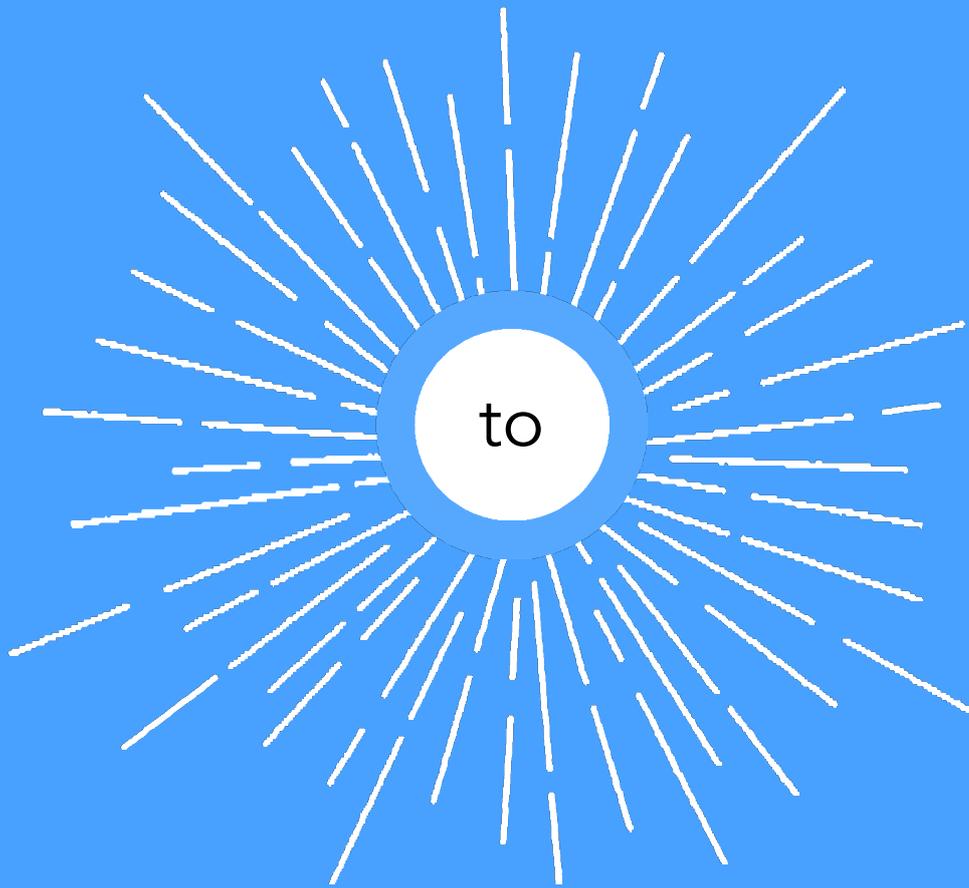


The Champion's Guide



Outreach Marketing

by LeadFuze.com

The Champion's Guide to Outreach Marketing

Outreach. Connect. Profit.

The last book on outreach marketing you'll ever need

By Justin McGill, Founder & CEO of LeadFuze

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Introduction

“Build great products.
Write great content.
You will pave your road to success.”

I believed that.

I’m guilty.

I’m guilty of believing it was so easy to make it.

We surf in a technophilic world of almost 5 billion live web pages. I thought people would care about my idea if I just put it on the web.

If you’re reading this eBook, I’m sure you were guilty of this, too.

Good thing you discovered the power of relationships to create real impact and leverage profitable opportunities. I salute you!

What is outreach?

Outreach is what you do when you reach out to real people through email, social media, on the phone or even in person to make them see, promote or even buy your product or service.

Now is the time to embrace outreach marketing and grow with it. Like a champion. Now you can make a dent in the universe.

In this eBook, I’m going to share with you everything I’ve learned about outreach marketing. It is as much as the big picture, as it is about the nitty-gritty details.

I will share with you:

- The exact step-by-step processes and tools I use to **create massive outreach lists**. I'll show you all the apps and services you need to put together a list of 800+ valuable prospect opportunities. An agency would charge you hundreds, if not thousands of bucks for a prospect list of that caliber.
- **All email scripts** I use for my outreach campaigns. Unaltered.
- How I used content and outreach marketing to **get featured on field-leading blogs** like Entrepreneur, Inc, Hubspot Buffer, and Forbes.
- How I managed to **get noticed by top dogs** like Neil Patel and Patrick Vlaskovitz, and now I'm on their A-class marketing team for their new book "Hustle"?
- All the outreach tactics incorporated to create a cash-positive productized service business (WooGuru) with lessons from Kaloyan Yankulov (founded HeadReach before selling to LeadFuze and founded WooGuru).

Don't get me wrong. I'm not here to brag. In fact, I'm very much still in the hustle stage. But I believe the hustle should be shared. My experience is if you give you will receive.

Note on Marketing Tactics

The smartest marketing guides acknowledge that some tactics won't work for your business. You should always list your hypothesis with a quantity-based success benchmark to each channel/tactic/script.

“If you simply plan on seeing what happens you will always succeed at seeing what happens because something is guaranteed to happen.”

–ERIC RIES, Founder “The Lean Startup”

Next, you have to narrow it down to the 1 or 2 channels with the smallest CAC (customer acquisition cost) and biggest CLTV (customer lifetime value). Then you should double down your efforts on that channel.

Create a hypothesis, test, learn, repeat.

Read more on this in “Create Your Quant-Based Hypothesis Spreadsheet” section.

Note: This eBook was originally written by Kaloyan of HeadReach before being acquired by LeadFuze in July 2018. It has since been modified by me (Justin McGill of LeadFuze).

Feedback?

Please send me any feedback you have about this eBook or any of the other materials that came with it to justin@leadfuze.co We DO reply to each and every email.

About Me

I'm an aspiring entrepreneur. After turning to online marketing, I started and grew an agency to 7-figures. After seeing the incredible need for high-quality contact data, I jumped into lead generation and started LeadFuze.

Please Share

If you like this eBook and all bonus materials, please make sure to share it with your friends. This resource has taken a ton of effort and dozens of hours. I'm more than confident in its value.

Your friends will be thankful and so will I!

Have a good read!

Is Outreach Marketing Actually Marketing?

"The world can be seen as only connections, nothing else..."

–SIR TIM BERNERS-LEE

Do you remember that guy at the last cocktail party who was selfishly blabbing about himself? Trying so hard to look cool, he forgot there were other living creatures in the room.

I bet you don't remember him.

We're very good at ignoring things that are not relevant to us. We've perfected the mode of skipping TV ads. We've developed the tools to put irrelevant emails in the right place (the email trash).

“

"Wondering which half of your ad spend is wasted? Wrong question. Try again. Instead of just interrupting people, serve them and make them feel something. Make meaningful connections."

–AJAZ AHMED, author of "Velocity"



Today the best advertising is not advertising, and the best marketing is not marketing.

Outreach marketing is all about connections.

It's a rediscovery of the human to human interactions in marketing.

It's a privilege of delivering the right personal messages with the right context at the right time to the right people.

It's about treating humans with respect by creating messages that they actually care about.

If you're irrelevant, you will lose money.

You can't afford to be irrelevant anymore.

5 Pillars of Outreach Marketing

1. **Don't interrupt.** Serve. Nobody cares about your product or content; people care only about THEM. Unless you're Steve Jobs or Max Levchin, you have to cater to customer's existing problems.
2. **Don't work on building prospects.** Work on creating connections.
3. **Qualitative data over quantitative data.** Care about conversations and referrals, instead of followers and likes.
4. **Make a promise.** And deliver.

"In order to get permission, you make a promise. You say, "I will do x, y and z, I hope you will give me permission by listening."

—SETH GODIN

5. **Create useful content.**

“

“The less valuable your content, The less likely you are ever to receive a link to it.”

–ERIC WARD, author of “Ultimate Guide to Link Building”



And BTW, that goes with shares and email responses, too.

OK, I know what you're saying now...

Outreach Marketing can be Damn Hard

Before you get your feet wet, let's take a moment to clear something out of the way. Outreach marketing can be damn seriously hard.

If you're here for a quick fix, you better close this book and keep on running your Facebook ads.

Let me tell you something:

It used to take me 4 days of manual labor to create a prospect list. And that's just the outreach list. Then you have to do the actual outreach.

If you decide to go the outsource way, you have to find someone trustworthy, then you'll likely do the outreach yourself.

A proper outreach service is \$1000-1500 for 5 relevant links.

In many cases, LeadFuze can help with marketing outreach, too. But we'll talk about that more later.

Benefits of Outreach Marketing

After I scared the sh@t out of you how difficult outreach marketing could be, let's put on our happy face and pinpoint some of the benefits of content outreach.

- Great for bootstrappers. No ad budget required.
- Could increase your margins. For example: your CAC through ads is \$20. Let's say you invest time instead and acquire the same type of customers through outreach. Your margins automatically grow with 20 bucks. It's a simple math.
- Long-term SEO benefits.
- Builds long-term relationship with your audience.
- Outreach marketing done properly will never get you into trouble. Despite any new updates that Google rolls out.
- It's not incredibly technical.

However, there's a science to it.

For instance, it's an awful idea to reach out to hundreds of people on Twitter with a canned cold message asking them "to share your post". And don't question me how I know it's a bad idea :/

7 Social Psychology Rules Used in Outreach Marketing

Before I dive deep into the actionable tips, let's outline few concepts that you need to be aware of before doing any outreach marketing.

These 7 social psychology concepts are very powerful weapons in outreach marketing. Understand them and you may succeed. Ignore them, and you might never make outreach marketing work for you.

These rules are:

1. Reciprocity
2. Empathy
3. Vulnerability
4. Association
5. Social Proof
6. Authority
7. Scarcity

Reciprocity



Reciprocity says that we should try to repay, in kind, what another person has provided us

–ROBERT CIALDINI, author of “Influence: The Psychology of Persuasion”



This is the old classic “scratch my back, and I’ll scratch yours”.

It’s the way our society has worked forever. Our ancestors have shared food and skills. Today we exchange gifts with colleagues at the Office Christmas Party.

Cialdini continues with an interesting example:

A professor sent cards to a random sample of perfect strangers. Although he expected some reaction, the response he received was huge. Holiday cards addressed to him came pouring back from the same strangers he never met or knew.

Keep this social rule in mind for later when I talk about the “post mentions” tactic, and some links and shares might pour your way, too.

Empathy

Empathy is the ability to get into another person’s shoes.

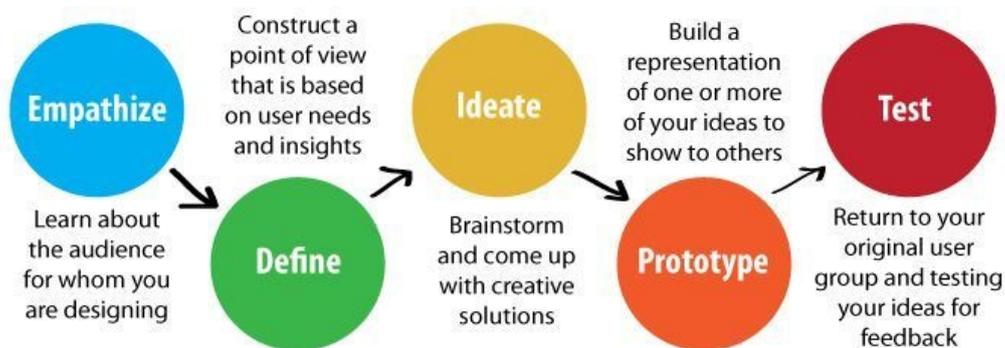
For example:

When a C-level manager takes the time to work in a lower department. Not to scrutinize the processes, but to grasp what his employees are struggling with.

Empathy is when someone is stuck in a difficult situation, and you say: “I know what it’s like in there.”

It’s a strong way to connect with a person on an intimate level.

That’s why design thinking schools encourage students to start with empathy to learn about the audience.



(Fig 1. Design thinking process starts with empathy)

Vulnerability

Showing vulnerability is absolutely fine. Don't pretend you're so tough!
Having doubts is OK.

Even a focused mastermind like Tim Ferris has his own inner doubts.

“

I think we all have inner demons. Among mines are “you're not going to do it.” “You're going to embarrass yourself.” “This is going to be your worst book of the three.” “You've agreed to things you can't deliver.” “Why even bother if you're not going to have the distribution”, etc., etc.

–TIM FERRIS in his [interview](#) for Mixergy



When you show vulnerability you are:

- Authentic.
- Emotional and heartfelt.
- Intimate.
- Easy to resonate with.

I have a personal [blog](#) (in Bulgarian). I write about my failures in business. Heck, it's even named "Watch me While I Fail". It's a new blog with just 4 posts, but the positive responses I received so far are overwhelming.

Why?

Because it's so easy for people to resonate with my story.

When you write your next outreach email, maybe think of asking for help. Don't be shy - uncover your story.

This rule leads us to the next concept.

Association

One day I opened my mailbox (the physical one, not my email).

Among the usual spam, there was a letter that struck a chord with me.

It was a charity brochure.

But not your typical charity brochure. You know, the ones with a starved African child with a big belly.

It was a photo of a well-dressed Caucasian male in his 30s.

I turned the flyer around.

To my recollection, the headline was something along the lines of:

"This is John. John was an accountant. Now he is homeless." Followed by a relatively typical CTA (call to action) to donate.

Why this brochure worked so well on me?

It's simple.

Because I'm John. You are John, too.

The mental association with this character was the ultimate trigger here.

You can learn a lot from this brochure, but the main lesson is:

Help your audience associate with your message so that they can help you.

Social Proof

The social proof principle is very simple:

We rule out what is correct by finding what other people think is correct.

Actually, did you know that **social proof has a stronger effect on our decisions than saving money?**

The Wall Street Journal shared 2 environmental [studies](#). One of the studies involved public signs urging people to use fans instead of air conditioning to save energy.

4 different signs were used:

1. Save \$54 a month on your utility bill.
2. Prevent the release of 262 pounds of greenhouse gasses per month.
3. It is the socially responsible thing to do.

4. A fourth group was informed that 77% of their neighbors already used fans instead of air conditioning.

Results concluded that the 4th group reduced their energy consumption by 10% while all others with 3% or less.

How this would work in outreach marketing?

Let's say you're writing a round-up post, and you have to approach influencers in your field.

When you send your emails, motivate the influencers to reply by telling them that X number of other influencers have already joined your round-up.

Authority

When we speak about authority most people picture this:



(Fig 2. Dilbert comic by Scott Adams)

The notion that authority is something you're born with is quite famous among unsuccessful marketers.

It's like someone (a fictional figure) has a finger on your ON/OFF authority switch. To be an authority, that switch has to be turned ON for you.

Gael from [AuthorityHacker](#) doesn't think so.

“

“It doesn't mean you have to be an expert in your field if you want to create an authoritative site. You don't have to know exactly everything about the topic, but you have to be willing to get involved in the topic. Spend some time learning more about it.”

–GAEL BRETON, AuthorityHacker



This mindset helped Gael build a [website](#) in the fitness field that generates 10,000 hits a day. In just 1.5 years.

He knew nothing about fitness!

The cornerstones of building authority are:

- **Trust your principles.** To earn others trust, you must first trust your ethics. Don't take the easy way if it's against your rules. No dodgy advertising!
- **Meticulously filter content.** You have to produce the best most helpful content to become an expert in a field, but you should know that by now.

- **Be persistent.** It took 6 months for Gael’s fitness site to take off. Moreover, they lost \$9,000 in their first year before the site became profitable.



(Fig 3. In their first 6 months, the site was generating just shy of 200 views. Now HealthAmbition.com makes 10,000 visits/mo)

Scarcity

“People are more motivated by the thought of losing something, than by the thought of gaining something of equal value”

–ROBERT CIALDINI, author of “Influence: The Psychology of Persuasion”

Use scarcity as a weapon of influence in your outreach campaigns.

Deploy scarcity in your outreach with:

- The “deadline” tactic by putting a time limit on your proposed value.
- Rare value tactic. It’s a human nature to believe that things that are harder to get are usually more valuable.

For the MVP of [HeadReach](#), they used scarcity elements to attract 20 paying customers in less than 12 hours despite having 0 prebuild audience to market to.

Check out that part of my old promo message:

Limited time offer www.headreach.com

Now, because such list takes ages to put (I’m checking more than 320 channels and 5+ different tools), I can only make a very limited number of lists. First-come, first-served policy applies.

Chapter Wrap-up

So far I’ve covered:

The drawbacks of outreach marketing:

It takes a lot of time (or potentially money)

And the benefits:

- Cheap. Ideal for bootstrappers.
- Could increase your margins.
- Long-term SEO benefits.

- Builds long-term relationship with your audience.
- Safe.
- Not so technical.

The 5 Pillars of Outreach Marketing

1. Don't interrupt. Serve.
2. Don't work on building prospects. Work on creating connections.
3. Qualitative data over quantitative data.
4. Make a promise. And deliver.
5. Create useful content.

The 7 Social Psychology Rules Used in Outreach Marketing

1. Reciprocity
2. Empathy
3. Vulnerability
4. Association
5. Social Proof
6. Authority
7. Scarcity

Now it's time to roll up your sleeves and get your hands dirty because you're going to design your next outreach framework.

Design Your Content Outreach Framework

“

Mediocre marketers think in terms of campaigns. Great marketers think in terms of growth frameworks.

–RITIKA PURI, Co-founder StoryHackers



Look:

When a campaign ends, it stops producing results.

When you stop engaging your prospects, the relationships cool back off, and the outreach momentum stops. You don't want that.

You want something that's scalable and efficient in the long-term. An engine for ROI happiness that brings you links, shares, leads, and revenue.

This chapter will help you to engineer your outreach marketing framework more effectively, and to measure the results of it.

4 Steps to Plan Your Outreach Framework

Follow the following steps when you design your next outreach marketing framework.

1. Choose a goal
2. List your assets
3. Analyze your competitors
4. Create your quant-based hypothesis spreadsheet

Step 1: Choose a Goal

Choosing a goal for your outreach marketing allows you to be more analytical and track the right results.

Example goals could be:

Increase Revenue

What to measure:

- A number of orders that came in thanks to your outreach marketing.
- Increase in CLTV.

- Decrease in your churn rates.
- Increase in your CR (conversion rate).

Improve Brand Awareness

What to measure:

- Increase in direct traffic to your site.
- Increase in "brand searches" in Google. I.e, more people are searching for "Your Brand Name".
- More mentions of your brand on social media.

Improve Search Rankings

What to measure:

- Increase in organic search traffic (duh..)
- **Your search rankings for a particular keyword**

Most likely a long-tail term. [Keyword Rank Checker](#) is a free tool that shows your SERP position based on a number of keywords and domain:

Search Engine	KeyWord Position	
	woocommerce support	woocommerce help
http://www.google.com/	6	11
Report Generated on: Fri Feb 26 2016 for website: wooguru.net		

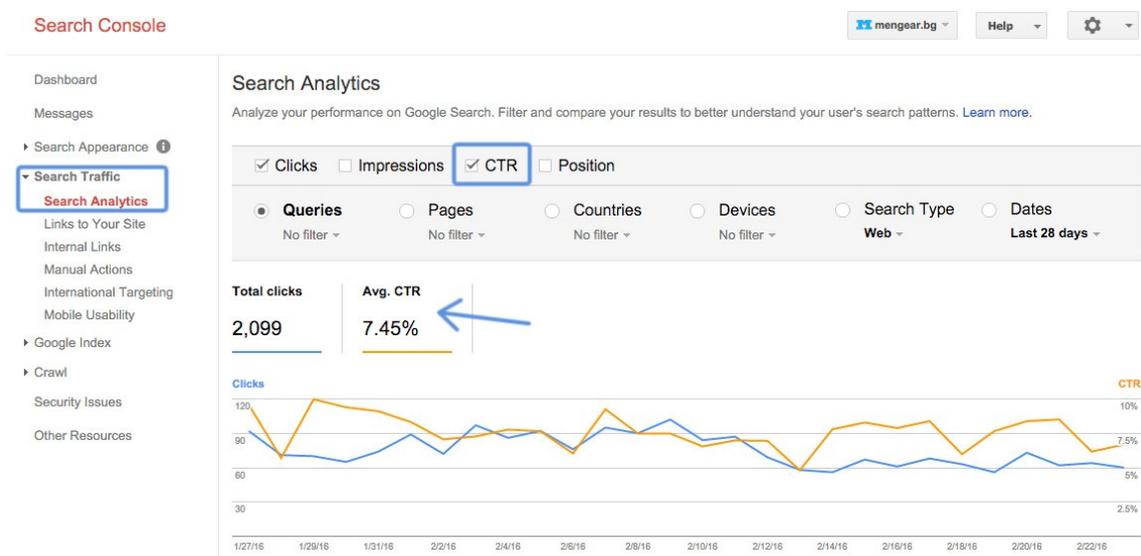
(Fig. 4 Keyword Rank Checker)

- **Improved CTR (click-through-rates) for Organic traffic**

You have to open your Google Search Console (ex-webmasters tool).

[Go to Google Search Console > Search Traffic > Search Analytics](#)

Make sure CTR is selected on top. You should see a total number of clicks through the SERP page and Avg. CTR:



(Fig. 5 Organic CTR in Google Console)

Increase Authority and Trustworthiness

What to measure:

- Increase in referral traffic.
- Increase in CR for referral traffic channel.

- Increase of newsletter/other opt-in subscriptions.
- Increase of product reviews, blog comments, and other engagement metrics.
- Decrease of bounce rate.
- Increase in inquiries and questions

How to Measure Your Outreach Marketing Results?

Measuring and analyzing outreach results is a difficult task. With Facebook ads and Adwords you see the results instantly. With outreach, it's not always as easy unless you're doing direct outreach like cold emailing.

