

OUTREACH PLACEMENT CASE STUDIES

OUR APPROACH IS ETHICAL,
OUR STRATEGIES ARE
BESPOKE, OUR TACTICS
ARE TRANSPARENT & WE
UNDERSTAND THAT SUCCESS
ONLY HAPPENS BY ENGAGING
BOTH MAN & MACHINE



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WHAT IS OUTREACH?

Outreach is exactly what the name implies: reaching out. It involves reaching out to relevant bloggers and providing them with well-written, high-quality content.

WHAT ARE THE MAIN BENEFITS OF OUTREACH?

There are benefits for both parties; the blogger receives high quality content which can be bespoke to their needs and to their audience's needs. For the client, the exchange of content helps to boost their brand awareness and holds SEO value.

WHAT IS THE BEST WAY TO APPROACH BLOGGERS?

Having a genuine interest in the bloggers we approach is an important part of our outreach process. We strive to build a relationship with our bloggers; we do not view the process as a simple one-time exchange.

HOW DO WE IDENTIFY THE MOST APPROPRIATE CONTENT FOR YOUR CLIENT'S **OUTREACH STRATEGY?**

This is definitely something that is decided on a per-client basis, rather than a one-size-fits all approach. When formulating the strategy, we liaise with the content team and begin by considering past successful strategies and where improvements can be made. We would also analyse your industry to plan the most effective content strategy for your target audience. From there, we regularly review the strategy and brainstorm new ideas as a team, ensuring we continuously develop the most innovative content strategy possible.

WHAT KIND OF TOOLS DO WE USE TO IDENTIFY RELEVANT BLOGS?

We use linkTRAX® our custom-made platform to monitor, analyse and track our clients' outreach activity. The system offers a range of unique features that allow our organic search experts to identify the most suitable bloggers to connect with during our clients' outreach activity, ensuring that each strategy involves contacting right people, with the right content, at the right time.

A fundamental component of our platform's functionality is to actively monitor links after placement, providing real-time data surrounding the quality and longevity of our campaign activity; ensuring links do not break or disappear. By tracking previous placements, we can also ensure that each blog placement is unique for each of our clients, maximising the SEO benefit of our outreach activity.



WHAT METRICS DO WE USE TO IDENTIFY A GOOD BLOGGER?

There are various metrics that can be used to review the suitability of a blogger. Domain and page authority, trust flow and citation flow are just some of the metrics used to determine the overall authority and credibility of a blog site. Exploring a blogger's social channels and determining their audience, as well as being able to scrutinise and evaluate the level of activity, allows us to measure how influential the blogger is within their community.

HOW DO WE MAINTAIN RELATIONSHIPS WITH THE BLOGGERS?

One important way in which we maintain relationships is to keep in contact with all bloggers that are interested. We are committed to a content partnership on an individual basis, so checking in with each blogger at various stages of the partnership helps us to personalise our approach and reinforces the point that this process is not a sales pitch; it is a mutually beneficial relationship.

WHAT TYPES OF CONTENT DO WE USE AS PART OF YOUR OUTREACH STRATEGY?

We craft bespoke content for each blogger, making each outreach relationship more personable. Our expert copywriters and designers produce a diverse range of content, from engaging infographics to inspiring blog posts.

HOW INFLUENTIAL ARE A BLOGGER'S SOCIAL METRICS WHEN IT COMES TO IDENTIFYING APPROPRIATE BLOG SITES?

It is important when placing the content that the client is at the forefront of our mind. Amongst other metrics, social reach is an important one to consider. We use blogger outreach software which helps us measure popularity, influence and reach. We need to maximise client exposure whilst adhering to the blogger's content needs.





