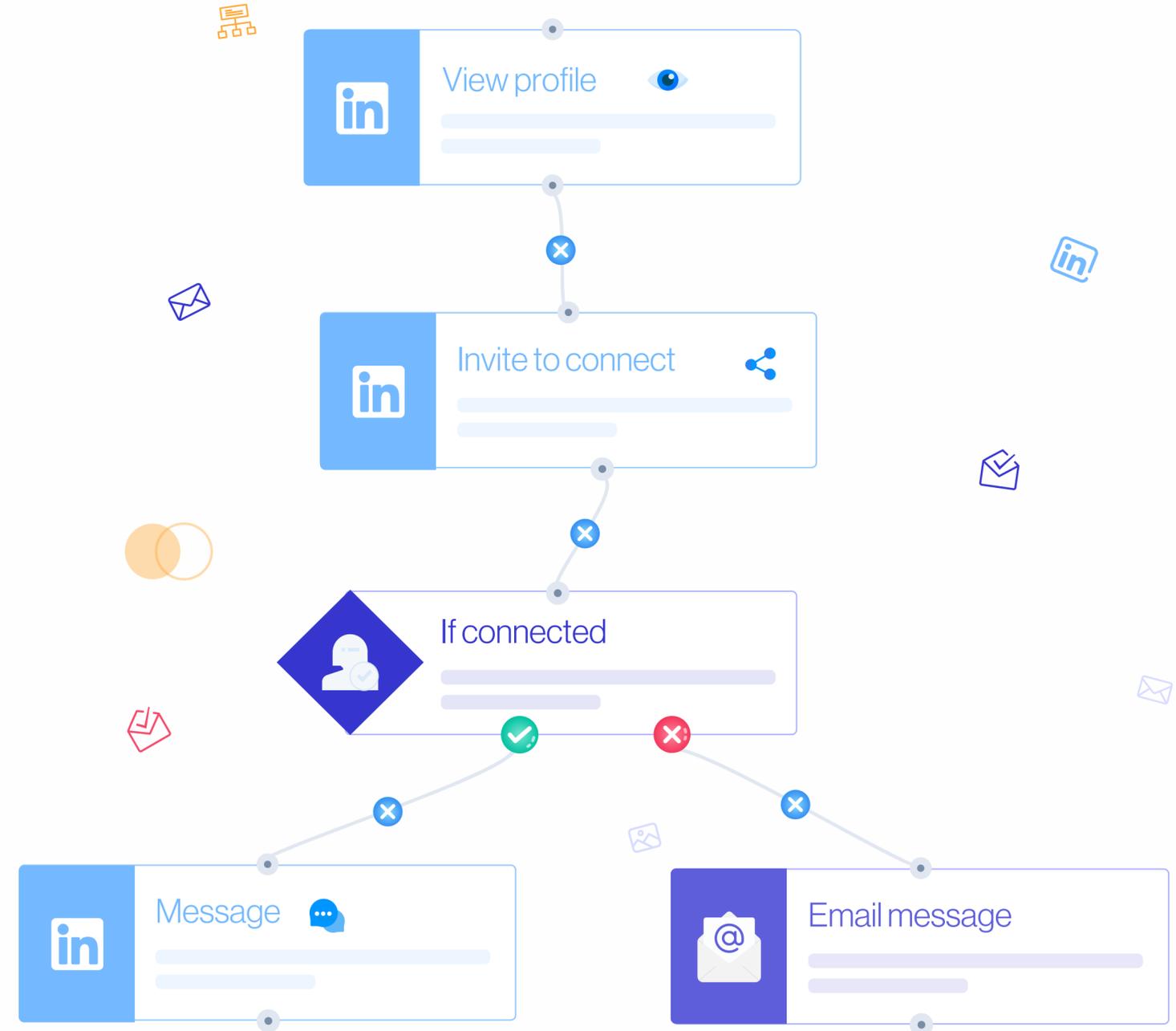




# Multichannel outreach that leveled up Skylead

A sales book based on the tactics and templates used by our Sales Team to go from 2500 to 10 000+ users in 9 months.



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# Intro

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This sales book is based on the proven recipe for turning leads into engaged opportunities.

It is aimed at anyone interested in leveling up their business, whether a newbie to the outreach process or one message away from hitting their sales goal.

It contains 5 multichannel outreach sequences used by the Skylead Sales Team to go from 2500 to 10 000+ users in 9 months.

# What To Expect From This Sales Book?

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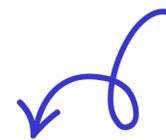
Detailed instructions on how to successfully prepare for your outreach and minimize wasting time and resources.



Unique ideas on how to combine LinkedIn Requests, Messages, InMails, Emails, personalized Images & GIFs.



Sales templates that leveled up Skylead with an explanation of each so you can use them as they are or tweak them to serve your business goals.



**We want to see you succeed, so here are the tools to do so!**



# **8 Things to do before starting your multichannel outreach**

## 8 things to do before starting your multichannel outreach

---

If you fail to prepare,  
prepare to fail.

No, seriously. It sounds  
dramatic, but it is like that.

If you've done everything to compose a perfect multichannel sequence and write a compelling copy for each message, but somehow your outreach is not giving desired results, check out if you've taken the necessary steps before starting your campaign.

# Optimize your LinkedIn profile

---

The truth is, a neat and professional-looking LinkedIn profile sells for you.

Whether you reach out to your lead via LinkedIn platform or cold email, they will for sure go and check your and your company's LinkedIn profile.

If your LinkedIn profile is not put together, the chances of anyone accepting your Connection Request or answering your Message are pretty poor.

## Make sure that the following is on point.

- ✓ Profile picture
- ✓ Cover photo
- ✓ Headline
- ✓ Summary
- ✓ Major career accomplishments
- ✓ Education

For detailed instructions on optimizing each section of your LinkedIn profile to its fullest, check out [15 Tips To Make Your LinkedIn Profile Sell for You](#).

# Define your Ideal Customer Profile (ICP)

**Ideal Customer Profile** is a list of attributes that your best customers from a specific market segment have in common.

## This is important because:



It helps you **focus** your marketing and sales **efforts** on specific accounts that are **more likely to convert** instead of tracking a broader number of leads.



You can adjust (**personalize**) your **marketing to** a particular group of **customers**. This can refer to your content, website, ads, landing pages, and similar.



Once you define where your leads are majorly active, you get to decide which **channel to use** most and what to invest less into.



You are able to figure out your Marketing Qualified Lead (**SQL**) **criteria**. SQL helps you define if the leads that you generate should be nurtured or transferred to sales.

## Define your Ideal Customer Profile (ICP)

Start with defining companies that match your Ideal Customer Profile and then outline the decision-makers within.

### Follow these 4 steps to define your ICP.

Know your sub-industry.  
It helps you create a better list of prospects and update your positioning and value proposition accordingly.

1

Understand the location of your ICPs. You will be able to adjust your schedule, customer support working hours, and holidays and avoid these surprisingly common business mistakes.

2

Take into consideration the revenue that your best customers bring to your business.

3

Highlight your top 5 current customers that you'd like to replicate if you could, and outline their pros and cons.

4

# Refine your target audience

---

Make sure that defining your ICP and decision-makers within was not in vain.

True, only a handful of companies will fully fit the preset profile since it is indeed the “ideal” one.

However, thanks to the **Sales Navigator advanced filtering** options, you can get to it as close as possible and basically **handpick** your ICPs en masse.

LinkedIn basic and LinkedIn Premium offer the same set of filters. On the other hand, Sales Navigator has over **29 Lead filters** and **15 Account filters**. Here are the top [9 Sales Navigator hacks](#) that will improve the quality of your prospects.

- 1 Use the Spotlights filter
- 2 Apply the [Boolean search](#)
- 3 Make a Sales Navigator Blacklist by using the Exclude option
- 4 Make Lead Lists
- 5 Create Alerts for ICPs
- 6 Use the "View Similar" option
- 7 Use the Account Lists and Lead Lists filters

# Personalize your approach

Every outreach that brings results is preceded by **quality lead research** and a **high level of personalization**. Simply, your leads will be more likely to hear what you have to offer if your outreach seems adjusted to their business needs from the start. You can speed up this process with something as simple as a Google Sheet.

firstName	lastName	profileUrl	email	introLine
Relja	Denic	linkedin.com/in/reljadenic	relja@skylead.io	I loved your LinkedIn poll on personalizing Connection Request messages. I am amazed by how so few people do it despite the outstanding results it brings. So I wanted to reach out to you and discuss it further if you would like to.
Jelena	Cerovic	linkedin.com/in/jelena.cerovic	jelena@skylead.io	I read your blog Connection Request Message Templates. I like that you gave examples that are ready to use but also tweakable if necessary! I would love to follow more of your work.
Mina	Stojanovic	linkedin.com/in/mia-stojanovic-headofsales	mina@skylead.io	Congrats on becoming the Head of Sales. I've been following your work for quite some time now, and I love how you and your team use humor in your outreach. I work in the sales industry as well!

## Personalize your approach

---

Here is a very simplified **example** of how to use a **CSV** file to increase the **quality** of your **personalization** while saving time and resources.

Example:

```
Hello {{firstName}},
```

```
{{introLine}}
```

```
I am Head of Sales at FlyEvents in London, UK. We tailor-make corporate events and follow each step of their realization from the beginning till the end.
```

```
Anyways, I am glad we connected!
```

# Find your lead's email

---

Whether you opt for cold emailing or a multichannel approach, the minimum requirement for both is to have your lead's business email.

**Here are 8 ways to find someone's business email address.**

- 1 Ask them for it
- 2 Subscribe to their newsletter Check
- 3 their website
- 4 Check their social media
- 5 Follow the pattern
- 6 Use Email Permutator
- 7 Search on Google Use
- 8 Skylead

Check out [detailed instructions](#) on how to put each of these into practice.

# Use a CRM

**CRM** (Customer Relationship Management) software is a tool designed to help **administer interactions with customers**. It uses data storage and analysis to study large amounts of information and provide a complete picture of all customer interactions.

Time management  
of your sales team.

1

Detailed reporting on  
anything customer -  
related.

2

All data in one place.

3

salesforce

pipedrive™

ZOHO

Creatio

nimble

HubSpot

Microsoft  
Dynamics CRM

ORACLE®

# Define your KPI

**KPI metrics** (key performance indicators) are the targets that help **measure** your company's performance and **growth**. What differentiates KPIs from the rest of the business metrics is that KPIs are the key measures that will have the most impact on moving your business forward.

Top 6 KPI Metrics	Formulas
Conversion Rate	$CR = [\text{Number of conversions} / \text{Total number of leads interacted during the same period}] \times 100$
Return on Investment	$ROI = [\text{Net Profit} / \text{Cost of Initial Investment}] \times 100$
Lifetime Value	$LTV = \text{Average Value of Product/Service} \times \text{Number of Orders Subscriptions} \times \text{Retention time}$
Customer Retention / Churn	$\text{Customer churn} = [\text{Total number of Customers at end of churn period} - \text{Total number of Customers at the start of churn period}] / \text{Total number of Customers at the start of the churn period} \times 100$ $\text{Customer retention} = 100 - \text{Customer churn}$
Customer Acquisition Cost	$CAC = \text{Total marketing or sales expenses} / \text{Total number of conversions}$
Percentage of Revenue from New vs. Existing Customers	$PR = \text{New or Existing Customer Revenue} / \text{Total Revenue}$

# A/B test

---

A/B testing (or split testing) is a randomized experimentation process where two or more **versions** are being **sent to different** target **users** at the same time to determine which one makes results and influences the desirable business action.

