THE

Comprehensive Guide to

CONTENT PROMOTION



How to Generate More Leads Through Strategic Content Distribution

HubSpot



Introduction

So you just created a piece of content for lead generation -- congrats!

While it's tempting to go and celebrate, you're not done just yet. You can't just put a piece of content up on your website and hope that people will find it -- you've got to optimize that piece of content and actively promote it to your audience. But that's where many of us get stuck. What else can we do to get people to notice -- and hopefully convert on -- that new piece of content you created?

HubSpot has created over 2,000 downloadable offers in its lifetime. Through years of experimentation with promoting these offers, we discovered that offers with well-coordinated campaigns help us generate 72% more leads than offers with no coordinated campaigns tied to them. Would you like to receive 72% more leads per offer you create? Well, listen closely, because we will go through the details of how to successfully coordinate a campaign for significantly more leads.

THERE ARE THREE PHASES TO PROMOTING YOUR MARKETING CONTENT:

1. Planning, organizing, and optimizing
2. Coordinating promotion across multiple channels
3. Analyzing and reporting after your offer has launched

We'll walk you through all the various options for promoting your content, and when it makes sense to use each channel. Don't feel like you need to use all the items we include in this guide every time you create something -- the ideas listed here are simply levers that we continue to pull month over month. Additionally, if you have ideas for experiments that are not included in this ebook, it doesn't mean they won't work for your particular audience. It's always smart to experiment and test out different ways of promoting your content!

Ready to get started? Let's hop over to the first step of promoting your lead generation content; planning and organizing your campaign, pre-launch date.



Table of Contents

Pg. 5

Chapter 1
BEFORE THE LAUNCH: HOW TO PLAN & ORGANIZE A CAMPAIGN

Pg. 10

Chapter 2
LAUNCH DAY: COORDINATING PROMOTION ACROSS MULTIPLE CHANNELS

Pg. 20

Chapter 3
AFTER THE LAUNCH: ANALYSIS & REPORTING

Pg. 24

Conclusion

Chapter 1:

HOW TO PLAN AND ORGANIZE A CAMPAIGN



Creating and launching an entire lead generation campaign using original content can seem like a daunting task. Even if you have a great piece of content ready to go, you still have to find a way to get that content in front of the right people. HubSpot has been doing this for years, and we have a tried-and-true system in place, which we will share with you throughout this ebook. To start, we have broken down a campaign to-do list into a 3-week period, prior to your launch date:



To-Do: 3 weeks prior

1) Set your goals.

Before you even begin creating your content, make sure you have a goal for your offer. You should have a primary goal and a few secondary goals. These could be tied to website traffic, branding, lead generation, marketing or sales qualified leads, or direct sales. At HubSpot, our primary goal for our offers tends to be lead generation, with secondary goals that change based on the particular subject of the offer.

2) Brainstorm, create a timeline, and assign owners.

In order to launch a successful campaign, you have to make sure everyone on your team is on the same page with promotion. You'll have to organize tasks amongst your team and determine who can help, and in which areas. These meetings should include both the content creators and the people who are promoting the content. Next, come up with a launch plan with timing for each promotional piece of your campaign.

3) Determine your promotional levels.

If you spend 10 hours creating a piece of content, then you should spend at least 10 hours promoting that content. There is no point in creating great content if you have no idea how people will find it -- whether through search, through social, through email sends, through co-marketing promotion, whatever it may be. With this in mind, you should label each of your campaigns internally as basic, enhanced, or premium so your team understands how much promotion each offer should get. For example, a niche case study might get basic treatment while a time-consuming industry report might deserve the maximum level of promotion. We'll talk more about promotional levels later in this ebook.

To-Do: 2 weeks prior

1) Finalize your content's positioning.

In order for your team to be on the same page about how your audience should view this offer, you'll need to coordinate on the positioning of it. For example, say you're creating an ebook about blogging. That's great, but what specifically about blogging? Will this offer be about generating leads with blogging? Growing your subscribers? Crafting clickable headlines? The world is your oyster when it comes to certain topics, so it's really important to nail the positioning of the offer so your whole team understands what it's about. One way to do this is by first creating the best copy you possibly can for your landing page. Once you have your landing page created (which will be created one week prior to launch), you'll be able to share this preview to your entire team to assist with positioning for blog posts, social media posts, calls-to-action, and emails.

2) Create images for your landing page, social media, email, and blog promotion.

