



Results Snapshot

- 763 articles created, 587 live placements
- 77% success rate and 500+ new referring domains
- Significant spike in traffic and keyword visibility
- Outreach playbook now used for future launches

Service Areas

- Citation-Worthy Content
- Link Building at Scale

Client

National Business Formation Platform

Industry:

Small Business Services

Size:

Unicorn Startup

Location:

United States

[Read Case Study →](#)

Unicorn Startup Earns 587 Backlinks in Two Weeks with Chambers of Commerce Outreach Campaign

The Challenge

The client needed to rapidly build visibility for a new compliance service tied to a federal mandate, with less than six weeks to deliver results.

Their commercial landing page had zero traction, and the page faced stiff competition in search results. Meanwhile, customers were unaware of the requirement.

Our Solution

We reached out to Chambers of Commerce across the country with a targeted campaign designed to work as a public service announcement for their audience.

We created 763 geo-targeted articles that the Chambers enthusiastically published but also shared with their audiences and internally due to their local relevance.

Roadblocks

- Traditional outreach channels couldn't deliver relevant links fast enough. We targeted Chambers of Commerce as aligned, underused publishers with direct audience access.
- Mid-campaign, a federal court overturned the mandate that would have derailed the campaign. We reframed our approach around trust and compliance, securing more links.
- Shifting legal context created messaging risk. We stayed ahead of it, informed the client, and adapted without losing momentum.