## The advantages of A/B testing are:



Simple analysis



Relatively small sample



It's multifunctional - you can test pretty much anything

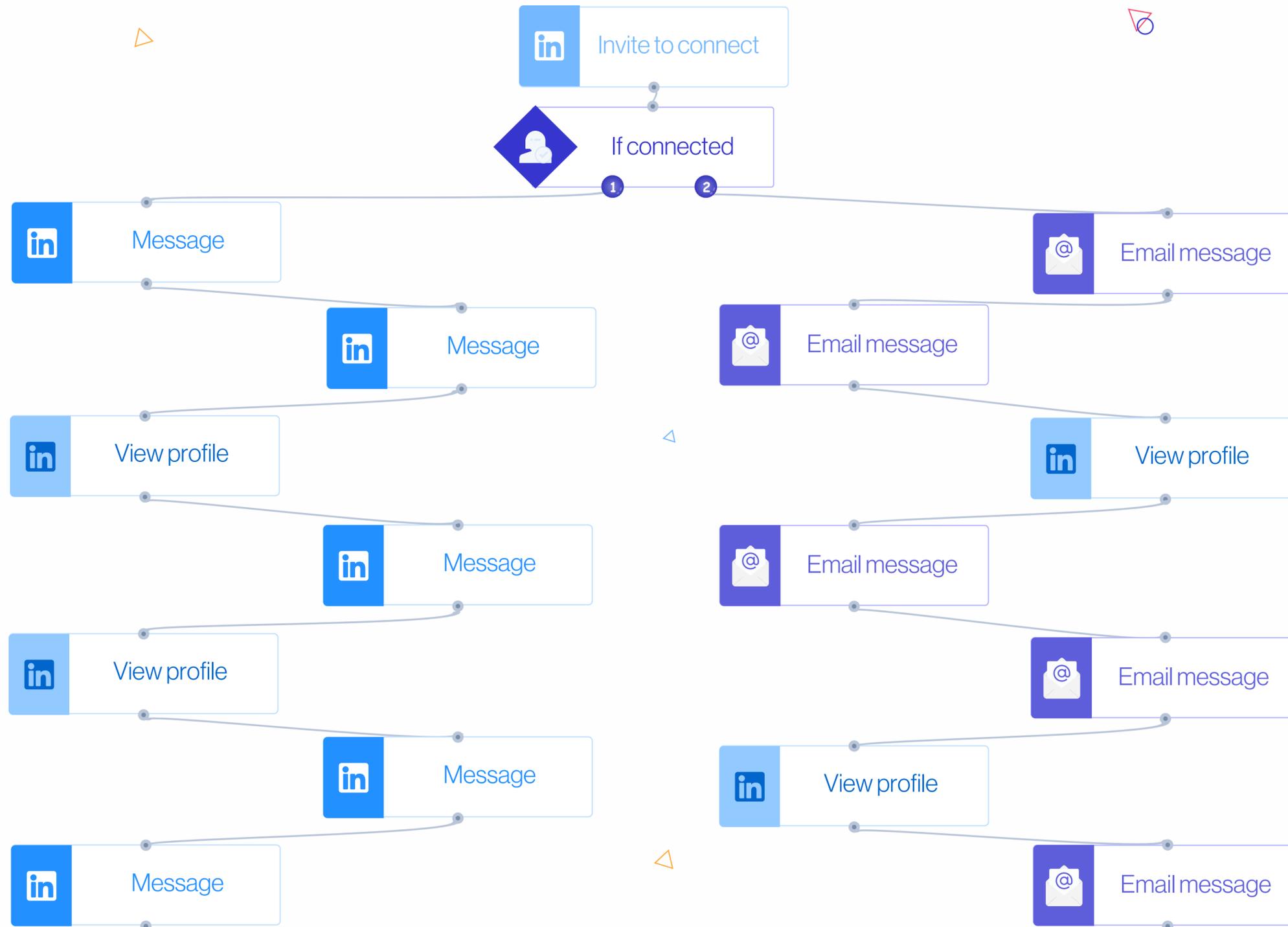


It positively affects conversion rates

For detailed instructions on how to A/B test correctly so your results are relevant, read our [6-step split testing guide for a higher response rate](#).

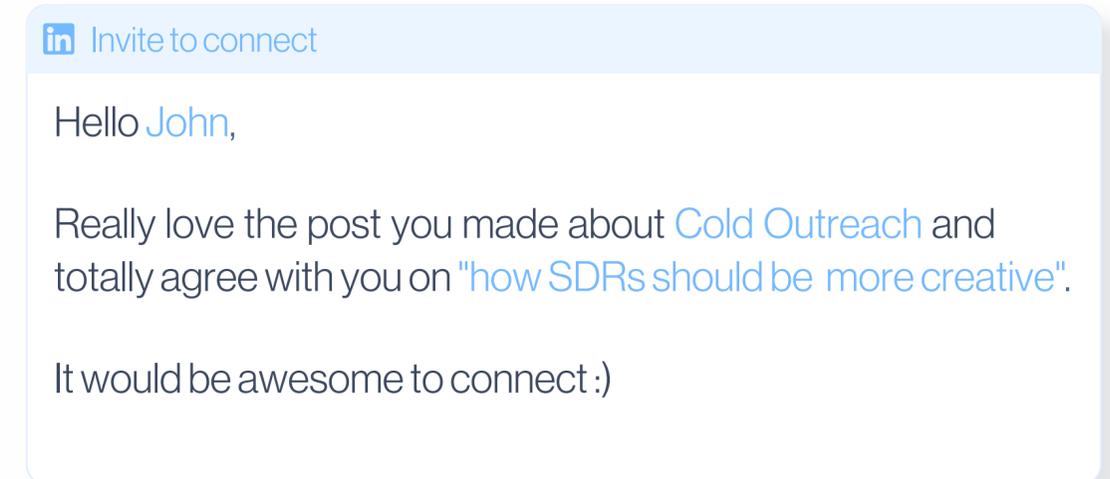
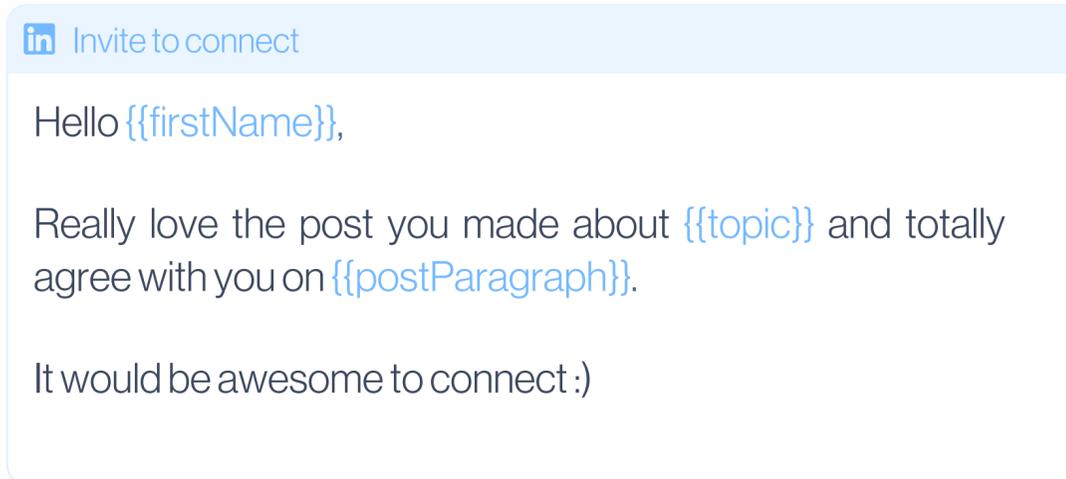
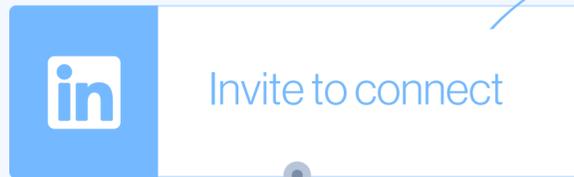
Let's move to templates

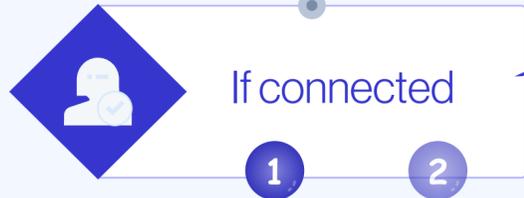
# Sequence #1



## Hyper-personalize your approach in combined outreach

In this multichannel approach, our Sales Team combines LinkedIn and Email outreach to ensure **more than one path to the lead**. They **personalize** their approach by **referencing** a **post** that a lead shared on LinkedIn to connect and start a conversation.





Scenario #1 ⌚ Wait for: 2 days and 0 hours

If the lead accepts your LinkedIn Connection Request, proceed as down below.



Message with GIF ⌚ Wait for: 0 days and 0 hours

Glad to connect!



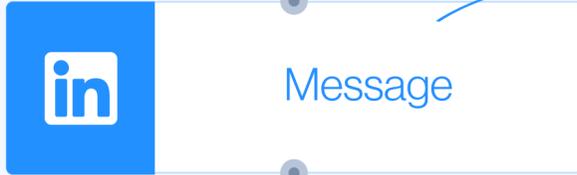
Glad to e-meet you {{firstName}}!

Message with GIF ⌚ Wait for: 0 days and 0 hours

Glad to connect!



Glad to e-meet you John!



in Message ⌚ Wait for: 0 days and 4 hours

Hey {{firstName}},

Love the content that you're sharing here.

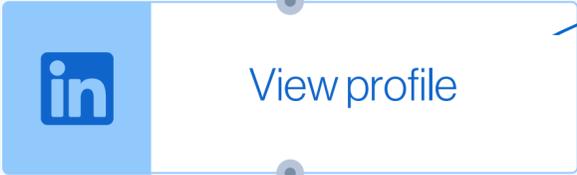
Was curious if you're using any solutions for your cold outreach to get new clients?

in Message ⌚ Wait for: 0 days and 4 hours

Hey John,

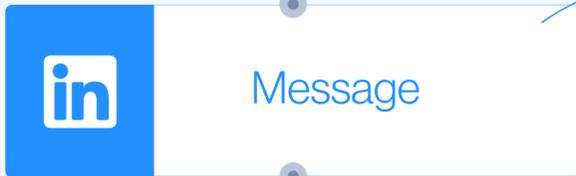
Love the content that you're sharing here.

Was curious if you're using any solutions for your cold outreach to get new clients?



in View profile ⌚ Wait for: 1 day and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



in Message ⌚ Wait for: 1 day and 0 hours

Hey {{firstName}},

Any thoughts on the message above?

P.S. Here is a {{content}}, thought it could come in handy to you.

[{{link}}](#)

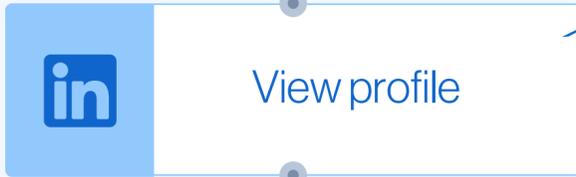
in Message ⌚ Wait for: 1 day and 0 hours

Hey John,

Any thoughts on the message above?

P.S. Here is a [blog about using humor in your outreach](#), thought it could come in handy to you:

<https://skylead.io/blog/expand-your-network-linkedin-templates/>



in View profile ⌚ Wait for: 3 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



 Message  Wait for: 0 days and 2 hours

The reason for my outreach was that I was watching a webinar on cold outreach and got excited to try new techniques but I can see it wasn't your cup of tea.

With your permission, I would like another shot to earn some of your time.

To put it simply, our product is a sales engagement platform that combines a multichannel approach that can also make decisions for you based on the lead's behavior.

If I can ask for only 10 minutes of your time, I would be able to show you how other `{{occupation}}` are using our solution to maximize their outreach and reach their sales goals.

I promise if you're not impressed, we can part ways as friends.

Either way, keep on sharing that valuable content I really enjoy it.

 Message  Wait for: 0 days and 2 hours

The reason for my outreach was that I was watching a webinar on cold outreach and got excited to try new techniques but I can see it wasn't your cup of tea.

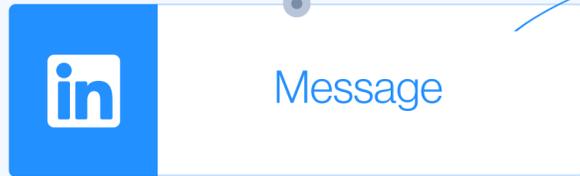
With your permission, I would like another shot to earn some of your time.

To put it simply, our product is a sales engagement platform that combines a multichannel approach that can also make decisions for you based on the lead's behavior.

If I can ask for only 10 minutes of your time, I would be able to show you how other [Heads of Sales](#) are using our solution to maximize their outreach and reach their sales goals.

I promise if you're not impressed, we can part ways as friends.

Either way, keep on sharing that valuable content I really enjoy it.



in Message ⌚ Wait for: 3 days and 0 hours

Hey {{firstName}},

I just wanted to check one last time that I haven't crossed the line.

Maybe now is not the right time.

As a parting gift, I wanted to share to share with you templates that could help you in your outreach:  
<https://skylead.io/smart-sequence-templates/>

All the best!

in Message ⌚ Wait for: 3 days and 0 hours

Hey John,

I just wanted to check one last time that I haven't crossed the line.

Maybe now is not the right time.