Before you even send a tweet or write a blog post about your offer, the content creator should create some promotional images based on the offer's design. This includes creating the promotional image for the landing page. For example, you could create a few variations of 876 x 438 pixel images that are great for promotion on Twitter, but also look great under a Click to Tweet button in a blog post. You can also try some square images at 960 x 960 pixels for Facebook or email promotion. These dimensions tend to work well in many different places, so try creating at least one image in each size. In these images you could include the cover of your ebook with some colorful text that says "free download!"

If you have a little extra time in these two weeks prior to the launch of your offer, try creating some animated GIFs as well. These animations show up really nicely on Twitter, Google+, in blog posts, and in emails, and they can almost pose as mini commercials for your offer. Want to learn how to create an animated GIF? Click here for a tutorial.

To-Do: 1 week prior

1) Write landing page copy to show why someone should download the offer.

The landing page covers important information about the offer, including a catchy title, a brief explanation of the content and key takeaways readers will know after reading or viewing the offer. This landing page also has a form that collects information the sales team needs to qualify leads. At HubSpot, we collect information like company size, job title, and biggest marketing challenge on top of other basic contact information. Having this additional information about new leads allows our sales team to start personal conversations with each contact that converts on our pages.

Next, you'll need to create the "thank you page" where people will be sent after filling out the form. This page will include a link to the actual offer for downloading, social sharing buttons and a secondary call-to-action (CTA) where appropriate. These CTAs should send your prospects to a middle-of-the-funnel offer, such as a trial or a demo. Using HubSpot as an example, our secondary CTAs often promotes our inbound marketing certification. HubSpot generates a significant amount of quality traffic on secondary CTAs, which helps us move prospects further down our funnel.

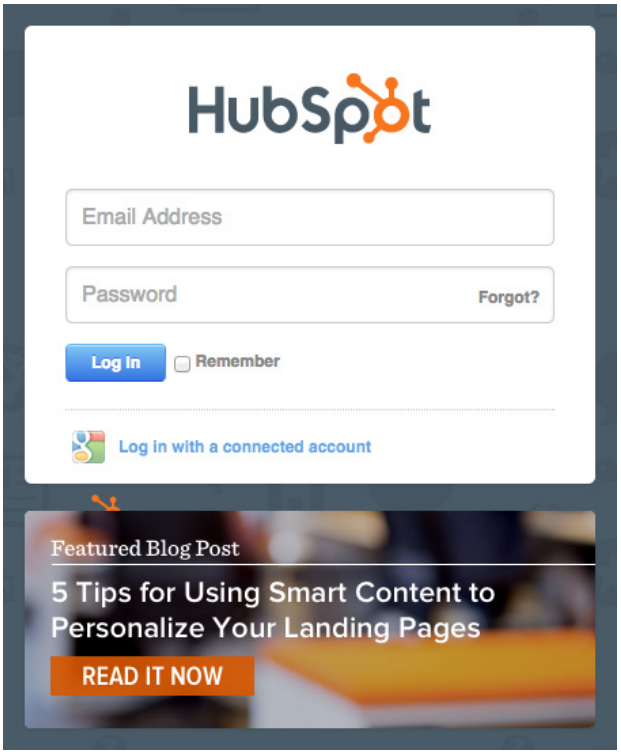
The final step in the landing page creation is the kickback email. This is the email folks get immediately after downloading an offer. You'll want to include a link to download the offer in the kickback email, as well as social sharing buttons so people can quickly learn more about your company through social media. You can easily add in social share buttons without much work on any of the pages you've created, as well as the emails you make. Social sharing modules come standard on pages within HubSpot.

2) Write a blog post to promote your offer.

One of the best ways to launch an offer is by sending out a morning blog post, notifying your blog subscribers that a new offer is now available. We'll go into detail about what this post could look like in Chapter 2, but note that you should plan to write a blog post for your company's blog one week prior to the launch date.

3) Create calls-to-action to put on your website and blog.

Your promotional blog post will be much more successful if you include a CTA at the bottom of your post to download the offer. Additionally, you should create extra CTAs for places such as your website or customer login page. Here's an example of HubSpot's login page with a CTA below it for a new customer-specific blog post:



4) Write email copy to promote the offer.

Now that you've determined the positioning of the offer, you have images to use in your emails, and you have landing page copy to go off of, creating your email copy should be a breeze. Depending on the style of the offer, you could write a long story-like email, keep your email short and simple with quick takeaways about the offer, or put together a newsletter including similar pieces of content.

5) Start a LinkedIn Group discussion about your offer.

To get some buzz going about your offer's topic, start a discussion in a LinkedIn group or another online community to see what people are saying about it. Once you've started a discussion about the offer's topic, you'll be able to easily share a link to your finished offer in the discussion thread where the right people will gladly read and comment on your content.

