

Readability ⓘ

Grade 7

Good.

Words: 2,240

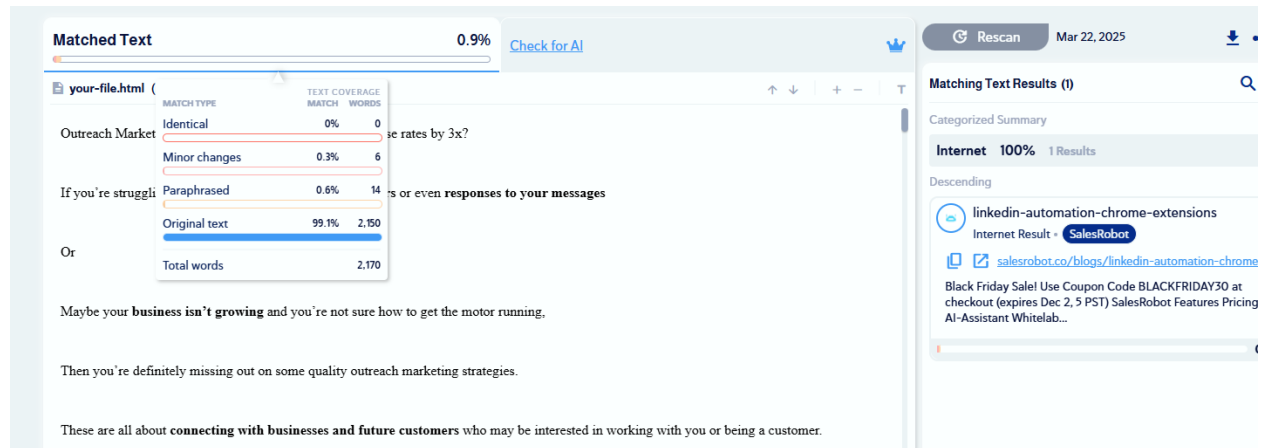
Show more stats ▼

TWO WORD PHRASES

| Result ▼ | Keyword            | Frequency | Density | Keyword options |
|----------|--------------------|-----------|---------|-----------------|
| 1        | outreach marketing | 18        | 1.70%   | KW options ▼    |
| 2        | list prospects     | 6         | 0.57%   | KW options ▼    |
| 3        | email outreach     | 6         | 0.57%   | KW options ▼    |
| 4        | cold outreach      | 6         | 0.57%   | KW options ▼    |

THREE WORD PHRASES

| Result | Keyword                     | Frequency | Density | Keyword options |
|--------|-----------------------------|-----------|---------|-----------------|
| 1      | day free trial              | 5         | 0.47%   | KW options ▼    |
| 2      | ideal customer persona      | 4         | 0.38%   | KW options ▼    |
| 3      | outreach marketing outreach | 3         | 0.28%   | KW options ▼    |



GSC:

|                               |   |       |
|-------------------------------|---|-------|
| outreach marketing            | 1 | 3,664 |
| what is an outreach campaign  | 1 | 74    |
| outreach campaign             | 0 | 932   |
| outreach campaigns            | 0 | 770   |
| what is outreach marketing    | 0 | 714   |
| marketing outreach            | 0 | 464   |
| campaign outreach             | 0 | 318   |
| sales outreach                | 0 | 312   |
| outreach marketing automation | 0 | 251   |
| marketing and outreach        | 0 | 221   |

**Internal:** 10

**External:** 4

**URL SLUG:** outreach-marketing

**IMG + ALT:**  outreach marketing

**Meta:** Struggling to get consistent leads or network connections? You probably need to level up your outreach marketing. Learn the tips, tricks and strategies to get an effective outreach campaign running.

# Outreach Marketing Explained: How to Run Campaigns with Massive Engagement?

If you're struggling to get a **steady flow of leads**,

If your cold emails and LinkedIn **messages are forever left on "read"**

**If your dream customers don't even know you exist, forget about actually buying stuff from you**

Then you're definitely missing out on some quality outreach marketing strategies.

"What's that", you ask?

Well, outreach marketing strategy is all about **connecting with businesses and future customers** who may be interested in working with you or become a client.

The key is, **you're the one reaching out to them.**

**That's why OUT + REACH**

But not every prospect is as eager to reply, you **may just get ignored.**



Lucky for you, I've been through that and broken through to figuring out what works.

And we'll see how to really level up that outreach,

👉 [What are the types of Outreach Marketing?](#)

👉 [What are the Outreach Marketing channels?](#)

👉 [How to start an Outreach Marketing campaign to grow your business?](#)

👉 [3 best Outreach Marketing tools to make your growth effortless](#)

What are we waiting for?

Let's get into it.

## What Is Outreach Marketing?

Outreach marketing is a strategy of reaching out to prospects, companies, and new connections who may be interested in your business.

The **best way to do this is through [LinkedIn](#)**, the biggest professional platform in the world [with 1 billion+ members](#).

Unlike [inbound marketing](#), **you make the first contact with your target audience.**

At the same time, you can also reach out to [LinkedIn influencers](#), bigger businesses, and other founders who can **help promote your brand.**

All in all, the main point is that you have to take the first step.

And that's easier said than done.

## What are the types of Outreach Marketing?

Outreach marketing can be divided into 3 types, and they are:

## 1. Cold outreach

Please don't act cold to your prospects, that's not what it is.

**Cold outreach is striking up a discussion with a complete stranger, aiming to close a deal or get a valuable connection.**

This usually happens through **LinkedIn, emails, phone calls or even social media.**

The insurance companies that keep bothering you with calls? Yeah, they're doing cold outreach.

But with our sales strategies, your prospects won't feel like hanging up.

