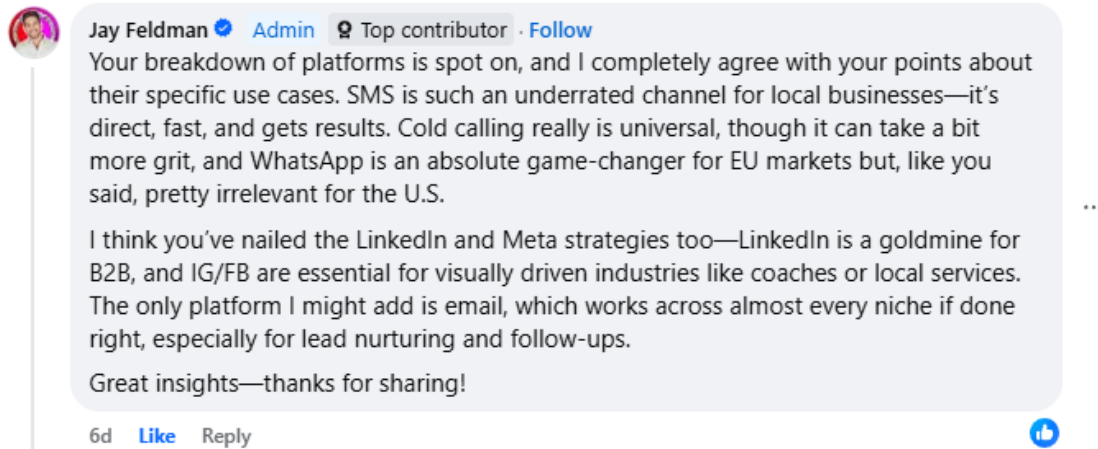


Best Platform to Reach Your Niche (FULL GUIDE)

This guide took me a total of 5 days to draft and finalize.

And after 2,000 words later, it's ready.

I've got many of my SMMA friends to go through this and vet, and I've even got Lead Gen Jay's approval for this guide:



My goal for this guide is simple:

To help me decide what platform to utilize in order to cold outreach based on your niche.

Without further ado, let's go.

Email

Email is what I would consider timeless.

It is a cold outreach platform that is:

- Reliable
- Consistent

And will always get you results.

On top of that, Cold Emails are great for every niche!

It does not matter what niche/business you're targeting, people will respond and you will book appointments.

It's pretty much universal in a sense that it works for any local or online businesses you throw at it.

Here are some examples:

Local businesses (any business that isn't online):

- Home Improvement Companies
- Law firms
- Chiropractors

Online businesses (any business that runs online):

- Digital marketing agencies
- Online coaches
- Online consultants

As good as everything sounds, there are cons as well.

The #1 con when it comes to running cold email campaigns is the learning curve.

It is bloody difficult to get it up and running and generate results.

You need to worry about things like:

- Warming up your emails
- Deliverability
- Domain authentication

And the list goes on.

On top of that, it's super expensive.

Instantly alone will run you about \$99/mo, and that's just the automation software.

It's definitely not a plug and play beginner friendly cold outreach platform.

Although cold emails are great, I wouldn't recommend it to a beginner as I strongly believe that the number 1 thing a beginner needs is speed.

To get cash flow and appointments fast.

You need momentum, and cold emails are the opposite of that.

However, if you're seasoned veterans.

You have some clients, appointments coming in consistently and you're looking to test out different things and expand your arsenal.

Cold email is a great addition to that.

Price wise, definitely expect to drop \$200-300/mo and at least 1 month to see noticeable results.

Value bomb: 99% of cold outreach platforms go through trends. One season they're hot, the next, they're unusable due to restrictions. It's just how it works.

That's why you should build your foundation on timeless platforms like SMS, Email, and Cold Calling. Unlike other platforms, these aren't controlled by private companies that can change the rules overnight. The only way they'll stop working is if the government steps in with new regulations or people stop using them—which isn't happening anytime soon.

SMS

Another timeless cold outreach platform.

The major difference between SMS and other timeless cold outreach platforms like Email is the niche.

SMS really only works for local businesses.

You could run campaigns for online businesses if you REALLY wanted to.

But for the effort and money you're putting in, you could generate greater results from other platforms like Instagram or LinkedIn.

Because you have to remember:

Not only do you have to pay for the automation software, you're also paying for every message that gets sent out.

It's not a huge amount like \$1 per message sent out or anything like that, but when you're doing high-volume it definitely adds up.

I will say this though, if you're trying to get leads for local businesses cold SMS is 100% worth it.

It's definitely on the pricier side but trust me when I say it's worth it.

Based on my personal testing, there isn't a specific local business that works best with SMS.

All local businesses work amazingly with SMS.

In fact, whenever a client wants us to generate local business leads the first platform we ALWAYS turn to no matter what is cold SMS.