Now comes the fun part: Getting your content in front of an audience! At HubSpot, we work together across all promotional channels to organize a coordinated campaign around the launch of each offer. We also work together on long-tail projects to help increase lead generation over a longer period of time. Let's go over how you can use each promotional channel.

Chapter 2:

COORDINATING PROMOTION ACROSS MULTIPLE CHANNELS



Now that your content is ready and you've sorted out your promotional plan, it's time to launch your offer! It's incredibly important to put some gas behind your offer on the first day it's launched so that you can kick your promotion off with a bang. If you do this, you'll be able to leverage the long-tail traffic and lead generation for months and years to come.

When you launch your offer, remember that it doesn't have to be a one and done type of deal. You can (and should) re-promote your offer a week, a month, or a year after you first launched it -- just as long as the content is still relevant. In order to do this, you might want to consider writing multiple blog posts on the same topic as your offer -- or perhaps you'd want to create additional social media images to help re-promote your content. You could even include Click to Tweet buttons throughout your offer and place your offer in email nurturing campaigns so people will continue to experience and talk about your content.

The following eight places should help you get a better sense of where you should promote your lead generation content, and how you could position it on each channel.

1) BLOGGING

After creating a piece of content, your writers aren't finished just yet. Content creators should write one to two short blog posts related to the offer with a CTA about the offer at the end of the post. These should be posted on your own blog to help drive traffic to the offer.

Blogging drives traffic to your landing pages and website better than any other tool. Why? Each time you blog, you give Google and other search engines one more opportunity to find you. Each blog post gives you the opportunity to rank for more and more keywords and grow your reach. For example, if someone were to search for the term "how to promote your content," that person should find a HubSpot blog post with a call-to-action for this ebook at the bottom.

In addition to an increase in traffic, companies that blog are 13x more likely to see a positive ROI, than those who don't (*State of Inbound 2014*). Blog about the piece of content as many times as possible (at least twice). Spread out posts over a few months to continue a steady stream of traffic to the landing page. Within the blog post, link to the landing page for people to download. If you're stuck on what to write, you can always use HubSpot's Blog Topic Generator.

Here are a few promotional blog post ideas to get you started:

1) Pull a section or talking points from the offer
2) Create a list related to the offer
3) Expand on one of the topics briefly discussed
4) Update an older post related to the topic
5) Misconceptions about the topic
6) Examples of the topic

It's very important to include an end-of-post CTA for your offer, but you could also try creating a slide-in CTA that appears as the reader is halfway down the blog post. To get step-by-step instructions on creating one, click here. Throughout your post, make sure you encourage social sharing of blog posts as well with built-in social share buttons, tweetable quotes, social-optimized images, etc.

2) ORGANIC SEARCH

Wouldn't it be nice if you could generate leads in your sleep? Well, lucky for you, optimizing your content for search will help you generate leads for years to come without you even doing anything. In addition to writing blog posts, which will naturally help you rank for specific keywords and topics, there are few other things you could try to help get your content to rank.

As mentioned in Chapter 1, your downloadable offer should live on a landing page with a lead capture form. One way to increase traffic from search engines is by optimizing your page for the keywords you want to rank for. This doesn't mean you should be keyword stuffing your landing pages -- just make sure your page title, landing page copy, and URL follow these rules for search engine optimization.

As a supplemental piece to the offer, you could create a SlideShare presentation on the same topic and use this on your offer's landing page, embedded in the promotional blog post, or on social media. SlideShare has a high-ranking domain (which will help your efforts in Google), and people often use SlideShare itself to find educational content. Use this as an opportunity to be found by people searching for content related to your offer. On SlideShare, link back to the offer in the description of the presentation as well as linking to the offer in the slide deck itself.

If you have a PRO account on SlideShare, you can collect name and email addresses using lead capture forms directly on SlideShare, of people who have requested the content. Download the CSV of people whose names you have captured, upload them into your contacts database, and send them a copy of the content.



To really cover all your bases with search, try creating a short video related to the offer to post on YouTube. This could be the author talking for one minute about the offer, or a quick tip that can be found within the offer. Link back to the offer in the description of the video on YouTube and create one or two annotations within the video that link to your landing page as well. Make sure you include a short URL at the end of the video that people can enter themselves if they wish, too.

