
Promote Your Content & Attract More Traffic



Introduction: Content Is Everywhere

How often do you create content? Do you have a regular schedule for content creation or do you just wing it and hope somebody likes it?

Where do you currently publish and promote your content? Are you using more than just your blog? Are you producing content in various formats to attract more people?

These questions about content creation and content promotion go hand-in-hand because you can't promote your content if you don't have any created.

Sure, you can share links to other people's content on social media – and there's a time and a place for that kind of promotion. But if your entire plan is to direct your followers to other people's websites, videos, or podcasts, then why should your followers stick with you?

Busting Through the Writer's Block Mentality

Many online business owners are plagued with the mindset of, "I don't have anything new to say," or "I don't know what to write or talk about."

These negative thoughts will make content creation more difficult so let's turn it around and recognize that content ideas are all around you; you just need to look for them.

Pay attention to what's happening in the news and your niche. What's the hot topic in your industry? Write about it. What's a breaking news story that is close to your heart? Do a livestream video.

Look around your own business for clues of what people want to know. What are the most frequently asked questions about your services? Create an infographic answering these questions.

What shortcuts have you found that save you oodles of time and would be helpful to your followers? Create a small report for your list and make an opt-in page. Encourage your subscribers to share that opt-in page with friends or colleagues who might find the information helpful.

Scan your past blog posts and videos and make notes about what should be updated with current information or new strategies. Look through your short reports or eBooks and choose sections that can be recorded as videos, audios or rewritten as blog posts.

Ask your audience what they want. Instead of guessing about their needs, simply ask them with a Facebook poll or a more structured survey. You might just be surprised at the responses you receive.

As you can see, this is just the tip of the iceberg when it comes to finding content ideas. It's a mix of paying attention to your clients, your social media audience, and the world around you.

Don't Be Afraid to Promote ALL Your Content

Content creation is about growing your name recognition so more prospects become interested in your coaching packages and your products.

But think of how many MORE people you could attract if you promoted more than just your blog. Your audience members are composed of those who prefer visual references, audio, and reading. Not everyone consumes content in the same way so now we'll focus on how to attract each of those learners with your different content formats.

Step 1: Discover Where Your Audience Is

No matter how awesome your content is, if you're sharing it on LinkedIn and your market spends all their time on Instagram, you won't get any traction.

But first things first: Do you know *who* your audience is? Have you created a client avatar with their unique demographics? This is a detailed representation of who your services, coaching packages, and signature products are geared towards.

Client avatars can change over time so even if you have done this exercise in the past, review your avatar and make any necessary changes.

The more details you identify about your ideal client, the more receptive they'll be to your marketing, so make note of their pain points, their income level, their daily struggles, etc.

Once you know who you're marketing to, now you need to discover *where* they hang out. If you're a life coach marketing to mothers who are going back into the work force, chances are high that you won't find them on LinkedIn, which is for more professional, corporate networking.

Instead, you'll want to keep Facebook, Instagram, and Pinterest in mind for that market. These platforms are where you'll be more likely to discover your ideal clients.

However, if you're a business coach for executives with 7-figure businesses, then LinkedIn would be the best place for you to share your content and make new contacts while Facebook may not be all that beneficial for you.

Of course, you don't have to guess where your followers and subscribers like to hang out. You can ask them! Ask which social platforms they use most frequently. Ask if they listen to podcasts and if so, which ones.

Ask if they read blogs regularly and if so, which ones. If you belong to any Facebook Groups that cater to your niche and ideal clients, ask them these same questions.

The key is to find those platforms where your audience naturally gravitates toward so you can meet them there with answers to their questions or problems.

Randomly promoting your content across all social platforms and hoping it resonates with someone is NOT a plan; that's a waste of time which rarely yields any kind of results.

Using Facebook Business Manager for Research

One way to validate some audience demographics is by using the Facebook Business Manager. This tool is primarily for selecting who should see your Facebook ads but it also aids in your market research.