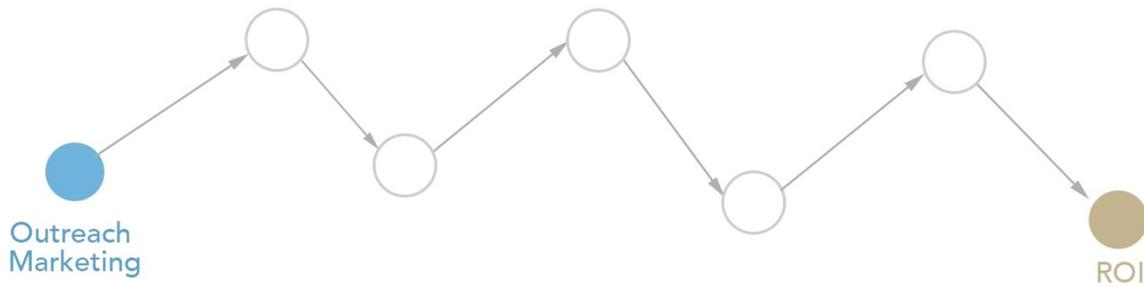
With organic strategies like content and outreach marketing, the customer usually needs more touch points for your product, before the sale happens. This makes the whole process really hard to track.

What people think ROI for outreach marketing looks like?



(Fig 6. Outreach marketing ROI through pink glasses look)

What it actually looks like? (picture on next page)



(Fig 7. Real outreach marketing ROI results)

“

“Some of our customers had been following my content for five years before they signed up. Your ideal customers will hear about you over a long period of time, through multiple sources, and that is how trust is built.”

–DAN NORRIS, [“Content Machine”](#), Co-founder WPCurve



To make life a bit easier, let’s check out a few tools that can help you track the impact of your outreach campaign.

While they won’t show you the end results of your outreach marketing efforts, they will help you be more analytical and get a better feeling of how you’re doing.

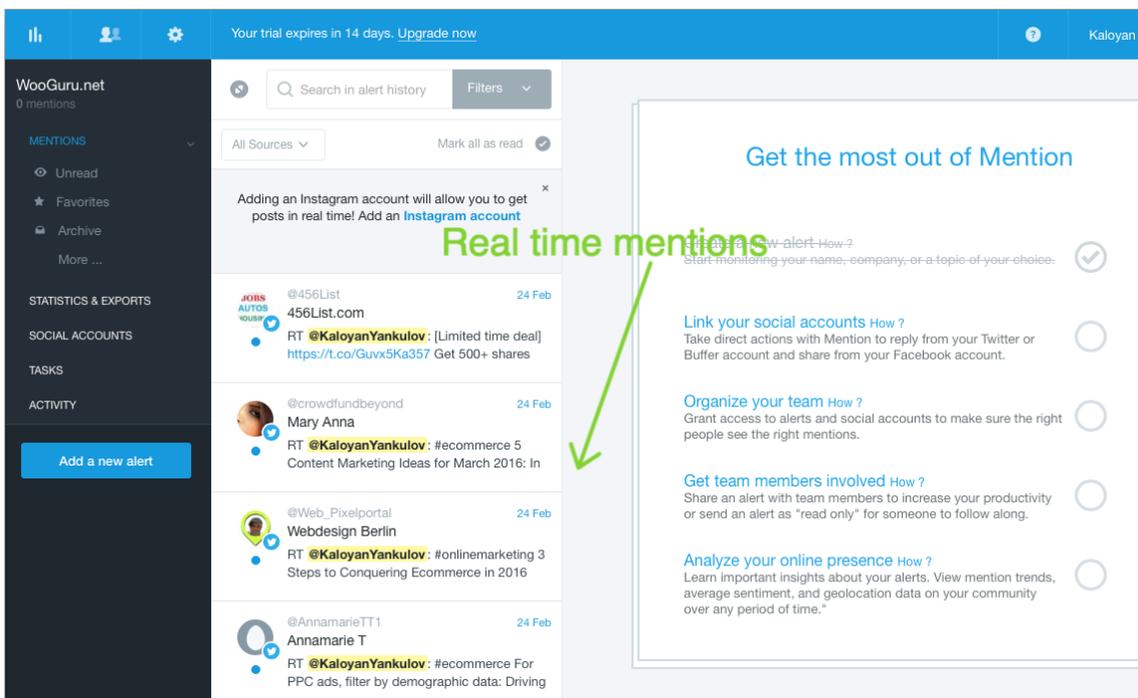
Measure Your Impact on Social Media With Mention

Mention's promise is pretty simple: "never miss a conversation".

You can set alerts to get notified whenever keywords are mentioned in real time on social media, forums, blogs, websites - about your brand or your competitors.

It's an easy way to monitor any new shares or to take immediate action when someone is talking bad of your brand.

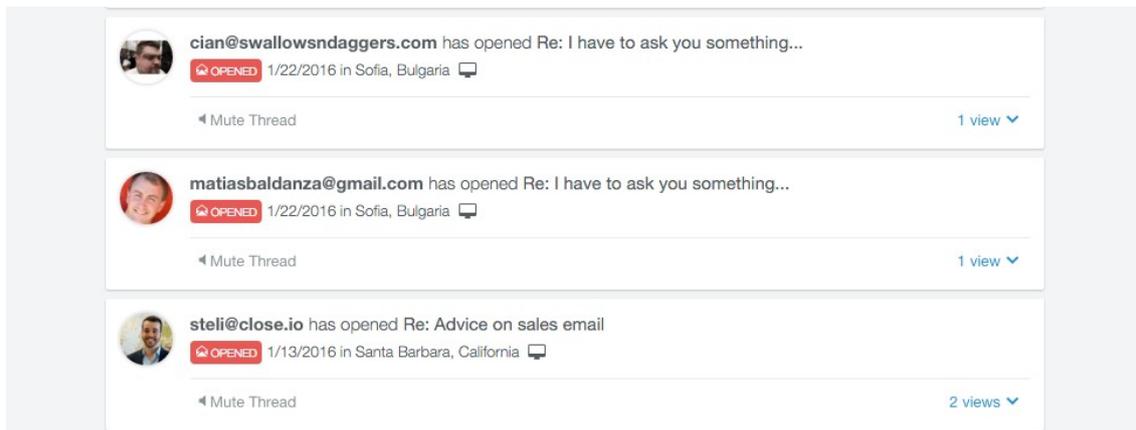
You just chuck in a keyword and get a live stream of mentions:



(Fig. 8 Mention's Dashboard)

Use SideKick to Track Email Opens

Use email tracking software like [SideKick](#) or [YesWare](#) to track email opens and reply rates.



(Fig 9. SideKick Activity Stream)

These tools work by inserting a transparent HTML tracking pixel and generating unique tracking URLs, which allow you to see who has opened your email when and from what machine.

Drawbacks of email tracking tools

- Lower deliverability rates. While there aren't any official reports on this, when you send an email with a tracking pixel you're basically sending HTML email, not plain text. Hence, there's a bigger chance that your email might go to the spam folder.
- Links look dodgy. Be careful if you outreach to tech-savvy audience: developers, marketers, etc. Those tools generate suspicious looking URLs in the email. They're easy to notice by a trained eye.

You don't want to build relationships by stalking your connections.

URL generated with SideKick:

```
http://t.sidekickopen01.com/e1t/c/5/  
f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJN7t5XX4QK5LMW5wLJc85vMzX  
sVd76_w56dMd2f2bw4jM02?  
t=https%3A%2F%2Fwww.facebook.com%2Fgroups...
```

- Lack of compatibility with desktop email clients. If you're using Thunderbird or Mail app, I'm sorry to say that you won't be able to use these tools. They're built for Gmail.

Use Google URL Builder to Track Campaigns

Let's say you're doing outreach on Twitter and Facebook. Links from those social networks appear simply as traffic from Facebook or Twitter. Not very useful.

With the Google URL Builder, you can generate unique tracking URLs to your pages that help you track campaigns in Google Analytics.

```
wooguru.net/?utm_source=facebook&utm_medium=referral&utm_term=fb-ecommerce-group&utm_campaign=eBook
```

(Fig 10. Custom URL generated with Google URL Builder)

You can use a URL shortener service like Bit.ly or Goo.gl to make those URLs more human.

I'd recommend that you get the [Google Analytics URL Builder](#) Chrome extension. It's a great little extension that automates the process of building custom URLs with Google.

Google Analytics URL Builder

Step 1 - URL to share: **Auto capture current url**
(e.g. <http://www.analytics.org.it>)

Step 2 - Fill the form below OR use quick sets: **pre populated lists** [Edit list](#)

Source*: (Referrer: i.e. Google, Newsletter, Facebook, Twitter)

Medium*: (Marketing Medium: PPC, Banner, email, QR)

Term: (Identify the paid keywords or other value)

Content: (Use to differentiate ads)

Campaign*: (Product, Promo code or slogan)

Final URL: **Auto generate url**

Bit.ly inside!

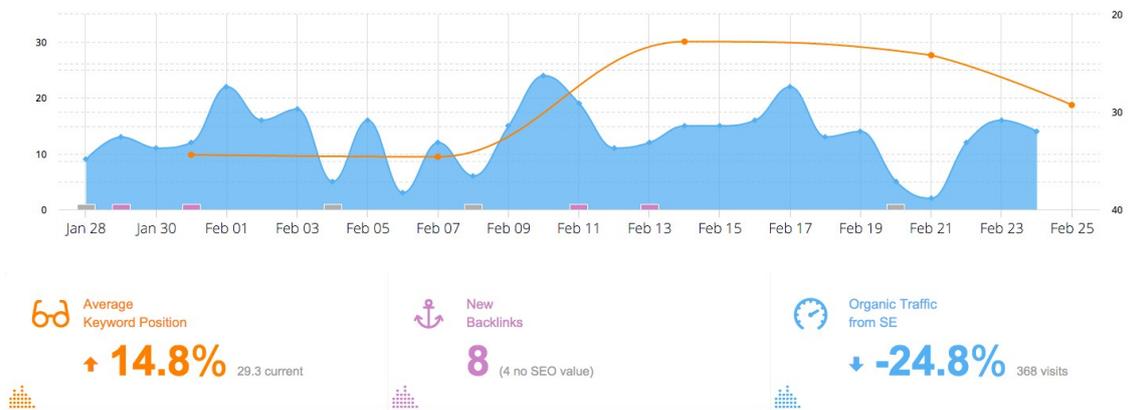
Bit.ly inside!

[Configure Bit.ly](#)

(Fig 11. Google Analytics URL Builder features)

Stay Up to Date With Your Outreach SEO

[MonitorBacklinks](#) is a great tool that gives you a top level overview of your backlinks and off-page SEO efforts.



(Fig 12. Monitor Backlinks report)

You can use it to:

- Get alerts for new links pointing to your website.
- Monitor that no valuable do-follow links get removed or become no-follow.
- Get alerts for new backlinks pointing to your competitor websites.

–

OK, once you have your Outreach Framework goals defined it's time to list your most valuable outreach assets.

Step 2: List Your Assets

Remember the Reciprocity social psychology rule in the previous chapter? You have to give to receive.

Your outreach assets are the things that you're giving away in order to get links, shares and leads.

They must be:

- Unique to your company.
- Contain high value for the person you give them to.

Content assets

Articles, videos, FAQs, eBooks (like this one), Illustrations.

Product and service assets

Discounts, giveaways, etc. Be careful not to go over overboard. It's easy to lose a lot of money giving away your product.

Few weeks ago Felix from MonitorBacklinks approached me with an offer to try their **premium** tool for free. As you can see it worked out well - I've already featured their tool twice in this guide.

Check out Felix great email to me:



About Kaloyan's article on KissMetrics

Felix Monitor

Hey Kaloyan,

I'm Felix Tarcomnicu, the CMO of Monitor Backlinks. I recently come across your article from KissMetrics ([6 Surprising Ways to Make Your First E-commerce Sale](#)). I wanted to say Hi

and tell you that the post was awesome. I really liked your approach and the tips you gave.

I was wondering if you might be interested to become a contributor on Monitor Backlinks blog as well (blog.monitorbacklinks.com/write-for-us/). We mostly cover topics about SEO, traffic growth and online marketing in general. I'm sure our readers would resonate with your writing.

Last but not least, I would like to offer you a PREMIUM account for our SEO Tool, Monitor Backlinks. Have you had the chance to test it yet? The tool has some unique features such as automatic backlinks discovery and links status checker. Many experts and companies are using it and the feedback is great so far. I can gladly set you up with a PREMIUM account to give it a try. I would love to know what you think about it. Let me know if you are interested.

Regards,

--

Felix

Head Of Marketing

<https://monitorbacklinks.com>

Twitter



(Fig 13. Felix's outreach using a product asset)

Knowledge and opinion assets

AKA the “thought leader” asset. Share your field expertise with the community.

Collaboration assets

Create partnerships with all the entities involved in your business: customers, suppliers, influencers, media outlets, etc.

Step 3: Analyze Your Competitors

I can write a whole book on this step alone, but the basic premise is to understand what is already working for your competition.

Unless you’re building the next SpaceX, you must realize that you’re in an existing business. Every field has its best marketing practices and KPIs.



The biggest challenge with most entrepreneurs is they innovate before they emulate. They think what they’re doing is new instead of looking at existing models that people have used successfully for decades.

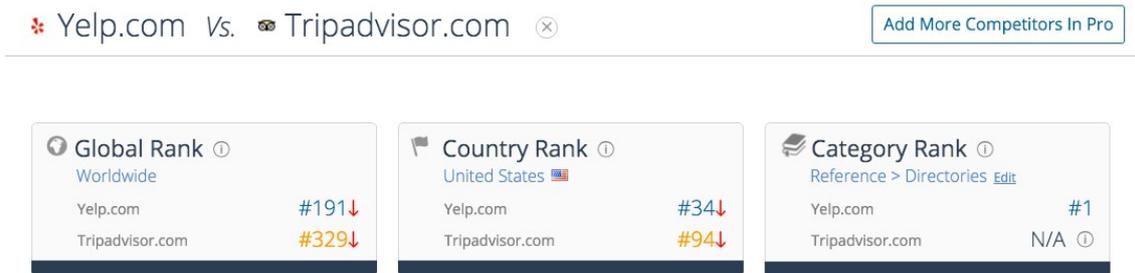
–DAN MARTELL, Co-founder Clarity, [Emulate before you innovate](#)



2 great tools to analyze competitors outreach efforts are:

SimilarWeb

Solid information about your competitors traffic.

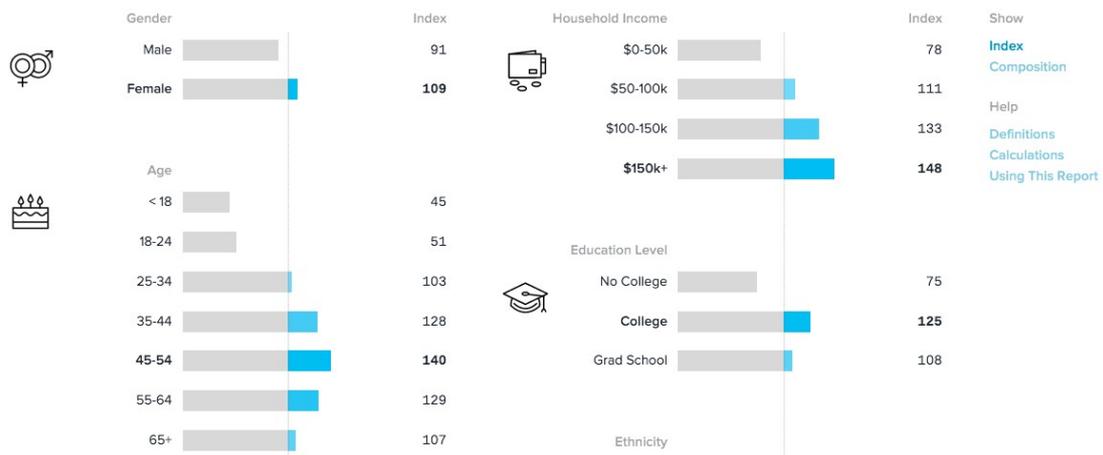


(Fig 13. SimilarWeb Dashboard)

Quantcast

Comprehensive demographic status about the competitors audience: gender, age, income, education, interests.

DEMOGRAPHICS



(Fig 14. Quantcast Dashboard)

Step 4: Create Your Quant-Based Hypothesis Spreadsheet

“

Much like a scientist doesn't simply go into the lab and start mixing a bunch of compounds to see what happens, you need to declare the outcomes of your experiments up front.

–ASH MAURYA, Author of “Running Lean”



Throwing short term tricks at the wall and seeing what sticks is for the amateur marketers. You want to be deliberate. Do stuff consciously and on purpose.

Especially if you're a bootstrapped entrepreneur, and your resources (a.k.a money and time) are highly limited. You can't afford to do your outreach marketing at any cost by focusing on vanity metrics.

Introducing the “Quant-Based Hypothesis Spreadsheet”. If you haven't already, you can pick up this spreadsheet [right here](#).

Source	Next action	Potential Customers	Users (unique v	CTR %	Conversion %	Confirmed Customer	Confirmed
Email list	Launch broadcast		4	10	2%	10.00%	1 No
Hajen Payson							1 Yes
Facebook Groups			6	160	N/a	5%	8 Yes
7 Day Startup (post myself)	None						5
Michelle Finotto							1 Yes (paid)
Theresa Brady							1 Yes (would pay)
John Rosato							1 Yes (paid)
Helen Edwards							1 Yes (would pay)
Ellen Jackson							1 Yes (would pay)
Subscribe Me (post myself)	Post						
Growth Hackers Sofia (post myself)	None						
Georgi Ivanov							
VIP Growth Hackers networking (post myself)	Post						
Mixergy Find The Pain (post myself)	Post						
Digital Marketing Ideas (post myself)	Post						
Online Business Marketing (post myself)	Post						
eCommerce & Startups (post myself)	None						3
Freddie Chatt	None						1 Yes (would pay)
Zeeshan Raza	None						1 Yes (would pay)
Peter Odonoghue	None						1 Yes (paid)
Build Your Empire (post myself)	None						
Growth Hacking Secret Group (post myself)	Post						

(Fig 15. The quant-based marketing spreadsheet for the MVP of [HeadReach](#))

The quant-based marketing spreadsheet is a concept that I got introduced to for the first time by Noah Kagan of AppSumo. I've been using it for every single marketing campaign ever since.

The spreadsheet is your bird's eye overview of how good (or bad) you're doing with your outreach.

How to create a hypothesis spreadsheet for your outreach?

- **Step 1:** Create a new spreadsheet :)
- **Step 2:** List all the outreach channels you want to try out. For example Facebook groups, cold email, round-up post, etc. Remember: you don't have all the resources in the world so you must be very selective which channels you're going to execute. Start with the ones you feel most confident with.
- **Step 3:** List the most important KPIs for your outreach. You should already know these metrics when you were choosing a goal for your framework. If your goal is "more revenue", then include metrics like: CR, # of new paying customers, CLTV, churn rate.

- **Step 4:** Declare your hypothesis. List your expected outcomes upfront. Just fill in all the cells in the spreadsheet with the number you expect to achieve. For example, if you want to gain 50 new customers, type in "50" in "potential customers".
- **Step 5:** Set a deadline for executing the outreach. This is to prevent yourself from falling into the "just a little longer" trap. While you can earn money, time is the one resource you can't replenish, so this is essential.
- **Step 6:** execute.

As you execute the experiment, you will start to change the hypothetical numbers with the real ones. Then you'll learn if your hypothesis proves to be right (confirmed) or wrong.

Chapter Wrap-up

In this chapter, I explained how to design a scalable "Outreach framework" that produces positive ROI results.

I talked about planning the 4 factors of your outreach framework:

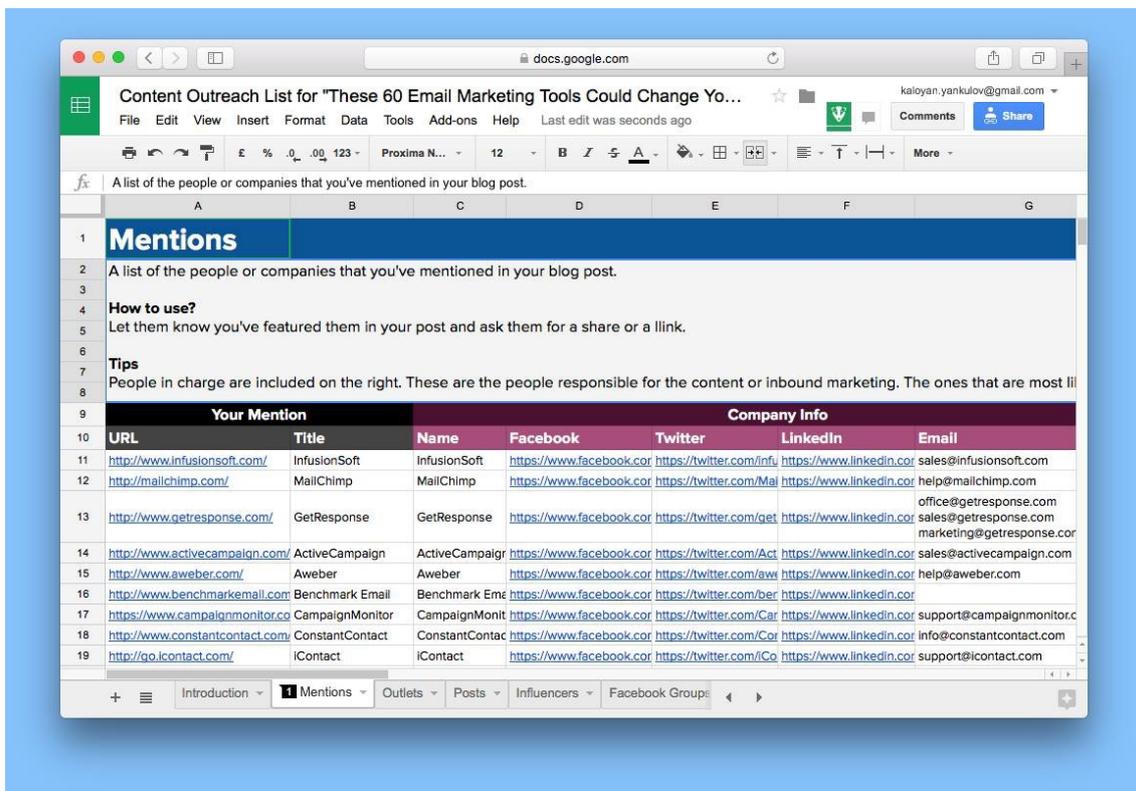
1. Choosing a goal for your framework.
2. Listing your assets - this is the stuff you give to people in order to receive.
3. Analyzing your competitors - what outreach your competitors are already doing.

