

TURNING CONTENT INTO A VALUABLE ONLINE ASSET



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You have a website, a blog and all of the various twitter accounts for your business. As your company continues to grow, you want to increase your footprint across all different channels of the Internet. People begin looking for your content outside of your website. It serves as an extension of your business' brand to a new audience, as well as a referral of sorts. You want to extend your brand to as many online channels as possible.

That is why you must look for potential content outposts, great opportunities for guest blogs, and additional social media outlets that offer content embedding.

In this eBook we will cover some of the great ways to take advantage of outside online assets, including guest posts, video content and reviews and referrals. In this eBook you will learn:

- 7 specific examples as to why guest posting is worth your time
- How to grow your audience with guest posts
- How to use content to get referrals
- How to get your content sponsored
- Why you should use your strategic partnerships and distribute co-branded content
- Other online assets such as video and visual platforms
- Why you should use video content
- Ways to improve your website
- Getting online reviews and using those as referrals

Enjoy!

7 Examples of the Power of Guest Blogging

By John Jantsch

Guest blogging is a powerful tool.

Being invited to contribute content to an established blog is an opportunity to be introduced to someone's network. When you share useful information and demonstrate command of a subject in this environment, it is a chance to create referrals and even clients.

But more than anything else, writing guest content and inviting others to do the same for you is one of the most potent forms of digital networking available today. Despite Google's recent moves to crack down on "junk guest posting," done organically it is the best way to generate valuable links and social signals. It is how you begin to develop strategic content and traffic partners that often lead to co-marketing and joint venture opportunities. It's how you turn content into an authority building asset.

There's nothing easy about it, you have to produce content people find valuable, you have to establish relationships with people who want to publish your content and you have to work equally hard at building a reputation for sharing and promoting other people's content. But the payoff, over time, is substantial.

Below are seven examples of guest posts that members of my "network" ran in support of my book launch last week. This is small demonstration of how the power of networking online pays substantial dividends.



5 Reliable Ways to Use Content as a Referral Tool

I'm guessing you do great work. You add value everywhere you can, and people want to refer you on their own. Clients who get what they expected and have a great experience in the process want to tell their friends, neighbors, and colleagues about us. It's a behavior that many people are simply wired to do. But, let's be honest: we're all busy. [Read the rest at Copyblogger](#)

The Sales Hourglass: The new way to approach selling

The Sales Hourglass is about taking customers and prospects on a journey they weren't aware they were going to travel. I'm talking about a dramatic shift in the sales process. It's not about tricking the customer or wasting their time; quite the opposite. It's about making sure they arrive at the most helpful destination of all. If we look at our job like we are going on a journey with our customer, instead of simply leading them, it can really make the entire sales process quite a remarkable one. [Read the rest at Freshbooks](#)



Guiding the Customer Journey

Just a few years short years ago marketers were still heavily focused on broadcasting their message to create demand for their products and services. Today, a kinder, gentler form of marketing called inbound marketing relies primarily on the creation and distribution of content in an effort to “be found.” The foundation of the inbound approach is based to use heaps of content to draw people into you marketing funnel. And, while this has proven effective, many marketers simply interpret this to mean you create more demand by creating more content. [Read the rest at Brian Solis](#)

5 Ways to Generate the Right Kinds of Leads

Instead of sitting back and waiting for just any lead to “request more information,” you can significantly increase your chances of growing your business with the right customers when you understand how to define and attract ideal leads. By narrowly defining what makes a prospect an ideal lead, you can create processes for finding and attracting more of those. [Read the rest at SuccessNet by BNI](#)

Building Your Content Tool Box

Content is one of the most important (if not the most important) tools for marketing and sales pros today. Essentially, from a marketer’s point of view, content is about writing for the purpose of turning interest into purchase. There are many forms of content that must come into play to accomplish this. Content that creates awareness, trust, education, engagement, and conversion. [Read the rest at Convince and Convert](#)

Projecting a Great Customer Experience a Half Year Ahead

The hunt for new customers often starts with an attempt to make the phone ring or generate a click on a website. Yet the best way to generate calls is to focus on making an existing customer thrilled. What if your first thought in designing a new marketing campaign were to be about what you want the customer to think, say and feel about the product 180 days after purchase. [Read the rest at Entrepreneur](#)