Especially when you add a **personalized touch** to all your messages, like [SalesRobot](#) does (more about that later).

## 2. Warm outreach

Sounds better than being cold right? It is.

**Warm outreach is reaching out to someone you already know.** Maybe a past connection, someone who's engaged with your content, or you saw them at an event.

This is much more effective than cold outreach because they're actually more familiar to you, hence act warmer. (Ba-dum tss)

You'll see much **higher conversion rates** and initial barriers are low, but it's also more difficult to scale.

Good news is that you can convert cold outreach to warm outreach, [if you know the right tools and methods.](#)

### 3. Networking

The goal here is to build valuable connections and discover like-minded individuals within your industry.

[Building your network](#) will **boost your credibility, open up opportunities,** and allow you to **market to their connections too.**

In LinkedIn, growing your network involves **sending connection requests, InMails, and engaging with their posts** or profiles.

Having a large network also means you will show up in more searches, feeds, and get better impressions on your posted content.

You'll be a star in the eyes of the LinkedIn algorithm (and mine too 😊)



### What are the Outreach Marketing channels?

As with any type of marketing, you have a lot of options to test out for yourself.

I'll start with my favorite and the one that'll probably get you the most results in my experience.

## 1. LinkedIn

As the largest professional social media in the world, [LinkedIn](#) has members from all industries, regardless of if you're B2B or B2C.

It's also got **LinkedIn messages, InMails, connections, posts** and several **engagement actions to warm up your clients**.

And the best part is there's also a ton of tools that automate your LinkedIn for you.

This way, you can run outreach campaigns on LinkedIn completely automatically with message sequencing, personalization, follow-ups, and even warm-ups.

All this and more can be done with [SalesRobot](#). We'll take a deeper look later.

## 2. Email

Coming in second place, we have the OG email outreach.

**Emails don't have [limits like LinkedIn](#)** does, but you'll still have to find their emails from an external source [or enrich it](#).

Your **spam folder probably has 100s of outreach messages** already rotting there. These guys haven't done their homework on cold email outreach.

[https://www.youtube.com/watch?v=GI4Y2-o\\_bqs&ab\\_channel=SauravfromSalesRobot](https://www.youtube.com/watch?v=GI4Y2-o_bqs&ab_channel=SauravfromSalesRobot)

Some people also prefer emails over LinkedIn, especially since it's comparatively safer (because **LinkedIn outreach done wrong can get your profile banned**) and way more cost effective.

I would suggest doing [multichannel outreach](#), that way you won't miss out on any prospects.

### 3. Cold calls

These are mostly obsolete for outreach marketing, but they can be a good third option if LinkedIn and Email don't work.

With cold calls, you can **immediately gauge a prospect's interest** and **showcase your sales skills in real-time**.



This can be good or bad, depending on you.

Again, you'll still have to get their up-to-date phone numbers. Which may be difficult without some enrichment.

( [SalesRobot](#) can get you both emails and phone numbers from your list of LinkedIn prospects. )

### 4. Social Media

Platforms like X, Instagram, and Facebook provide channels to do outreach, especially with a younger audience.

This ultimately **depends on who you're targeting** and probably won't be as effective as LinkedIn or email.

However, it's still worth a try if your business fits the vibe of an Instagram reel or X post.

Through these channels, you'll be reaching a majority of people and have the best chances of a response.

**Your response rate depends on who your target is and how you reach out to them.**

Let's see more about this.

## How to Start an Outreach Marketing Campaign to Grow Your Business?

You know the channels, you know the types, and you have a pretty good idea of what outreach marketing is all about.

### 1. Create an Ideal Customer Persona

Your ideal customer persona or ICP will define your entire sales strategy, so you need to have a clear idea of who you're trying to find.

There can be multiple personas depending on your service or product, but they usually have overlapping pain points.

For example, a growth marketer would target LinkedIn influencers, smaller startup founders, etc.

These personas will be the huge majority of your customer base, so define **their identity, pain points, and approach strategies.**

Use this table as an example:

| Job Title | Common Pain Points | Typical Solution Tried | How your company can help | Traits & Behaviour |
|-----------|--------------------|------------------------|---------------------------|--------------------|
|-----------|--------------------|------------------------|---------------------------|--------------------|

You can also amend this as you grow in size and learn more about what works and what doesn't.

## 2. Collecting a list of prospects

Once you have a clear idea of the personas you're targeting, you need to find real people who fit the character.

One fantastic way to do this is with [LinkedIn Sales Navigator](#).

Sales Navigator provides **30+ advanced filters, spotlight features, intent tracking, and a huge database to search through.**

You can enter details according to your target customer profile and it'll return hundreds if not thousands of results.

[https://www.youtube.com/watch?v=YyLbv\\_Q6nf0](https://www.youtube.com/watch?v=YyLbv_Q6nf0)

## 3. Start reaching out

Outreach is all about... well, reaching out.

So once you get the list of prospects to reach out to, **you need to actually start messaging them.**

And if there are hundreds or even thousands of people in that list, that's going to take some time and effort.

