Twitter Thread by [redacted]



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@Shawpreneur

MASTER THREAD ON OMNI-CHANNEL ORGANIC OUTREACH

How to automate outreach prospects on 4 channels

Increase booking rate 4X

Book more sales calls

Sign more clients

THREAD

This thread will explain how to systemize and automate an entire Omni-Channel outreach strategy

1 prospect.

4 Touchpoints.

Automated.

Touchpoint 1: Cold Email

Follow @blackhatwizardd course

Scrape Leads from Kleanleads or Linkedin Sales Nav

Write personalized first lines for each lead

Send emails via Maillerize, Mailshake or Lemlist

IT IS CRITICAL your leads come with email, Linkedin URL & Phone Number

Basic template

Subject Line: question about {company}

Body: Hey {first_name), {personalized first line}

My name is X. I just helped {client name}, a {niche} like you, get {XYZ results}. I'd love to see if we can do the same for you.

Are you free for a call this week or next?

TOUCHPOINT 2 - Linkedin Outreach

We're going to use https://t.co/RlSGUDIWSL to retarget our Cold Email prospects with a Linkedin Connection Request.

AND automatically send the same personalized first line sent in email

We'll use Zapier Webhooks + Linkfire

Linkfire comes with a 7 day free trial

So it costs you nothing to set this sequence up

Get it free here https://t.co/RlSGUDIWSL

We continue...

This Zap will only trigger if the prospect didn't respond to our first cold email.

First, go to https://t.co/RlSGUDIWSL

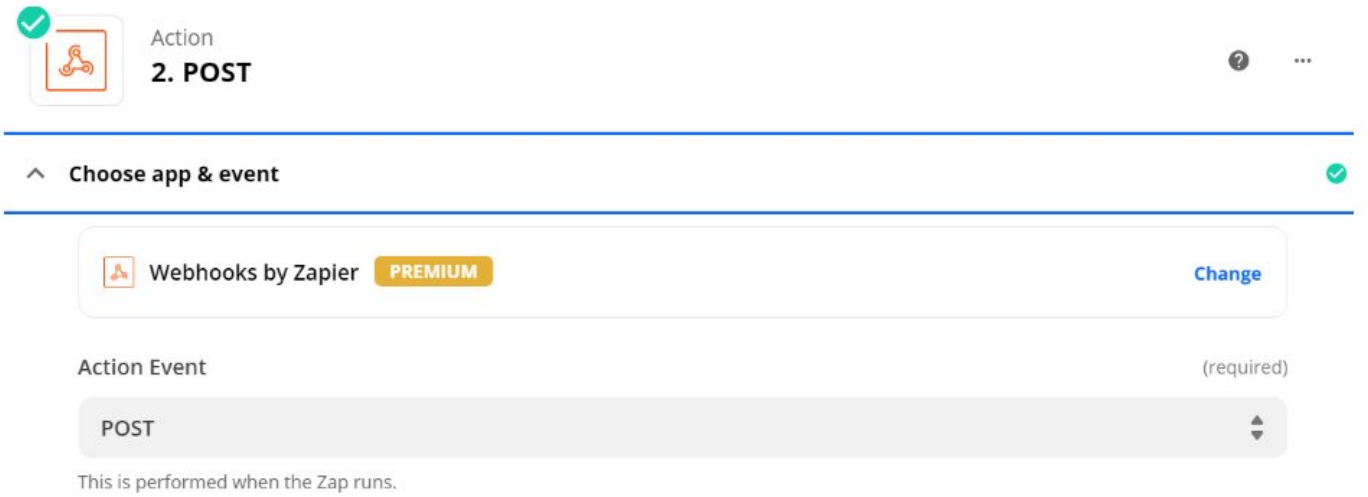
Create a custom placeholder called first_line

Then create a connector campaign message that looks like this below and save it



Next you want to create a Zap that sends LinkedIn URL & First Line from your cold email software over to Linkfire to import into your connection request.

Follow the screenshots below to set up the Zap.

