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## Overview

There are 3 main components to search engine optimization (SEO): relevancy, popularity and search engine user behavior. This guide focuses on the popularity criteria with a goal of earning higher ranking and greater saturation within search engines such as Google and Bing, with emphasis on outreach. Topics covered in this guide include what to avoid, content marketing and outreach.

## About PageRank

Google, with 67% search engine market share as of August 2013, ranks websites based on what they refer to as PageRank (named after Larry Page, not position in their results). PageRank is primarily based on hyperlinks (links) on and off a website to help determine topic, relevancy and trust to and from a particular webpage.

PageRank is a 1-10 score assigned to a webpage by Google. They provide PageRank scoring in their Google Toolbar (browser toolbar), but it's more of a "clue" since the toolbar is only updated around every 6 months or so.

Each link on a page can be compared to a "vote". Therefore, the more "votes" a webpage gives to other webpages, the lower the value of each vote. For example, if there are 100 links on a webpage, each link might be worth "1 vote", where 10 links on a webpage may be worth "10 votes" each.

### Focal Points in PageRank May Include:

1. Words and phrases used within links pointing to a particular page
  - a. Too many explicit commercial keywords = bad
  - b. Plenty of diversity in link text and link type (image link, URL link, etc) = good
2. Words and phrases used with page titles, meta tags, and content from linking page
3. Number of outbound links on a page (see paragraph above)
4. Links to "bad neighborhoods" that may harm a user's computer or compromise privacy laws
5. Link proximity - **within content** versus a list of links or from with a header or footer navigation
6. Trust score of the linking page (age, outbound linking, exit rate, referenced from other pages)

### What to Avoid When Building Links

Google wants website owners to help provide great content to its searchers. They constantly produce documentation and training resources to help improve search quality. Below are some helpful links to learn more from Google themselves about linking rules for gaining higher search ranking:

1. Link Schemes document: <https://support.google.com/webmasters/answer/66356>
2. Webmaster Help Channel (YouTube): <http://www.youtube.com/user/GoogleWebmasterHelp>

### Basic Guidelines for Link-Building:

1. Common sense - is this link for marketing or SEO? (aim for marketing)
2. Likelihood of the linking page actually referring clients (industry-related)
3. Likelihood of the linking page creating thousands of impressions (news, editorial)
4. Gives the impression of marketing or reference not an obvious SEO activity
5. Imagine the future link profile of a target page appearing natural and authentic

## Link Building Outreach

These templates are meant to assist marketers with outreach to online content owners in an attempt to earn a mention on the content owner's webpage or any page on their website. It was designed to work seamlessly as a Buzzstream.com sequence. Categories for securing placement will include the following, preferably in this order:

1. **Reference:** Mention as an Additional Resource or Further Reading
2. **Cross-Promotion:** Feature the Author & Brand, Encourage Reciprocation
3. **Contribution:** Guest Blog Post or Guest Article
4. **Sponsored:** Sponsored Post, Article or Advertisement

## Mediums

The following mediums will be included as outreach channels: Social Media (micro-blogs, direct messages, public messages), Email, and Phone.

## Reference Outreach Templates

### Reference Outreach: By Social Media

- **Twitter**

1. Follow **@name**
2. *Hi **@name** - we have a few questions about an article you wrote at **site\_name**, how can we reach you? (100 characters)*
3. ***@name** - you're really hard to get a hold of, so it's now my mission in life to get 5 minutes with you. Can you DM me please? (136 characters)*

- **Facebook / LinkedIn**

1. Follow / Subscribe **Name**
2. *Hi **Name**, we have a few questions about an article you wrote at **site\_name**, how can we reach you outside of Facebook?*
3. ***Name**, you're really hard to get a hold of, so it's now my mission in life to get 5 minutes with you. Can you email me at **your\_email** or call me between **hours\_available EST** at **your\_phone**? I promise I'm not selling anything.*

- **Google Plus**

1. Circle **+Name** (add to Link Outreach Circle)
2. *Hey **+Name**, I have a few questions about an article you wrote at **site\_name**, how can I reach you outside of Google+?*
3. *If **+Name** circles you back, send direct message: We spent a great deal of time working on an resource page that compliments your article (**link to article**). It'd sincerely humble our writers if you'd take a look and add the page as additional reading if you agree that it's a great resource.*

### Reference Outreach: By Email

- Initial Outreach

Subject: Question about the **topic** article you wrote

Hi **Name**,

I was just reading your article about **topic** and thought it would be great for our readers, so I've shared your page on Twitter and on our company Facebook page.

The topic is very important to me and to our writers here at **business\_name**. So important that we worked on a study, surveying a number of people for their viewpoints and referencing dozens of what we believe are great resources. We even quoted **Name**, a thought leader in our industry who you might also follow in our mutual networks.

So that our research wasn't in vain, would you do us the honor of mentioning our page within (or after) your write-up as Additional Reading or Further Reading? We understand how busy you must be and won't at all be offended if you're strapped for time; or if you believe our study won't benefit your readers.

Please feel free to reach out to me directly anytime, and thanks in advance for your consideration.

Sincerely,

**Your Name**

**Your Title**

**Your Address 1**

**Your Address 2**

**Your City, ST ZIP**

**Your Phone Number**

- Follow Up #1

Subject: 2<sup>nd</sup> attempt to reach you

Hi **Name**,

*It's been a couple of days since I emailed you about a page you wrote at **site\_name**. You must be super busy (I can totally relate), but I did want to make sure you received it. If not, can you please reply so that I can resend the email?*

*Thanks again,*

*[see signature above]*

- Follow Up #2

Subject: Please contact me when you have 3 minutes

Hi *Name*,

*Wow, you must be super busy, considering this is my third attempt to reach you. I just wanted to let you know that my manager approved a \$25 thank you gift for taking a few minutes to mention our **topic** study on your article (as mentioned in my original email last week).*

*Your article: [link\\_to\\_article](#)*

*Would prefer an Amazon, iTunes or Visa gift card? Please let me know right away; I'll have it sent your email upon your confirmation (even before you add the mention).*

*Our writers did work very hard on the study and having you mention us in your page is extremely important to all of us. If you believe our piece would not be useful to your readers, just let me know and I'll stop trying to contact you.*

*Thanks again,  
[see signature above]*

- Follow Up #3

Subject: Final attempt to reach you, I promise

Hi *Name*,

*Because you haven't responded to my earlier emails I'm just going to assume that you're totally loaded down with work and don't have the time to mention our study on the **topic** page you wrote.*

*It's been two weeks since my first email to you. I understand time constraints completely (believe me), and won't bother you again after this email. However, I would like to send you a \$40 gift card via email to your favorite online retailer if you are willing to take 5 minutes to add a mention of our study to the page you wrote on **topic**.*

*If there's anything else I can do to support you, such as sharing a different article of yours on our Twitter or Facebook time lines, please don't hesitate to ask.*

*All the best,  
[see signature above]*

## Cross-Promotion Outreach Templates

### Cross-Promotion Outreach: By Social Media - Approach #1 (Mention)

- **Twitter**

1. Follow **@name**
2. *Hi **@name** - we mentioned you on a recent blog post, hope that's okay? **Link\_to\_post** (71 characters)*
3. ***@name** - anything we missed or that you'd like to add? **Link\_to\_post** (56 characters)*
4. If they follow back, send a direct message ONE WEEK later asking if they'd mention a piece of content we wrote (on their website not their Twitter stream) that's relevant to that user. He/she sort of "owes us one" and should reciprocate.

- **Facebook / LinkedIn**

1. Follow / Subscribe **Name**
2. *Hi **Name**, our marketing director thinks there might be some great potential synergy between our teams. We'd love to promote you and **company** on our blog. How can we reach you outside of Facebook?*
3. ***Name**, I've been trying to get a hold of you. Can you email me at **your\_email** or call me between **hours\_available EST** at **your\_phone**? I'm also available via Skype at **skype\_handle** I promise I'm not selling anything. I just want to chat about **topic** for 5 minutes.*

- **Google Plus**

1. Circle **+Name** (add to Link Outreach Circle)
2. *Hey **+Name**, I'd like to talk with you for a few minutes about **site\_name**, how can I reach you outside of Google+? I'm not selling anything, I promise.*
3. If **+Name** circles you back, send direct message: *Because we're in the same industry, my marketing manager would like us to discuss how we might help each other with some potential cross-promoting.*

*We have an active blog with over **number** subscribers, Twitter, Facebook, etc and would be happy to write up a feature about you or about **company\_name** if you'd be willing to mention us as a potential resource for your readers who we're guessing already have an interest in **what we offer**.*

*If you have other ideas, financial incentives included, please let us know. We want to build a long-term relationship, and we understand how helping people reflects back on us. The ball is in your court. Please let us know your thoughts.*

## Cross-Promotion Outreach: By Email - Approach #1 (Mention)

- Initial Outreach

Subject: I'd like your permission to promote something you wrote

Hi *Name*,

*2013 is the year of building relationships for us, and because you write about content related to our industry, we'd like your permission to share one or more of your best works with our followers on Twitter, our company Facebook page, and possibly to our newsletter subscribers. Is the page below one you'd consider one of your best?*

*URL\_to\_link\_prospect's\_page*

*We aren't asking for anything in return. However, I may follow up in a few weeks with an article we're working on that we'd like your feedback on.*

*Are you using Google+? If so, would you like us to add you to our circles or Like a specific page you run on Facebook? Let me know and I'll make it happen right away.*

*Please feel free to reach out to me directly anytime and for any reason. Consider me and *our\_company\_name* in your network and here to help you promote yourself and *site\_name*.*

*Sincerely,*

*Your Name*

*Your Title*

*Your Address 1*

*Your Address 2*

*Your City, ST ZIP*

*Your Phone Number*

- Follow Up #1

Subject: Just following up - did you get my email?

Hi *Name*,

*It's been a couple of days since I emailed you about promoting a page you wrote at *site\_name*. You must be super busy (I can totally relate), but I did want to make sure you received it. If not, can you please reply so that I can resend the email? I just wanted to get your permission before I share your article with our subscribers.*

*Thanks again,*

*[see signature above]*

- Follow Up #2

Subject: We just sent your article to our subscribers

Hi *Name*,

*Wow, you must be super busy, considering this is my third attempt to reach you. I just wanted to let you know that we just shared [your article](#) with our subscribers on Twitter and Facebook. Since you didn't reply to our last note, we just figured it was A-Okay with you.*

*Please do reply so that I know I have the correct email address for you.*

*Hope you're having a great week.*

*Thanks again,  
[see signature above]*

- Follow Up Upon Response

Depends on their response. ONE week after they thank us for sharing their content, we reach out and ask if they'd be willing to share something specific we wrote or if they'd accept a guest blog post or article.

### Cross-Promotion Outreach: By Social Media - Approach #2 (Quote/Interview)

- Twitter

1. Follow *@name*
2. Hi *@name* - Can I quote you in a study I'm working on? If so, can you DM me please? (85 characters)
3. *@name* - My article deadline is coming up, got 2 minutes to provide a quote? Your opinion is super important to me. (118 characters)
4. If they follow back, send a direct message asking for their email and/or phone so you can send the two questions you have.

- Facebook / LinkedIn

1. Follow / Subscribe *Name*
2. Hi *Name*, our CMO suggested we reach out to you as a *topic* expert for a study we're working on. All participants get a one line bio to mention their blog and/or company. Below are the only two questions I have for you. No rush, but keep in mind that my deadline is less than a week. *Refer to email template for question ideas.*
3. *Name*, I've been trying to get a hold of you. In the interest of time, can you email me at *your\_email* or call me between *hours\_available EST* at *your\_phone*? I'm also available via Skype at *skype\_handle* I promise I'm not selling anything. I just want to get a quote from you about *topic*, it shouldn't take more than 5 minutes. Thanks in advance.



- **Google Plus**

1. Circle **+Name** (add to Link Outreach Circle)
2. Hey **+Name**, can I get a quote from you for a **topic** study I'm working on? I'm not selling anything, I promise.
3. If **+Name** circles you back, send direct message: *Because we consider you an expert in **topic**, my CMO would like to include your opinion in our research. Can you please answer the questions below to the best of your knowledge?*

*We also need a one line bio (okay to mention your blog and/or company) and a photo we can use. Please email me or call me if you have any questions. My email is **your\_email** and my direct line is **phone\_number**.*

### Cross-Promotion Outreach: By Email - Approach #2 (Quote/Interview)

- Initial Outreach

Subject: Can we get a quote from you for **topic** study we're working on?

*Hi **Name**,*

*Our CMO has asked me to get insights from industry leaders like you for a 2013 study we're putting together on **topic**. I understand how valuable your time is, so rather than try to coordinate a call, I figured I'd just send you an email with two simple questions. All experts will receive attribution.*

*Question 1 (followed by Question 2): Thought-provoking question only an expert would be able to answer, such as future of topic, #1 mistake people new to topic make, best way to overcome the biggest topic obstacle, etc.*

*Might I also get from you a one sentence bio and photo for our article? Feel free to include links to your blog and/or company website. Thanks in advance for your time and participation.*

*Sincerely,  
**Your Name**  
**Your Title***

***Your Address 1**  
**Your Address 2**  
**Your City, ST ZIP**  
**Your Phone Number***

- Follow Up #1

Subject: Article deadline approaching

*Hi **Name**,*

*It's been a couple of days since I emailed you about a study we're working on that we feel wouldn't be complete without a quote from you. We just need two short answers, a 1-line bio and a preferred photo within the next week if possible.*

*I've been asked to remind participants that we'll be promoting the study aggressively as part of our content marketing strategy, which means your blog and company will get some free promotion out of it. Here are the questions again:*

*Repeat questions here.*

*Thanks again,  
[see signature above]*

- Follow Up #2

Subject: Dinner on us for your advice (2 simple questions)

*Hi Name,*

*Wow, you must be super busy, considering this is my third attempt to reach you. Our CMO just authorized a dining gift certificate if you can reply within the next 72 hours with your expert answers to our study questions below:*

*Questions here.*

*Simply reply with your answers, a one-line bio and a photo you'd like us to use before my deadline (approximately 72 hours from now). Also select a restaurant from the list below as our thank you for taking a few minutes out of your day to help us with this study:*

*[https://www.giftcertificates.com/shop/category.aspx?category\\_id=112&Restaurants=1](https://www.giftcertificates.com/shop/category.aspx?category_id=112&Restaurants=1)*

*Thanks again,  
[see signature above]*

- Follow Up 3 Days After the Response

Subject: We've published the study you participated in

*Hi Name,*

*[Here is the link to the study you participated in.](#) Thank you again for your valuable feedback. We'll be promoting the article all over the web ourselves, but it couldn't hurt to have you share it as well, considering it does offer up some authority points.*

*By the way, we've noticed that mentioning external content you contribute to within your own blog and/or company blog can in fact increase your AuthorRank, a score the almighty Google gives to authors like yourself. If you liked the study, we'd encourage you to mention it in a future post.*

*No pressure, but it couldn't hurt you either way. Social mention (Facebook, Google+, Twitter, etc) is also appreciated. Take care and thanks again!*

*Best,  
[see signature above]*

## Contribution Outreach Templates

### Contribution Outreach: By Social Media - Approach #1 (Expert Guest Post)

- Twitter

1. Follow @name
2. Hi @name - Do you have a moment to chat about topic? We have a guest post we think you're going to love. My Skype ID is skype\_handle (137 characters)
3. @name - Our CMO just did an awesome write up about topic that we'd like to give you first dibs on. Can you DM me please? (125 characters)
4. If they follow back, send a direct message with a link to the Google Document with the content we'd like to contribute to their website. Remind them that we're giving them first dibs because we really enjoy their articles and blog posts.

- Facebook / LinkedIn

1. Follow / Subscribe Name
2. Hi Name, our CMO has been on a writing binge about topic, and wanted me to reach out to you before contacting other writers, in hopes that you'd accept the content as a guest post or contributing author. Name\_of\_CMO is kind of a big deal in our industry, so name dropping might actually help you build your subscriber base. Please let me know if you're interested in the piece; he worked very hard on it, so I definitely encourage you to give it a glance before turning it down.
3. Name, I've been trying to get a hold of you about a potential guest post. Name\_of\_CMO is an authority on topic and considered to be a thought leader in our industry. He's asked me to distribute several articles he and our team have put together over the last few months but never published. We think they make for excellent guest posts. Would you do us the honor of giving [this unpublished article](#) a quick read for consideration on your blog or as a featured article?

- Google Plus

1. Circle +Name (add to Link Outreach Circle)
2. Hey +Name, would you be interested in a guest post from one of our founders, a thought leader in the subject of topic? We have about 10 to give away and he asked me to start with you. Please let me know, there is no sales copy in the write-up, it's strictly informational.
3. If +Name circles you back, send direct message: Awesome - we're connected! [Here's the link](#) to the guest post / article we'd like to contribute to site\_name. Please let us know if it's acceptable and in alignment with what your readers want.

### Contribution Outreach: By Email - Approach #1 (Expert Guest Post)

- Initial Outreach

Subject: 3 Guest Posts for You to Choose From for Your Blog

Hi Name,

Our CMO hand selected you as someone we'd like to guest blog for, so I'm reaching out to offer some awesome never-been-posted-before content.

I've attached three posts from our best writers around the topic of {bloggers-topic} where we interviewed industry expert {Name-of-Expert}. Please let us know which ones you'd like to post on the {blog-name} blog if they meet your editorial guidelines.

*Don't worry, we didn't stuff links in the post or do anything that might be conceived as spam. This offer is simple to help increase our writers' authority on the topic of {bloggers-topic}. The only hrefs included are for our company and for our writer's Google+ profile.*

*If you want more or have a specific topic you'd like us to write about, please don't hesitate to ask. I'm available by phone or email to discuss. Thanks for your time and consideration!*

*Sincerely,*

*Your Name*

*Your Title*

*Your Address 1*

*Your Address 2*

*Your City, ST ZIP*

*Your Phone Number*

- Follow Up #1

Subject: Following up regarding my guest blog post offer

*Hi Name,*

*It's been a couple of days since I emailed you with three guest blog posts you can use at {Blog-Name}. I know you're super busy, so I thought I'd touch base just to make sure you received my first email and to see if you wanted to use one or all of the posts I sent.*

*More than not, blog posts are time-sensitive and lose relevancy over time. If you're just too swamped to post or even review the content, just let me know and I'll make sure they get used elsewhere. You're always welcome to reach to me in the future when things calm down if you'd like us to guest blog.*

*Looking forward to hearing back from you.*

*Thanks again,*

*[see signature above]*

- Follow Up #2

Subject: What's the word on the guest blog post?

*Hi Name,*

*Wow, you must be super busy, considering this is my third attempt to reach you. Since it's been over a week now, I have to assume you're not interested or just too consumed to read our guest posts.*

*Unless I hear from you in the next two days, I'll go ahead and give this round of content to another blogger. I sure hope you're okay and that we'll be able to connect again in the future. Please call me or reply back by {date} if you're still interested in one or more the three guest blog posts we sent you.*

*Remember, we're always here if you have something specific you'd like us to blog about or if you need someone to write for you while you're away or unable to blog.*

*Thanks again,  
[see signature above]*

- **Follow Up 2 Days After Previous Email**

Subject: Guest blogs scheduled to be reassigned today

*Hi **Name**,*

*Today is the day I have to give the guest blog posts to another blogger unless I hear back from you. Please call me or reply by 5pm PST if you've changed your mind.*

*Don't fret; we'll always be here if you want more content.*

*Best,  
[see signature above]*

### Contribution Outreach: By Social Media - Approach #2 (General Contribution)

- **Twitter**

5. Follow **@name**
6. *Hi **@name** - Do you have a moment to chat about {Link Partner's Brand}. My Skype ID is **skype\_handle** (86 characters)*
7. ***@name** - We're trying to connect with a real person at {Link Partner's Brand} in marketing, who should we call? (102 characters)*
8. If they follow back, send a direct message asking for an email address or phone number we can call to offer up content support.

