



# The Ultimate Content Marketing Distribution Checklist

The maxim of “if you build it, they will come” might have worked for Kevin Costner, but marketing is a different ball game. Creating great content won’t lead to success if it isn’t discovered. We made this free checklist to help make that easier for you.

## CONTENT CHECKLIST

- Emotional Appeal**  
Make sure your content is helpful, unique, genuine, and emotionally engaging.
- Visual**  
Visual content is much more likely to be shared by your audience. Create visuals to accompany your content that are compelling and consistent with your brand’s tone and the content piece itself.
- Headline**  
Write a great headline for your content. Be punchy, and tell your audience what this content is really about and how it enriches their life in a way that will make them care.
- Targeted**  
While authoring content, keep your target audience in mind. Consider your strategy and tactics for reaching that audience.
- Mobile**  
Optimize your content for mobile and anticipate a large percentage of your audience will first experience and interact with it on their phone.

## BRAND CHECKLIST

- Value Consistency**  
Confirm your content positively and accurately represents your brand in a way that is consistent with its mission, vision and guidelines.
- Visual Consistency**  
Confirm your content is visually consistent with your style guide or brand book, including visual tone, colors, fonts, branding and brand placement.
- Voice Consistency**  
Confirm you are speaking to your customers or audience in a manner that is aligned with your brand's voice and editorial guidelines.

## CORE CHANNELS CHECKLIST

- Website**  
Promoting content on your website is a quick win.
- Email**  
Feature your content in your email newsletter.
- Blog**  
Consider telling a story that highlights your latest piece of content. Give your readers the ability to follow your blog by receiving emails on new content or via RSS. Make sure your post is optimized for the right search keywords.
- Employee Email Signatures**  
Take advantage of employees' daily correspondence by having them link to your blog or other content channel in their email signature.
- Internal Communications**  
Create an email which highlights key concepts or quotes (if applicable) in the content and send it to internal teams (sales, customer service, etc.).
- Employee Business Cards**  
Have a line below employee name and company on your business cards that reference the URL of a content channel, like your company's blog, Twitter or even YouTube channel.
- In-store Handouts**  
If applicable, distribute handouts at events or in-store that promote or include relevant content.
- Signs and Display**  
Design and put up signs in strategic locations (stores, high-traffic spaces) that includes an easy-to-remember URL for your content (for example, a contest promotion), or a way for the viewer to easily get additional information on their phone.
- Reports and Whitepapers**  
Annual or quarterly reports can showcase specific content campaigns, how they are aligned with business objectives, and their outcomes. Use annual reports to position yourself or your brand as a thought-leader in the field.
- Bylines**  
Add bylines and bios to authored content to promote trust and build a brand.
- Events**  
Showcase your content by highlighting it at an event or conference your brand is running, participating in or sponsoring. Present it as part of a panel or discuss it at a roundtable.
- Webinars**  
Consider doing a webinar or live stream to directly engage your target audience over a piece of content. Partner with appropriate brands and cross-promote.

## SOCIAL MEDIA AND PAID

- **Facebook**  
Beyond creating posts and images at different times that link to your content, also split test things like post length, time of day, image, and targeting criteria to get a better sense of how these attributes impact distribution success.
- **Twitter**  
Add appropriate hashtags and mentions to tweets. Use the first tweet to introduce the content with positioning. Have subsequent tweets pull out key facts or bullets. Add those visuals! Consider hosting a Twitter chat to discuss a larger piece of content.
- **LinkedIn**  
Promote your content on LinkedIn. Post content in relevant LinkedIn groups, and use LinkedIn authorship to resyndicate relevant essays and blog posts.
- **YouTube**  
Post video content to YouTube organically and consider distributing shorter commercial videos as TrueView placements.
- **Google+**  
Share your content on Google+ into a relevant Google+ community feed. Consider hosting a public hangout to discuss the content.
- **Instagram**  
If your content can be captured or encapsulated in an image or short-form video, consider Instagram to reach mobile visual content consumers.
- **Pinterest**  
Make sure your posts have at least one pinnable image and don't forget to add a URL to the image.
- **Tumblr**  
Use visual posts on Tumblr. Easily reach the 13-29 year old demographic.
- **Slideshare**  
Share presentations, video, and ebooks. Especially useful for B2B content.
- **Social Sharing Buttons and Widgets**  
Get more impressions by including sharing buttons on content like blog posts.
- **Paid Media Advertising**  
Use paid advertising to scale your successful content distribution tests and tactics. For example, with Facebook advertising, create different variations in your content and run a number of different, small "dark post" experiments (meaning the content is unpublished to your timeline, but appears in users timelines as sponsored pieces of content) to determine the best packaging for your content. Then, promote the winner.

## THIRD PARTY PLATFORMS AND COMMUNITIES

- **Amazon**  
If you've written a long-form piece of content, consider turning it into an ebook and making it available on Amazon.
- **iTunes Podcast**  
Use iTunes podcasts to reach a larger audience and humanize your brand.
- **Guest Blog Post**  
Build a relationship with influencers and bloggers with their own networks. Go beyond duplicating your own content by reimagining it for this specific audience, or adding a refreshing it with updating content.
- **Third Party Editorial Distribution**  
If you have formed relationships with other companies, ask them to showcase your content. Consider authoring a piece of content on digital publishing platforms like LinkedIn, Medium or Svbtle.
- **Native Advertising**  
Use native advertising networks like Outbrain, Sharethrough, Nativio and Taboola to place your work as recommended content on publisher sites.
- **Press Release**  
Consider whether your content warrants a press release and ask journalists from media outlets to cover your content.
- **Content Communities**  
Communities like Reddit, Quora, Hacker News and Product Hunt can be channels to reach a targeted, relevant audience for your content.
- **Industry Associations, Publications and Trade Groups**  
Try to find a relevant interest group or organization with a vested interest in promoting your content to its following.
- **Influencers**  
Influencers like well-known bloggers in your industry have large, pre-existing audiences that can significantly amplify the reach of your content. Build relationships with them to tap into their audiences.

While some of these steps may not be appropriate for every piece of content, it's important to recognize that creating compelling content is only half the battle. As forward-thinking marketers, we need to be equally diligent and creative about distribution.

Learn how Percolate can help you maximize your audience reach.