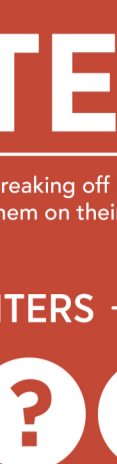


HOW TO SOCIALIZE A BLOG POST



YOU JUST WROTE A **BRAND SPANKING NEW** BLOG POST!

NOW WHAT?



STEP 1

SPLINTER

Content Splintering is the process of breaking off bits and pieces of your content and sharing them on their own.

TYPES OF SPLINTERS



HEADLINES QUOTES IMAGES QUESTIONS STATISTICS

STEP 2

VISUALIZE

Visual content is necessary to drive engagement and clicks on social media.



WAYS TO VISUALIZE



QUOTE BOXES IMAGES INFOGRAPHICS GIFS SCREENSHOTS

STEP 3

BROADCAST

Before you start sharing your post all over the internet, you need to create the proper links. You cannot optimize what you don't measure, right?

UTM PARAMETERS

UTM parameters are simply tags you add to a URL — when your link is clicked, the tags are sent back to Google Analytics and tracked.

```
http://www.yoursite.com/post-title/?utm_source=1 &utm_medium=2 &utm_content=3 &utm_campaign=4
```

1 THE SOCIAL NETWORK: TWITTER, FACEBOOK, LINKEDIN, ETC.

2 THE DISTRIBUTION METHOD: ORGANIC/FREE, PAID

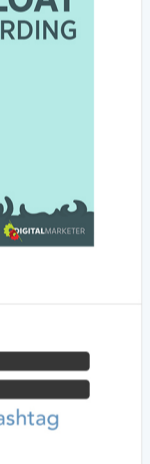
3 USE YOUR POST EXTENSION OR SLUG

4 WE USE ONE OF THE FOLLOWING OPTIONS HERE: ORGANIC-CONTENT-DISTRIBUTION FACEBOOK-BOOSTED-CONTENT

Here's an example final UTM link:

```
http://www.digitalmarketer.com/get-more-social-media-traffic/?utm_source=facebook&utm_medium=organic&utm_term=facebook-fans&utm_content=get-more-social-media-traffic&utm_campaign=organic-content-distribution
```

THIS IS ONE **LONG LINK**

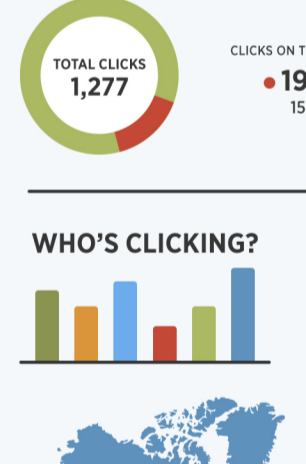


Use Bit.ly to make shortened links for sharing.



Here's what that same link looks like as a Bit.ly:

```
http://bit.ly/1MnxiB0
```

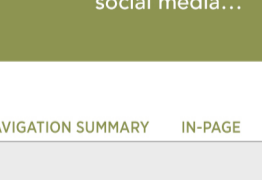
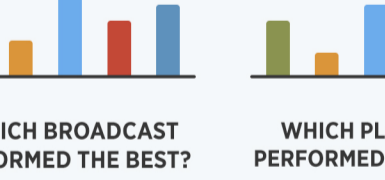
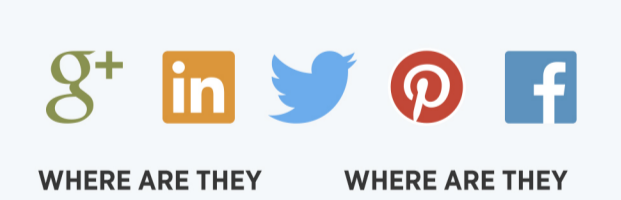


