

BACKLINKO

PROMOTE YOUR CONTENT WITH
THE CONTENT ROADSHOW

WORKSHEET

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So you know that you need to embrace content promotion.

If you don't, your content doesn't stand a chance of generating links or ranking in Google.

After running hundreds of tests, I've developed over 15 promotional strategies that work like gangbusters.

And I mentioned one of them -- The Content Roadshow -- in today's video.

Of course, The Content Roadshow is just one of the many content promotion techniques that I used to promote my 17 list building strategies post. But it's one that helped my content get some early buzz, shares and traction.

Now:

As you saw in the video, promotion is just one part of The WASP Method. For content promotion to work for you, it's important to also leverage the "W" "A" and "S" parts of The WASP Method that I covered in the video.

(If you haven't seen the video, I recommend watching it before moving on. Otherwise The Content Roadshow might not work for you).

With that:

You can use The Content Roadshow to promote a great piece of content that you already have on your site... or you can create something new just for this.

Now it's time to jump into the step-by-step process.

1 Step #1: Find People That Are Interested In Your Content

The reason we start here is simple:

If you want people to share YOUR content with THEIR audience, you need to find the right people.

Now who are the right people?

People that are already interested in your content!

How can you find them? First, do a Google search for your content's topic. Once you've searched for your keyword, go through the first 7 pages of results.

You want to eliminate any sites that:

1. Look spammy
2. Are mega authority sites (like Wikipedia, Forbes etc.)
3. Don't have an author listed (for example, eHow, Dictionary.com etc.)

List the URLs to quality content that you find here:

ARTICLE URL

2 Step #2: Find the Person That Wrote the Content You Just Found

Now that you've separated the wheat from the chaff in Google's search results, it's time to find out WHO wrote the content on your list.

In most cases, this is simple.

90% of the time their name will be in one of two places:

1. The author byline at the top of the article
2. An author byline/description at the bottom of the article.

If there's no author listed, no big deal. In that case, just head over to the site's contact page. If

there's an email listed there, you can put that email as their name for now.

And if there's no email listed on the contact page? Just paste the URL of their contact page into the "Name" field below.

List the names of the people you find (and the URL of their article) here:

NAME	ARTICLE URL

3 Step #3: Find The Person's Email Address

You're making a lot of progress. Let's keep rocking.

The goal of The Content Roadshow is to get your great content in the hands of people that are interested in your topic.

You've already found these people from the work you did in steps 1 and 2.

Now it's time to get in touch with them.

And to do that, you need their email address.

How?

I recommend 3 tools: <http://voilanorbert.com/>, <https://hunter.io/> or <https://anymailfinder.com/>.

All 3 tools work the same way: All you need to do is enter the person's name and website into the tool, and if the person's email is in their database, they'll show it to you.

Now:

If you don't find a match for some of the people on your list, no worries. Just add the contact page URL (for example: site.com/contact) or generic ("info@") email to the "Email" field below.

NAME	ARTICLE URL	EMAIL

4 Step #4: Reach Out With a "Feeler" Email

Now it's time for the fun stuff!

Reach out to the people on your list using this tested script:

Subject: Quick question

Hey [Name],

I know you get a ton of emails, so I'll keep this short.

[Something personal that shows that you know that they're interested in your content's topic]

And I'm publishing a piece of content about [Topic] soon. So naturally, I thought you'd be interested.

Would love to get your quick feedback on it... mind if I send you the link?

Cheers,

[First Name]

(Note: Notice how the template has plenty of room for personalization. This is KEY. The more you personalize your outreach emails, the better they'll perform. So make sure to add as much personalization as you can. Or, in some cases, if you see an opportunity to write something 100% unique, throw the template out the window)

Personalized Example:

Subject: Quick question about Backlinko

Hey Brian,

I know you get a ton of emails, so I'll keep this short.

I know that you're considered "the link building guy" in most SEO circles. And man, The Skyscraper Technique was a game changer for me (one "Skyscraper post" increased my traffic by 47%).

And I'm publishing a new link building case study soon. So naturally, I thought you'd be interested.

Would love to get your quick feedback on it... mind if I send you the link?

Cheers,

[First Name]

5 Step #5: Follow Up and Send Your Content

If you followed the steps up to this point you should have received at least a few replies to your feeler email.

As soon as you receive a reply, follow up with this script:

Great!

Here's the link to the post: [URL]

Let me know what you think :)

Thanks!

Note that you're not asking for a share or link here. You're just asking for their opinion (remember: people LOVE giving their opinion!).

Trust me: if someone likes your content they WILL share it. There's no need to even ask.

And if you get your content in the hands of enough people, you'll get significantly more shares and backlinks to your content.

That's all there is to it.