As a parting gift, I wanted to share to share with you templates that could help you in your outreach:  
<https://skylead.io/smart-sequence-templates/>

All the best!



Scenario #2 Wait for: 2 days and 0 hours

If the lead doesn't accept your LinkedIn Connection Request, but you have the lead's business email address, proceed as down below.

Email message Wait for: 0 days and 0 hours

**Subject line:** Saw your post on LinkedIn...

Hey {{firstName}},

Love the post you recently made on LinkedIn about {{topic}} and totally agree with you on {{postParagraph}}.

Also, I saw that you're {{occupation}} at {{currentCompany}} and was curious if you are using any solutions to make your sales more efficient.

If you just give me 10 minutes of your time, I'll show you how other {{occupation}} made their sales team more efficient as a result of using our product.

I promise we can part ways if you're not impressed.

Either way, keep on sharing that valuable content I really enjoy it.

Email message Wait for: 0 days and 0 hours

**Subject line:** Saw your post on LinkedIn...

Hey John,

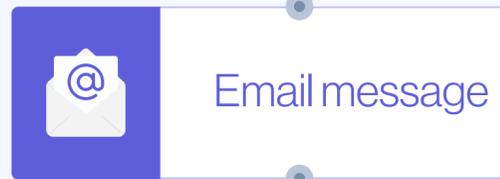
Love the post you recently made on LinkedIn about Cold Outreach and totally agree with you on "how SDRs should be more creative".

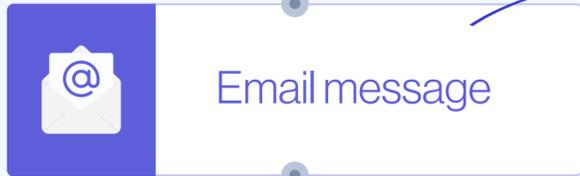
Also, I saw that you're Head of Sales at Leadgen.io and was curious if you are using any solutions to make your sales more efficient.

If you just give me 10 minutes of your time, I'll show you how other Head of Sales made their sales team more efficient as a result of using our product.

I promise we can part ways if you're not impressed.

Either way, keep on sharing that valuable content I really enjoy it.





@ Email message ⌚ Wait for: 2 days and 0 hours

**Subject line:** Previous Subject line

Hey {{firstName}},

Any thoughts on the previous email?

P.S. Here is a {{content}}, thought it could come in handy to you:

{{link}}

@ Email message ⌚ Wait for: 2 days and 0 hours

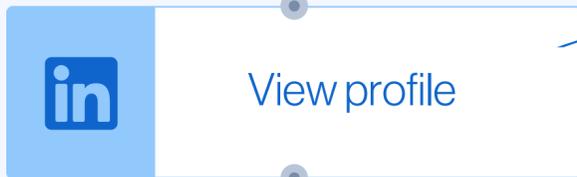
**Subject line:** Previous Subject line

Hey John,

Any thoughts on the previous email?

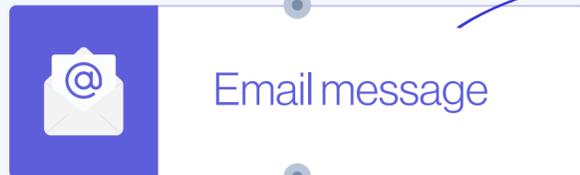
P.S. Here is a [blog about using humor in your outreach](#), thought it could come in handy to you:

<https://skylead.io/blog/expand-your-network-linkedin-templates/>



in View profile ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** {{company}} + Skylead = 30+ additional leads

Hi {{firstName}},

Have you asked yourself how could you improve the efficiency of your sales?

If you give me a chance for a 10-minute zoom call, I would love to show you how other {{industryOfThe Company}} managed to generate 30+ leads per month with our solution.

And if you're not impressed we can part ways as friends.

Either way, have a great Q4

@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** Leadgen.io + Skylead = 30+ additional leads

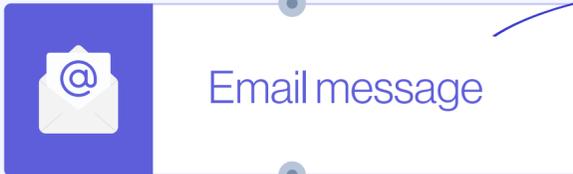
Hi John,

Have you asked yourself how could you improve the efficiency of your sales?

If you give me a chance for a 10-minute zoom call, I would love to show you how other Marketing companies managed to generate 30+ leads per month with our solution.

And if you're not impressed we can part ways as friends.

Either way, have a great Q4.



@ Email message ⌚ Wait for: 3 days and 0 hours

**Subject line:** With your permission, {{firstName}}

Hey {{firstName}},

The reason for my outreach was that I was watching a webinar on cold outreach and got excited to try new techniques but I can see it wasn't your cup of tea.

With your permission, I would like another shot to earn some of your time.

To put it simply, our product is a sales engagement platform that combines a multichannel approach that can also make decisions for you based on the lead's behavior.

If I can ask for only 10 minutes of your time, I would be able to show you how other {{occupation}} are using our solution to maximize their outreach and reach their sales goals.

I promise if you're not impressed, we can part ways as friends.

Either way, I hope you are having a wonderful day.

@ Email message ⌚ Wait for: 3 days and 0 hours

**Subject line:** With your permission, John

Hey John,

The reason for my outreach was that I was watching a webinar on cold outreach and got excited to try new techniques but I can see it wasn't your cup of tea.

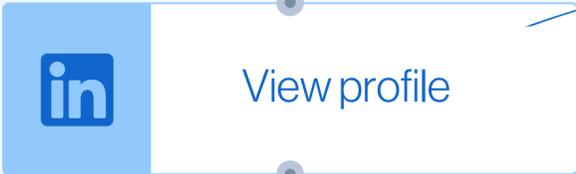
With your permission, I would like another shot to earn some of your time.

To put it simply, our product is a sales engagement platform that combines a multichannel approach that can also make decisions for you based on the lead's behavior.

If I can ask for only 10 minutes of your time, I would be able to show you how other Heads of Sales are using our solution to maximize their outreach and reach their sales goals.

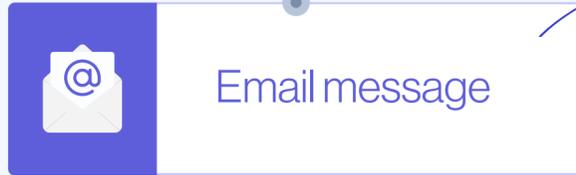
I promise if you're not impressed, we can part ways as friends.

Either way, I hope you are having a wonderful day.



View profile    ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



Email message    ⌚ Wait for: 0 days and 2 hours

**Subject line:** Did I cross the line, {{firstName}}?

Hey {{firstName}},

I just wanted to check one last time that I haven't crossed the line.

Maybe now is not the right time.

As a parting gift, I wanted to share with you templates that could help you in your outreach:  
<https://skylead.io/smart-sequence-templates/>

All the best,

Email message    ⌚ Wait for: 0 days and 2 hours

**Subject line:** Did I cross the line, John?

Hey John,

I just wanted to check one last time that I haven't crossed the line.

Maybe now is not the right time.

As a parting gift, I wanted to share with you templates that could help you in your outreach:  
<https://skylead.io/smart-sequence-templates/>

All the best,

# Why does this multichannel approach work?

---

## 1 Personalized approach

By personalizing their approach, our Sales Team shows that they've done their research and haven't just reached out to a random LinkedIn member. They make a reference to a post that a lead shared on LinkedIn and express their opinion about it as well.

## 2 Hyper-personalized GIF

Our Sales Team makes an extra effort to make a hyper-personalized GIF and include it in their outreach. It is one of the most effective ways to catch your lead's attention.

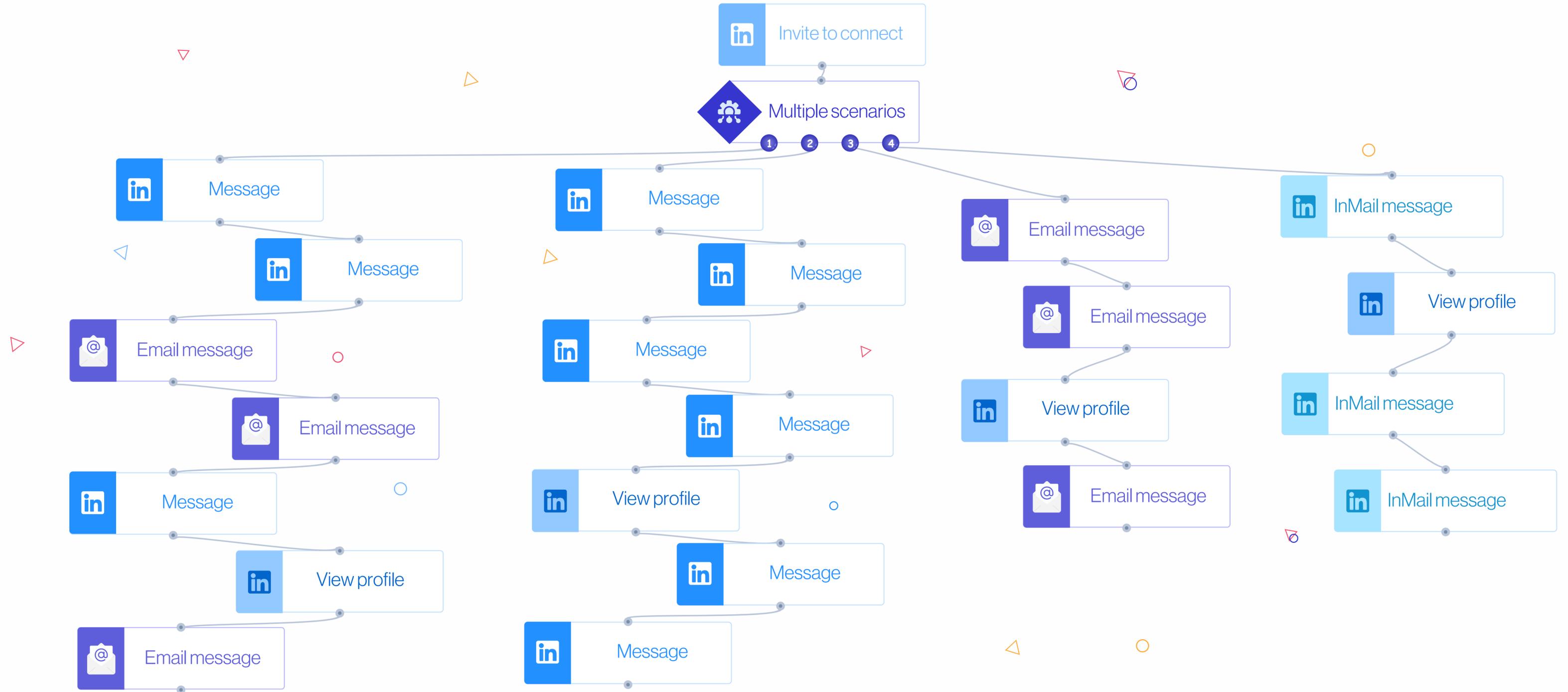
## 3 Conversation starter instead of a pitch

Trying to sell straight out the gate rarely works on LinkedIn. Build a relationship with the lead first. Our Sales Team references an interest that they and the lead have in common in a non-intrusive way, and then slowly introduces the pitch.

## 4 A free gift

Our Sales Team shares a pdf/link that brings value to the lead's business without asking anything in return. This kind of gesture is always appreciated.

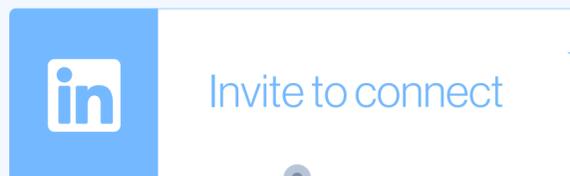
# Sequence #2



## Maximize your multichannel outreach

In this multichannel approach, our Sales Team creates different types of multichannel outreach **based on points of contact** with the lead:

- ✓ The lead accepted your Connection Request on LinkedIn, but you also have their business email;
- ✓ The lead accepted your Connection Request on LinkedIn, but you don't have their business email;
- ✓ The lead didn't accept your Connection Request on LinkedIn, but you have their business email;
- ✓ The lead didn't accept your Connection Request on LinkedIn and you don't have their business email.



 Invite to connect

Always trust a glue salesperson. They tend to stick to their word...

Just kidding, [{{firstName}}](#)!