4. Creating your quant-based hypothesis spreadsheet - the blueprint of your outreach.

As you're done with your hypothesis spreadsheet, it's time to find the best outreach opportunities.

Let's roll with the next champion's chapter - "Building a Valuable Outreach List".

Building a Valuable Outreach List & Doing Outreach



(Fig 15. Example outreach list)

By the end of this chapter you will be able to:

- Create lists with hundreds of targeted, actionable outreach opportunities.

- Find anybody's real email and social profiles.
- Apply actionable, powerful outreach tactics to get more shares, links and leads.

The chapter is divided into 2 sections:

- **Outreach channels & tactics** - I'll show you 26 different channels to enrich your outreach lists, the tools needed to automate the process of collecting prospect data and all the juicy outreach tactics I've been using across those channels.
- **Finding contact info** - I'll talk you through the step-by-step process of hunting anybody's real email addresses and social profiles.

Check out what Karl from [MonetizePros](#) had to say about the list I've put together for him:

"I'm pretty good when it comes to outreach marketing but was blown away by the report [Headreach](#) did for one of our blog posts. What they put together for me would have taken me not hours, but days to put together."

See:

In the last month, dozens of people have paid me to create lists for their blogs or companies. Now I'm giving away all the info for free, so **YOU** can build valuable outreach lists without paying anything.

Are you ready?

Outreach Channels & Tactics

I'll show you the easiest way to find prospect opportunities from the channels below and the step-by-step outreach tactics I've been using.

- Post mentions
- Media outlets
- Relevant posts
- Influencers
- Facebook groups
- Facebook pages
- Twitter lists
- LinkedIn groups
- Subreddits
- Quora topics
- Quora questions
- Yahoo answers
- Stack Exchange
- Scoop.it topics

- YouTube videos
- Pinterest boards
- Slide Shares
- Google+ pages
- Google Communities
- Google News
- HackerNews
- Forums
- Disqus discussions
- HARO queries
- Guestposts

Phew... That's a lot.

Make sure to collect all the data into your outreach spreadsheet.

Post Mentions

Mentions in your blog posts are a great way to deploy the social reciprocity principle. Used in the form of round-up articles, they can be a powerful outreach weapon.

These 60 Email Marketing Tools Could Change Your Life

January 17, 2016 By [MonetizePros](#) · 7 Comments



As marketers we're competing with some of the biggest companies in the world. Sometimes having access to the right tool may be more useful than a dozen employees.

I'm not here to chant about how the money is in the list. If you're reading this, you already know that. Here's everything you'll ever need to take your email marketing campaigns to the next level.

Best Email Marketing Software

Choosing the best email marketing software for your business is something you'll have to do on your own, but we're here to help. Everyone has different needs and not all businesses are equal. Some companies send out more email than others, some prefer plain-text, some need fancy templates and some want CRM integrations.

Here's an overview of each of the top-rated tools out there for sending your emails out.

1. Infusionsoft

(Fig 16. [These 60 Email Marketing Tools Could Change Your Life](#) round-up post with 60 mentions)

Type of data needed for your Outreach list:

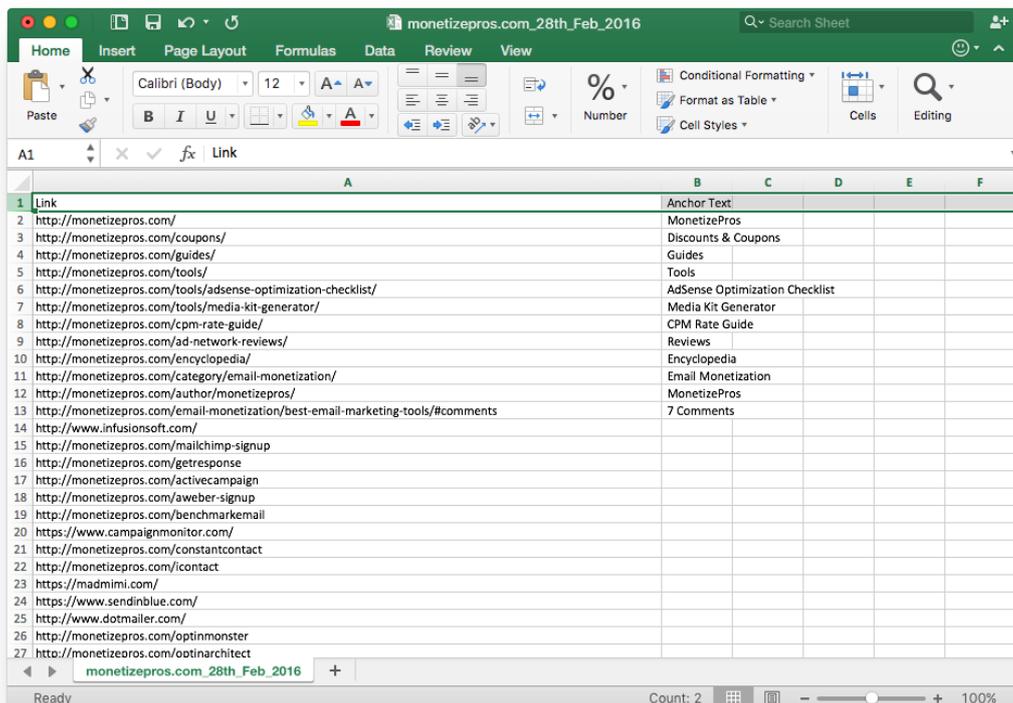
- All data for the company or website you're mentioning: company info, URL, social profiles, email.

- The person in charge. When you do outreach, it doesn't make sense to contact the CEO of a big company. You'll have a lot more success in contacting the "editor-in-chief", "blog manager" or "marketing manager" for the company.

At this stage, just fill in the URLs that you're linking to and the Title of the website or company. Later on, I'm going to show you how to find the people in charge and the company's social profiles.

Too many mentions in your post?

If you have too many mentions in your blog post, like it's the case with the example above (60 outbound links), there are some tools can help you automate the process. [LinkKlipper](#) for Chrome and [LinkGopher](#) for Firefox are 2 extensions that automatically extracts all the links on a page.



(Fig 17. URL extraction results from LinkKlipper)

The issue with both tools is they don't distinguish between inbound and outbound links.

There's [a tool](#) from IWebTools.com that claims to do that. Unfortunately, for some reason, it doesn't work for me, but you should give it a try yourself.

Post Mentions Outreach Tactic

Outreach to the person in charge and ask for a share or a link.

Here's an email I sent to Brian Dean after I featured him in my post about eCommerce link building



Email Subject: Just featured you in my article on eCommerce link building

Hi Brian,

Just wanted to drop a quick note that I've featured you (twice!) in my latest article on [eCommerce link building](#).

I'm a big fan of your link building tactics and would be really awesome if you share the post. Of course, only if you deem it useful! :)

Best,
Kalo



And the result:



(Fig 18. Results of doing content mentions outreach)

Why this worked?

- Because my post was really good.
- Because the outreach email was short (influencers are busy people).
- Because I asked for the action in a polite way.

Some online marketers will suggest that you never ask for the share, as it may come out ingenuine or intrusive. In my personal experience, I concluded that I get more shares when I actually ask.

Media Outlets

These are the big media outlets. Think New York Times, Huffington Post, Mashable, PC Advisor, etc.

Get the **The Top 100 Media Outlets** [PR list from LeadFuze](#) to jump start your media outlets outreach for sharing this resource. We've put the biggest top 100 online media outlets, their social profiles and the contacts of people in charge!

How to Get Your Product Featured on PCAdvisor? Twice.

Ivan Dimitrov is a Digital Marketing Manager at [pCloud](#). A Swiss cloud storage startup with Bulgarian know-how. I asked him to share with us how he got pCloud featured on PCAdvisor. Twice!

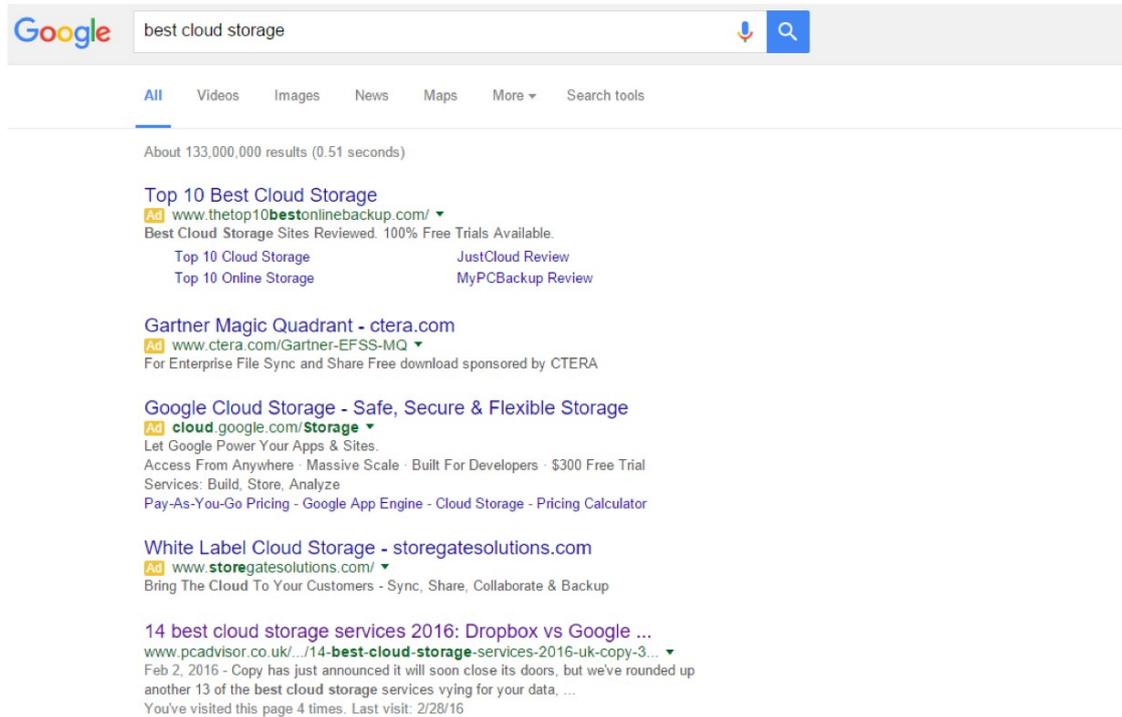
Check out the case study as Ivan narrates it.

–

In May 2015, I started a job as Digital Marketing Manager @ [pCloud](#). This was and still is my full-time job, and I love it.

I'm going to share a couple of tips on how I got pCloud featured in PCAdvisor - one of the biggest tech websites in the world with 17.9 Million User Sessions every month.

The first day at my new job I did a quick search on Google:



(Fig 19. Google search for “best cloud storage”)

As you can see PCAdvisor is first in the organic results.

The word “Best cloud storage” has on average 18.100 searches every month. And it’s the kind of keyword that is a part of the first stage of a sales funnel - The awareness phase. This is very important because a user obviously needs and is looking for a cloud storage, and is looking for the best one.

At the time pCloud was not mentioned in that article, and I needed to get it in there. But how to do that?

Here is the step-by-step process.

1. Do Your Research

Be sure to research very well the media you want to pitch and specifically the author that writes about your business's topic.

It's pretty easy to do that with big media outlets, as there is usually the name of the post author. Most of the time when you click on the author's name you'll see his social profiles, too.

I prefer to check out their Twitter accounts. Most authors have their private blogs publicly listed in their Twitter bio. And you can quickly find their private emails on their personal blogs.

Bear in mind that most the journalists in big media websites get thousands of emails every, asking them to feature a product in their articles. You have a very low chance to be noticed if you approach them on their company email. This is why I prefer to put in the CC the author's private email. This adds trust because it shows you've done some research.

2. You must Have an Exciting Product

I believe that big part of getting PCAdvisor to feature pCloud is because our product is unique.

Our competitors - Dropbox, Google Drive, Box, OneDrive, etc. are all huge giants compared to us in terms of users and budgets. However, we have 2 major features that add a ton of value to our service:

- pCloud Drive - A virtual drive that ADDS storage to your PC/Mac.

Unlike Dropbox, pCloud Drive actually connects your computer to the cloud and does not copy the files to your computer. You can work with your files as if they are on your computer, but they are

actually in the cloud. That way pCloud provides you with additional storage to your computer.

- pCloud Crypto - A Client side encryption added to your pCloud.

The files you store there are encrypted on your device and after that are sent to our servers. Which means that even we don't know what are they. Only the person with the Crypto Pass can access the Crypto Folder.

What I'm trying to say is that you have to provide as much value as you can to the author. Everybody wants to show good products to their readers.

3. The Pitch

For the email outreach, I used both author's private and personal emails and the email of the editor-in-chief.

Here's the actual email:

Hello Jim,

My name is Ivan and I work as a Digital Marketing Manager @ pCloud.

I saw and article in your website and since you are the chief editor I decided to write.

This is the Article:
<http://www.pcadvisor.co.uk/test-centre/internet/3506734/best-cloud-storage-dropbox-google-drive-onedrive-icloud/>

I want to ask can you add a service in the article and in return we will put your logo on many many landing pages that we are creating right now.

I believe that if you look at pCloud you will find out that it is much better than every other service out there it has a ton of functions like for instance we DO NOT use the user's space on the PC, also it has a music player, you can create playlists etc.

Also a couple of weeks ago we released a Crypto Function that Encrypts one folder in your cloud and even we dont know whats inside. Only the person that is using it knows.

Also we have 1.7 million active users so please consider including pCloud in this article.

Please write back since as you can see the service we are providing is very good and even better than all other drives.

Best regards,

..

 **pCloud.com**

Ivan Dimitrov
Digital Marketing Expert at pCloud AG
74 Zugerstrasse Str, 6340 Baar, Switzerland
Email: ivan.dimitrov@pcloud.com
Phone: [+41 43 508 59 48](tel:+41435085948)

(Fig 20. Outreach email to PCAdvisor)

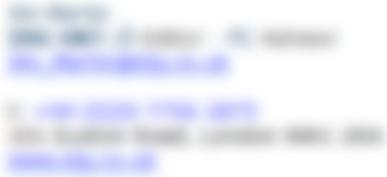
And the answer that came back:

Hi Ivan,

We will be updating this article in a month or two, and I will try and ensure we include pCloud.

Best,

Ben



[Information for PR: IDG UK Tech Media](#)

IDG UK TECH MEDIA: 19 million monthly Unique Users

Winner: Content Team Of The Year, 2014 British Media Awards

[PCAdvisor.co.uk](#) - [Macworld.co.uk](#) - [TechAdvisor.co.uk](#) - [DigitalArtsOnline.co.uk](#)

Connect with me on [LinkedIn](#)

Follow me on [Twitter](#)

Join my [Google+ Circle](#)

(Fig 21. Positive response from PCAdvisor)

4. Follow up

Always follow up!

It had taken a couple of months before we got featured in that article and it happened after I followed up.

Make sure to provide value in the follow-up, too.

In the follow-up email I introduced the author with some new features of our product. I also mentioned our huge increase of users - from 1.7M to 2.9M. That's huge for 6 months. By the way, 4M+ users now.

I also asked: "Is there anything I can do to prove that pCloud is worth to be in this article. I will do anything."

A couple of days later I received this email:

Hi Ivan,

Thanks for the email, and the reminder. We haven't updated the article for a while, so I'll get the original writer to check out pCloud and potentially add it to the roundup.

Cheers

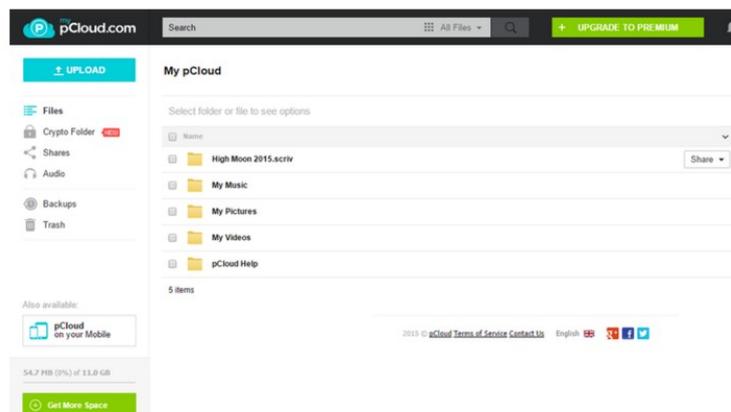


(Fig 22. Another positive response)

Another couple of days and pCloud was placed 6th in [Best Cloud Storage Services of 2015/2016](#).



Opening a new account with [pCloud](#) will give you a respectable 10GB of free storage (twice that of Onedrive once its cutbacks kick in, and five times Dropbox's basic offering). This can be quickly upgraded to 20GB through the regular incentives such as recommending friends (1GB per person) completing a tutorial (3GB) and various social media links, but the real temptation is the very reasonable prices for the larger storage options. 500GB will set you back around £2.65p/m (\$3.99), while 1TB is available for around £5.30p/m (\$7.99), both of which are excellent value for money and cheaper than many rivals. There are clients available for Windows, Mac, Linux, iOS and Android, plus you can also access your account via the website.



(Fig 23. pCloud placed 6th best Cloud storage in PCAdvisor)

It will be placed 5th once Copy closes its doors.

How I Got Featured The Second Time?

As you may know, Copy.com (a cloud storage service) is closing down.

I knew a lot of people were going to need a new place to move their files from Copy. Our team built a [1-Click files transfer Copy.com to pCloud](#).

Again, providing value was the primary reason for this feature.

I contacted the PCAdvisor editor again and told him that we have a feature that transfers your Copy files into pCloud with one Click + we give 20GB + 1Month Crypto to any user that does it.

He was very pleased because, again, he can provide his readers with a solution they need.

This resulted in a [new article on PCAdvisor](#), this time entirely dedicated to pCloud.

I'm glad to say that the PCAdvisor Chief Editor is now a pCloud user, beta-tester of every new feature we roll out. And best of all - he is very impressed with what we managed to achieve in 3 years, that took close to 10 years for the big players to do.

85.74 % Conversion Rate from PCAdvisor; 33.23% Bounce Rate; 04:41 Avg. Session Duration

The feature in PCAdvisor brought me super quality leads as you can see in the GA metrics below:

Source / Medium	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	2,462 <small>% of Total: 0.34% (720,250)</small>	66.08% <small>Avg for View: 71.03% (-6.95%)</small>	1,627 <small>% of Total: 0.32% (511,580)</small>	33.23% <small>Avg for View: 48.52% (-15.29%)</small>	3.24 <small>Avg for View: 1.83 (77.05%)</small>	00:04:41 <small>Avg for View: 00:01:49 (158.28%)</small>	85.74% <small>Avg for View: 45.25% (39.49%)</small>	2,111 <small>% of Total: 0.65% (325,912)</small>
1. pccadvisor.co.uk / referral	2,462(100.00%)	66.08%	1,627(100.00%)	33.23%	3.24	00:04:41	85.74%	2,111(100.00%)

(Fig 24. 85.74% conversion rate from PCAdvisor, 33.23% bounce rate, 04:41 Avg. session duration)

Getting quality features on big media outlets is not easy, but if you do it the right way (provide value and quality information to the right person) sooner or later you will get it.

Don't forget to follow-up and do the best you can to make the author's job easier.

Relevant Posts

Articles and blog posts related to your topic are an easy way to make connections.

But how to find relevant posts?

2 steps:

1. Generate topic and keyword ideas
2. Use Buzzsumo

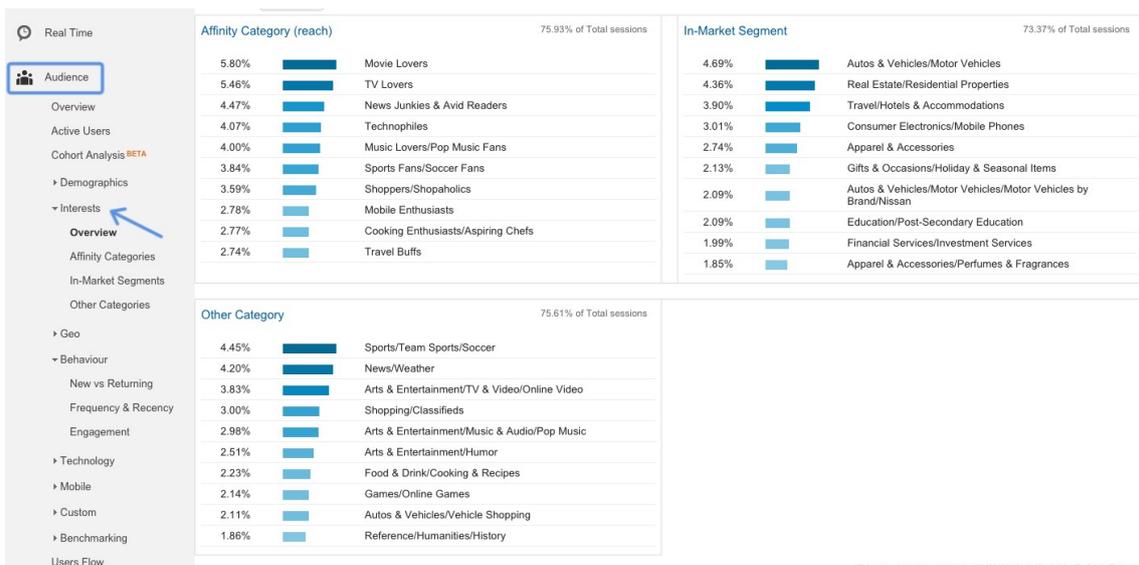
Finding more opportunities by searching for different keywords

People ask me how I'm able to find so many relevant outreach opportunities. The answer is a bit boring, actually - I use different keywords.

I have few methods of coming up with a bigger selection of relevant topics and keywords.

Google Analytics Interests

Go to [Google Analytics > Audience > Interests](#)



(Fig 25. Google Analytics Insights)

This will bring some top level interest of the audience reading the blog/site. Obviously, this is something you can't do if you don't have access to GA.

