

A child wearing a pilot's helmet and goggles is holding a wooden toy airplane. The entire image is overlaid with a teal color filter.

Media Relations for Link Building 101

Jasmine Granton
Aira Digital



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News Opinion Sport Culture Lifestyle More

Environment Climate change Wildlife Energy Pollution

Conservation

This article is more than 1 year old

Bittern numbers in UK at record high, says RSPB

Booming of male bitterns reveals presence of at least 164 of the heron-like waders living in British wetlands, says charity

Press Association
Thu 9 Nov 2017 00:01 GMT

f t e 73 64



Stormzy and Taylor Swift are battling for Number 1 on this week's Official Singles Chart

Plus, the RSPB are flying towards the Top 20 with their birdsong track Let Nature Sing.

Advertisement

Stay connected with Apple Watch Series 3 from less than £10 a month

newsround

▶ Watch

Big Garden Birdwatch results are revealed

© 28 Mar 2018 Last updated at 12:18



GETTY IMAGES

Sparrows flew to the top spot this year, followed by starlings and the colourful blue tit came third in this year's list.

ANIMALS



Together we can keep nature singing

Hot New Band RSPB Rockets Up UK Singles Chart

i News Britain's most trusted digital news brand

News Opinion Lifestyle Culture Sport buys

TV Film Music Arts Books

Television



by
Josh Barrie

11 months

February 27th 2018

Love Island final: Jack and Dani win support from bird charity RSPB after enjoying wildlife at the villa

Jack Finchem has wowed his fellow contestants with his bird facts

!HUFFPOST!

NEWS POLITICS ENTERTAINMENT LIFE FINDS PARENTS VIDEO

Stream the latest and best content

NEWS 10/12/2017 11:43 GMT

Climate Change Is Making Rare Breeding Birds Increasingly Vulnerable To Extinction, New RSPB Report Warns

'Birds in the UK are showing changes in abundance and distribution.'

By Kathryn Snowden

Rare breeding birds are becoming increasingly vulnerable to extinction in the UK due to **climate change**, a new report reveals.

Species such as dotterel, whimbrel, common scoter and Slavonian grebe are all said to be in danger, based on projections around the impact of global warming.

The findings come from a new report compiled by the **RSPB**, the British Trust for Ornithology (BTO) and the Wildfowl and Wetlands Trust (WWT), along with various statutory nature conservation bodies.

Experts fear that the Scottish crossbill, which is found only in Scotland, is at risk of becoming extinct altogether.

Join the RSPB and start your family's wild adventure
Join now

Subscribe and follow news

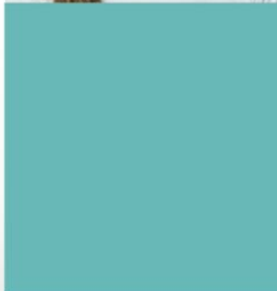


We've been talking about how
traditional PR needs to evolve for
years

Yes, **traditional PR** is
great...

But we live in a **digital**
first world...

aira







DAILY EXPRESS

DAILY
Mirror

Daily Mail

heart

Newsweek

THE
Sun

Forbes

Entrepreneur

Evening Standard.



THE
HUFFINGTON
POST

The Telegraph



STYLIST



DAILY
STAR



HELLO!

marie claire

IF! SCIENCE!

GLAMOUR

IBM

GQ

MK
CITIZEN

BIRMINGHAM MAIL

Evening
Chronicle

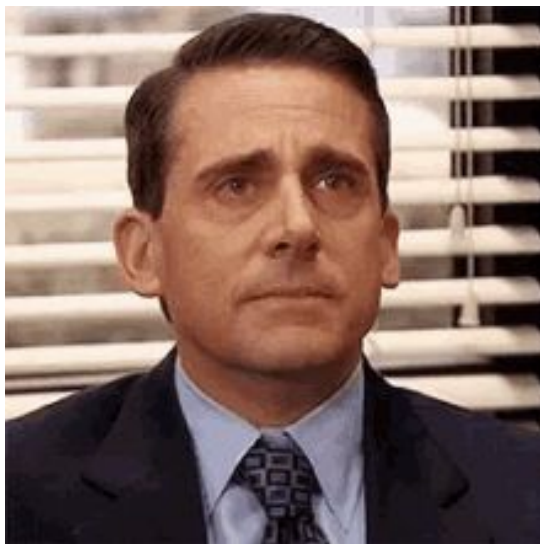
ECHO

Manchester
Evening News

Express & Star

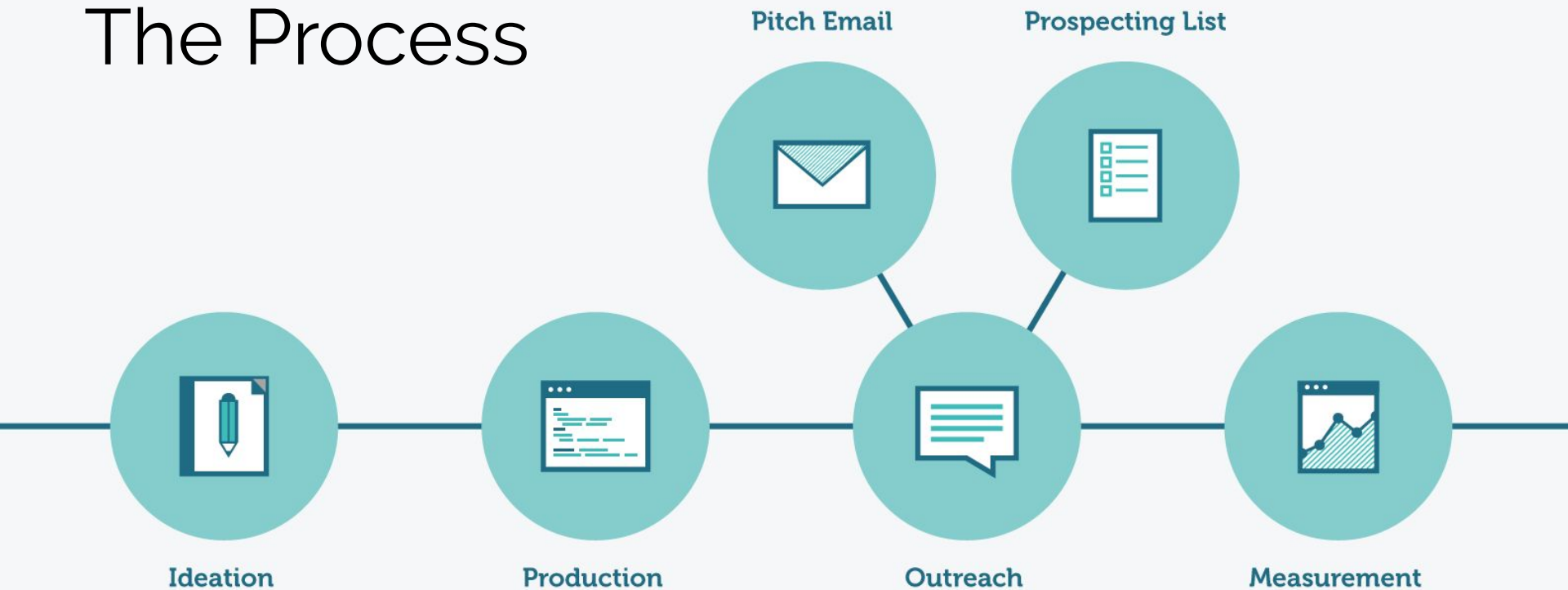
No looking **back**....