I saw that you are also a fan [{{nameOfThePersonWhoPosted}}](#)'s post on [{{topicOfThePost}}](#), and I loved what he said that [{{specificParagraphFromTopic}}](#).

Love to hear your thoughts.

 Invite to connect

Always trust a glue salesperson. They tend to stick to their word...

Just kidding, [Sara](#)!

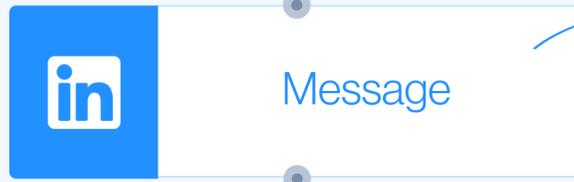
I saw that you are also a fan of [Dany's](#) post on [How to scale your sales](#), and I loved what he said that [it all depends on the sales stack you are using](#).

Love to hear your thoughts.

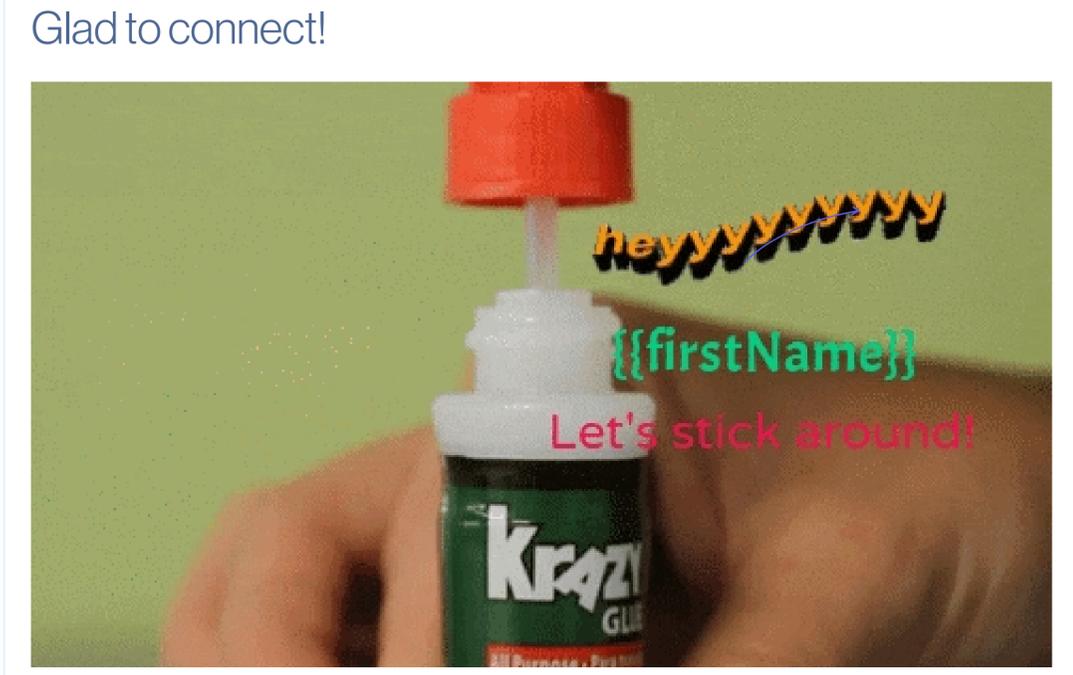


Scenario #1 ⌚ Wait for: 2 days and 0 hours

If the lead accepts your LinkedIn Connection Request, and you have their business email address, proceed as down below.



Message with GIF ⌚ Wait for: 0 days and 0 hours



Message with GIF ⌚ Wait for: 0 days and 0 hours



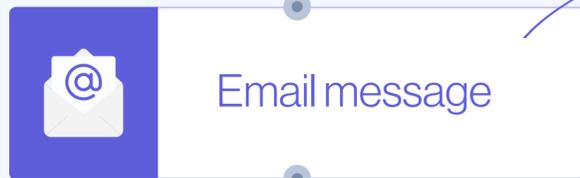


 Message  Wait for: 0 days and 0 hours

Anyways, what are your thoughts on what {{nameOfThePersonWhoPosted}} said that {{topicOfThePost}}?

 Message  Wait for: 0 days and 0 hours

Anyways, what are your thoughts on what [Dany](#) said that "it all depends on the sales stack you are using"?



 Email message  Wait for: 2 days and 0 hours

**Subject line:** {{firstName}} <> {{yourName}}

Hi {{firstName}},

We recently connected on CompanyTinder... I mean LinkedIn and saw that you're {{occupation}} at {{currentCompany}}.

Was curious if you are using cold outreach to get new clients? If the answer is yes, I would love to show you a multichannel solution that can help you scale your sales with minimal effort.

Would you be interested in learning more about our solution?

Best regards,

 Email message  Wait for: 2 days and 0 hours

**Subject line:** Sara <> Relja

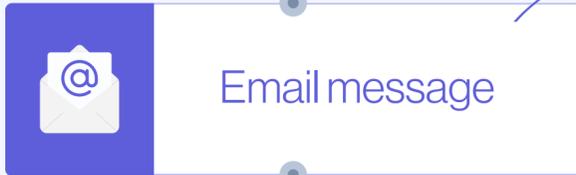
Hi Sara,

We recently connected on CompanyTinder... I mean LinkedIn and saw that you're [VP of Sales](#) at [PowerData](#).

Was curious if you are using cold outreach to get new clients? If the answer is yes, I would love to show you a multichannel solution that can help you scale your sales with minimal effort.

Would you be interested in learning more about our solution?

Best regards,



@ Email message ⌚ Wait for: 3 days and 0 hours

**Subject line:** {{currentCompany}} <> Skylead

Hi {{firstName}},

The reason why you and {{currentCompany}} are on my radar is that we are helping other companies in the {{industry}} such as {{companies}} to scale their sales effort with our Sales Engagement platform.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

If this sounds interesting, let me know.

Best regards,

@ Email message ⌚ Wait for: 3 days and 0 hours

**Subject line:** PowerData <> Skylead

Hi Sara,

The reason why you and PowerData are on my radar is that we are helping other companies in the Data Management Industry such as Incepta Solutions and DataCore to scale their sales effort with our Sales Engagement platform.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through Zapier

If this sounds interesting, let me know.

Best regards,



in Message ⌚ Wait for: 2 days and 0 hours

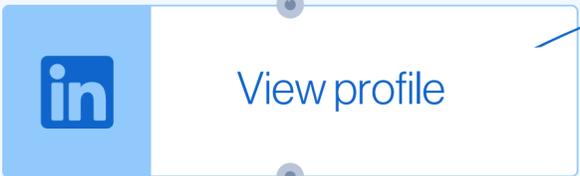
Hey {{firstName}},

I sent you an email couple of days ago and just wanted to reach out and see if you managed to check it out?

in Message ⌚ Wait for: 2 days and 0 hours

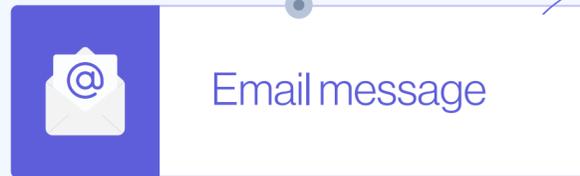
Hey Sara,

I sent you an email couple of days ago and just wanted to reach out and see if you managed to check it out?



in View profile ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** {{firstName}}, did I cross the line?

Hey {{firstName}},

I just wanted to make sure one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your company's sales goals. If that is the case, can you recommend who should I approach about this?

Anyways, I won't be sending you any more emails...

Thanks a lot!

Best regards,

@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** Sara, did I cross the line?

Hey Sara,

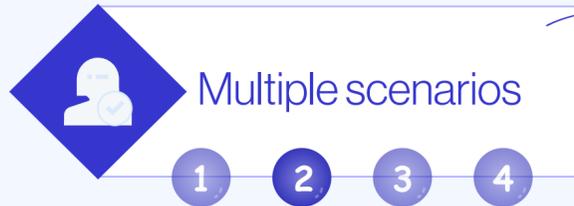
I just wanted to make sure one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your company's sales goals. If that is the case, can you recommend who should I approach about this?

Anyways, I won't be sending you any more emails...

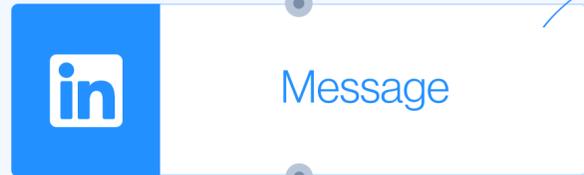
Thanks a lot!

Best regards,



Scenario #2 ⌚ Wait for: 2 days and 0 hours

If the lead accepts your LinkedIn Connection Request, but you don't have their business email address, proceed as down below.



Message with GIF ⌚ Wait for: 0 days and 0 hours

Glad to connect!

A GIF showing a hand holding a green bottle of Krazy Glue. The glue is being applied to a surface. The text "heyYYYYYYYY" is written in a wavy, yellow font above the glue. Below that, the text "{{firstName}}" is written in green. At the bottom, the text "Let's stick around!" is written in red.

Message with GIF ⌚ Wait for: 0 days and 0 hours

Glad to connect!

A GIF showing a hand holding a green bottle of Krazy Glue. The glue is being applied to a surface. The text "heyYYYYYYYY" is written in a wavy, yellow font above the glue. Below that, the name "Sara" is written in green. At the bottom, the text "Let's stick around!" is written in red.



in Message ⌚ Wait for: 0 days and 0 hours

Anyways, what are your thoughts on what {{nameOfThePersonWhoPosted}} said that {{topicOfThePost}}?

in Message ⌚ Wait for: 0 days and 0 hours

Anyways, what are your thoughts on what Dany said that "it all depends on the sales stack you are using"?



in Message ⌚ Wait for: 1 day and 0 hours

Hey {{firstName}},

Was curious to know if you are doing cold outreach at {{currentCompany}} for generating new leads.

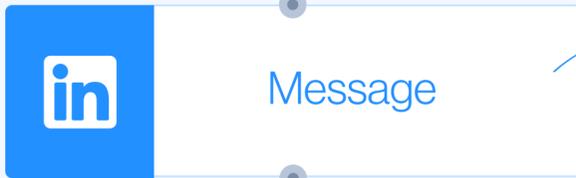
P.S. Love what you guys are doing.

in Message ⌚ Wait for: 1 day and 0 hours

Hey Sara,

Was curious to know if you are doing cold outreach at PowerData for generating new leads.

P.S. Love what you guys are doing.



in Message with image ⌚ Wait for: 2 days and 0 hours

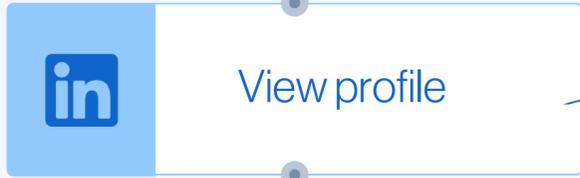
Was curious...

Is {{firstName}} doing cold outreach to generate new leads for {{currentCompany}}?

in Message with image ⌚ Wait for: 2 days and 0 hours

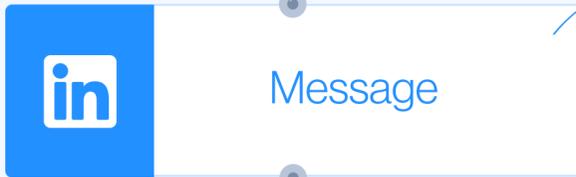
Was curious...

Is Sara doing cold outreach to generate new leads for PowerData?



in View profile ⌚ Wait for: 1 day and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



 Message  Wait for: 2 days and 0 hours

Hi {{firstName}},

The reason for my question is that our Sales Engagement Platform helps companies in the same industry as yours, such as as [{{companies}}](#), to scale their sales efforts.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

If this sounds interesting, let me know.

Best regards,

 Message  Wait for: 2 days and 0 hours

Hi Sara,

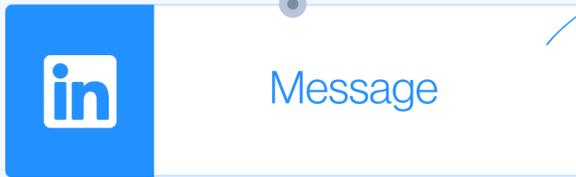
The reason for my question is that our Sales Engagement Platform helps companies in the same industry as yours, such as as [Incepta Solutions](#) and [DataCore](#), to scale their sales efforts.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

If this sounds interesting, let me know.