People on SMS respond extremely fast, it's extremely easy to set up and get going, and it just works.

I've literally tested every platform under the sun, and nothing comes close to SMS when it comes to generating leads for local businesses.

The trait that separates cold SMS for every other cold outreach platform is speed.

People reply extremely fast.

And if you've been in the cold outreach space for sometime now you would know that the faster people reply, the more appointments you book.

And the more appointments you book, the more sales you make.

Value bomb: The software that I personally use to do cold SMS is GoHighLevel. It is the only tool worth using and I can't recommend it enough. The leads I scrape all come from LinkedIn using leadlocks (which is on appsumo for \$79 1-time payment).

LinkedIn

My G.O. A.T.

It is quite literally what got my agency up and running.

If it wasn't for LinkedIn, I genuinely wouldn't be here today.

Unlike most social media platforms where they hate getting pitched, LinkedIn welcomes it.

It is a platform built to do business in the first place which is perfect.

Unlike platforms like Instagram or Facebook where it's more casual and pitching gets frowned upon.

On top of that, it is a B2B haven.

I think I read somewhere one time about how there are like 77M B2B decision makers on LinkedIn which is insane.

If you're targeting B2B and you're not on LinkedIn, you're literally shooting yourself in the foot.

LinkedIn is amazing for online businesses in general, but exceptional when it comes to B2B.

If you're targeting local businesses like roofers or used car dealerships, you can try to cold outreach here if you REALLY want to.

But i'd recommend just doing cold SMS instead.

The software that I personally use to both scrape and do cold outreach for LinkedIn is this tool called "LinkedHelper2".

It's an amazing tool and it only cost about \$15/mo

Cold Calling

Similar to cold emails, it works for literally any niche.

Doesn't matter if you're targeting:

- Roofers
- B2B companies
- Coaches

You can CRANK with cold calling.

I'd even go as far as to say that it's the BEST cold outreach platform.

It's:

- Cheap
- Easy to setup and get started
- Books a FUCK TON of appointments

What is there to hate about it?

The only real downside to it is volume I guess?

But it can be fixed by hiring a team of cold callers lol.

I personally use a parallel dialer like Kixie to cold call.

As it's much faster and efficient.

Instead of calling 1 number at a time, you're able to call 10 numbers at the same time which is clutch.

It has a free trial too so don't forget to abuse that :)

When it comes to scraping leads, it's pretty much the same as cold SMS.

I use Leadrocks to scrape LinkedIn search results.

Leadrocks is \$79, 1-time payment and you get 5,000 credits every month which is sweet (only available on app sumo).

How it looks like:

1. Head on over the LinkedIn
2. Add in the filters of my ICP
3. Copy the link above
4. Paste to LeadRocks
5. Scrape
6. Repeat

And there you have it.

Fresh high-quality leads for you to cold call.

Instagram

Instagram has been getting a lot of hype in the cold outreach space lately, and it's for good reasons.

It's super easy to set up.