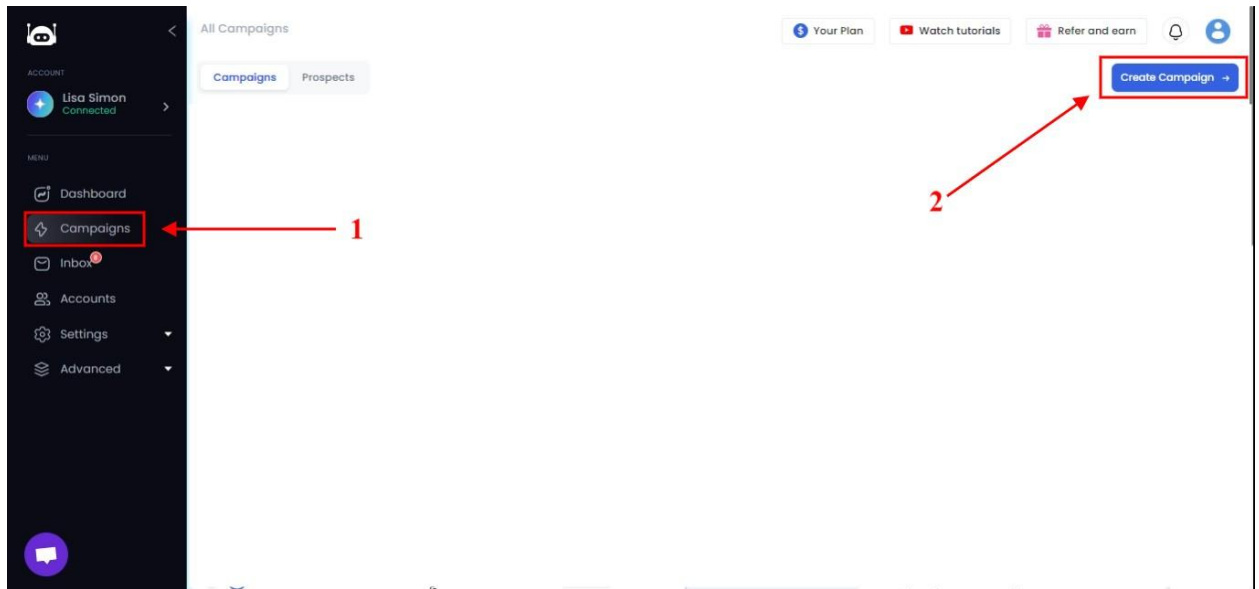
Sounds a bit exhausting?

[SalesRobot](#) can easily automate the entire process by running an outreach campaign on your Sales Navigator list.

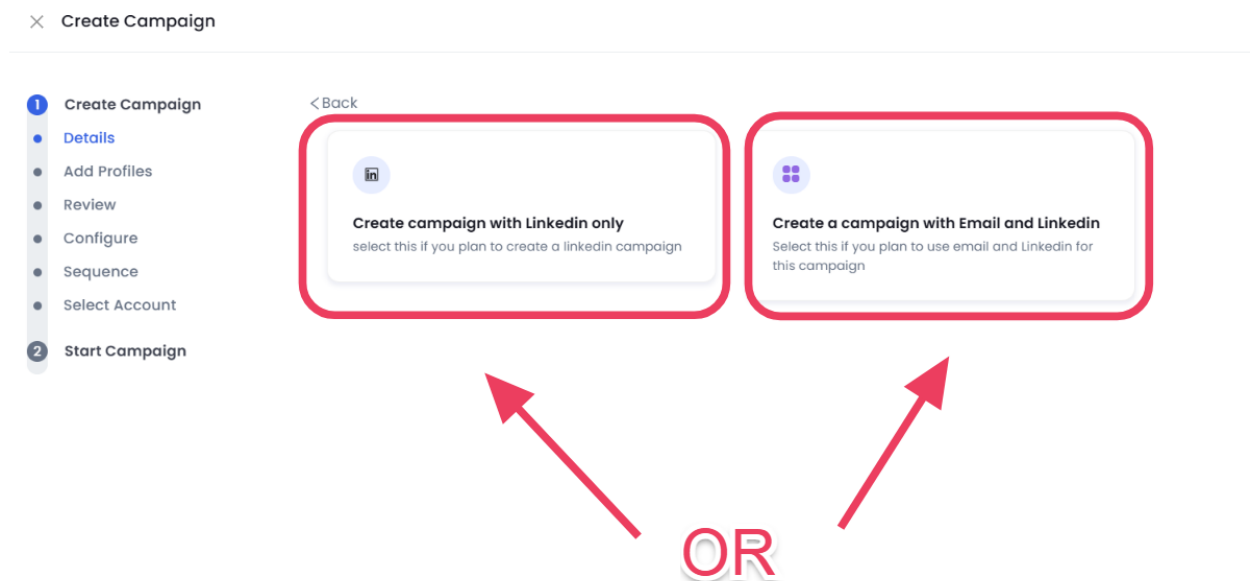
You just need to copy the URL into SalesRobot and it'll run sequences with **hyper-personalized messages and scheduled follow-ups**.

How? Easy. In under 5 minutes, you'll have a campaign up and running.

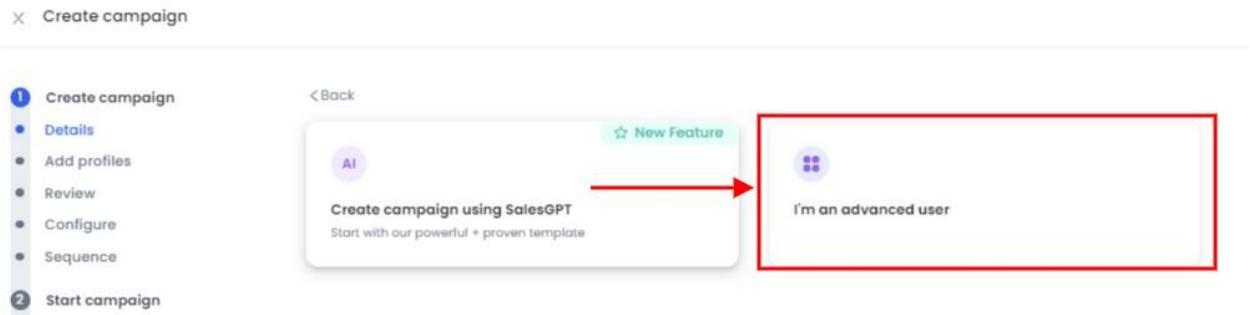
1. Go to [SalesRobot](#) and click Create Campaign:



