



BOXCRUSH®

# MAXIMIZE Your Impact

## Leveraging Social Media for Blog Promotion

Bloggng is terrific for SEO, traffic, connecting with your audience, and ultimately growing your business. But it's also hard work!

That's why it's so important to maximize the impact of your efforts by promoting and sharing your blog as much as you can.

### The Basics

Every social post should have 3 basic elements: an **image**, a **description**, and a link or **call-to-action (CTA)**

- ✓ Schedule blog posts in your social media calendar
- ✓ Use an image that's compelling and reinforces your brand
- ✓ Write a caption that uses relevant keywords and hashtags



### Sharing Opportunities

- ✓ **Groups, comments, messages**  
Look for opportunities to drop a link in community groups, comment threads, and inquiry messages from locals. Send a follow request to new visitors who like or comment on your posts.
- ✓ **Cross-post**  
Look for opportunities to cross-post content among non-competing properties with similar demographics (think: day trip destinations, hiking trails, and local events). Tag other businesses when you collaborate with them. Set a goal to like/follow 3-5 new businesses each month.



### Repurposing Older Content

- Explore older posts for content that can be reshared.
- ✓ Look for your most popular posts for content ideas
  - ✓ Update and repost your evergreen and seasonal content



# Using Social Media

Search engines perceive referral traffic from social media as an indication of interest in your content, so posting to all of your social sites is a huge traffic opportunity.