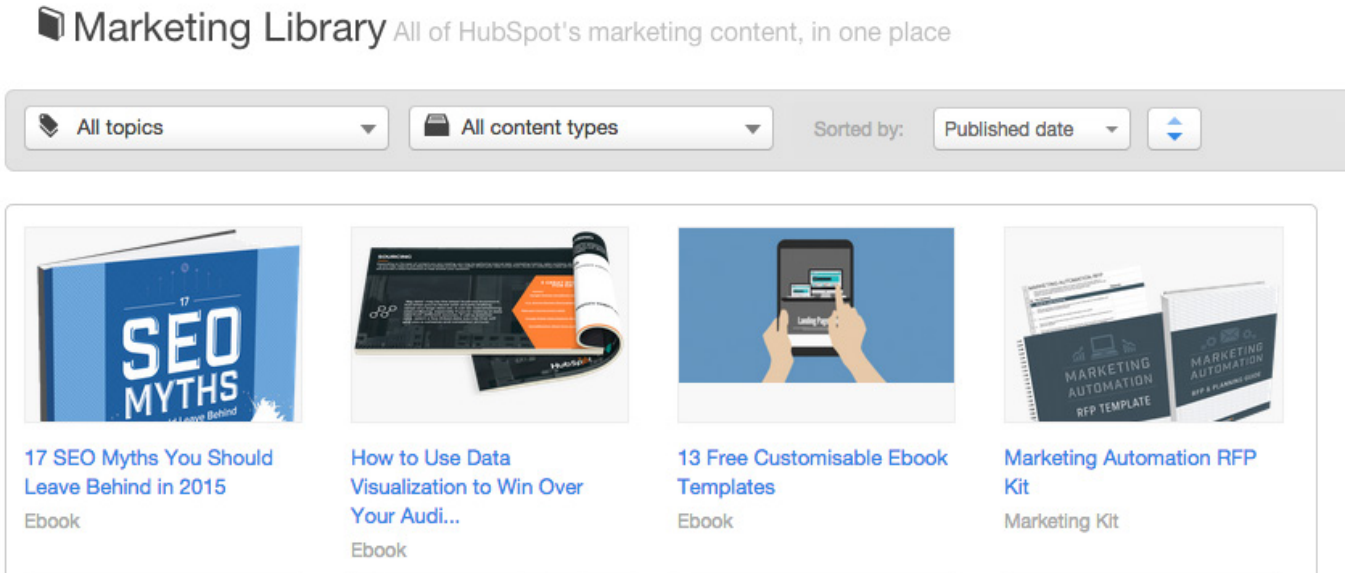
3) WEBSITE

Your website is your greatest asset. More people view your web pages than anything else. Lots of people overlook how they can optimize their website to promote new offers -- but it's most likely one of your biggest marketing assets. Here are a few things you can do.

Create a call-to-action for the offer on your homepage or login screen. Your homepage is likely the highest trafficked page on your site, so take advantage of this high volume of viewers. On related pages within your site (ex: product pages and thank-you pages of other content), include a link to the offer to download.

Make sure you include social sharing buttons on the thank-you page of the content. Remember to create your own custom message to be included in the social share buttons so that you can include the hashtag you have created, and the exact message you want to get across.

As you create more and more content, you could construct a content library: a page on your site dedicated to the content you create. As new offers are created, make them the featured offer at the top of your content library. Here's an example:



4) SOCIAL MEDIA

Social media has become the most important channel for marketers and sales professionals alike (*State of Inbound 2014*). So, naturally, you should prepare to promote the content across social networks like Facebook, LinkedIn and Twitter, by creating optimized social images. At HubSpot, we do this with our image editor tool.

You'll find that you are using social media for several reasons throughout the promotion process. During initial launch, you'll want to promote your content on social media to drive traffic to the content. If your content has a hashtag associated with it, you'll be able to monitor that hashtag to see if people are asking questions or making comments about the content. This is a great place for you to keep the conversation going as more and more people download your content.

You should also use social media as a medium to promote the piece of content even after the initial promotion has ended. For example, if you see a discussion happening in a LinkedIn group about SEO best practices, you could suggest a blog post or ebook of yours that explains the SEO problem being discussed, which is helpful and also drives traffic to your website.

Posting on social media is probably something you're already doing -- but below are a few ways you can take your promotions up a notch.

Facebook

1) Change your cover photo to be branded for the piece of content you just launched. This increases brand awareness of the piece of content, and its description gives you a place to put a link back to your piece of content.

2) Pin a post to the top of your page that has the same branding as the cover image, and include a link to the landing page.

3) Posts with images 2-3 times during launch week. Post several times a week to the piece of content, varying the images you use in each post. To learn more about the shelf life of your Facebook posts, check out our post here.

4) Post once a week during the month after launch.

Twitter

1) Change your cover photo to feature the piece of content you're promoting.

2) Pin a tweet to the top of your page that has a link to the landing page and an image with the same branding as the cover photo.

