



10X Your Content Reach:

How to Get Your Content on Big Publications and Reach New Audiences



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Pushing Your Content to MORE Platforms

“You should be spending 20% of your time on content creation and 80% on content promotion.”

- Derek Halpern

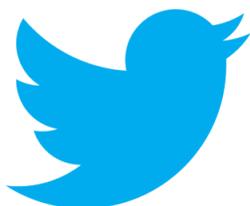
Content promotion is perhaps even MORE important than the content itself, but no one really talks about how to do it effectively.

Too many content marketers think that if they build it, people will come. Developers think the same thing about building a “great product.

So assuming that you have created truly epic and evergreen content, it’s time to turn your attention to all the platforms that are available for you to repurpose it. This is how you reach broader audience even when you don’t have a big audience.

Buzzsumo

When you’re starting off, you don’t have much of an audience. That is the sign that you have to find people who have already shared a similar piece of content.



Use tools like BuzzSumo or Twitter search for people who have looked for a similar article and then build a relationship with them. Share some of their content or feature them in an article and mention that you linked to them.

Here are some of the platforms that are available for you to repurpose on:



GrowthHackers



All Content Should Go Multi-channel

- Syndicate to all social channels
- Add to your Facebook groups, or in discussion with other Facebook groups (when relevant and helpful)
- Revamp to be a guest post on other sites
- LinkedIn, including the personal LinkedIn accounts of leaders in your organization
- Twitter, tagging any brands or influencers you mentioned in the article
- Forums
- Reddit
- GrowthHackers
- Quora (again, only if relevant and helpful)
- Zest
- Larger publishers (covered in the next section)

Get Your Podcasts on Every Network

Don't just post on Apple Podcasts! Post to all the podcast networks. (Suggestion: Rev.com offers the ability to publish your podcast to a ton of networks with a push of a button.)

Other networks include:



Overcast



Spotify



Google Play
Music



blubrry

Spreaker★

Digital
Podcast



Also, add podcasts to your YouTube channel:



- Add to YouTube
 - Cut up audio into digestible YouTube snippets
 - Film yourself interviewing your guest
 - Create mash-ups of different podcast guests speaking on the same subject
- Your blog - make sure to add transcripts for SEO value

And don't forget these visual platforms:



- Pinterest is great for infographics
- Instagram with a link to your story
- Instagram stories - turn articles into a story by taking each individual point and making a graphic for it (like a flipbook!)

Go Live!

Facebook Live, YouTube Live, IGTV... a great place to engage with your audience and share your viewpoint.

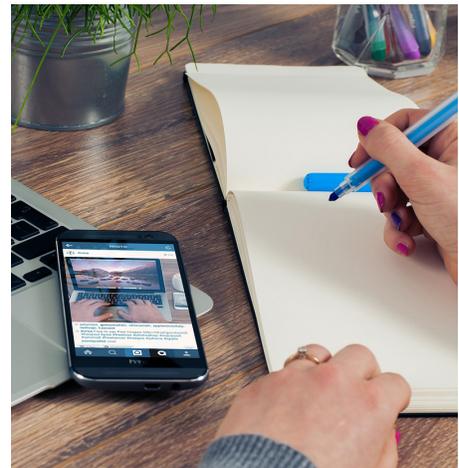
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Get Your Content On Bigger Publications

Build an audience, and your SEO juice, by guest posting for a publication with a big audience.

Here's how to get your content on the big guys:

- #1 RULE: Write something great so that bigger publications would want to syndicate your posts!
- Build a Publication Target List: Go where your audience is hanging out. (More on that below)
 - BuzzSumo is a great tool for uncovering the content getting a lot of shares in your niche.
- Determine your unique angle: Be unique and people will be more receptive
- If you want a fast pass to contribute to sites like Forbes, Huffington Post, or Fast Company, check out: [Young Entrepreneurs Council](#)



How to find publication editors/writers

- Keep in mind that the Managing Editor is usually the decision maker
- Do a Google Search for 'managing editor [publication]'
- Do the same search on LinkedIn
- Use the tool Email Hunter to reach out to them
- Do a Google search for their Twitter handle and reach out to them
- Research the individual. Google '[name] [publication] articles' to see what topics your target editor/writer has written about recently

Next step:

- Come up with a list of headlines to send the Managing Editor
 - Prepare a list of 5 ideas per category
 - Make sure they're GREAT headlines! If you don't know, check out these resources:

Craft an email template that you can send to Managing Editors, keeping in mind to customize for each person and publication!

Example 1:

Hi [Name],

Big fan of your work. Especially liked this [article link] where you talked about [subject].

My name is [your name] and I'd like to write on [topic] for [your company]. I've written for [inset your similar publication links] and I think my writing would resonate with your audience.

I've prepared a few ideas just for you.

[headline1]

[headline2]

[headline3]

[headline4]

[headline5]

Here are sample articles I've written:

[headline1]

[headline2]

[headline3]

Thoughts?

Sincerely,

[your name]

Example 2:

Hi [Name],

Just wanted to let you know that we mentioned you in a piece we wrote here: [link] :)

Let me know what you think!

Sincerely,

[your name]

Rinse and Repeat:

Keep doing this and I guarantee you'll gain traction! You'll get a few ignores/rejections, but the key is to be persistent.

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Get Influencers to Expand Your Reach



- Build a circle of influencers
- Tweeting/emailing the people mentioned
- Tracking your promotion: What gets measured, gets managed. You should be tracking number of reachouts, shares, links acquired, and promotion conversion rate.
- You can also use sales automation tools like Outreach to automate your process.

Promotion Tools

- Moz
- Ahrefs
- Majestic SEO
- SEMrush
- BuzzSumo
- MeetEdgar
- Buffer
- Outbrain
- Taboola

The logo for Moz, featuring the word "MOZ" in a bold, blue, sans-serif font.

The logo for Ahrefs, featuring the word "ahrefs" in a blue, lowercase, sans-serif font with a stylized orange 'a'.

The logo for Majestic, featuring the word "MAJESTIC" in a bold, black, sans-serif font with five red stars above it.

The logo for SEMrush, featuring a stylized orange flame icon above the word "SEMRUSH" in a bold, orange, sans-serif font.

The logo for Buzzsumo, featuring the word "Buzzsumo" in a white, sans-serif font on a blue rectangular background with a small white icon of a signal tower.

The logo for MeetEdgar, featuring a stylized blue octopus icon to the left of the word "MeetEdgar" in a black, sans-serif font.

The logo for Buffer, featuring a stylized black icon of three stacked squares to the left of the word "buffer" in a bold, black, sans-serif font.

The logo for Outbrain, featuring a stylized orange icon of a brain with eyes to the left of the word "outbrain" in a bold, orange, sans-serif font.

The logo for Taboola, featuring the word "Taboola" in a bold, blue, sans-serif font with a stylized blue 'o'.

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What To Do After

Now that you've spent your valuable time creating exceptional content, get more mileage out of it by repurposing it. Here's how.

Content Expansion:

1. Look through your Analytics to find your top 10 performing posts in the past year and decide which ones you can convert into a Slide-Share, video or e-book.
2. Search Google for key terms related to your piece and add them to your current content to make it even more epic.
3. After you've made the original piece MORE epic, think about how you can repurpose it. Remember the Derek Halpern rule: 20% your time creating the post and 80% of your time promoting it.



Surveying Your Audience:

- Use tools like SurveyMonkey to get a pulse on your audience: ask them to rate your specific piece of content or ask what topics they'd like to see.