Facebook Audience Insights

Another top-level idea generator. The new [Facebook Audience Insights](#) is a masterpiece tool that gives you demographic data, page likes and activities of certain audience types.

For example, what people interested in the fitness athlete "Lazar Angelov" have also liked on Facebook:

CREATE AUDIENCE

Custom Audience >

Location v

UNITED STATES
All United States
+ Country, region, or city

Age and Gender v

Age
18 + Any +

Gender
All Men Women

Interests o v

ADDITIONAL ENTRIES
6003381532712
Lazar Angelov
+ Interest

Connections v

Pages v

People Connected to
+ Your Page

(New Audience)
700K - 800K monthly active people

People on Facebook
Country: United States of America #

Demographics **Page Likes** Location Activity Household Purchase

Top Categories

1	Professional Sports Team	The Bodybuilding Nation • Bodybuilding Motivation
2	Actor/Director	Mike O'Hearn
3	Sports League	Musclemania
4	Artist	Pat Lee Photographer • Allan Spiers Photography
5	Athlete	Lazar Angelov • Simeon Panda • Kai Greene • Sergi Constance • Phillip Heath
6	Recreation/Sports	Critical Bench • Bodybuilding-Motivation.org
7	Community	Physiques Of Greatness • Beasts Of Gym
8	Sports Event	Mr. Olympia LLC
9	Clothing	Gymshark • Addicted to the GYM
10	Movie	Generation Iron

See All

(Fig 26. Facebook Audience Insights)

A Thesaurus

Using a [thesaurus](#) is a quick and easy way to come up with more relevant words:

mail [see definition of mail](#) show **all** v

noun **written correspondence; system for sending correspondence** *verb* **send through the postal system**

Relevance A-Z Complexity + Length +

Synonyms for mail Common Informal

noun **written correspondence; system for sending correspondence**

communication package post air mail post office
letter parcel postcard junk mail postal service

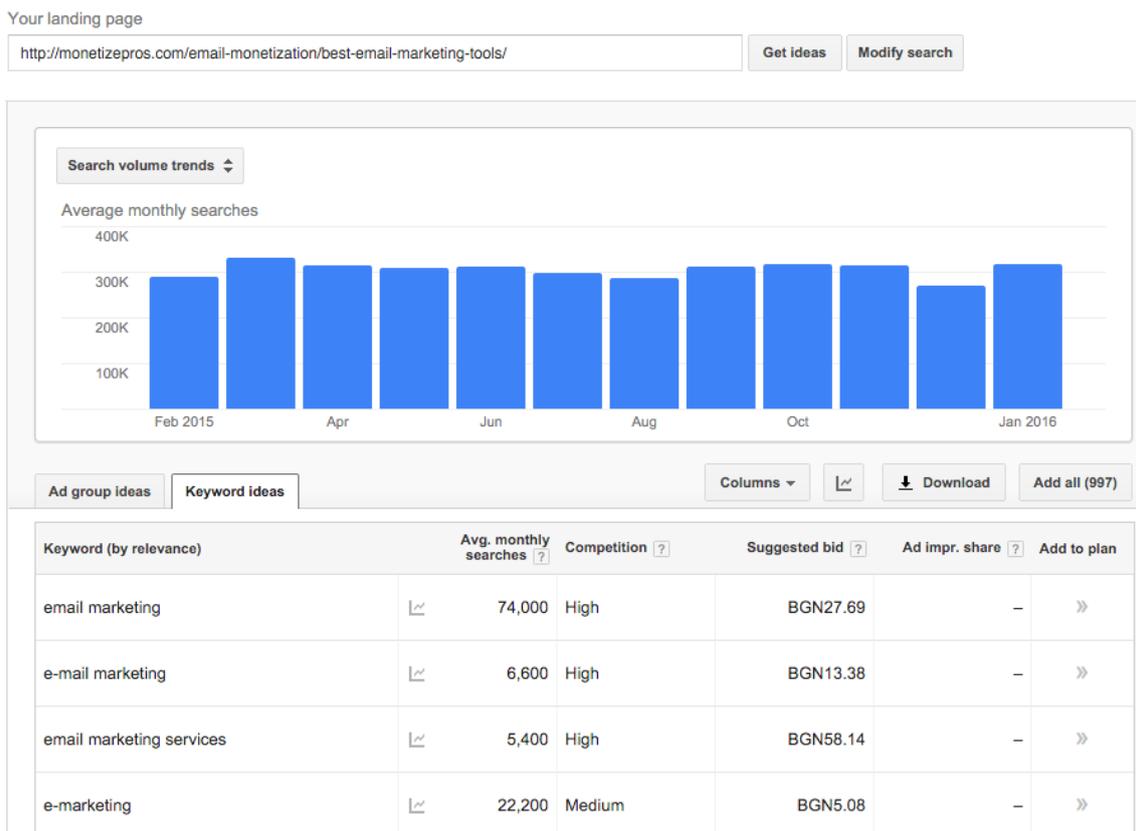
(Fig 27. A thesaurus result)

Find Ideas from a URL with Adwords Keyword Planner

This is an underused treasure in Adwords planner.

Go to Adwords > Tools > Keyword Planner > Search for new keywords using a phrase, website or category > Your landing page > Fill in your URL > Click "Get ideas" button > Keyword Ideas tab

This can be easily used with competitors URLs as well!



(Fig 28. Keyword ideas from a URL)

Ubbersuggest

Ubbersuggest is a tool that automatically generates keyword suggestions based on a seed keyword. Let's say you search for "email marketing". Ubbersuggest will show you all search results for:

- email marketing + 1
- email marketing + 2
- email marketing + 3
- email marketing + a
- email marketing + b
- email marketing + c
- and all the way to "Z"

<input type="checkbox"/>	Keyword	Seed
<input type="checkbox"/>	▼ email marketing	email marketing
<input type="checkbox"/>	▼ top 10 email marketing service providers	email marketing 1
<input type="checkbox"/>	▼ top 10 email marketing services	email marketing 1
<input type="checkbox"/>	▼ top 10 email marketing software	email marketing 1
<input type="checkbox"/>	▼ pharmaceutical email marketing 101	email marketing 1
<input type="checkbox"/>	▼ free email marketing services 100%	email marketing 1
<input type="checkbox"/>	▼ 100% free email marketing	email marketing 1
<input type="checkbox"/>	▼ 1and1 email marketing	email marketing 1
<input type="checkbox"/>	▼ 1-2-1 email marketing	email marketing 1
<input type="checkbox"/>	▼ top 20 email marketing	email marketing 2

(Fig 29. Ubbersuggest results)

As you can see this is a very efficient way to find hundreds of long-tail keyword opportunities and ideas.

OneLook Reverse Dictionary

[One Look Reverse Dictionary](#) is a powerful way to find relevant concepts. Let's say you're looking for keywords related to "mail".

Describe concept here:

Words and phrases matching your pattern:
(We're restricting the list to terms we think are related to **mail**, and sorting by relevance.)

Filter by part of speech: **All**, [nouns](#), [adjectives](#), [verbs](#), [adverbs](#)

1. armor	26. usps	51. bill	76. addressee
2. post	27. gpo	52. catalog	77. airdrop
3. send	28. sent	53. first class	78. cards
4. airmail	29. habergeon	54. mailer	79. cod
5. letter	30. hauberk	55. memo	80. dak
6. armour	31. postal	56. message	81. direct mail
7. coat of mail	32. remit	57. postage	82. emoticon
8. mailed	33. stamp	58. postman	83. entry
9. mailing	34. dot	59. rebate	84. fan
10. mailable	35. drop	60. register	85. first-class mail
11. missive	36. fax	61. reply	86. fourth-class
12. accommodation	37. frank	62. sender	87. general delivery
13. advertising	38. slot	63. carrier	88. hate
14. chain armor	39. email	64. correspondence	89. irs
15. chain armour	40. express	65. express-mail	90. mail order
16. chain mail	41. route	66. mailman	91. meter
17. ensuring	42. sort	67. pony express	92. post chaise
18. get off	43. byrnie	68. poste restante	93. postbox
19. letters	44. packet	69. postmark	94. priority mail
20. mailability	45. pouch	70. snail	95. registered post
21. postal service	46. ship	71. special delivery	96. resident
22. ring armor	47. tone	72. stagecoach	97. second class
23. ring armour	48. brigandine	73. third class	98. surface mail
24. ring mail	49. mailbag	74. 1st-class mail	99. telex
25. spam	50. pob	75. 1st class	100. wire

(Fig 30. Searching for "mail" in One Look Reverse Dictionary)

Moreover, you can search for words and suggestions if you know a definition.

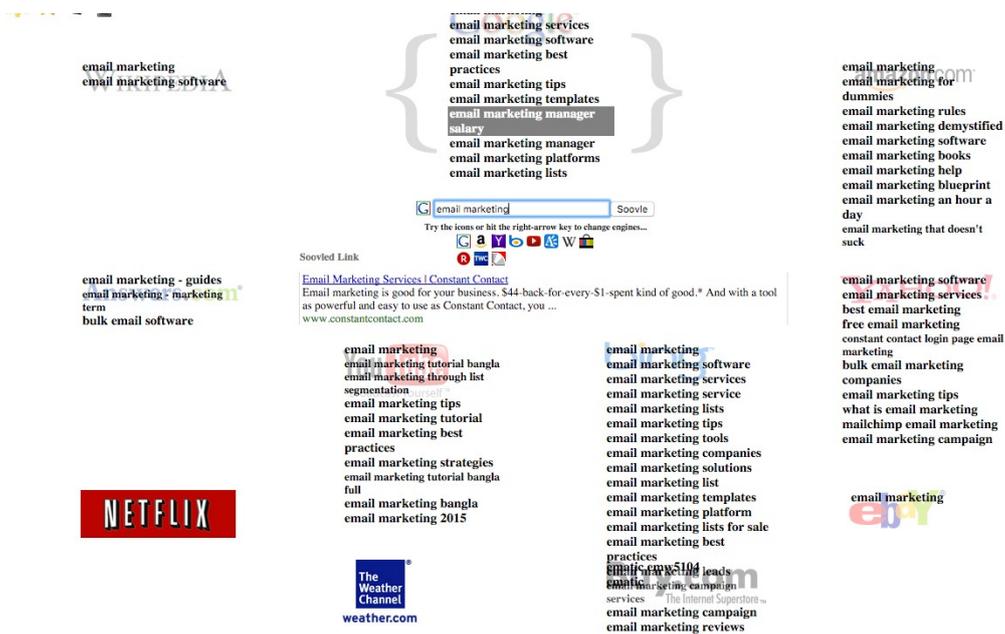
For example, you can look up for "when you are tired" and you will get some gems like:

- yawn
- zonk out
- exhausted
- fatigue
- lean on

Other Tools

There are a number of other tools you can try to get more keyword ideas.

- [Soovle](#) - Use different modifiers: best, cheap, buy, how, why, etc.



(Fig 31. Soovle suggestions)

- [TermExplorer](#)

- [KeywordTool.io](#)
- [AmaSuite](#) - extracts data from Amazon

Lateral Thinking

Lateral thinking is something I explored in my years as a graphic design student. It's the skill of thinking for the least obvious answer. A thought process that takes sideways moves in order to find as many solutions as possible.

For example:

Let's say you wrote a blog post on photography tips and wanted to promote it.

The obvious channels would be photography-related media outlets and communities.

However, some lateral suggestions could be to promote your post to soon-to-be married couples (if you're in the wedding photography business) or on Facebook groups for models and casting roles job boards. A lot of the people there might need professional tips on how to make themselves look better on a picture.

Using Buzzsumo

All right, you now have a long list of targeted topics and keyword ideas. Now it's time to find some relevant posts.

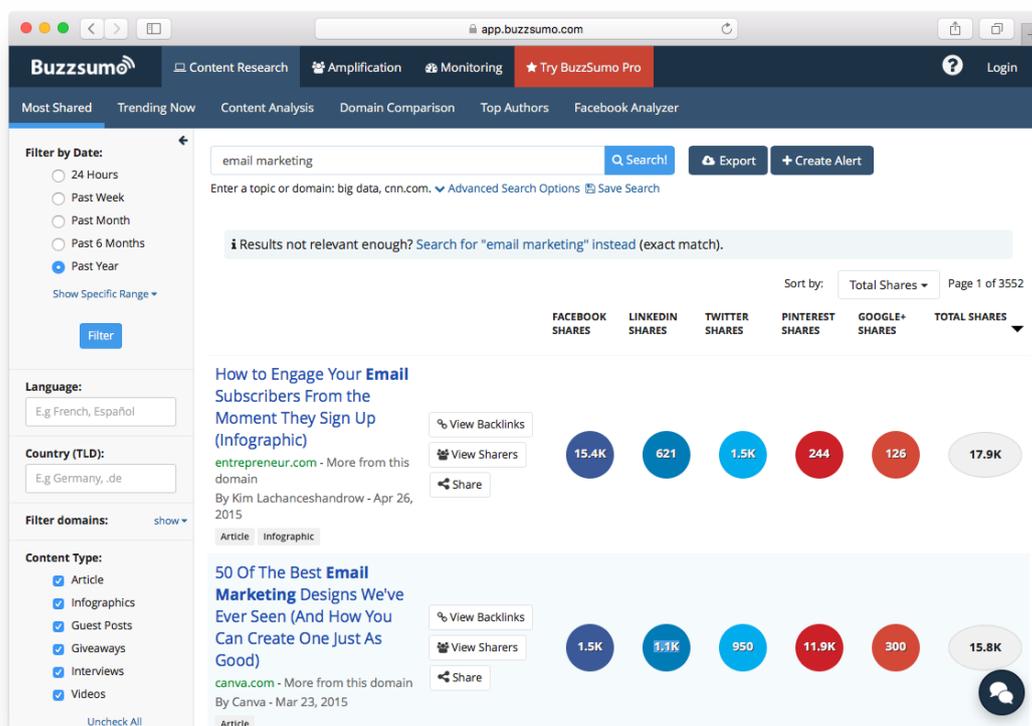
Feel free to search for those keywords in Google, but I prefer to stick with [Buzzsumo](#) for this exercise. The reason is that Google returns a lot of top-level

domain names and irrelevant results from big sites like Wikipedia, CNN, etc. that are not really good for outreach.

On the other hand, Buzzsumo finds the most shared posts for a certain keyword.

It, also, has some powerful filtering functions, and you can also export the results as CSV to include them in your outreach spreadsheet.

You just chuck in a keyword and Buzzsumo does the rest.



(Fig 32. Using BuzzSumo to find relevant posts)

How to Do Outreach to Relevant Posts?

Be genuine and engaged.

Take time to read the posts and write comments that are valuable for the writer and provoke discussions. Provide feedback, pinpoint some mistakes and suggest improvements. Also, compliment them.

Example:



This essay is spot on. I wish more designers would think like entrepreneurs.

Two years ago I took the path to transition from a web designer to a business owner and aspiring entrepreneur. I made shit loads of mistakes along the way. It took me a lot of time to stop making some of them, others I still make.

With my fist commercial project, I didn't get a single lead although my design was excellent for the time. Now I can manage to get dozens of target customer leads in a matter of days.

It makes me sad seeing so many great designers that create beautiful designs but suck at business and startups. I wrote this huge article with loads of action tips for you, design entrepreneurs.

This topic is very dear to me. I wish someone told me these mistakes when I started my transition from a web designer to an entrepreneur.

The 3 biggest mistakes I made are:

- I didn't think like a business owner
- I didn't design for conversions
- I couldn't keep up with the fast pace of changes in startups

I even wrote a 5,000 words article about my experience and mistakes as a designer founder. You can check it out [here](#).



Influencers Outreach

Listen to your influencers and monitor their content. What they write about? What they share? Then take action and engage with simple steps - follow, like, share, link. Build trust, then ask to collaborate.

Kalen from [GoodLinks](#) is an expert on building relationships with influencers on Twitter. For him, influencers outreach is all about being helpful.

“

I didn't think about any of this as influencers marketing. I just thought "This is somebody who's really into Magento. I'd love to connect with him." You try to ask questions, or you try to be helpful.

I remember one time Allan Storm, who's sort of like the godfather of the Magento Community, had some obscure question about an old version of Magento. And I was like, "Oh, yes. I can finally answer a question for Allan Storm." I cracked open the code of that version and found the answer. I answered him. I was so proud of myself.

I'm just trying to be genuinely helpful and truly build relationships with people, is what I did gradually over time.

–KALEN JORDAN, Founder GoodLinks, [Listen to the whole podcast](#)



How to Find Influencers?

In this section, I'm going to show you my 2 ways of finding influencers.

- Using Tweepi
- Using Buzzsumo

And, hey, don't forget to include all the results you get in your outreach list!

Finding Influencers With Tweepi

[Tweepi](#) is a great tool to automate your marketing and find influencers on Twitter with a cheap pricing tag starting at \$6.17/mo. Tweepi allows you to find users on Twitter by searching for:

- @user followers
- @user friends
- List members
- Copy/pasting usernames
- Tweet search
- User search

How to find influencers on Tweepi?

[Go to Follow Tools > User Search > Search for a topic](#)



(Fig 33. Find influencers with Tweepi)

This search will return all the users that have the keyword in their Bios.

Click on Columns and check Follow ratio, Statuses Count, Language

This will unveil some more useful information about these users.

@USER	LOCATION	LAST TWEETED	FOLLOWER...	FOLLOW RATIO	STATUSES COU...	LANGUAGE	LAST ACTION ...
@EMAIL_LONDON	#London and #Gibraltar	9 hours ago	906	108%	5,209	English	
@emailktnews		2 years ago	996	92%	8,172	English	
@ArtOfEmails		3 years ago	1,238	68%	359	English	
@emailmarnow	london	3 days ago	1,239	64%	1,366	English	
@AwesomeAutoRes	Download Your Free Guide	2 days ago	1,525	100%	1,096	English	
@EmailResources		4 years ago	1,801	94%	961	English	
@MailingListPro	www.EmailsM...	4 years ago	2,099	98%	1,556	English	

(Fig 34. Tweepi Columns)

Click on Followers count table.

This will show you the users with most followers first (a.k.a the influencers).

@USER	BIO	LOCATION	LAST TWEETED	FOLLOWER...	FOLLOW RATIO
 @MailChimp MailChimp Neither	Send better email , sell more stuff.	Atlanta, GA	17 minutes ago	196,078	1153%
 @dwakabayashi Dennis Wakabayashi Neither	Digital strategist executing on critically acclaimed web sites, social media strategies and email marketing for global brands.	USA	16 hours ago	188,032	2303%
 @VR4SmallBiz VerticalResponse Mutual friendship	Email marketing and a whole lot more! Follow for the latest news, special deals, tips, and how-tos for all your direct marketing and	San Francisco, CA	3 days ago	185,524	119%
 @Marketingland Marketing Land Neither	Digital & Internet Marketing News Daily. Producers of @sengineland @smx & @martechconf. #Martech #CMO #Social		8 hours ago	146,911	9999%
 @Silverpop IBM Marketing Cloud Neither	Cloud-based digital marketing solution. Part of @IBMCommerce. Managed by @EmilySMayy & @MFeatherstone.	Global	7 hours ago	71,878	645%

(Fig 35. Tweepi Sort)

To find the perfect match click on the “Add criteria” button and add your filters.

Here’s what filters I usually use to find influencers:



The screenshot shows the Tweepi filters interface with the following criteria:

- Search: Users matching "email marketing"
- Relationship: Friend or follower (You are not following)
- Statuses count: is greater than 100
- Followers count: is greater than 2000
- Followers count: is less than 10000
- Follow ratio: is greater than 60
- Follow ratio: is less than 140

Buttons: + Add criteria, Saved Filters

(Fig 36. Tweepi filters)

This will show all users that:

- Have at least 100 statuses published.
- Have at least 2,000 followers.

- But no more than 100,000 followers. If you're just starting out, it's unlikely people with millions of followers to notice you.
- Follow ratio is between 60% to 140%. Follow ratio is the number of followers to the number of following. Users with 60%-140% tend to follow back the most. You don't want users that don't follow anyone, neither you want users that have very tiny % of followers compared to their following number.

Finding Influencers With Buzzsumo

Buzzsumo can be used for a hell of a lot of things, and finding influencers is one of them.

Paste in a URL of a popular relevant post > Click on "View sharers" > Ta-daa. All the influencers that have shared the articles.

The screenshot shows the Buzzsumo search interface. At the top, there is a search bar containing the URL 'https://ryanbattles.com/saas-marketing-essentials' and buttons for 'Search!', 'Export', and 'Create Alert'. Below the search bar, there are tabs for 'Content' and 'Backlinks', and a 'Sort by: Total Shares' dropdown. The search results for 'SaaS Marketing Essentials' are displayed, including the article title, author 'Ryan Battles', and date 'Jan 13, 2015'. A row of social media share counts is shown: Facebook Shares (5), LinkedIn Shares (11), Twitter Shares (98), Pinterest Shares (1), Google+ Shares (0), and Total Shares (115). A blue arrow points to the 'View Sharers' button, which is located between the article details and the share counts.

Platform	Shares
Facebook Shares	5
LinkedIn Shares	11
Twitter Shares	98
Pinterest Shares	1
Google+ Shares	0
Total Shares	115

(Fig 37. Buzzsumo view sharers)

You can then filter them Average retweets or number of followers.