3) Create a hashtag for the campaign. This allows you to monitor conversations around the content and answer any questions specific to the content. (To let people know what the hashtag is and encourage them to participate, post it on the landing page and link to the Twitter stream of the hashtag.) Pose questions on the hashtag that are related to the offer, and have the content's author comment on the hashtag.

4) Host a Twitter chat or Q&A at a specific time about the offer using that hashtag. (To do this successfully, call out the time and link to the Twitter chat on the landing page, too.)

5) Tweet frequently including an image and link. (Did you know, tweets with images generate 55% more leads than Tweets without images?!)

6) Have the content creator send tweets out about the offer on his or her personal Twitter account. These tweets should include the offer's official hashtag.

7) Host a contest. For example, the first 200 people to tweet about your offer get a free gift or a discount on something you sell. This is valuable because you are now reaching an audience you wouldn't have been able to on your own. Each person who tweets to their audience about your content gets it in front of additional people who are not in your network.

LinkedIn

1) Post a link to the content on your Company Page on launch day. Include an optimized image if possible.

2) Join a group and start a discussion. This tactic can be spammy if done incorrectly. Groups on LinkedIn are meant for valuable discussions among professionals, so don't go posting links to your content everywhere, in hopes to drive traffic to your website. In the long run, this will negatively impact your brand. Instead, pose a discussion question related to your content in a relevant group -- don't post your content. Get a lively discussion going. Check back after a few days, and if people interested, mention that you have a piece of content that is related, and share the link. Only post if you feel as if you will be adding value!

3) If you have a LinkedIn group of your own, send out the offer in your weekly announcement to all group members.

Google+

1) Post to your Google+ page during launch week. In this post, include an image and a link back to your landing page.

2) Host a live Google Hangout to answer questions related to the piece of content.

Other social channels

1) If you have something fun related to your content (something like a picture, infographic, or meme) post it on StumbleUpon. Volume might be low at first, but you can drive traffic to your landing page with little effort.

2) There are many communities out there for like-minded professionals to discuss business (think about how you use LinkedIn groups). For example, if you are an inbound marketer or sales person, you might join inbound.org and start a discussion around your piece of content there.

5) EMAIL

For most companies, emailing an internal database can be a great way to promote content. If your emails are optimized for social sharing, you can benefit from word-of-mouth marketing from your own audience. Emailing segments of your current database will not only increase their engagement with your company, it will also generate new leads through the sharing power of your database, and according to Direct Marketing Association, email marketing has an ROI of 4,300%.

When promoting lead generation content, HubSpot's email team will create an email send around the time an offer is launched, encouraging folks to download and share the offer. Over the years, we've tested a lot of different things in our emails, ranging from subject lines to images in the email body. We found that we received a 31% increase in clickthrough rates by personalizing the email sender name. Additionally, including personalized content, using smart content to personalize email copy, and including images or animated GIFs in emails all tend to work really well. Of course it's best practice to always be testing different email formats to find out what works best for your particular audience. Small adjustments can make for big changes in conversion rates.

Our email team also uses new content in lead-nurturing campaigns where appropriate. Lead nurturing is a series of emails that new prospects receive after converting for the first time. This is a great way to get related content in front of an audience you know is already interested in a given topic.

Email segments of your own database about the content. In your email, encourage people to share the offer with their friends and colleagues. To make it easy, use social sharing buttons, and simply ask them to forward it along to friends who might be interested. To make the sharing button visually appealing, make it large and an eye-catching color. Make sharing fool-proof. Include a lazy tweet in emails, so that all people need to do is click once to share the tweet with their networks.

Finally, try reaching out directly to some friends and influencers in your industry or personal email database, and ask them to share the content with their audience if they found it valuable. To make it easier for them, have lazy tweets or email copy ready for them to use.

6) GUEST BLOGGING

When possible, we use a blog post on a relevant guest blog to help drive referral traffic to our offer. By guest blogging on related sites, you'll be able to increase awareness and link back to your content. This will help you reach a brand new audience, while also increasing the number of inbound links and long-tail promotion for your content. Just be sure that your blog post is high quality and that you're adding value in your post.

7) PAID PROMOTION & SOCIAL ADVERTISING

You can also use paid marketing opportunities to amplify the message you already have on social media. Social advertising gives you access to over a billion people, and allows you to target your specific audience. In fact, Promoted Tweets increase offline sales by 29% (*VentureBeat*). Here are some options for using your marketing budget to amplify your content:

Promoted content

1) Boost the engagement of an organic Facebook post by putting some money behind it. Make your ads very targeted to ensure your money is spent in the most efficient way. You can also use Facebook's Lookalike Audiences to promote content people similar to your fans.