Link building is **hard**



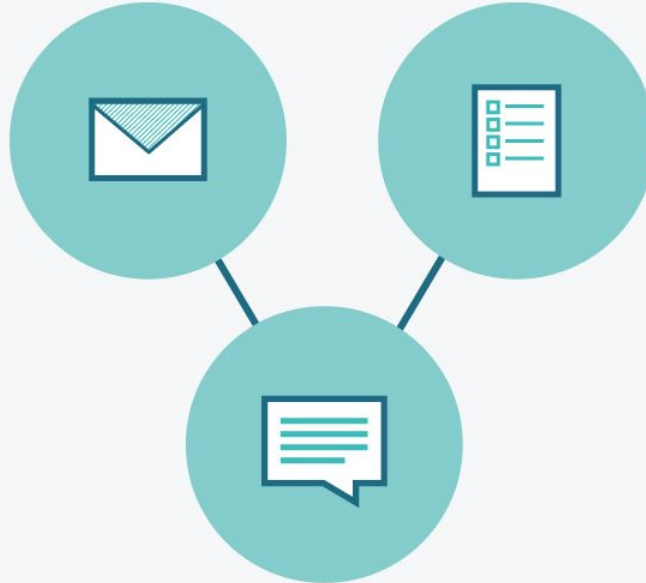
Getting from a campaign **idea** to **links**
takes a lot of work...

The Process



Pitch Email

Prospecting List



Outreach

If you get these **two**
stages right...

You can take your **client**
from looking like...

This...



To this...



**My promise is that by the end of this talk
you'll be able to...**

**Create a campaign-specific
prospecting list for the best chance of
success**

Write a pitch email that gets cut through in an oversaturated inbox

Tip #1:
Get organised

In order to pitch to over one
hundred contacts with a team, you
need to be **organised**

If not, you risk **missing** key contacts

Or worse...

Spamming journalists with the
same content several times

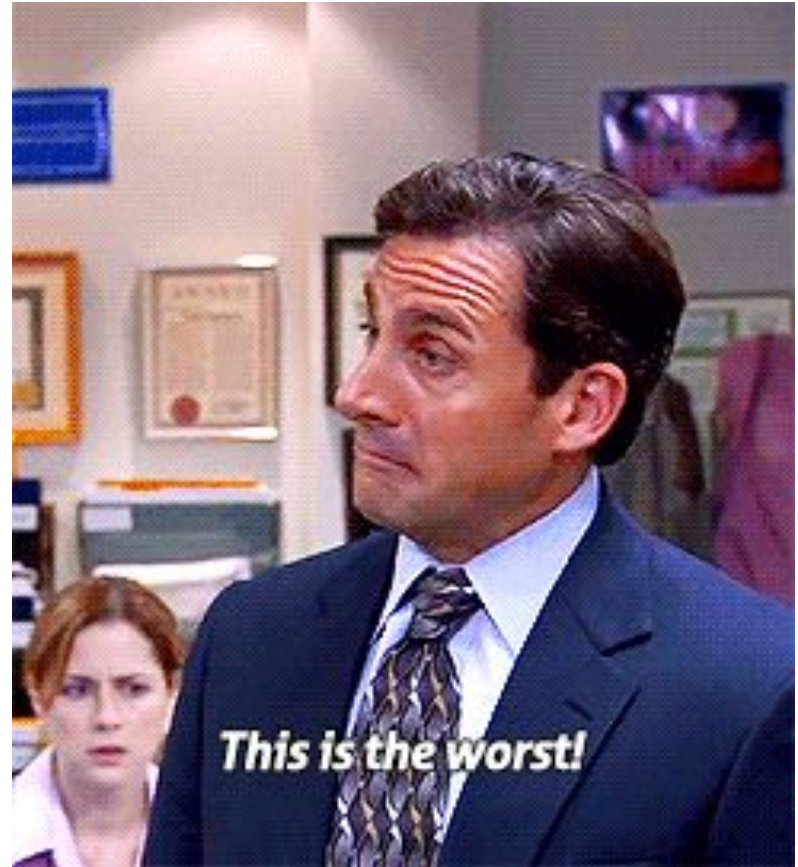
You need a **process** to stick to and a document that becomes your outreach **bible**

In a prospecting list you
need...

- ❑ Publication
- ❑ Contact's name
- ❑ Contact's email
- ❑ Name of team member pitching
- ❑ Pitch date
- ❑ Followed up date
- ❑ Notes section

- ❏ URL to the piece
- ❏ List of your angles
- ❏ Embed code
- ❏ Link to the pitch
- ❏ Link to the press release

Which feels like
a **lot**...