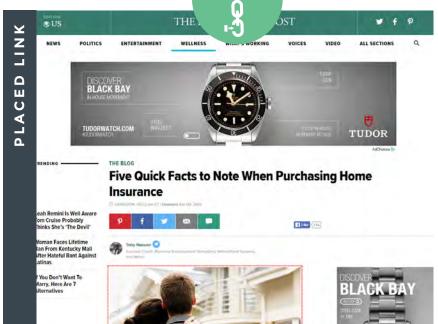
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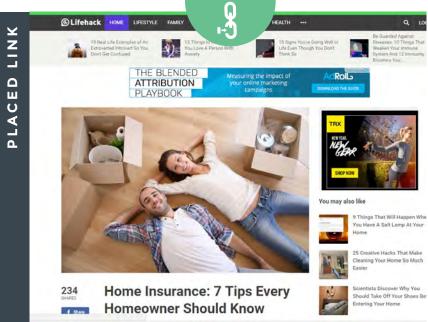


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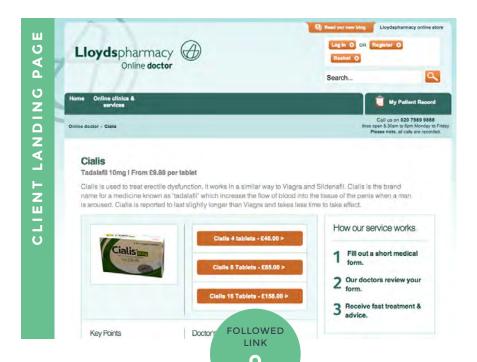








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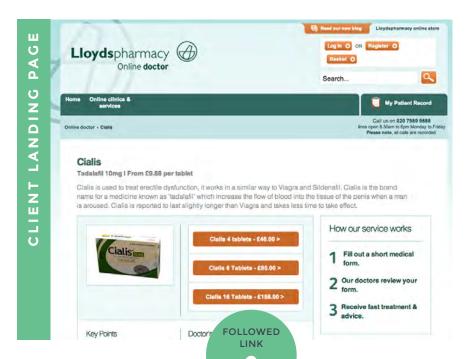


It is important to note that you should never take more than one tablet within a 24-hour period and if you take Viagra





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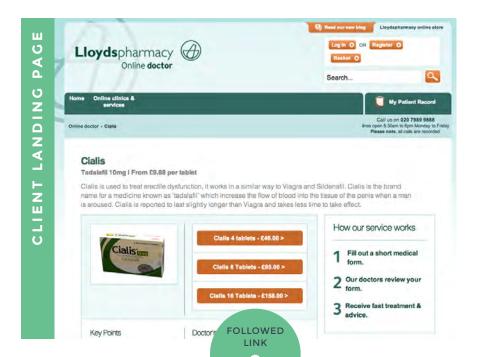
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through.

ED firsthand.

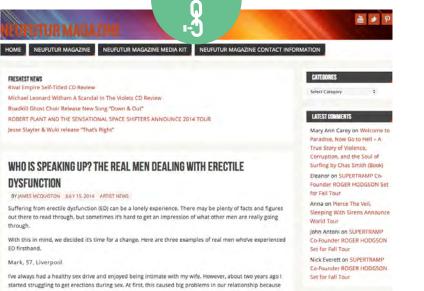


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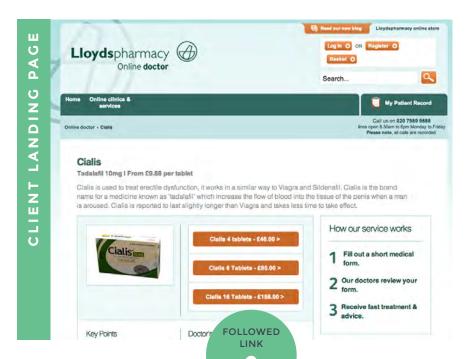




my wife assumed I no longer found her attractive. This was really tough to deal with because I knew it wasn't To begin with, I assumed that the issue would just go away, but in fact it got worse. I started to dread sex



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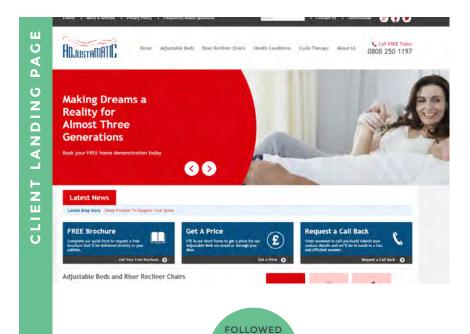






