

Unlinked Brand Mention Outreach Template

(aka: “You Talkin’ About Me?” but polite)

Subject line ideas:

- “Saw you mentioned [Your Brand]—mind linking to us?”
- “Quick favor about a shoutout you gave us”
- “Thanks for the mention—one small tweak?”

Email Body:

Hi [Name],

Hope you're doing well! I came across your article on **[Page Title]** and was thrilled to see you mentioned **[Your Brand or Product]**—appreciate the shoutout!

I noticed there wasn't a link included with the mention, so I just wanted to ask if you'd consider linking back to our site for your readers who want to check us out:

[Insert Link]

Totally up to you, of course, but adding the link could help your audience find more info quickly—and we'd be grateful!

Let me know if you need anything from our end.

All the best,

[Your Name]

[Your Website]

[Your Email or Contact Info]