This is what ours looks like at **Aira**

	A	B	C	D	E	F	G	H	I	J
1	Client name:									
2										
3	Angles:	*Insert angles here*								
4										
5	URL:	*Link URL to content*								
6	Embed code:	*Link to embed code of the content*								
7	Press Release / Copy:	*Link to press release / infographic supporting copy*								
8	Outreach email:	*Link to outreach email template*								
9										
10										
11	Website	Name	Email		Who	Sent	Followed Up?	Opened?	Notes	
12	Nationals									
13	https://www.theguardian.com	Michael Scott	Michael.scott@guardian.co.uk		JG				Regional Manager	
14		Pam Beesly	Pamb@guardian.co.uk		JG					
15	https://www.thetimes.co.uk	Jim Halpert	jimhalps@times.co.uk		JG					
16		Dwight Schrute	beetrootkeeper@aol.com		JG				Assistant to the Regional Manager	
17		Angela Martin	angelamartin@times.co.uk		JG					
18		Andy Bernard	narddogcornell@yahoo.com		JG					
19	https://www.dailymail.co.uk	Kevin Malone	Kevin.malone@mailonline.co.uk		MP					
20		Stanley Hudson	standley.hudson@mailonline.co.uk		MP					
21		Phyllis Smith	pyhyllis.smith@mailonline.co.uk		MP					
22										
23										



Traffic light system

- Red** – Not of interest
- Orange** – Warm lead
- Green** – Coverage

	A	B	C	D	E	F	G	H	I	J
1	Client name:									
2										
3	Angles:	*Insert angles here*								
4										
5	URL:	*Link URL to content*								
6	Embed code:	*Link to embed code of the content*								
7	Press Release / Copy:	*Link to press release / infographic supporting copy*								
8	Outreach email:	*Link to outreach email template*								
9										
10										
11	Website	Name	Email		Who	Sent	Followed Up?	Opened?	Notes	
12	Nationals									
13	https://www.theguardian.com	Michael Scott	Michael.scott@guardian.co.uk		JG				Regional Manager	
14		Pam Beesly	Pamb@guardian.co.uk		JG					
15	https://www.thetimes.co.uk	Jim Halpert	jimhalps@times.co.uk		JG					
16		Dwight Schrute	beetrootkeeper@aol.com		JG				Assistant to the Regional Manager	
17		Angela Martin	angelamartin@times.co.uk		JG					
18		Andy Bernard	narddogcornell@yahoo.com		JG					
19	https://www.dailymail.co.uk	Kevin Malone	Kevin.malone@mailonline.co.uk		MP					
20		Stanley Hudson	standley.hudson@mailonline.co.uk		MP					
21		Phyllis Smith	pyhyllis.smith@mailonline.co.uk		MP					
22										



You also need to make sure you're
checking for **duplicates**

Want to start your own super organised
prospecting list?

Here you go!

aira.net/optimisey



Tip #2:

Get specific & tailored

In order to **gain links**

The right **content**

Relevant **contacts**

Specific **sectors**

At the right **time**

Here's how **not** to do this...

Here are some tweets by
The Sun Travel Editor

She receives so many irrelevant press releases, she Tweets an
“irrelevant press release of the day”

And she's been doing this
since **2012**...



Lisa Minot  @lisaminot · Jun 4



Irrelevant (and baffling) press release subject line of the day:
Buffalo expands rackmount TeraStation™ 5010 range with higher
capacities up to 144 TB





Lisa Minot  @lisaminot · Sep 8, 2014



Irrelevant press release of the week (and it's only Mon): Layered graphene sandwich for next generation electronics. Answers on a postcard..





Lisa Minot  @lisaminot · Jun 20, 2016



11am Monday and already I've received **Irrelevant Press Release** of the
DECADE: 60% of Women Say They Would Consider a Lesbian Vagina
Massage



So, how do you make
sure your press release doesn't appear
on a **tweet of shame?**



Think about which **sectors**
your piece appeals to



THE BACKPACKER INDEX:

Europe's Most (and Least) Affordable Cities

Planning a backpacking trip around Europe?
If you're a budget savvy traveller in need of a little inspiration, you're in luck.

The Backpacker Index is designed to help you make an accurate budget for when you visit Europe, by ranking the daily price of a hostel, two public transportation rides, three budget meals, the cost of one cultural attraction and three inexpensive beers (or wines) for each day in each city.

Use the filters below to discover the most affordable cities in Europe to go backpacking.

GBP (£)

USD (\$)

Sort by (most affordable):

