

**Content Marketing**  
 UNLOCKED

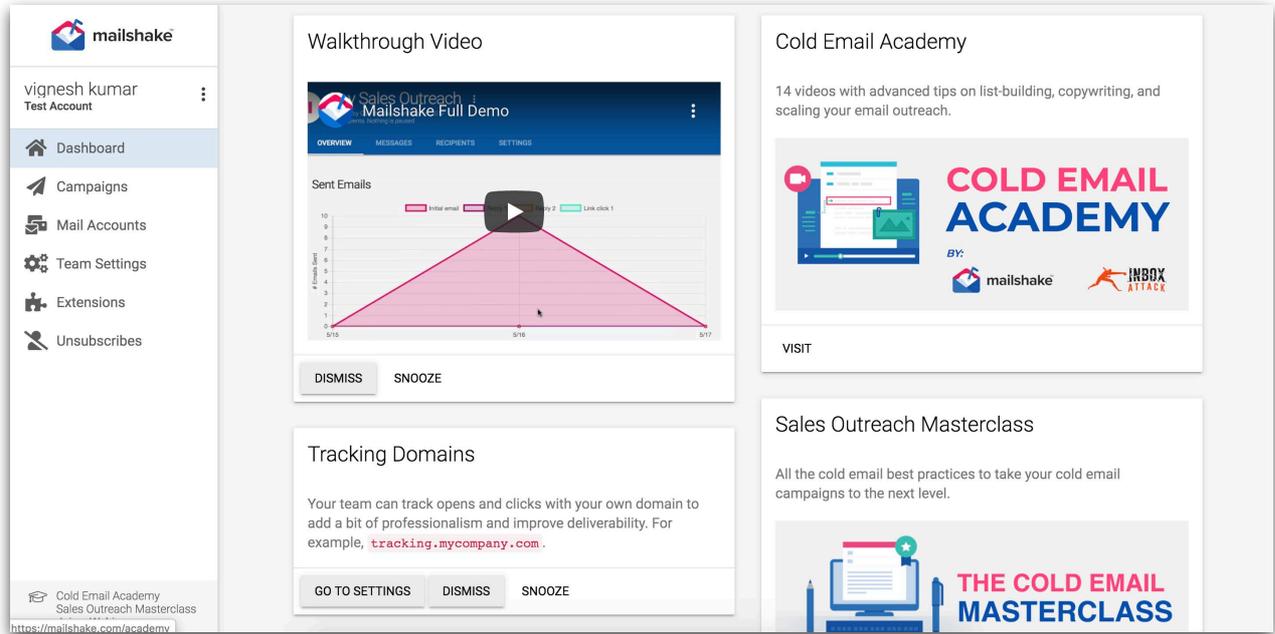
NEILPATEL

# Outreach Guide

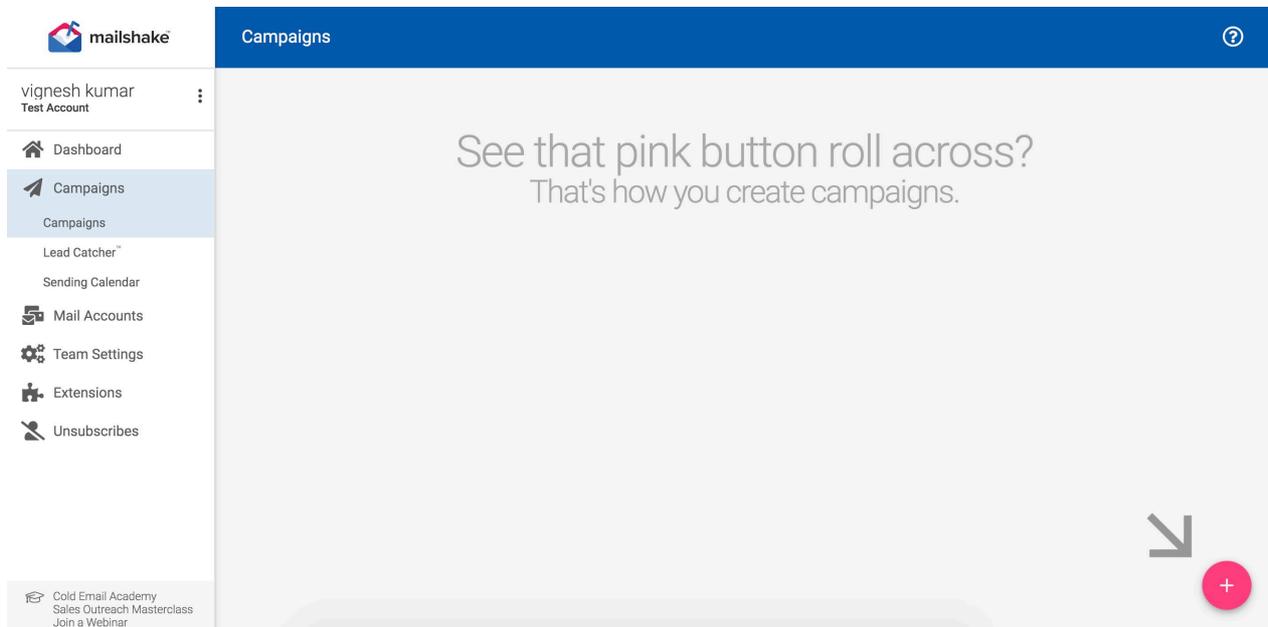
