PODROOM CREATIVE GUEST BLOGGING METHODOLOGY
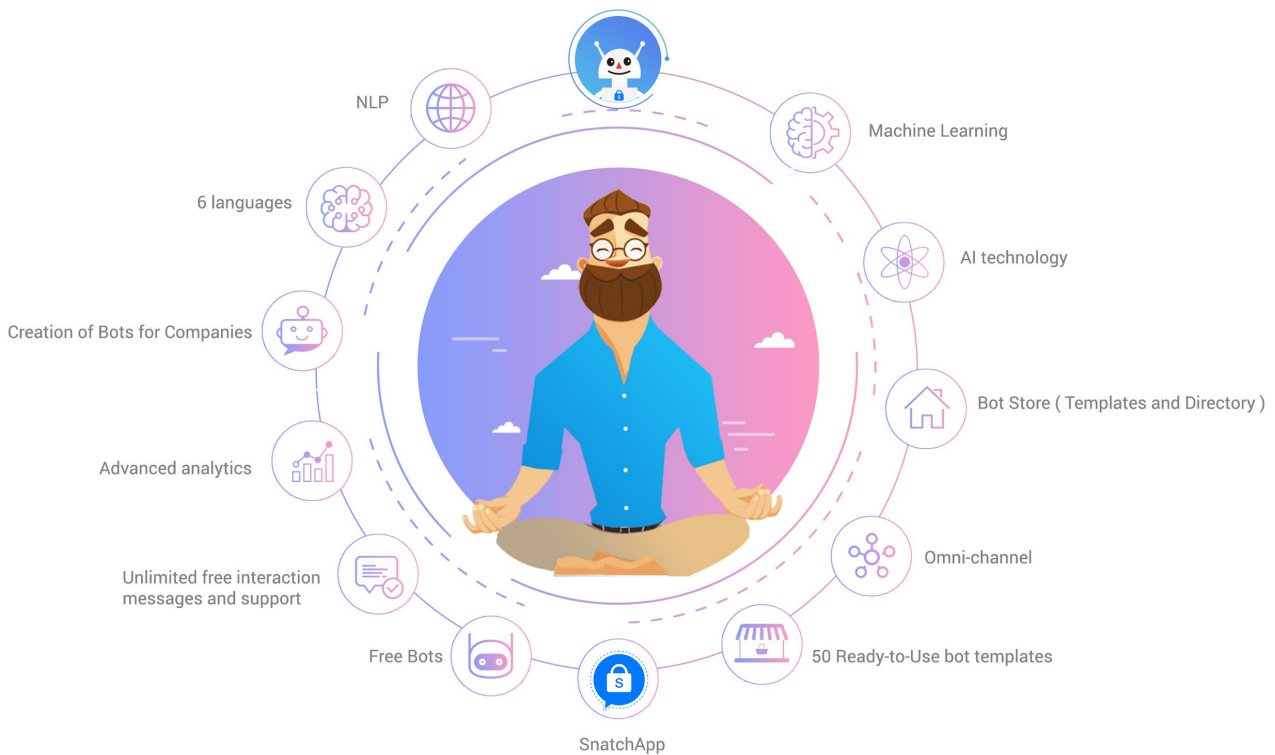
Example Client: SnatchBot.me

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THE CHALLENGE

Client analysis: SnatchBot was among the first companies to offer a free AI-powered chatbot building platform. The SnatchBot platform has one additional advantage over its competition in the fact that the users don't need any programming knowledge to harness the full potential of its features.

The goal: Establish SnatchBot as one of the primary providers of free chatbots and improve their position in the SERPs for relevant searches. The Podroom Creative team was hired as outsourcing assistance for writing, guest blogging outreach, and daily sharing activities on SnatchBot's social media on this project.

THE SOLUTION

A long-term strategy to slowly build up SnatchBot's online reputation through a combination of quality content creation (embedded with keywords provided by the client), relevant guest blogging, and consistent daily social media efforts to prolong the life-cycle of each content piece.

THE PROCESS

This particular project came with an amazing level of flexibility when it comes to subject matter. While we considered pushing chatbots to the forefront of our content, the subject matter was very broad, as chatbots (especially ones powered by AI) have been and are still used across many different verticals.

