



# 15 WAYS TO PROMOTE YOUR THOUGHT LEADERSHIP CONTENT

?

## Why do I need to promote my thought leadership content?

Thought leadership content helps you increase marketplace visibility, develop a competitive edge and become a recognized leader in your industry. Whether you are publicizing a bylined article, white paper, case study or customer success story, promoting your content extends the lifespan of the piece and increases your credibility, searchability and name recognition in the marketplace.

To help get you started, here are 15 tips for promoting your thought leadership content.

1

## Add it to your website

If you don't already have a press, news or resources section on your website, create one and include PDFs of all published articles, white papers, press releases, etc. Keep this section of your website updated with new content as it publishes.



2

## Leverage organizational advocacy

Keep your colleagues informed about media coverage and new thought leadership content. Encourage them to share it with industry peers, potential clients and other stakeholders.

3

## Empower the sales team

Glossy reprints of your article are an ideal leave-behind for sales teams. Display and distribute reprints at tradeshow and events. Incorporate materials into corporate and sales presentations. Be sure the sales team knows the content exists and help them understand how they can leverage it with customers and prospects.



## 4

## Share it on social media

Alert your followers on Twitter, Facebook, Google+ and other social-media platforms by announcing your published work along with a link to the article or other content. To encourage sharing, use hashtags relevant to the subject and tag any quoted sources or others who might be interested with your content. Create a number of variations on your posts so you can share the same piece multiple times. Some ideas include variations of the content's title, quotes, statistics, and key concepts.



## 5

## Post on LinkedIn

In addition to sharing your content on social media networks, be sure to add it to your corporate and personal LinkedIn accounts. Create a unique post announcing the article and use hashtags to direct your connections and other readers to your work. Encourage engagement by asking questions and tagging peers who might have something to say about the topic. Share your posts in relevant interest groups to keep the content alive and engage with new audiences. Be sure to add the publication to the “accomplishments” section of your personal profile. Send a link to the article to key connections via a direct message.



6

## Recycle and repurpose

Your thought leadership content can be transformed into a variety of print, audio and video formats that can be shared across a number of different platforms. Break the content up into a series of blogs. Create lists or infographics that are easily shared. Transform the content into a webinar, podcast or video. Divide content into a series of emails and/or customers. Condense the content for your newsletter.



7

## Post in public content communities

Content communities allow users to share online multimedia materials. There are a number of sites that allow you to post your content so their established audience has the opportunity to see it. Competition is strong on these sites, but if your content is exceptional, you can attract attention and new followers. Examples of content communities include [Medium](#), [Blog Engage](#), [BizSugar](#) and [Triberr](#). Content converted into a slide [deck](#) can be shared on [Slideshare](#). If you are sharing a piece that has been distributed elsewhere, be sure to give credit to the original publisher.

8

## Answer a related question on Quora

More than likely, someone is asking questions about your topic on [Quora](#). Find related questions and respond with a meaningful, detailed answer. Don't simply repost your content—write something sincere and original, then mention and link to your content.

## 9

## Email the content to your lists

Send a dedicated email announcing your new content or include a short section in your newsletter with a link to the full piece. Be sure to send a personal email to anyone who is cited, referenced, quoted or linked in your piece. Encourage them to share it with their networks.



## 10

## Alert the media

Still a useful currency with the media, a press release is an effective way to promote newsworthy content, especially if it contains original research, a strong opinion or a new angle on an old topic. The release can be sent directly to a targeted list of media in your industry or issued to a larger audience through a service such as [eReleases](#), [PRWeb](#) or [Newswire](#).

11

## Answer related questions on HARO

“Help a Reporter Out” (also known as [HARO](#)) is a service that connects journalists with industry experts and may provide you with visibility and credibility with the press that covers your industry. When you register as a source, you’ll receive regular emails when reporters are looking for input from experts. Be sure to respond quickly as journalists typically are working under tight deadlines. Don’t be discouraged if your responses don’t get picked up regularly. But when they do, you’ll have additional content to promote to your audiences.

12

## Add a link in your email signature

You send emails all day, every day. Every email represents an opportunity to share your content with those you are communicating with. It takes just a minute to update your email signature, so add a link promoting your most recent published works.

13

## Sign up for Google Alerts

If you’ve put even one of these tips into action, you may be getting more visibility across various digital channels. To help track your promotional success, be sure to register your company’s and thought leaders’ names on [Google Alerts](#). As Google detects your search terms, you’ll receive an email linking you to the published content or mention.



14

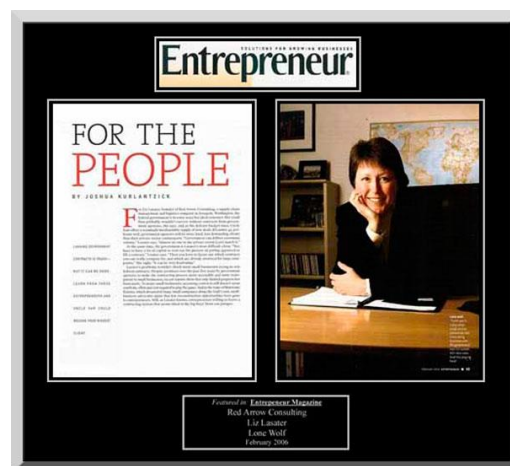
## Share your content with HR

Showing candidates that their prospective companies and colleagues are recognized in their industries can be a useful tool in the recruiting process. Not only does it demonstrate expertise, it also shows the company values thought leadership, innovative thinking and investment in its leaders. Positive press may also attract new talent to your organization.

15

## Put your content on display

Frame a copy of your content and display it in your lobby, conference room or personal office. Visitors will see your expertise and industry recognition and framed pieces preserve your accomplishments for many years to come.



!

## Final thoughts

Creating great content is just the first step. Promoting that content is where the marketing magic happens. The more people who read and share your content, the more traction you gain in the marketplace. Fortunately, content marketing builds on itself. The more content you create and the more you promote it, the more readers you will attract. The more readers you attract, the more your audience grows. The more your audience grows, the more visibility you have in the marketplace. All of this contributes to marketing and organizational success.

One final note: It's important to remember that every publication has different copyright restrictions. Generally, publications encourage sharing articles with new audiences as long that they are recognized as the publisher. Be sure to check the outlet's copyright rules before sharing your editorial coverage.