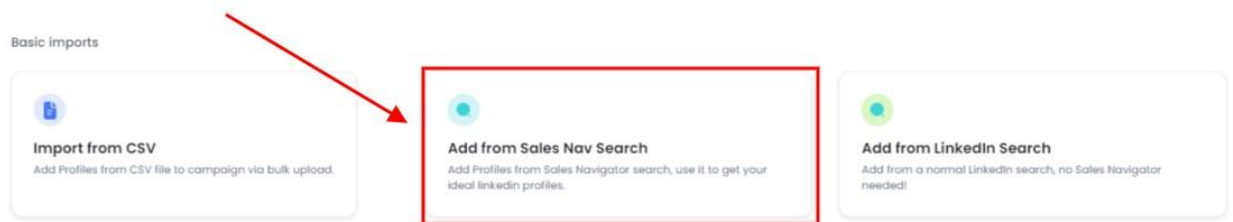
2. Next, pick any 1:



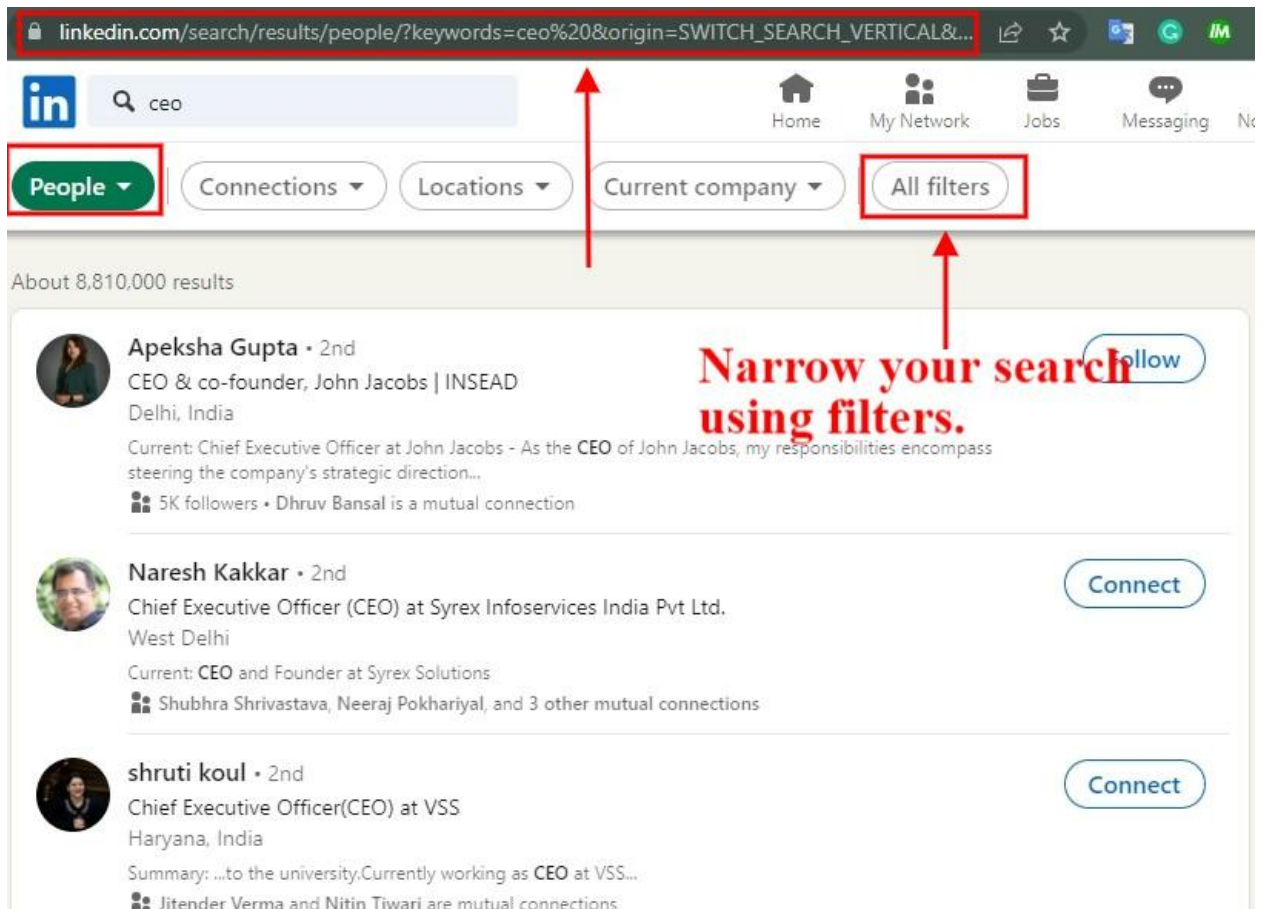
3. Now select "I'm an advanced user":



4. Click on “Add from Sales Nav Search”:  
Add linkedin profiles to your campaign



5. Now go to the Sales Nav search result and copy the URL



## 6. Paste the URL on SalesRobot and click “Save”

< Back

### Import prospects from Sales Navigator

Import using linkedin search urls

Go to your linkedin account and create your search. Copy the search url and paste here

```
https://www.linkedin.com/sales/search/people?query=(recentSearchParam%3A(id%3A2944571930%2CdoLogHistory%3Atrue)%2Cfilters%3AList((type%3AGROUP%2Cvalues%3AList((id%3A84846%2Ctext%3AFinance%2520%2526%2520Banking%252C%2520Fintech%252C%2520Regtech%2520Professionals%2520Worldwide%2CselectionType%3AINCLUDED)))%2C(type%3ACOMPANY_HEADCOUNT%2Cvalues%3AList((id%3A8%2Ctext%3A1-10%2CselectionType%3AINCLUDED)%2C(id%3AC%2Ctext%3A1-
```

Example: [CEOs of 11-50 sized construction companies in the UK](#)  
please click on the link and modify the search filters

Example of Sales Nav URL

## 7. Then go to configure settings and enable the **data enrichment feature** so that SalesRobot can get phone numbers and emails from the database.