Best regards,



 Message  Wait for: 3 days and 0 hours

Hey {{firstName}},

I just wanted to make sure one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your company's sales goals. If that is the case can you recommend who should I approach about this?

Anyways, I won't be messaging you anymore...

Thanks a lot!

Best regards,

 Message  Wait for: 3 days and 0 hours

Hey Sara,

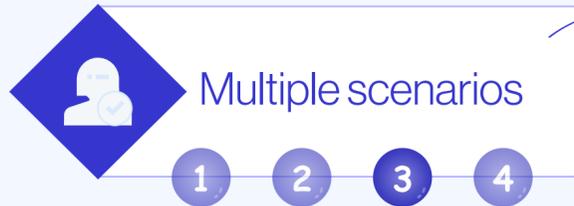
I just wanted to make sure one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your company's sales goals. If that is the case can you recommend who should I approach about this?

Anyways, I won't be messaging you anymore...

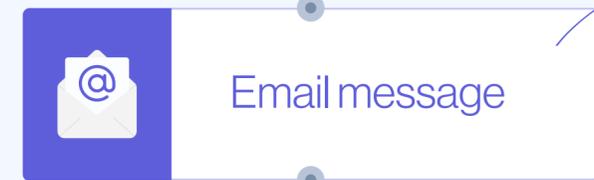
Thanks a lot!

Best regards,



Scenario #3 Wait for: 2 days and 0 hours

If the lead doesn't accept your LinkedIn Connection Request, but you have the lead's business email address, proceed as down below.



Email message Wait for: 0 days and 0 hours

**Subject line:** {{firstName}} <> {{yourName}}

Hi {{firstName}},

I recently tried to connect with you on Company Tinder... I mean LinkedIn and saw that you're {{occupation}} at {{currentCompany}}.

Was curious to know if you are using cold outreach to get new clients? If the answer is yes, I would love to show you a multichannel solution that can help you scale your sales with minimal effort.

Would you be interested in learning more about our solution?

Best regards,

Email message Wait for: 0 days and 0 hours

**Subject line:** Sara <> Relja

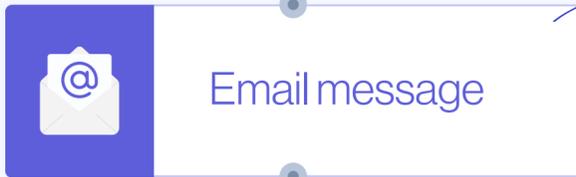
Hi Sara,

I recently tried to connect with you on Company Tinder... I mean LinkedIn and saw that you're VP of Sales at PowerData.

Was curious to know if you are using cold outreach to get new clients? If the answer is yes, I would love to show you a multichannel solution that can help you scale your sales with minimal effort.

Would you be interested in learning more about our solution?

Best regards,



Email message ⌚ Wait for: 2 days and 0 hours

**Subject line:** {{currentCompany}} <> Skylead

Hi {{firstName}},

The reason why you and {{currentCompany}} are on my radar is that we are helping other companies in the {{industry}} such as {{companies}} to scale their sales effort with our Sales Engagement platform.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

If this sounds interesting, let me know.

Best regards,

Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** PowerData <> Skylead

Hi Sara,

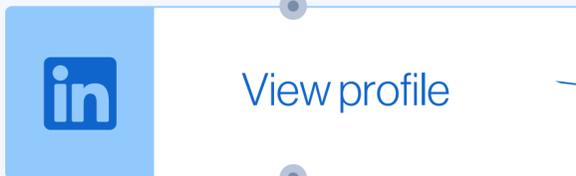
The reason why you and PowerData are on my radar is that we are helping other companies in the Data Management Industry such as Incepta Solutions and DataCore to scale their sales effort with our Sales Engagement platform.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

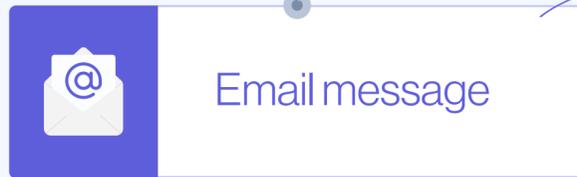
If this sounds interesting, let me know.

Best regards,



View profile ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** {{firstName}} did I cross the line?

Hey {{firstName}},

I just wanted to check one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your company's sales goals. If that is the case, can you recommend who should I approach about this?

Anyways, I won't be sending you any more emails...

Thanks a lot!

Best regards,

@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject line:** Sara did I cross the line?

Hey Sara,

I just wanted to check one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your company's sales goals. If that is the case, can you recommend who should I approach about this?

Anyways, I won't be sending you any more emails...

Thanks a lot!

Best regards,



Scenario #4 ⌚ Wait for: 2 days and 0 hours

If the lead doesn't accept your LinkedIn Connection Request, and you don't have their business email address, proceed with InMails.

in InMail message ⌚ Wait for: 0 days and 0 hours

**Subject line:** {{firstName}} <> {{yourName}}

Hi {{firstName}},

I saw you are also a fan of {{nameOfThePersonWho Posted}}. I follow his content also and really love what he is sharing.

I was curious to know if you are using cold outreach at {{company}} to generate new leads?

If the answer is yes, I would love to show you a multichannel solution that can help you scale your sales with minimal effort.

Would you be interested in learning more about our solution?

Best regards,

in InMail message ⌚ Wait for: 0 days and 0 hours

**Subject line:** Sara <> Relja

Hi Sara,

I saw you are also a fan of Dany. I follow his content also and really love what he is sharing.

I was curious to know if you are using cold outreach at PowerData to generate new leads?

If the answer is yes, I would love to show you a multichannel solution that can help you scale your sales with minimal effort.

Would you be interested in learning more about our solution?

Best regards,

in InMail message

 View profile

 View profile    ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.

 InMail message

 InMail message    ⌚ Wait for: 0 days and 2 hours

**Subject line:** `{{currentCompany}}` <> Skylead

Hi `{{firstName}}`,

The reason why you and `{{currentCompany}}` are on my radar is that we are helping other companies in the `{{industry}}` such as `{{companies}}` to scale their sales effort with our Sales Engagement platform.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

If this sounds interesting, let me know.

Best regards,

 InMail message    ⌚ Wait for: 0 days and 2 hours

**Subject line:** PowerData <> Skylead

Hi Sara,

The reason why you and PowerData are on my radar is that we are helping other companies in the Data Management Industry such as Incepta Solutions and DataCore to scale their sales effort with our Sales Engagement platform.

With Skylead you can:

1. Create a multi-channel sequence
2. Create different outcomes depending on the prospect's behavior
3. Get a detailed report for each campaign so you know which one pushes the results
4. Integrate any tool through zapier

If this sounds interesting, let me know.

Best regards,

 InMail message

 InMail message  Wait for: 3 days and 0 hours

**Subject line:** {{firstName}}, did I cross the line?

Hey {{firstName}},

I just wanted to make sure one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your sales goals. If that is the case, can you recommend who should I approach about this?

Anyways, I won't be sending you any more emails...

Thanks a lot!

Best regards,

 InMail message  Wait for: 3 days and 0 hours

**Subject line:** Sara, did I cross the line?

Hey Sara,

I just wanted to make sure one last time that I haven't crossed the line.

Or maybe you are not the right person to talk about cold outreach and your sales goals. If that is the case, can you recommend who should I approach about this?

Anyways, I won't be sending you any more emails...

Thanks a lot!

Best regards,

# Why does this multichannel approach work?

---

## 1 Humor in outreach

Humor in outreach works because a good joke is always welcome. It also creates a positive first impression, whether used in a Connection Request, in a GIF, or as a conversation starter.

## 2 Personalized approach

By personalizing their approach, our Sales Team shows that they've done their research and haven't just reached out to a random LinkedIn member. They make a reference to a post that a lead reacted to or commented on LinkedIn to start a conversation in a non-intrusive way.

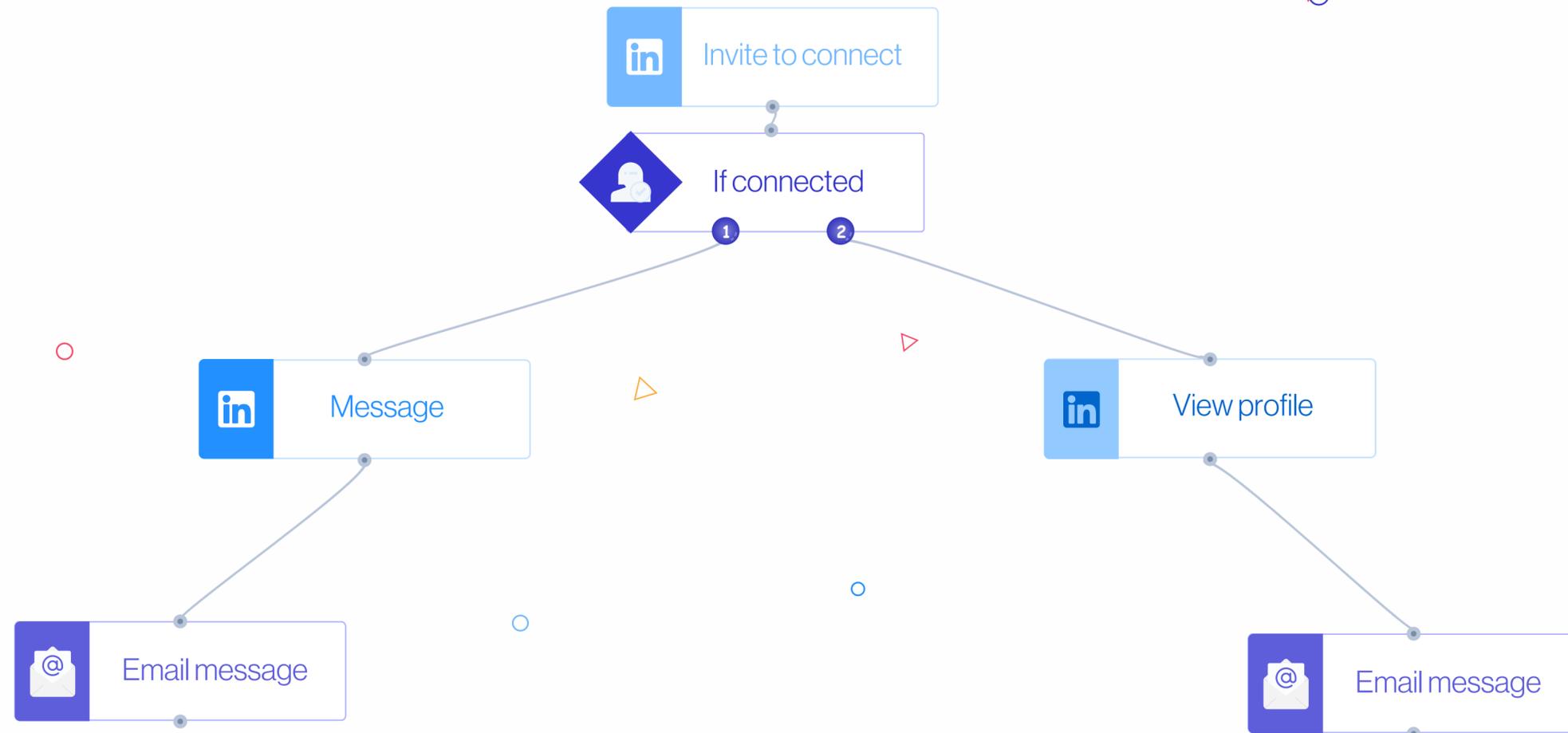
## 3 Hyper-personalized Image & GIF

Our Sales Team makes an extra effort to make a hyper-personalized Image & GIF and include it in their outreach. It's one of the most effective ways to catch your lead's attention.

## 4 Genuine care for the lead

In their break-up email, our Sales Team shows genuine care for the lead. They apologize in case they crossed the line and try to get in touch with them one last time. In most cases, this kind of approach makes people reply because they feel bad for not seeing or replying to the message first place or they want to understand what happened.

# Sequence #3



## Invite people to join your community

In this multichannel approach, our Sales Team **hyper-personalizes** their outreach to connect with people and invite them to join our community.

 Invite to connect

Hey {{firstName}},

Love the post you shared [{{topicOfThePost}}](#) and I totally agree with you!

I'm also all about growth tactics!

Would love to connect!

 Invite to connect

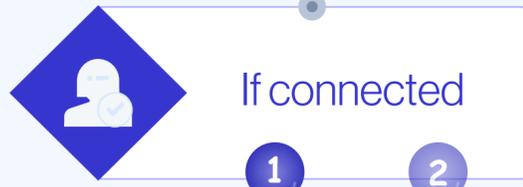
Hey Mark,

Love the post you shared [on how to use content distribution to grow your business](#) and I totally agree with you!

