

Marketing Moxie

Episode #5 –The Ins & Outs of Guest Posting Research

Great guest posting starts with solid research. Examining your ideal customer, the competitive landscape and good old fashion web research can help you send pitches that stand out.

CHECKLIST

Your Audience

- ✓ Who is your ideal customer?
- ✓ What information sources do they rely on?
- ✓ Where do they hangout?
- ✓ What are the key issues and challenges they face?

The Competitive Landscape

- ✓ Who has a business close to yours? Where do they guest post?
- ✓ Where do your customers, partners and suppliers guest post?

Target Publications

- ✓ Do they accept posts? What are their guidelines?
- ✓ What types of posts do they publish?
- ✓ What issues are they not addressing?
- ✓ Where are their holes in their coverage that you can address?
- ✓ Who is the right contact for you to work with?