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# Distributing Content on Social Media and Generating Leads from Gated Assets

As one of Marketing's main goals is to attract new people to our products and gather their contact information, social media promotions play a big part in our efforts to achieve this.

Even if we don't have a vast amount of blog posts or downloadable assets readily available at our disposal this guideline can be very helpful. This guide walks through how to use what we have to our best abilities.

This document will walk through a simple framework on how to utilize potentially existing downloadable assets and orchestrate some simple social media playbooks. For the sake of keeping this document precise, we will mainly focus on organic social media traffic (only briefly going over paid ads traffic like "boosting" posts).

## Table of Contents

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# What Gated Content is Available?

The easiest thing would be to conduct a simple content audit. Let's set up a spreadsheet and fill it up with the blog posts and gated assets (and potentially good docs articles) we have published. We can use this audit to identify gated assets and articles to promote. At the moment, you might not have a lot – so let's execute smartly with what we have until our content repository gets bigger.

The goal is to schedule a consistent rhythm of blog posts and gated assets promotions on our main social media channels. Of course, we should not just have 100% social media messages that send people to gated assets. That won't be great for our brand and might annoy people. This is where the content mix for each social media channel comes into play. Should you not have enough internal articles and assets to execute on the playbooks mentioned below, think about what would create most value with your audience. Are there other great blogs in your industry that do a good job and are not direct competitors? If so, feel free to send your audience their way. In the end, it's about creating value for your audience. If you don't have enough content from your own production at this time, fill up the social media schedule with other helpful articles and assets.

**Pro tip:** When cataloging your assets, note which stage of the funnel they serve.

# Content Mix per Social Media Channel

Let's assume we consider Twitter, Facebook, and LinkedIn as our main social media channels. Different Personas are consuming these social media platforms in different ways. For example, it's fair to assume that a software developer trying to figure out how to get into the world of Kubernetes will be browsing for information much more on Twitter (following peers and relevant people in the space and trying to read articles they wrote) as opposed to browsing Facebook. On the other hand, a C-Level Upper Management Persona might consume information on LinkedIn but is not looking for "What is Helm" content, but is looking for ROI and Workflow Automation. **In short:** You'll want different content assets for different personas for different social media channels.

## Examples you can copy

Following are a few examples that we have implemented with clients that have seen good results. Keep in mind, your company and its audience is unique. Trial and error is the name of the game. Especially when we talk about frequency and amount of posts. One company might have an audience that gets very annoyed with 3 tweets per day, another company has an audience that is very much ok with 20 tweets per day (because eg. they are more globally active and have reach on all continents and timezones as opposed to the aforementioned company).

The examples below assume a somewhat mature content repository.

A thing that usually works well is to have specific content strategies per channel. Take this as an example:

**Twitter** → News outlet (we tweet about our blog posts, important things that are happening in our industry, etc.)

**Facebook** → The people behind the company. Eg. we show a picture of your employees and give a short bio about them, link to articles written by your own team, link to opinion pieces, post-mortems, etc.

**LinkedIn** → A mix of the above, including announcements from the company and the exec team (think funding announcement, core values, etc.) and some very bottom-of-the-funnel assets (very much about your own product).

**Key insight**: Don't just think about what you want to say, think about what your audience wants to consume on each platform. Twitter users scroll fast and want quick insights. LinkedIn users are more likely to be in "professional mode" and want to consume your content differently.

## Twitter

Let's assume we can send 21 tweets per week without starting to annoy people.

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In order not to only send people to gated assets, our social media content mix on Twitter could be:

- 9 tweets per week about gated content assets
- 12 tweets per week about our company's Top-Funnel and Mid-Funnel blog content
  - In these blog posts, of course, you should link to assets and product pages that are further down the funnel, closer to your product

## A simple Twitter gated assets schedule

9 Tweets per week for gated assets could be split up into:

- 3 tweets for 3 different assets per week
- Tuesday, Wednesday, Friday, Sunday
  - Tuesday
    - Asset 1: tweet 9am PST,
    - Asset 1: tweet 2:40pm PST
  - Wednesday
    - Asset 2: tweet at 9:20am PST
    - Asset 1: tweet at 12:10 pm PST
    - Asset 3: Tweet at 3pm PST
  - Friday
    - Asset 3: Tweet at 9am PST
    - Asset 2: Tweet at 2pm PST
  - Sunday
    - Asset 3: Tweet at 10:20am PST
    - Asset 2: Tweet at 3pm PST

## A simple Twitter blog content schedule

The other 12 tweets can be used to filling up the spaces around our gated asset promotions, for example:

Book a Discovery Call
Read our Case Studies

- Monday
  - 3 tweets
- Tuesday
  - 1 tweet
- Thursday
  - 3 tweets
- Friday
  - 1 tweet
- Saturday
  - 3 tweets
- Sunday
  - 1 tweets

## Facebook

On Facebook, you should have a lower frequency than on Twitter. Posting 2 things per day on your wall will be annoying. You might rather want to go for 3 to 5 posts per week.