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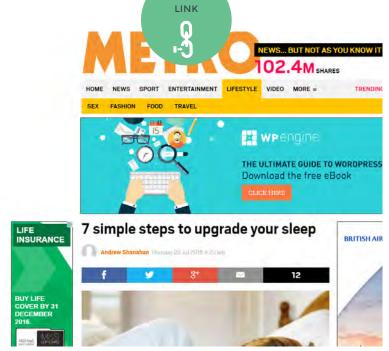






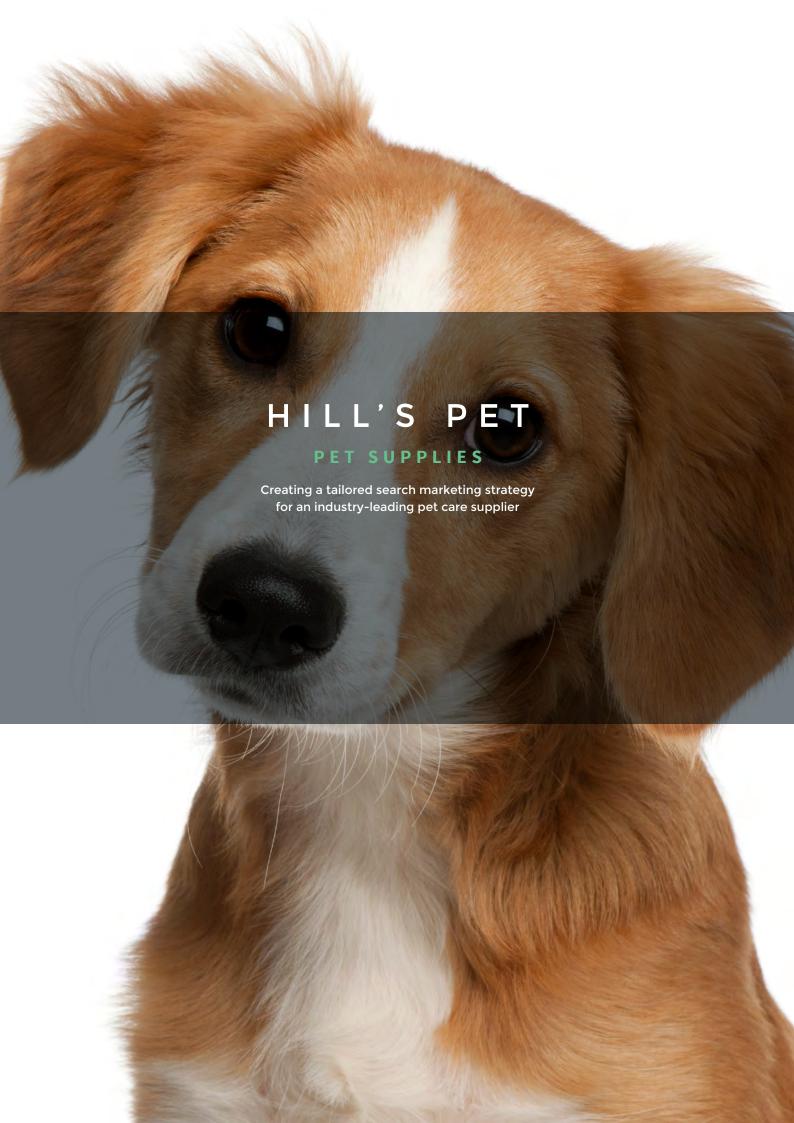








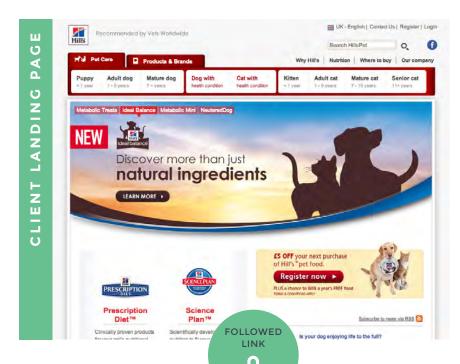






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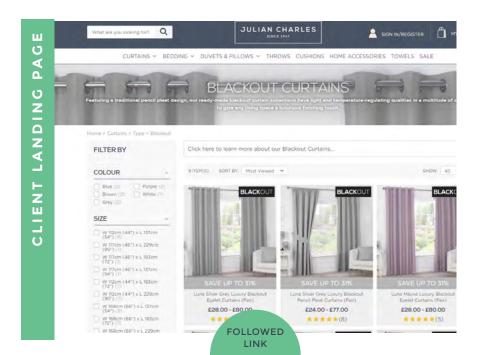


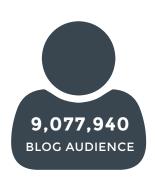