How Salespeople Can Build a Superstar Online Reputation

If we’re being honest, we all prefer to do business with people we know, like, and trust. In today’s online world, however, trust building means something very different than it once did. Reputation and trust building used to be controlled by marketing. Now the Internet and social media give customers a bigger say in the creation and communication of how a company is viewed by the rest of the world. [Read the rest at Salesforce](#)




3 Ways Guest Posting Can Help Grow Your Audience Online

By Jeff Goins

These days, I'm writing guest posts like a madman. More than I ever have, in fact, in over six years of steady blogging. In addition to my commitment to regularly posting on this blog, it's quite an investment of time. So why bother?

I believe guest posting is the single most important strategy for growing your blog readership and platform. Allow me to explain...



You now know that guest posting works to drive traffic, but why? Here are three reasons why Guest Posting drives new audiences to your website and content.

What is guest posting?

First things first: let's define our terms. "Guest posting" means writing and publishing an article on someone else's website or blog.

I offer this on my own site (occasionally) and do it quite a bit on other blogs with audiences that I want to speak to. It's a great way to connect with new readers and get your name out.

But for the longest time, I overlooked this essential discipline for growing a popular blog. I wish I hadn't. And I hope you won't.

There are three reasons why guest posting is such a key strategy for every blogger to build their online influence:

Guest posting builds relationships

Bloggers need good content. By being a good guest blogger and adding value to someone else's blog, you're going to build relationships with other bloggers.

Bloggers make up a large percentage of conversations happening on the Internet, especially on social media sites like Facebook and Twitter. They can be tremendously influential. Which makes them good friends to have.

By making friends with other bloggers through guest posting, you're going to grow your influence in the realm of social media, which will ultimately lead to more blog subscribers.



Guest posting is great for search engines

The one non-negotiable you should have for guest-posting is this:

The host blogger must include a link to your blog in the post somewhere (usually at the beginning or end).

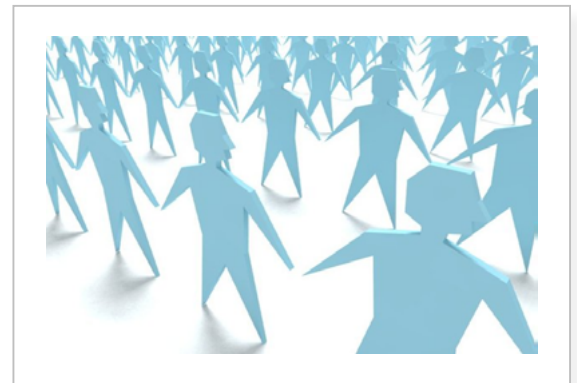
Over time, these backlinks will raise the value of your blog to search engines, making your content easier to find via Google, Yahoo, Bing, and others.

Guest posting introduces you to new people

Perhaps, the best part of guest posting is that it allows you to enter an already-established community, and share your message. It allows you to connect with new people, which can ultimately benefit you, if you do it right.

If you're adding value to the discussion, you're going to see that convert over time to more readers, fans, and followers. Conversely, if all you're ever doing is asking or selling, you may end up famous, but with a reputation you don't want. (You don't want to be "that guy" who's hawking his own agenda.)

Add value. Help people. Be patient. And over time, you'll win.



What about people guest-posting on your site?

I'm also a fan of allowing other people to guest post on my own site from time to time. You should consider offering guest posting on your blog, too (if you don't already).

If you're asking for opportunities to guest post on others' blogs, this just makes sense. It allows the relationship you've developed with the host blogger to be mutual.

Some bloggers will even blog about their guest post and link to it from their own blog (giving you some great link juice). Personally, I'm a fan of this practice.

The first rule of being a good guest

When I guest post for someone else, I do the following:

- **Link to the post from my blog**
- **Promote it on Twitter (several times)**
- **Share it on Facebook**
- **Thank the person**
- **Stick around and respond to comments on the post**



While not everyone does this, it's not a bad idea. However, this is important: If you have to choose between getting people to guest post on your site or guest posting elsewhere, do the latter. It's always better to get your name out into new communities.

