

Ultimate Content Marketing Distribution Checklist

by Heidi Cohen

Directions: Use this Content Marketing Distribution Checklist as a guide to ensure you've used all relevant options for each piece of content you create and distribute to various audiences. Check off and make notes to keep track of your distribution. For full details, please view:

<http://heidicohen.com/content-marketing-distribution-checklist-37-options/>

Owned Media Content Marketing Distribution

- Website
- Website messaging functionality (Drift)
- Blog
- Email newsletters
- Product pages
- Microsites
- Mobile apps
- Landing pages
- Personal outreach
- Webinars
- Other on-site options (HelloBar)
- Exit intent software (OptinMonster and Sumo)
- Sales emails
- Sales collateral
- Employee email signature files
- Team collaboration tools (Slack)
- Customer service emails
- Purchase email
- Internal communication

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Owned Media Content Marketing Distribution (Continued)

- Internal brand ambassadors
- Agencies, consultants and freelancers
- Micro-Influencers
- Print content magazine
- Business cards
- Catalogs
- Print newsletter
- In-store handouts
- Receipts
- In-store signage
- Annual report

Other notes:

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Social Media Content Marketing Distribution

- Facebook
- YouTube
- Twitter
- LinkedIn
- Instagram
- Google+
- Pinterest
- Slideshare
- Tumblr
- LinkedIn Publishing
- Medium
- Niche social media options
- Reddit
- Quora
- Forums and older options
- Communities (Inbound.org)
- Curation options (Flipboard and Scoop.it)
- Social sharing buttons
- Social media advertising

Other notes:

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Third-Party Media Content Marketing Distribution

- Search optimization (Include mobile and voice)
- Amazon
- iTunes.
- Play Store or Play Books (Google's Android store)
- Guest blog posts/podcasts
- Regular third-party media column
- One-off article on third-party media entity
- Conference presentations
- Tradeshows
- Live events
- Associations
- Local business organizations
- Intermediaries
- Influencer outreach
- Paid search
- Sponsored content
- Advertising
- Press release
- Email exchange

Other notes: