

Content Distribution Checklist

Print off this checklist and tick off each step as you go through the [‘Effortless Exposure: Your Guide to Distributing Content’](#) guide on our Talk About Digital Podcast website.

Understanding Content Distribution

- Recognise the importance of content distribution
- Understand the benefits for your business

Preparing Your Content for Distribution

- Create quality content
 - Understand your audience
 - Choose relevant topics
 - Research thoroughly
 - Write clearly and concisely
 - Add visuals
 - Edit and proofread
- Repurpose existing content
 - Identify popular content
 - Choose a new format
 - Update and refresh content
 - Change the presentation

- Distribute on new channels
- Tailor content for different platforms
 - Understand each platform
 - Adjust the format
 - Optimise the length
 - Use platform-specific features
 - Craft platform-specific headlines
 - Engage with the audience

Choosing the Right Channels

Identify the best social media platforms

- Facebook
 - Set up a business page
 - Post regularly
 - Engage with followers
 - Use Facebook Insights

- Instagram
 - Create a business profile
 - Share high-quality visuals
 - Use hashtags
 - Leverage Stories and Reels

- X (Twitter)
 - Set up a professional account
 - Tweet regularly
 - Engage with followers
 - Use hashtags and trends

- LinkedIn
 - Create a company page
 - Post relevant content
 - Engage with your network
 - Utilise LinkedIn Pulse

- Send email newsletters
 - Build your email list
 - Choose an email marketing service
 - Create engaging content
 - Send regular updates

- Publish on blogs and websites
 - Set up a blog
 - Publish regularly
 - Optimise for SEO
 - Promote your posts

- Engage with online communities and forums
 - Identify relevant communities
 - Join and observe
 - Participate effectively

- Reach out to local media
 - Write a press release
 - Contact journalists

Setting Up for Success

- Create a content calendar
 - Identify content types
 - Choose a calendar format
 - Plan your content
 - Assign responsibilities
 - Review and adjust

- Use scheduling tools
 - Choose a scheduling tool
 - Connect your accounts
 - Create your content
 - Schedule your posts

- Monitor performance

- Set clear goals and metrics
 - Define your objectives
 - Set specific goals
 - Choose key metrics
 - Track your progress
 - Review and adjust

Distributing Your Content

- Post on social media
 - Determine the best times to post
 - Engage with your audience

- Send email newsletters
 - Build your email list
 - Craft effective emails

- Publish on blogs and websites
 - Write to increase SEO growth
 - Consider guest blogging

- Engage with online communities and forums
 - Find the right groups
 - Participate effectively

- Reach out to local media
 - Write a press release
 - Contact journalists

Monitoring and Adjusting Your Strategy

- Track your results
 - Set clear goals
 - Identify key metrics
 - Use tracking tools
 - Regularly review your data

Use tools for monitoring performance

- Google Analytics
 - Set up your account
 - Install tracking code
 - Review key reports

- Social Media Analytics
 - Access insights
 - Review engagement metrics
 - Analyse trends

- Email Marketing Analytics
 - Access campaign reports
 - Review key metrics
 - Identify patterns

- Adapt to feedback and analytics
 - Analyse your data
 - Gather feedback
 - Make data-driven decisions
 - Adjust content types
 - Optimise posting times
 - Refine your messaging
 - Test and iterate

Maximising Your Reach

- Leverage influencers and partnerships
 - Identify relevant influencers
 - Reach out professionally

- Propose a collaboration
 - Agree on terms
 - Monitor and engage

- Run paid advertisements
 - Choose the right platform
 - Set a budget
 - Create compelling ad content
 - Define your target audience
 - Launch your campaign
 - Monitor and adjust

- Encourage user-generated content
 - Create a campaign hashtag
 - Run contests and giveaways
 - Feature customer stories
 - Engage with contributors
 - Provide clear guidelines

Maintaining Consistency and Building a Routine

- Stay consistent with your efforts
 - Create a content calendar
 - Set realistic goals

- Batch content creation
 - Use scheduling tools
 - Track your progress

- Manage time and resources
 - Prioritise tasks
 - Delegate responsibilities
 - Use productivity tools
 - Set time blocks
 - Review and adjust

- Keep up with trends and updates
 - Follow industry news
 - Join professional groups
 - Attend webinars and events
 - Experiment with new formats
 - Review platform updates

Troubleshooting Common Issues

- Deal with low engagement
 - Review your content
 - Understand your audience
 - Improve content quality

- Encourage interaction
- Experiment with timing
- Promote across channels

- Overcome technical challenges
 - Identify the problem
 - Search for solutions
 - Contact support
 - Update your tools
 - Consider alternatives

- Handle negative feedback
 - Stay calm and professional
 - Acknowledge the feedback
 - Address the issue
 - Take the conversation offline
 - Learn and improve

By using this checklist and following the related guide on the TAD website you will understand what it takes to distribute your content online to gain maximum exposure, helping you to increase both brand awareness and new customers. Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.