Guest posting matters

According to my friend, Mike the Search Engine Guru, when it comes to SEO, guest posting on other sites is five times as valuable as creating new content on your own site. (So long as you get the backlink.)

Whether that's precisely true or not, I don't care. (Although, Mike is not an imprecise kind of guy, so it probably is.) The point is that this is an excellent strategy for extending your reach and boosting your reputation online.

Plus, if you're a writer wanting to land more "traditional" publishing opportunities, this is a great first step to eventually getting your writing featured in news sites, magazines, and other publications.

If you aren't satisfied with your blog traffic but aren't posting on other people's blogs, you don't have much to complain about. Start guest posting today, and see your influence grow.



How to Use Content to Generate Referrals

By John Jantsch

You do good work and people want to refer you. That's the truth, but, hey, we're all busy and sometimes we need a nudge, a reminder or even a tangible way to easily make referrals that make sense.

I've been pushing anyone that would listen to create boatloads of high quality, educational content. So, here's your reward for taking me up on that. Great content not only helps people find you and buy from you, it's also one of the best tools when it comes to establishing strategic referral relationships.

Everyone needs content so if you can be the partner that brings content to the relationship building table, guess what? – you win!

How many times have you had a great meeting with a potential referral partner only to see actual referrals or working together on clients go nowhere?

Below are five ways to use content to enable vibrant referral relationships.


Invited content

Some people choose to call this one guest content, but in reality if someone asks you to write a guest post on their blog or you ask someone to do the same on your blog it's really invited content. So many content marketers try to force the idea of "guest" posts with in fact the best opportunities are earned.

Reaching out to potential strategic partners and offering them exposure on your blog or offering content in the form of post for their readers is a great way to get referred and introduced to a strategic partner's community. This act also potentially lightens the content load for you and your partner.

Co-branded content

If you've created a "must have" eBook to use in your own lead generation and capture efforts (please tell me you have!) then take that bad boy to potential and existing



In a way, guest posts are kind of like referrals. A partner is suggesting your content to their audience much like your customers will suggest your product to their friends and family. But there are other ways to use your content to generate referrals. Sometimes it is as easy as asking for a referral.



photo credit: [Hubert Burda Media](#) via [photopin cc](#)



partners and offer to let them send it to their community and even cobrand it with their contact details.

Your partners know they should be offering this kind of information and since you showed up on their doorstep with a proven winner, they'll happily refer you by way of content.

This is a really great approach for a traditional supplier or service provider relationship too. Now your accountant or banker can logically introduce you to their other clients by providing something a bit more useful than a letter saying how great you are.

Sponsored content

One of the most powerful ways to get referred is to get asked to present your expertise to a room full of your strategic partner's best clients.

If you've developed a "must have" eBook as suggested above, then you've got the makings of a "must attend" educational workshop or seminar. Offer to present this workshop free of charge as a "value add" for your partners and let them invite their community.

I call this approach sponsored content because the net result is that your partner is sponsoring the event and ushering you in front of an audience as a referred expert.

This approach is even better if you can bring two partners into the act and pitch it to them as a way to offer value to their clients and get some exposure to each partner's clients as well.

Curated content

Building on the last two points consider the impact of putting together an entire day of killer content. What if you went to your strategic partners and hand selected content experts on a variety of subjects that would draw lots of attention from people interested in getting an entire day of useful information?

Select or curate a big topic and bring in partners who are willing to introduce their networks to the daylong event and pack the house with what amounts to a group referral of all of the partners.

This approach works equally well as a curated eBook of partner content that the entire partner group can share.



Incented content

This last one is mostly a customer or prospect play but some of the best content going is that which your customers are willing to create and share.

Something as simple and silly as a photo or video content rewarding the person who gets the most votes with a prize is an effective way to create some buzz while getting some great referrals in the process.

The key is to structure the ask in a way that prompts referrals – Tell us the best use of our product, show us your results, tell us why you really want to win – things of that nature can generate some very powerful endorsements as people vie for a prize of some sort.

Few of the ideas in this post are that new or outrageous innovative, but like so many things in the game of marketing it's how you think about applying these ideas that makes all the difference in the world.



