iSEO & Outreach

Make visibility and publisher work accountable

For marketing leaders, growth teams and content teams accountable for visibility

Roadmap: planned and not available today; a demo discusses your workflow and what is planned.

Does this sound familiar?

Search work and outreach are spread across spreadsheets and inboxes; nobody sees which outreach was approved or which placement remains.

Effort is duplicated, publishers are contacted twice or not at all, and reports describe promises, not verified work.

From the problem to the business gain

Conceptual illustration, not a product screen

The problem	What your team does	What you get	What the business gains
Outreach scattered across sheets and inboxes	Approve outreach and verify placements	An approval record and verified placements	**Accountable visibility work**

Three practical gains

See what was approved and verified

Each opportunity, message and placement is designed to carry its status and evidence.

Nothing sent without approval

Outreach is designed to be drafted for review and approved by a person before sending.

Relationships outlast the campaign

Publishers are designed to be kept as contacts on the customer record.

What your team does

- ✓ Planned: agree target topics and authorise data providers
- ✓ Planned: select publishers and draft outreach for review
- ✓ Planned: approve outreach and review verified placements

The useful output

- → An approval record for each outreach action
- → Publisher history kept on the customer record
- → A verified placement, where one was achieved

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What it needs

- **Customer records in iConnect CRM (Controlled rollout)**
  To hold publisher relationships
- **Search-data providers that you authorise**
  For visibility tracking
- **An email sending provider that you authorise**
  For approved outreach
- **People to approve**
  Every outreach message is approved by a person before it is sent

What you gain by connecting it

13 → 1 CRM

— Demonstrated in testing

Publishers are designed to be linked to contacts on the customer record in iConnect CRM (Controlled rollout) and kept out of marketing audiences.

Demonstrated in testing: shown working in test environments, before your own set-up

How your team would use it (planned, not available today)

Marketing lead
Agrees the target topics and authorises the data providers
→ A visibility plan the team works from

→

Outreach specialist
Selects publisher opportunities and drafts outreach
→ Outreach drafts waiting for approval

→

Marketing lead
Approves outreach and reviews verified placements
→ An approval record and a verified placement history

→

What it is designed to give your business
Reports describe approved, verified work, and publisher relationships stay with your business.

Next step

Request a demo to discuss search-visibility goals

It is not available today. We walk through your workflow and what is planned, and agree whether it fits your scope.

https://iconsultants.tech/iconnect/demo

Technical detail: iConnect Technical Evaluation Guide

Scan to request the demo