HOSTEL

TRANSPORTATION

MEALS

DRINKS

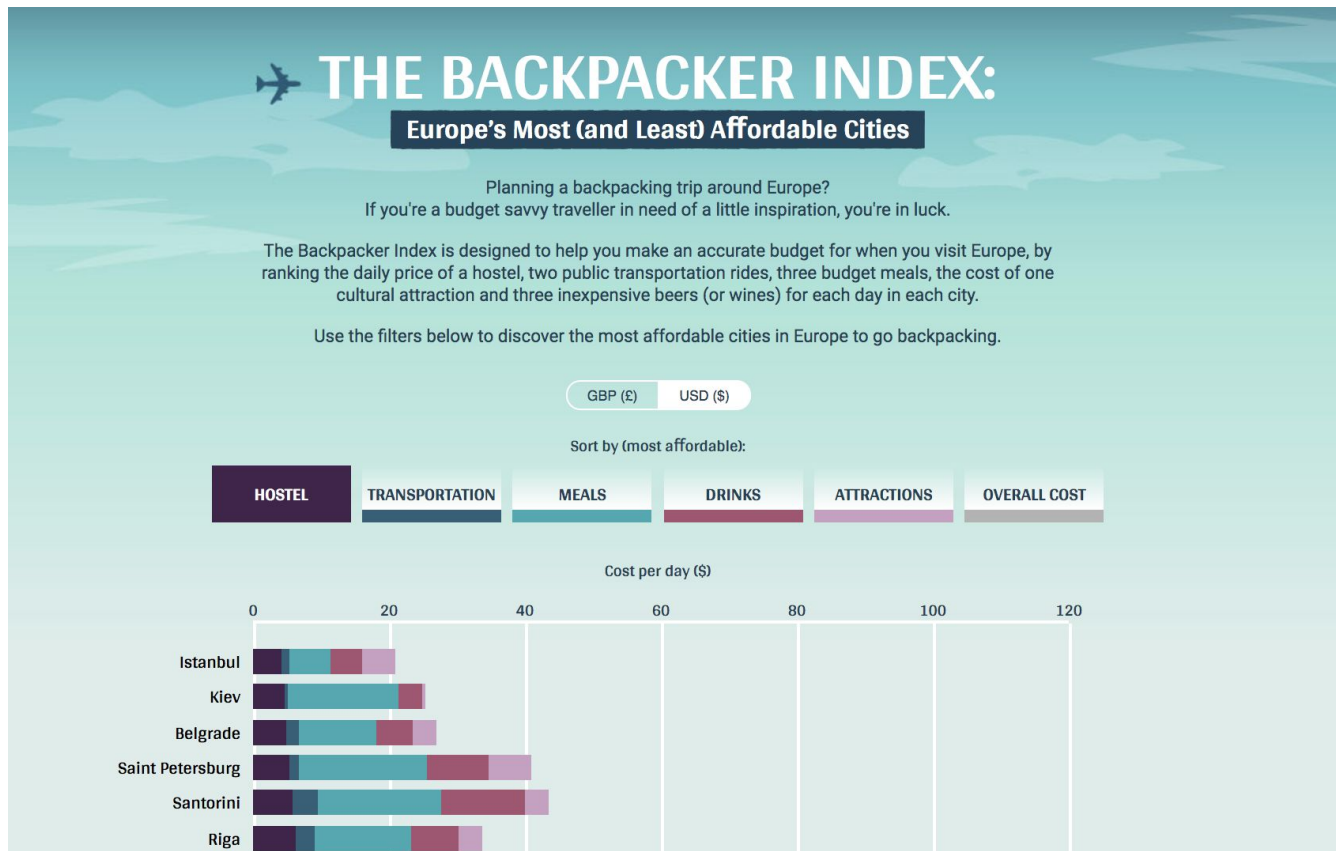
ATTRACTIONS

OVERALL COST

Cost per day (\$)



Travel



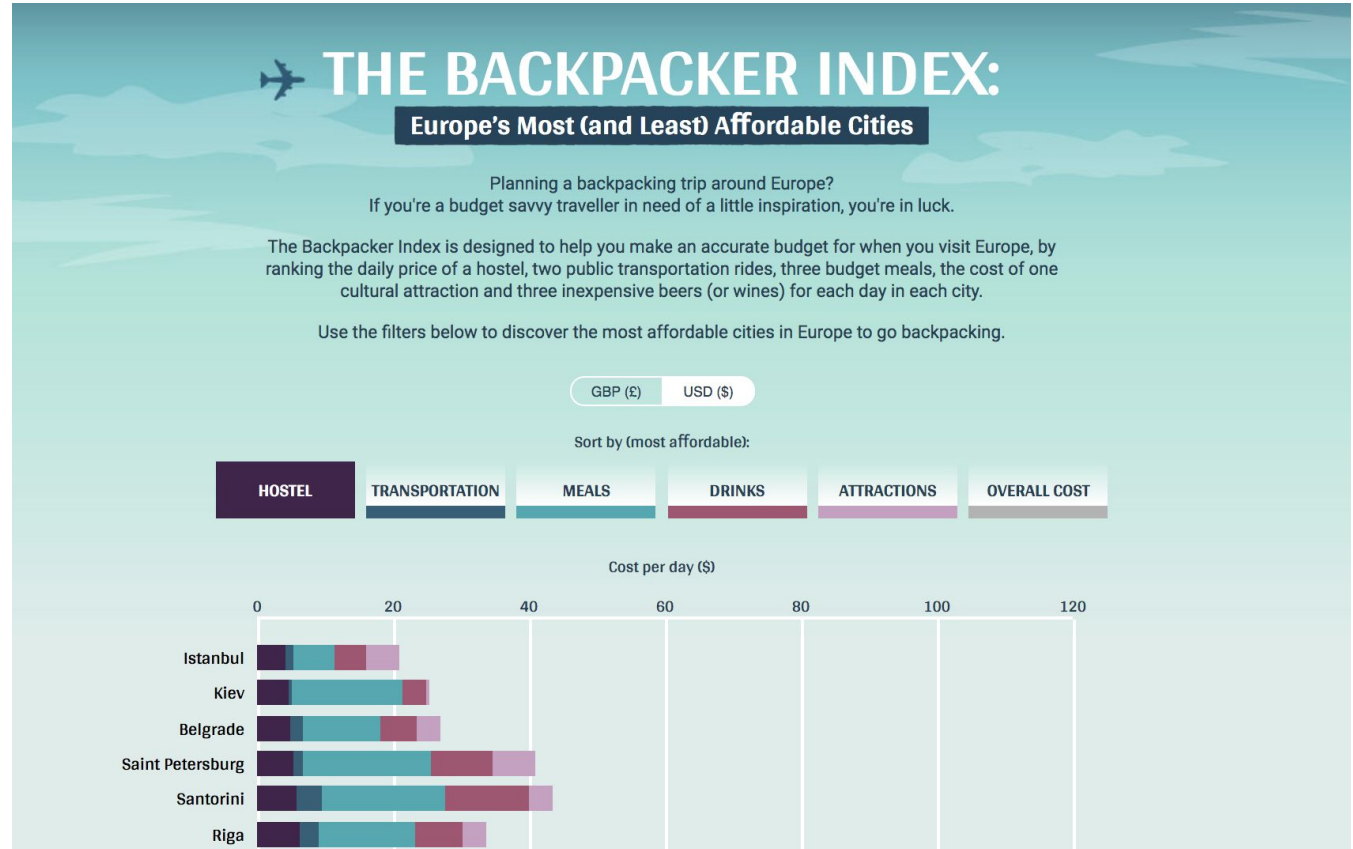
Travel

Lifestyle

Nationals

Student

International





Carrie Rose
@CarrieRosePR

Following



Let's talk about relevancy... search engine journal says "only target sites that are relevant to your audience". This does not mean that say you are a gambling site you should only target gambling blogs/sites like "gambling times" because that's not where your audience is...

10:54 PM - 27 Jun 2019

1 Retweet 10 Likes



1



1



10





Carrie Rose @CarrieRosePR · Jun 27



They're more than likely reading sport bible or the sun. Or if you are a travel brand, that doesn't mean target travel news weekly or similar. Find out where your audience are before and after visiting your site and aim to achieve links and placements there



