

## Marketing Dos

Identify how you are going to measure success. Is it traffic, social shares, conversions, etc.?

Once you know this...

- Create an outreach list related to your goal
- Send a unique email to each person on that list
- Develop social media thumbnails with messaging related to your goal
- Write unique captions for each thumbnail
- Ignore negative comments in blog posts if they are meant to incite a flame war
- Answer any comments in which people need more context or they are correcting a sourcing issue
- Create a promotion calendar
- Add a check-in schedule to the calendar
- Spend at least three weeks promoting your infographic

## Marketing Don'ts

Here's a list of marketing don'ts:

- Don't try to achieve more than one goal
- Don't send canned emails
- Don't ignore social, even if social shares aren't your goal
- Don't ignore negative comments if they are accurate comments
- Don't engage in a flame war
- Don't put your logo all over the design (it will come across as spammy)
- Don't email link farms to repost the infographic—these provide low-quality links.
  - Some obvious indicators of a link farm include a site that asks you to pay for the link or has pages filled with links.
- Don't count infographic submission sites toward your goal (unless the goal is to obtain placement on those sites)—Google rarely counts these links
- Don't give up