Users that shared: "SaaS Marketing Essentials" ryanbattles.com

← Back Export

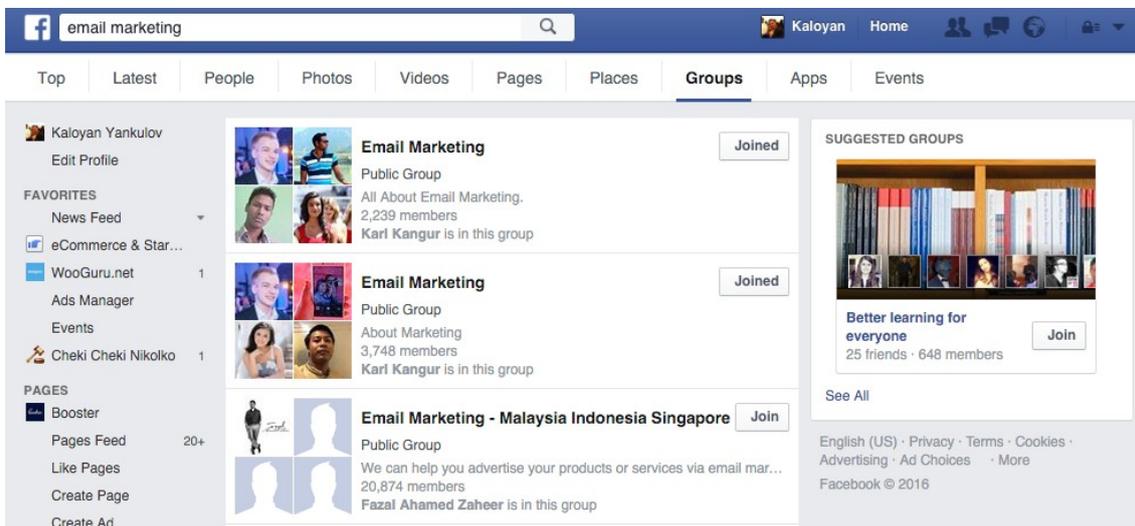
Sort by: Average Retweets Page 1 of 2

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
 <p>Hiten Shah @hshah hiten.com Started two SaaS companies, @CrazyEgg and KISSmetrics with @NeilPatel. One is self-funded & the other is venture backed. I enjoy helping others think. Influencer blogger</p>	25	12	198,428	53%	18%	4.8
 <p>Rob Walling @robwalling softwarebyrob.com Serial SaaS entrepreneur. Co-founder of https://t.co/6tHWsMjLi and https://t.co/GlDeqmqWVs. Blogger Influencer</p>	54	45	11,135	15%	67%	1.9

(Fig 38. Buzzsumo influencers)

Facebook Groups Outreach

Use the power of Facebook communities for targeted outreach.



The screenshot shows a Facebook search for "email marketing" with the "Groups" tab selected. The search results display three groups:

- Email Marketing** (Public Group): All About Email Marketing. 2,239 members. Karl Kangur is in this group. Status: **Joined**.
- Email Marketing** (Public Group): About Marketing. 3,748 members. Karl Kangur is in this group. Status: **Joined**.
- Email Marketing - Malaysia Indonesia Singapore** (Public Group): We can help you advertise your products or services via email mar... 20,874 members. Fazal Ahamed Zaheer is in this group. Status: **Join**.

On the right, there is a "SUGGESTED GROUPS" section featuring a group titled "Better learning for everyone" with 25 friends and 648 members, and a "Join" button.

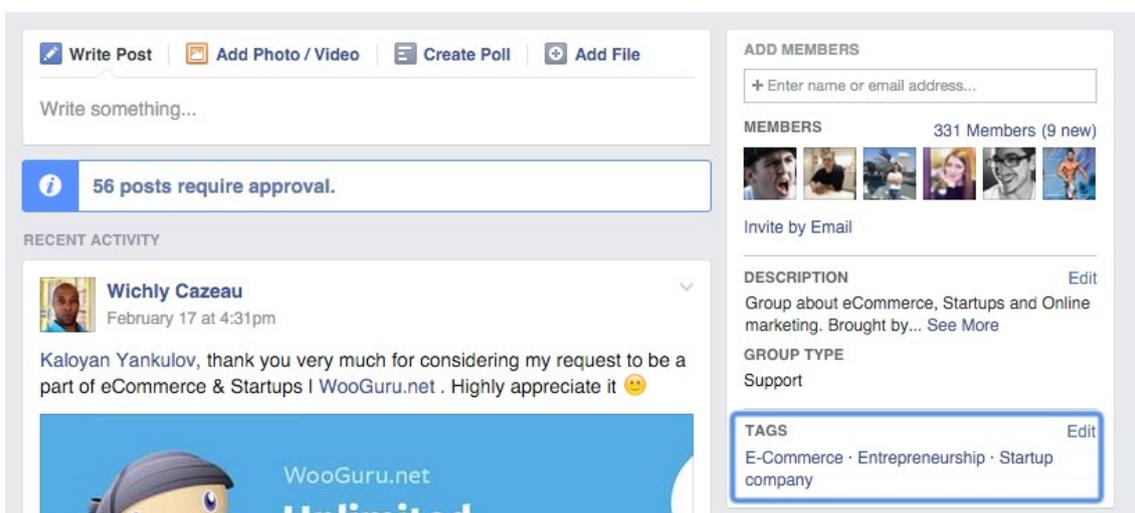
(Fig 39. Search for Facebook groups)

Facebook groups are crazy full of relevant audiences.

Start out by prospecting potential Facebook groups that seem like a good fit for your niche.

Head out to Facebook search > Type in any of your target keywords > Then click on the Groups tab

Another little trick to find some more Facebook groups is by using the Group tags located in the right sidebar of a Facebook group.



(Fig 40. Facebook group tags)

Note: the group tags are hidden if you're not a member of the group

How to do Facebook Groups Outreach?

Most people would go straight for the status form and spit out a shameless self-promotion.

Look at all these spam posts in my [Facebook group](#) awaiting approval and just picture how many of these posts a larger group gets.



56 posts require approval.

(Fig 41. Facebook spam posts awaiting approval)

You know what is the definition of insanity? Doing the same thing over and over again and expecting different results.

I already assume you're not insane and prefer to do your outreach with some direction so here's a tactic for you:

Read the Group Rules

The group rules are usually located on the right or pinned as a post on top. Some groups like [Internet Marketing Superfans](#) don't allow linking at all.

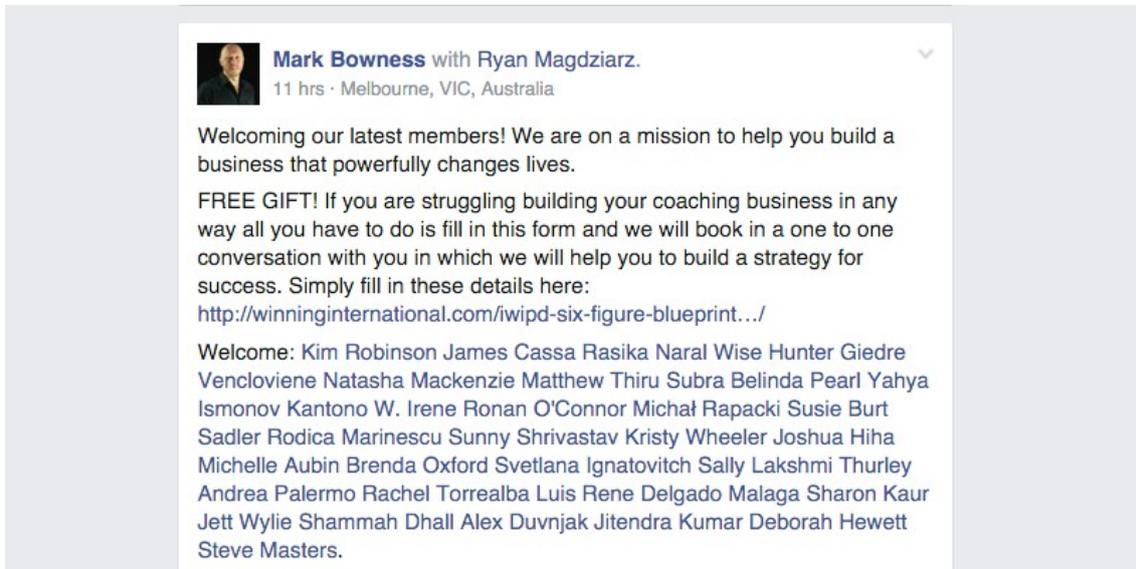
Harsh but fair group rules:

SIMPLE GROUP RULES:

- 1. NO Promotions of any kind! (blog links, site links, etc)*
- 2. NO JV/Webinar invitations/announces/requests/posts*
- 3. NO "review my site/lander" requests (be specific w/questions)*
- 4. NO "viral videos" or "quotes" please (kony, motivate of day, etc)*
- 5. NO Trash Talking! (No posts, Programs...nothing)*

Take Some Time to Introduce Yourself

Some groups like “I Work in Personal Development” have a daily introduction updates. Look out for such statuses.



(Fig 42. Facebook group introduction posts)

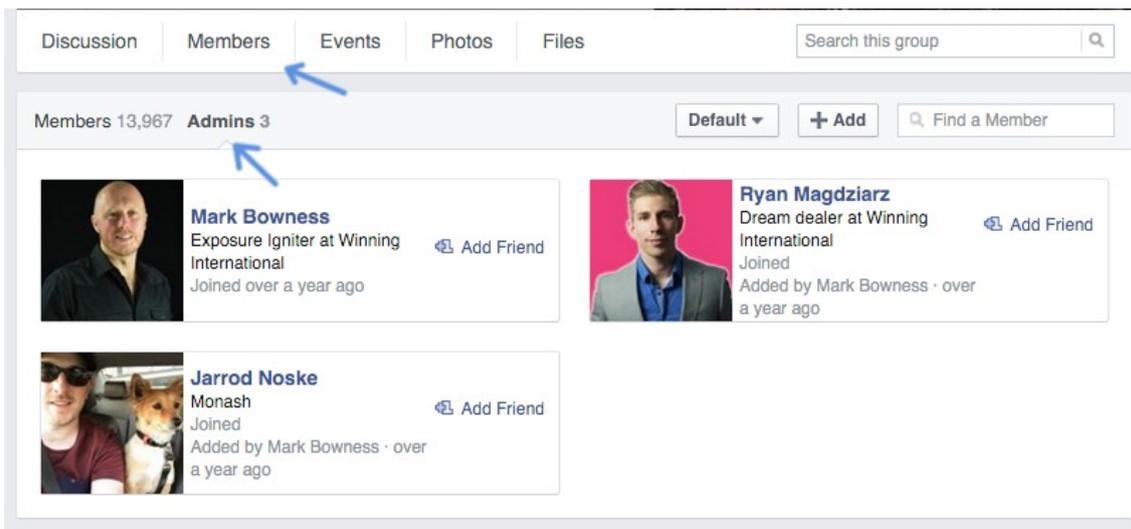
Engage with the Group

Never promote your product or service in your first 2-3 posts. Take some time to figure out who the decision makers are, and the most engaged people in the group.

Write a couple of in-depth posts that genuinely help the group members.

Send the Admins an Offer They Can't Resist

1) Find out who the group admin is by [going to Members > Admins](#).



(Fig 43. Find the group admins)

2) Frame your offer attractively so they can't resist it.

The formula for a great message like this is:

Tickle their ego with a compliment about the group + short introduction + an exclusive product promotion for their group ONLY + visual promotion asset

Steal this script:

Hi |admin name|,

Joined your group |group name|, and I love it!

Lots of good info and the whole community is very helpful. Would be happy to contribute.

Btw, I launched a product for |product category|, and I think the group members would benefit from it. So I thought of giving you an exclusive discount for you and the group community. It's |discount|, and available till |date|. What do you think?

I've also attached a cool image, you can use in case you decide to post about this promo. |image attached|

If this looks confusing, here's a real life example:



Hi Alex,

Joined the "Star Wars Federation" group, and I love it so far! Great community of Star Wars fans. Would love to contribute in future.

Btw, I launched an online store for geeky products and novelty gifts for men. We even have a special Star Wars product category. I thought some of the Star Wars fans in the group might like our products. I'd like to give you a special discount for you and community in the group. It's 20% OFF for all Star Wars products on our website until 3rd of March.

What do you think?

I've also attached a cool image you can use in case you decide to post about this promo. Check out the image below.

Attached image:



(Fig 44. The text is in Bulgarian because the original message was for a Bulgarian FB group. It says, "20% OFF on all Star Wars products. With promo code SW20-OFF")



Finding Relevant Twitter Lists

I guess your Twitter feed is busy. There's a better way to keep up with significant updates on Twitter.

Twitter lists.

They're also an underused outreach opportunity and a chance to get a bit more exposure.

Searching for lists through Twitter function got deprecated some time ago.

Fear not, as I have a very promising alternative for you.

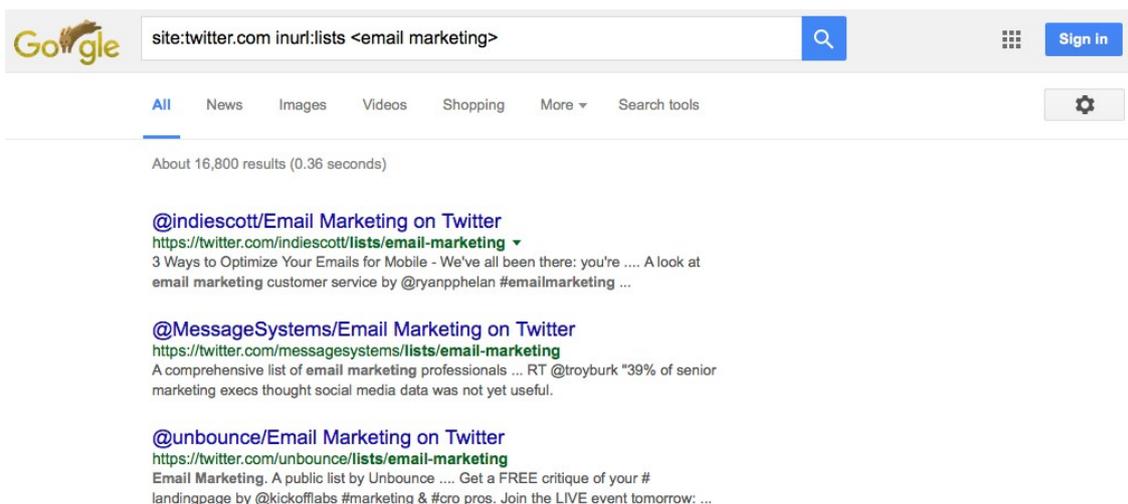
Go to Google and search for:

```
site:twitter.com inurl:lists <keyword>
```

For example, if you're looking for twitter lists on email marketing:

```
site:twitter.com inurl:lists <email marketing>
```

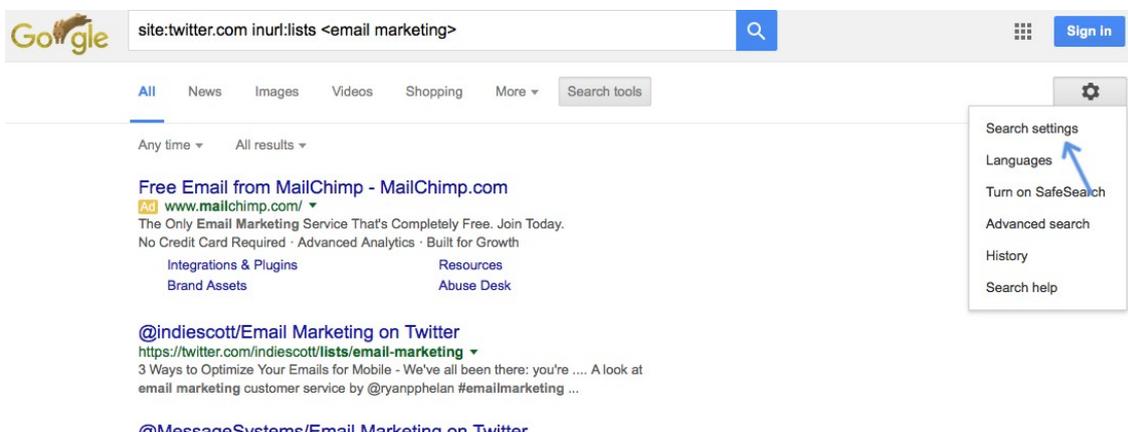
This will return all relevant twitter lists.



(Fig 45. Google Search for Twitter list)

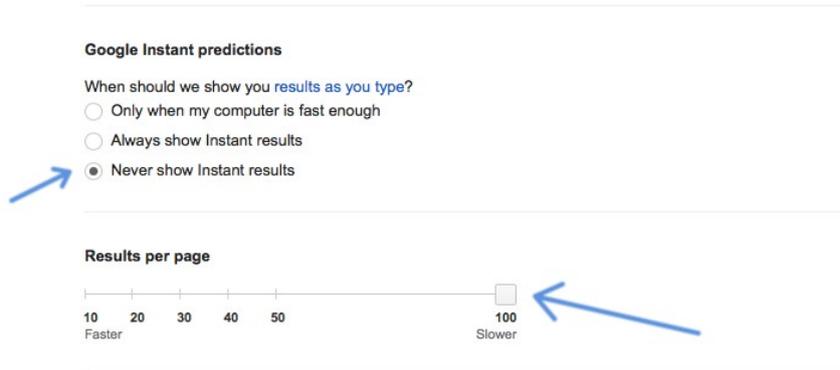
Exporting Twitter List Results With Moz Bar

First off, click on the Gear icon top right while you're on the SERP (search engine results page) > Search settings.



(Fig 46. Google Search settings)

Select "Never show Instant results" > Then on "Results by page" choose 100 > Save

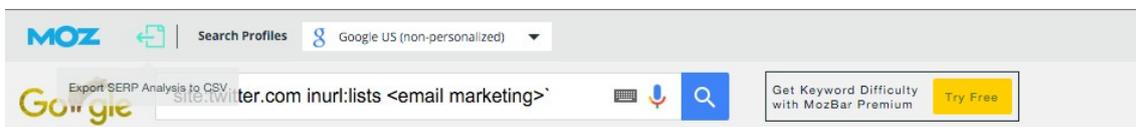


(Fig 47. Show 100 results per page)

Now you should see 100 twitter lists per page.

Next, download and install [MozBar](#) extension. Go back to Google Search and search for twitter lists using the same search parameter. Click on the MozBar icon in the extensions bar in top right to open MozBar while on the SERP.

Now click Export SERP analysis to CSV:



(Fig 48. Export Twitter lists results from Google SERP)

You will get a CSV file with all 100 Twitter lists links. Go and paste it in your outreach list document.

Position	URL	Title	Description
0	https://twitter.com/indiescott/lists/email-marketing	@indiescott/Email Marketing on Twitter	3 Ways to Optimize Your Emails for Mobile - We've all been there: you're ... A look at email marketing customer service by @ryanpohelan #emailmarketing ...
1	https://twitter.com/messagesystems/lists/email-marketing	@MessageSystems/Email Marketing on Twitter	A comprehensive list of email marketing professionals ... RT @troyburt "39% of senior marketing execs thought social media data was not yet useful.
2	https://twitter.com/unbounce/lists/email-marketing	@unbounce/Email Marketing on Twitter	Email Marketing. A public list by Unbounce ... Get a FREE critique of your #landingpage by @kickofflabs #marketing & #cro pros. Join the LIVE event tomorrow: ...
3	https://twitter.com/danegolden/lists/email-marketing-stars	@danegolden/Email Marketing Stars on Twitter	Keyboard Shortcuts. Keyboard shortcuts are available for common actions and site navigation. View Keyboard Shortcuts Dismiss this message.
4	https://twitter.com/embee/lists/email-marketing	@embee/Email Marketing on Twitter	Get to know some of the best practices in #EmailMarketing and allow @Hanspost to get you ... In-store Birthday & Email List Opt-in for Salon Marketing w/ wizE ...
5	https://twitter.com/danegolden/lists/email-marketing-gurus	@danegolden/Email Marketing Gurus on Twitter	Email Marketing Gurus. A public list by Dane Golden ... Linda A. @homeworkerswork 7h7 hours ago. Send your message to active marketers EVERY DAY!
6	https://twitter.com/returnpath/lists/email-marketing-wizards	@returnpath/Email Marketing Wizards on Twitter	Email Marketing Blog @EmailMarketer... Follow ... Getting the Most from Your Email Content by @susanukhinskas http://clck.com/2427732 #emailmarketing.
7	https://twitter.com/aschottmuller/lists/email-marketing	@aschottmuller/Email Marketing on Twitter	How #Agencies Can Use Branded Content Marketing to Stand Out from the ... See how shoe company On uses email marketing to thank their customers for a ...
8	https://twitter.com/lukeanker/lists/top-1000-email-experts	@lukeanker/Top 1000 Email Experts on Twitter	Had a great #emailmarketing conversation with @DelaQuist at the #mpes opening event! ... E-Mail Marketing: Another victim of Phishing and Online Theft.
9	https://twitter.com/chescabrese/lists/email-marketing	@Chescabrese/Email Marketing on Twitter	Need to get more email subscribers? Try using social proof. ... iContact: @iContact 3h3 hours ago. Looking to 2016 with our new VR Marketing, Nancy Vodicka.

(Fig 49. Moz report)

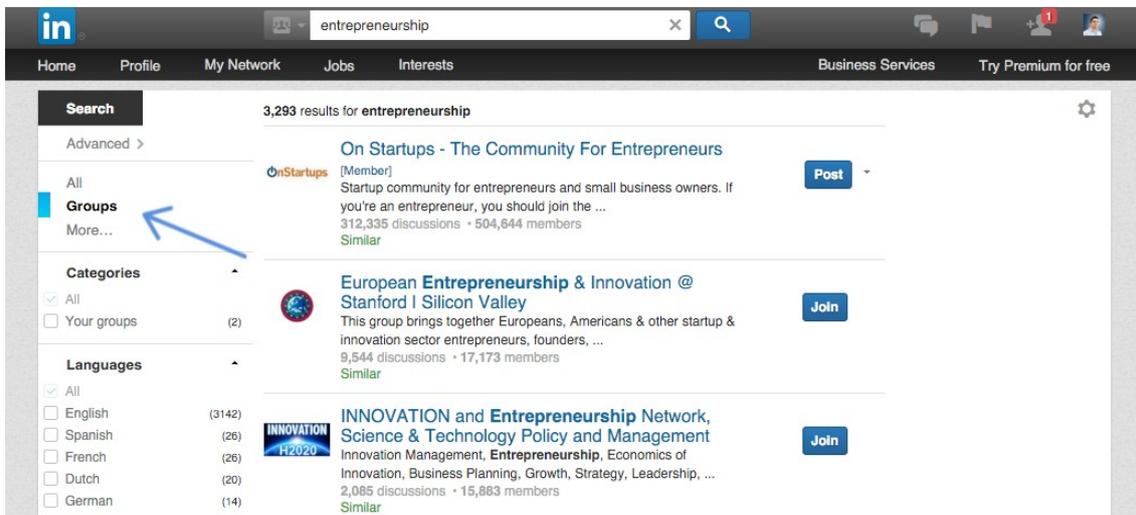
LinkedIn Groups

The power of LinkedIn groups outreach lies in 2 functions:

- The multi-group share. I.e, you can share 1 post to as many groups as you like, as long as you're a member of those groups.
- You can send free InMails to other members of the same group.