Neele Pohl  
Connected

Settings

Safe Mode Schedule Pending Invites Quota Reports Blocklisting Warm up **Data enrichment** Pros ...

**Data enrichment**

0% Configure data enrichment for campaigns ☒ If enabled we automatically add email and phone no data to prospects in your campaign.

1 Accounts

2 **Settings**

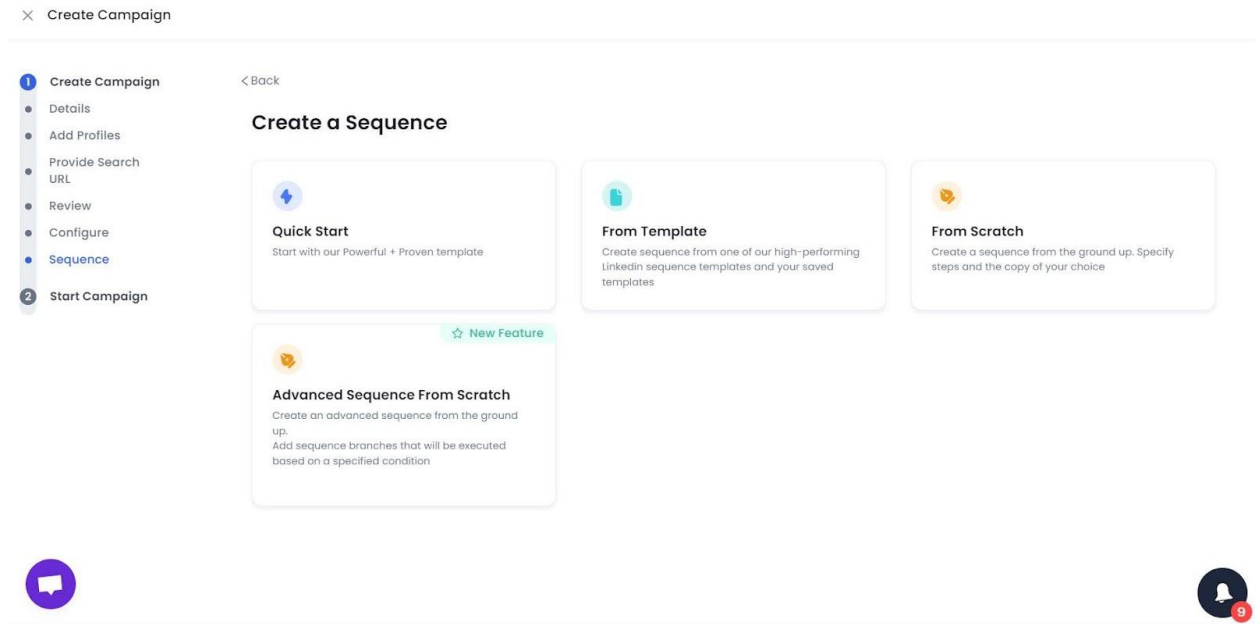
Configuration

Integrations

And just like that, you’ve got your refined list of prospects—complete with their email addresses and LinkedIn profiles.

Now, what are you going to say?

If you don’t want to spend time thinking of a quirky message to send, you can take our **proven templates** and **see immediate results**.



And let the bot handle the rest, the messages will flow into your inbox.

It'll feel like top-tier inbound marketing results, but the outreach all automatically happens for you.

If you don't trust my words, just check out our [14-day free trial](#) and see the results for yourself.

#### 4. Don't forget to personalize!

It's difficult to personalize when you have such a huge list of prospects, but it's extremely important.

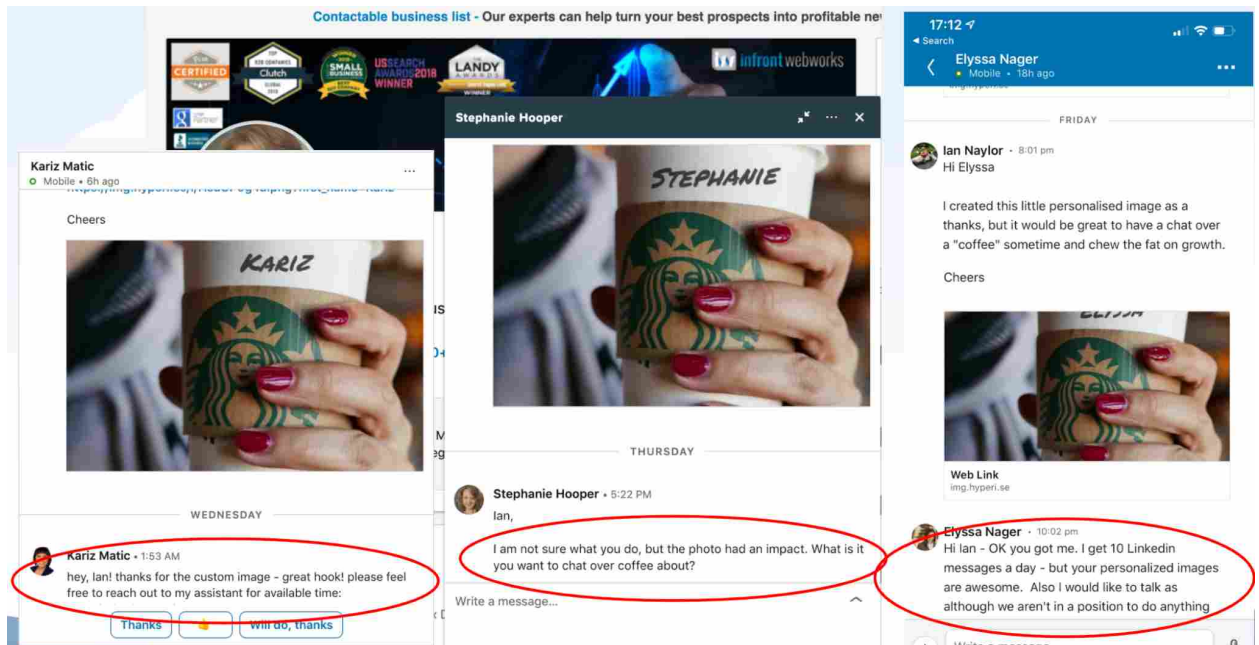
No one likes to respond to a generic sales-y message. I'm sure you don't.

