



By Daniel W. Rasmus

The Tens—How to Effectively Promote Online Content

1 Write a good title Writing a good title is an art, and it isn't all that common. In an age where everybody is trying to get everybody's attention, you need to be authentic and provocative. A good title will get people to take the next step, which is to read something. And if you don't find the title working, don't be afraid to change it.

2 Write a good abstract Most people aren't going to read your entire post. They want key information, and if they are really intrigued, they may dig deeper. Get the key points boiled down to a paragraph, so you or your organization can look smart even if that is as far as people read.

3 Include an image With the rise of Pinterest and Tumblr you need an image that resonates with readers even if it doesn't directly reflect what you are writing about. Select an image that does no harm at minimum, one that ideally provokes with thought or reaction. By no means select an image that distracts from the message or the content.



4 Socially enable the content It is not enough to post content on a socially enabled website. It is all well and good that people follow you or like your Facebook page. But content lives a different life than a webpage, one that must be independent. Each piece of content needs to have a reasonable URL along with buttons that allow readers to easily share their enthusiasm.

5 Share it You can just post a piece of content and hope that people see it, but you need to actively promote it across every channel that you engage. Don't push it every ten minutes, but do repeat the push as different people read at different times, and well, some services, like Twitter, don't foster long attention spans.

6 Create a video or recorded webinar A piece of content is interesting. Its real purpose is to provide information to current or potential customers. Its value for thought leadership or other marketing purposes comes second. Some people don't want to read, they want to listen, to engage in dialog. If the idea is big enough, and if you published it as content, it should be big enough, then supplement

that content with other forms. Also consider how it ties to presentations, workshops and other more physical channels. Oh, and don't forget to promote the consumption alternatives — but always point back to the original content so your metrics don't get scattered.

7 Include it in newsletters Just because content is on a website, or promoted at conferences or supplemented with a webinar, doesn't mean it shouldn't be mentioned in the good ol' company newsletter (e-mail or physical). Long-time customers often look to more traditional communications because they can choose when to engage with them, rather than having them thrust before them as social media tends to do.

8 Post it or scrawl it on your homepage If you publish content and you don't have it promoted on your homepage, then you are missing a marketing opportunity because your homepage is likely your most trafficked page. You are also demoting the value of the content, or all content, if you don't promote anything on your homepage. Your homepage tells customers what you think is important, and if you don't value it, then they probably won't either.

9 Engage with your communities If you have active communities, then you need to get them excited by your content so that they become ambassadors for the ideas, if not the content itself. Ideally, they will start by posting your links, and then comment on your content, which will drive traffic to them, and then back to your original content. You may even want to consider working with the community to co-create content so that the lessons, insights or practices clearly come from a place larger than the company's marketing department.

10 Don't abandon it Some content gets published before its time. Don't worry if it doesn't go viral the second you post it... or the first week, or the second. Some content can even take a month or more to catch on. Ideally, any piece of content is a reflection of a strategic insight or a tangible practice. If they are, then they don't exist in isolation. Create content that builds around the original idea, plays off of it and supplements it. Don't be afraid to demonstrate your learning even if the original content starts to feel dated. If and when that happens, it's time for an update, not a deletion. Even if an idea becomes invalid, that, in itself, is a powerful observation.