Twitter Thread by Andrea Bosoni



Andrea Bosoni
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Last week I got a link from Ahrefs (domain authority 90). Huge SEO win!

But it didn't just happen. I had to make it happen.

Here's how I did it.

A month ago Ahrefs published an article about the best marketing newsletters.

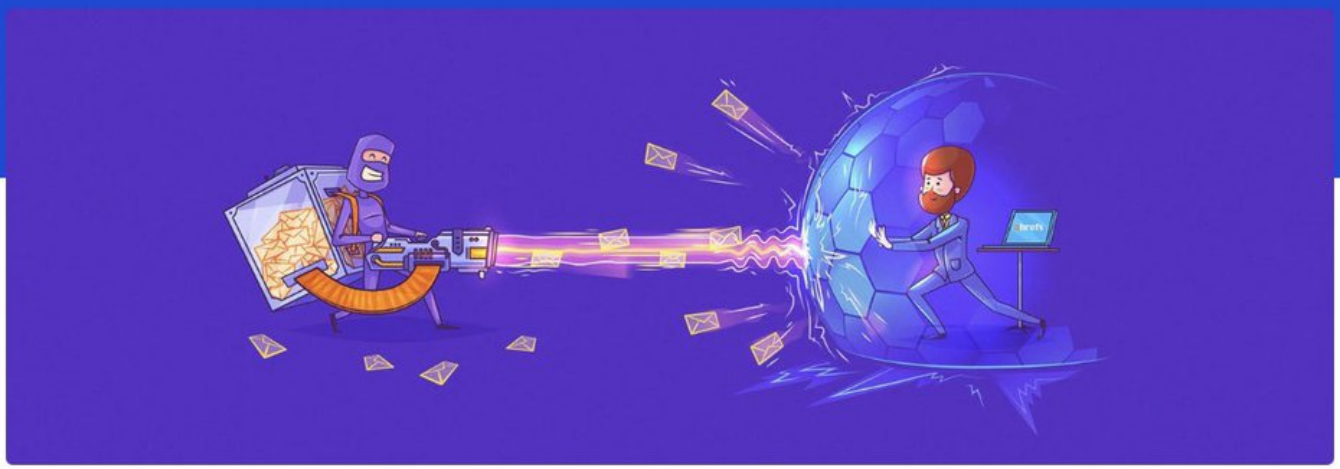
As soon as I saw it, I knew Zero to Marketing had to be in there!

There was just one problem.

I had to pitch @timsoulo, a guy who writes posts like this one ■

So what I did was I kept a patient eye on him on Twitter, waiting for an opening.