- **Facebook / LinkedIn**

4. Follow / Subscribe **Name**
5. *Hi **Name**, our leadership team has asked me to reach out to you as an industry peer to see how we can support you or contribute to {Link Partner's Brand}. We're not looking for anything in return, we just want to help. What's the best way to reach you outside of Facebook/LinkedIn?*
6. ***Name**, I've been trying to get a hold of you about participating in future {Link Partner's Brand} content marketing initiatives together. Can you please email or call me when you have a moment? I'm not selling anything, we just want to work with you.*

- **Google Plus**

4. Circle **+Name** (add to Link Outreach Circle)
5. *Hey **+Name**, the {Our Company} leadership team are big fans of {Link Partner's Brand} and would like to contribute in some way. We have some ideas to throw by you, how can I reach you off Google+? You can (optionally) add me to a circle and send me a private response. Either is fine.*
6. *If **+Name** circles you back, send direct message: Thanks for connecting with me! Would it be possible to send you an email with ideas we have about contributing to {Link Partner's Brand} or can I give you a call? Please let me know. I look forward to connecting.*

## **Contribution Outreach: By Email - Approach #2 (General Contribution)**

- Initial Outreach

Subject: {Our-Company} Would Like to Contribute to {Site-Name}

Hi *Name*,

*Our CMO hand selected you as someone we'd like to support and build a relationship with. Our belief is that we can grow our audience by helping others grow theirs.*

*Therefore, I've been authorized to provide you with any of the following (take your pick):*

- 1. An industry study or research data on the topic of {site topic}*
- 2. A guest blog post or {site topic} article*
- 3. An interview or quote from our leadership team for your content marketing*
- 4. Tech or small graphics support - how can we help?*

*There's no catch, though we do appreciate attribution to anything we contribute to. Oh, and we'll definitely use our social media powers to share anything we're a part of - that's a given. 😊*

*I'm available by phone or email to discuss. Thanks in advance for your time and consideration!*

*Sincerely,*

*Your Name*

*Your Title*

*Your Address 1*

*Your Address 2*

*Your City, ST ZIP*

*Your Phone Number*

- Follow Up #1

Subject: Following up regarding supporting {Company-Name}

Hi *Name*,

*It's been a couple of days since I emailed you with an offer from {Our-Company} to support your content marketing and website initiatives. Did I end up in your spam folder?*

*Just so we're on the same page, {Our-Company} isn't looking for anything in return, other than attribution to any content support we provide.*

*There has to be something you've been wanting to write about or some benefit you can get from our writers, tech guys or graphics department. Please let us know how we can support you.*

*Looking forward to hearing back and am absolutely available by phone if you want to throw some ideas around.*

*Thanks again,*

*[see signature above]*

- Follow Up #2

Subject: Let's work together or no thank you?

Hi *Name*,

*Wow, you must be super busy, considering this is my third attempt to reach you. Since it's been over a week now, I have to assume you're not interested in working with us or getting free content from our staff here.*

*If you are getting my messages, a simple "no thank you" reply will help me keep track of our relationship and prevent me from bothering you in the future. Though I hope we can figure out a way to contribute to {Site-Name} in one way or another.*

*The offer will always stand if you change your mind or if you're reading this a month from now when you get a chance to catch up on emails.*

Thanks again,  
*[see signature above]*

## Sponsorship Outreach Templates

**WARNING:** Google and Bing have both made it clear that buying links to influence search engine ranking violates their respective webmaster guidelines. If a potential link partner decides to report you for attempting to purchase a link on their website, your website may be penalized for an indefinite period of time.

Therefore, be extremely careful in your wording, not just for fear of being reported, but some bloggers will actually screenshot such attempts and create bad press on the company's marketing tactics through a blog post or article.

