share it with others.

3. Email your subscribers

Share it with those who know you best! Let them be the first to receive your helpful, thoughtful, and engaging material.

Don't have any subscribers? Send it to your mom, your aunt, or your friend.

None of those? Send it to me. I'll read it!

4. Share it in the #Promote channels of any Slack or Discord community where you're a member

You're most likely part of communities of peers or potential clients who would be interested in your articles.

And if you're not part of any communities, **find 1 today!**

You will find some amazing individuals and helpful advice for any niche.

5. Share it on a forum

There are niche community forums scattered across the internet. There's a forum for just about anything you know.

Do a quick Google search using some keywords in your article to discover where you might be able to share.

6. Record yourself discussing the main points of your article and upload to YouTube

You can use your phone or a simple screen recording software like Loom. Don't overthink the video.

Stand in front of a single-colored wall, a nice bookshelf, or outside with no weird objects in the background. Then, make a few 30-second videos discussing each point in your article. Finish by making a video, no longer than 2 or 3 minutes discussing the entire article.

Don't let your article sit in a corner without telling others about it! Promote it, share it, and repurpose it into many different pieces of helpful info.

<https://hannahwiginton.com/blog/marketing/quick-content-promotion-strategies/>

About the Author



I'm Hannah Wiginton. Everywhere you look, crafty words are used to tell you about products, people, and services.

Let me help your business excel by writing rockstar content marketing articles, crafting compelling website copy, or creating your technical support documentation.

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