Rocket Posta

7 Link Building Outreach Email Templates

Plus a follow-up playbook and deliverability checklist

01 · Guest post pitch to a site that accepts contributors

02 · Asking about sponsored article rates

03 · Suggesting a resource for a published article

04 · Reporting a broken link

05 · Turning a brand mention into a link

06 · Offering original data or research

07 · Follow-up sequence (FU1 and FU2)

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01

How to use these templates

- **{nama}** (name), **{domain}**, and **{email}** are variables. In Rocket Posta they are filled in automatically from the prospect's data.
- **[Square brackets]** must be filled in by hand for every prospect. That is what makes the email personal, so never skip it.
- Send as plain text, with no attachments and at most one link in the first email.

02

5 rules before you hit send

1. **One email, one person**
   Use the recipient's name and their site. First check that the site is still active and actually accepts contributions or partnerships.

2. **Short, specific subject lines**
   4–8 words that describe the email. Avoid all caps, exclamation marks, and words like "URGENT" or "Special offer".

3. **Give value to their readers first**
   Editors care about their readers, not your link. Show what's in it for them before you ask for anything.

4. **Keep it short**
   A first email should take 30 seconds to read: a one-line intro, why you're writing, the offer, and one closing question.

5. **Send from a healthy domain**
   SPF, DKIM, and DMARC must be correct. For a new account or domain, start at 10–20 emails a day and ramp up gradually.

03

Templates

01 Guest post pitch to a site that accepts contributors

When to use: The site has a "write for us", "contribute", or "guest post" page.

SUBJECT

Article idea for {domain} **Guest post idea: [short topic]**

EMAIL

> Hi **{nama}**,
>
> I'm [your name], [role] at [company]. I read "[their article title]" on **{domain}**, especially the part about [specific point], which is very relevant to our work.
>
> I'd like to pitch an original article for **{domain}** readers. Three ideas I could write:
>
> 1. [Idea title 1]
> 2. [Idea title 2]
> 3. [Idea title 3]
>
> Each would be written exclusively for **{domain}**, never published anywhere else, and follow your contributor guidelines. Which one fits best?
>
> Thanks,
> [Your name]

Notes: Read the site's contributor guidelines first and make sure your ideas haven't been covered. Share writing samples after they reply, not in the first email.

02 Asking about sponsored article rates

When to use: The site accepts sponsored or paid content and you need pricing details.

SUBJECT

Content partnership question for {domain}

Sponsored article rates at {domain}

EMAIL

> Hi **{nama}**,
>
> I'm [your name] from [company]. We're planning sponsored content in the [industry] space, and **{domain}** is on our shortlist because [reason: matching topic or audience].
>
> Could you share the following?
>
> - Your rate for a sponsored article, and whether it's labeled "sponsored"
> - Your link policy: number of links and their attributes
> - Expected publishing time and how long the article stays live
>
> If you have a media kit, I'd be glad to read it.
>
> Best,
> [Your name]

Notes: Google's guidelines say paid links should use rel="sponsored" or rel="nofollow". Ask about the site's policy up front to avoid misunderstandings later.

03 Suggesting a resource for a published article

When to use: You have content that genuinely complements their article: a more complete guide, newer data, a tool, or a calculator.

SUBJECT

An extra resource for " [short title] " **A complementary source for your article**

EMAIL

> Hi **{nama}**,
>
> I read " [their article title] " on **{domain}**. In the [subheading] section, you cover [topic].
>
> We recently published a [content type: guide, data, calculator] on [topic] that complements that section:
> [URL of your content]
>
> If you think it's useful for your readers, feel free to reference it. If not, no problem at all. Thanks for writing such a good piece.
>
> Best,
> [Your name]

Notes: Only send this if your content really is more complete or more current. Point to the exact spot in their article so the editor doesn't have to look for it.

04 Reporting a broken link

When to use: Their article links to a page that no longer works (404 or dead domain), and you have content on the same topic.

SUBJECT

Broken link in " [short title] "

A link on {domain} no longer works

EMAIL

> Hi **{nama}**,
>
> While reading " [their article title] " on **{domain}**, I noticed that the link to " [anchor text] " in the [subheading] section no longer works:
> [Broken URL]
>
> If you're looking for a replacement, we have a [content type] on the same topic:
> [URL of your content]
>
> Hope this helps.
>
> Best,
> [Your name]

Notes: Confirm the link is broken on the day you send. This email is useful even if they pick another source, which is why it often gets a friendly reply.