Do you know how large your target market is? It's one thing to know who your ideal client is but another to know if the market size itself is big enough to make any money.

Use the Ads section within the Facebook Business Manager to input your demographics. For example, if your audience is women between the ages of 25-45 who live in the northeastern US, you'll see an audience of 3 million people.

While the idea of selling to 3 million women is tempting, niche your group to a smaller number who will see and appreciate your content.

Exercise: Create your client avatar; or review your avatar for changes if you already have one

| CLIENT AVATAR | |
|---|--|
| Describe your ideal client using specific details/demographics. | |
| Name, Marital Status, Income, Location | |
| Pain Points, Daily Struggles | |
| How can you help? Can you solve their pain points or struggles? What do you have to offer? | |
| CLIENT STORY | |
| Write a story about your client avatar, their struggles, their wishes, and how you can help them. | |
| | |

Exercise: Survey your audience

| WHO TO ASK | NOTES |
|--|--|
| <ul style="list-style-type: none">○ Email list○ Social media followers○ Past clients/customers○ Facebook group members*○ Mastermind group members* | <p>*only ask these members if they are part of your target market</p> <p>Take a look at SurveyMonkey for creating surveys.</p> |
| QUESTIONS TO ASK | |
| <ul style="list-style-type: none">○ Which social platforms do you use most frequently?○ Do you listen to podcasts?<ul style="list-style-type: none">○ If so, which ones?○ Do you read blogs regularly?<ul style="list-style-type: none">○ If so, which ones?○ Do you belong to any Facebook or LinkedIn groups?<ul style="list-style-type: none">○ If so, which ones?○ What type of content do you prefer?<ul style="list-style-type: none">○ Blog post/report○ Podcast○ Video○ Infographic | |
| BEST PRACTICES FOR CREATING SURVEYS | |
| <ol style="list-style-type: none">1. Know your target market.2. Write in clear, easy-to-understand language.3. Keep questions short and unbiased.4. Ask one question at a time (avoid the word “and” in your questions). | |

Step 2: Design Your Strategic Content Plan

Every piece of content has a job to do, whether it's selling your hot new coaching program or encouraging people to join your mailing list. It pays to have a plan, rather than just waiting for inspiration to strike.

Start off with creating a content inventory list (this is a great project to delegate to a virtual assistant).

Divide each piece of content based on format (video, audio, blog post, email, etc). Then categorize each piece based on theme or topic.

Also make note of where each piece is located (blog URL, Vimeo or other private storage service, guest blog URL, etc).

It sounds like a daunting task but you'll be grateful to have the info in one place when you're putting your promotion schedule together.

Now look at your calendar going forward and think about how much content you can produce realistically. Once per week or 5 times a week?

Can you afford to outsource this content creation? Which format(s) will you produce? What calls-to-action will you use? Do you have products or affiliate products to promote in the call-to-action?

Remember, your market research will tell you which formats are most popular among your audience so don't get overwhelmed thinking you need to utilize everything. Focus on where your ideal clients are found.

Do you plan specific topics or themes for each week or month? Planning is often easier when all your posts for the month revolve around one theme.

Working with a theme also makes choosing offers for your calls-to-action easier. How do you choose a theme? Revisit your market research. What topics does your audience want to know more about? Center that month's content on that particular topic and continue working forward on your editorial calendar.

You want to design a comprehensive editorial calendar which tracks the types of content you'll produce and the deadline for publishing it.

Once you get into this habit of planning, you'll be able to work further in advance, with reasonable deadlines and less stress because you know exactly what's coming up and when.

Types of Content You Can Create:

1. Blog posts – the most common type of website content. Some experts recommend writing 1,000 – 2,000 words of valuable content per post but your market may prefer fewer words.

Also, look for guest blogging opportunities. Writing for an established, authoritative blog with a large following can boost your name recognition provided you add value in your article(s).

2. Videos – YouTube is the world's second largest search engine and users upload 300 hours of video every minute.

Not only can you expand your audience reach by creating a YouTube channel but you can establish trust with your audience more quickly using video.

