

BOP DESIGN®

## A TACTICAL GUIDE TO

# Guest Blogging Outreach

## WHAT IS GUEST BLOGGING?

Guest blogging is outreach to relevant industry websites or publications to pitch original, educational articles the websites will publish and share with their audiences.

**Yes** - It's a strategic effort and requires quite a bit of elbow grease and research. There are no shortcuts for a great guest blogging strategy.

**No** - It is NOT a random, rapid-fire pitch to high domain authority websites in the hopes they and 10 other sites will publish re-hashed, tired, or promotional articles.

## WHY DO GUEST BLOG OUTREACH?

Getting your guest blog posts featured on a relevant, industry website is a great way to:

- Expand your audience reach
- Build up your authority on the topic
- Connect with other industry professionals
- Build high-quality back-links to your website (good for SEO)
- Drive new visitors to your website
- Gain new followers in your industry



## GREAT IDEAS FOR GUEST BLOGS

When pitching out a guest blog topic to your chosen industry sources, always consider what makes that particular topic valuable and interesting for that audience. The topic should always be compelling and tailored for that particular audience. Guest blog pitches are not one-size-fits-all.

### **GREAT IDEAS FOR GUEST BLOG TOPICS INCLUDE:**

- Current Industry Trends
- Product Review or Evaluations
- How-to Article or Demonstrations
- Listicles – A Quick List that Hits the Highlights
- A Detailed Case Study
- Pros/Cons of Particular Processes
- Topics that Take a Stand
- This is not a complete list of great guest blog topics, but it's a start.







## BAD GUEST BLOG IDEAS

On the other side of the fence is bad guest blog ideas. Unfortunately, many folks out there don't have the time or knowledge to execute a proper guest blogging strategy and take shortcuts. But taking shortcuts often results in blog topics that get rejected.

### **BAD IDEAS FOR GUEST BLOG PITCHES INCLUDE:**

- Product/service Promotion Pieces
- Advertorials (there is a reason people pay to have these published)
- Vague Subject Matter
- No Clear Opinion
- No New Information
- Irrelevant Topics
- Old, Tired Topics (so last year)
- Articles That Have Already Been Published Online
- Needlessly Inflammatory Topics

This is not an exhaustive list but it should give you a good idea of what to steer clear of in your B2B marketing efforts.





## CREATE A GUEST BLOG OUTREACH STRATEGY

Start with a strategy that includes:

- A list of potential topics
- A list of potential blog opportunities and contacts
- A calendar of pitches
- A custom pitch for each source

Start slowly and learn as you go. It's unlikely that you'll get a response or an accepted post right away. Always keep in mind that the people you are pitching get a ton of pitches a day, so be respectful of their time.

## HOW TO CRAFT A GUEST BLOG PITCH

It's important that the very first impression you make (your blog pitch) is a good one. Let's look at what makes up the perfect guest blog pitch.

### DO YOUR RESEARCH

Sure, everyone wants to be published on The Huffington Post or The New York Times, but those spots are tough to get. Instead, do research on your industry. Find publications that focus on your field or area of expertise. You may know of several off the top of your head, but search for additional ones as well.

## KNOW YOUR AUDIENCE

When it comes to guest blog pitches, it's important to truly understand the audience of the publication you are pitching. The publication often shares information about who reads their articles. Know this **before** you craft your blog pitch. If your article appeals primarily to CTOs but the publication is more widely read by engineers, you may need to change your topic or save that pitch for a different article.

## CUSTOMIZE YOUR PITCH

Think of every guest blog pitch as a potential partnership for your firm. Each pitch should be customized to the publication, the contact, and the blog topics. It's OK to start with a general framework, but it needs to be tailored specifically to your pitch audience. Simply filling in their name isn't enough, either. Ensure it is specific to them.

## KEEP IT BRIEF

Keep it short and to the point. Here are a few things to include:

- The purpose of the email (To pitch a guest blog)
- Why they should care (How the article resonates with their audience)
- Why you are qualified on the subject (A quick bio)
- Links to writing samples (Published articles)
- Next steps (If they respond, you'll send the article)
- Thank you (Always be appreciative and thankful)





## **GIVE OPTIONS**

Include a couple of relevant topics that would add value to that publication. Keep the list short with only 2-3 topics maximum. Again, this is where the research comes in handy. If you've spent the time doing research, you should have a good idea of articles they have already published and where you can fill in the gaps for them.

## **BE THANKFUL**

Always be grateful and appreciative of the editor's time. They get a lot of pitches every day and have to wade through a lot of garbage pitches.

## **FOLLOW UP**

Give your contact enough time to read and respond to your blog pitch. Then, follow-up with a polite email. If they don't respond to that, don't keep pestering them. They likely aren't interested.

Interested in guest blogging but don't have the time to implement your own strategy?  
Contact Bop Design today to learn more about our custom content marketing strategies that include guest blogging outreach.

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