Doing Outreach at Scale for Links and PR

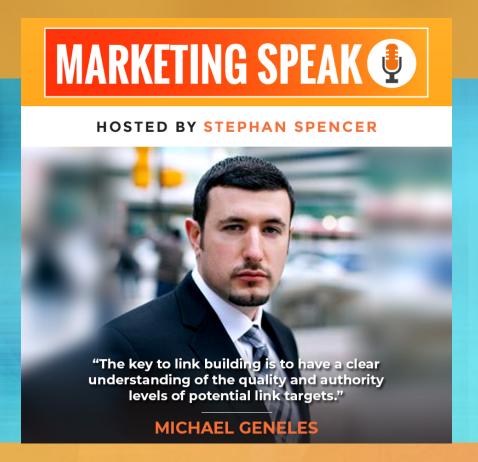
10 Point Checklist

Michael Geneles

Want to gain as much knowledge as possible out of Marketing Speak?

Read on below for a 10 point checklist that gives the next, real steps

you can take to elevate your marketing to the next level.



10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

Create a well-defined process for my link building strategy. Just like any other marketing activity, link building needs to have SOPs and workflows to ensure consistent outcomes.
Engage in outreach for my business regularly. Cold calling, email promotions, and social media campaigns will help me build my brand and attract more clients.
Hire a team that can help me execute my link building strategy. Ideally, a team of four will help me effectively scale my link building efforts.
Outsource my link building strategies to an agency if I have the budget and don't have the time to manage it myself.
Create a list of high-quality sites that I want to link to my business. I want to avoid making my link building a numbers game and reduce the risk of toxic links from low-quality sites.
Monitor my link building to make sure that I'm getting links from websites that are relevant, trustworthy, and are aligned with my business goals and niche.
Conduct regular link audits and analysis to make sure all my links are of high quality. Michael recommends Ahrefs and LinkResearchTools .
Time my outreach at reasonable intervals and always offer value. Calling or emailing my prospects every other day may annoy them or even spur them to unsubscribe from my list.
Abide by Google's guidelines and avoid getting penalized. Make sure that all my links are high quality.
Check out <u>Pitchbox</u> and start using the platform to help me achieve my outreach and link building goals.