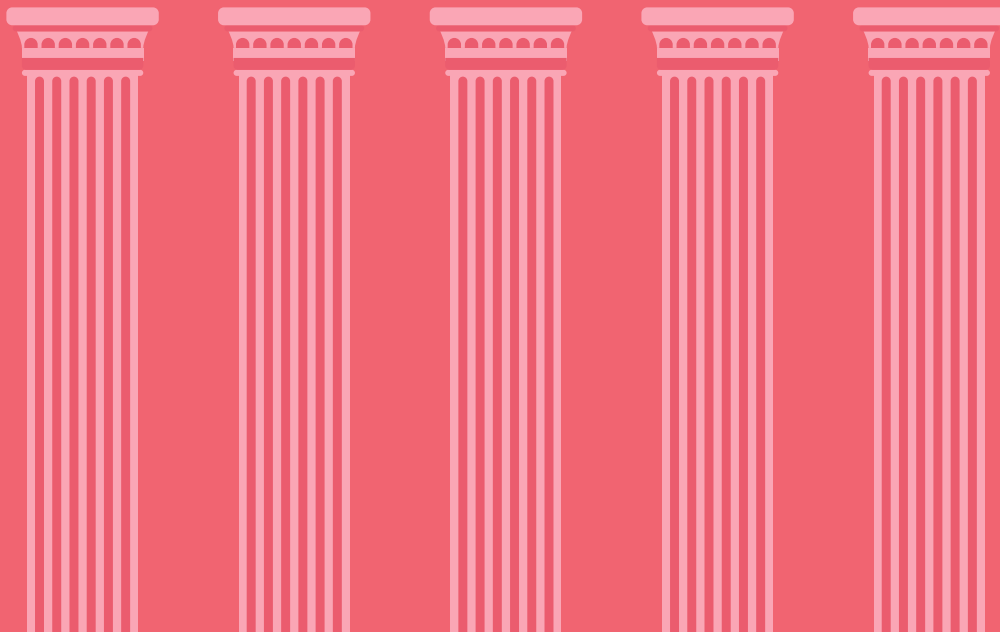




CLICK.CO.UK®

5 PILLARS OF OUTREACH



WHAT IS OUTREACH AND HOW DOES IT FIT INTO SEARCH MARKETING?

Outreach is a strategic marketing exercise, which involves forging relationships with influential bloggers, capturing data, creating and distributing high quality, shareable content and amplifying its reach through social and ‘earned media’.

There are benefits for both parties: the blogger receives high quality content bespoke to their own and to their audience’s needs. For you, the exchange of content helps to boost awareness of your brand and strengthens your website’s organic search (SEO) profile by creating strong, natural backlinks.

Otherwise known as ‘influencer marketing’, outreach has grown in importance as part of an ethical link building strategy, largely as a consequence of Google algorithm changes designed to clamp down on other, less reputable link, building techniques.



PILLAR 1

UNDERSTAND THE IMPORTANCE OF HIGH QUALITY LINKS

Building legitimate inbound links, or backlinks, is an important strategy for marketing your website for two reasons:

- They can drive referral traffic to your site
- They can help you rank higher in the SERPs (search engine results pages)

However, generating and maintaining a strong backlink profile for your website is hard work - and there are no shortcuts.

Links are still a vital signal to Google about the relevance and importance of a website. A good backlink comes from an authoritative website (one with a [high domain authority, or DA](#)), using anchor text that appears natural in the context of the content on a page, such as in the example below from Moz:

JC Penney, a very large US retailer was heavily penalized back in [February 2011](#) for buying large amounts of links targeting a range of specific keywords. It was several months before they started to see a recovery and they were forced to spend time trying to take lots of the links down.

Another example closely followed [a few weeks later](#) when Overstock were penalized for the practice of giving Universities discounts on products in exchange for links. Again, it was several months before they started to see a recovery.

A famous example in the UK was the [penalty applied](#) to florist Interflora in February 2013 which was severe but only lasted eleven days. Google didn't directly comment on this but it was widely believed to be link related.

How to earn good backlinks

The way to earn genuine, high quality backlinks is by sticking to the following rules - which are basic good practice for online marketing in general:

- Creating your own unique, engaging, high quality content
- Build a genuine community which interacts with your website, your social channels and one another
- Develop and maintain authentic relationship with relevant influencers

Campaign outreach as a strategic exercise ticks all these boxes.

Maintaining your backlink profile

A strong backlink profile requires ongoing maintenance. Since Google released its [Penguin algorithm update](#) back in April 2012, websites with backlinks deemed ‘unethical’ or ‘spammy’ (for example, low quality sites that try to gain an unfair advantage through excessive or paid link building) risk penalisation in Google’s SERPs to preserve the quality of results returned.