3. eBooks and Short Reports – the most popular lead generation tools. Offers more information than a single blog post and is a natural next step to promote your list when readers are finished with the blog post.

In exchange for their email address (and the opportunity to follow up with them), the reader receives your eBook.

4. Podcasts – encourage your followers to listen to you at the gym and in the car! Have you seen the iTunes Podcast section recently? It's crazy big but you'll gain new authority and credibility when people see you in the list among some big names.

Don't want to produce your own podcast? No problem! Do your research and submit guest applications to those podcasts and hosts you know will reach your target market.

5. Infographics – for those who prefer looking at charts or who don't have time to read an entire blog post.

Take the most important points from your blog post or latest video and place it in graphic format. If you don't have a graphic designer on your team yet, [Piktochart](#) offers a free account so you can create your own infographics.

Consistency Matters Most of All

Now that you've narrowed down how much content you can realistically produce each month, determine a way to be consistent with creating and publishing all this content.

Can you devote an entire morning or day to writing blog posts or filming videos? Blocking off time in your calendar and batching multiple pieces at once can get you ahead of schedule and give you an incredible sense of accomplishment. If this style works for you, choose your day of the week and focus on content.

If one of the formats you're using isn't your strong suit – such as you're a slow writer or you get tongue-tied on video – is there a way you can outsource some of the work?

Hiring a ghostwriter is one viable option. Just send her your list of blog titles at the beginning of every month and she'll have written blog posts for you to publish the following month.

Outsourcing to a virtual assistant who can make quick video edits will also make producing your videos easier, even if you tend to stumble over words.

Another word on consistency: Do your readers or followers expect your content published on a certain day or time? If so, stick with that consistency. If you have

never been consistent, start right now by choosing which days of the week to publish new content.

It's tempting to create a batch of content and then let it collect dust on your hard drive. Once you've made the content, make sure it gets published! This is another simple task for a virtual assistant to handle, especially if you have everything scheduled on an easy-to-read editorial calendar.

Be creative with your content! Yes, you want it to provide value but make it uniquely yours. You need to stand out in the crowd, not look like a cookie cutter image of every other coach.

Exercise: Create a content inventory list

| BLOG POSTS | VIDEOS |
|---|--------------------|
| <i>Include URLs where necessary for easy locating</i> | |
| PODCAST INTERVIEWS | SOCIAL MEDIA POSTS |
| | |
| IMAGES + INFOGRAPHICS | EBOOKS + REPORTS |
| | |

Exercise: Map out your content marketing calendar

| WEEKLY OR MONTHLY THEME | | | | |
|--|---------|-----------|----------|--------|
| Monday | Tuesday | Wednesday | Thursday | Friday |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| NOTES | | | | |
| <p>Mark publish dates for: blog posts, videos, podcast interview, social media posts, new opt-in freebie, eBook, emails</p> <p>Make note of what channels you will use to promote this content.</p> | | | | |

Step 3: Make It Easy to Promote Your Content

Your content is a representation of you and your business, so you want to put your best foot forward when producing content. If you'd like to be a sought-after coach, producing boring content that doesn't appeal to your audience won't cut it.

Remember, if your audience is bored with your content, they won't share it with others in their network so you'll waste a chance at expanding your reach. While you're planning and creating your content, keep these thoughts in mind:

1. Always provide value. What can your followers learn from your content? How will you help them solve their problem?

2. Does your content invoke emotion, such as passion, rage, or laughter? Shared content strikes an emotional chord with your followers.

3. Does your content interest you? If you wouldn't care to see this content in your newsfeed, why should your followers?

Bottom line: If you're going to spend time promoting it, you want to make sure that your content is the very best it can be. Don't skip these must-have elements when preparing to publish your content:

- Use bullet points and sub-headlines in your blog posts. Blog readers are known to scan posts quickly so, instead of losing this opportunity, get your point across by extracting your important thoughts into sub-headlines and bullet points. Both are easy to read and pop off the digital screen.
- Optimize all your content with keywords. Not to the point of "keyword stuffing" that doesn't sound natural in your written content; instead, use keyword phrases in your blog titles, in your video descriptions, and in your hashtags.
- Choose good, royalty-free images within your blog posts and for your social media posts. Copying and pasting an image from Google Images is not acceptable and puts you in copyright infringement territory.

Download photos from reputable stock sites such as Deposit Photos or Big Stock Photos, and purchase each photo legally.

- Write longer, more in-depth blog posts for better engagement. Yes, this seems to be counterintuitive to the idea that people scan blog posts and that it must be difficult to read that much content on a mobile phone but long, evergreen content is found more frequently in the search engines. That means longer articles also open themselves up for more engagement, especially when people are searching on Google.
- Format your content for mobile viewing. More than half of internet content is viewed on mobile devices but having a responsive website theme is just one piece of making your content suitable for mobile viewing.

Sometimes responsive themes still skew the look of the content, which gives viewers a bad experience, causing them to click away possibly forever. That's why you should always review your website yourself on a variety of devices.

As you create your content, remember to use strong verbs and cut out any unnecessary jargon.

If you must use an industry term, be sure to provide a quick explanation to those who are new in your niche. They'll feel included and be more likely to stick around.

While you do want longer articles, you should also get to the point quickly and give your readers what they want. Don't promise 15 ways to soothe itchy bug bites then spend 1,000+ words talking about your camping trip. Provide your visitors with the content they came looking for and they'll be more likely to stick around!

Exercise: Create a killer content checklist

| Content Format | To-Do List |
|---------------------------|--|
| Blog Posts | <ul style="list-style-type: none"><input type="checkbox"/> Optimize with keywords in the title + body<input type="checkbox"/> Use sub-headlines<input type="checkbox"/> Use bullet points for easy reading<input type="checkbox"/> Add image(s)<input type="checkbox"/> End with a Call to Action<input type="checkbox"/> Pay attention to word count |
| Videos | <ul style="list-style-type: none"><input type="checkbox"/> Optimize with keywords in description<input type="checkbox"/> Add website URL in description<input type="checkbox"/> Stick to one topic<input type="checkbox"/> Don't ramble; keep it short + direct<input type="checkbox"/> Look directly in the camera lens to connect with your viewers |
| Podcasts/Audio Interviews | <ul style="list-style-type: none"><input type="checkbox"/> Do NOT rely on your computer's built-in mic<input type="checkbox"/> Invest in a budget-friendly, sound-cancelling mic<input type="checkbox"/> Be on time + be prepared<input type="checkbox"/> Discuss with host before the interview if you can mention your product(s) + URL |

| | |
|--------------------|--|
| Social Media Posts | <ul style="list-style-type: none"> <input type="checkbox"/> Purchase stock photo images from reputable stock photo sites <input type="checkbox"/> Use your OWN images that you photographed or created <input type="checkbox"/> Write posts that connect with their emotions <input type="checkbox"/> Use hashtags <input type="checkbox"/> Interact with your followers |
| Digital Formatting | <ul style="list-style-type: none"> <input type="checkbox"/> Choose a responsive WordPress theme <input type="checkbox"/> Write concisely <ul style="list-style-type: none"> ○ Short but strong words ○ Short but clever titles ○ Short paragraphs + sentences <input type="checkbox"/> Use subheadings <input type="checkbox"/> Write a summary as the first paragraph |

Step 4: Get Specific with Your Social Content

When it comes to promoting your content, it helps to know about the platforms you're using. There's no sense in wasting your time and money creating content without learning about the best practices to engage with your audience. Here's what you should know...

Twitter recommends being concise and sticking to one thought or message per tweet. Include a link to your website or landing page if you want to convey more information.

Use up to 4 bold images, video, or GIFs to add personality to your tweets. Include two to three relevant hashtags with each tweet and ask questions to encourage natural engagement with your followers.

Facebook loves its videos so take advantage of partaking in regular Facebook Lives ([which are viewed three times more than pre-recorded videos](#)).

If live isn't your thing, upload some pre-recorded videos directly instead of sharing a YouTube link. When not using video, include vivid photos from a reputable stock photo house to capture your followers' attention.

Instagram is another visually-stimulating social media platform where eye-catching images are integral to engagement. With 400 million users, present your brand with beautiful images and videos.

Provide a balance of promotional and inspiring posts on Instagram. To encourage audience engagement, you can run contests, ask questions, update from unique locations, and post regularly. And don't forget the hashtags!

Pinterest is another great platform for images and infographics. Create an intriguing profile with your logo and introduction to your brand. Create and organize your boards that show your brand's personality.

Pin at least once a day so your followers will have something new from you in their feeds. Also be sure the pin leads back to your site if it's a graphic or quote you used on your blog.

Post thoughtful descriptions with keywords so people will find you organically. Make your website pin-able with vivid photos and infographics and remember to visit other users and comment on their pins. Engagement goes both ways on social media.

LinkedIn caters to professionals and corporate leaders. So be more selective about what you share on LinkedIn. Where a photo of your elegant lunch may be enticing on Facebook, it will reflect poorly on LinkedIn.

Beware how frequently you post to multiple groups. Sending the same article to 12 different LinkedIn groups may get your account suspended for spamming, even if your article was meant to offer value to all those group members.

Exercise: Determine what you'll use each social platform for...

| NAME/FORMAT | END GOAL | NEXT STEPS |
|----------------------|---|---|
| <i>Ex: Instagram</i> | <i>Ex: find followers + drive traffic to site</i> | <i>Ex: find bold images use hashtags cross promote engage with commenters</i> |
| | | |
| | | |
| | | |
| | | |

Step 5: Automating Your Content Promotion

Yes, promoting your content and expanding your reach on social media is necessary but who has time to manually post to several different channels each and every week? Not you!

If you don't have the budget to hire a social media manager, use the tools that savvy online business owners are using to get content in front of their audience without spending all day on Facebook.

One quick reminder about automation: It's a wonderful thing to save time but social media still works best when you insert your personality into posts and engage with people by answering questions or asking their opinions.

Scheduling your content will save you hours each week but plan to dedicate some time at various points during your day to check in on your posts and engage with anyone who has made a comment.

Find new followers by searching for relevant hashtags and making comments on other posts. Engagement is a two-way street and no one wants to engage with an app. They want to know the real person behind the photos!

[Meet Edgar](#) is so much more than a social media scheduler! With Meet Edgar, you have an unlimited content library with neatly color-coded categories.

From this library, you schedule Facebook and LinkedIn content once and then Edgar runs with it and automatically continues sharing it at various intervals in the future.

Tweets must be unique, and cannot be recycled, but Edgar makes it easy to load up your schedule for hands-free Tweeting. If you have seasonal content that expires, you can set expiration dates so Edgar stops that campaign without your help.

[Missingletr](#) is another powerful social media tool that goes beyond just scheduling posts to your social profiles. Simply input the URL of your website and Missingletr grabs your content from the RSS feed and makes scheduling suggestions for up to 12 months.

You have to approve the suggestions and link your social profiles before anything publishes but Missingletr will suggest posting images and quotes from your blog posts to mix things up.

A con to using Missingletr is the 12-month expiration date on your posts. However, you can easily work around this "problem" by logging in every month or every quarter to approve the new content suggestions and keep your campaigns running smoothly.

[Tailwind](#) is an app that schedules posts to Pinterest and Instagram. You can bulk schedule and even schedule repins that happen automatically.

The Tailwind insights allow you to curate new content from your fans based on current trends and it help you track any conversations about your brand. More

detailed analytics measure your number of followers, boards, repins, comments, and traffic back to your website.

But sadly, the biggest con to Tailwind is it only works for Pinterest and Instagram so you'll need a different scheduler for your other channels.