Show this thread



If you're struggling to think of
more **angles and publications**



The Wedding Guest Experience

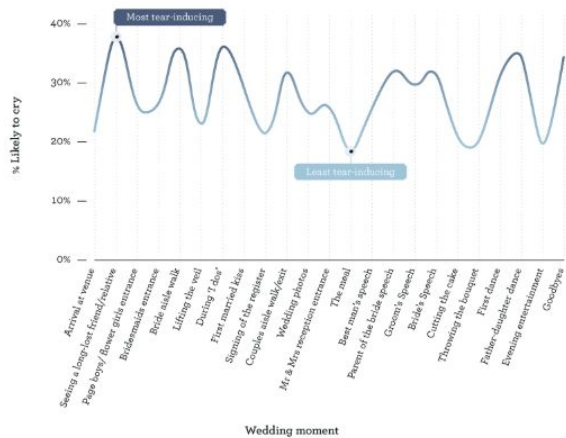
Tears, texts & treasured moments

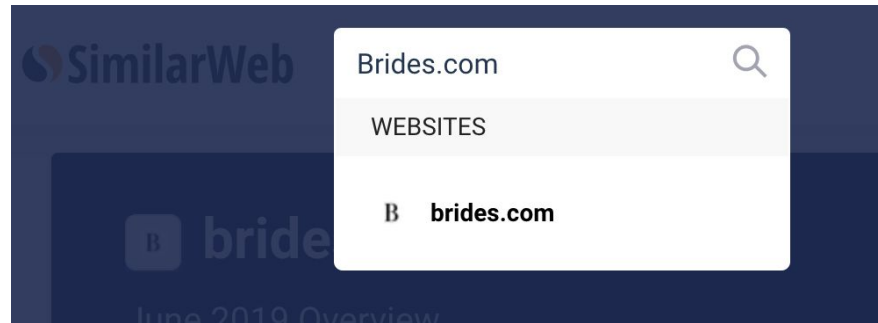
Over 200,000 people get married each year and there's no doubt that a wedding day is highly anticipated among the bridal party and of course, family and friends. But just how emotional do guests find the big day and what moments get them choked up the most?

We have asked people across the UK which wedding moments make them reach for the tissues, grab their phones in boredom or share on social media the most.

Wedding Tear Timeline

When are guests most likely to cry on your big day?





Similarity

Rank



bridalguide.com



theknot.com



marthastewartwed...



apracticalwedding...



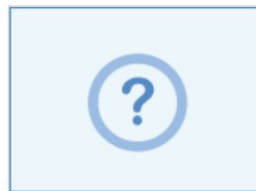
offbeatbride.com



weddingwire.com



womangettingmarr...



boards.weddingbe...



bridesmagazine.co...



minted.com

At **Aira**, a lot of us have **traditional**
PR backgrounds and this is how we
get **big links fast**

We jump on the press **quickly**

But what is a **reactive
opportunity?**

Remember this story?

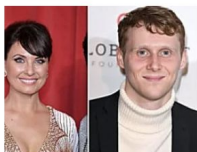
Home > News > Weather



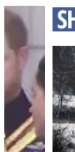
The One Show: 'Can't work with this' Mel Giedroyc walks off set...



Why was Sarah Ferguson allowed to keep her wedding tiara while...



Emma Barton husband: How Eastenders co-star VOWED to marry Honey...



Lip re EXACTLY to Meghan

Scotland remains at a snowbound standstill as Beast from the East takes fresh bite

THE Beast from the East is set to take a fresh bite out of Scotland today, the end of a week of weather chaos, "unprecedented" in modern times. Although the highest level "Code Red" warning has now been lifted, an "Amber" warning remains in place, with the public being warned not to travel unless absolutely necessary.

By RICHARD ELIAS
PUBLISHED: 22:19, Thu, Mar 1, 2018 | UPDATED: 22:35, Thu, Mar 1, 2018



Beast from the East 'killed 2,000'

POOR planning and lack of social care meant people were almost 10 times more likely to die from a cold home than a road accident last winter, a report has found. The study also showed there were 2,000 extra deaths across the UK during the 10 days of the Beast from the East – which hit in February.

By LUCY JOHNSTON
PUBLISHED: 02:11, Sun, Sep 16, 2018 | UPDATED: 02:15, Sun, Sep 16, 2018



● This article is more than 1 year old

Beast from the East meets storm Emma, causing UK's worst weather in years

Snow chaos causes deaths, disrupts travel and closes schools and hospitals across the UK as Met Office issues red alert



IN ASSOCIATION WITH ANIMAL HERO AWARDS
Click here to nominate your hero



M News > UK News > Weather

UK Weather: Snow more likely at Easter than Christmas as hail and sleet threaten chilly bank holiday weekend

A white easter could be seen in parts of the country as a 1,000-mile wide Icelandic air plume brings a showery and frosty holiday weekend chill

SHARE f TWEET in 1 COMMENT

By Alistair Grant & Danya Bazaraa News Reporter
10:09, 14 APR 2017 | UPDATED 13:27, 22 MAR 2018

NEWS

At the **RSPB**, we turned that
into a huge amount of
coverage

Home > News > Nature



Anne Hegerty: 'I'm getting tired of this nonsense' The Chase...



Sophie Turner wedding: Emilia Clarke 'reveals' why she didn't...



Love Island 2019: Anna Vakil's sister Mandi drops Sherif Lanre...



Inside Michael Gove's...

UK SNOW: Beast from the East threatens British wildlife DISASTER

BRITAIN'S wildlife is facing disaster with snows and plunging temperatures striking as nature runs on empty.

By **STUART WINTER**

PUBLISHED: 18:21, Mon, Feb 26, 2018 | UPDATED: 18:40, Mon, Feb 26, 2018

NEWS

[Home](#) [UK](#) [World](#) [Business](#) [Politics](#) [Tech](#) [Science](#) [Health](#) [Family & Education](#)

UK [England](#) [N. Ireland](#) [Scotland](#) [Alba](#) [Wales](#) [Cymru](#) [Local News](#)

Big Garden Birdwatch: Smallest birds 'hit by Beast from East'

5 April 2019

[f](#) [m](#) [t](#) [e](#) [Share](#)



Sightings of long-tailed tits were down 27% on last year

And we do this in **Digital PR** too...



Why taking a gap year is good for you

Thinking of taking a year out before uni? Whether you choose to volunteer, travel, learn a language or work abroad, here's why it's the smartest decision you'll make

REFINERY29

DISCOVER

WATCH

SHOP

MORE

Story from TRAVEL >

The Best Age To Take An Adult Gap Year & Where You Should Go

NATALIE GIL

12 JULY 2018, 16:02



COSMOPOLITAN

CELEBS

LOVE

BEAUTY

FASHION

BODY

SUBSCRIBE FOLLOW



Innovation
meets style

SHOP NOW



Created by Cosmopolitan for

contiki

The travel tips that will seriously boost your holiday game in 2018

Prepare that out of office, guys






With **evergreen** content, comes
evergreen **reactive** opportunities

Launched October 2018

Most recent
followed link
- June 2019





Mapped DAILYHIVE *dished* GROW URBANIZED VENTURE


 **Check Out New Design Starters**
Come see what your favorite IC manufacturer has for its latest designs in Scheme-It. There are always great ideas to be found in the Design Starters section of Scheme-It.   **LEARN MORE**


MAPPED / TRAVEL TIPS / THESE ARE THE BEST PLACES TO BACKPACK IN EUROPE ON A BUDGET

Travel Tips Mapped

These are the best places to backpack in Europe on a budget

 **Kellie Paxian**
Jun 04, 2019 11:44 am  1,193





Campaign link target
10 links

Campaign links achieved
30 links

Tip #3:

Find your contacts

Once you've figured out which **sectors**
and **publications** you're pitching to,
you need to find specific **contacts**

This isn't always easy

Here's how to do it...