To drive the message of natural links home, Google provides a tool within its Search Console (previously known as Webmaster Tools) - navigate to Search Traffic > Links to Your Site. This can help you to clean up your links and there are various third party tools which can provide even more insight.

To learn more about ethical link building, download our eBook, [Build Clean, Build Organic](#).



CASE STUDY - LloydsPharmacy Online Doctor

LloydsPharmacy Online Doctor provides patients with an additional channel in which to receive care for health problems.

Click Consult's outreach strategy helped to improve the performance of lead search terms by enhancing the backlink profile of their website.

We identified relevant influencers that could be interested in showcasing innovative content to their audience, and formulated a campaign to create a buzz round the brand, with placement driven by a combination of research, great copy & design, and the development of key relationships across the blogger, social and editorial community.

This delivered commercial results across key product areas leading to a 144% increase in organic sessions and a 77.59% increase in organic revenue.

Our campaign resulted in placements in The Telegraph amongst other relevant high DA blogs and websites that reached the targeted demographics.



By producing and promoting a quality content led campaign, as well as a number of relevant, high DA blogs from the targeted demographics, our outreach strategy delivered commercial results across key product areas leading to a 144% increase in organic sessions and a 77.59% increase in organic revenue.

PILLAR 2

REACH OUT TO THE RIGHT PEOPLE

Do your research

An important stage of the outreach is to identify potential bloggers to approach to become involved with your campaign. While factors such as high traffic and DA are important, it's vital that you approach relevant bloggers.

There are sites which will allow you to explore profiles and refine your blogger search by keywords and interests, for example, using a tool such as [GroupHigh](#). Therefore the more you know about your target demographic and your brand's ideal consumer, the easier it will be to find the right people to work with.

Only once you have narrowed down your list of potentials to a group of relevant publishers should DA and traffic become important. You will ideally be looking to approach thought leaders relevant to your brand's industry, so prioritise – but be aware that the more successful the publisher, the more you are going to need to impress, as they will likely be inundated with requests and the last thing you want at an early stage is to be unfairly labelled as spam.

Align your goals

The key is to align your campaign focus and objectives with those of the bloggers you approach. You're always working with the dual objectives of maximising your brand's exposure and adhering to the blogger's content needs. That's why it's so important to do your research and identify the most suitable individuals with whom you feel you can develop a mutually beneficial relationship. You need to be prepared to invest time not only in your initial research, but also in developing and maintaining relationships with your contacts – successful outreach is an ongoing process, not a one-off activity or transaction.

Put the same effort in as you would with a client relationship. Respect the fact that they've built up a loyal following – a community of liked minded individuals - and established their reputation. They're passionate about their subject and protective of their community - that's what's brought them success in the first place. Discussion and negotiation over content are part of the process, but remember that they know their audience and what resonates with them better than anyone.

PILLAR 3

BUILD RELATIONSHIPS, NOT CONTACTS

The way to tap this resource is in the same organic, ethical manner each targeted blogger has – becoming part of a community, one which, unlike those of traditional publishers, already has an existing desire to hear about your brand and is more likely to be receptive.

Tailor your approach

When you find a blogger you think fits your aims, read their blogs and About Me sections to ensure you're approaching the right people in the right way. Whatever their usefulness to your brand, bloggers are not simply a marketing tool; you should be looking to build genuine relationships. Be honest about your goals, be there if they need you, and remember that this is a mutually beneficial relationship – in shares and exposure, you have something to offer too.

Nurture your relationship

If you develop a number of different contacts – be they bloggers or journalists or any other content producer or publisher – ensure you do not adopt a blanket approach with any future content. The reason you contacted these people in the first place was that their individual interests and personalities were in keeping with your own and that of your ideal demographic. Make sure you continue to treat them like individuals, not as employees or a means to an end.

As contact lists increase in size it is all too easy to allow a lack of personalisation to creep in to your approach, and in many ways this is understandable, but if you stop talking to each individually, they may stop listening en masse also.