ahrefs blog

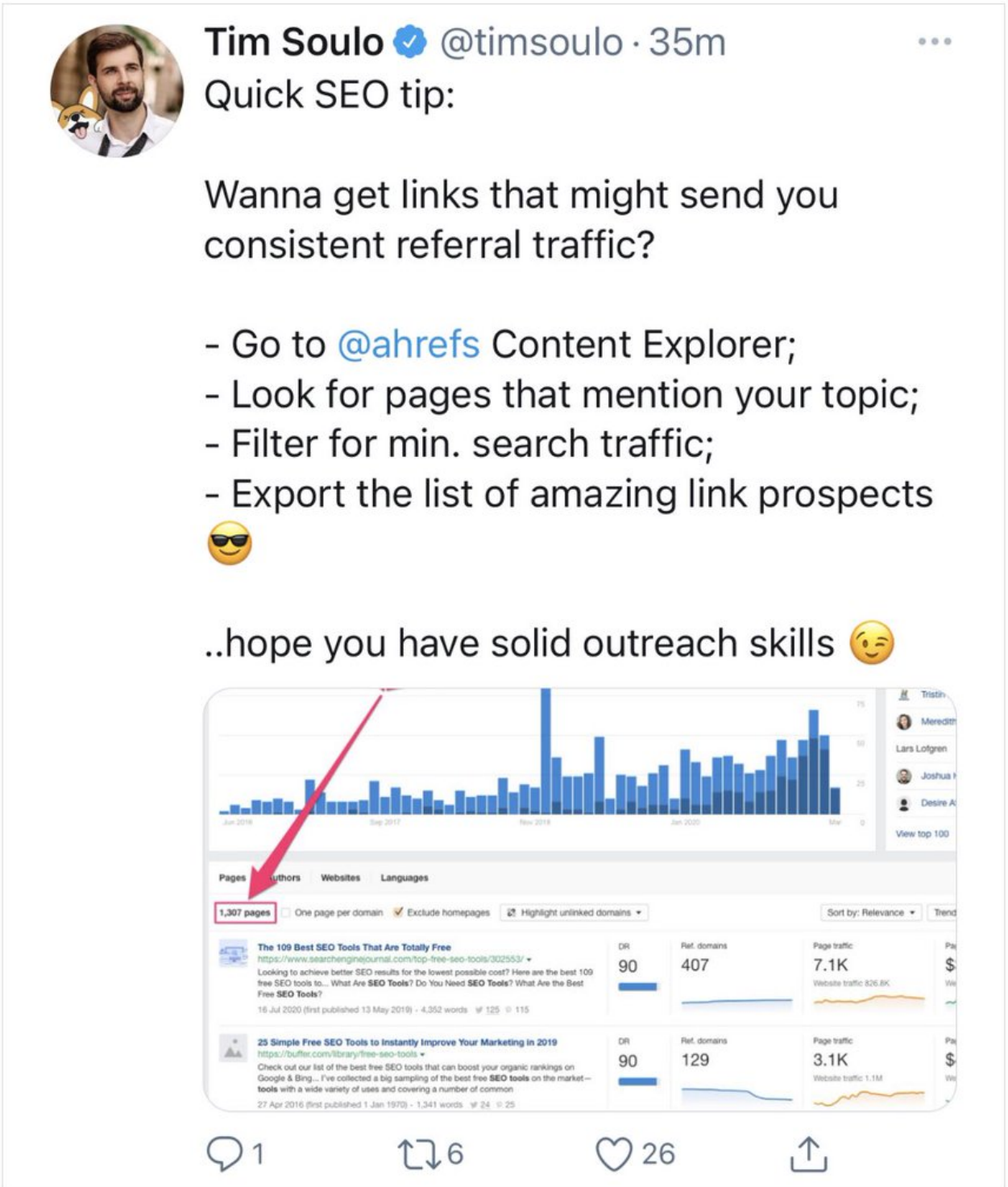


OUTREACH & CONTENT PROMOTION

I Just Deleted Your Outreach Email Without Reading. And NO, I Don't Feel Sorry.

Tim Soulo ▪ Updated: October 15, 2019

Act 1 - The foot in the door



Uhm interesting, let's try this for "best marketing newsletters"!