If you can't find your contact
using these tools, **Twitter** can be
a great help

Some journalists will have their
email in their **bio**

Some will have shared their email
before on **threads**

Search @username "email"

 Home  Moments  Notifications  Messages 

@nmozz "email" 

Top Latest People Photos Videos News Broadcasts

Trends for you · [Change](#)

#ArmyMeansFamily
236K Tweets

Konta
5,153 Tweets

Kate Hoey
Labour MP Kate Hoey says she will not seek re-election

#BoycottHeck
Caitlin Moran, George Driscoll, and 3 more are Tweeting about this

#NationalVideoGameDay
12.5K Tweets



#RyanairBirthdaysBreaks
3,437 Tweets

Youri Tielemans
4,050 Tweets


Kvitova

Gym slammed for emailing members asking if they could 'pinch their ...
'I want to call it what it is... FAT.'
metro.co.uk


8 1 19

 **Rhiannon Lambert**  @Rhitrition · Jan 28

Replying to @Nmozz

Absolutely! I'll **email** you shortly 



2

 **Natalie Morris** @Nmozz · Jan 28

Wow! Thank you to all the incredible women who have responded! Please **email** me with info about your fitness journey and how you don't fit the typical mould
co.uk

3 1 14

[Show this thread](#)



You can also **pitch** ideas using **Twitter** if you can't find another way of getting in touch...

ENGLAND'S REGIONAL PREMIER LEAGUE

Who Tops the Table?

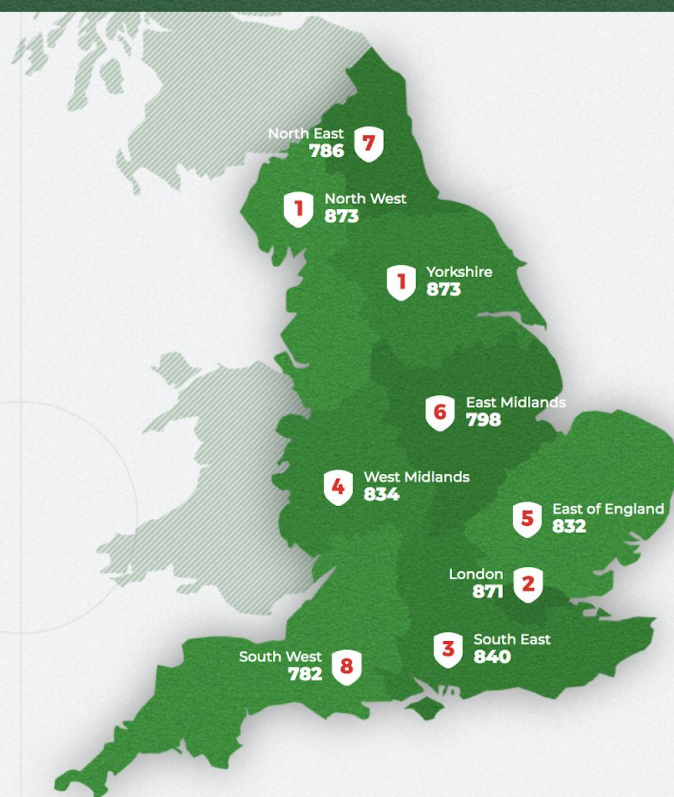
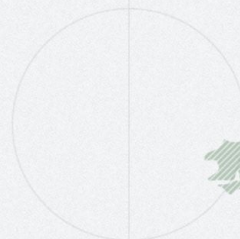
Have you ever wondered what the teams would look like if the English players from the Premier League were to play for the region they are originally from?

We have analysed the Premier League's English players to find out which region would have the biggest and strongest squad. Using the overall score from the latest Fifa 19, a figure based on factors such as skill, pace, shot accuracy and tackling, we've ranked the regions. Take a look at the map and use the toggle to find the starting 11 for each area. Does your region come out on top?

Overall Fifa Score

Number of players

Team	Overall Fifa score
1= Yorkshire	873
1= North West	873
2 London	871
3 South East	840
4 West Midlands	834
5 East of England	832
6 East Midlands	798
7 North East	786
8 South West	782



JOURNALIST FOR PLANET FOOTBALL



Jasmine Granton @GrantonJasmine · May 21

@jamiespencer155 Hey Jamie! I have a campaign that looks at which region in England would have the best team if footballers played for their home-region, let me know what you think, I'd love to send it over to you ⚽



BRIEF DESCRIPTION OF THE PIECE

The journalist sent me a **DM** with his **email**

I sent him the **pitch** and **press release**

Just a few days later...

Which region of England produces the most PL players - & the best FIFA team?

[QUICK READS](#)

SHARE



Planet Football 28th April 2019

The Premier League holds some of the best football players in the world. But have you ever wondered which team would top the table if the players represented the region they're from?

Follow **key journalists** on
Twitter



Following

Ellen C Scott ✓

@EllenCScott

she/her. Writer. Loves green tea. Gets emotional about cats. Lifestyle Editor at [@MetroUK/@MetroUK_Life](#) and co-host of [@MentallyYrs](#)

📍 London 🔗 metro.co.uk/author/ellen-s... 📅 Joined September 2009

945 Following **6,750** Followers



Followed by Abbie Thomas, Abi Bennetts, and 66 others you follow

Tweets

Tweets & replies

Media

Likes



Dating/relationships



Relationtripping is the dating red flag you need to watch out for
You'll have spotted this sneaky trend on Love Island.

metro.co.uk

Female



Please don't vacuum your vagina to try to end your period faster
We wish we didn't have to say this, but...