How To **Grow Your Traffic With**  
Content Marketing

## Setting up Mailshake

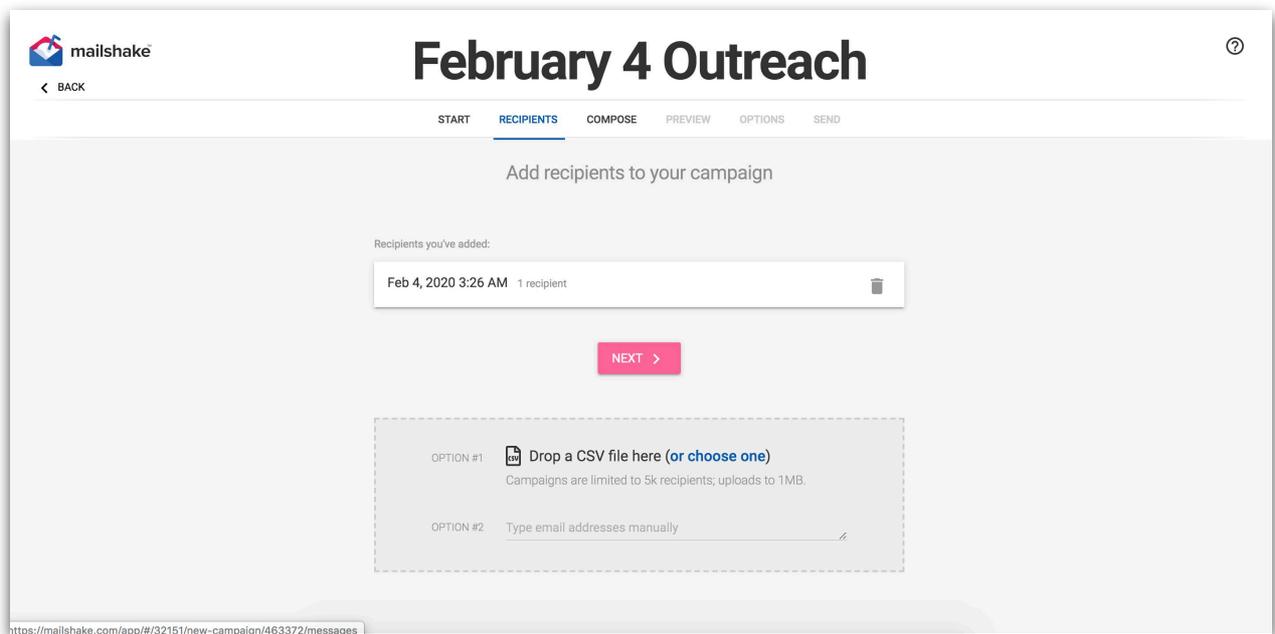
After logging in, head to Mail Accounts and add your email.



