Promoting Your Article

An article about you or your company has appeared in an online magazine. Fantastic! Now you need to do some basic things to promote the article in order to benefit.

- Get the Web Address of the article and post it in Facebook, LinkedIn, Twitter and Google Plus.
- Boost Facebook Post to generate more readers and visibility.
- Add link to article in emails you send out. Either an announced email blast, adding it to your email signature or as part of a newsletter.
- Add an announcement about article with link on your website in your news area or as a blog post.
- Ask friends, family and co-workers to post and share article in their social networks.
- Advertise in Magazine. Ads along with article boost visibility & authority.
- Repeat Regularly. Just because the article is not new does not mean you cannot post it in Social Media again.