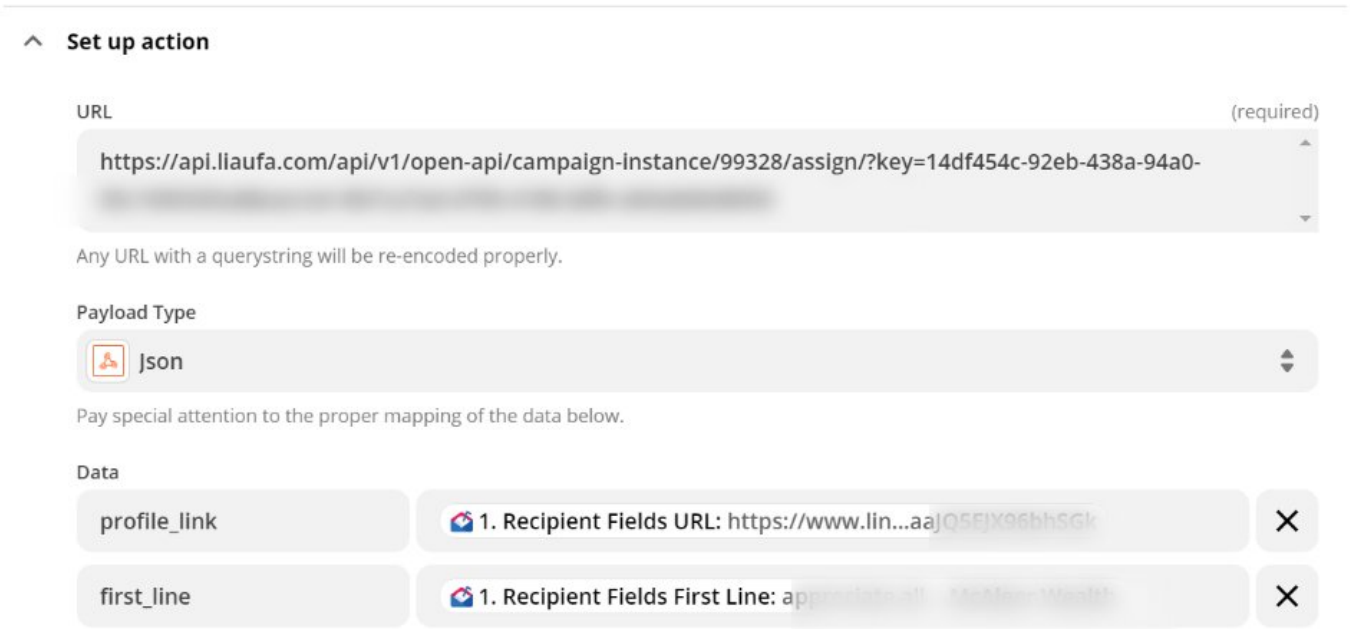


You get the URL from the “Integrations” section inside your campaign Settings in Linkfire

Go back to Linkfire campaign settings and set Campaign Status to Active

And BOOM automated 2nd touchpoint.

When you connect, send a video or voice message on your phone



TOUCHPOINT 3 - SMS

A touchpoint that is massively underused is SMS outreach.

This is why you need to ensure your lead lists come with phone numbers.

On the same day as hitting them with a Linkedin Request, hit them with an automated SMS.

There’s many softwares out there, but many email marketing softwares like ActiveCampaign offer it too.

Hook up Zapier to send an SMS after your email follow up.

Email > Linkedin/SMS

TOUCHPOINT 4 - PHONE CALL

If your prospect STILL does not respond

As a last attempt, give them a phone call.

Either yourself or hire an SDR to do this.

If they don’t respond here, move on.

This entire sequence should happen within 5 days, with your email follow ups running for 10-14 days total.

Now you know how to build an entire Omni-Channel Prospecting System from scratch.

Use this to massively increase your call booking rates.

If you want to learn more about how to close clients using Linkedin, get the course below

https://t.co/vFcaDMkLvQ