

A Content Amplification Checklist

A step-by-step process to ensure that you're getting the most out of your content marketing efforts online.

Based on the article by Chris Auman

Please visit the following link for a detailed exploration of the items on this checklist:

<http://www.sanctuarymg.com/amplify-content/>

Introduction

Creating content will only get you so far. I've felt this frustration first hand as I've labored over a large piece of content and then watched with disgust as nobody discovered, shared or engaged with what I had to offer. Even though you might create the most amazing, valuable and cutting edge content, it's hard to get the word out to those who care if all you're doing is writing and publishing to your blog.

It's possible that your content could be a good long term investment as you show up in the search results over time. But you're likely not getting that big boost that you need. You're likely not getting the full ROI out of your investment. Creating great content takes time. It's your own blood, sweat and tears that you're producing and, if you're like me, you have limited time to invest. You **HAVE** to make it work for you and then some.

I'm hoping that this checklist and the accompanying article will help you take a big step in the right direction and 'amplify' your content marketing in the future.

Chris Auman - Sanctuary - A Digital Marketing Group

Step 1: Planning Content

- ___ Plan to produce amazing content that will reach your target audience.
- ___ Decide how you'll measure success.
- ___ Define your call to action(s) within your content. What do you want people to do other than read the content?
- ___ Research content and articles around your topic. Learn as much as possible.
- ___ Read many articles and take notes. Then read some more.
- ___ Research your competition. Learn who and what you're up against and determine if more content is really needed on this topic.
- ___ Decide if you can realistically handle creating skyscraper content on this topic.
- ___ Document topic thought leaders and their contact information as you're researching your topic.
- ___ Document article links and other information that you can link to within your content as you create it.
- ___ Organize your notes into an article outline that includes how you'll organize your content, what articles you might link to, what influencers you'd like to mention, etc.
- ___ Plan out your basic assets and how they've be placed throughout your content (Images, videos, download, infographics, etc.)

For more information, read [5 Tips to Nail Planning Your Content Marketing Campaign](#).

Step 2: Creating Content

- ___ Commit. You have to be willing to create content that is better than anyone else covering your topic. Anything less is a waste of your time if you want to successfully amplify your content.
- ___ Integrate quotes, stats and links to related articles. This gives your work credibility and it allows you to recognize and connect with others in your niche.
- ___ Add shareable, quotable “Click-to-Tweet” sections.
- ___ Optimize your content based on the core SEO best practices.
- ___ Optimize your content for Social Media Open Graph Tags and Twitter Cards.
- ___ Create supporting videos that cover the highlights of your topic.
- ___ Offer graphics that can be informative and easy to reference and share.

Read [The Secret to Ensuring Your Amplified Content Isn't Just Click Bait](#) for more helpful tips.

Step 3: Publishing Content

- ___ Establish and distribute RSS Feeds.
- ___ Setup XML Sitemaps on-site and with Google and other search engines.
- ___ Integrate ways to make sharing easy on every page.
- ___ Test that your content look great on mobile devices and across popular browsers.

Step 3: Amplifying Content

- ___ Post to social media sites.
- ___ Plan to post multiple times in creative ways.
- ___ Mention and link to people in your article multiple times.
- ___ Use #hashtags so people interested in your topic can discover you.
- ___ Utilize best practices for each specific social platform.
- ___ Distribute your content, video and photos to any and all sites beyond your own.
- ___ Distribute your content via email in the form of a newsletter, etc.
- ___ Link to your content from other relevant pages on your site to increase awareness.
- ___ Repurpose and expand your content.
- ___ Create an e-book from your content.
- ___ Create more detailed articles from each section of your main article.
- ___ Create an audio version of your article, or a Podcast.
- ___ Consider how you can use partners and friends to distribute and amplify your content.

Step 3: Amplifying Content (Cont.)

- ___ Pay to promote your Tweets and engage new followers.
- ___ Pay to boost your Facebook Posts and engage new followers.
- ___ Expand advertising to other targeted/niche social media sites like LinkedIn.
- ___ Use Content Amplification Services such as Outbrain.com.
- ___ Explore Paid Email Advertising.
- ___ Promote your content using Search Engine Advertising (Google Adwords, etc.).
- ___ This is an evolving medium. Keep learning and trying new things.

Read [Content Amplification in a Nutshell](#) for more helpful tips.

Step 4: Outreach and Link Building

- ___ Use a tool like Majestic SEO, Open Site Explorer or ahrefs.com to export links to your competitors content into a spreadsheet. This shows that these people are interested in this topic and willing to link.
- ___ Weed out the junk so you only have solid prospects.
- ___ Email them with a very personal, targeted compliment or suggestion and suggest that they read and possibly link back to your content. Most people will not respond, but you should get enough links to make this worthwhile.
- ___ Keep in mind, even a small number of quality links could return huge value.

Step 5: Advanced Tactics

- ___ Explore Relationship Marketing.
- ___ Explore Influencer Marketing.

**Thanks for downloading our
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[Visit our site for more information on Content Amplification.](#)