



30-DAY PROMOTIONAL GUIDE

Your Complete Roadmap to Maximizing Visibility

30

Action Steps

4

Weekly Phases

12+

Months of Value

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This guide gives you a systematic, day-by-day plan to promote your media feature across every relevant channel — building authority, generating leads, and maximizing business impact over 30 days and beyond.

WEEK 1: Foundation & Setup

Days 1–7 • Build your base before you broadcast

1 Organize Your Press Kit Assets

- Download all press kit components from your client portal
- Create a dedicated folder: "Press Kit – [Your Business Name]"
- Review each asset: PDF article, social graphics, email templates, video, badge, blog post, press release

2 Install Your Authority Badge

- Add the "As-Seen-On" badge to your website homepage
- Include it in your email signature
- Add to business cards and all marketing materials

3 Update Your Website

- Upload the professionally designed PDF of your article to your website
- Create a "Media" or "Press" page if you don't have one
- Add the blog post announcement to your website

4 Prepare Social Media Accounts

- Review the five custom social media graphics and captions
- Schedule posts across Facebook, Instagram, and LinkedIn
- Customize captions to match your brand voice while keeping key messaging

5 Email List Preparation

- Review the three pre-written announcement emails
- Customize with your specific details and brand elements
- Schedule the first announcement email for Day 6

6 First Email Announcement

- Send the first announcement email to your subscriber list
- Monitor open rates and engagement throughout the day
- Respond to any congratulatory messages or inquiries promptly

7 Social Media Launch

- Post your first social media graphic with caption
- Share the direct link to your featured article
- Engage with comments and shares throughout the day

WEEK 2: Amplification & Engagement

Days 8–14 • Expand your reach across every channel

8 Press Release Distribution

- Send the professional press release to local media outlets
 - Share with industry publications and trade associations
 - Email to business partners and referral sources
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9 Video Content Push

- Post the 60-second branded video on all social media platforms
 - Upload to YouTube with an optimized title and description
 - Share video in relevant business groups and forums
-

10 Second Email Campaign

- Send the second announcement email from your sequence
 - Include the video and encourage sharing
 - Track click-through rates to your article
-

11 Partner Outreach

- Share your feature with business partners
 - Send the PDF article to potential collaborators
 - Ask partners to share with their networks
-

12 Industry Group Sharing

- Post in relevant LinkedIn groups
 - Share in local business Facebook groups
 - Submit to industry forums and online communities
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13 Client / Customer Communication

- Send the PDF article to existing clients
 - Include in new client welcome packets
 - Add to sales proposals and presentations
-

14 Second Social Media Wave

- Post second social media graphic
 - Create user-generated content encouraging shares
 - Cross-promote on all your social channels
-

WEEK 3: Strategic Distribution

Days 15–21 • Deepen integration into sales and networking

15 Third Email Campaign

- Send the final email in your announcement sequence
 - Include a clear call-to-action tied to your business goals
 - Offer a special promotion connected to your media feature
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16 Sales Integration

- Add the PDF article to sales presentations
 - Train team members on how to reference the feature
 - Update all sales collateral with the authority badge
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17 Networking Events

- Bring printed copies of your PDF article to events
 - Reference your media feature in introductions
 - Share digital copies with new connections
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18 Content Repurposing

- Create blog posts expanding on article themes
 - Develop social media content around key quotes from the article
 - Plan future content calendar based on article topics
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19 Review and Measure

- Analyze social media engagement metrics across all platforms
 - Review website traffic increases from the campaign
 - Track email campaign open rates and click-throughs
-

20 Third Social Media Push

- Post the third custom graphic with an engaging caption
 - Encourage your audience to read the full article
 - Create polls or questions related to the article content
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21 Strategic Follow-Up

- Follow up with media contacts from your press release distribution
 - Reach out to industry influencers who engaged with your content
 - Schedule meetings with any interested prospects
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WEEK 4: Momentum Maintenance

Days 22–30 • Lock in long-term authority and lead generation

22 Content Calendar Planning

- Plan ongoing content that references your authority positioning
 - Schedule regular mentions of your media feature
 - Create content themes inspired by the article's success
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23 SEO Optimization

- Ensure your article is easily findable on your website
 - Optimize meta descriptions and relevant keywords
 - Create internal links pointing to the featured article
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24 Fourth Social Media Post

- Share the fourth custom graphic
 - Include testimonials or positive client reactions
 - Encourage your professional network to engage and share
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25 Professional Network Update

- Update your LinkedIn profile with the media mention
 - Add to professional bios and speaker introductions
 - Include in conference and event applications
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26 Final Social Media Push

- Post the fifth and final custom graphic
 - Create a "thank you" post celebrating the feature
 - Tease upcoming content and future developments
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27 Lead Generation Integration

- Add the PDF article to your lead magnets and opt-in offers
 - Include in email nurture sequences
 - Use as a credibility builder in all sales conversations
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28 Partnership Leverage

- Propose joint ventures using your media credibility
 - Seek speaking opportunities referencing your expertise
 - Apply for industry awards or recognition programs
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29 Customer Success Stories

- Collect testimonials that mention your media feature
 - Create case studies highlighting your new authority positioning
 - Document business improvements since publication
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30 Future Planning

- Assess the overall impact of your complete 30-day campaign
 - Plan ongoing visibility strategies going forward
 - Consider pursuing additional media opportunities
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PRO TIPS FOR MAXIMUM IMPACT

Expert strategies to amplify every step

Timing Strategies <ul style="list-style-type: none">• Post social content during peak hours: 7–9 AM, 12–1 PM, 6–8 PM• Send emails Tuesday–Thursday for the highest open rates• Schedule video content for maximum platform-specific visibility	Engagement Boosters <ul style="list-style-type: none">• Respond to all comments and messages within 2 hours• Publicly thank everyone who shares your content• Start conversations and polls around your expertise topics
Measurement Metrics <ul style="list-style-type: none">• Track website traffic increases week over week• Monitor social engagement rates per individual post• Count new business inquiries and qualified leads generated	Long-Term Leverage <ul style="list-style-type: none">• Reference your media feature in all marketing for 12+ months• Include in grant applications, award submissions, and speaker bios• Use as a credibility anchor with every new prospect

QUICK REFERENCE CHECKLIST

Track every action item from your 30-day campaign

Website & Materials

- ☐ Authority badge installed on website homepage
- ☐ Authority badge added to email signature and marketing materials
- ☐ PDF article uploaded to website media/press page
- ☐ Blog post published on website

Email Campaigns

- ☐ First announcement email sent to subscriber list
- ☐ Second email (with video) sent
- ☐ Third email with call-to-action sent

Social Media

- ☐ All five social media graphics posted across platforms
- ☐ 60-second branded video shared and uploaded to YouTube
- ☐ Content cross-promoted on Facebook, Instagram, and LinkedIn

Distribution & Outreach

- ☐ Press release distributed to relevant local and industry media
- ☐ PDF article shared with existing clients and new prospects
- ☐ Feature shared with business partners and referral network

Sales & Strategy

- ☐ Sales materials and presentations updated with feature
- ☐ Team trained on how to reference the media coverage
- ☐ PDF article added to lead magnets and welcome packets

Measurement & Planning

- ☐ Performance metrics tracked: traffic, engagement, leads
- ☐ Long-term content calendar updated to reference authority
- ☐ Future media opportunities identified and planned

Need Help? Contact our support team through your client portal for assistance implementing any step. We are here to ensure you maximize every opportunity from your media feature.