But when you **include their first name, a comment about their recent LinkedIn post, and maybe even talk about their endorsements**, it feels really personal.

It's all a part of warming up your prospect and building some trust.

But I get it, it's **impossible to personalize hundreds of messages for every client.**

Sorry, let me correct myself– **it's impossible for a human. Not [SalesRobot.](#)**



SalesRobot can even make [personalized images on top of everything I mentioned.](#)

And if you're still not sure if the message hits the mark, we've got a response rate calculator.

This way you'll get to see the likely **chances of a response before you even start the outreach campaign.**

[< Back](#)

## Add Message

Done →

Message Body

Great to connect, {{firstName}}  
Would love to talk more about your company and what we can offer.  
What do you think about automation tools?

First Name

Last Name

Company Name

Job Title

Avatar First Name

Hyperise Image

Add Attachment

AI generated P.S. line

Preview

Score

Chances of response  
93 %  
High !

METRICS

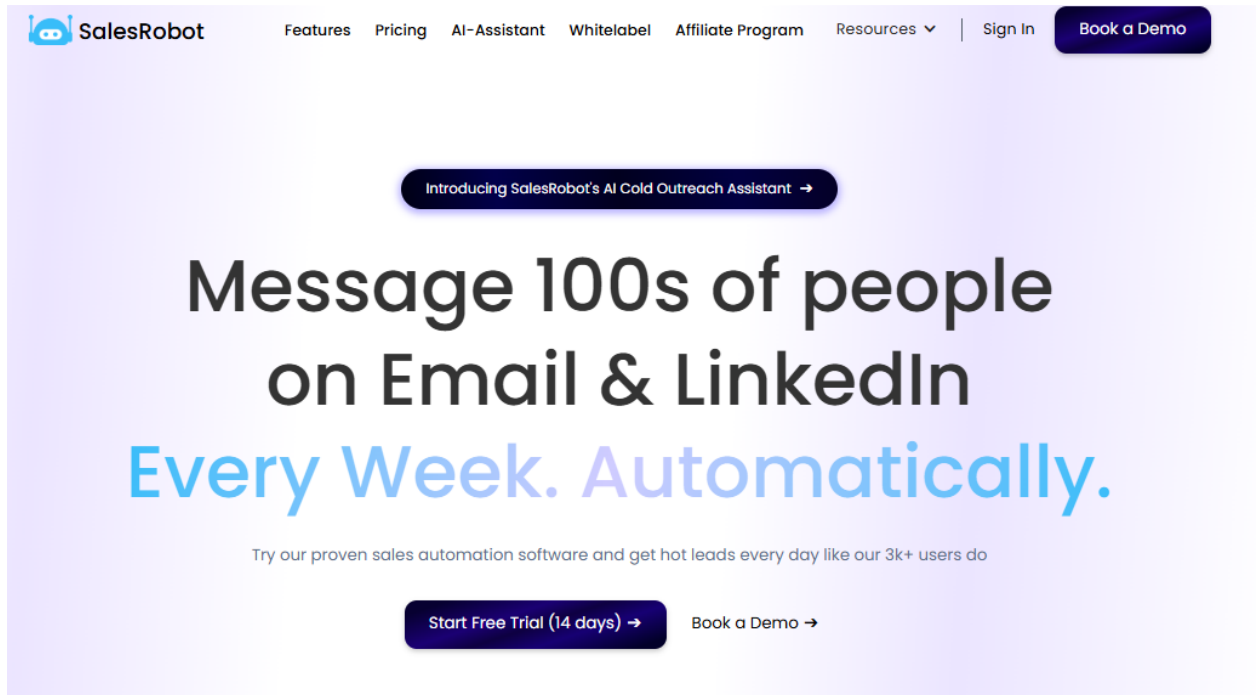
Readability Score ⓘ77.57 %Question Count ⓘ1 %Personalization score ⓘ1 %Word count ⓘ23 %Spam word count ⓘ2

You probably see the value of outreach marketing tools now, so let's take a look at some of the best ones available.

## 3 Best Outreach Marketing Tools to Make your Growth Effortless

Number 1 is an obvious choice, but it is an unbiased decision based on features, price and customer experiences.