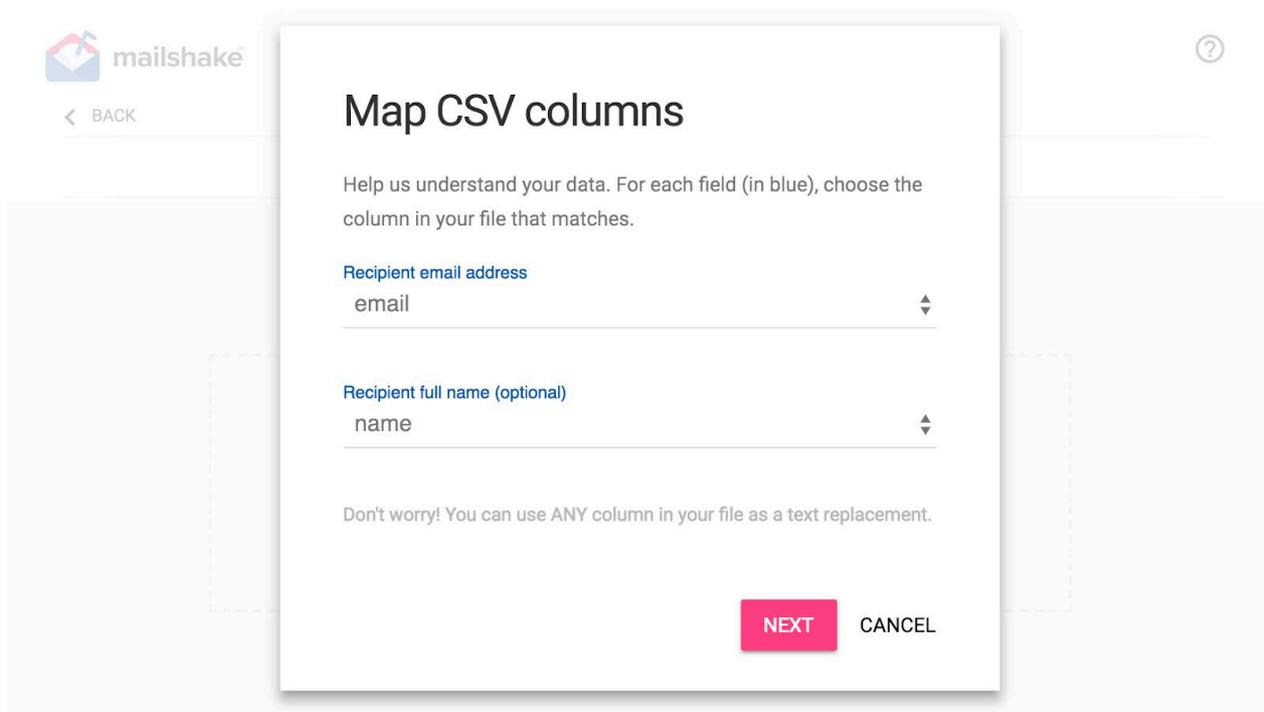
Then, click the pink plus sign button on the bottom right corner of the page and follow the flow to link up your email account.