First, let's briefly revisit how to find groups on LinkedIn:

Search LinkedIn for a relevant keyword, then select Groups in the left sidebar of the search page:

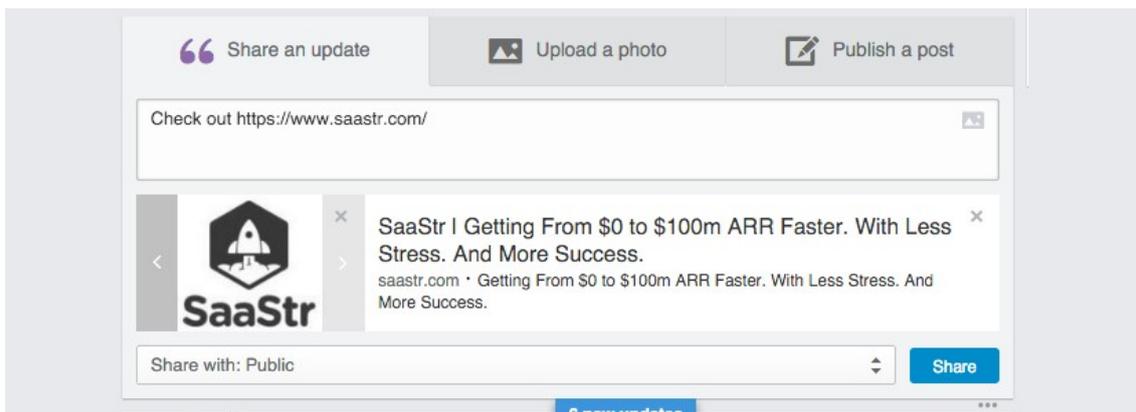


(Fig 50. Finding LinkedIn groups)

Sharing the Same Conversion to Multiple Groups on LinkedIn

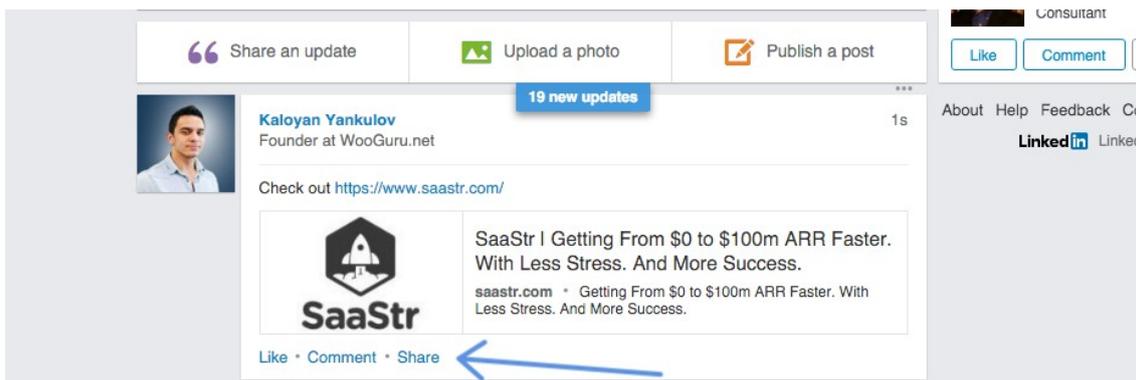
Here's how to do it:

1) Share your post using the LinkedIn default share.



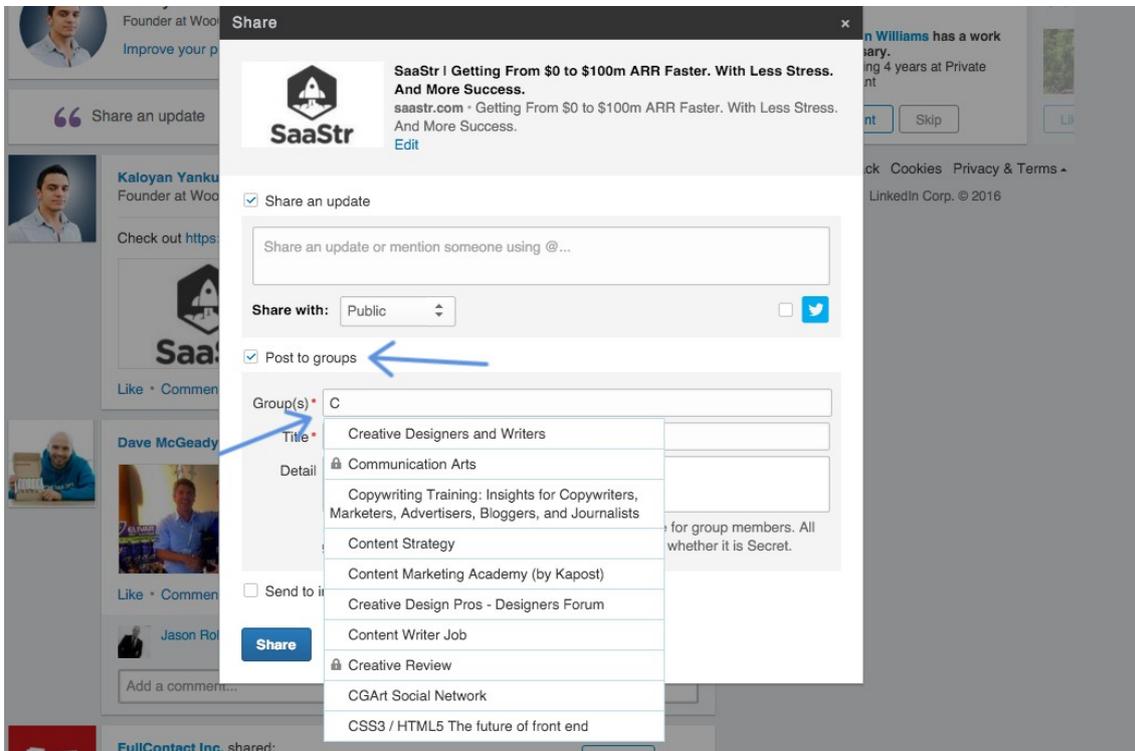
(Fig 51. LinkedIn new update)

2) Your update should appear automatically on top of your feed. Click on Share.



(Fig 52. Share your update)

3) Click on “Post to groups”. Select groups. It only works with groups that you’re already a member of. You can select as many groups as you like!



(Fig 53. Select LinkedIn Groups that you’ve joined)

4) Share :)

Sending Free inMails

This is a quick outreach “hack” you can apply to send free private messages on LinkedIn.

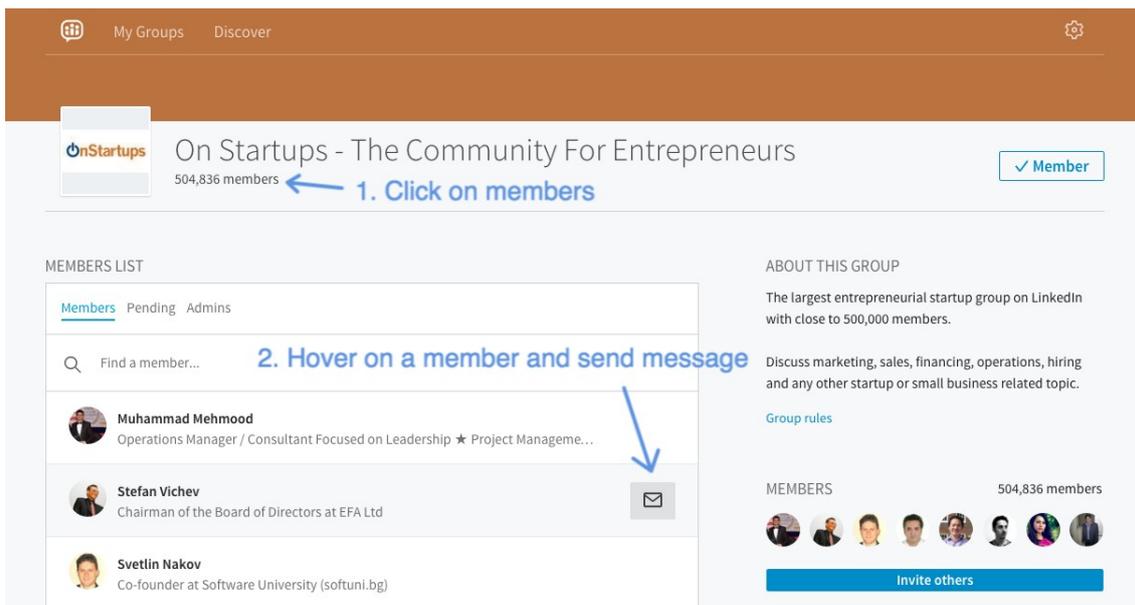
As you know, there are 2 ways to send a PM to a person on LinkedIn:

- Regular message if you're both connections.
- inMail if the individual is not a connection. inMail is a paid function and requires a Premium subscription.

There's a little trick to avoid the inMail feature altogether and send free PMs.

Here's how it works:

- Join a group where the person you want to contact is also a member.
- Click on "Members" and find the person. You can also search for a name.
- Hover on his profile and you'll see the envelope icon. Click it and you can write free messages.



(Fig 54. Sending free LinkedIn messages through LinkedIn Groups)

Notice that if you try to contact the same person directly through his account, you'll have to send inMail.

Note: Free messages sent through groups are limited to 15-20 per month.

How NOT to Be a Marketer on Reddit?



"It's perfectly fine to be a redditor with a website, it's not okay to be a website with a reddit account."

–REDDIT Self-promotion Policy



You're a marketer and Reddit hates you. If they see you promoting, they will humiliate and destroy you.

I know your natural instinct is to treat it like every other social network and PROMOTE, PROMOTE, PROMOTE. But trust me, don't do this with Reddit, unless you want to get angry and banned.

There's a solution, though, so bear with me.

Reddit for Content Promotion

Redditors are extremely sensitive to promotion. Even if you have the most amazing and helpful content on the whole wide web, they'll still hate you and avoid going to your website by any means.

There's a way to work around that. It's called **content republishing**.

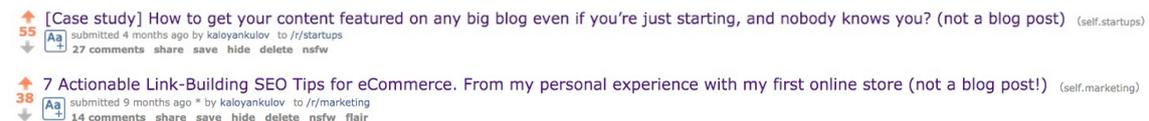
You have to give it all away for the Redditors. This happens when you offer them the path of least resistance.

Compare my direct promo links to my blog:



(Fig 55. Bad way to promote on Reddit)

To my republished content on Reddit:



(Fig 56. Good way to promote on Reddit)

They barely get 3-5 upvotes with just a few comments. On the other hand, with content republishing I'm consistently able to get dozens of upvotes and comments. Not only that but thanks to [this post](#) I was able to get my **first 4 paying customers for WooGuru** or **\$636 of MRR** (monthly recurring revenue), even before the service was live.

How Republishing Works?

Republishing is posting your original content on other networks as if they're your own blog. You give away the whole content for free.

Yes, yes, I know what you're saying now. "Reddit will outrank my original blog content that way." And probably you're right. But what do you care more

about - getting leads and paying customers quickly or waiting ages to rank on Google to eventually get some clients?

Moreover, content republishing is not something you'd want to do with each and every blog post. It's something you do from time to time to get more traffic from other networks and build an audience there.

Shy Promotion

The way you promote your stuff on Reddit is by being shy and humble.

Once you get your sexy post publishing-ready, you just include a tiny little link to your project at the end of the post.

Like that:

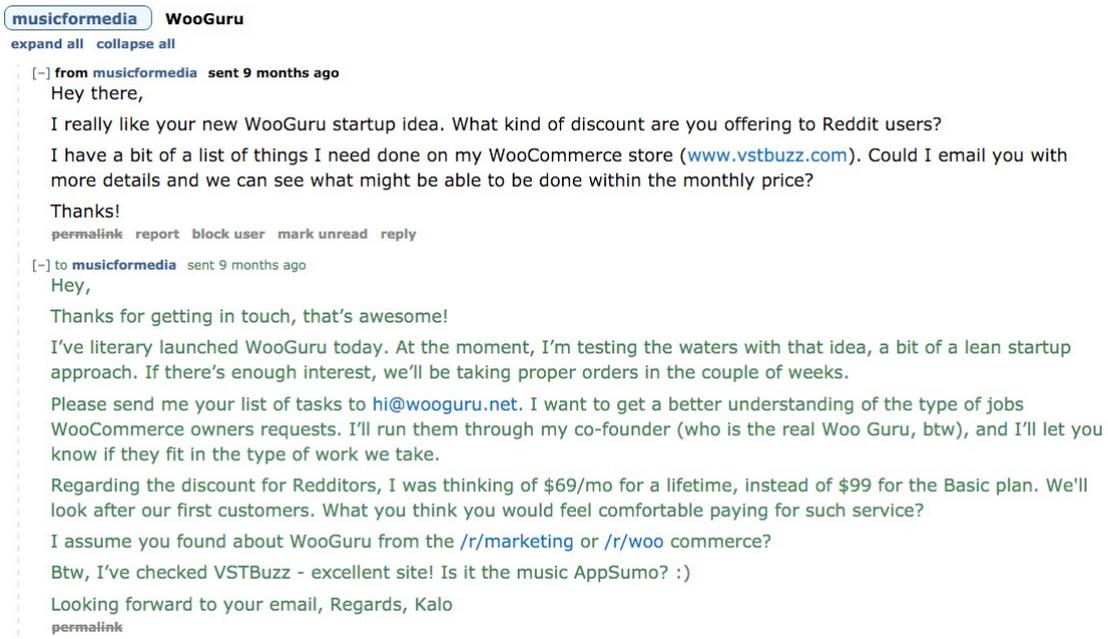
P.s. If you are using WooCommerce for your store: I've started a [new project](#) that takes care of technical gremlins and helps online store owners with SEO. Drop me a message if you need help and get a discount as a Reddit user.

(Fig 57. Humble enough to get me 4 paying customers)

Make sure to offer an exclusive deal for Reddit users. This could be in the form of a discount, giveaway, etc.

This resulted in few people reaching out to me asking to learn more about the WooGuru service.

One of the DMs I received:



(Fig 58. WooGuru's first ever customer contacted me through Reddit)

VSTBuzz is WooGuru's first client. Almost 12 months later he is still with us.

Guest Blogging Outreach

I love [this video](#) on Mixergy by the co-founder of Buffer.

One of the key takeaways is to write blog posts for a wider audience:

The problem is that customers aren't the ones who will send you the most traffic, neither are potential customers. Instead, you need to reach "a broad audience that could be inspired," he says. These are people that could interact with your potential customers.

The Relevance Scale



(Fig 59. The Relevance Scale from [The Content Marketing Manifesto SlideShare](#))

2 networks Leo recommends for starting up with guest blogging are:

- MyBlogGuest
- BloggerLinkUp

Think of topics on which you can become a trustworthy expert:

- marketing
- people and processes
- hobbies
- whatever your business niche is.

Identify blogs that would be a good fit for your content. Figure out what is the most popular content on these blogs and then pitch the blog owners.

I like the use this script for guest blogging outreach:



Hello |name of blogger|,

|Short Introduction|.

I'd like to share my knowledge with other people on the topics of |your topic|. Last few days I've been writing an article on |your topic|. I noticed that your readers are interested in |the topic|. I think I can contribute to your blog by talking about the following points:

|A brief list of things you are going to write in your post|

I think this material will be well worth for your readers, what do you say?

Best,

|Your name|



Section Wrap-up

Phew! That was a long section.

By now you should have a solid outreach list ready, and made up your mind what tactics to use.

In this chapter I showed you how to do outreach:

- By using post mentions.
- By approaching big media outlets.
- How to generate more outreach ideas by finding relevant keywords.
- How to do influencers outreach.
- How to outreach to Facebook groups.
- And LinkedIn groups.
- How to find targeted Twitter lists.
- How NOT to be a marketer on Reddit
- And some guest blogging tips.

Next chapter is all about finding the right person's real contact data!

Are you ready?

Find Anybody's Real Email & Social Profiles

If you've been following my advice from the previous chapter, your outreach list should look like this by now:

Mentions											
A list of the people or companies that you've mentioned in your blog post.											
How to use?											
Let them know you've featured them in your post and ask them for a share or a link.											
Tips											
People in charge are included on the right. These are the people responsible for the content or inbound marketing. The ones that are most likely to share your content or give you a link. You'll thank me later :)											
Your Mention		Company Info						Person in Charge Info			
URL	Title	Name	Facebook	Twitter	LinkedIn	Email	Name	Position	Facebook	Twitter	LinkedIn
http://www.infusionsoft.com/	InfusionSoft										
http://mailchimp.com/	MailChimp										
http://www.getresponse.com/	GetResponse										
http://www.activecampaign.com/	ActiveCampaign										
http://www.aweber.com/	Aweber										
http://www.benchmarkemail.com/	Benchmark Email										
https://www.campaignmonitor.com/	CampaignMonitor										
http://www.constantcontact.com/	ConstantContact										
http://go.icontact.com/	iContact										
https://mailme.com/	MailMe										
http://www.dotmailer.com/	DotMailer										
http://optinmonster.com/	OptinMonster										
http://optinarchitect.com/	OptinArchitect										
https://thrivethemes.com/	ThriveLeads										
https://sumome.com/	SumoMe										
http://exitmonitor.com/	ExitMonitor										
http://www.getreoster.com/	GetReoster										
https://poppy.com/	Poppy										
http://codecanyon.net/item/ninja-ninja-popups/	NinjaPopups										
http://popupdomination.com/v3/	PopupDomination										
http://snip.ly/	Snip.ly										
http://pediact.com/	PediAct										
http://codecanyon.net/item/optin-content-locker/	Optin Content Locker										

(Fig 60. Outreach list with no contacts yet)

Notice what's missing?

Yes, the contact info. You can't do any outreach if you don't have a real email address.

Finding the right person in charge and their real email address and social profiles is a tedious, hard job. That's why most of you will outsource it.

However, there's a certain power in knowing how to find anyone's email contact info without having to spend money or waiting for contractors to help you. Especially when you're bootstrapping, and every penny is precious.

I'm going to show you few methods of finding even the most obscure of email addresses out there.

Let's start by warming up with something easy.

Quick Ways to Find Companies Social Profiles

Rather than browsing each and every social network to collect all the profile links of a company, use one of these methods instead.

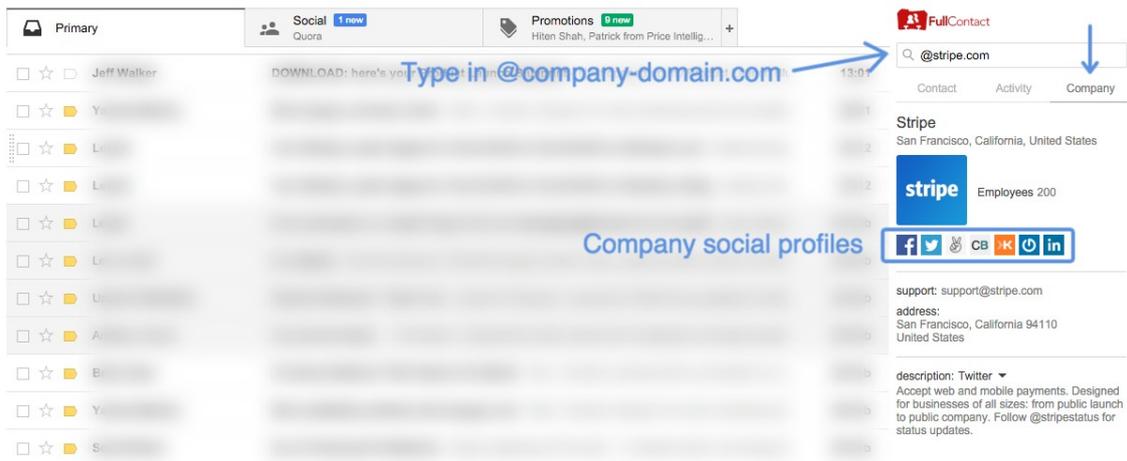
Full Contact

[Full Contact](#) is a solid Rapportive alternative. It's a browser extension that allows you to find anyone's social profile via email, and organize your contacts in a sexy web directory of your own.

Full Contact is free, and it's an easy way to find companies social profiles, too. All you need to know is the company domain name.

[Install the Chrome extension > Go to your Gmail account > Type in @company-domain.com in Full Contact > Click on the Company tab](#)

Notice that you don't need to know a real email on that domain. You only have to include the "@" symbol in front of the domain name and FullContact will return the company social profiles.



(Fig 61. Using FullContact to find company social profiles)

Clearbit Connect

Clearbit is a relatively new tool on the market. They offer B2B APIs for finding people information and are quite expensive for personal use.

However, they have Connect Gmail plugin which allows you to search for people and company profiles.

Install the plugin > Go to your Gmail > Search for an email.

You then can see the company info.

The data returned is:

- Company title
- Type (public/private)
- Capital raised
- Employees

- Location
- Social profiles



(Fig 62. Finding company social profiles with Clearbit)

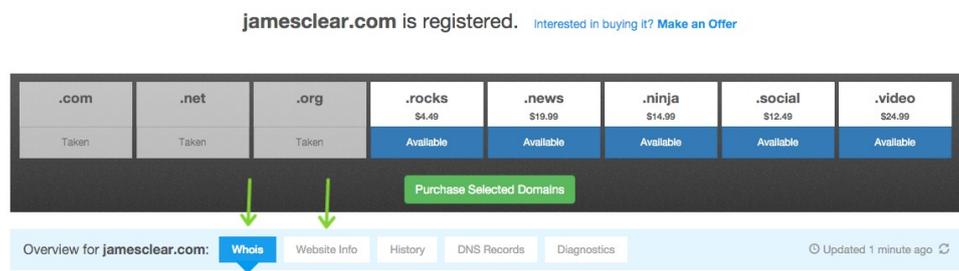
Use Whois to Find the Owner's Email

Who.is is a quick way to find the site owner's email.