I'm also all about growth tactics!

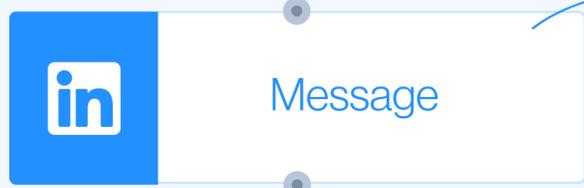
Would love to connect!

 Invite to connect



Scenario #1 Wait for: 2 days and 0 hours

If the lead accepts your LinkedIn Connection Request, and you have their business email address, proceed as down below.



Message Wait for: 0 days and 0 hours

Glad to connect `{{firstName}}`!

Thank you so much for adding me to your network. Just wanted to let you know that my team and I, here at Skylead, have started building up a Sales Community and would be delighted to have you join.

Here you can:

- Find & share awesome growth strategies
- Discuss & network with other members

Here is the link to join: <https://www.facebook.com/groups/sales.tribe.community>

Have a great day!

Message Wait for: 0 days and 0 hours

Glad to connect `Mark!`

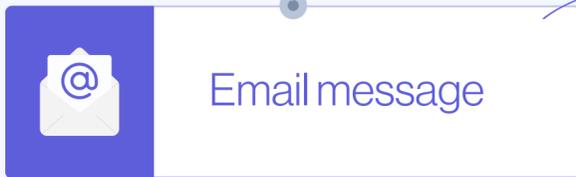
Thank you so much for adding me to your network. Just wanted to let you know that my team and I, here at Skylead, have started building up a Sales Community and would be delighted to have you join.

Here you can:

- Find & share awesome growth strategies
- Discuss & network with other members

Here is the link to join: <https://www.facebook.com/groups/sales.tribe.community>

Have a great day!



@ Email message ⌚ Wait for: 0 days and 0 hours

**Subject line:** Thanks for accepting me on LinkedIn

Hey {{firstName}}, hope you're doing well.

Just wanted to get in touch and say thank you for accepting my connection request on LinkedIn.

Skylead has recently launched a Sales Community full of experts that are there to help one another grow their business by sharing the knowledge gained over the years.

In the group, we:

- Give tips that will help you in your day-to-day sales tasks
- Share interesting discoveries in the world of lead generation
- Talk about experiences that others had in their careers

I believe that you would be a great addition to the group since you are sure to benefit a lot from the discussions that are going on.

Here is the link to join: <https://www.facebook.com/groups/sales.tribe.community>

Looking forward to seeing you there!

@ Email message ⌚ Wait for: 0 days and 0 hours

**Subject line:** Thanks for accepting me on LinkedIn

Hey Mark, hope you're doing well.

Just wanted to get in touch and say thank you for accepting my connection request on LinkedIn.

Skylead has recently launched a Sales Community full of experts that are there to help one another grow their business by sharing the knowledge gained over the years.

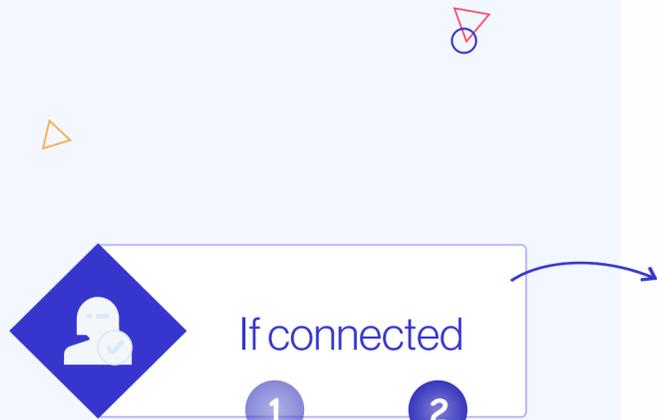
In the group, we:

- Give tips that will help you in your day-to-day sales tasks
- Share interesting discoveries in the world of lead generation
- Talk about the experience that others had in their careers

I believe that you would be a great addition to the group since you are sure to benefit a lot from the discussions that are going on.

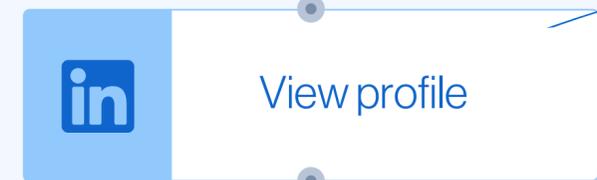
Here is the link to join: <https://www.facebook.com/groups/sales.tribe.community>

Looking forward to seeing you there!



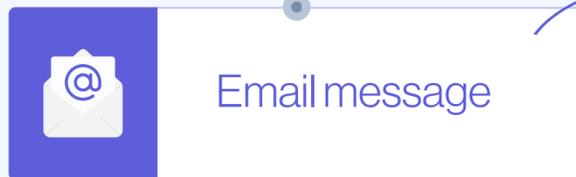
**Scenario #2** ⌚ Wait for: 2 days and 0 hours

If the lead doesn't accept your LinkedIn Connection Request, but you have the lead's business email address, proceed as down below.



**View profile** ⌚ Wait for: 0 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject:** Love your post on LinkedIn

Hey {{firstName}}, hope you're doing well.

Love the post you shared on how to use content distribution to grow your business, and I totally agree with you.

Skylead has recently launched a Sales Community full of experts that are there to help one another grow their business by sharing the knowledge gained over the years.

In the group, we:

- Give tips that will help you in your day-to-day sales tasks
- Share interesting discoveries in the world of lead generation
- Talk about experiences that others had in their careers

I believe that you would be a great addition to the group since you are sure to benefit a lot from the discussions that are going on.

Here is the link to join: <https://www.facebook.com/groups/sales.tribe.community>

Looking forward to seeing you there!

@ Email message ⌚ Wait for: 0 days and 2 hours

**Subject:** Love your post on LinkedIn

Hey Mark, hope you're doing well.

Love the post you shared on how to use content distribution to grow your business, and I totally agree with you.

Skylead has recently launched a Sales Community full of experts that are there to help one another grow their business by sharing the knowledge gained over the years.

In the group, we:

- Give tips that will help you in your day-to-day sales tasks
- Share interesting discoveries in the world of lead generation
- Talk about experiences that others had in their careers

I believe that you would be a great addition to the group since you are sure to benefit a lot from the discussions that are going on.

Here is the link to join: <https://www.facebook.com/groups/sales.tribe.community>

Looking forward to seeing you there!

# Why does this multichannel approach work?

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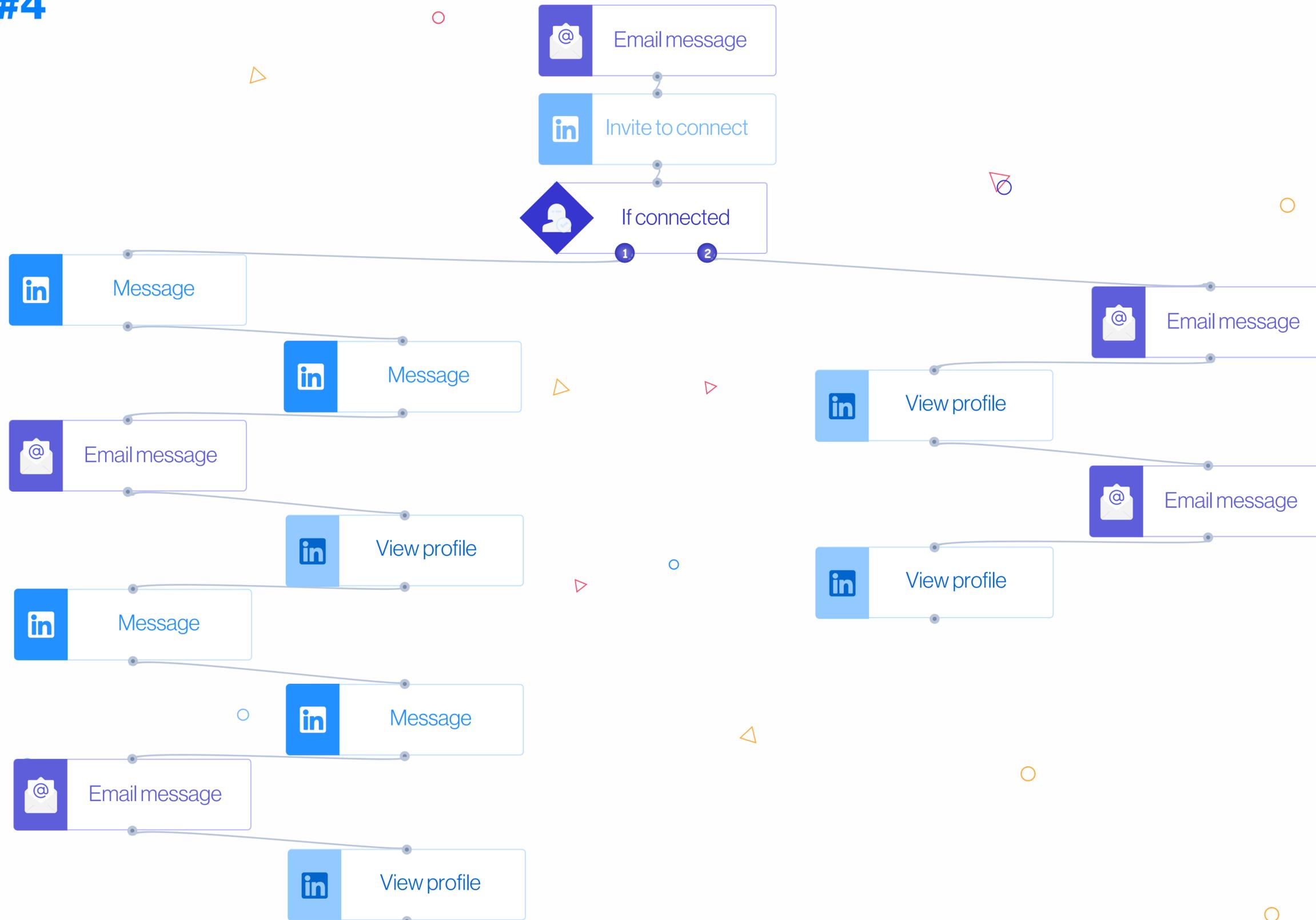
## 1 Personalized approach

By personalizing their approach, our Sales Team shows that they've done their research and haven't just reached out to a random LinkedIn member. They make a reference to a post that a lead shared on LinkedIn and express their opinion on it as well.

## 2 Non-intrusive conversation-starter

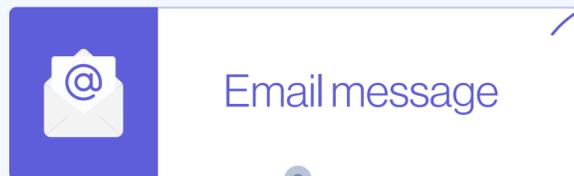
Our Sales Team starts a conversation by thanking the lead for accepting their Connection Request. Then, they share a link to their community and invite the lead to join.

# Sequence #4



## Use multichannel approach to follow up with leads

In this multichannel approach, our Sales Team combines LinkedIn with Email outreach depending on the lead's channel of preference. They compose a **personalized intro** for each person they reach out to, while the rest of the message stays the same for everyone. This process facilitates the process of outreach to a large degree.



Email message

@ Email message

**Subject line:** Quick question about {{currentCompany}}

Hello {{firstName}},

{{personalizedIntro}}

Was curious if you are using a solution for your cold outreach?

Would love to show you a solution that can combine Email and LinkedIn with a hyper-personalized approach that will help you book 30+ additional meetings per month and keep your pipeline full.

Would you be open to learning more?

P.S. {{personalizedPS}}

@ Email message

**Subject line:** Quick question about MarkTREND

Hello Andrew,

I've recently checked out MarkTREND. Congratulations on launching your new product. Love the design and simplicity!

Was curious if you are using a solution for your cold outreach?

Would love to show you a solution that can combine Email and LinkedIn with a hyper-personalized approach that will help you book 30+ additional meetings per month and keep your pipeline full.

Would you be open to learning more?

P.S. Love the content you're sharing



in Invite to connect

in Invite to connect ⌚ Wait for: 0 days and 0 hours

Hey {{firstName}},

I just sent you an email, but I'm not sure if you are more fan of an email or LinkedIn, so I wanted to drop you a note here too if you find it more convenient.