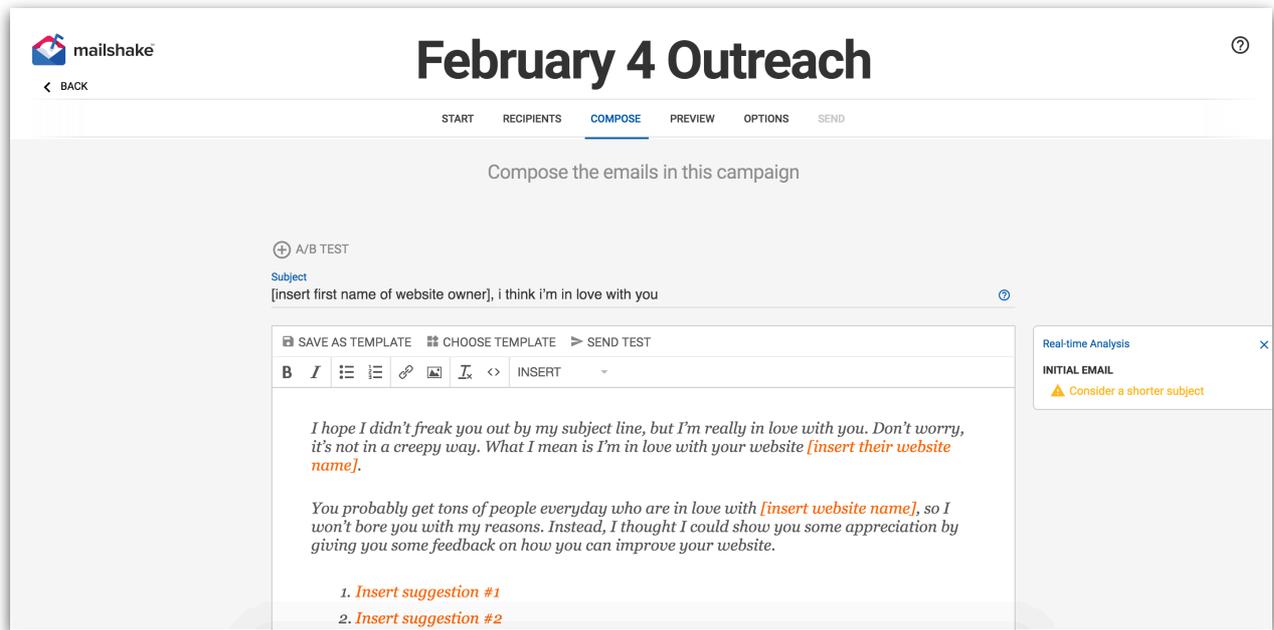
Create .CSV file with an email column and a name column.



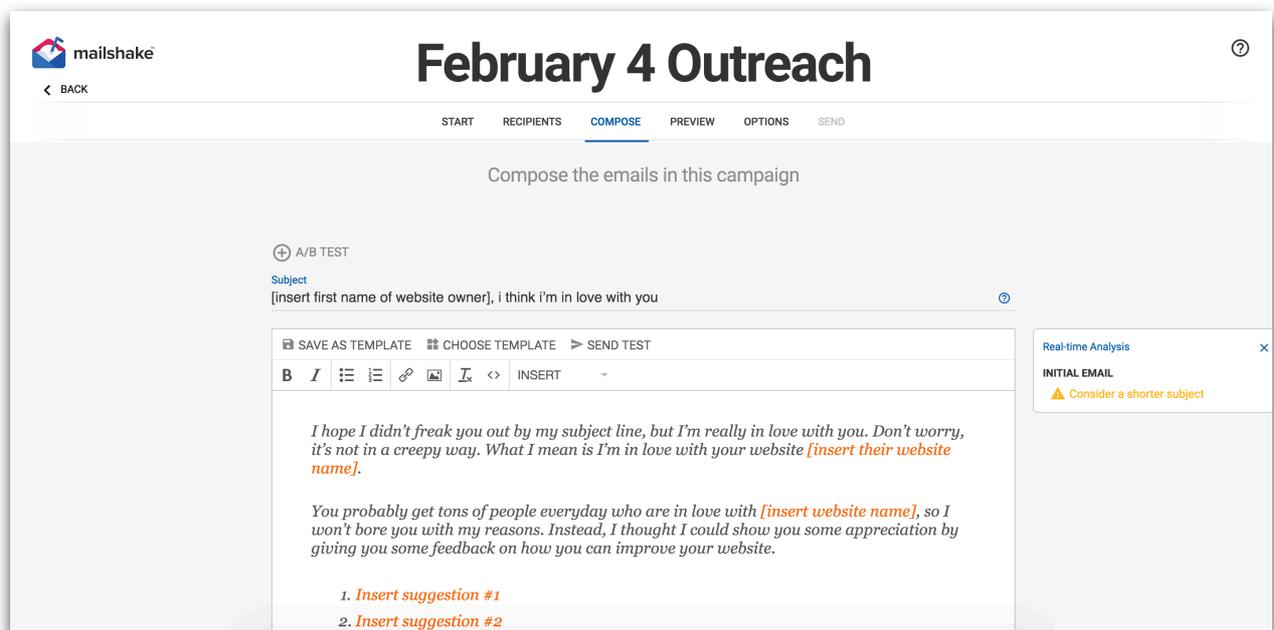
Define your email and name fields.