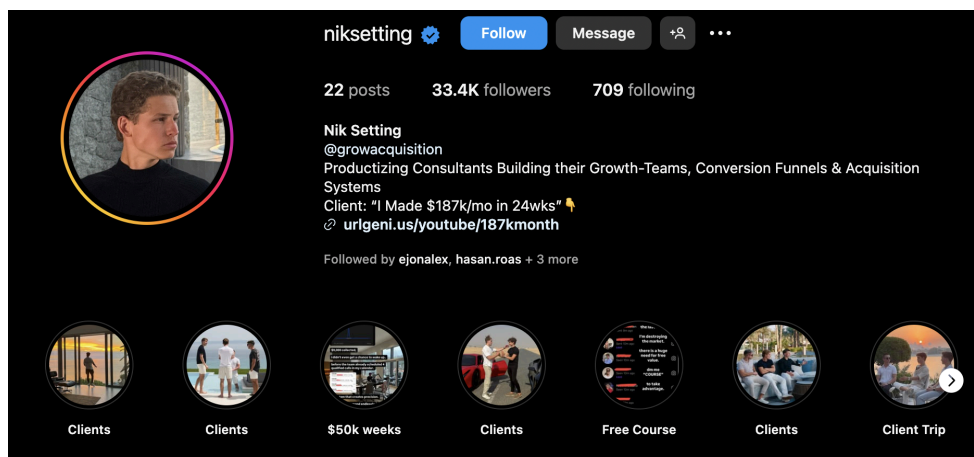
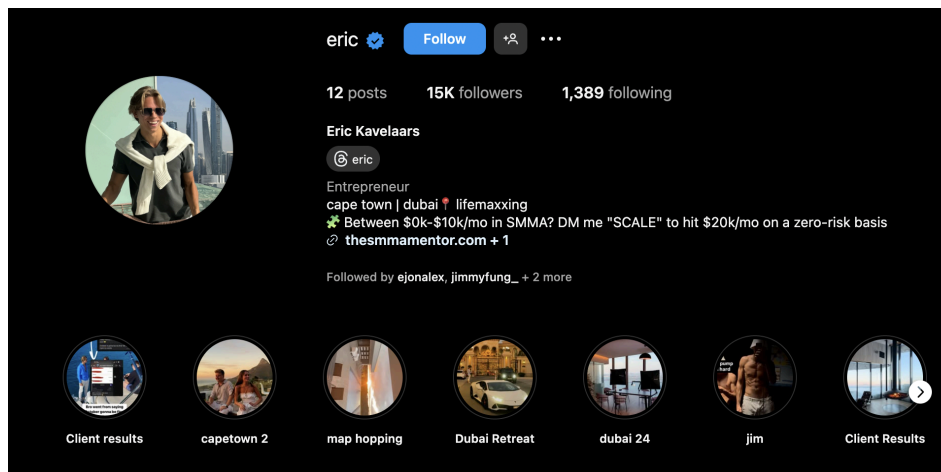
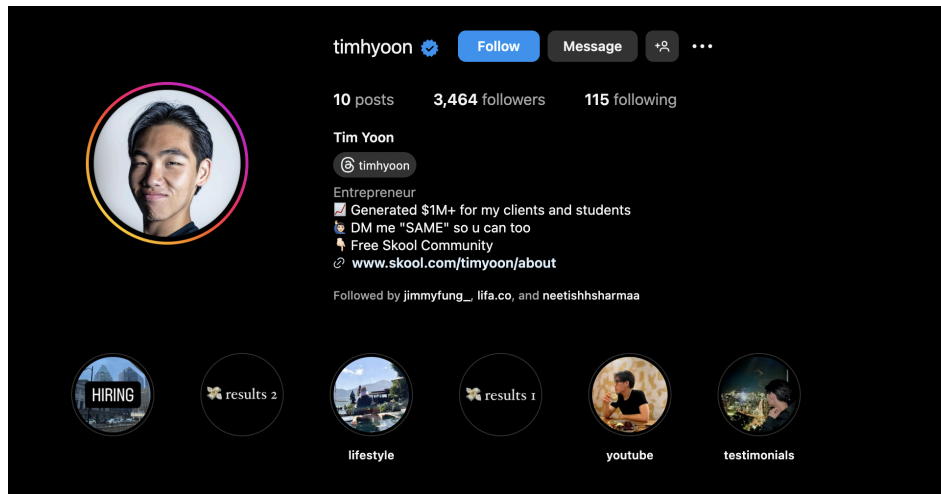
Use your existing Instagram account, scrape leads for free using Instant Data Scraper, import into your automation software of choice, have leads rolling in in just a matter of hours.

It's crazy.

In terms of niche targeting, based on my personal testings—it only really works for online gurus.

So people that offer mentorship, coaching, course selling—those kinda guys.

Here are some profiles examples to name a few:



Basically profiles that have:

- Client case studies in their story highlights

- DM me “keyword” to learn more

Don't get me wrong, you can still book qualified appointments targeting niches like:

- Chiropractors
- Home Improvement Companies
- Law firms

BUT for the effort, time and money invested—you can generate better results using other platforms like cold calling or SMS.

The software that I used to use is this software called IGDMBot.

I believe it's like \$10/mo? Somewhere along that price range.

However, it's pretty crap now and the only tool I recommend using right now is ColdDMS.

It's pricey, but if you're targeting people in that online education niche, I'd say it's worth it.

In terms of lead scraping, I used to use SocLeads.

It's a cloud based scraper, unlike most Instagram lead scraping tools like Growman.

Meaning, you won't be using your account to scrape and risk getting banned, and it's fast too.

What I would do is visit profiles I believe my ICP follows and scrape their followers and following section.

Again, this was based on my personal findings.

You may find other niches to work great for you.

I'm just explaining what worked for me based on my time on Instagram.

Facebook

Similar to Instagram, Facebook is extremely beginner friendly.

Based on my personal findings, it's like a jack of all trades master of none.

Decent for every niche, not particularly good for any.

It's a great beginner platform if you want to experiment and if you're not sure which platform to commit to.

When I'm doing cold outreach on Facebook, I use Messenger Bot and Instant Data Scraper as my scraping tool.

I would head into groups my niche naturally tends to join, head on over to the members tab, pull up Instant Data Scraper, scrape the members of that group then import the leads onto Messenger Bot and start outreaching.

Twitter

I did not spend too much time on Twitter so take what I'm about to say with a grain of salt.

Based on my personal findings, SaaS and gurus/personal brands are great.