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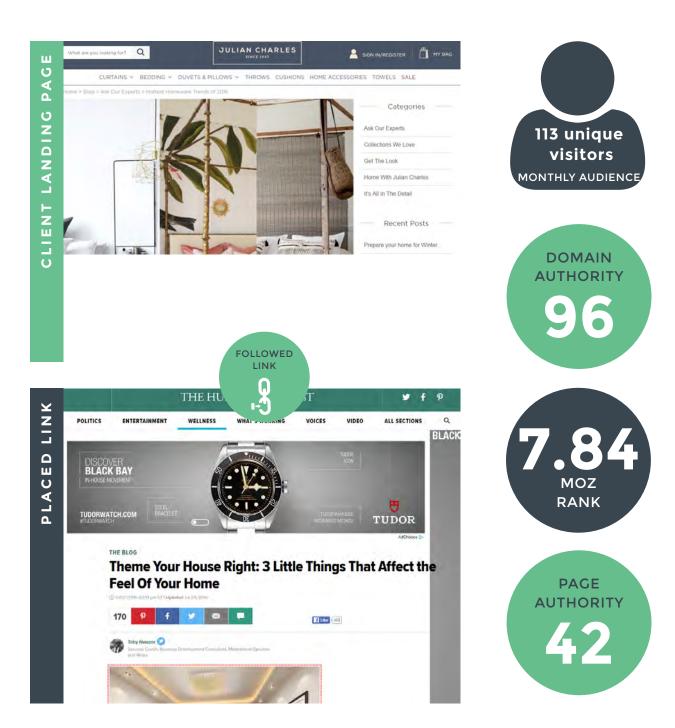






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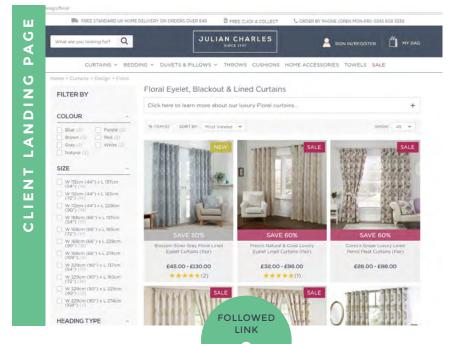






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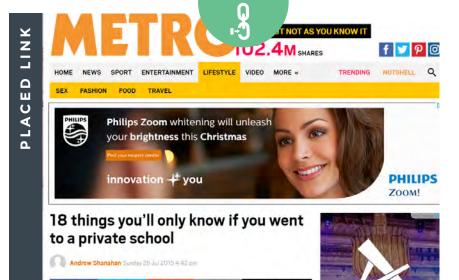


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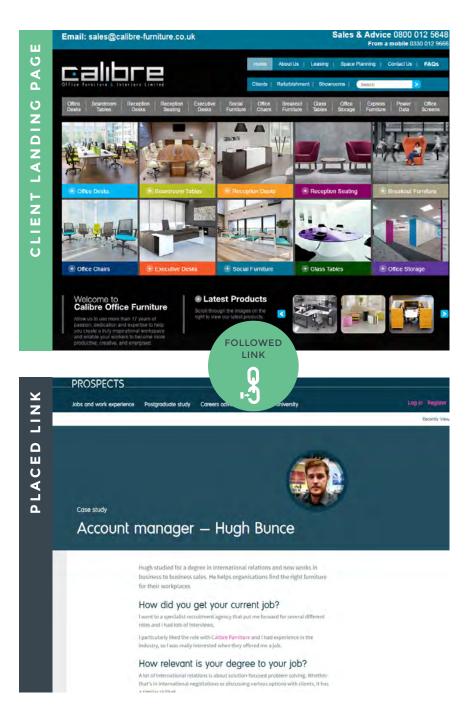


