

HOW TO USE Content Syndication To Boost Your Subscribers *In No Time*



It seems like everybody tells you to promote your blog post. *Yeah, yeah.*

So what's the best way to get the most bang for your buck? Content syndication is at the top of our list. Unlike other promotion strategies, by the time you're ready to syndicate your content, 95% of the heavy lifting is complete.

Step 1: Publish a great post.

Great content is like a great work of art. It's hard to define, but you know it when you see it.

Detailed How-To Post

- Read the top search results for your topic to understand what others are saying about it in great detail.
- Write the post to be as descriptive as possible including every little detail about how to achieve a task.
- Explain how to do every step without fail. Make it clear, yet robust enough to be better than any other source on the topic.

Personal Experience

- Determine your audience's biggest challenges with the topic you're going to cover.
- Explore all the possible solutions to the challenges.
- Use your personal stories to explain how you overcame the challenges.
- If you're writing for an audience unlike you, use anecdotes and metaphors.
- Share your vulnerability to help your audience open up and identify with your struggles.

What are some struggles you have that you can share with your audience?

- 1.
- 2.
- 3.
- 4.
- 5.

Case Studies

- Use key data points from the case study in your headline to inspire interest.
- Write on an overdone topic with a new angle using only real examples and proof to offer helpful advice.

Write your case study:

1. Identify the problem, issue, challenge, or opportunity.
2. What did the customer or client do about this?
3. What did you do?
4. What did you deliver?
5. Did this work?
6. What are the measurable benefits for the customer or the client?
7. Within business-to-business content, how did this impact the customer's own clients?
8. What can the customer/client now do in terms of its own market segment that it couldn't do before?
9. What are the future opportunities for the customer/client?
10. What experience and capability do you now have as a result of this work?

Step 2: Create bonus material.

Complement your blog posts with bonus content to entice readers to give you their email address.

- Write your blog post first, then review it to understand how you could repurpose those messages into different formats.
- Consider checklists, templates, guides, e-books, infographics, tear sheets, worksheets, and mind maps to enhance the messages from your post.
- Research the keyword of your post plus the bonus content format you're considering with tools like Google's keyword planner. It will give you a sense of what people are searching for, so you can get even more organic search traffic to your post for your bonus content. The bonus here is that all traffic for this keyword will likely convert into subscribers. Eg. social media plan (core keyword) + template = social media plan template (secondary keyword)
- Consider bundling several types of bonus content into a larger giveaway to influence higher conversions.
- Use a source like Fiverr to find a professional designer to polish up your bonus content with a professional design.

Step 3: Turn your post into a lead magnet.

Optimize your original post to convert the referred traffic from your syndicated content.

Exclusive Blog Bonus

- Use a tool like LeadBoxes from LeadPages to turn your bonus content into a giveaway in exchange for an email address. With text, embed this right inline in your post.
- You can also use a tool like LeadPages to build exclusive landing pages to give away your bonus content.

Customized Email Capture Form In The Footer

- Use a tool like the Thrive Leads WordPress plugin to provide your bonus material at the end of your blog post. People who read to the end of your post will likely want additional content.

Targeted Opt-In

- Offer your bonus content in a welcome popup relevant to your post. LeadPages' LeadBoxes, OptinMonster, and tools from SumoMe all work well for this sort of free offer.
- Offer your bonus content as an exit intent popup that readers see upon exiting your blog. The same tools above work well for this.

Step 4: Find a blog to syndicate the content to.

Look for syndication opportunities from these common sources:

- Business2Community
 - Social Media Today
 - Business Insider
 - BizSugar
 - AllBusiness
 - Huffington Post
 - The Energy Collective
 - The Social Customer
 - Sustainable Cities Collective
 - SmartData Collective
 - Sustainable Business Forum
 - HealthWorks Collective
 - The Customer Collective
 - MyVenturePad
 - Governing People
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- Search for "This blog was originally published on" to find blogs that syndicate.
 - Search for "Sites accepting syndicated content" to find list posts from bloggers who've already done the research for you.
 - Republish on LinkedIn Publisher for a quick win you can easily do today.