NOW YOU'RE **READY TO SHARE**

STEP 4

TAG

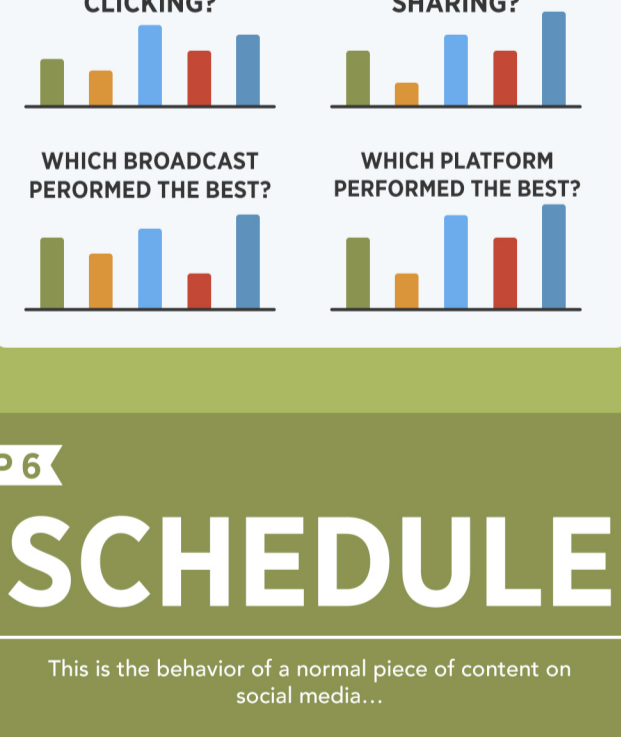
When broadcasting a post, tag people, brands, and hashtags wherever it makes sense.



STEP 5

MONITOR

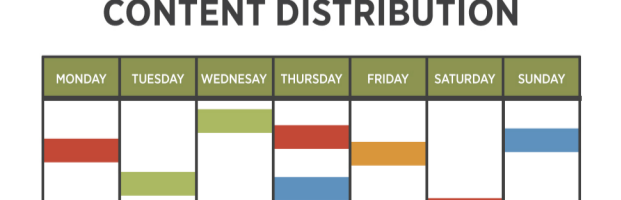
Most of the social media action will occur in the first 48-72 hours. Use Bit.ly to monitor immediate performance.



STEP 6

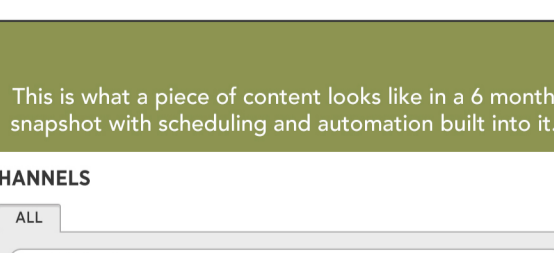
SCHEDULE

This is the behavior of a normal piece of content on social media...

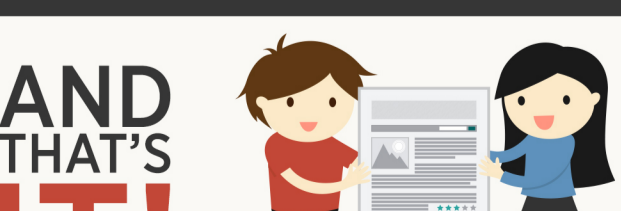
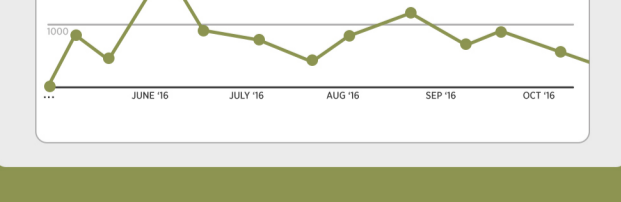


Scheduling your content into a social media management tool results in perpetual sharing and content distribution with no action needed from you after loading it into your library. (We use MeetEdgar)

CONTENT DISTRIBUTION



This is what a piece of content looks like in a 6 month snapshot with scheduling and automation built into it.



AND THAT'S IT! THAT'S OUR 6-STEP PROCESS FOR SOCIALIZING A BLOG POST