## 1. SalesRobot for multi-channel LinkedIn+ Email outreach

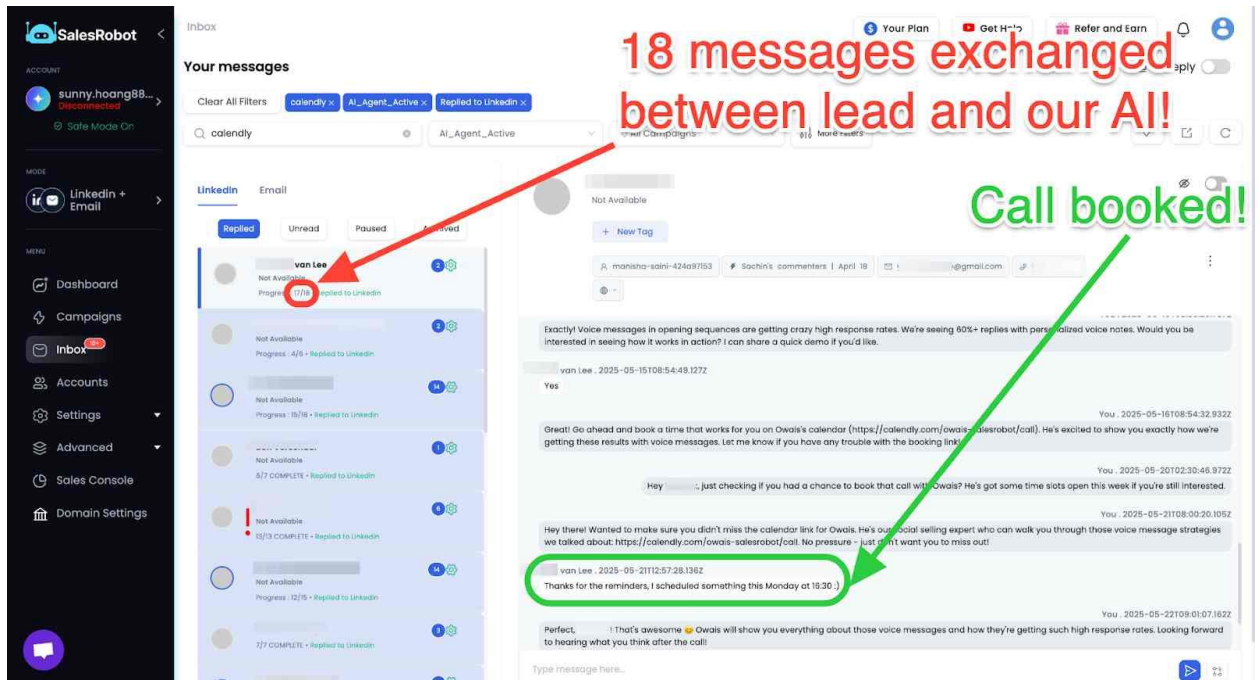


[SalesRobot](#) will automate your LinkedIn + Email outreach with hyper-personalized messages, follow-ups, LinkedIn actions, and more.

If you're thinking of outreach, you should be thinking of this.

That's because we have 3.7K+ users in 40+ countries that have gotten **2-3 X higher response rates after signing up.**

It's even got a new **AI Inbox Manager** that will handle the sales conversation and get you meetings directly without you lifting a finger.



In a [simple 5-step process](#), it will take you from **defining your ideal customer persona** to **automated meeting scheduling**.

And if you would like to handle it through a message sequencing campaign, we've got you covered.

In under 5 minutes, you can **import a list of prospects**, **set up personalized sequences** with **warming up features**, and **follow-ups**.

< Back

## Create campaign with SalesGPT

Ask any questions



**Connection Request Step**

Hi {{firstName}}, just came across your LinkedIn profile and thought I should reach out. Can we connect?

Send connection request  days and  hour later

**Save**



Do you want to write follow ups if they don't reply to the first message?

**Write 1st followup**

**Write 2nd followup**

Type message here...

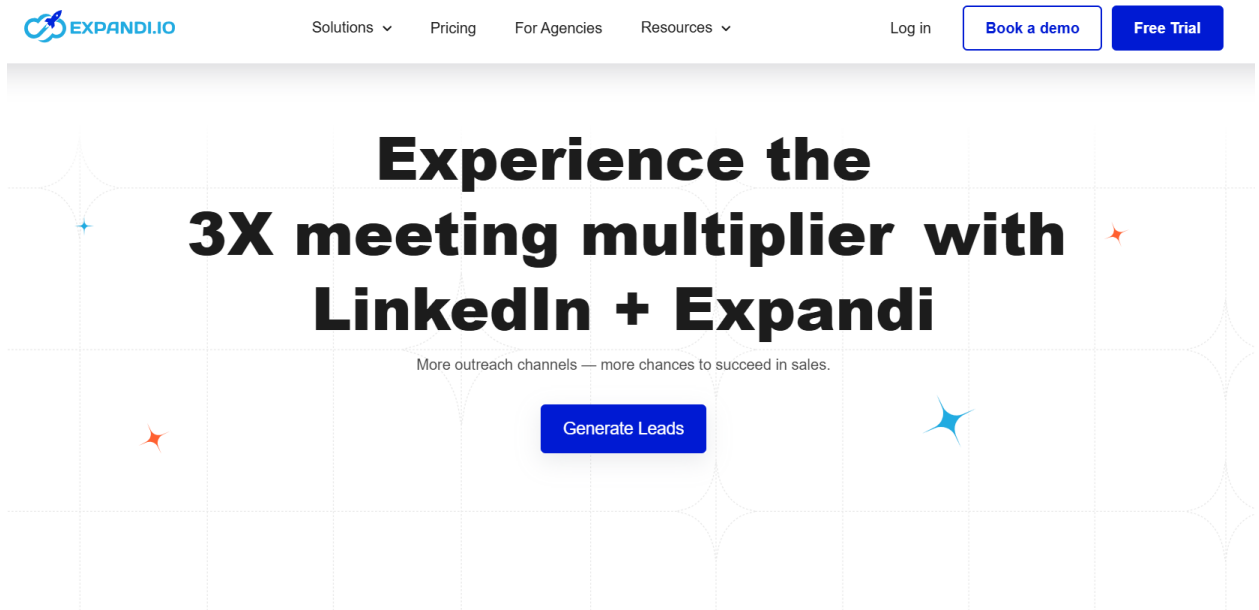


**SalesRobot** will get you **quality leads every week**, and you have my word on that.

And if my word isn't good enough, check out our [fantastic G2 reviews](#).