It works perfectly well for personal blogs and small websites. You won't get the same success rate looking for the owner of a big media through Who.is, though.

For [example](#).

Make sure to check both "Raw Registrar Data" under the Whois tab and the "Website Info" tab as they contain different type of information.



(Fig 63. Check both tabs on Who.is)



(Fig 64. Using Who.is to find a person's email)

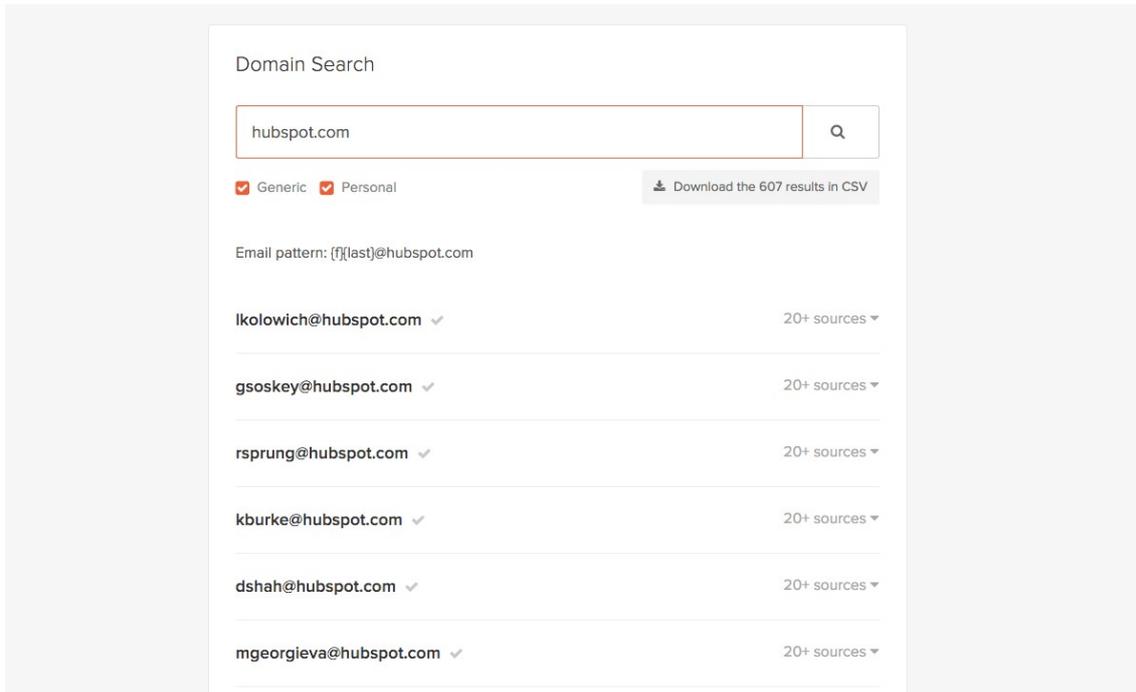
Use Email Hunter to Find All Emails for a Domain

DomainHunter is a great online tool to find all email addresses for a given domain name.

You just type in a domain name, and the tool returns a number of emails found on that domain.

You can then filter emails by Generic (contact@, info@, help@, etc.) or Personal.

It even shows you an email pattern the company uses.



(Fig 65. Using EmailHunter to find all emails on a domain name)

The more “sources” found for an email, the more confident the hunter is with the result.

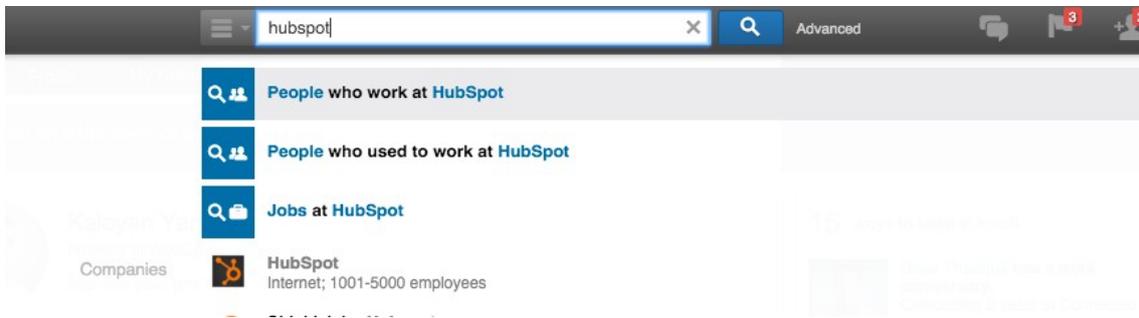
Note: Not all emails returned by EmailHunters are valid emails. You should always check if an email found is actually a real email. Read this chapter, as I’m going to show you some easy ways to make sure an email is real.

Find the Person in Charge by Searching on LinkedIn

A big bunch of outreach and prospecting plugins work with LinkedIn. And there’s a reason for that. There’s a good chance that big part of your prospects will be on LinkedIn. You just have to find them.

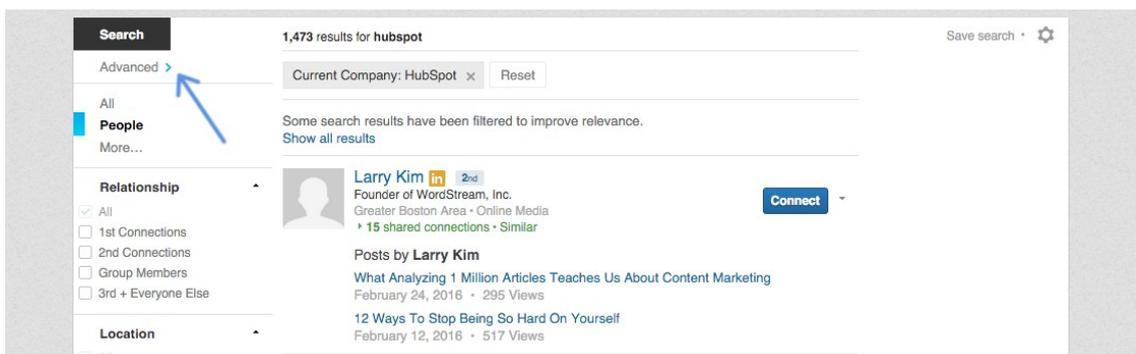
Let’s say we want to find the person in charge of content marketing and blog management at HubSpot.

Go to LinkedIn > Search for HubSpot > Click on "People who work at HubSpot"



(Fig 66. Find people who work in a company on LinkedIn)

In the left sidebar of the search results click on Advanced



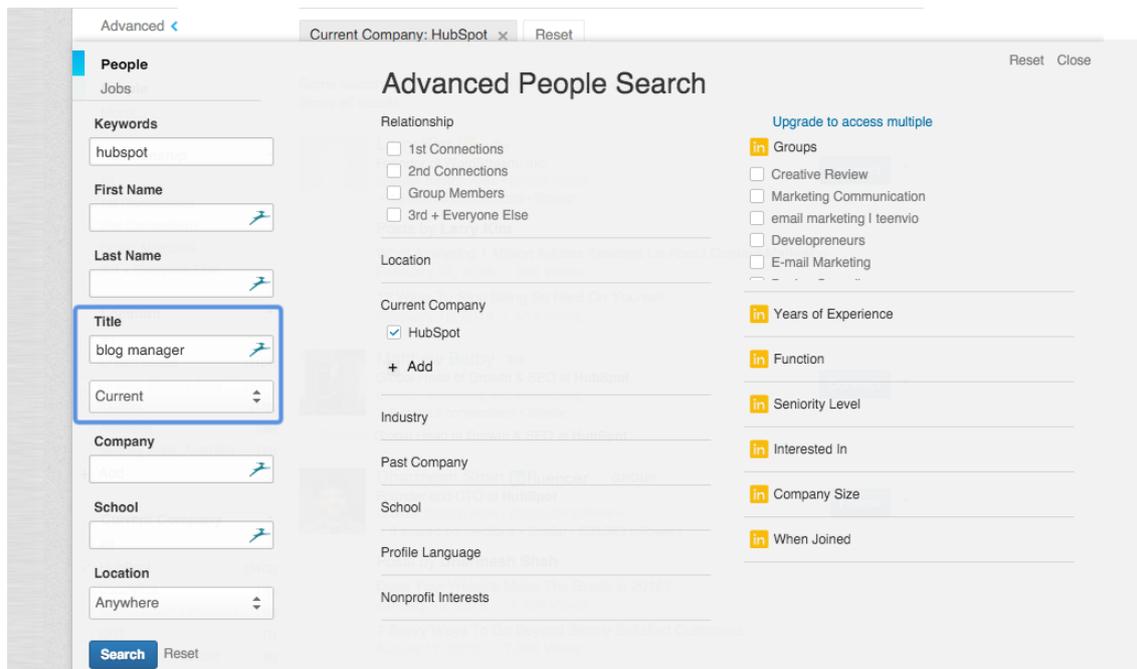
(Fig 67. Click on advanced search)

Try searching for different job positions related to what you're looking for. Be creative.

For example:

- blog manager
- content marketer
- editor-in-chief

- content creator
- writer
- content contributor

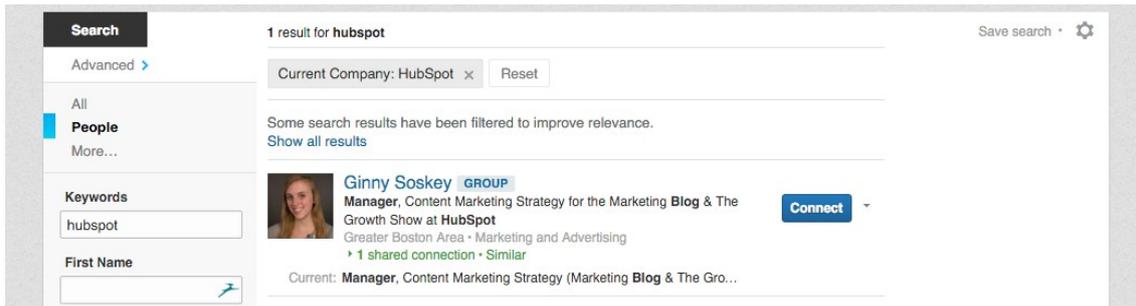


(Fig 68. Advanced job position search on LinkedIn)

Select "Current" to make sure we're not reaching out to someone who doesn't work in HubSpot anymore.

Click on Search.

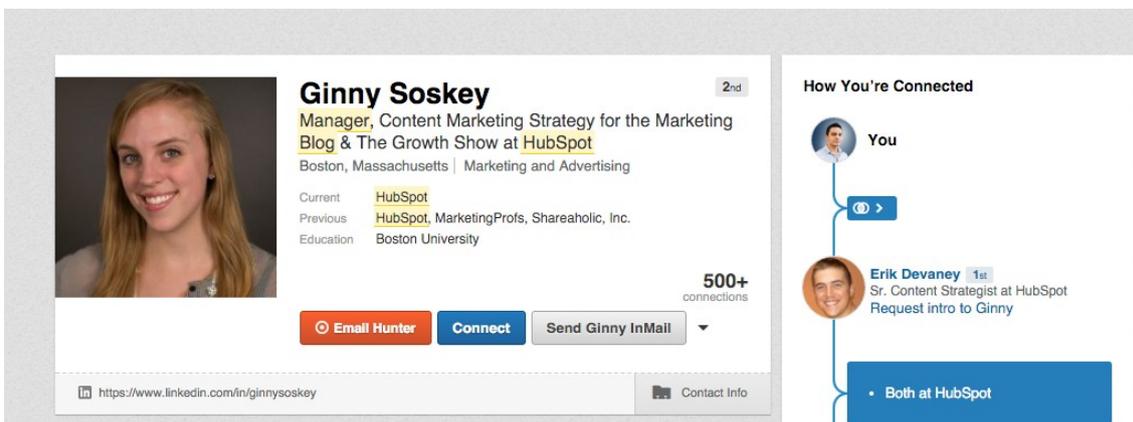
And ta-daa, we found the one!



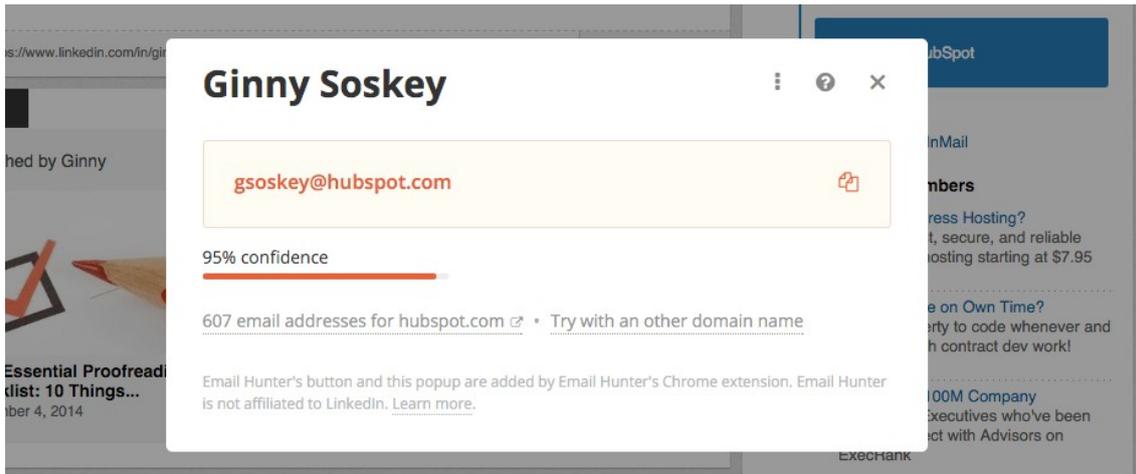
(Fig 69. Advanced job position search Results)

Bonus tip:

Install the EmailHunter extension to find people emails quickly on LinkedIn.



(Fig 70. EmailHunter LinkedIn button)



(Fig 71. EmailHunter LinkedIn searches for a person's email address)

Search for an Email on Twitter

People communicate on Twitter, and they occasionally slip out an email or two. Usually, when a customer asks for support on Twitter.

You just have to look carefully.

[SnapBird](#) is a little online tool that allows you to search for email addresses in Twitter feeds.

Just chuck in the person's Twitter name and "@gmail.com", "@theircompanydomain.com", "@yahoo.com", you get the idea.

I found the email of Steli from close.io pretty easily :)



(Fig 72. Oh, that's lovely, Steli. I'll do <3)

Guess an Email Address

Sometimes Who.is, EmailHunter, LinkedIn and Twitter won't help you find an email address, or you might be looking for someone else. Then you have to give your best shot at guessing a person's email.

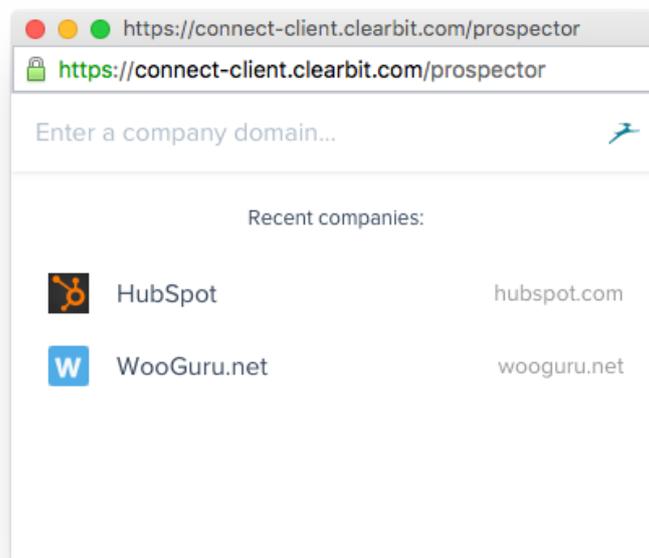
Here are 3 tools to help you out with guessing a person's email address.

Connect by Clearbit

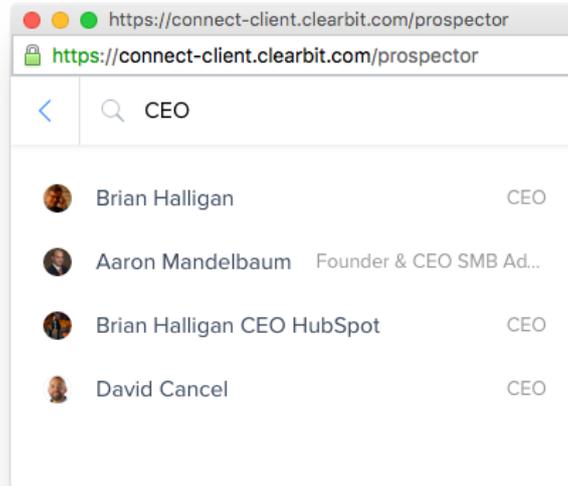
Connect is another amazing tool from the Clearbit prospect arsenal. It's Rapportive on steroids.

1. Install the Chrome extension.
2. Go to your Gmail.
3. Click on the Clearbit icon.
4. Click on "Find an email".
5. Search for a company domain.
6. Search for a name or a title. Yes, that's correct. Connect allows you to find a person in a company by looking for their name or a title. Connect automatically searches all prospects in their database of over 2 million businesses in the US.

Connect is free for up to 200 searches per month. Then it costs \$50/mo and allows you to search for 400 prospects.



(Fig 74. Connect Prospector by Clearbit)



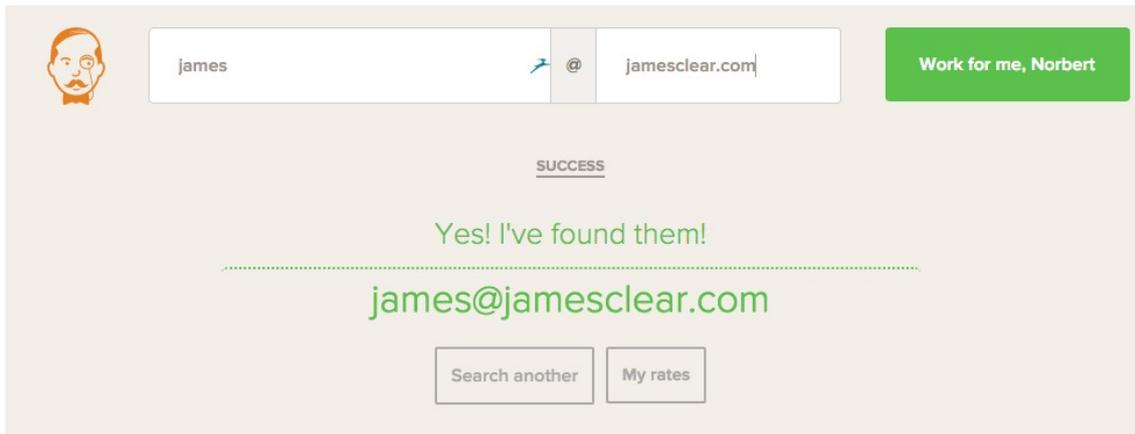
(Fig 75. Search a person by title or name with Connect)

Connect by Clearbit is a great way to find the person in charge in a big company or media outlet like Mashable, Entrepreneur, etc.

Email Guessing Tools

Online tools like [VoilaNorbert](#) and [FindAnyEmail](#) will determine the most likely emails when you provide them with a name of a person and domain.

Some people claim that FindAnyEmail success rates are higher than VoilaNorbert. However, VoilaNorbert asks you for first name family name, too. I'd recommend that you try both.



(Fig 76. VoilaNorbert just found James)

Email Permutator + Rapportive/FullContact

The Email Permutator is a simple spreadsheet created by Distilled.net that generates an array of email variants based on a First/last name and a domain name.

