



A Checklist to Promote Your Diagnostic Assessment Funnel

Evalinator

www.evalinator.com



Attract & Engage Your Target Audience!

This is a checklist of activities you can do to promote your assessment to start generating leads for your funnel.

These are all simple but impactful activities that you should be able to do quickly. You can think of these as the foundation stones of your promotion strategy.

There are many advanced tactics too that build on these basic activities. You should definitely pursue those as you continue your journey.

- Add a link on your **social profiles** and pages viz. Facebook, Instagram, LinkedIn. Add in multiple places on your **website**. Home page banner, side bar, create a dedicated page etc.

- Post every few days** on your social media profiles with slight **variations**. For example, "See how you score on <<your topic>>. Instant results!", 2) "Did you know that <<question topic 1>> and <<question topic 2>> are important for <<your overall topic>>. see how you score. Instant results!"

- Make a **video post**. A short 30 seconds to 1 minute video asking people to take the assessment. Whether you make it funny or serious, just get it out there. Making one video will give you so much **confidence**, that making additional videos will be a breeze!

- Add to your **directory listings** if possible. e.g. Noomii for coaches, Clutch for professional services, etc. In addition to describing what you do, include an extra link that goes to your assessment.

- Take it to the **events** that you attend. In addition to exchanging business cards, send them a link to your assessment

- Share **insights!** Your assessment is a rich source of insights. Once you have a few responses, create a summary of the response pattern. e.g. 60% of respondents scored low on a specific topic. Share this on your social media channels or write **blogs** on these variations. Provide some recommendations.

- Send an **email** to your existing **list** if you have it. Ask them to share it. You can also request your **network** to share your posts.

- Appear on **podcasts** by searching for people who are doing podcasts in your area of expertise, and request to speak about your assessment! It'll be a unique angle. Also look for **PR opportunities** by searching on HARO (help a reporter out)

- \$\$ - Create a nice post and promote it (**run ads**) on the social channel you think makes sense. Be sure to start with a **low** amount like \$20 to test it out.

- \$\$ - Request an **influencer**. Request someone who has a lot of audience (e.g. a blogger) to share your information and a link to your website.

Evalinator

www.evalinator.com

A Checklist to Promote Your Diagnostic Assessment Funnel

These are foundational activities to get the word out.

[Visit Evalinator](#)

Attract[®]

Created with Growth Tools in Partnership with Leadpages