Or just give it a try yourself, we've got a [14 day free trial](#) just for you. (We don't ask for credit card or phone numbers)

## 2. Expandi



[Expandi](#) is another **LinkedIn automation tool** that provides smart sequences, email outreach, video personalization, and more.

It's got **blacklisting features, global smart inbox and auto warmup** for your LinkedIn account to stay safe while automating.

**However**, several users have complained about really bad customer service and a confusing UI.



**Will C.**  
Head of Sales  
Small-Business (50 or fewer emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: Organic

☆☆☆☆☆

Mar 04, 2025

### "Great idea, work to be done on execution"

**What do you like best about Expandi.io?**

The tool is exciting and addresses a gap in the outbound market. LinkedIn automation is tricky, however it's a big focus for sellers as more traditional channels like email become less effective.

**What do you dislike about Expandi.io?**

We were never even able to get our team fully into the system due to issues with the product, and yes, we were REQUIRED to enter a credit card, even for the trial, to find out the tool wasn't polished. Probably related to the utilization of LinkedIn credentials - but after 3 weeks of troubleshooting with a support team reading a script and no assistance, the allure of the product was outweighed by product/support issues.

Be wary of product issues and try your best to go self serve.

[Show More](#) ▼

 Helpful?

 Add Comment

 Share

 Save this Review

Source: G2

<https://youtu.be/9F98hmi8rPg>

You can try it out for a 7-day free trial. It's not much, but you can test some features out and see for yourself.

### 3. OctopusCRM

The banner features the Octopus logo and navigation links: Features, Pricing, Blog, Resources, and a FREE TRIAL button. The main headline reads 'The All-In-One LinkedIn Automation Tool'. Below this, a sub-headline states: 'We help thousands of LinkedIn users simplify prospecting efforts, grow their business with our advanced LinkedIn automation software.' A second FREE TRIAL button is present. At the bottom, four review sources are listed: G2 Marketing Solutions (4.6/5, 107 reviews), Capterra (4.6/5, 263 reviews), Trustpilot (Excellent, 96 reviews), and the Chrome Web Store (135 reviews, 50,000+ users).

The screenshot shows the OctopusCRM interface. On the left is a sidebar with navigation options: Dashboard, Connect (198), Message (200), Visit (213), Endorse (139), Billing, and Contact us. The main area is titled 'Connect' and includes a 'Personalize' section with input fields for 'first\_name', 'last\_name', 'company', and 'email'. Below this is a list of 3290 contacts with columns for name, time ago, and status (e.g., 'Processed', 'Already sent'). A 'Forward' button is visible. On the right, there's a 'Default campaign' dropdown, 'Create', 'Delete', and 'Tools' buttons, and a table for selecting users to connect to. The table has columns for checkboxes, first names, last names, and titles (e.g., 'Founder and CEO at Damon').

[OctopusCRM](#) is a popular all-in-one LinkedIn automation tool with a ton of outreach, personalization, and analytics features.

You can **find your target profiles on LinkedIn**, **add them to a campaign**, and **automate your everyday activities**.

This saves you time and lets you focus on other important tasks (like closing deals!).

<https://youtu.be/Vb2zdVFc1kU>

You can learn more about it in our in-depth review, or just give it a try with another 7-day free trial.

I don't know if you can get much of an idea within a week though.

# Conclusion

Outreach marketing is all about reaching out to prospects, companies and leads that could be interested in your business.

This could be for **sales, boosting brand awareness or even just building your own network.**

There's four main channels of outreach, which are:

✖ LinkedIn

✖ Email

✖ Cold calls

✖ Social Media

Out of this, **LinkedIn is the biggest and most popular** platform for networking, outbound sales and getting valuable connections.

To run an effective outreach marketing strategy,

👉 Create an ideal customer persona

👉 Collect a list of prospects

👉 Start reaching out

👉 Personalize your messages

And if you want to make the whole process much easier, I'd suggest a tool like [SalesRobot.](#)

This will handle the **LinkedIn + Email outreach** for you with hyper-personalization, follow-ups and even like posts and put comments on them.

And the best part is you can try it for yourself with just a [14-day free trial](#).

It worked for our customers, and it will work for you too.



**Lavar H.**  
CMO  
Small-Business (50 or fewer emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: Organic

★★★★★ Nov 20, 2024

**"I've tested their competitors and I like SalesRobot the best!"**

**What do you like best about SalesRobot?**  
From keeping the accounts safe, to flexibility with higher connection requests for aged/warmed up accounts, or the ability to use tags and automate custom follow ups. This does it all! Love it.

**What do you dislike about SalesRobot?**  
The only thing I can think of is having the stats update a bit quicker. It seems to take some time for the new connections to appear. It's not a big issue since the automation won't start right away, but just to see the numbers come in more on time could be improved.

[Show More](#) ▼

 Helpful?

 Add Comment

 Share

 Save this Review

Source: G2

Good luck and let the outreach begin!