

The **SERIOUS** Content Marketer's

CONTENT PROMOTION & DISTRIBUTION CHEAT SHEET

*"Content is king, but distribution is queen
and she wears the pants."*

— Jonathan Perelman, BuzzFeed

This cheat sheet is a follow up to the wildly popular article, *“Content is King, but Distribution is Queen and She Wears the Pants”* that was published on [SocialMediaToday.com](#). The strategies that make up content distribution and promotion were so resonate that the article was voted the number one content marketing post of 2013 by the ShareBloc community.

DigitalRelevance is the first large marketing agency exclusively focused on content promotion and distribution, and we wish to boil our experience down for you within this cheat sheet. We hope that this document will serve you as a reference for quickly comparing and contrasting the various content promotion and distribution channels, techniques and tools used to successfully increase content marketing KPIs.

“Outbrain reports an average 6% click-through rate across more than 100,000 publishers.”

— OutBrain

“Great content goes unread everyday on the Internet.”

— Chad Pollitt

“The amount of available web-based content is doubling every 9 months.”

— Mark Schaefer

“Every minute of every day over 347 blog posts get published.”

— Mashable

S.T.A.C.K. the 5 Benefits of Content Promotion:



4 Content Promotion & Distribution Rules of Thumb:

- Content promotion strategy is planned before content creation.
- Good promotion plans start with audience and media research.
- The more helpful your content, the more successful your promotion.
- Only promote high-impact, high-quality content.

More than 85% of marketers publish branded content, but only 36% feel they're doing it effectively.

— Content Marketing Institute

Types of Highly Promotable, High-Impact Content

ebooks – An electronic version of a book composed in or converted to digital format for display on a computer screen or handheld device.

Guides – A content asset that helps someone to make a decision or calculation, form an opinion, or execute a strategy or tactic.

Apps – A self-contained program or piece of software designed to fulfill a particular purpose.

Studies – The published results of a detailed investigation and analysis of a subject or situation.

Cheat Sheets – A reference tool that provides simple, brief instructions for making a decision or calculation, forming an opinion, or executing a strategy or tactic. An abridged version of a guide.

Videos – A recording of moving visual images with the intent to solve problems and/or entertain.

Mixed-Media Posts – The use of a variety of media with the intent to solve problems and/or entertain. Examples include interactive infographics that can contain audio, video and animation on demand.

Content Promotion & Distribution Channels

Paid Content Promotion

Perceived Value Score 1-4
●●●●



Influence



Visibility



Click through Rate



Organic Search



Shareability



Control

	Influence	Visibility	Click through Rate	Organic Search	Shareability	Control	Total
Advertorial An advertisement in the form of editorial content produced by a brand and published on a media outlet.	●● / 2	●●●● / 3	●●●● / 3	0 / 0	●●●● / 3	●●●● / 3	14
Native Facebook Feed A sponsored post within the Facebook news feed.	●● / 2	●●●● / 3	●● / 2	0 / 0	●●●● / 3	●●●● / 3	13
Native LinkedIn Feed A sponsored post within LinkedIn news feed.	●●●● / 3	●● / 2	●● / 2	0 / 0	●●●● / 3	●●●● / 3	13
Native Twitter Feed A sponsored post within the Twitter news feed.	● / 1	● / 1	●● / 2	0 / 0	●●●● / 3	●●●● / 3	10
Native Press A sponsored content recommendation by a website or media outlet.	●● / 2	●● / 2	● / 1	0 / 0	● / 1	●●●● / 3	9
Native Newsletter Sponsored content within an independent third-party email newsletter.	● / 1	●● / 2	●● / 2	0 / 0	0 / 0	●●●● / 3	8

*All Final Totals are Perceived Values.



Earned Content Promotion

Perceived Value Score 1-4
●●●●

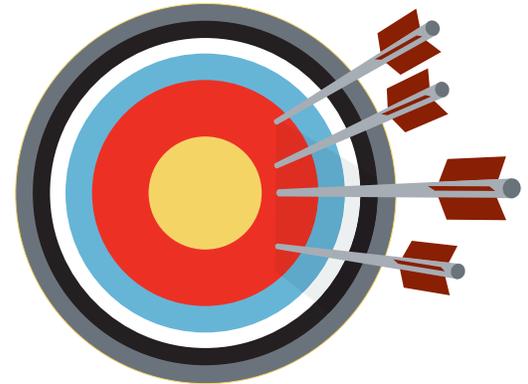
<p>News Coverage Objective reporting on a brand's content by an established media outlet.</p>							19
●●●●	●●●●	●●●●	●●●●	●●●●	●●●●	0	
4	4	3	4	4	0		
<p>Editorial Coverage Independent reporting on brand's content by media outlet.</p>							18
●●●	●●●	●●●	●●●●	●●●●	●	1	
3	3	3	4	4	1		
<p>Guest Posting Un-sponsored guest content posted to a media outlet by a brand.</p>							17
●●	●●●	●●●●	●●●	●●●	●●	2	
2	3	4	3	3	2		
<p>Content Syndication A brand's content reposted by another website on a regular basis.</p>							17
●●	●●●	●●●●	●●	●●●	●●●	3	
2	3	4	2	3	3		
<p>Influencer Outreach A brand's content promoted by an industry influencer on a social media channel.</p>							13
●●	●●	●●●	●●	●●●	●	1	
2	2	3	2	3	1		
<p>Content Curation A brand's content reposted or promoted by another website on a one-off basis.</p>							11
●●	●●	●●	●●	●●●	0	0	
2	2	2	2	3	0		
<p>Comment Citation Citation of a brand's content within a comment on a forum or blog.</p>							4
●	●	●	●	0	0	0	
1	1	1	1	0	0		

*All Final Totals are Perceived Values.

