[Checklist] Growth Hack Your Content Marketing Efforts

The following checklist is designed to help you growth hack your content marketing efforts. Use the boxes to the left of the items to check off tasks as you complete them.

ARE YOU SHARING YOUR CONTENT AT THE OPTIMAL TIME FOR YOUR AUDIENCE?

- ☐ Post on Tweets on Wednesday 5PM EST.
- ☐ Post on Facebook on Saturday at noon EST
- ☐ Look into Facebook insight and determine when your audience yields highest engagement and traffic.

SOCIAL MEDIA TOOLS FOR FACEBOOK AND TWITTER:

- ☐ Use Facebook insights to check when audience are online
- ☐ Use Facebook insights to determine content your audience loves.
- ☐ Use Facebook insights to monitor competition.
- ☐ Use Fanpage Karma to track KPI on your Facebook page including ideal times and posting frequency.
- ☐ Use Twitter Analytics to determine the best times to tweet.
- ☐ Use Twitter Analytics to understand your audience, including gender, location, consumer behavior and more.
- ☐ Use ManageFlitter to find and follow influencers in your niche.

DON'T JUST PUBLISH & PRAY – DISTRIBUTE YOUR CONTENT:

- ☐ Convert your data-heavy content into a presentation and upload to LinkedIn articles and medium..
- ☐ Create a shorter form of your written content for LinkedIn Pulse include strong visuals and use tags.

- ☐ Share your content in LinkedIn Groups, remember to always add value and not spam.

- ☐ Submit content to Quuu.co

- ☐ Use influencer outreach.

- ☐ Repurpose your content for Pinterest and pin your visuals into categorized boards.

- ☐ Repurpose content into an online cast and host an online chat with your audience based on the subject.

- ☐ Use Reddit where relevant.

- ☐ Use ContentMarketer.io- Notifier.

- ☐ Use Buzzsumo – Content Research.

GAIN MORE EMAIL SUBSCRIBERS WITH CONTENT UPGRADE:

- ☐ Use an existing piece of content or product on your site for content upgrade.

- ☐ Use a pop-up on your website for offering your content upgrades.

- ☐ Let Google analytics be your guide, check your landing pages for content upgrade ideas that would convert.

- ☐ Create a new product, offer or content to offer as a content upgrade.

USE MULTIVARIATE TESTING (MVT) TO MAXIMIZE LEADS

- ☐ Use a large number of variables with subtle difference to determine which converts better.

- ☐ Use MVT on Headlines.

- ☐ Use MVT on Intros.

- ☐ Use MVT on Call-To-Actions (CTAs).

☐ Use [MVT on share buttons (placement & size).](#)

ALLOW PEOPLE TO EMBED YOUR INFOGRAPHICS:

☐ Convert your content into infographics

☐ Make the infographics embeddable

☐ Make your infographics rich and colorful.

☐ Use tools like [Piktochart](#) or [Visme](#) to create infographics.

☐ Use the [embed code generator](#) for WordPress