Have a great day!

P.S. {{personalizedPS}}

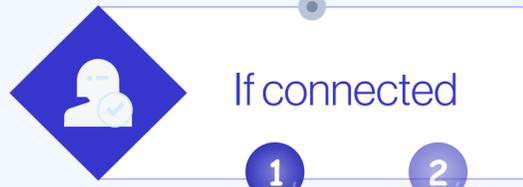
in Invite to connect ⌚ Wait for: 0 days and 0 hours

Hey Andrew,

I just sent you an email, but I'm not sure if you are more fan of an email or LinkedIn, so I wanted to drop you a note here too if you find it more convenient.

Have a great day!

P.S. Love the content you're sharing



Scenario #1 ⌚ Wait for: 3 days and 0 hours

If the lead accepts your LinkedIn Connection Request, and you have the lead's business email address, proceed as down below.

Message ⌚ Wait for: 0 days and 4 hours

Hey {{firstName}},  
Thanks for accepting my connection.  
  
{{personalizedIntro}}  
  
Was curious if you are using a solution for your cold outreach?  
  
Would love to show you a solution that can combine Email and LinkedIn with a hyper-personalized approach that will help you book 30+ additional meetings per month and keep your pipeline full.  
  
Would you be open to learning more?

Message ⌚ Wait for: 0 days and 4 hours

Hey Andrew,  
thanks for accepting my connection.  
  
I've recently checked out MarkTREND. Congratulations on launching your new product. Love the design and simplicity!  
  
Was curious if you are using a solution for your cold outreach?  
  
Would love to show you a solution that can combine Email and LinkedIn with a hyper-personalized approach that will help you book 30+ additional meetings per month and keep your pipeline full.  
  
Would you be open to learning more?





in Message with GIF ⌚ Wait for: 2 days and 0 hours

Hi {{firstName}},

Any thoughts on the message above?

**{{firstName}} booking 30+ additional calls and chilling**



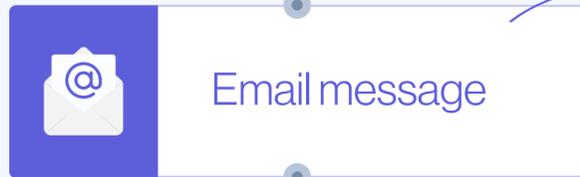
in Message with GIF ⌚ Wait for: 2 days and 0 hours

Hi Andrew,

Any thoughts on the message above?

**Andrew booking 30+ additional calls and chilling**





@ Email message ⌚ Wait for: 2 days and 0 hours

**Subject line:** {{yourName}} + {{firstName}}

Hello {{firstName}},

I reached out a few days ago about the possibility of using our Multichannel solution at {{currentCompany}}.

You can take full control of your sales process by using our first-ever Smart Sequences.

Set up conditions in your sequence and create different if/else outcomes based on your leads' behavior.

Does this sound interesting to you?

Best regards,

@ Email message ⌚ Wait for: 2 days and 0 hours

**Subject line:** Sara + Andrew

Hello Andrew,

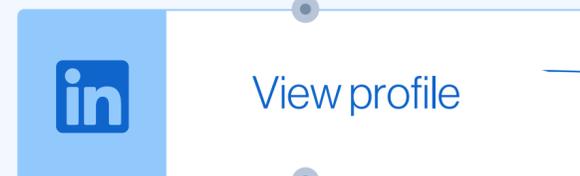
I reached out a few days ago about the possibility of using our Multichannel solution at MarkTREND.

You can take full control of your sales process by using our first-ever Smart Sequences.

Set up conditions in your sequence and create different if/else outcomes based on your leads' behavior.

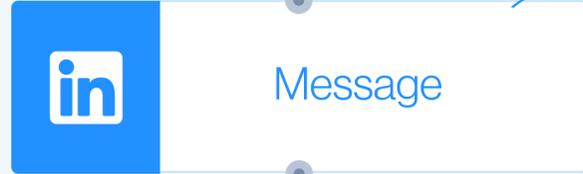
Does this sound interesting to you?

Best regards,



in View profile ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



in Message ⌚ Wait for: 0 days and 2 hours

Hey {{firstName}},

Was wondering if you are using any AI Sales platform to get more leads for {{currentCompany}}?

Would love to show you a solution that can help you book additional 9+ meetings per week.

Sounds interesting?

in Message ⌚ Wait for: 0 days and 2 hours

Hey Andrew,

Was wondering if you are using any AI Sales platform to get more leads for MarkTREND?

Would love to show you a solution that can help you book additional 9+ meetings per week.

Sounds interesting?



in Message ⌚ Wait for: 2 days and 0 hours

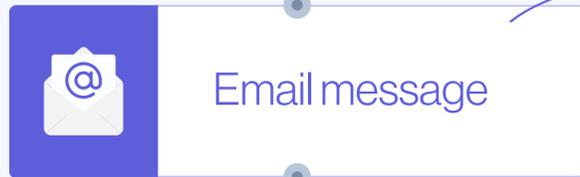
Hi {{firstName}},

Did you have the chance to check out my previous message?

in Message ⌚ Wait for: 2 days and 0 hours

Hi Andrew,

Did you have the chance to check out my previous message?



@ Email message ⌚ Wait for: 3 days and 0 hours

**Subject line:** Skylead + {{currentCompany}}

Hello {{firstName}},

Are you using separate solutions for:

- LinkedIn outreach
- Email Outreach
- Email Discovery & Verification
- Image & GIF Hyper-personalization?

If yes, with Skylead, you can have everything for the price of one, and combine it into a multichannel approach.

Also, you can change the flow of your sequence with if/else conditions to help you approach the lead the right way.

If this is interesting too, let me know.

Best regards,

@ Email message ⌚ Wait for: 3 days and 0 hours

**Subject line:** Skylead + MarkTREND

Hello Andrew,

Are you using separate solutions for:

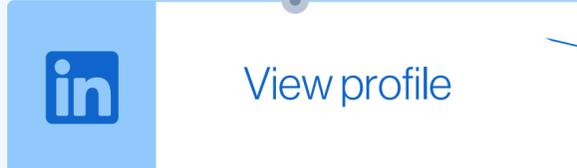
- LinkedIn outreach
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If yes, with Skylead, you can have everything for the price of one, and combine it into a multichannel approach.

Also, you can change the flow of your sequence with if/else conditions to help you approach the lead the right way.

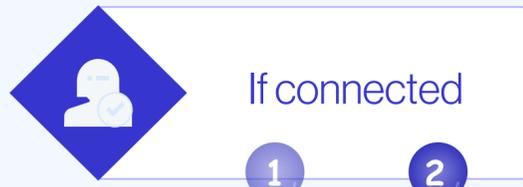
If this is interesting too, let me know.

Best regards,



in View profile ⌚ Wait for: 1 day and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



Scenario #2 Wait for: 3 days and 0 hours

If the lead doesn't accept your LinkedIn Connection Request, but you have the lead's business email address, proceed as down below.

Email message Wait for: 0 days and 0 hours

**Subject line:** {{yourName}} + {{firstName}}

Hello {{firstName}},

Reached out a few days ago about the possibility of using our Multichannel solution at {{currentCompany}}.

You can take full control of your sales process by using our first-ever Smart Sequences.

Set up conditions in your sequence and create different if & else outcomes based on your leads' behavior.

Does this sound interesting to you?

Best regards,

Email message Wait for: 0 days and 0 hours

**Subject line:** Sara + Andrew

Hello Andrew,

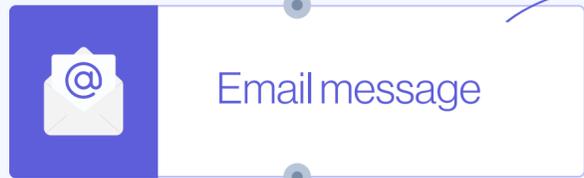
Reached out a few days ago about the possibility of using our Multichannel solution at MarkTREND.

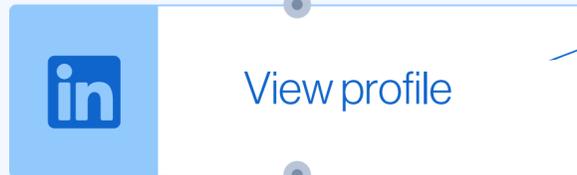
You can take full control of your sales process by using our first-ever Smart Sequences.

Set up conditions in your sequence and create different if & else outcomes based on your leads' behavior.

Does this sound interesting to you?

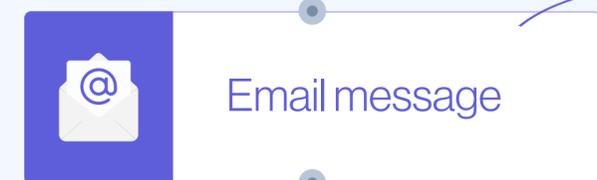
Best regards,





**in View profile** ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



**@ Email message** ⌚ Wait for: 0 days and 2 hours

**Subject line:** Skylead + {{currentCompany}}

Hello {{firstName}},

Are you using separate solutions for:

- LinkedIn outreach
- Email Outreach
- Email Discovery & Verification
- Image & GIF Hyper-personalization?

If yes, with Skylead, you can have everything for the price of one, and combine it into a multichannel approach.

Also, you can change the flow of your sequence with if/else conditions to help you approach the lead the right way.

If this is interesting too, let me know.

Best regards,

**@ Email message** ⌚ Wait for: 0 days and 2 hours

**Subject line:** Skylead + MarkTREND

Hello Andrew,

Are you using separate solutions for:

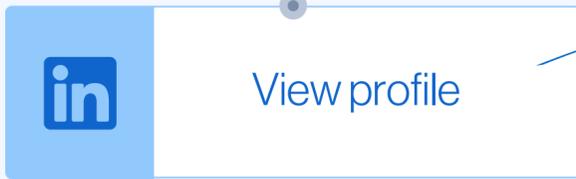
- LinkedIn outreach'
- Email Outreach
- Email Discovery & Verification
- Image & GIF Hyper-personalization?

If yes, with Skylead, you can have everything for the price of one, and combine it into a multichannel approach.

Also, you can change the flow of your sequence with if/else conditions to help you approach the lead the right way.

If this is interesting too, let me know.

Best regards,



 View profile    ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.

# Why does this multichannel approach work?

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## 1 Personalized approach

By personalizing their approach, our Sales Team shows that they've done their research and haven't just reached out to a random LinkedIn member. The intro can be custom-made to fit each individual where you can make a reference to anything that you find relevant for connecting.