6 Ways to Make The Most of Your Site Navigation

By Kala Linck

Your website is one of the most important aspects of your business. If done correctly, it's the first thing people see about your brand or product. Unless you're such a well-known brand that people don't have to search online to find out about, then you should make sure your website is not only a sales tool but a resource for your potential customers.

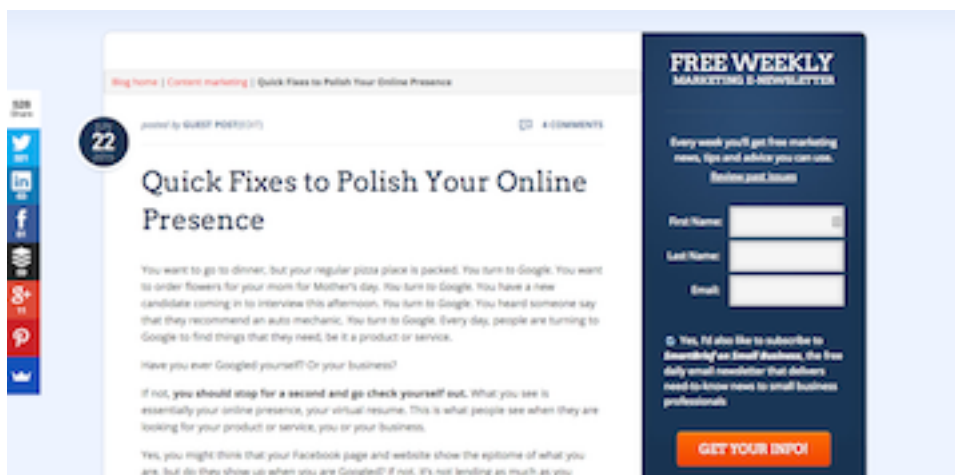
Fill your website up with good content, about your product, about your company, about your process, about how to use your product or service effectively. Then, make it easy to find.

When you consider your website, take a look at your navigation. A bad navigation could ruin the fact that you have tons of great content on your site by making it too much work for your website visitors to find. When creating a good navigation, there are several things you can consider:

No matter how many guest posts you write or ebooks you publish, your biggest online asset is still your website. Site navigation is critical to your website, and poor navigation can lose you customers. Here are 6 ways to get the most of your website navigation.

1) Who is looking at this page?

The audience for your website and specific pages is perhaps the most important thing to look at when considering your navigation. Put yourself in their shoes. What would they be looking for? What information do they need served to them via a sidebar or header navigation?



Additional supporting information should be easily accessed. In this case, someone might want more related videos or they might want to go ahead and attend an upcoming training.



2) Is there related information that should be easily accessed from this page?

When someone visits this page and consumes the information, what other information do they need to supplement this information? Are there questions they might have to follow up on the information they've just consumed?

3) Is your content clearly labeled?

This one should be a no-brainer! However, it's not. Ensure that you aren't using industry slang unless your content is focused only on people in your industry. Make sure that when someone clicks on a label, the content that you then serve to visitors is what they expect to see associated with that label, and vice versa. Ensure that the content you have is labeled in an easy-to-search-for-and-find-way.

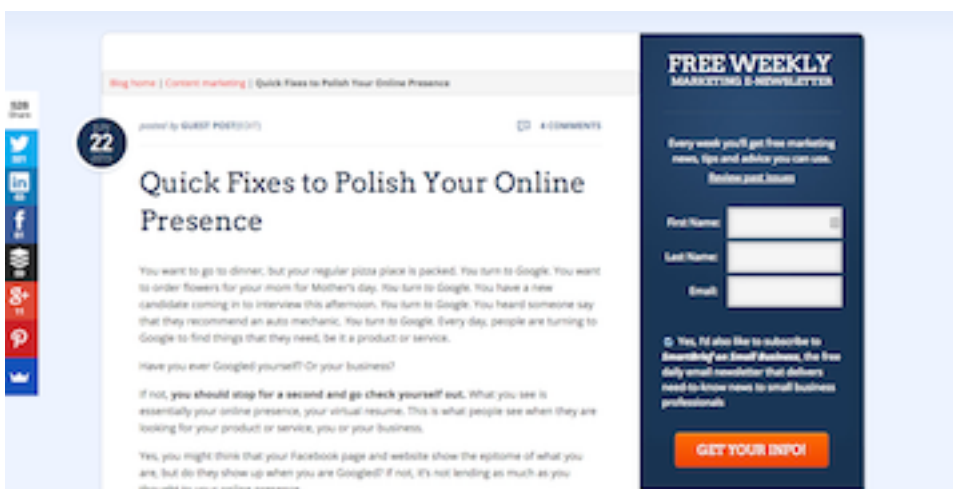
4) What are the key elements you want customers to see when visiting your site?