metro.co.uk

Mental health

Ellen writes about mental health

I've been writing a lot of stuff about mental health. ✨

Now you can read it in handy moment form ✨



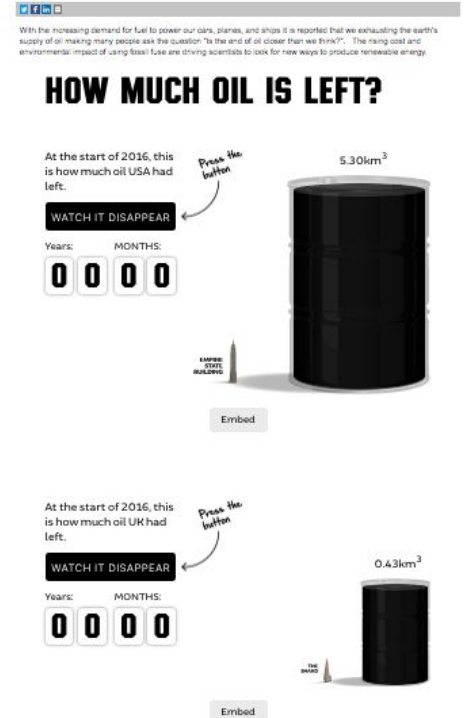
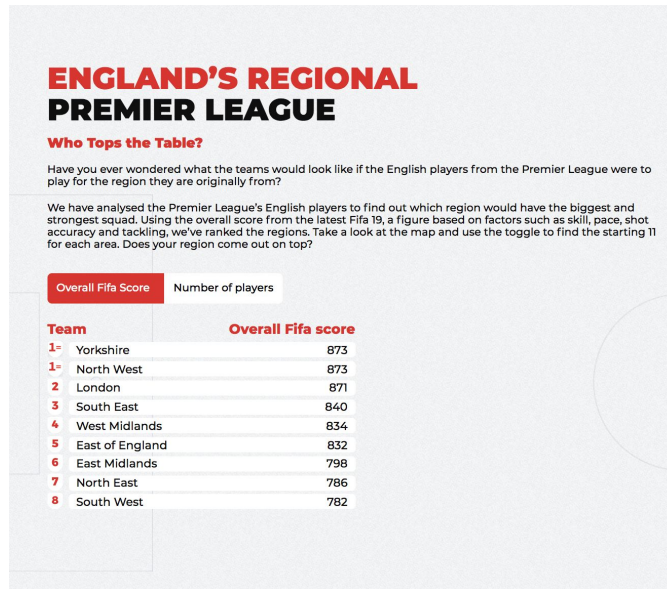
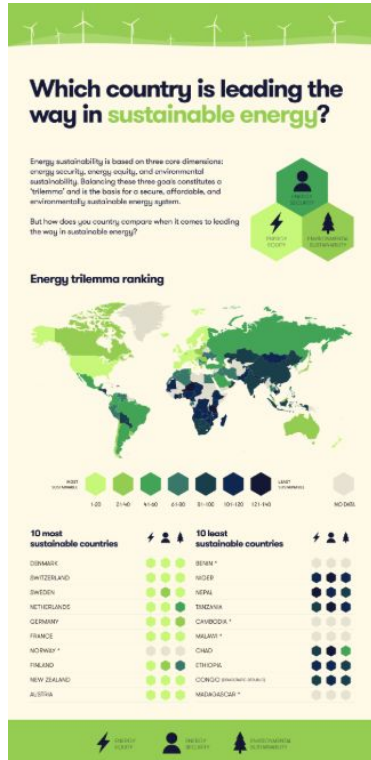
💬 27

↻ 48

♡ 214



So maybe not...



Seems kind of **obvious** right?

Apparently not...



Lisa Minot  @lisaminot · Nov 17, 2016

Irrelevant press release of the week: Brits Forgo Washing Underwear to Help the Environment



It's really tempting to **rush** this stage,
but it's **vital** that you don't

If you simply **scrape** 500 contacts
from a database...

You're going to be **wasting** your time

So now you have lots of relevant **contacts** for the **publications** that are most likely to use your content

It's time to pitch!



These are the things to think about...

Tip #4:

Your subject line

The Daily Mirror's Consumer Features Editor, Nada, said she had **92,000** unread emails in her inbox

So how the hell do you get
noticed?

Here's how we do it...

At **Aira** we were going on gut instinct as to
what made a **strong subject line**

...and we were
doing pretty well!

The industry standard open
rate is **20.8%**

Our average **open** rate was
30%

Pretty **good**... but we knew we
could improve

We did **A/B** testing
using Buzzstream on...

'Story tip' **VS** 'Data'

Journalists name in the subject
VS without it

Both '**data**' and '**story tip**'
did way better with the
journalist's name
included than without it

'Story tip' did better than
'Data' overall

So that's the **format** we adopted...

Story tip for [name]: Punchy
headline or shiny key statistic

Personalised



STORY TIP FOR JASMINE: Hollywood is giving women an unrealistic idea of sex and orgasms -- Jasmine Granton Digit...

Eye-catching



This formula got us a **52%** open rate!

By doing this, we can achieve
22% more opens

That's on top of our already
above-average **open rate**

As a team we send around
300-400 outreach emails a week,
across all clients

This means we could end up with
around **66-88** more opens per week

And no, **88 more opens** doesn't
mean **88 more guaranteed links**

But if they're **opening your email**
you're winning half of the battle

Test test test!

Tip #5:

Formatting

Keep your pitch emails **simple,**
concise and **waffle free.** **Always**

You need to tell the journalist the **who**,
what, when, where and **why** at a
glance

Here's how you do that...

Get straight to the point...FAST

Hi Megan,

I've got a campaign I thought you might like the first look at.

LINK TO CLIENT



Wedding insurance provider, [Protectivity](#), has surveyed 1000 people to find out which moments of a wedding cause us to tear up and reach for a tissue, as well as the moments we reach for our phones, either out of boredom or to share the perfect snap on social media. You can see the full piece [here](#).

LINK TO
CAMPAIGN



The journalist just wants to see the main story...


Protectivity's latest research and graphic shows that being reunited with long-lost friends or relatives is the moment that most people will cry during a wedding



USE COLOUR IN ONE LINER
SO A JOURNALIST CAN
DIGEST AT A GLANCE

Pick out the key hooks for the reader...

USE BULLET POINTS

- 
- The moment that has Brits in tears has nothing to do with the bride or groom on their big day, but instead **seeing a long-lost friend or relative**, with **38% of Brits admitting to crying**
 - People are more likely to get emotional at the bride's speech over the grooms, with **32% of people tearing up at the bride, in comparison to 30% for the groom**
 - Guests are most **likely to reach for their phone due to boredom** during the evening entertainment with **31% admitting to doing so**
 - The most shared moment of a wedding on social media is during the professional photos being taken



BOLD THE KEY STATISTICS AND HEADLINES

Keep the data clear and simple...