Content Promotion Tools

Audience Targeting Tools

Before content can be created or promoted, there must be a detailed understanding of the target audience. Big data tools like **Hitwise**, **Quantcast**, **Compete** and **Google's Keyword Planner** will allow you to build out a promotion strategy by identifying where audience members spend their time online. In addition, tactical tools like **Buzzsumo**, **Followerwonk**, **Social Crawlytics** and **Prismatic** will paint a picture of the popular content topics that are engaging consumers online.



Paid Promotion Tools

Paid content promotion can be effective for boosts in both traffic and engagement numbers. Leading content promotion networks like **Outbrain**, **Taboola** and **Adblade** intelligently distribute articles and videos across channels like CNN and Time, displaying the content natively based on consumer behavior. Additionally, Social media promotions on **Facebook**, **Twitter**, **LinkedIn** and **YouTube** can be highly targeted and cost-effective, making these tools invaluable for ramping up engagement.

Earned Promotion Tools

Earned content promotion is about building mutually beneficial relationships to gain coverage from influencers in the online communities where your target consumers reside. Major PR outreach software platforms like **Cision**, **Vocus**, **Gorkana**, and **Meltwater** provide assets like media databases and mass email capabilities that allow you to build lists of contacts and send pitches for editorial coverage. Tools like **HARO**, **Seek or Shout** and **ProfNet** are like the classified ads of the PR world. By connecting news outlets with credible journalists and other resources, these tools help you make the most of your opportunities in specific verticals by providing access to subject matter experts.



Content Promotion & Distribution Influencers to Follow

RYAN SKINNER – An analyst for Forrester, Ryan is one of the loudest and most thoughtful advocates for content distribution and promotion. He authored the report, “*Put Distribution At The Heart Of Content Marketing*” and frequently writes and tweets on the subject.

🐦 [@rskin11](#)

CHRISTOPHER PENN – is the VP of Marketing Technologies for [SHIFT Communications](#) and introduced the concept of converged media – the combination of earned, owned, paid and shared media. The concepts behind converged media are critical in content promotion and distribution.

🐦 [@cspenn](#)

CHAD POLLITT – is the Director of Marketing for [DigitalRelevance](#) and authored the number one content marketing post of 2013 according to the [ShareBloc.com](#) community – “*Content is King, but Distribution is Queen and She Wears the Pants.*”

🐦 [@ChadPollitt](#)

TRACY (DIMARINO) LEWIS – A PR and Marketing pro, Tracy is a senior consultant for [PR 20/20](#) and the community manager for Marketing Agency Insider. She frequently shares her thoughts on content distribution and promotion.

🐦 [@Tracy_J_Lewis](#)

LAURIE SULLIVAN – is a writer and editor for [Media-Post](#). Her article entitled, “*Failing Distribution Strategies Smother Great Content,*” offers great insight into why promotion and distribution are so important. She also frequently writes on paid media.

🐦 [@LaurieSullivan](#)

JOEL KLETTKE – A former agency-side SEO, Joel is a freelance copywriter who helps agencies and brands create content. He’s been extremely vocal in 2013 that great content is not enough – that great content creation requires great content promotion.

🐦 [@JoelKlettke](#)

ANDY BETTS – is a frequent contributor to [SearchEngineWatch.com](#) and has worked with many top global brands over the last 12 years. He’s a top thought leader in organic search marketing and has embraced and championed the power of earned media for marketing.

🐦 [@andybetts1](#)

JOE PULIZZI – is the founder of the [Content Marketing Institute](#) and has led the charge to make content the centerpiece of today’s top digital marketing strategies. He’s also quite outspoken about the proliferation of native advertising and the emergence of branded content on our favorite media platforms.

🐦 [@JoePulizzi](#)

MICHAEL BRENNER – is the VP of Marketing and Content Strategy for [SAP](#) and a prolific writer on topics related to leadership, content and marketing. He believes promotion and distribution is so potent that we’ll soon start seeing brands and publishers build true partnerships and co-create content.

🐦 [@BrennerMichael](#)

MARTY WEINTRAUB – The founder of [aimClear](#), an integrated social, search, display and PR online marketing agency, Marty is an expert at promoting content via paid Facebook promotion. He also wrote the critically acclaimed book, “*Killer Facebook Ads.*”

🐦 [@aimclear](#)

YARON GALAI – is the co-founder and CEO of [Outbrain](#), a content promotion and distribution advertising network – connecting branded content with publishers. He feels so passionately about the subject of promotion that he built an entire company around it.

🐦 [@YaronGalai](#)

JOE CHERNOV – is the VP of Content at [Hubspot](#) and 2012’s Content Marketer of the Year. Also a contributor to [Mashable](#) and the [Content Marketing Institute](#), Joe is one of the leading advocates for content promotion and distribution as an essential tactic within a complete content marketing strategy.

🐦 [@jchernov](#)

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