



Wednesday, May 13, 2020: 11 a.m - 2:30 p.m. Eastern time

## **Influencer Content: Pre and Post Launch Optimization Checklist**

*From Lee Odden's opening presentation at the Google for Communicators Virtual Boot Camp.*

### **Pre-launch**

#### *Influencer outreach:*

- Pre-written social shares
- Content previews
- Mini infographic on blog

### **Launch**

#### *Publish and promote:*

- Announcement blog posts
- Social promotions
- Influencer blog posts
- Influencer social
- Paid social promotion
- Brand social shares
- Email blast

### **Post-launch**

#### *Repurpose:*

- Image tile quotes shared on social networks
- Feature interviews
- Article excerpts on LinkedIn Forum
- Recombined influencer content on brand blog

### **Long term**

#### *Repurpose influencer content:*

- Blog posts
- Social shares
- Image assets
- Motion graphic
- Infographic