When people get to your site, what is it that you want them to find?

There should be a clear main point for your website and business. If you have other lines of business or supporting points, make them prominent as well. What options is it that you want people to have as soon as they get to your site?

5) Is your contact information easily accessible?

There's a good chance that when someone visits your site, they will need to access your contact information. They might need to shoot you an email, call or even know your location and hours. Make this information clear. Don't make your website visitors search for this information.



Add a sign-up to your newsletter in the sidebar navigation to make the call to action clear, noticeable and easy to find.

6) What call to action is your page looking to incite?

Extremely important, what do you want your site visitors to do when they consume the content on each page? Some pages might want you to watch a video, while some might be more compatible to get visitors to sign up for an email list. A downloadable eBook might be the goal of your information. Whatever your call to action is, the navigation is a great place for it.

Your navigation might just be something that you install as a necessity, but if you put a little bit of thought and strategy around it, you'll find it can be one of your greatest online assets.

5 Online Assets Worth Your Time

By Brian Kearns

You know you need online assets, but which ones are really worth your time? I asked myself this question as I prepared to launch my company, HipHire, which is a new platform that connects companies with quality part-time candidates using a unique matching system.

While HipHire's concept and our platform are new, the way we get in front of our best customer probably feels familiar to you. Skim through this list and you'll see that we use opt-in offers, blogging, social media and more. You're likely already doing most of these things to market your own products and services.

But is it working?

In the tech startup world, being able to launch and gain traction quickly is hugely important. To make sure I was spending time on the online assets that were truly worth it, I did a combination of hypothesizing, testing, tweaking, and testing some more. This process led to rapid adjustments when things weren't working, which meant more efficiency and better success in the end.

If you've ever wondered if your online assets were worth the time you're putting in to them, here's how to start testing.

Landing Pages with Specific Opt-ins

HipHire has two main business segments—companies looking to hire and candidates seeking part-time jobs. Instead of creating one opt-in offer for each audience, we created multiple opt-ins, each with their own specific landing page.

For example,

- Our landing page for the Founders Club targets an elite group of Kansas City businesses who benefit from choosing HipHire early.
- Our landing page for candidates seeking part-time summer jobs speaks directly to the needs of that particular job candidate subset.

If you think of the internet as a toolbox to market your business, then assets are the tools. It is critical for you to have a wide range of tools to fit certain jobs. Here are 5 assets you should have in your toolbox. Learn to use them and you'll have the tools you need to complete most jobs.



- We even created a landing page and opt-in offer specifically for you (yep, you!). Knowing what we do about the readers of this blog, we created something you'd find useful.

This focused approach makes readers feel you're speaking directly to them. We tested a lot, and as we've fine-tuned this niche marketing, we've seen greater conversions.

Blog Content and Community

In the months leading up to our launch, we provided information for job candidates and companies looking to hire. Even though our platform hadn't launched yet, we kept in touch and kept people coming back to the site.

With the blog, as with everything else, I tested. I kept a close eye on analytics. When something didn't work or when we found a vein that engaged people, we rebuilt the editorial calendar based on that knowledge. Being willing to change gears saves time and money by shifting energy from non-productive actions into profitable directions.



photo photo credit: pexels.com

Social Media—Personalized

Social media is about real connection.

I learned this lesson by trying to grow my number of Twitter followers. I followed 100 businesses in my target market each day. I had ditched using automated responses, so when somebody began following me back, I found relevant information about the person or company to create a personalized reply. I got creative, taking a picture of a handwritten note or making a video.