TOP 5/10 LISTS WORK WELL
FOR JOURNALISTS



Here is the list of the top moments likely to make wedding guests tear up:

Event/moment	% likely to cry
Seeing a long-lost friend or relative	37.72%
During the I dos	36.03%
Bride aisle walk	35.73%
Father-daughter dance	34.53%
Goodbyes	34.33%

Make their job as easy as possible...

INCLUDE THE PRESS
RELEASE, EMBED CODE AND
OFFER ADDITIONAL COPY



I've popped the press release below and if this looks like something you'd like to cover exclusively, feel free to let me know if there's anything I can do to help or if you would like some copy to support the content piece.

ADD A SCREENSHOT SO
THEY CAN SEE HOW
PRETTY/COOL THE
CONTENT PIECE LOOKS
WITHOUT EVEN
HAVING TO OPEN IT...



**If you put that all together it should look
something like this....**

Pitch Perfect:

Hi Megan,

I've got a campaign I thought you might like the first look at.

Wedding insurance provider, [Protectivity](#), has surveyed 1000 people to find out which moments of a wedding cause us to tear up and reach for a tissue, as well as the moments we reach for our phones, either out of boredom or to share the perfect snap on social media. You can see the full piece [here](#).

Protectivity's latest research and graphic shows that being reunited with long-lost friends or relatives is the moment that most people will cry during a wedding

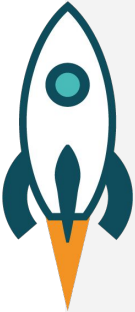
- The moment that has Brits in tears has nothing to do with the bride or groom on their big day, but instead **seeing a long-lost friend or relative**, with **38% of Brits admitting to crying**
- People are more likely to get emotional at the bride's speech over the grooms, with **32% of people tearing up at the bride, in comparison to 30% for the groom**
- Guests are most **likely to reach for their phone due to boredom** during the evening entertainment with **31% admitting to doing so**
- The most shared moment of a wedding on social media is during the professional photos being taken

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Thanks so much,
Jasmine



TELL THE STORY AT A
GLANCE



GIVE ALL THE INFO
NEEDED

NO WAFFLY INTROS

Make sure to check your **spelling**...
especially in the subject line

But we all do that?

SHIT



STROY TIP FOR TRACEY: Who will be the first woman to make it into the 'centi-billion' club

to me ▼

Typo in subject line not helping your credibility

Sent from my iPhone



If you really like the work of a
journalist, it's fine to drop in a
complement

But make sure it's **genuine**...

Don't do this!



Pixel-Stained Wretch ✓ @BeckettMufson · May 13

Dear PR professionals, don't do this when you're emailing journalists:

We've been making ourselves familiar with your pieces, and absolutely fell in love! We especially loved *(insert exert here about specific piece to butter them up and say why we liked it)*

💬 437

↻ 3.7K

♡ 30.2K



Tip #6:

Always follow up

One simple **follow up email** can be
really effective in getting a
response...

But it's a little bit like
dating...

You don't want to get in touch
too **quickly**...

But you also shouldn't
leave it a week

Nationals

2 days maximum

Regionals

2-3 days

But stick to **ONE** follow up and
NEVER call a journalist without
arranging first

Still no reply?

Take the hint

That contact simply doesn't want
to use your piece right now

It's not worth
burning bridges...



And finally, if a journalist does come
back to you saying
“thanks but no thanks”

Don't be this person....



Alison Millington  @AL_osaurus · Jul 3



When you politely turn down a PR pitch that isn't relevant to what you cover and the brand replies with "Excuse me"



to Alison ▾

Hello Alison,

Excuse me, we are a new sport drink company. A different way to sell hydration for athletes that find a new lifestyle. This company is not interesting for your media?

Best regards,



13



2



59



If the journalist does **cover**
your story...

Always say thank you!

In Summary

Get ready to build links...

Get a shared doc with
everything that you need

aira.net/optimisey



Think **broadly** about your angles

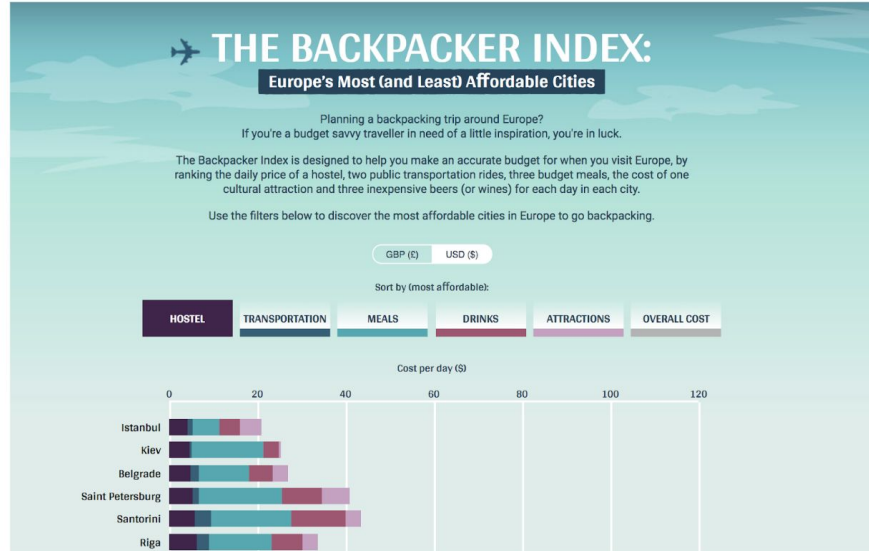
Travel

Lifestyle

Nationals

Student

International



Find the right journalists using a
variation of **tools** and **Twitter**

Test your subject lines and
find out what **works!**

Get to the **point**

Pull out the **hooks**

Make the data **clear**

Provide what they **need**

And always always always
follow up

But if there's **one** key takeaway

BE SPECIFIC

Link building isn't **one size fits all**

Tailored prospecting lists and
carefully crafted pitches are
needed for the best chance of
success

Link building isn't easy

And it shouldn't be

It's time consuming...

But it's worth it...

DAILY EXPRESS

DAILY
Mirror

Daily Mail

heart

Newsweek

THE
Sun

Forbes

Entrepreneur

EveningStandard.



THE
HUFFINGTON
POST

The Telegraph



STYLIST



INDEPENDENT

DAILY
STAR



TODAY



USA TODAY

HELLO!

marie claire

IF! SCIENCE!

GLAMOUR

IBM

GQ

MK
CITIZEN

BIRMINGHAM MAIL

Evening
Chronicle

ECHO

Manchester
EveningNews

Express & Star



Thank you!