Step 5: Pitch the editor.

By doing a Google search, you should be able to find the name and email address of the editor that fits your niche.

- Establish a relationship with the editor beforehand if at all possible. Consider providing a guest post you haven't published anywhere first, then asking for the privilege to syndicate.
- Try cold outreach after you find the name and email address of the editor that fits your niche. Use a script like this to inspire your email:

Subject: Syndicate This Post About Guest Blogging

Hi (name of blog editor),

I wrote the following post which details a step-by-step guide to getting a guest post accepted on a popular blog. I leave absolutely no stone unturned and I think that SteamFeed.com readers will love it.

Here's the link: (include the URL)

If you enjoy it, I'd love to see it republished on your blog.

Greg

Tip: Research the editor of the blog or who you are pitching to. One of the biggest turn-offs for editors is seeing that the person asking you for a favor didn't even take the time to look up your name.

Step 6: Rewrite your conclusion.

The only change to make from the original post to the syndicated post is the conclusion. Build in a call to action so that people will get even more information on your topic that really sells your bonus content.

- Use Bryan Harris' strategy from guest posting applied to your syndicated piece (it's really a guest post anyway—just republished):

Now It's Your Turn

Let's be honest. The only way guest posting can work for your business is if you take the steps you've earned in this post and put them to use.

So, to do that, I've created the Guest Blogging Toolkit to make this as easy as possible for you.

- **First**, I've created a list of 101 blogs accepting guest posts in 10 different markets.
- **Second**, I've created the Guest Blogging Quick Start Guide. This is checklist of everything that you need to get your first guest post up and running immediately.
- **Finally**, I'm giving you my Traffic and Conversion Swipe File. This is my best performing byline and landing page. Steal them and put them to use in your business now.

Sound good?

It's completely FREE, just [Click Here and you can Download the Toolkit Immediately](#)

The first thing you want to do is wrap up the post (pink box).

Next, you want to introduce the "Exclusive Blog Bonus" that you created for the original post. If you look at the green box, you'll see three bullets to let people know exactly what they are going to get.

Finally, you need a call to action. LeadBoxes from LeadPages is great for content upgrades so that people can download the bonus directly from the syndicated blog. They don't have to go to a landing page!

Step 7: Create a landing page

1. A relevant offer:

Instead of sending your readers to a generic landing page, create an irresistible ad that will inspire readers to download your bonus content.

2. Personalize it:

If you finish a post for Social Media Examiner, on the top of the landing page write "Welcome Social Media Examiner Readers."

There are many tools to help you create landing pages including LeadPages, Instapage, Unbounce, and more. Choose one and get creative!

Step 8: Write your byline

A byline should answer 3 questions:

- Who are you?
- What do you do?
- Where can I learn more about you?

For instance, Greg's byline is:

Greg Digneo is the founder of Birchfield, a software company that helps content marketers build their email list through referrals. We are in beta. [Click here for early access.](#)

Include a link to your bonus content here for another opportunity to convert traffic from your syndicated content into subscribers.

**When you're ready to plan awesome content, try CoSchedule.
It's your marketing calendar for everything.**

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule interface within a WordPress blog. At the top, there are navigation tabs for 'WordPress Blog', 'Schedule', and 'Settings'. The 'Schedule' tab is active, showing a calendar grid with columns for each day of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid contains several scheduled posts, each with a time slot, a title, and a social media icon. For example, on Monday, there are three posts: '5 Tips For Writing Better Blog Headlines' at 8a (Marketing), '5 Tips For Writi' at 8a, and 'Don't Miss: 5 T' at 9p. On Tuesday, there is a post '5 Tips For Writi' at 8a. On Wednesday, there is a post 'Schedule Your Blog Like a Content Pro' at 4p (Content Planning). On Thursday, there is a post 'Schedule Your' at 8a. On Friday, there is a post 'Grow Your Audience & Traffic Now' at 10a. On Saturday, there is a post 'Grow Your Aud' at 9p. A large CoSchedule logo is overlaid on the right side of the calendar grid.