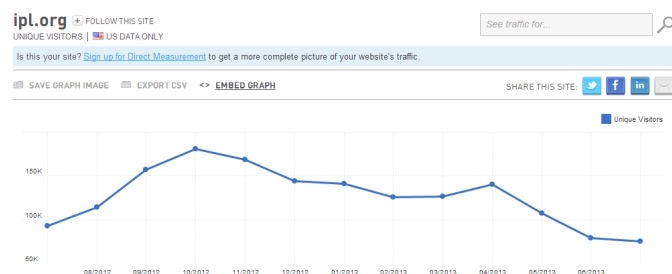
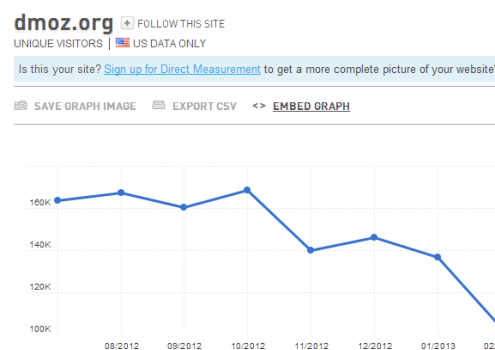
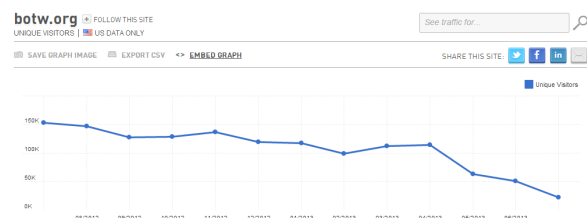
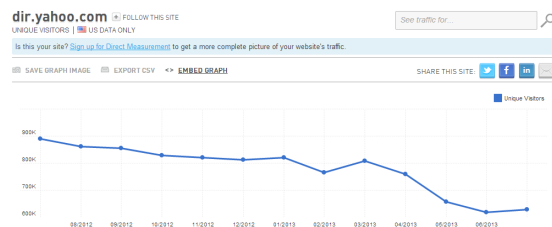
That being said, if we are paying for sponsorship of an event, a group, a charity, or anything that requires effort and provides value to the organization being sponsored, why shouldn't we be rewarded with attribution?

### Web Directories

Historically web directories were a great place to start with link building. Most web directories failed because the owners pocketed the revenue rather than investing in marketing or in becoming a useful resource.

The few that survived (Yahoo! Directory, Best of the Web, and DMOZ.org) are losing traffic and would not likely ever drive referrals - see Basic Guidelines for Link Building (page 2).

### Examples of the Dying Value of Web Directories:

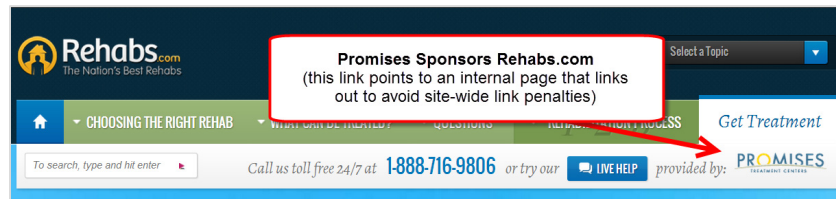




So instead, we focus on sponsorships where they mean the most to us:

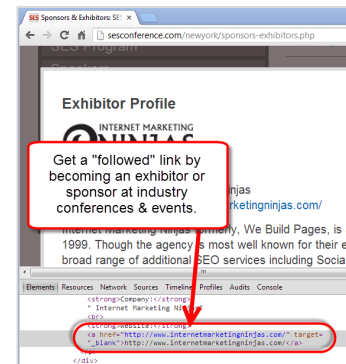
### 1. Industry portals

- a. There are typically a handful of industry destinations that don't offer a service. For example, ReelSEO is a news site for video marketing; Rehabs.com is an industry portal for addiction rehabilitation. These types of sites can be great referral traffic sources.