2) Create Promoted Tweets on Twitter to appear in targeted users' news feeds or search results.

3) Use LinkedIn's Sponsored Updates feature to promote the Company Page update related to the content.

Retargeting

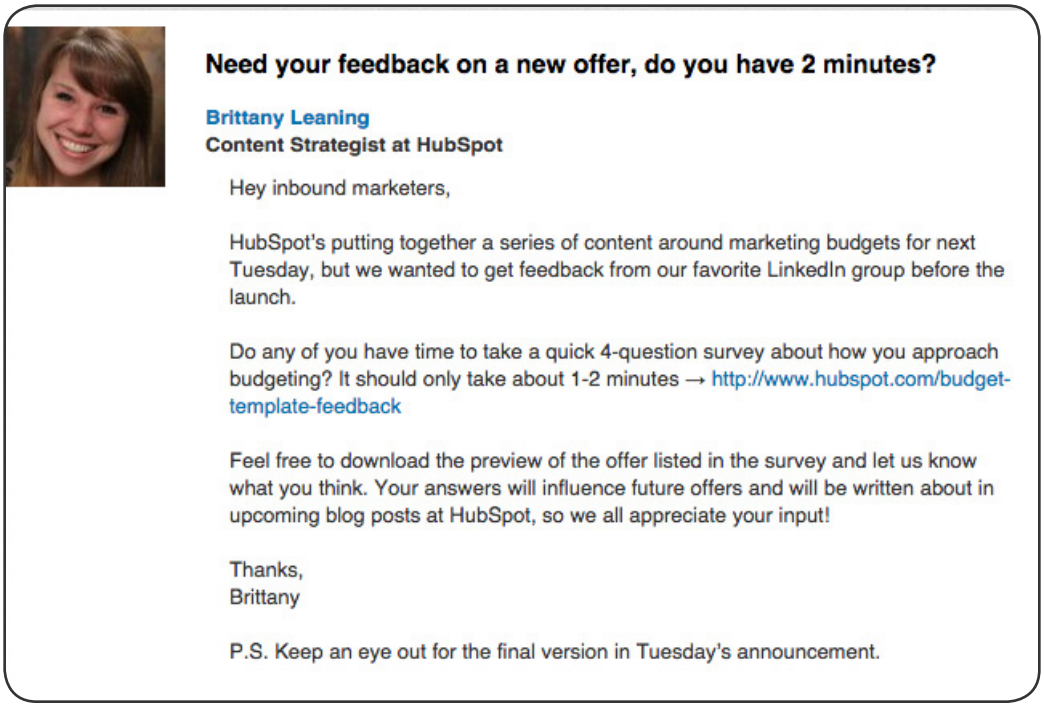
1) Audience = Current database

2) Goal = Downloads + Sharing

3) Use Facebook retargeting features (found in the Power Editor of the Ads Manager) to target people who have already viewed your site or are within your database. This is a great way to reengage people who are already interested in your company.

8) EXPERIMENTS

At HubSpot, we have also experimented with smaller campaigns around certain offers, with a main goal of increased lead generation and awareness. For example, we created an offer with eight budget templates. To increase engagement and participation, we tried emailing a small list of people we considered "influencers" in our database and also shared the inside scoop with the private Inbound Marketers group that we run on LinkedIn. We asked these influencers to share with us how they'd use budget templates in their jobs, and we would feature their tips on the ebook, and in the blog post following the offer. In return, we asked that they share the templates with their own audiences once the offer launched, thus generating more downloads!



Need your feedback on a new offer, do you have 2 minutes?

Brittany Leaning
Content Strategist at HubSpot

Hey inbound marketers,

HubSpot's putting together a series of content around marketing budgets for next Tuesday, but we wanted to get feedback from our favorite LinkedIn group before the launch.

Do any of you have time to take a quick 4-question survey about how you approach budgeting? It should only take about 1-2 minutes → http://www.hubspot.com/budget-template-feedback

Feel free to download the preview of the offer listed in the survey and let us know what you think. Your answers will influence future offers and will be written about in upcoming blog posts at HubSpot, so we all appreciate your input!

Thanks,
Brittany

P.S. Keep an eye out for the final version in Tuesday's announcement.

On another offer, we adjusted the main CTA in a kickback email to encourage sharing. Instead of sending them another piece of content from HubSpot in the email, we made the CTA a large image, asking if the viewer had one friend who might be interested in the content and encouraged them to share it with that one person. Initial results proved that this adjustment was successful.