[Buffer](#) is a social media scheduler where you can manage all your social profiles from one dashboard. First, connect each of your profiles to the Buffer dashboard, then set up your publishing schedule once.

A publishing schedule is nice because you can spread out your social posts on the different platforms throughout the day without any overlap but Buffer goes a few steps farther by suggesting the days and times that you will get the most engagement!

One of the pros to using Buffer is they support Instagram and Pinterest as well as Twitter, LinkedIn, and Facebook. They also have a browser extension and mobile app where you can create content from anywhere in the world. Simply upload the content and it will publish according to your publishing schedule.

A con to using Buffer is you have to physically upload the content you want published. You can work well into the future so you can post weeks ahead of schedule but if you forget to log back in and continue scheduling, you run the risk of disappearing from your social platforms for a while.

[Co-Schedule](#) is another powerful program that melds your editorial calendar with your social media outlets. By syncing multiple apps – like Google Docs and WordPress – you can drag and drop your content into the distribution calendar easily. If you have any gaps in your schedule, the ReQueue feature fills those gaps with reposts of your best content.

A big pro to using Co-Schedule is their Best Time Scheduling feature, which tells you the best time to post for optimal social engagement. No more guessing when your audience is likely to be online! You also have the option of scheduling in bulk and collaborating with team members.

The biggest con is that you have to physically queue your content to publish. But the developers make it very easy to pull content from your synced apps. Add a reminder to your phone every month or every quarter to revisit your Co-Schedule dashboard and add new content.

This is just a short summary of the tools available for social media management. As always, do your due diligence before signing up, test out different platforms with the free trials, and most importantly, create content so you can promote it!

Exercise: Review the top tools to make an informed choice

| TOOL NAME | COOL FEATURES |
|--------------|--|
| Meet Edgar | <ul style="list-style-type: none">• Social media scheduler + content library• Continuous posting until you say stop• Works with Twitter, Facebook + LinkedIn |
| MissingLettr | <ul style="list-style-type: none">• Curates content from your RSS feed• Makes suggestions for posts• 12 month expiration for all content• Works with Twitter, Facebook + LinkedIn |
| TailWind | <ul style="list-style-type: none">• Works with Pinterest + Instagram• Bulk schedule• Curate content from fans |
| Buffer | <ul style="list-style-type: none">• Works with Twitter, LinkedIn, Facebook, Pinterest + Instagram• Set publishing schedule based on best time analysis• App for publishing on the go |
| Co-Schedule | <ul style="list-style-type: none">• Syncs multiple apps to grab content from multiple places• Create a publishing calendar• Best time scheduling feature• Basic analytics |

Step 6: Cross-Promote Your Best Content

Are you afraid of promoting your content or asking for the sale? Don't be afraid or embarrassed to toot your own horn!

You're in business to make money and your products and coaching packages are valuable to your clients. If you don't promote yourself, who will?

Promotion of your content doesn't only happen on social channels. It can and should happen on your existing content as well. Take that content inventory you created back in Step 2 and add calls-to-action to each piece of content.

For instance, in your older blog posts that are published already, add a CTA promoting your new opt-in freebie, especially if it's a new or updated product.

Evergreen content will continue to rank in the search engines so you are likely to get some new subscribers who stumbled upon you months or years after you published that piece.

If you're starting a new podcast, mention that in your next Facebook Live video, in a CTA on your blog, and to your email list. When you record podcast episodes, create promos for your own packages or products to play as a segue to an interview or at the end of the episode.

If you're a guest on another podcast, promote that on social media, to your email list, and even write a blog post about how to land a podcast interview or lessons learned while including the link to your interview.

Did you land a guest blogging opportunity? Promote that, too. If you worked hard to create these opportunities, you deserve some bragging rights!

Do you have a new product to review on your blog? Record a video review as well, embed the video onto the written review page, and promote both of those to your email list and your social media platforms.