### A simple Facebook gated assets schedule

2 posts per week for gated assets:

- Asset rotation: 2 different assets per week
- Tuesday, Friday
  - Tuesday: Asset 1 - post at 1:00pm PST (lunch break browsing time)
  - Friday: Asset 2 - post at 3:30pm PST (end-of-week, people checking social before weekend)

### A simple Facebook company/culture content schedule

2 to 3 additional posts per week focusing on the human side:

- Monday
  - 1 post: Team spotlight or behind-the-scenes content at 10:00am PST
- Wednesday
  - 1 post: Company culture or employee achievement at 2:00pm PST
- Thursday
  - 1 post: Industry commentary or opinion piece at 11:30am PST
- Saturday
  - 1 post: Lighter content, company news, or community engagement at 12:00pm PST

Remember, Facebook works best when you're showing the human side of your company. People connect with people, not logos. Share behind-the-scenes content, employee spotlights, and company culture alongside your gated assets.

## LinkedIn

On LinkedIn, you could post 1 or 2 MOFU/BOFU assets per week.

For LinkedIn, boosted posts can make a lot of sense, especially for posts that highlight ebooks or upcoming webinars. The targeting capabilities are very precise. We recommend targeting by persona, location, company size, and even specific companies. This precision makes LinkedIn ads particularly cost-effective for B2B gated assets because it's likely you're reaching exactly the decision-makers you want.

**LinkedIn boosting strategy:** You can start with as little as $10 for a boosted post. Target companies similar to your existing customers, and focus on job titles that match your personas. The cost per lead on LinkedIn tends to be higher than other platforms, but the lead quality is usually significantly better.

### A simple LinkedIn gated assets schedule

2 posts per week for MOFU/BOFU assets:

- Asset focus: 2 different bottom-funnel assets per week
- Wednesday and Friday posting days
  - Wednesday
    - Asset 1: post at 8:30am PST (morning professional browsing)
  - Friday
    - Asset 2: post at 11:00am PST (late morning, planning for next week)

## A simple LinkedIn thought leadership schedule

2-3 additional posts per week for company announcements and executive content:

- Tuesday
  - 1 post: Industry insights or executive thought piece at 9:00am PST
- Thursday
  - 1 post: Company announcement, milestone, or team update at 10:30am PST
- Sunday (optional)
  - 1 post: Weekly industry roundup or forward-looking content at 7:00pm PST (Sunday evening planning time)

## LinkedIn boosted posts

- You can boost the Wednesday gated asset post with some budget
- You can boost major company announcements (funding, product launches) with higher budget
- Ideally, run boosts for multiple days

## Instagram, TikTok, YouTube Shorts

The tonality here probably has to be much different from the aforementioned platforms. You're trying to excite and engage people in a very short time frame - we're talking seconds, not minutes.

Think visual storytelling. Instead of "Download our Kubernetes checklist" try showing a quick behind-the-scenes video of your team discussing why the

checklist matters, with a call-to-action in your bio or stories. Use Instagram Stories polls, questions, and swipe-ups (if you have 10k+ followers) to drive engagement before pushing people to your gated assets.

It can work well to take complex topics and break them down into digestible, entertaining content. Think "POV: You're a CISO trying to explain zero-trust to your CEO" or quick explainer videos with trending audio. The key is educating while entertaining.

**Important note:** These platforms work better for top-of-funnel awareness than direct lead generation. Use them to build brand recognition and drive traffic to your other channels where you can promote gated assets more directly.

## Newsletter Sponsorships

Newsletter sponsorships are a very good fit for gated assets because identifying "Cost Per Lead" is quite straightforward. You know exactly what you paid for the sponsorship slot, and if your attribution is set up correctly, you can easily identify how many form submissions came from people coming from the newsletter sponsorship slot.

We really like the newsletters by [CooperPress](). They are a particularly good fit for developer-focused content. Their newsletters like JavaScript Weekly, Node Weekly, and Frontend Focus have highly engaged audiences that are perfect for technical gated assets like whitepapers, implementation guides, or industry reports.

### Example of a simple newsletter sponsorship strategy

1. Start with newsletters that align with your buyer personas
2. Make sure to set up proper tracking links for each newsletter sponsorship ([use UTM parameters])
3. Test different asset types - sometimes a technical deep-dive performs better than a high-level overview

4. rack not just immediate conversions, but also how newsletter-sourced leads progress through your funnel

**Typical cost structure:** Newsletter sponsorships can range from $500 for smaller, niche newsletters to $5,000+ for major industry publications. The key is to think about the potential reach (subscriber base times average open rate of the newsletter), calculating your acceptable cost per lead and working backwards.

## Submitting to Hacker News and Reddit

On Hacker News and Reddit it is vitally important not to be spammy. Don't link to landing pages with gated assets, that's really frowned upon! Rather think about what is very good technical content (for example produced by our team at Draft.dev) and submit such articles only **every now and then**.

There are certain best practices for both of these platforms. For example, don't exclusively link to your own content. Try to truly be a good, helpful part of the community. Link to other, external, valuable content. Once you lose your reputation on these platforms it's extremely hard to get your reputation back.

