8 Things To Do
After You Publish Your Next Blog Post

Whether you've been publishing regular blog posts for years or you're just getting started, your work isn't finished when you hit "publish."

Follow these steps to ensure your post reaches the most (and best-qualified) eyeballs.

1. Double check the basics

- Is your post formatted correctly?
- Are there spacing problems, typos, or missing words?
- Have you included links to relevant blog posts (both your own and others')?
- Is there a call to action and/or a way for the reader to contact you?

2. Join the conversation

- Publish updates about your post on your social media properties with a shortened, trackable URL. Don't just regurgitate the header, give the reader a good teaser about why they should read on.
- Use a great photo.
- Schedule pre-written follow-up social posts to give it a boost in the coming days and weeks.
- Syndicate your post to a carefully selected group of industry-specific blogs, forums, or sites.

3. Distribute internally

- Ask your colleagues to share the post with their social networks. Send a distribution email with links and suggestions for pre-written posts to make it easy. And, make sure you have an RSS feed set up. Be sure to comment, like, and share any feedback that is relevant.
- Syndicate your post to a carefully selected group of industry-specific blogs, forums, or sites.

4. Include your colleagues in sales

- Distribute new content to the sales team. They can use it to nurture new prospects while sustaining and increasing goodwill with existing customers.

5. Fire up your friendlies, or the usual suspects

- You know those folks who *always* share, like, or talk about your posts? Tap them for distribution, too. Let them know: "Hey, I noticed you've got lots of contacts who might find this piece of content helpful. Please feel free to pass it along!" Be sure to thank them afterward with a shout out on your various social properties.

6. Consider your options for repurposing

- Ideally, this is something you should start considering when you begin developing an editorial calendar. Think about how a given post could be repurposed. Could it become a checklist or infographic, or serve as the source idea for a white paper?

7. Update existing prospecting material

- Make sure you replace any older or outdated material being linked to in drip programs, etc., with the newbie.

8. Track, measure, report, and glean lessons

- The importance of this step can't be overstated — *track your post by attaching a shortened, trackable URL to it.* At a minimum, use a link tracker like bit.ly or a comprehensive social media sharing tool like Buffer or Hootsuite. For more savvy marketers, a marketing automation platform can help you gain even more insight.

Much of the important work happens *after* you publish. Tackle this list for blog post success.

Checklist derived from the original blog post on Marketing Trenches, "The Most Important Things to Do After Publishing Your Next Blog Post."