### 2. Industry Conferences & Events

- a. Most industry conferences offer a link from the event website. Most are now forcing the link to be a URL-only, logo or the company name to avoid SEO penalties, which is absolutely still beneficial to the business being linked to.
- b. To find industry events, simply use your favorite search engine and query "{topic} conference". Replace "conference" with summit, expo, or event for additional opportunities.
- c. No outreach is required - simply signup online where it says "Become an Exhibitor" or "Become a Sponsor".



### 3. School Clubs & Groups

- a. In Google, search for site:\*.edu "{topic} club" (try also: site:\*.edu "{topic} group")
- b. Make a list of the clubs that you believe have the largest audience
- c. If contact information is not available, you may need to call Student Services
- d. Use the outreach templates below or a close variation to make your pitch

### 4. Charity Organizations

- a. These are less relevant to your industry; so be selective
- b. Choose organizations that receive plenty of traffic and are willing to create a profile page that talks about our company or brand and services rather than a site-wide link.

### Sponsorship Outreach: By Social Media

- **Twitter**

9. Follow **@name**
10. *Hi **@name** - Are you or { Brand/Club} looking for sponsors? DM me please, I'd love to chat with you. (97 characters)*
11. ***@name** - {Our Company} is interested in sponsorship opportunities with {Brand/Club}, can you DM me please? (107 characters)*
12. If they follow back and send a direct message, attempt to get an email and phone number for making direct contact.

- **Facebook / LinkedIn**

7. Follow / Subscribe **Name**
8. *Hi **Name**, we've got a budget to sponsor organizations in our industry this year and you're at the top of our list. Do you have a sponsorship rate card or flat pricing model we can review? Please send me a private message to discuss further.*
9. ***Name**, I've been trying to get a hold of someone at {Brand/Club} about becoming a sponsor. How can I reach you to talk about sponsorship levels?*

- **Google Plus**

7. Circle **+Name** (add to Link Outreach Circle)
8. *Hey **+Name**, I couldn't find a link to become a sponsor of {Brand/Club} on the website and am interested in becoming one. Can you connect with me directly to discuss?*
9. If **+Name** circles you back, send direct message: *Thanks for connecting with me. Is there a phone number I can call you at or email address we can use to discuss sponsorship opportunities with {Brand/Club}? I have a limited budget and have already got the signoff from my management team. I look forward to connecting.*

### Sponsorship Outreach: By Email

- **Initial Outreach**

Subject: We are Interested in Becoming a {Brand/Club} Sponsor

*Hi **Name**,*

*{Brand/Club} has been identified by our company {Our Company} as a great sponsorship opportunity. Though we have a limited budget, I'm writing to see if you accept sponsors and what you'd be looking for in terms of sponsorship rates.*

*Please call me at {Your Phone Number} or reply back to discuss. Thanks for your time and consideration. On behalf of {Our Company}, I sincerely look forward to supporting you and {Brand/Club}.*

*Sincerely,  
**Your Name**  
**Your Title***

***Your Address 1**  
**Your Address 2***

*Your City, ST ZIP  
Your Phone Number*

- Follow Up #1

Subject: Following up regarding sponsorship

*Hi Name,*

*It's been a couple of days since I emailed you about becoming a {Brand/Club} sponsor. I'm sure you're just super busy, but I have a limited window and a budget I need to use for the upcoming quarter and I'd really like our company {Our Company} to be one of your supporters.*

*When you have a moment, can you please give me a call or reply to this email?*

*Looking forward to hearing back from you.*

*Thanks again,  
[see signature above]*

- Follow Up #2

Subject: Last time I'll bother you, I promise.

*Hi Name,*

*Wow, you must be super busy, considering this is my third attempt to reach you. Since it's been over a week now, I have to assume you're not interested in sponsorships or just too consumed to read my emails.*

*Even so, can you just reply and say "no thanks", else I'd love to chat with you by phone or email about {Our Company} becoming a sponsor of {Brand/Club}.*

*Please let me know either way at your earliest convenience.*

*Thanks again,  
[see signature above]*