Local businesses are pretty much non-existent there, but I'd reckon you find pretty good results targeting online businesses.

Tip: If you're ever wondering what niche to target, just put yourself in your ICP's shoes. What platforms do you regularly use on a daily basis? From there, just cold outreach on those platforms.

During my time on Twitter, I used this tool called Drippi.ai.

It allows you to both scrape and do cold outreach which is pretty cool.

Just like any other cold outreach platform, I would scrape followers and followings of profiles I believe my ICP follows.

Skool

This one is interesting because it's so new.

At the moment I'm writing this, there isn't any automation software for Skool.

Which means if you want to cold outreach you would have to manually do so or hire a VA to do it (which sucks).

In terms of scraping, I used Instant Data Scraper to scrape members of Skool groups containing my ICP.


So head on over to the members tab, pull up Instant Data Scraper and start scraping.

I will say though, for most if not all Skool groups you need to reach level 2 in order to DM people inside the group which sucks.

This can be fixed though by creating multiple alt accounts, posting inside the groups and using your alts to like each other's posts.

I'm pretty sure you need like 5 likes in order to reach level 2.

Feel free to check out this video to learn more:

 [Skool outreach \(how to overcome new restrictions\)](#)

Interestingly enough, it works for every niche and the leads are pretty good!

Just join Skool groups relating to your niche and it's all filtered for you.

It's free, and I'd highly recommend beginners to give this one a go.

It's low commitment and the only real loss here is time.

WhatsApp

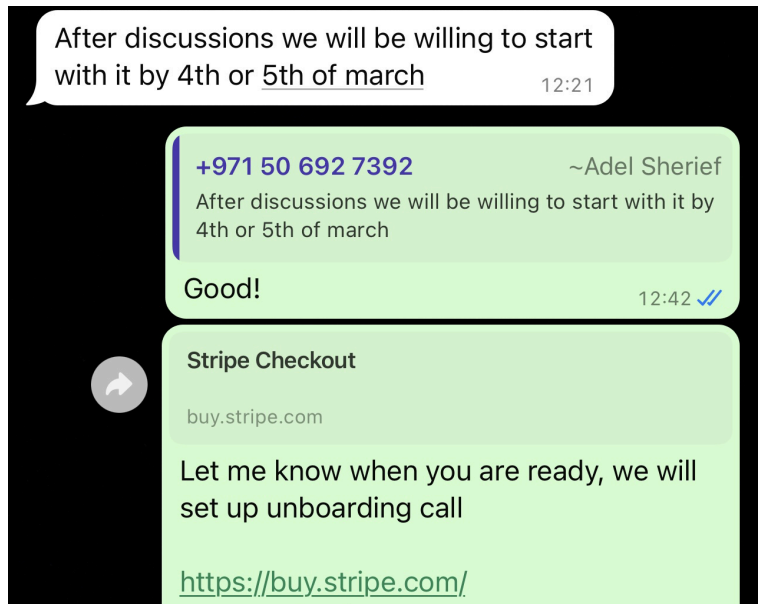
This is pretty much the free SMS.

Niche targeting and scraping remains the same as SMS, the only major difference is you don't have to pay for every message sent out, and the niche location.

WhatsApp only really works for countries outside of the US, as people in the US don't really use WhatsApp.

So If you're using WhatsApp to do cold outreach, I'd recommend European countries like the UK—it works wonders.

I know a guy in Europe utilizing WhatsApp and he's CRANKING.



The software that I use to cold outreach on WhatsApp is GHL.

I know many gurus online talking about WA Bulk Message Sender, but that shit is whack.

With GHL you're able to send like 2,000 messages a day which is insane.

If you're targeting European countries, I couldn't recommend WhatsApp enough.

The only real downside is your ICP's location, and if you target European countries that shouldn't be an issue.

Parting words

Here's a short summary of every platform:

Email

- Good for all niche
- Timeless
- Not beginner friendly (steep learning curve)
- Pricey

SMS

- Good for local businesses
- Timeless
- Beginner friendly
- On the more expensive side

LinkedIn

- B2B haven (good for online businesses too)
- Decently priced

Cold Calling

- The G.O.A.T
- Works AMAZING for every niche
- Cheap
- Beginner friendly

Instagram

- Great for online education niche
- On the more expensive side
- Beginner friendly

Facebook

- Jack of all trades master of none
- Super cheap
- Beginner friendly

Twitter

- Great for SaaS and online education niche
- Decently priced

Skool

- Free
- Beginner friendly
- No automation (hire VA's)
- Good for every niche

WhatsApp

- Free SMS
- Same scraping and niche as SMS
- Only really works for countries outside US
- Cheap

That pretty much wraps things up for this guide.

I genuinely hope I was able to help you make a decision on what platforms to utilize in order to cold outreach.