

Outreach Guide

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

Setting up Mailshake

💣 mailshake Walkthrough Video Cold Email Academy vignesh kumar Test Account 14 videos with advanced tips on list-building, copywriting, and : Sales Outreach Mailshake Full Demo scaling your email outreach. A Dashboard **COLD EMAIL** Campaigns Sent Emails ACADEMY Mail Accounts team Settings mailshake INBOX Extensions X Unsubscribes VISIT DISMISS SNOOZE Sales Outreach Masterclass **Tracking Domains** All the cold email best practices to take your cold email campaigns to the next level. Your team can track opens and clicks with your own domain to add a bit of professionalism and improve deliverability. For example, tracking.mycompany.com THE COLD EMAIL GO TO SETTINGS DISMISS SNOOZE Cold Email Academy Sales Outreach Masterclass MASTERCLASS

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.

mailshake A BACK	February 4 Outreach	0
	START RECIPIENTS COMPOSE PREVIEW OPTIONS SEND	
	Add recipients to your campaign	
	Recipients you've added:	
	Feb 4, 2020 3:26 AM 1 recipient	
	NEXT >	
	OPTION #1 Drop a CSV file here (or choose one) Campaigns are limited to 5k recipients; uploads to 1MB.	
	OPTION #2 Type email addresses manually A	
nttos://mailshake.com/app/#/32151/new-campaion/463372/messages		

Define your email and name fields.

DACK			
	Help us understand your data. For each field (in blu	e), choose the	
	column in your file that matches.		
	Recipient email address		
	email	*	
	Recipient full name (optional)		
	name	*	
	Don't worry! You can use ANY column in your file as a t	ext replacement.	
3			



Email Message To Use:

Mailshake Mack	February 4 Outreach		0
	START RECIPIENTS COMPOSE PREVIEW OPTIONS SEND		
	Compose the emails in this campaign		
	A/B TEST Subject [insert first name of website owner], i think i'm in love with you	0	
	■ SAVE AS TEMPLATE ⇒ SEND TEST B I ≡ $i \equiv \partial^2$ ≡ $I_x \leftrightarrow$ INSERT =		>
	▲ Consider a I hope I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way. What I mean is I'm in love with your website [insert their website name].		
	You probably get tons of people everyday who are in love with [insert website name], so I won't bore you with my reasons. Instead, I thought I could show you some appreciation by giving you some feedback on how you can improve your website.		
	1. Insert suggestion #1 2. Insert suggestion #2		

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

Mailshake K BACK	February 4 Outreach		0
	START RECIPIENTS COMPOSE PREVIEW OPTIONS SEND		
	Compose the emails in this campaign		
	[insert first name of website owner], I think I m in love with you		
	SAVE AS TEMPLATE SEND TEST R	Real-time Analysis	×
	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	NITIAL EMAIL A Consider a shorter subject	
	I hope I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way. What I mean is I'm in love with your website [insert their website name]. You probably get tons of people everyday who are in love with [insert website name], so I won't bore you with my reasons. Instead, I thought I could show you some appreciation by giving you some feedback on how you can improve your website.		
	1. Insert suggestion #1		
	2. Insert suggestion #2		



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Tweaking:

Mailshake C BACK	February 4 Outreach	0
	START RECIPIENTS COMPOSE PREVIEW OPTIONS SEND	
	Tweak how your campaign will be sent	
	 ✓ Track opens ✓ Track link clicks ❑ Schedule this send > Lead Catcher[*] will look for replies 	
	✓ I'll obey pertinent laws and I've read these important notes.	
	NEXT >	



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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	В	С
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".



": 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.



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

Source	dux-store planner options about v5.12.3 e More, Sell More!		
Reach o	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.

🎢 Actions	Skipping	🔥 Throttling	& User	🖵 Browser			
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 Lournet Company Name found in the profile LO is replaced with the Lournet Company Name found in the profile LN is replaced with the Lournet Company Name found in the profile							
ON Send o standa	onnection requests to ard LinkedIn or Sales Na rejected invites can lead to	2nd and 3rd degree avigator. o LinkedIn blocking you	connections durin r account. Handle witl	g visits using h <i>care!</i>			
Include a personalised message with the Connection request (recommended) Enter connection request message here, for example: Hi _FN_, please connect with me on Linkedin. I'm a big supporter of _CN Thanks, Joe.							
ON Send a Sales N	ı personalised message Navigator	e to 1st Degree Conr	nections using stan	dard LinkedIn or			
Enter direct messa Hi _FN_, it's been a Cheers, jill.	age here, for example: a while! I see you're still	l based in _LO_, l lov	e the lakes up ther	e.	0/2000		



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