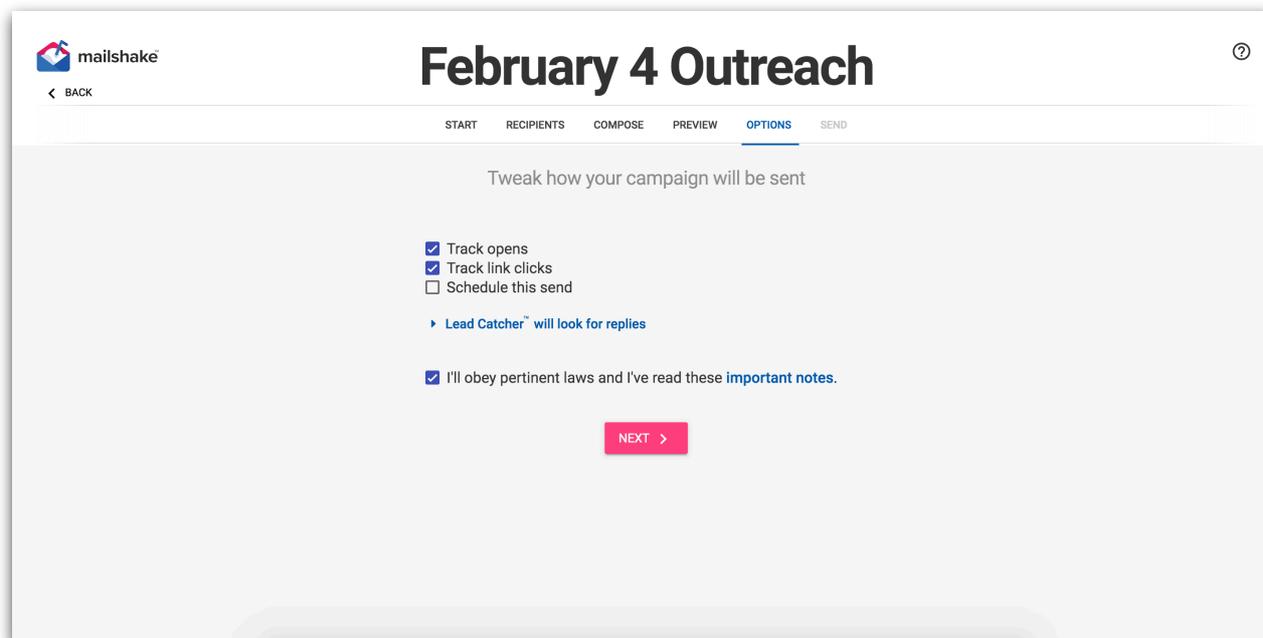
Email Message To Use:



Compose your emails and follow up messages and launch the campaign.