One person wanted to Skype to learn what I was doing because they were impressed that they received a custom message from me. This blew me away. The simplest level of communication and nobody is doing it? That strategy started adding 50 followers a week, but it wasn't just numbers. Twitter became about real engagement and connection.

Personalizing each tweet may not be scalable, but focusing on quality personal connections makes a difference.

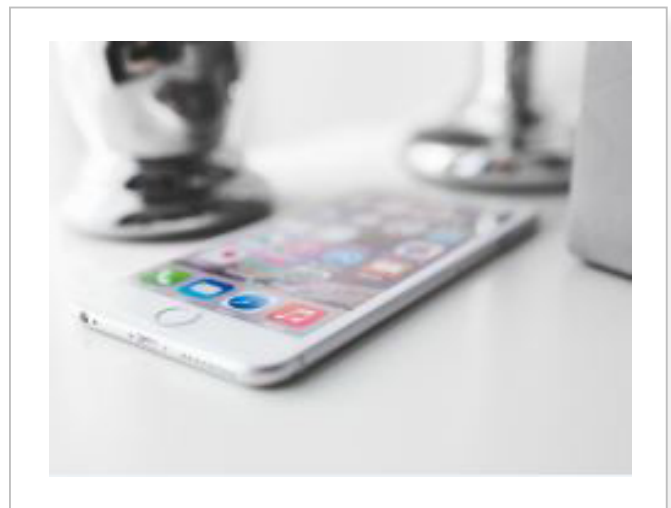


photo photo credit: pexels.com

Mobile Ease

Our target market lives on mobile devices. We needed to go beyond mobile accessibility for the HipHire platform. We needed mobile ease.

One of the ways we did that was to show HipHire users that we can really deliver before asking them to set up a profile. We streamlined the profile process: type in a few key details (name and the like), then click, click, click, submit.

Making sure your site views correctly on a phone is pretty standard, but have you made your process simple for mobile users?



photo photo credit: pexels.com

Visual Content

People want to know what the product looks like. They want to visualize themselves using it. That was a challenge for HipHire in the beginning because we started building awareness for the service before our platform was live. We got over this hurdle by providing “sneak peeks” throughout the process.

Since our audience was likely to be mobile, we showed mobile screenshots. This use of visual content demonstrated how clean and simple the process really is and helped build excitement as we neared our live launch.

To make your online assets really worth your time, focus on three Cs: customize, connect, and (when testing shows you should) change.



photo photo credit: pexels.com



Why Video Marketing Is the Most Important Asset to Have in 2015

By Ira Chopovska

According to a research from Cisco, 69% of all traffic will be video-related by 2017. It is soon to outperform other content types and is most likely to provide a long-term customer engagement. Moreover, video could become an extremely effective tool for small businesses, too, breaking the stereotype that only mid-sized and large companies can really afford it.

If your company has not yet considered video marketing as a tool worth incorporating into a marketing strategy, you should definitely give it a second thought.



Online videos are becoming more and more critical to have as a part of your marketing mix. Videos increase engagement and get you more shares and views.

Why is Video Marketing is Important?

Video is an immense opportunity to get people genuinely interested and emotionally attached to your products. This is a unique option for better storytelling that is truly compelling, entertaining, and inspiring to your audience. It's a new way to deliver higher value to your customers who will appreciate it if the video is insightful, funny, and useful.

The stats are very promising: 65% of people watch more than three-quarters of a video. Therefore, they most likely have enough time to catch the idea you're trying to promote and engage with it.

Moreover, more than 80% of senior executives state they've watched more videos this year than last year. This means you have a great opportunity to influence people who directly take part in decision-making and can decide to buy your products.

This is especially good news for small business owners whose most important goal is to attract new customers (in other words, the ones who have never really thought about buying from an unknown startup.)

More people are watching more videos even more often now than before. This is why you have to be present in those videos because this is what is going to level-up your brand.



There are three ways marketers and small business owners can use video marketing:

- to foster online engagement
- to enhance brand awareness
- to generate leads

Fostering Online Engagement

Engaging, useful, and, most importantly, emotional videos go viral. (However, most B2B videos most likely won't gather millions of views but that doesn't mean they're failures.)