If you're looking for something a little more out-of-the-box, here are some non-traditional experiments you can try:

Live event optimization

1) If you're hosting, speaking, or running a booth at an event, you should make sure to let some attendees know about your new content -- they might be high quality leads for your company.

2) Have a laptop or tablet open to the landing page at your booth. Encourage people to download the offer right there.

3) Create a short link for the content and include it in presentations of speakers at the event.

4) Put the short link on the back of business cards you will be handing out at the event.

Internal promotion

1) The reach of the employees within your company may be larger than you think. Capitalize on this, and make it easy for your employees to share your new lead gen content, too.

2) Send an internal email after the content is live. Include a brief explanation, link to the landing page and thank-you page, supply them with lazy tweets to use, and ask them to share the content with their audience on any social media platform.

3) Ask executives to send a special, personalized message to their audience (if it is relevant).

4) Reach out to influencers and VIP customers who have close ties with your brand and see if they'd like to contribute and share your content.

Remember that Chapter 2 of this ebook is meant to be a jumping-off point. Don't feel like you need to use all the items listed here every time you create something, or that you can't do things that aren't on this list. Every industry and every audience is different. These are just a few ways our team promotes our content -- and we'd encourage you to find other unique ways you promote content, then test these to see what worked and what didn't.

Chapter 3:

CAMPAIGN REPORTING AND ANALYSIS



Once a piece of content has been launched, it's important to look back and analyze what worked and what could have gone better. Do you remember the goals you set back in Chapter 1 of this guide? Well, you'll be revisiting those goals after you've launched your campaign to see if you actually accomplished them.

So where does one even start when measuring the success of an entire lead generation campaign? Refer to the table below to determine what you should measure with each of your offers.

At HubSpot, the primary goal for our offers tends to be lead generation. That being said, we use the Sources report and other HubSpot data to see which parts of our above promotional plan made the biggest splash in terms of lead generation. Using this information, we can now make adjustments to future campaigns. For example, if an email we sent did not generate many leads for us, we might consider spending less time emailing in the future and instead allocating more time to a channel that proved successful.

If your goal is ...	Look at ...
Website traffic	Website views compared to equal time period before the launch of your campaign
Branding	New followers, mentions, blog views & comments, and reviews
Lead generation	Leads generated by source from your specific campaign
Qualified leads (MQL/SQL)	Leads that turned into marketing qualified or sales qualified leads from your campaign, or the number of leads sales considers to be qualified
Direct sales	Revenue driven directly or indirectly from your campaign

When tracking your results, remember to hold your team accountable for what they agreed to take on during your team brainstorm meeting we mentioned in Chapter 1. If the offer creator agreed to write four blog posts to promote the offer over the course of two months, make sure each post is tied to your campaign so you can track down the numbers after those two months have passed.

