



Creative Diversification — More Hooks and Less Risk for Link Building

As digital PRs we can often get stuck with our "campaign goggles" on, especially in the ideation and production stage of a creative campaign.

By this I mean, you have a preconceived idea of where you'd like your campaign to be featured, what kind of headlines you want it to achieve, and how people should read your data and story.

As we all know, we can't control the outcomes of a campaign, but we can certainly push them in the right direction.

To give your link building campaigns the best chance in the outreach stage, you need to make sure there is enough creative diversification during the production process, especially for data-led pieces and surveys. This opens up your "journalist pool" and gives you a ton more people to outreach to with a potential interest in your piece.

What is creative diversification?

Creative diversification is how you minimize the amount of risk in your link building campaign by ensuring your idea has enough breadth during the production process. It doesn't matter what format you're using for each campaign — you always need to confirm it's diverse enough to stand up in a changing news landscape. You want to develop an idea that can naturally explore multiple angles and sectors in the outreach phase. This flexibility needs to be set up before production, by exploring the potential outcomes and headlines you're going after before you have them.

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Find related topics

In the production stage, we obviously need to focus on our fundamental topic. This is often the domain's main reason for being. It could be finance, travel, fashion — you get the picture.

Then you want to start branching out and overlaying topics: finance + students, travel + safety, fashion + Elon Musk, and so on. You're attempting to grab subtopics of interest.

Every link builder will have a different approach to discovering these topics, but the simplest way to get started is to grab a piece of paper and start scribbling ideas by word association. Just write as much as you can and you'll find there's lots of closely-related topic areas your content could delve into. (Tools like BuzzSumo would be invaluable here, but if you're after a free alternative, I have been enjoying playing with AlsoAsked.com lately for related topic inspiration. Nothing is going to beat existing news content, though.)

It's also crucial to think about topic relevance, because if you question a tenuous link between your domain and topic matter, you can be certain journalists will, too. Link relevance is a whole other conversation to be had, but as long as it aligns with your client's goals and you're happy with showing them the link/coverage in full, you can't go far wrong.

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