Using emotion as the strongest argument in your video can connect your business with your target audience in mere seconds. They watch the video, become interested, and most often do what you want them to do – sign up to a free demo or subscribe to your newsletter. 70% of marketers say that video is the most converting type of content. That's why ignoring it means losing valuable ties with your target audience.

Generating Leads

Video marketing can be a powerful tool to bring more targeted traffic to your site. Stats show that writing the word “video” in a subject line of an email increases open rate by 19%. What's even better, tracking video performance gives you a solid opportunity to qualify your leads (e.g., by calculating the average time a person spends on watching the video as well as figuring out who that person is.)

Enhancing Brand Awareness

While most marketers think video marketing is a great way to reach mass audiences, the best approach is actually the opposite. The more targeted your niche, the higher the odds of increased conversion. You're building an audience of people who are truly interested in your business and appreciate the value you're offering and will later spread the word about you.

One more thing to remember is that your goal as a small business owner or marketer is not to reach millions of viewers of your painstakingly-produced (but awesome) video. Why would you need tons of unqualified views if your audience is not that large? On the contrary, a video totally focused on your real customers is your brand's way of saying: “We know your pain and we're offering you the best solution possible”.

In today's noisy marketing landscape, video is one of the best ways to reach important audiences and make them active supporters of your business. Part of your strategy should be figuring out how to enhance your content marketing with powerful, inspirational, and engaging videos.

Why Online Reviews are Almost As Good As Referrals

By Jason Keeler

As a business owner, there isn't much better than a good referral. It shows that you're doing something right, and that your customers think highly enough of you as a partner to tell other people in their circle about their great experience. Referral leads have a tremendously high closing percentage as well versus other cultivated leads. The implied trust factor allows you to skip a lot of the relationship building and get right down to business. Unfortunately, even your most vocal brand advocates will likely only influence a handful of prospective customers at most, and more than likely just one or two. But what if your happy customers were able to influence hundreds or even thousands of prospects?



Online reviews have become an integral part of online reputation management. Your business is only as good as the Yelp and Google reviews as it receives. Good reviews will help boost your search results and get you more business. Bad reviews will scare potential customers away.

The Power Of Faceless People

In the absence of a trusted business contact steering a prospect to your door, an online review can be almost as powerful. Never mind that there's no connection between the reviewer and the prospect reading their review. According to Forrester data from a 2012 study, nearly one third of online consumers trust a stranger as opposed to a brand. That data speaks specifically to consumers buying an online product, but the sentiment holds true for prospects researching brick and mortar businesses on the web. A 20123 study by Bright Local showed that nearly 85% of customers read online reviews before trying a new restaurant, hiring a local contractor or making a major in-home purchase. The impact of positive reviews from total strangers is incredibly powerful, even if their testimonial fails to put a face with a name.



The Impact On Local Search

The value of search engine optimization to any specific business varies, but local SEO – impacting where your business falls in Google's local search returns – can be a huge driver for both foot traffic and online visits. The online reviews of your business are a big driver for where (or if) your business appears in the pecking order. There are quite a few other factors as well, but total reviews, quality/length of reviews, having variety in the sites where you are reviewed and of course the sentiment of your reviews will play



a big role in determining your place. Aside from helping you manipulate local search results, reviews on popular portals like Yelp! can be a source of referral traffic to your website as well.

Ask And You Shall Receive

As is often the case, some things can be acquired simply by asking. Ensuring that your company actively seeks both referrals and reviews will most certainly pay dividends. And for those who need more than a simple ask? There's certainly nothing wrong with establishing a review reward similar to a referral bonus, as a consideration for their time. Smart companies may even tie it in to a discount on a future order, not only ensuring a good review but also improving the chance that there's a repeat order from a current customer. Another unique way to improve your review rate is to use surveys. The bonus here is that you can also find out a few interesting things about your business – areas that you're surprisingly weak or strong in – and either reward those responsible or start making improvements.

As previously noted, referrals are like gold...but good online reviews are at least like silver, or a high-grade copper. There's real value there. Make sure you spend time focusing on reviews as well as referrals, and you'll put more prospects in your funnel with relative ease.