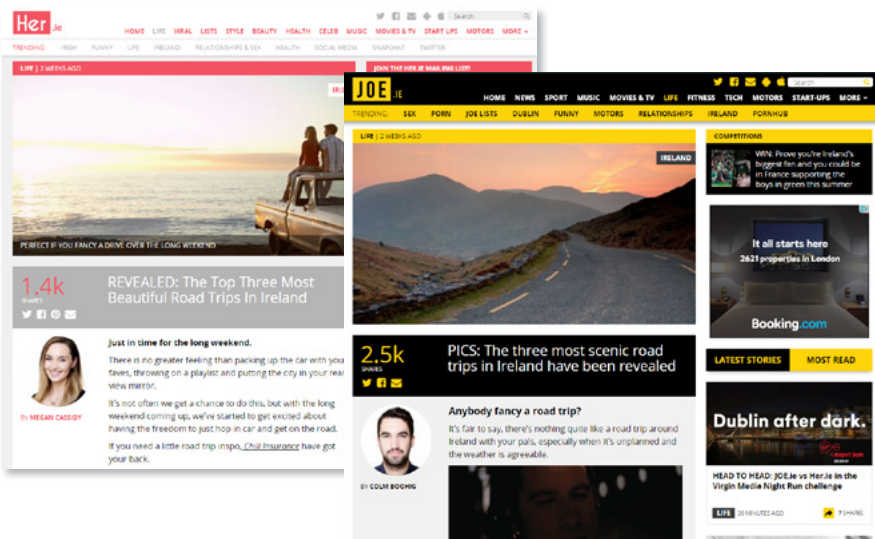


CASE STUDY – Chill.ie

Our outreach campaign for Chill.ie, one of Ireland's leading online insurance brokers, involved collaborating with bloggers to create a bespoke magazine-style eBook exploring Ireland's most beautiful drives.

We asked high-DA driving, lifestyle and family bloggers to share their favourite driving routes for inclusion and asked them to write a post linking to the eBook download and to the Chill.ie website. This partnership approach fostered engagement and enthusiasm, and strong, authentic material to help endorse the brand and resulted in a high-level link building pattern supporting Chill.ie's online visibility.

The campaign earned numerous links with excellent DAs, and social posts from Chill.ie, featured bloggers and anyone who shared their posts reached 1 million impressions.



PILLAR 4

MAKE YOUR BRAND PART OF THE COMMUNITY

Share their passion

A blogger's drive is passion for their subject, and this is why consumers turn to them when considering a purchase. Trust and loyalty among a blogger's readership are often at a much higher level than for corporate blogs: [a study by BlogHer](#) found that 81% of the online population trusted advice from bloggers, and [Technorati's Digital Influence Report](#) ranked blogs as the third most influential digital resource.

At your fingertips are trusted members of your brand's online community. Bloggers aren't seeking out your consumers; their interest and passion attracts them. In fact, [Real Time Report](#) found that even mid-level influencers produce sixteen times more engagement than media groups, with 61% of consumers having made a purchase based on a blogger recommendation.

Yet bloggers are not only enthusiasts but writers, too – and good ones. Their audience is achieved through producing interesting, relevant and timely content that readers care about. Let them help tell your brand's story and give it a voice with well-written posts and photography.

Work together to provide a great experience

Your brand looks to offer great products and great service, but a well-implemented blogger outreach strategy can deliver this to a larger consumer base, allowing you to be part of a community but also encouraging passionate individuals, both internally and externally, to help create a fantastic user experience of your brand.



PILLAR 5

ADD VALUE WITH YOUR OUTREACH CONTENT

The best way to earn a link from blogger outreach is to offer something of equal value in return, and clearly explain the benefits of getting involved in your campaign in a way that will leave them with no option but to take a look. It goes without saying that the content you offer needs to be of the highest quality, and will appeal to their audience base, or your chances of success will be extremely limited.

Do you, or can you, perform unique research which will interest them and their readers? Offer them the chance to have exclusive access. Is there a part of their role or industry you can make easier with a calculator or unique piece of programming? Then embeddable content may be ideal.

Which first: approaching the blogger or producing the content?

This all depends on the project and your specific goals. At the outset, you need to have in mind the kind of content you want to produce so that you can offer bloggers ideas and demonstrate why it would be suitable for their blog and how it would add value to their readers.

However, to add real value, every piece of outreach content you produce needs to be bespoke and unique to the individual blogger. You could produce the most scintillating content in the world, but if you can't get it featured, you won't get the exposure and results you're looking for.

Outreach & content marketing

Campaign outreach adds a further strand to your content marketing activity by allowing you to leverage a blogger's existing readership and reach new, wider – and, most importantly, relevant – audiences. If your content appears on blogs that are read by your target customers, and offers them something new and interesting, the brand exposure potential is huge. And it's the quality of the audience that makes outreach so effective. Done right, not only can you reach an audience that's already engaged with subjects relevant to your business and the content you produce.

GET IN TOUCH WITH US TODAY

ABOUT US

We are a multi award-winning search marketing agency working with brands & SMEs that want a tangible, measurable return from their online budget.

Our website features an online resources section, full of useful [eBooks](#). We also write a blog, where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

Call us today on

0845 205 0292

Or visit our [website](#).



WHAT OUR CLIENTS SAY

"The team at Click put together a campaign that underpinned our objectives and have achieved fantastic results within a very short space of time."

Tom Wilcock, Julian Charles

"Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They're always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?"

James Lane, Adjustamatic Beds

OUR ACCREDITATIONS



OUR TECHNOLOGIES

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