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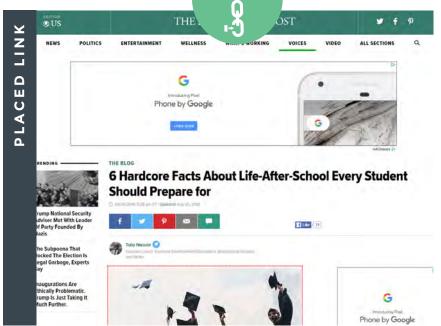
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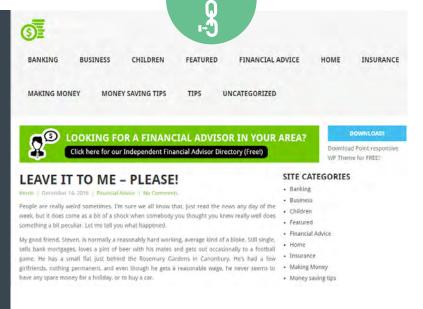


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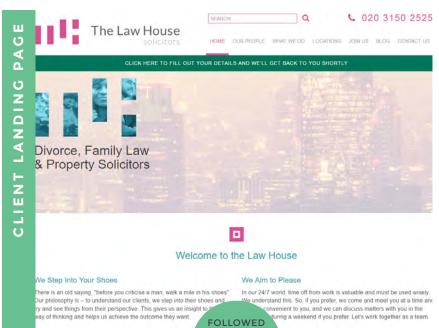


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#WILLSINNUMBERS - THE MOST RANDOM BENEFICIARIES

in sponsored posts on 11/10/16

Collaborative Post

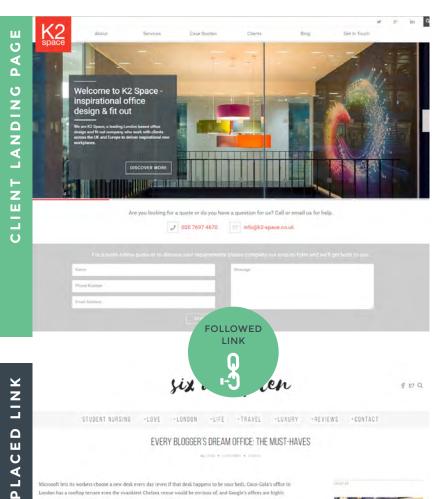
When it comes to our wills, we often leave our money and worldly belongings to the most obvious of people – our spouses, our children, perhaps our parents. The odd bequest may go to a friend or a carer or another relative but that's usually the way wills go, right? For instance I know that if anything was to happen to my mum, everything in her will goes to me and my Dad would





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5 Key Benefits of Virtual Data Rooms for

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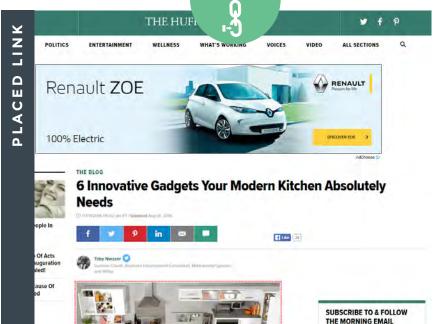
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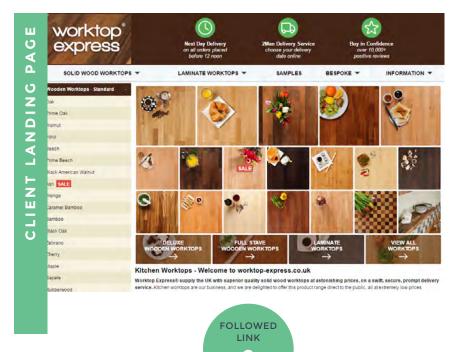