05 Turning a brand mention into a link

When to use: The site already mentions your brand or product, but without a link.

SUBJECT

Thanks for mentioning [brand] | **About your article "[short title]"**

EMAIL

> Hi **{nama}**,
>
> Thanks for mentioning [brand] in "[their article title]" on **{domain}**. We're glad [product or service] is useful to your readers.
>
> One small request: could the [brand] mention in that article link to [URL]? That way interested readers land on the right page straight away.
>
> If data or a quote from our team would add to the article, I'm happy to help.
>
> Thanks,
> [Your name]

Notes: This is usually the outreach type with the best reply odds, because they already know your brand. Track brand mentions regularly with Google Alerts or your SEO tool.

06 Offering original data or research

When to use: You have your own survey, study, or data analysis relevant to their topic.

SUBJECT

New data on [topic] for {domain} readers

[Topic] survey findings 2026

EMAIL

> Hi **{nama}**,
>
> **{domain}** often covers [topic], so I thought this might be relevant. We just finished a [survey or analysis] of [number and type of sample] about [topic]. The three main findings:
>
> - [Finding 1]
> - [Finding 2]
> - [Finding 3]
>
> Feel free to use the data in your articles, just credit the source. I can also send charts or the raw data if helpful.
>
> Best,
> [Your name]

Notes: Findings must be real, verifiable, and explained with their methodology on the source page. Never inflate numbers: one data mistake can ruin your reputation with editors.

07 Follow-up sequence (FU1 and FU2)

When to use: The prospect hasn't replied to the first email. Send as a reply in the same thread.

SUBJECT

Re: [first email subject]

EMAIL

> FOLLOW-UP 1 (3 days after the first email)
>
> Hi **{nama}**,
>
> Following up on my email from a few days ago in case it got buried. Would [idea or offer in one sentence] be of interest for **{domain}**?
>
> Thanks,
> [Your name]
>
> FOLLOW-UP 2 (4 days after follow-up 1)
>
> Hi **{nama}**,
>
> This is my last email on this so I don't clutter your inbox. If the timing isn't right, just reply "later" and I'll reach out another time.
>
> Thanks,
> [Your name]

Notes: Two follow-ups are enough. After that, stop and mark the prospect as "no reply". Try again a few months later with a different idea.

04

Follow-up playbook

Timing

Send follow-up 1 three days after the first email and follow-up 2 four days after that. Two follow-ups at most.

Same thread

Reply to your first email ("Re: original subject") so the recipient sees the context without digging for the old email.

Stop at the right moment

Stop following up as soon as the prospect replies (even with a "no"), the email bounces, or they ask you to stop.

Auto-replies aren't replies

A vacation or out-of-office message means the person is away. Continue after their return date.

Recipient's working hours

Send during working hours in the recipient's time zone, Monday to Friday. Leave a few minutes between emails instead of sending in bursts.

Measure results

Track reply rate per campaign and which email the reply came after. That tells you which templates are worth keeping.

In **Rocket Posta**, all of this runs automatically: tick **Follow-up otomatis** (automatic follow-up) when you send. Follow-ups go out in the same thread during working hours and stop on their own when the prospect replies or the email bounces. The inbox is also checked before every follow-up is sent.

05

Deliverability checklist

- Your domain's SPF authorizes the server you send from (e.g. include:_spf.google.com for Google Workspace).
- DKIM is enabled for the sending domain.
- DMARC is in place, at least p=none, then raised to p=quarantine once SPF and DKIM have passed for a few weeks.
- New accounts or domains start at 10–20 emails a day and ramp up gradually.
- Only email addresses published on the site or its contact page. Don't guess addresses, so bounces stay below 5%.
- No tracking pixels, no attachments in the first email, and one or two links at most.

> Rocket Posta checks your domain's SPF, DKIM, and DMARC under Pengaturan (Settings) → Kesehatan pengiriman (Sending health), with ready-to-copy fix records.

Send these templates straight from Rocket Posta

Save all seven as Templates in Rocket Posta. The **{nama}**, **{domain}**, and **{email}** variables fill themselves in, and the pipeline, follow-ups, and reports run automatically. (The app interface is currently in Indonesian.)

Free download for Windows: rocketposta.com/en/

Need link building done for you? **Ideax Digital** handles research, outreach, and reporting for your brand: ideaxdigital.com