**In short:** Be very careful not to be too promotional! For every 1 piece of your own content you share, share multiple pieces of valuable content from others. This builds trust and shows you're genuinely contributing to the community, not just using it as a promotional channel.

**What works on Hacker News:** Deep technical posts, behind-the-scenes engineering stories, postmortems, and "how we built X" articles. Think less "Download our guide" and more "How we reduced API response times by 40%."

The HN community loves learning from real implementation details.

**What works on Reddit:** This depends heavily on the subreddit, but generally authentic, helpful content performs best. In r/programming or r/devops, technical tutorials and lessons learned get good engagement. In

industry-specific subreddits, case studies and problem-solving approaches work well.

In general, it's probably smart to start by commenting thoughtfully on other people's posts before you ever submit your own content. Engage in genuine discussions. Answer questions. Be helpful. Only after you've established yourself as a valuable community member should you occasionally share your own technical content. Also consider not posting as a "company account". If you have a DevRel on your team, that person should be the one tasked with working these platforms.

Getting picked up on these platforms can lead to massive traffic spikes, but focus on the long-term relationship building rather than trying to convert visitors immediately.

## What about Content Syndication?

Content syndication is one of the most underutilized tactics for getting more mileage out of your existing content. Instead of just publishing a blog post on your company blog and hoping people find it, you can republish that same content on multiple platforms to reach different audiences.

**Here are the key syndication outlets we recommend**:

- **Dev.to**: Fantastic for developer-focused content. The community is very engaged and appreciates technical deep-dives, tutorials, and lessons learned posts
- **HackerNoon**: Great for a broader tech audience. They have editorial review which can help boost quality, and their distribution is solid
- **Hashnode**: Developer-centric platform with good SEO benefits. Personal developer blogs perform particularly well here
- **DZone**: More enterprise-focused developer audience. Great for architectural discussions, best practices, and tool comparisons
- **Medium.com**: Broad reach across tech and business audiences. Use publications like "The Startup" for additional distribution

**Syndication best practices**:

- Wait 1-2 weeks after publishing on your own blog before syndicating (gives your original content time to get indexed and ranked)
- Use the canonical link tag pointing back to your original post to avoid SEO penalties
- Adapt the intro slightly for each platform - Dev.to readers might want more technical context than Medium readers
- Don't just copy-paste. Add a brief intro explaining why you're sharing this on that specific platform

**What content works best for syndication**:

- Technical tutorials and how-to guides (perfect for Dev.to and Hashnode)
- Industry analysis and trend pieces (great for HackerNoon and Medium)
- Case studies and postmortems (work well across all platforms)
- Tool comparisons and reviews (DZone is good for these)

**The hidden benefit**: These platforms often have their own newsletter distributions and social media followings. A popular post on Dev.to might get picked up in their weekly newsletter, exponentially increasing your reach.

Here is a quick overview of how you could think about syndicating your original content:

|  | **Dev.to** | **HackerNoon** | **Hashnode** | **DZone** |
|---|---|---|---|---|
| **Technical tutorials** | x |  |  |  |
| **How-to guides** | x |  |  |  |
| **Industry analysis & trend pieces** |  | x |  |  |
| **Case studies & post mortems** | x | x | x | x |
| **Tool comparisons & reviews** |  |  |  | x |

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## Your Promotion Checklist

### Basics
- ☐ Content audit completed
- ☐ Posting schedule created for each platform
- ☐ UTM parameters set up for tracking
- ☐ Content calendar populated for next 4 weeks
- ☐ Team member assigned to monitor and respond to comments

### Extras
- ☐ Boosted post budget allocated for LinkedIn
- ☐ Instagram/TikTok/YouTube Shorts content strategy developed
- ☐ Newsletter sponsorship opportunities researched
- ☐ A/B tests planned for different content formats
- ☐ Simple process to reporting on performance across channels set up
- ☐ Encourage other team members to share on their social channels
- ☐ Share with your company newsletter
- ☐ If a good fit, submit to Hacker News
- ☐ Submit to 2+ appropriate subreddits
- ☐ Republish on Medium, Dev.to, LinkedIn, and HackerNoon with a link back to the original article
- ☐ Share with any relevant Slack channels/groups
- ☐ Add links to your promoted post from any other relevant content on your own website or blog
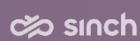- ☐ Reach out directly to relevant newsletters to see if they'll share your article

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Ready to elevate your developer marketing strategy? At Draft.dev, we specialize in creating high-quality technical content that resonates with developer audiences and drives measurable growth for technical companies.

Our team of expert technical writers, experienced editors, and marketing strategists understands the unique challenges of reaching and converting developer audiences. Whether you're looking to launch a new content initiative, scale your existing developer marketing program, or refine your technical content strategy, we can help.

Visit Draft.dev today to learn how our specialized technical content agency can help you build authority, generate qualified leads, and establish trust with developer audiences. Book a Discovery Call with us to discuss how we can craft a customized content strategy that aligns with your specific business goals and technical audience needs.

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