Tweaking:



## Setting up a LinkedIn outreach

Create a .CSV file for the LinkedIn profiles you want to take mass actions on with the fields “LinkedIn Profile”, “First Name”, and “Last Name”. (Make sure you do a separate sheet per action type such as visit profile, connect, or message).

	A	B	C
1	LinkedIn Profile	First Name	Last Name
2	https://www.linkedin.com/in/mladen-simeonov-	Mladen	Simeonov
3	https://www.linkedin.com/in/theo-liu/	Theo	Liu
4	https://www.linkedin.com/in/bryan-huynh-8964	Bryan	Huynh
5			
6			
7			
8			
9			

Download Dux Soup Chrome Plugin Menu and go to “Revisit Data”.

dux-store | planner | options | about | v5.12.3

**4 profiles recorded**  
1 visit today

Robot & Recorder for this tab:  ON

- VISIT PROFILES** Visit profiles in the current result page, records their details too (\*).
- SCAN PROFILES** Record profiles without visiting.
- STOP ROBOT** Stop the ongoing automated action.
- DOWNLOAD DATA** Download the captured profiles.
- REVISIT DATA** Upload a file for revisiting.
- SEARCH BY TAG** Find previously tagged profiles.
- CLEAR DATA** Reset the recorder.  
*(does not affect visit history)*

\*: only available when the Dux icon colours green, indicating that the browser is displaying a People-search result. Hit Stop Robot to stop the automated action.

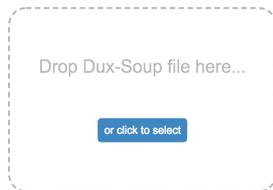
Upload the .CSV file.



**Welcome to the Dux-Soup RE-visit tool.**

*We recommend setting the History Skipper to 'Never skip any profiles' in the Dux-Soup options panel before re-visiting to avoid undesired skipping.*

Dux-Soup can visit the profiles found in the file that is uploaded. The file needs to be in the same format as the data-download from Dux-Soup. Please refer to [this file](#) for the minimum fields required for the robot. Once uploaded select 'Visit Profiles' from the Dux-Soup menu to start the robot.



Head to "options" in your Dux Soup chrome plugin menu.



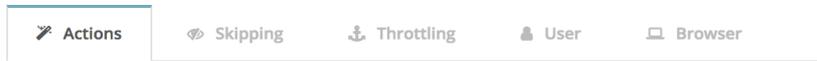
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## Source More, Sell More!

Reach out to your prospects from here:

- SEARCH** Source from LinkedIn
- SALES NAVIGATOR** Search with Sales Navigator
- RECRUITER** Search with Recruiter
- REVISIT DATA** Upload a file for revisiting.
- SEARCH BY TAG** Find previously tagged profiles.
- X-RAY** Find prospects with Google

Setup your messages for connect or message and include any personalization elements on the list.



### Automated Actions

These actions are executed automatically during auto-visiting of profiles. The following (case insensitive) markers can be used to personalise your connection requests and direct messages:

- `_FN_` is replaced with the First Name found in the profile
- `_LN_` is replaced with the Last Name found in the profile
- `_TL_` is replaced with the current Title found in the profile
- `_CN_` is replaced with the current Company Name found in the profile
- `_LO_` is replaced with the Location found in the profile
- `_IN_` is replaced with the Industry found in the profile

**ON** Send connection requests to 2nd and 3rd degree connections during visits using standard LinkedIn or Sales Navigator.

*WARNING! Too many rejected invites can lead to LinkedIn blocking your account. Handle with care!*

Include a personalised message with the Connection request (recommended)

Enter connection request message here, for example: 0/300

Hi `_FN_`, please connect with me on LinkedIn. I'm a big supporter of `_CN_`.

Thanks,  
Joe.

**ON** Send a personalised message to 1st Degree Connections using standard LinkedIn or Sales Navigator

Enter direct message here, for example: 0/2000

Hi `_FN_`, it's been a while! I see you're still based in `_LO_`, I love the lakes up there.

Cheers,  
Jill.