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Home > Schools and Departments > Languages, Cultures, Art History and Music > Departments > Modern Languages > Undergraduate study > Alumni > Megan Evans (BA French and Nation, 2014)

Megan Evans

- + Content and Brand Supervis
- + BA Modern Languages, 2014

Megan graduated from Birmingham with a BA in French and Italian and now works as a Content and Brand Supervisor at Worktop Express. She spoke to Seamus Hilley about transferring skills acquired at University to the working world.



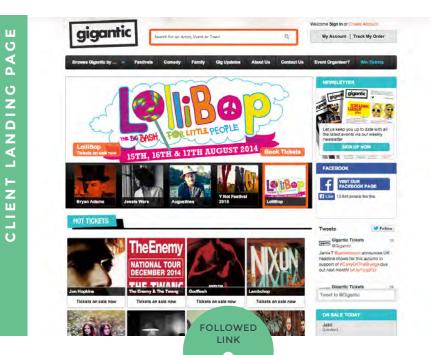






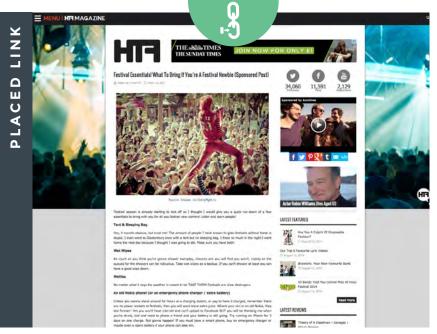
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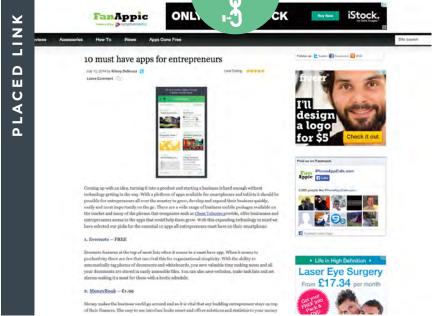
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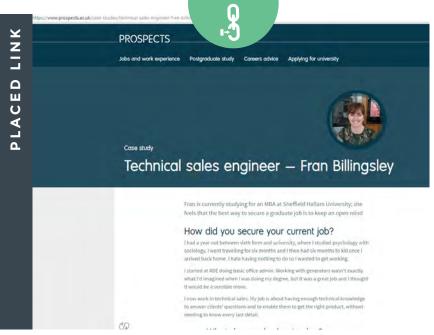






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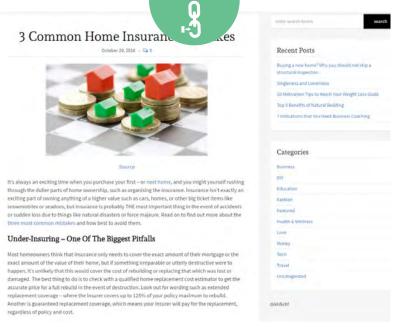