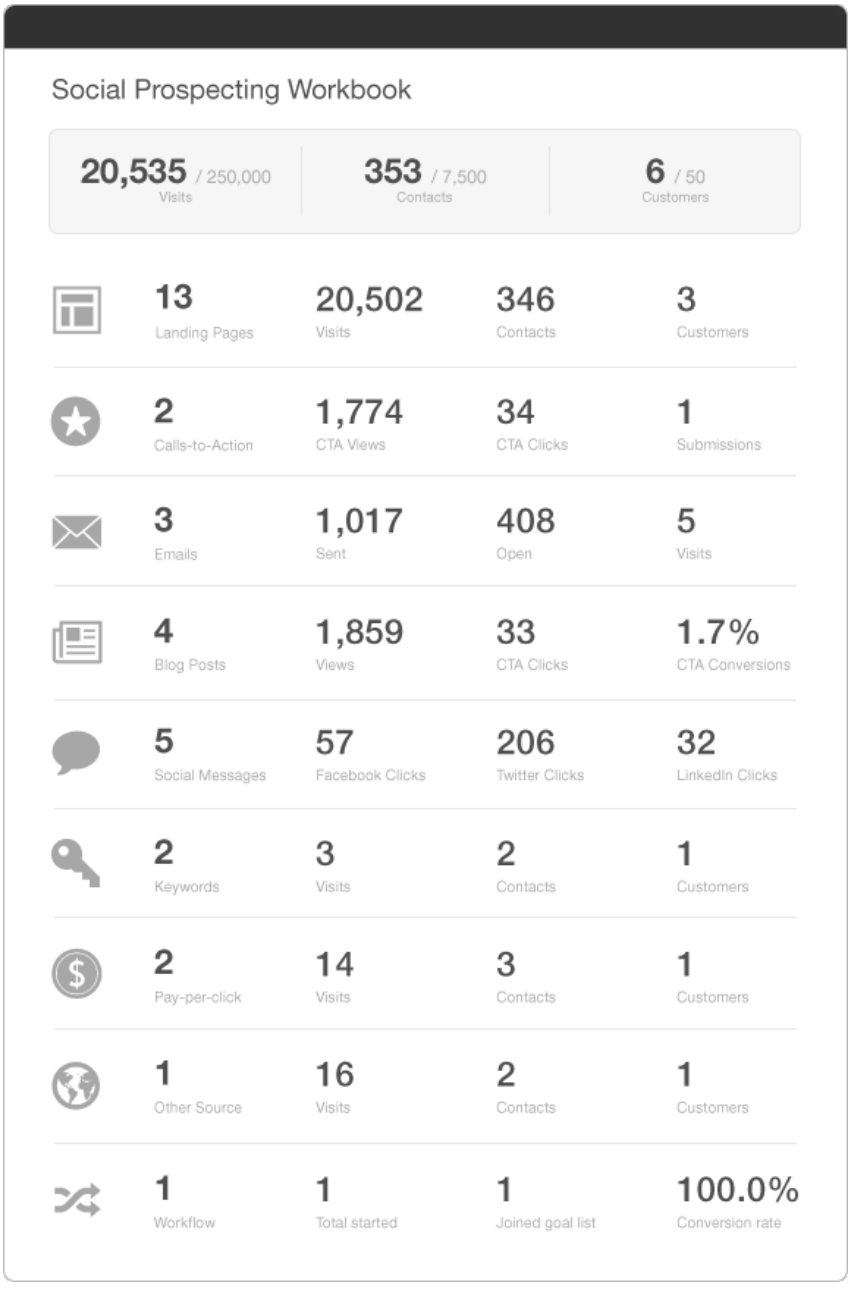
What's more important than the number of blog posts you publish or the number of emails you send, is the number of views, leads, or sales that you generate from your campaign. It's these real ROI numbers that will help you, your team, and your company move the needle and become successful -- not these arbitrary numbers such as number of blog posts. It's always better to work smarter, not harder.

However, setting a goal of four blog posts or two emails should help you reach a specific goal if you have a general idea of how many visits, leads, or sales each of those channels could generate for you. Of course, the only way to know this is from past experience, so you'll have to continue to experiment with the way you promote your content so you can reach new benchmarks and hit more aggressive goals in the future.

Measure team-wide success and how well your campaign performed overall, but also break down those more general goals into specific goals and see how well you did with each individual channel. If you understand how each moving piece of a campaign is performing, it'll be easier for your team to hold each other accountable and for you to pull specific levers if you need them. For instance, if you've just discovered that email is absolutely rocking this month, but social media isn't performing very well, you can put more time, energy, and maybe even money into email to get a much better return on your investment.

HubSpot's software actually allows you to do just this -- breaking down each piece of a campaign to see which performed best, but also measuring your campaign as a whole to compare offers against each other. To learn more about how HubSpot's software can help you create successful campaigns, click here or jump to the next page.

Let's Create a Campaign.



High-level goals.

By setting goals in the Campaigns tool, it's not longer a mystery how your marketing is achieving the goals you've identified for each individual campaign.

Central campaign management.

Because HubSpot is an integrated marketing software platform, you can easily manage your entire marketing campaign and all the pieces from one, easy-to-use app.

Make reporting a breeze.

No more time wasted trying to cobble together reports. HubSpot's integrated analytics make it easy for marketers to take all content from a marketing campaign and easily compare it across channels.

SEE HubSpot'S MARKETING SOFTWARE



Conclusion

In this essential playbook for promoting your marketing content, there are three phases or takeaways that you should remember. First, make sure you have a meeting with your team to set goals and plan and organize your campaign a few weeks out. During this time, you'll also need to optimize your offer, landing page, and launch blog post to make sure you're getting the most bang for your buck. Once you have your promotional plan in place, you need to actually launch your offer by coordinating promotion across various marketing channels. Some of the levers you can pull here include social media promotion, blog posts about the offer, Click to Tweet buttons throughout your content, influencer outreach via email, and much more.

Finally, you'll need to determine if you actually hit your goals and measure the success of your campaigns. Once you know how an offer performed overall, and how well each channel performed with promoting that offer, you'll be able to significantly improve your campaigns for the future based on what worked and what didn't for your audience.

Now go create a successful campaign for promoting your marketing content!

Rate This Content & Help HubSpot Improve

HubSpot believes in creating content for you (not for us) - so what did you think? Submit a 1-10 rating in a matter of seconds. Your feedback goes directly to our content team.



Click to Rate