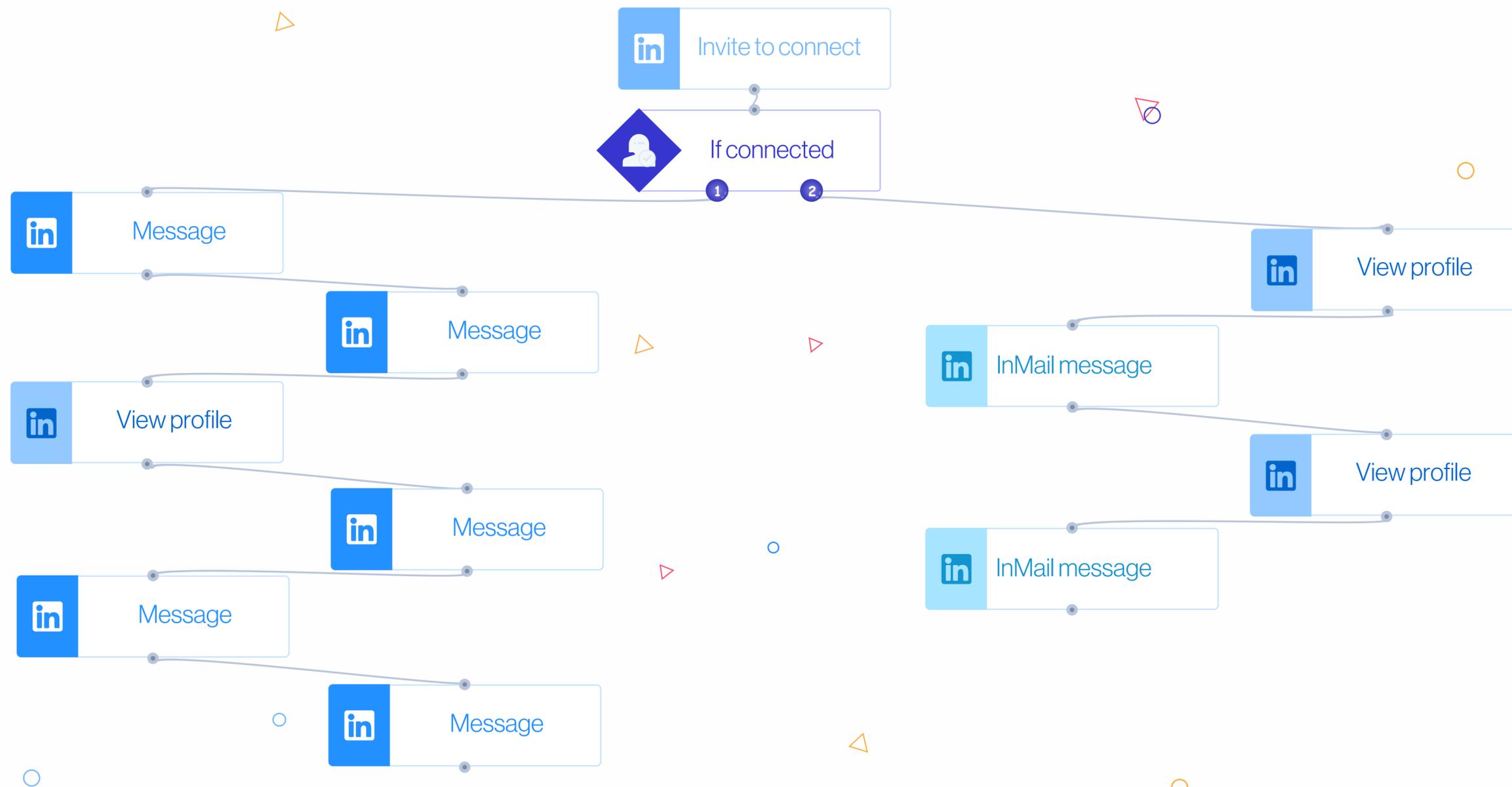
## 2 Hyper-personalized GIF

Our Sales Team makes an extra effort to make a hyper-personalized GIF and include it in their outreach. It's one of the most effective ways to catch your lead's attention.

## 3 Preferred means of communication

Our Sales Team reaches out first via email and at the same time sends a personalized Connection Request on LinkedIn referencing the previously sent email. This way the lead gets to choose their preferred channel of communication.

# Sequence #5



## Target leads that attended a specific LinkedIn event

In this multichannel approach, our Sales Team reaches out to **attendees** of a LinkedIn **event** that is relevant to our **target industry**. They use the LinkedIn event as a reference to personalize their approach and try to get in contact via LinkedIn message if connected, or **InMail** if not connected, as the **last resource** to get to the lead.



in Invite to connect

Hey {{firstName}},

Saw that you also attended the "{{nameOfTheEvent}}" event.

Really loved {{topicOfEvent}}

Let's connect!

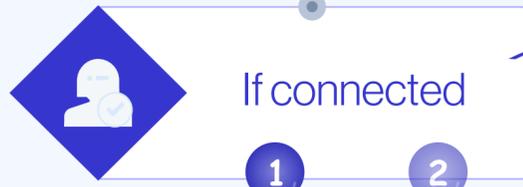
in Invite to connect

Hey Rick,

Saw that you also attended the "Power of LinkedIn lead generation" event.

Really loved Mark's part on how targeting is really important and how to properly do it through Sales Navigator.

Let's connect!



Scenario #1    Wait for: 2 days and 0 hours

If the lead accepts your LinkedIn Connection Request, proceed as down below.



Message    Wait for: 0 days and 2 hours

Hello {{firstName}},

Thanks for connecting!

Was the event valuable to you? Did you get any useful insights?

Message    Wait for: 0 days and 2 hours

Hello Rick,

Thanks for connecting!

Was the event valuable to you? Did you get any useful insights?

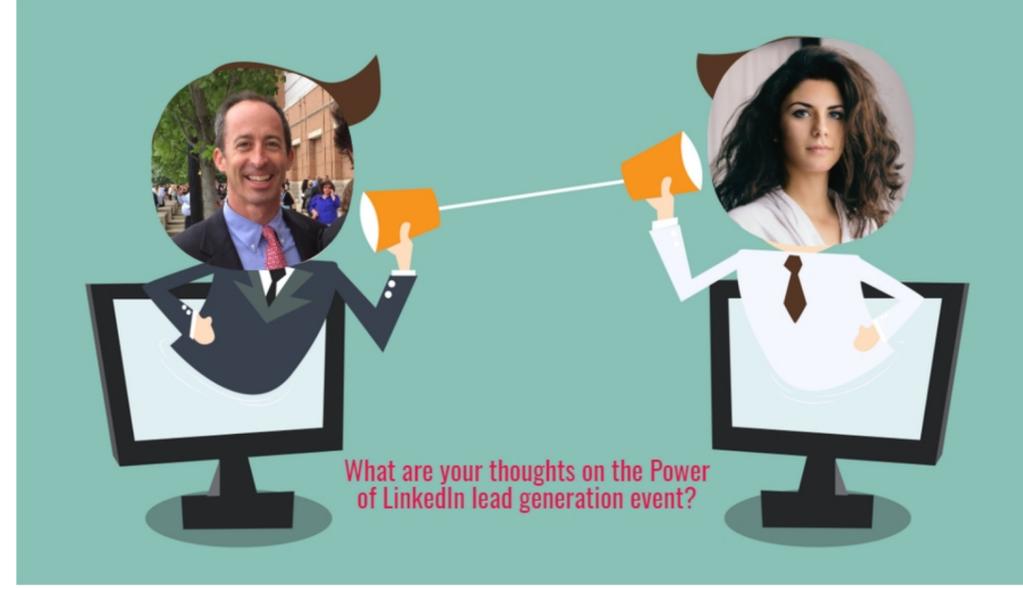
in Message

in Message with image ⌚ Wait for: 1 day and 0 hours



What are your thoughts on the {{nameOfTheEvent}} event?

in Message with image ⌚ Wait for: 1 day and 0 hours

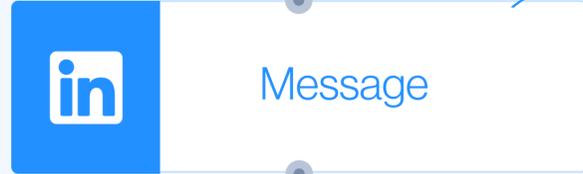


What are your thoughts on the Power of LinkedIn lead generation event?

in View profile

in View profile ⌚ Wait for: 2 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



 Message ⌚ Wait for: 2 days and 0 hours

Hey {{firstName}},

Was curious if you are using cold outreach at {{currentCompany}} to get new clients?

 Message ⌚ Wait for: 2 days and 0 hours

Hey Rick,

Was curious if you are using cold outreach at Owl Marketing to get new clients?

 Message ⌚ Wait for: 2 days and 0 hours

Hey {{firstName}},

To add to the previous question, are you using any cold outreach software to scale your efforts?

If you give me a chance, I will be happy to show you an AI multichannel platform for cold outreach that can even make decisions for you.

It helps you maximize your outreach with every lead.

Sounds interesting?

 Message ⌚ Wait for: 2 days and 0 hours

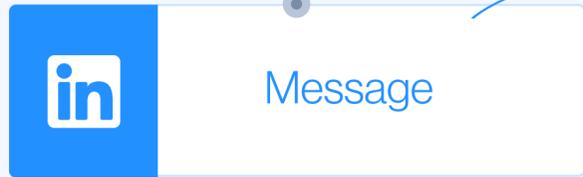
Hey Rick,

To add to the previous question, are you using any cold outreach software to scale your efforts?

If you give me a chance, I will be happy to show you an AI multichannel platform for cold outreach that can even make decisions for you.

It helps you maximize your outreach with every lead.

Sounds interesting?



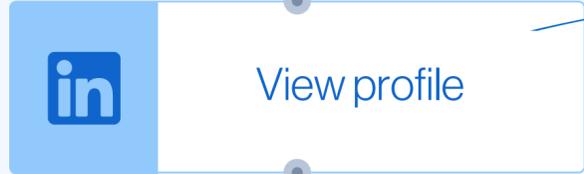
 Message  Wait for: 2 days and 0 hours  
Any thoughts, `{{firstName}}`?

 Message  Wait for: 2 days and 0 hours  
Any thoughts, Rick?



**Scenario #2** ⌚ Wait for: 3 days and 0 hours

If the lead doesn't accept your LinkedIn Connection Request, proceed with InMails.



**View profile** ⌚ Wait for: 0 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



**InMail message** ⌚ Wait for: 0 days and 2 hours

**Subject line:** Saw you attended the event

Hey {{firstName}},

Saw that you also attended the "{{nameOfTheEvent}}" event.

Really loved {{topicOfEvent}}.

Would love to show you how you could scale your cold outreach with our Sales Engagement Platform and fill your sales pipeline with ease.

If you would like to learn more, message me back.

Best regards.

**InMail message** ⌚ Wait for: 0 days and 2 hours

**Subject line:** Saw you attended the event

Hey Rick,

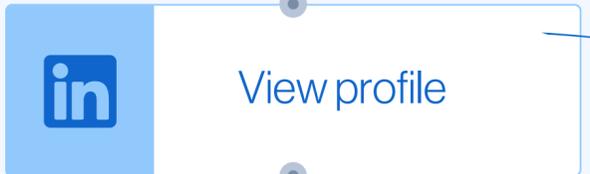
Saw that you also attended the "Power of LinkedIn lead generation" event.

Really loved Mark's part on how targeting is really important and how to properly do it through Sales Navigator.

Would love to show you how you could scale your cold outreach with our Sales Engagement Platform and fill your sales pipeline with ease.

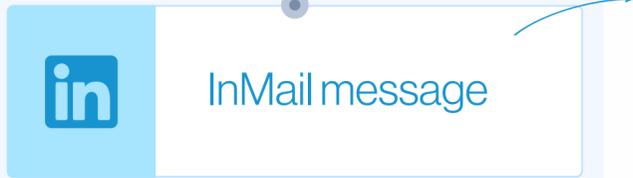
If you would like to learn more, message me back.

Best regards.



**View profile** ⌚ Wait for: 0 days and 0 hours

Visit the lead's LinkedIn profile as a reminder of your intent to start a conversation.



 InMail message    ⌚ Wait for: 0 days and 2 hours

**Subject line:** AI platform for cold outreach

Just wanted to add to my previous message.

It's an AI platform that can make decisions for you and change the flow of your sequence depending on the prospect's behavior.

It helps you maximize your outreach with every lead. Sounds interesting?

 InMail message    ⌚ Wait for: 0 days and 2 hours

**Subject line:** AI platform for cold outreach

Just wanted to add to my previous message.

It's an AI platform that can make decisions for you and change the flow of your sequence depending on the prospect's behavior.

It helps you maximize your outreach with every lead. Sounds interesting?

# Why does this multichannel approach work?

---

## 1 Personalized approach

By personalizing their approach, our Sales Team shows that they've done their research and haven't just reached out to a random LinkedIn member. They make a reference to a LinkedIn event to hyper-personalize their outreach.

## 2 Hyper-personalized GIF

Our Sales Team makes an extra effort to make a hyper-personalized Image and include it in their outreach. It's one of the most effective ways to catch your lead's attention.

## 3 Non-intrusive conversation-starter

Our Sales Team usually starts a conversation by thanking the lead for accepting their Connection Request or by asking questions that are relevant to the lead's business pain points or rooms for improvement.

## 4 Using InMails as the last resource

Our Sales Team uses LinkedIn to target event attendees. If the lead doesn't accept their Connection Request message, they use InMail as the last available point of contact.

# About Skylead

Skylead is an **all-in-one** LinkedIn automation & cold email software that **combines LinkedIn Outreach, Email Outreach, Email Discovery & Verification, and Image & GIF personalization** feature **into Smart Sequences**, groundbreaking algorithms that **track** your lead's **behavior** and **act accordingly**. Take over the process at any moment or let the algorithm do the job - it is up to you.

Being young as a company and as a team, not only do we follow trends, we set them! With us, you're never behind the times when it comes to the lead generation industry. We walk, talk, and breathe sales through our content and our platform. With every new release, Skylead gets closer to its dream of creating the most effective AI software that fully generates leads on your behalf while you only focus on closing the deal.

But don't take our word for it. Come to our **live demo** that is **tailored to your** business **needs**. Our Sales Reps are there to answer any question you might have. You can also start the **7-day free trial** to test out **Skylead** and see for yourself!

[Start 7-day free trial](#)