

7 Shortcuts To Promoting Your Blog Posts Effectively

[by Jovell Alingod](#)

If you've published a post for your own blog or another site, you naturally feel happy, and might have a grin on your face for hours.

Because you know you've put a lot of hard work in coming up with the post idea and most especially, in writing it.

But when you go back, you might lose that smile.

If no one has shared or even commented on your post, you can't help but feel like a loser. No one seemed to have noticed that you've written an amazing post.

You see, the truth about blogging is that it's not all about writing but more on marketing. And there's only one thing you can do to solve this: PROMOTE IT!

So here are *7 of the fastest yet effective ways* you might want to try to get the eyeballs you deserve.

1. Automate

If you're big on submitting to many social sites then automate it using tools like [Hootsuite](#) and [Onlywire](#). These online software are good for social bookmarking and social media submissions. Hootsuite has a free version and Onlywire offers a 30 day free trial period.

You can also opt to just submit to top sites like Digg, Delicious, Reddit, BizSugar and BlogEngage.

Social bookmark submissions take the bulk of time for [blog post promotion](#). And you can shorten this by choosing to submit only on sites which bring in traffic. Google Analytics is the best way to gauge this. If you want to understand the data in Google Analytics, go [here](#) or [here](#).

2. Use #Hashtags

There's no doubt hashtags are being utilized by many social sites now. This is a way for relevant posts to be included in search results within the social site and even outside of it. This helps your post increase its reach and have a better chance to be found by readers.

For example, when someone searches via Twitter, the posts with a hashtag and the searched word will be included in the results.

The image shows a screenshot of a Twitter search results page for the term "blogging". At the top, the search bar contains the word "blogging" with a red arrow pointing to it. Below the search bar, the results are displayed in a list format. On the left side, there are navigation options: "People" and "Photos". Below that, there is a "Who to follow" section with three accounts: CNN Breaking News (@cnbrk), Twitter (@twitter), and Niall Horan (@NiallOfficial). At the bottom left, there is a "Worldwide Trends" section with various hashtags like #teen, #life, and #weekend. The main content area shows several tweets related to "blogging". The first tweet is from bhakragani.com. The second is from Blaze Rox (@sakuralicious15) mentioning a webcam recording. The third is from Chris Neale (@onion2k) discussing a music player. The fourth is from Dominic Pantoja (@dominicpantoja) promoting a free eBook with the hashtag #blogging. The fifth is from Joshua Wilner (@thejoshuawilner) asking about fear of blogging. The sixth is from Daniel P. Coffman (@mister_write) asking about opinions on blogging websites. The seventh is from Dan Wright (@PandragonDan) mentioning horses. Red arrows highlight the search term in the search bar and the #blogging hashtag in the fourth tweet.

blogging

Have an account? Sign in

Results

People

Photos

Who to follow · Refresh · View all

CNN Breaking News @cnbrk

Twitter @twitter

Niall Horan @NiallOfficial

Popular accounts · Find friends

Worldwide Trends · Change

#teen

0 Bids

#life

Санкт-Петербург

#MásFeoQueLauraBozzo

#weekend

#NedenAllahHukmetmeli

End Date

Supreme Court

B.A.P

Blogging around the web, make money, amazing gra...
bhakragani.com
View summary

Blaze Rox @sakuralicious15 6m
adrians: just noticed the webcam flashing above my monitor and realised I've been recording myself **blogging**...
tumblr.co /ZnOZeww7LTyr
Expand

Chris Neale @onion2k 6m
@tentspitch It is, but with no idea what it wants to be.. It's neither music player, Facebook, or a **blogging** platform. Odd mix of all three.
View conversation

