

Gain the Most from Your PLR with a Promotional Checklist

One of the reasons I produce and also utilize public label rights (PLR) content is based purely on the versatility of the content. By using a single PLR package of five articles, you can build an arsenal of marketing tools for your business.

I'm talking about videos, slide decks, PDF documents, social media tips and Twitter tweets – just to name a few. All it takes is a little effort on your part, and time, and you can have a treasure trove of marketing materials that open the floodgates of traffic and sales.

Sadly, most individuals who buy PLR let most of it go to waste. Either they don't use it at all, and it collects virtual dust or they don't use it often enough to make a difference to their bottom line.

Savvy marketers know that it takes more than one advertisement to spread the word about their products and services. Marketing is a continual process to create highly engaging content that readers are willing to share. This step-by-step process can take days or weeks to build the right momentum.

What you need is a promotional checklist to ensure you are using PLR to the best of your ability. Once you have a promotional checklist, you simply follow it day by day, and then repeat it every 30-45 days.

The truth is – not everybody is going to view your tips or articles on the same day. To get the kind of traffic that ensures profits, you'll need to repeat the marketing process more than once.

You'll want to share your marketing messages across many platforms, so they get the most exposure, too. Always share your social media tips across various platforms such as Facebook, Pinterest, LinkedIn, Twitter and Google Plus.

The social media tips can be shortened to use as Twitter tweets, and the PLR articles can also be lengthened to create slide decks and videos. You can produce both types of marketing tools with PowerPoint.

If you repeat the promotional steps listed in the checklist on the next page, you can get your marketing messages seen by more people. A larger audience equates to higher traffic numbers sent back to your blog or landing pages.

Naturally, the more people you get to view (and take action) on your marketing messages, the higher the probability is that you will make more money as an affiliate marketer! Best of all, you'll be putting PLR content to work for you in multiple ways!

PLR Promotional Checklist

Mark off each section with an “X” once you have performed the task!

- Post the articles to your blog.
- Add your Amazon affiliate links to the articles
- Offer a rewritten article as a guest blog post.
- Schedule 10 Tweets (2 per day for 5 days)
- Add social media tips to Pinterest (1 per day for 20 days)
- Add social media tips to Facebook (1 per day for 20 days)
- Add social media tips to Google Plus (1 per day for 20 days)
- Add social media tips to Linked In (1 per day for 20 days)
- Add social media tips to Tumblr (1 per day for 20 days)
- Add PDF articles to document-sharing websites
- Add the PowerPoint slideshows to Slideshare.net
- Share articles with your mailing list
- Create videos from the slide decks
- Share videos on Vimeo
- Share videos on YouTube

About the Author:

[Bonnie Gean](#) has been an affiliate marketer for more than 15 years. She specializes in creating PLR content and step-by-step tutorials for her tribe. You can find her at [BonnieGean.com](#) and [PLRproductions.com](#)