

Twitter Thread by [Andrea Bosoni](#)



[Andrea Bosoni](#)

[@theandrebose](#)



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.

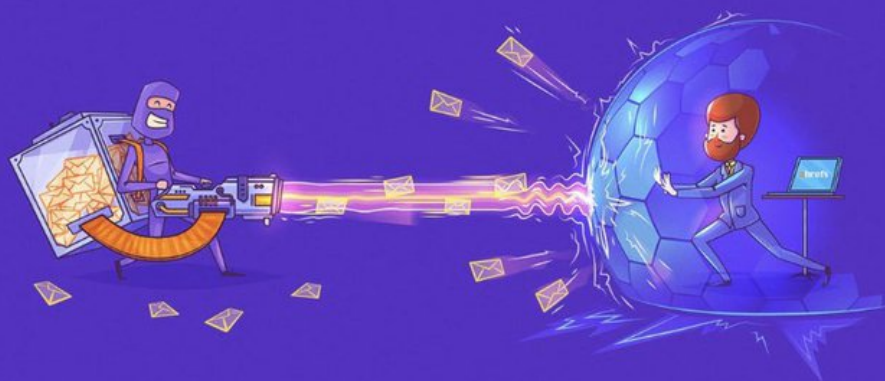
A month ago Ahrefs published an article about the best marketing newsletters.

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.



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



Tim Soulo @timsoulo · 35m

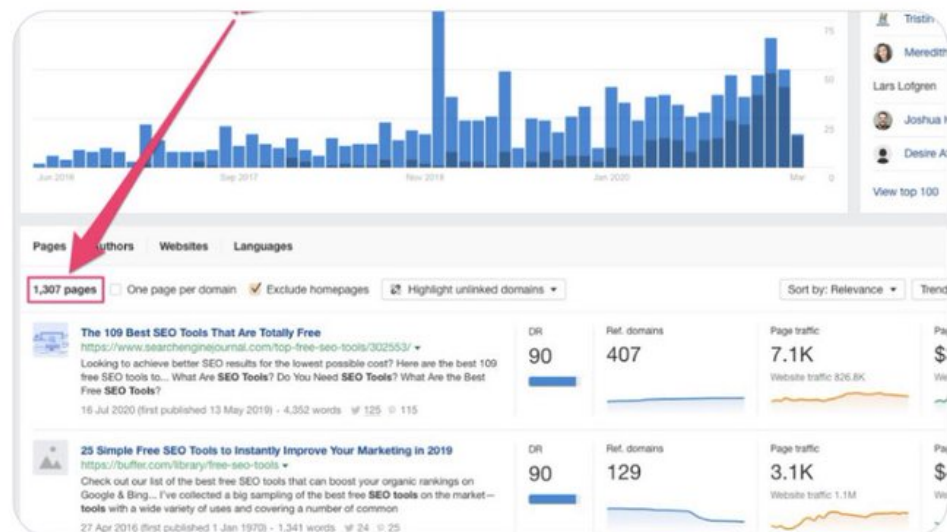
Quick SEO tip:

Wanna get links that might send you consistent referral traffic?

- Go to [@ahrefs](#) Content Explorer;
- Look for pages that mention your topic;
- Filter for min. search traffic;
- Export the list of amazing link prospects



..hope you have solid outreach skills



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



ahrefs.com › blog › best-marketing-...

7 Best Marketing Newsletters (Most Voted For) - Ahrefs

Feb 19, 2021 — We asked over 20000 marketers to vote for their favorite marketing newsletters. These are the newsletters that received the most votes.

Oh, look what I found on the first page! Seems like a perfect match! 🔥

Act 3 - The objection

7 Best Marketing Newsletters (Most Voted For)

But it says "most voted for" and my newsletter is quite new. Not many people know about it yet so I don't have many chances... 😞

Act 4 - The counter



-`Saijo George`- @SaijoG... · 04/01/21 ...
zerotomarketing.com by @theandrebose



Marc Thomas @iammarcth... · 04/01/21 ...
Replying to @ahrefs
Big fan of zerotomarketing.com by
@theandrebose

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

Four more newsletters for marketers

Unless you derive joy from seeing your inbox flooded with marketing newsletters, the above suggestions are likely enough to keep you up-to-date. But the participants of our poll did vote for a few others, so here are four that received a few votes.

And the article has a section dedicated to the ones that didn't make it to the top but got a few mentions. My newsletter fits that description 🙌

Luckily for me Tim liked the pitch!

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



lol

that's a good pitch :)



Tuesday 12:25 PM

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!