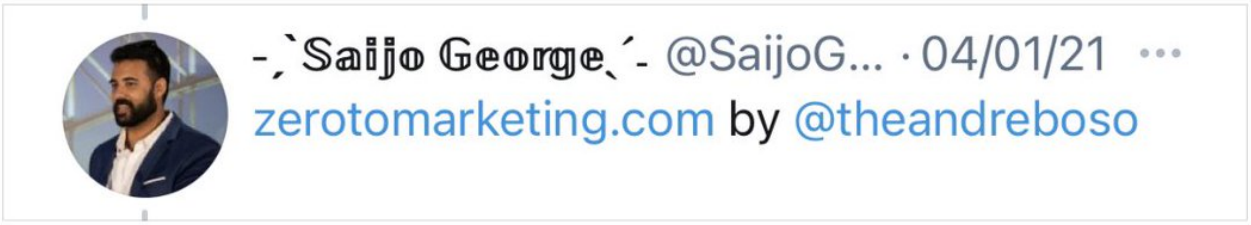
Act 2 - The proposal



Act 3 - The objection



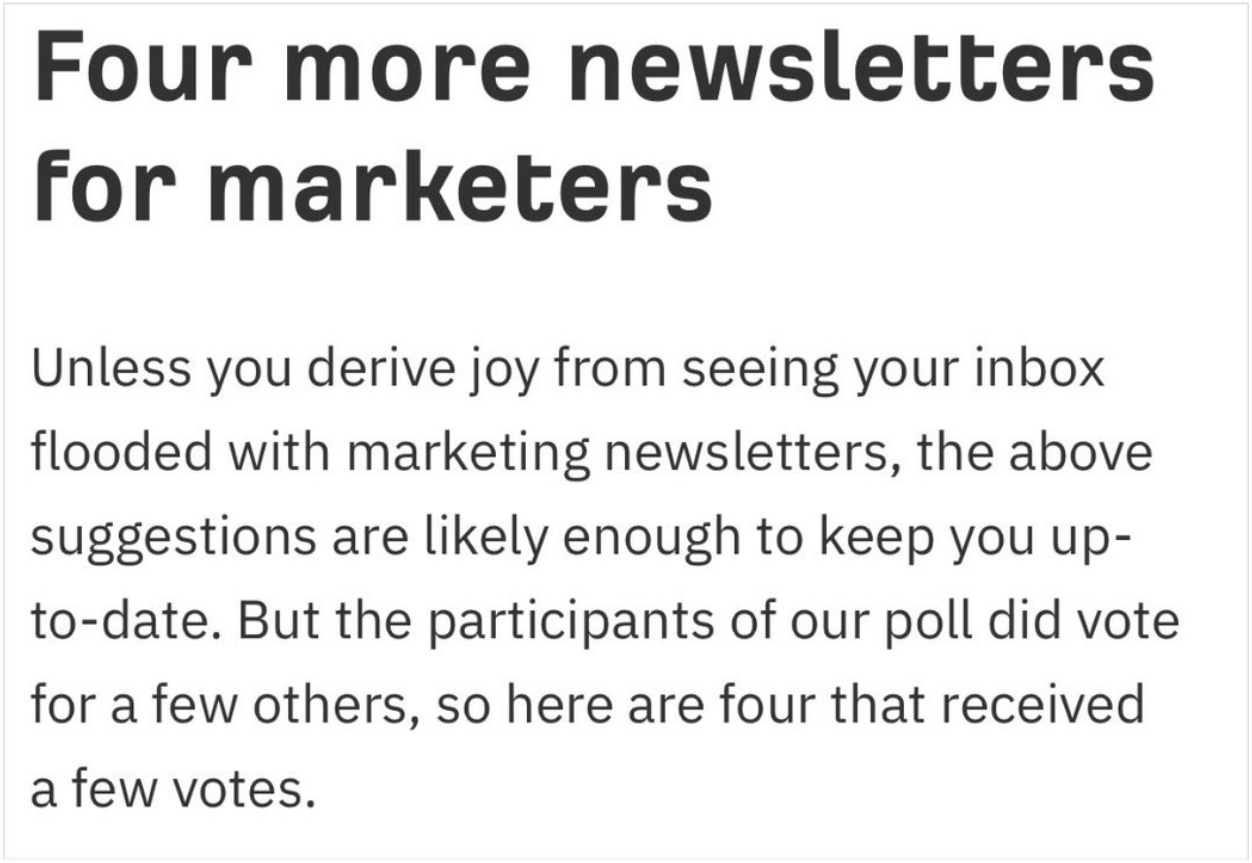
Act 4 - The counter





Wait, they polled their audience on Twitter! And the most upvoted replies are a couple of influential persons naming me 🤩

Act 5 - The shortcut



Luckily for me Tim liked the pitch!

And after a few days they added my newsletter to the article ■



As your site becomes more popular it *might* start getting links organically.

But until then you need to get out of your comfort zone and promote it because no one else will do it for you!