You can also record a teaser video (make it creative!) to drive curious viewers over to your blog for the full review. Upload the video review by itself to YouTube, along with your product link if you're an affiliate.

Don't be afraid to promote older content either, no matter what the format. Sometimes those topics become timely again or you can update that particular piece of content and include a link to the older version.

If you've been in business for a while and have a library of products for sale, consider setting up an affiliate program where your affiliate will promote your products to THEIR network of followers and earn a commission for any sales made.

Promoting yourself should never be shameful. Be proud of your work, engage with your network of followers, and ask for those sales!

Exercise: Create a cross-promotion checklist

CROSS PROMOTION IDEAS

- Post links to other relevant blog posts as a CTA or in the body of the post
- Give the name of your eBook and a purchase link
- Post a general link to your YouTube channel
- Post a link to an individual video on your site or on your YouTube channel
- Embed your YouTube video into a blog post
- Post a link to your podcast or individual podcast interview
- Embed the audio file from a relevant podcast interview into the blog post
- Post your opt-in gift for your list
- Include social sharing links on your website
- Encourage people to find your eBook on Amazon (or wherever you're selling it)
- Include a CTA slide at the end of the video with the URL spelled out
- Add captions to your video with the URL spelled out
- Include a link to your blog, podcast, or opt-in freebie within the video description
- Use your chosen social media channels to cross promote at the most popular times of day
- Post excerpts from your product on your blog and link back to your sales page
- Repackage an old training and give it away for free on your blog
- Use "pay with a tweet" to encourage visitors to download a valuable freebie in exchange for posting about you on social media
- Publish a "round up" post of your most valuable content across the web (link to interviews you've done or guest posts you've written)

BRAINSTORMING NOTES

Step 7: Monitor Your Results

The last thing you want is to spend time promoting content that doesn't convert or using channels that are unresponsive. Track your promotions and review your results so you can put your time and energy where you see the best results.

Luckily, you can look at analytics for every platform very easily; the key is to do it on a regular basis and honestly evaluate if you're getting enough ROI to continue your promotion efforts on each channel.

[Google Analytics](#) integrates easily with your WordPress website as well as other apps and internet-connected devices.

It provides free analytics about your website, from how many new, unique visitors found your site to demographics about where they are located in the world, what pages they visited on your site, and how long they stayed on your site.

One great feature in Google Analytics is the ability to locate high-exit pages, or those pages where visitors leave your site. Identify those pages and you can rework the content to lessen those high-exit numbers.

[Facebook Analytics](#) will combine all your Facebook data (including business pages and Messenger bots) so you have a unified idea of what you're doing right on Facebook and what isn't working. They also make it easy to target segmented audiences and to build funnels.

[Twitter Analytics](#) measures the impact your tweets are having with your followers. It shows you the engagement rate and give you tips on how to make your tweets more successful. You'll also get demographic information about your followers so you'll know if you're reaching your target audience.

[Pinterest Analytics](#) calculates your engagement and how many followers you have, how many impressions your profile made, and the total stats for total pin impressions. Basically, you'll learn if your audience has grown, if your content is getting pinned, and what type of content is getting pinned.

[Instagram Analytics](#) are available to most users but you'll need to sign up for a business account to access them. Once you're logged in, Instagram will show you the age range and gender of your followers, your most popular posting times, and more.

LinkedIn has limited analytics built into the platform but you can receive more robust analytics using a program like Co-Schedule. Missinglettr also has basic analytics with their paid packages as does Buffer.

Don't give up on tracking your content promotion efforts. This may not be the sexiest part of running your business but you'll gain important insights into whether your promotional campaigns are attracting the viewers you want. If you see a tactic that isn't working, make a change and keep trying. You can track and implement your way to success!

Exercise: Create your promotion tracker

| MONTHLY TRACKING REPORT | | |
|-------------------------------|--------------|---------|
| Tool Used | Data Tracked | Results |
| | | |
| | | |
| | | |
| | | |
| | | |
| How Can I Improve Next Month? | | |
| | | |

[illegible]