Monthly Favs

Every month I like to collect some of my favorite links and tools to help take your marketing efforts to the next level. Here are my monthly favs.

LAPA – Nice collection of landing page examples from around the web

Synup – Another player in the local marketing software category with some nice features

Open Space – New York based unique spaces for short term rent and collaboration

Flutter – Create recurring tweets for dynamic content

missinglett_r – Naturally automates social posting of your blog content over time

Katch – Tool to aggregate and feature your Periscope and Meerkat streams

The Facebook Ads Gallery – search through hundreds of examples of Facebook ads from Adespresso

AirBnB for Business – Now you can sign your company up to manage business travel in unique properties

Content Seeding – Upload any piece of content and get it matched to 25 influencers based on the content



The Duct Tape Marketing System

Thank you for your interest in the Duct Tape Marketing System and this lesson topic, Online Assets. If this content interested you, I urge you to join our exciting new online program and community, [The Duct Tape Marketing System](http://www.ducttapemarketingsystem.com). There you can find even more content on this subject as well as the other aspects of the Duct Tape Marketing System.

When I created the Duct Tape Marketing System, I sought out to impact as many businesses as possible by installing a practical and effective marketing system that ensures ongoing marketing success and growth. This new program includes the many lessons and modules of the Duct Tape Marketing System so you can install it in your business. In addition, you will have access to:

- **Exclusive live webinars**
- **Monthly Q&A sessions with John Jantsch**
- **The accountability of a vast network of marketing consultants and business owners to help you meet and exceed your marketing goals**

If taking control of your marketing efforts interests you, I urge you to take advantage of this opportunity. For more information, visit www.ducttapemarketingsystem.com.

Content Amplification Checklist

When you create great content, it is important to amplify it as much as possible. Sometimes it can be difficult to remember where and when to share it across all of your many platforms and assets. Use this checklist to get the most out of your content amplification every time.

This is just one of the many assets that is included in your membership to the Duct Tape Marketing System online program and community. If you enjoy this document and want even more great content, I urge you to try out the Duct Tape Marketing System.





Content Amplification Checklist



Use this checklist as you publish new content and seek to share it with your community to ensure you cover as many options as possible.

Company Name

Date

Mark-Up

- ☐ Open Graph elements
- ☐ Google+ Authorship

Optimization

- ☐ Headline
- ☐ Title
- ☐ Filename
- ☐ Description
- ☐ Keywords
- ☐ Images

Social Networks

- ☐ Facebook (Pages?)
- ☐ LinkedIn (Groups?)
- ☐ Google+
- ☐ Twitter
- ☐ YouTube
- ☐ Pinterest
- ☐ Reddit
- ☐ Other

Strategic Partners

- ☐ Paid options
- ☐ Promoted Tweets
- ☐ Sponsored Facebook Posts
- ☐ Targeted LinkedIn posts
- ☐ Paid Stumbleupon Traffic
- ☐ Reddit Advertisements
- ☐ AdWords
- ☐ Content placement services (Outbrain)



About The Author

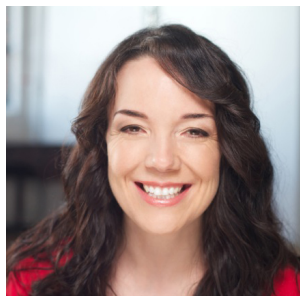
John Jantsch is a marketing consultant, speaker and best selling author of Duct Tape Marketing, Duct Tape Selling, The Commitment Engine and The Referral Engine.

He is the creator of the [Duct Tape Marketing System](#) and [Duct Tape Marketing Consulting Network](#) that trains and licenses small business marketing consultants around the world.

His blog was chosen as a Forbes favorite for marketing and small business and his podcast, a top ten marketing show on iTunes, was called a “must listen” by Fast Company magazine.

Huffington Post calls him one of the [top 100 “Must Follow”](#) on Twitter and Forbes named Duct Tape Marketing on of the [100 Best Websites for Entrepreneurs](#).

To find out more about John and Duct Tape Marketing visit <http://www.ducttapemarketing.com/>.



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