We decided to create a content strategy which would be split among multiple verticals but almost exclusively combined with keywords relevant to the client's primary niche (chatbots, AI, NLP, etc.).

This way we would be keeping the subject matter relevant to our client but expand the diversity of the content created and, therefore, open up the opportunities for guest blogging to anything related to tech, SMBs, customer service, and more.

All of our content ideas were cleared with the client before they were pitched to different blogs, so as to ensure that we were not straying too far away from our client's main goals.
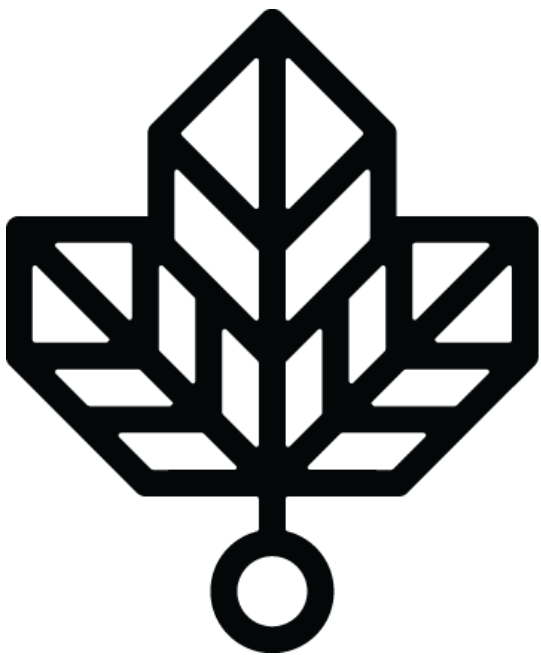
OUTREACH

Our outreach approach may vary from client to client, depending on their needs. The marketing team at SnatchBot was very forthcoming in making the direction they want to go in as clear as possible. We agreed on the verticals they wanted to target, which made the first step of our outreach process significantly easier.

Identifying relevant publications – We have a network of established connections with many admins working with publications from different verticals.

This allows us to give our clients' link building campaigns a running start if the need arises. We usually pick publications within the pre-agreed boundaries for custom outreach.

For this situation, we used a combination of two different ranking scores, Alexa Traffic Ranking, and Moz Domain Authority, which allowed us to ensure a certain base quality of links.

Reaching out to admins – Once the target blogs have been identified and approved by the client, we start contacting admins to establish communication and agree on the publishing procedure.

We've decided to go for this approach since every publication has its own specific guidelines and, in some situations, they can come in conflict with clients' goals.

Jumping the gun and creating content before we actually agree on the publishing conditions with a particular publication's admin may lead to unnecessary edits or, in the worst-case scenario, a complete breakdown in communication between the two sides.

This would have only wasted everyone's time and we are very keen on avoiding these kinds of delays.

CONTENT CREATION

After we establish contact and agree upon the terms of publishing a content piece, we start working on the content.

In some cases, publications have their own content strategy which they do not want to stray too far away from. In these situations, they can limit our contribution to their blog to one or a few categories which they accept content for, and we pitch an outline for the article within those thematical boundaries.

Of course, our obligation is to the client, first and foremost – so the outline is first sent to the client for approval, after which it is sent to the publication's editor.

When both parties approve the outline, we assign it to one of our writers and start working on the content.

Once the writer has finished the content, the editing phase begins. Our editors check the grammar, style, and links in the article, and we send the final piece to the client for review.

After the content has been approved, it's sent for publishing.

THE RESULTS

Throughout our campaign, we've produced around 150 inbound links with content focusing on subjects relevant to the client's verticals, with the ultimate goal of improving SnatchBot's standings in their relevant SERPs.

We've also made sure that every content piece was original and thematically diverse. We've tackled How-to articles, news pieces, company spotlights, various tech roundups and best practices, vertical analysis, reviews, tutorials, etc.

Conor Kostick, Chief Marketing Officer, SnatchGroup.

"PodRoomCreative are a really excellent team and a pleasure to work with. Not only are they professional, prompt and write excellent content, but they are also skilled in SEO and have helped us strategize about where to place our content for maximum impact. I can unreservedly recommend them."