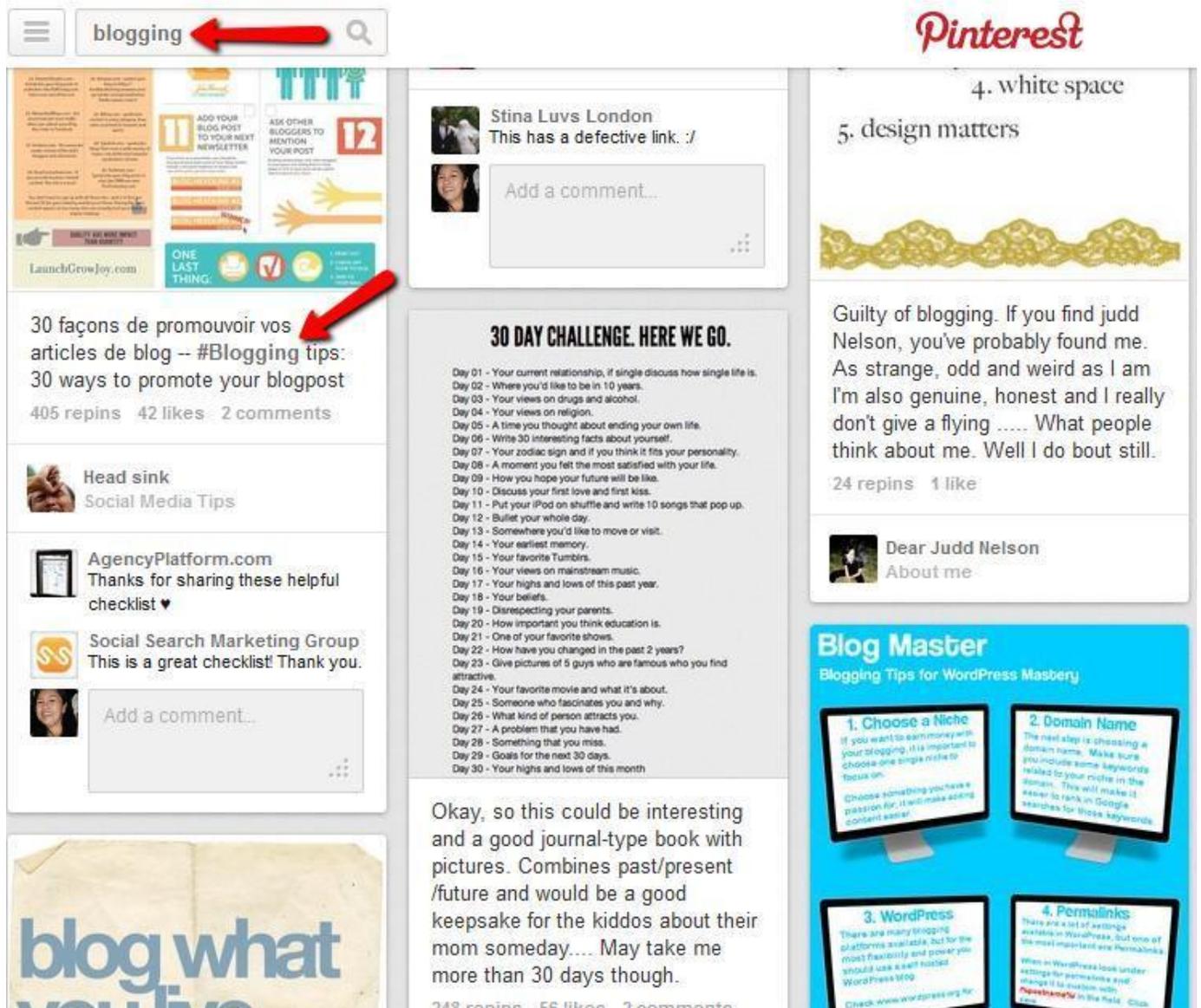
Dominic Pantoja @dominicpantoja 7m
Free eBook: How to Increase the Reach & Marketing ROI of Your Blog
ow.ly/p2Eit #**blogging** #blogger #blog
Expand

Joshua Wilner @thejoshuawilner 8m
Is Your Fear of **Bloggging** Holding You Back? goo.gl/AJqmg via @DJThistle
Expand

Daniel P. Coffman @mister_write 9m
NOBODY has an opinion on **blogging** websites? On Twitter? Seriously?
Expand

Dan Wright @PandragonDan 9m
Live Like Horses goo.gl/76SMYk via @BertCarson

The same goes for Pinterest.



The [Hashtag How To Guide \[Infographic\] by Andrew Harasewych](#) will help you understand more on how hashtags work and what the best practices are in using them.

3. Reach out to selected groups

Online communities like Facebook and LinkedIn groups, Pinterest community boards, forums, are good places to promote your content too.

But to ensure you'll be noticed immediately, post first to groups where you are active in. The members of these groups will likely appreciate your post and share it to their own profiles or pages simply because they know and may trust you already.

For forums, you need to be more tactful and make sure to include a link to your post **only** if it's appropriate to the discussion you joined.

Always **read the rules of the group** before posting since some have set limitations in sharing. This simply shows you respect the community you belong to.

4. Don't forget your social sharing buttons

Glam up your blog posts with social sharing buttons like [Digg Digg](#) or [Share This](#). With these buttons you're making it easy for your current readers to share your post.

Now, there's more than one way to display these buttons on your post. Whichever way you choose, don't worry, you can always change the set up.

I've seen that not all sites display the same buttons. Because it would depend on the topic being covered and the audience they're trying to reach.

For example, if your site is about parenting, the Facebook Like or Share, Twitter and Pinterest buttons will be appropriate. If you talk about banking and finance in your site, then Twitter, LinkedIn and Google Plus buttons should be your top choices.

You can read [this guide by Hubspot](#) to help you decide.

5. Blog commenting

Kristi Hines of [Kikolani.com](#), is still an advocate of blog commenting as I've seen in attending her [course on blog marketing](#).

And I totally agree with her. Some may say blog commenting is not helpful in promoting your posts but it's currently the first ways of reaching out to other bloggers.

It's also a way to show your support to others who may be having the same confidence issues you're having because of no activity on their blogs.

Now *the first five strategies are free* but the next 2 in this list may need for you to shell out some cash. So **think it through first**.

6. Paid advertising

Facebook's Promote Page, Twitter Ads and LinkedIn Sponsored Updates are just among the paid advertising options via social sites.

For Facebook, you can choose to promote your page or a specific site. You can [learn the basics here](#).

More people are also using Twitter Ads to promote their content. [Here's how you can set up the ads for significant reach](#).

The same goes for LinkedIn Sponsored Updates. And it's best for business blogs. If you want to learn more about it, [go here](#).

7. Get a virtual assistant

A virtual assistant can help you spread the word about your post. Initially, they can do the submissions to social bookmarking and social media sites.

When you're happy with the quality of their work and you trust them enough, you may also delegate them to comment on other blogs for you as part of your post promotion.

Now VAs can do more and you'll save time in promoting the post by yourself but of course you'll initially need to find a good one who fits your budget.