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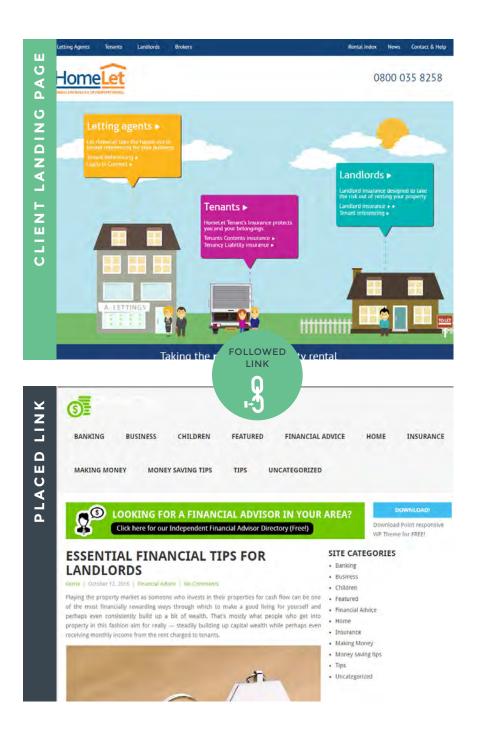
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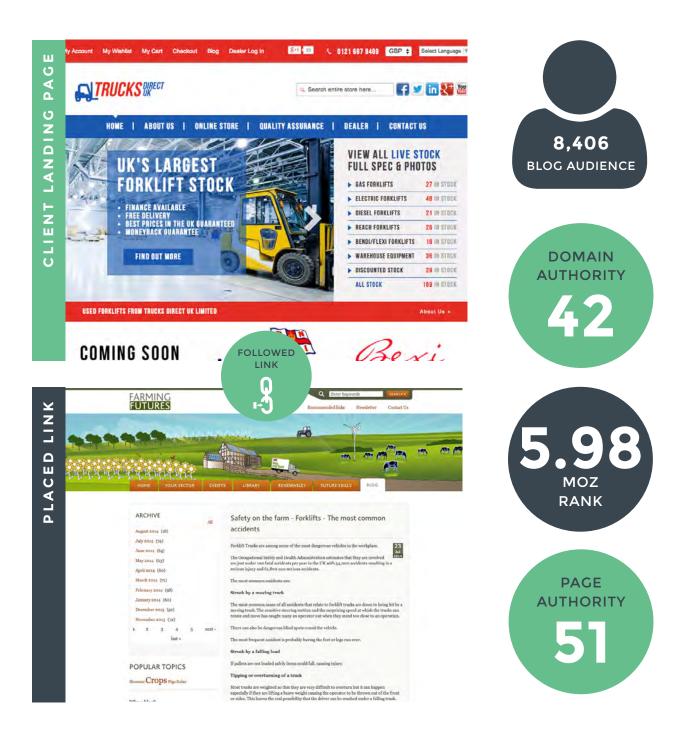








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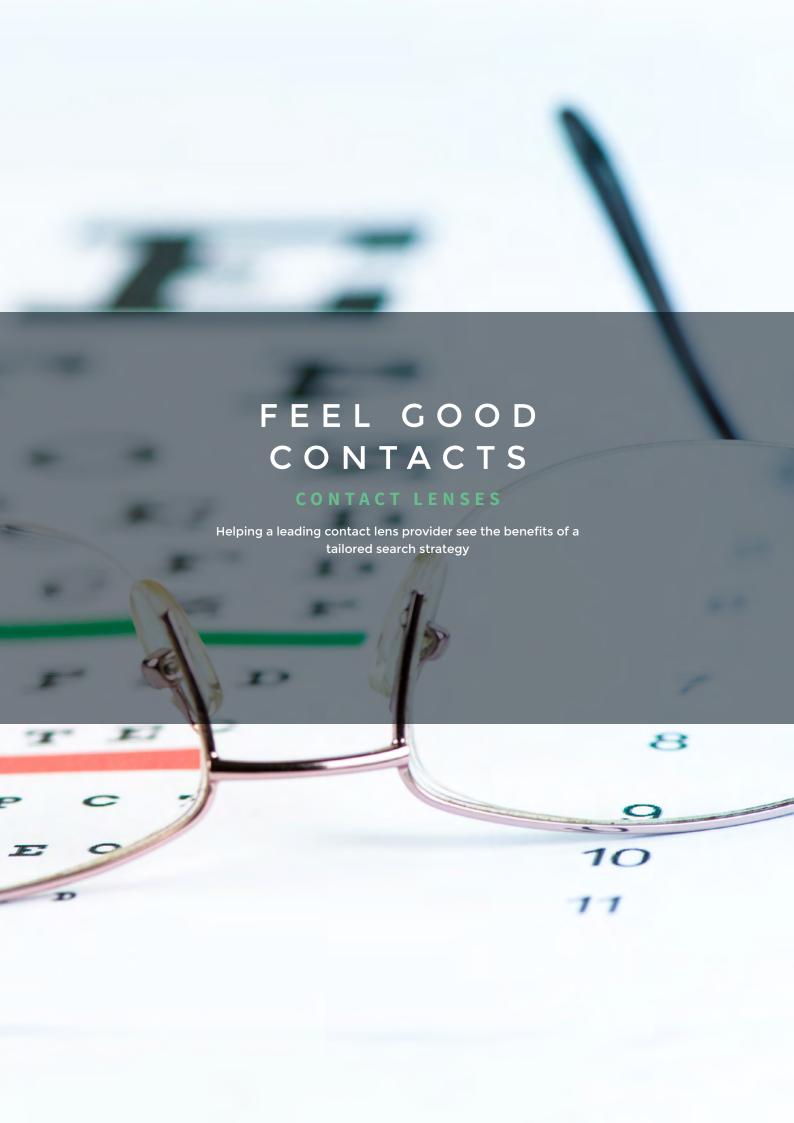
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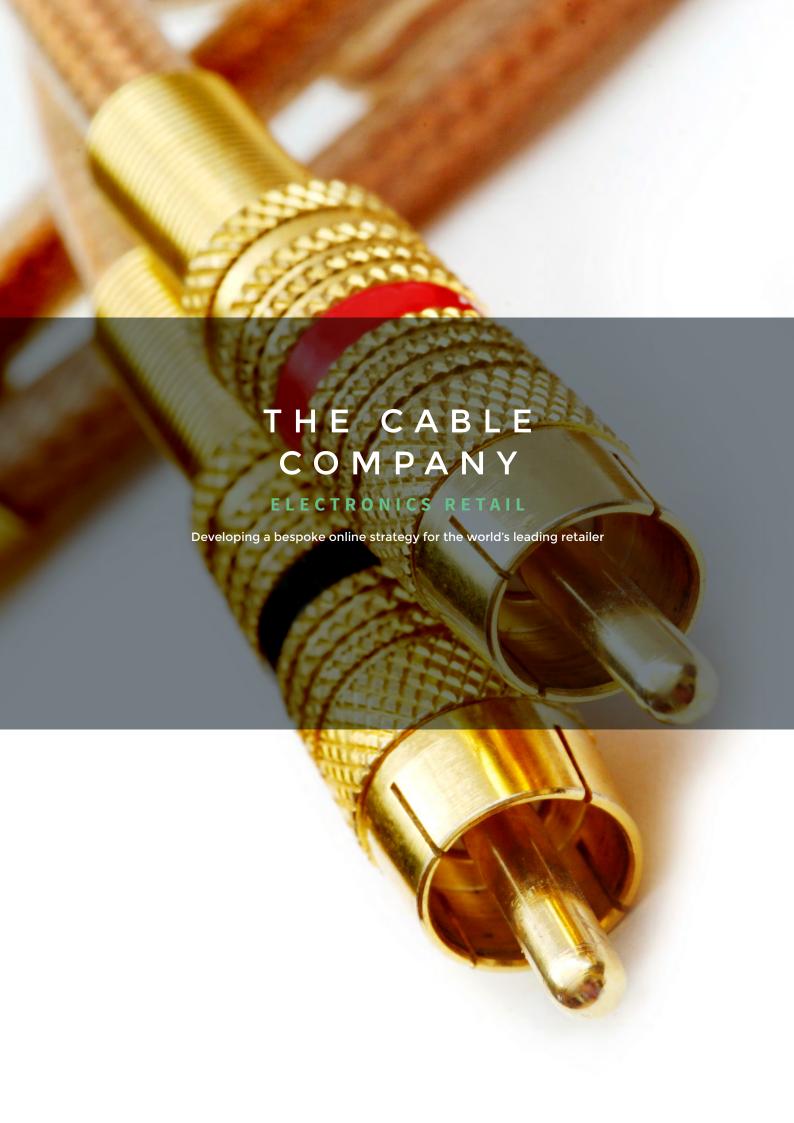
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WE LOOK FORWARD TO WORKING WITH YOU AND ENJOYING A SUCCESSFUL PARTNERSHIP





LET'S BEGIN