STEP 1: Fill in these details:				Step 2: Addresses appear down here:
First Name:	rob	Simple:	{fn}	rob@distilled.net
Middle Name:		Basics:	{fn}{ln}	ousbey@distilled.net
Last Name:	ousbey		{fn}.{ln}	robousbey@distilled.net
Domain:	distilled.net		{fn}_{ln}	rob.ousbey@distilled.net
			{fn}-{ln}	rousbey@distilled.net
			{fn}.ln	r.ousbey@distilled.net
			{fn}ln	robo@distilled.net
			{fn}{li}	rob.o@distilled.net
			{fn}li	ro@distilled.net
			{fn}_li	r.o@distilled.net
		Backwards:	{ln}{fn}	ousbeyrob@distilled.net
			{ln}.{fn}	ousbey.rob@distilled.net
			{ln}_{fn}	ousbeyr@distilled.net
			{ln}-{fn}	ousbey.r@distilled.net
			{li}{fn}	orob@distilled.net
			{li}.fn	o.rob@distilled.net
			{li}fn	or@distilled.net
			{li}_{fn}	o.r@distilled.net
		Using Middle Name:	{fn}{mi}{ln}	rousbey@distilled.net
			{fn}{mi}.ln	r.ousbey@distilled.net
			{fn}{mi}_{ln}	robousbey@distilled.net
			{fn}.{mi}.ln	rob.ousbey@distilled.net
		Dashes:	{fn}{mn}{ln}	robousbey@distilled.net
			{fn}.{mn}.ln	rob.ousbey@distilled.net
			{fn}_{ln}	rob-ousbey@distilled.net
			{fn}-ln	r-ousbey@distilled.net
			{fn}li	rob-o@distilled.net
			{fn}_li	r-o@distilled.net

NB: variables are:
 fn - first name
 fi - first initial
 mn - middle name
 mi - middle initial
 ln - lastname
 li - last initial

Built by:
 Rob Ousbey, from Distilled.net
 (Email me with any feedback ;-))

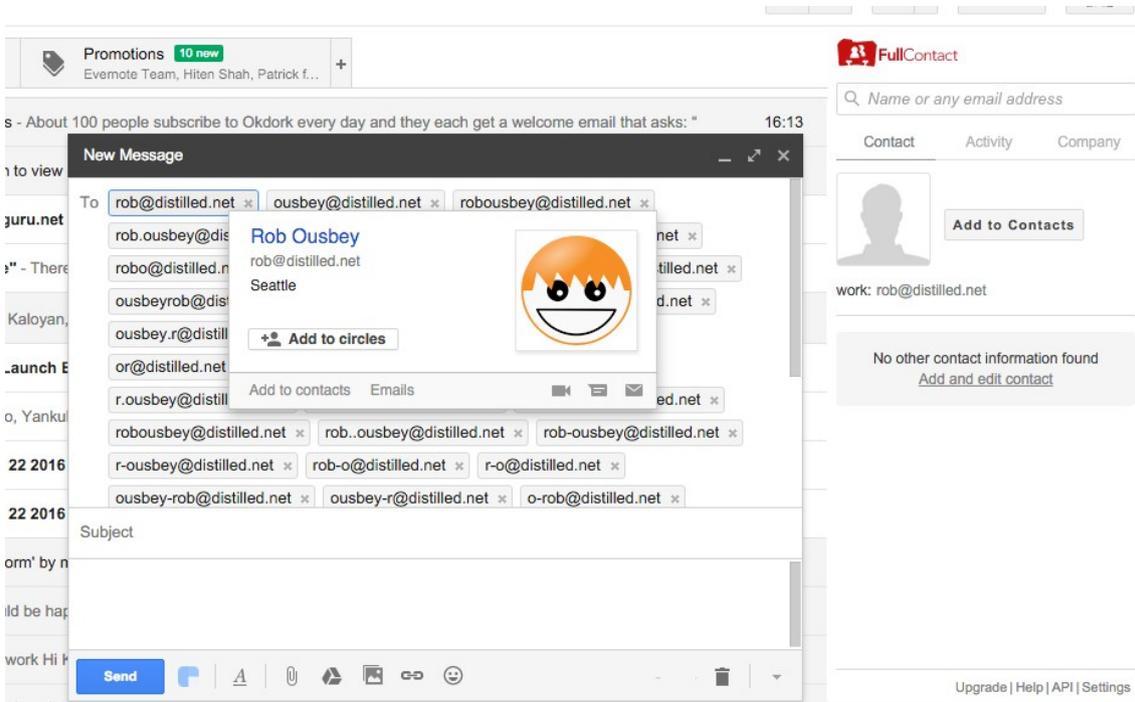
dis.tl/name2email

To create your own editable copy, log into a Google account, and click:
File -> Make a Copy...

For more information:
<http://www.distilled.net/blog/miscellaneous>

(Fig 77. The Email Permutator in action)

Just copy-paste all the results in your Gmail. Then Rapportive or FullContact (whichever one you're using) will take care of finding the person's social profiles.



(Fig 78. Email Permutator results in Gmail)

Validating an Email Address

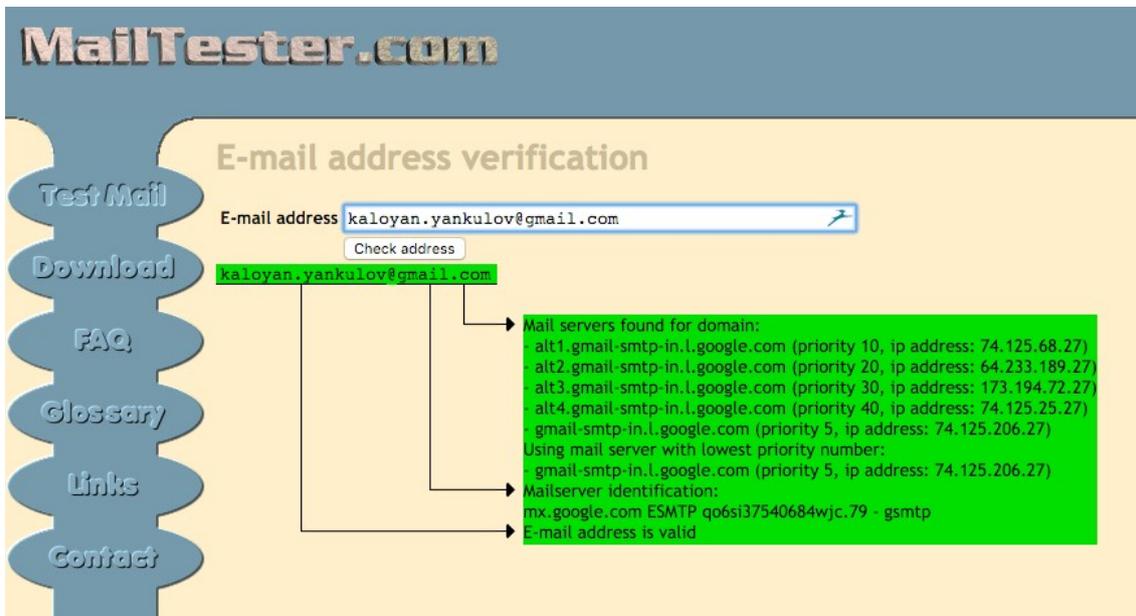
Collecting emails is cool, but they have to be real. Otherwise, you're just sending your messages into a black hole.

Sometimes Rapportive and FullContact don't work for this. There are plenty of email addresses that don't have publicly available social profiles associated with them.

Here are 2 practical ways for you to validate an email once you find it:

Mailtester

Don't be discouraged by the archaic design of [Mailtester](#), it still works wonders. It works by sending a test query to the email address.

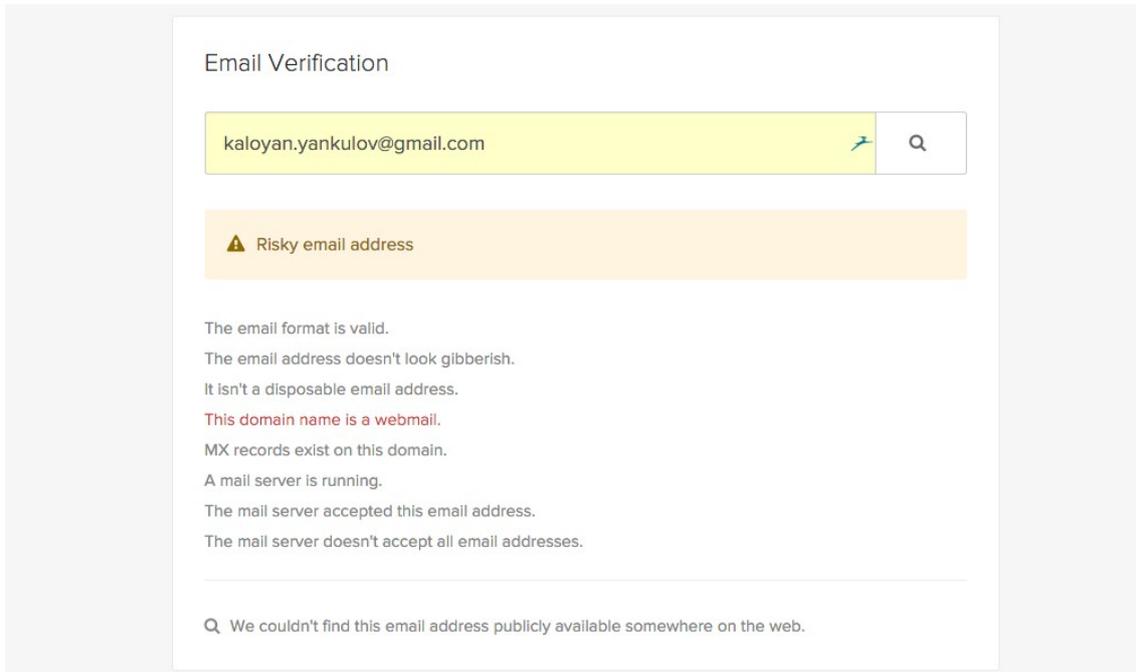


(Fig 79. Using MailTester to validate an email)

EmailHunter email verifier

Apart from finding emails associated with a domain name, [EmailHunter](#) allows you to verify your emails, and lets you know if an email is safe or risky.

Bear in mind that EmailHunter will show all emails from Gmail, Yahoo, etc. as "risky". That doesn't mean they're fake. So make sure you run them through MailTester, too.



(Fig 80. Using EmailHunter to validate an email)

Chapter Wrap-up

Wow, that was a long tactical chapter.

You've learned how to create a massive outreach list with hundreds of targeted opportunities. Exactly like [this one](#).

You've also learned a ton of actionable outreach tactics to supercharge your next outreach campaign.

Last but not least I showed you dozens of ways to find (almost) anybody's email address.

Do you need anything else to become an outreach champion?

3 Bonus Outreach Tactics

These bonus outreach tactics will make your outreach explode! I promise.

How To Use Content Upgrades to Get Featured on Any Big Blog?

Even if you're just starting, and nobody knows you

I've been featured on the [Kissmetrics blog](#) (and [other](#) field-leading blogs).

Here's a mini case study to help you get yourself featured on some big blogs, too.

Few notes:

- I don't have any acquaintances at the Kissmetrics blog
- I'm still no one in the online marketing community. I published my first ever post just a few months ago.
- This wasn't due to a viral snowball effect. Getting viral is great, but it's unlikely to happen, so I rather take my chances at "engineering" a process. I'm currently scaling this process and able to replicate it due to a well-planned approach.

For this to work you need a killer content and to know your ways with approaching people.

The process:

1. Write a Great Article

There's a lot on this topic, so I won't focus on this right now. But you need a pretty damn well-written post.

2. Prospect Potential Guest Blogs and Find the Right Contact

All starts with a good contact prospecting. Don't use contact forms unless the blog you approach is maintained by just one person, or there's a definite "Guest post" form.

The best thing is to find the person who's in charge of the blog.

For Kissmetrics, I started with LinkedIn:

Being a real [Mixergy](#) fan, I thought I've heard in one of the interviews that "Sean Work" handled the blog management at Kissmetrics. I wasn't sure, but I decided to give it a go and contact the guy.

If I had to do LinkedIn prospecting again, I would use the advanced feature and search for "blog" or "content" under "Title":

This will show the exact people responsible for the content.

Long story short, Sean referred me to the right person responsible for the Kissmetrics blog.

3. Get In Touch!

Here's where it gets funny. At this point, most would contact blog editors with links to their post asking for a feature/share.

Don't do it, as no writer gives a shit about your content no matter how good it is.

The key to getting this stage right is:

CONTENT UPGRADES.

Offer them an exclusive infographic, video, webinar, eBook or something else based on your content.

Using the referral leverage I already got, here's the script I use to promote my content:



Subject A Killer Exclusive Infographic for Kissmetrics Blog

Hi guys,

Sean Work referred me this email in regards to the blog of Kissmetrics.

I just wrote a post on eCommerce Sales with some ingenious social media tactics and growth hacks. We're currently working on turning this post into a professional killer infographic that will have the core information from the post.

I'd like to offer this infographic to Kissmetrics blog, so you can publish it exclusively. The infographic will contain the Kissmetrics logo, too of course.

Is this something you might be interested in? Please let me know so I can show you the infographic.

Cheers,

Kalo

WooGuru.net Founder



This email got me a green light, and the best thing is I didn't even had any infographic planned at that moment.

Bonus Tips on Getting Content Upgrades on the Cheap

- Use PeoplePerHour hourlies to get some pretty inexpensive infographics, or eBooks.

- Alternatively, if you're broke, you can try with www.fl.ru - the Russian site for freelancers. Get a friend who knows Russian to post the job offer for you. Offers by foreigners generally get higher bids!

Hope this helps you to get your startups featured on some blogs with big audiences. Let me know what you think of this tactic.

The infographic (click on the image to see it):



(Fig 81. The infographic)

How to Scale the Growth of Your Facebook Group Insanely Fast?

Without any gimmicks or fake users

This is a hidden marketing gem!

It's so underground that people that I outreach to this way literally ask how did I do that.

This tactic is the best way to grow your Facebook group. Period.

Few disclaimers:

- In the wrong hands, this advice can be borderline unethical or even straight-up repulsive. Please use wisely, and don't abuse people.
- This tactic is technology sensitive. It's working fine today, but might not be working tomorrow.
- No fake profiles and scammers are part of this tactic. All your new group members will be targeted and valuable people.

I used this growth hack to grow my [eCommerce group](#) to 300+ members for less than a month investing 30 minutes every other day. I don't support and work on that group anymore, but if you scale the process and do it consistently I promise you can grow a 10,000+ members group in less than a year.

So let's jump in.

1. Add Some In-depth Content to Your Group

Like [this](#), [this](#), [this](#), and [this](#). You get the idea.

Notice that I never redirect the members to read my content on an external website. I publish the whole content in my group. This type “content of least resistance” generates the biggest engagement in Facebook groups.

2. Gain Some Initial Traction

Add some of your friends to the group to gain some initial traction and credibility. Don't go overboard here, you don't want to create a group with hundreds of non-engaged members, and annoy all your friends along the way.

3. Identify Other Relevant Facebook Groups

Make a list of all Facebook groups related to your niche. For example, for my eCommerce group I looked for other eCommerce related groups. These must be engaged groups with serious members. Don't add any spam groups.

Group Name	WooCommerce Marketing	WooCommerce Help & Share	Advanced WooCommerce	The eCommerce Group	eCommerce Entrepreneurs Everywhere Grow & Sell	OpenCart eCommerce	
Group URL	https://www.facebook.com/groups	https://www.facebook.com/g/	https://www.facebook.com	https://www.facebook.cc	https://www.facebook.com/groups	https://www.facebook	https://www.facebook.c

(Fig XX. List of relevant Facebook groups)

Next step is where the fun begins. We're going to steal those group members!

4. Extract All Facebook Emails

The Facebook email - a treasure very few marketers have ever heard of, end

even less have used.

What is the Facebook Email?

It's an email address that consists of:

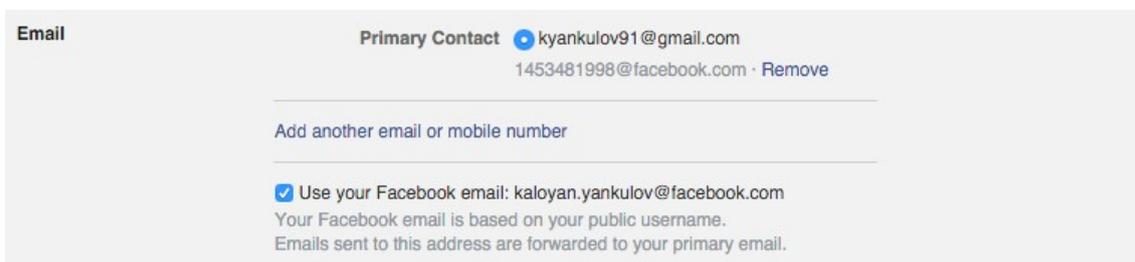
Facebook ID + @facebook.com

Your Facebook ID is: facebook.com/facebook-id.

For example:

The ID for **facebook.com/kaloyan.yankulov** is **kaloyan.yankulov** and my Facebook email is: **kaloyan.yankulov@facebook.com**

How Facebook Emails Work?



(Fig 82. Facebook emails go to your Facebook login email)

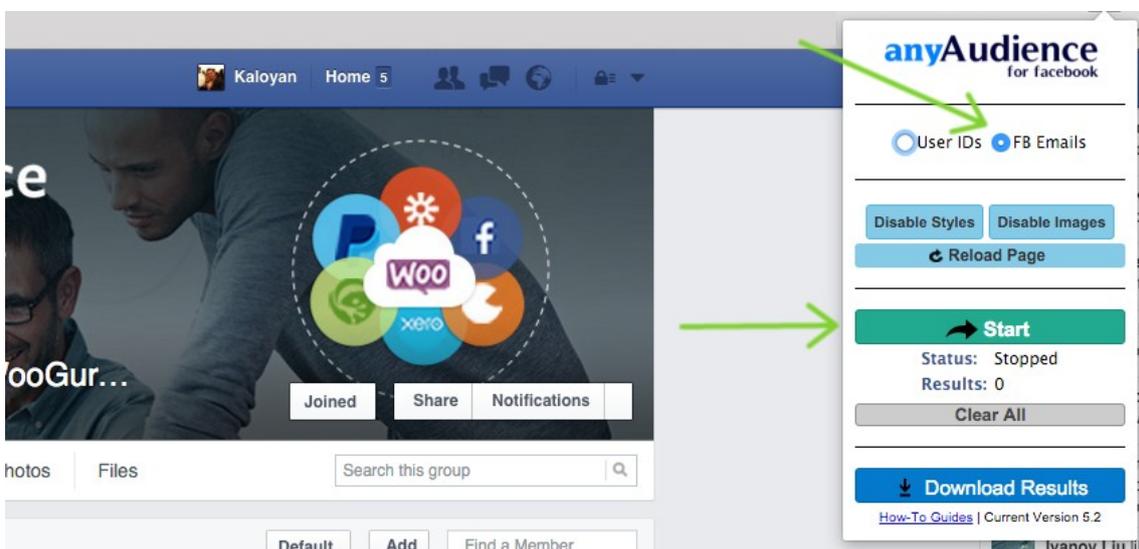
All emails sent to kaloyan.yankulov@facebook.com will be directly forwarded to my Facebook login email. This function is enabled by default on Facebook.

In other words, with Facebook emails, you can send emails to almost anyone that has a Facebook account.

How to Extract Them?

Now there's an easy way to extract all email addresses of all Facebook group members - AnyAudience.

- 1) Install the [AnyAudience Chrome extension](#).
- 2) Go to a Facebook group > Members tab.
- 3) Click on the AnyAudience Icon. Select FB emails and then Start:

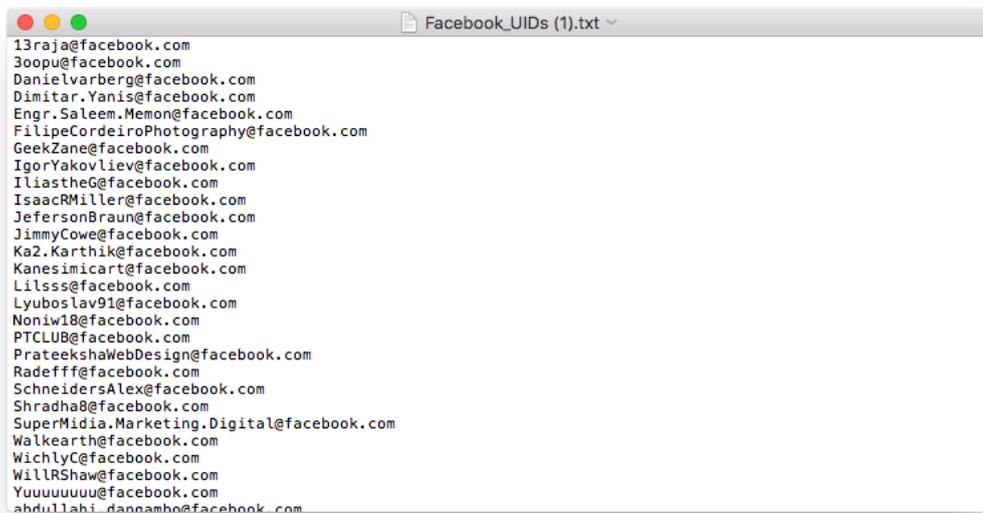


(Fig 83. Extract all Facebook emails from a Facebook group)

Depending on how many members the group has, you might have to wait longer.

- 4) Once AnyAudience is done extracting emails click on "Download Results".

Awesome! Now you have a list of targeted Facebook group prospects.



(Fig 84. List of Facebook emails)

Are you ready to increase your Facebook Group membership count like crazy?

It's time to do the outreach!

5. Facebook Group Members Outreach

What you want to do here is invite all other group members to join your group. You don't want to be salesy or promotion in any way. Don't sell anything! Just show how valuable your group is and why they should join.

The email above generated me over **8% Conversion Rate for group member requests**. For every 100 people, I invite to join my group via Facebook email, at least, 8 join the group.

Feel free to steal it:



Subject: I'd love to see you in this eCommerce group that I opened

Hi there,

Hope you're doing awesome.

I see we have a mutual interest in entrepreneurship and WooCommerce. I put together [a group](#) for the purpose of sharing some in-depth, actionable tips on eCommerce, startups, and online marketing. For example [how to get your content featured on every big blog](#) or [this list of free eBooks](#) that I wrote.

[Click here](#) if you'd like to join

It will be a pleasure to see you [there!](#)

Best,
Kalo



Why this email works so well?

- It is very targeted. I craft each email depending on the group.
- I'm not selling anything or being pushy.
- I'm providing a ton of value. If you read the posts, I'm linking to you'll see how much content I'm giving away for free. It's really hard to resist.

You can scale this powerful approach pretty easily with cold email apps like [ReplyApp](#). Just be careful and respects people inboxes.

How to Do Targeted Outreach for a Crowdfunding Campaign?

A friend of mine asked me what's the best way to figure out what market a certain product targets?

The specific example was about [Scanadu Scout](#) - a wearable fitness band with a crowdfunded campaign.

I thought that the suggestions I gave him are actually quite good not only to define a product market but to do some targeted outreach as well.

Method #1: Gather Buyers Data

The best thing with crowdfunded campaigns is that you have a proper list of buyers and people who've commented on the campaign. In this case, that number is 8509

Scanadu Scout
Mountain View, United States | Technology

Story | **Backers 8509** | Updates 43 | Comments 1092 | Gallery 13

11.3k | Tweet | Embed | Link | Follow

drboutte \$199 USD
over 2 years ago

moonmountain \$199 USD
over 2 years ago

Anonymous \$199 USD
over 2 years ago

\$1,661,988 USD
raised by 8,509 backers in 2 months

1,662% funded | No time left

\$100,000 USD goal
Flexible Funding

CAMPAIGN CLOSED
This campaign ended on July 21, 2013

(Fig 85. List of campaign backers)

Create a Quick Spreadsheet With the Users

	A	B	C	D	E
1	Name	Facebook	Twitter	LinkedIn	Notes
2					
3					
4					

(Fig 86. List of campaign backers to keep all things neat)

You need some basic info like names, social profiles all type of demographic data like interests, work, etc.

Find the Backers

On the Backers tab, you can see names of some of the product buyers, while others have profile photos, too. A good example is this guy (real name + a profile pic):



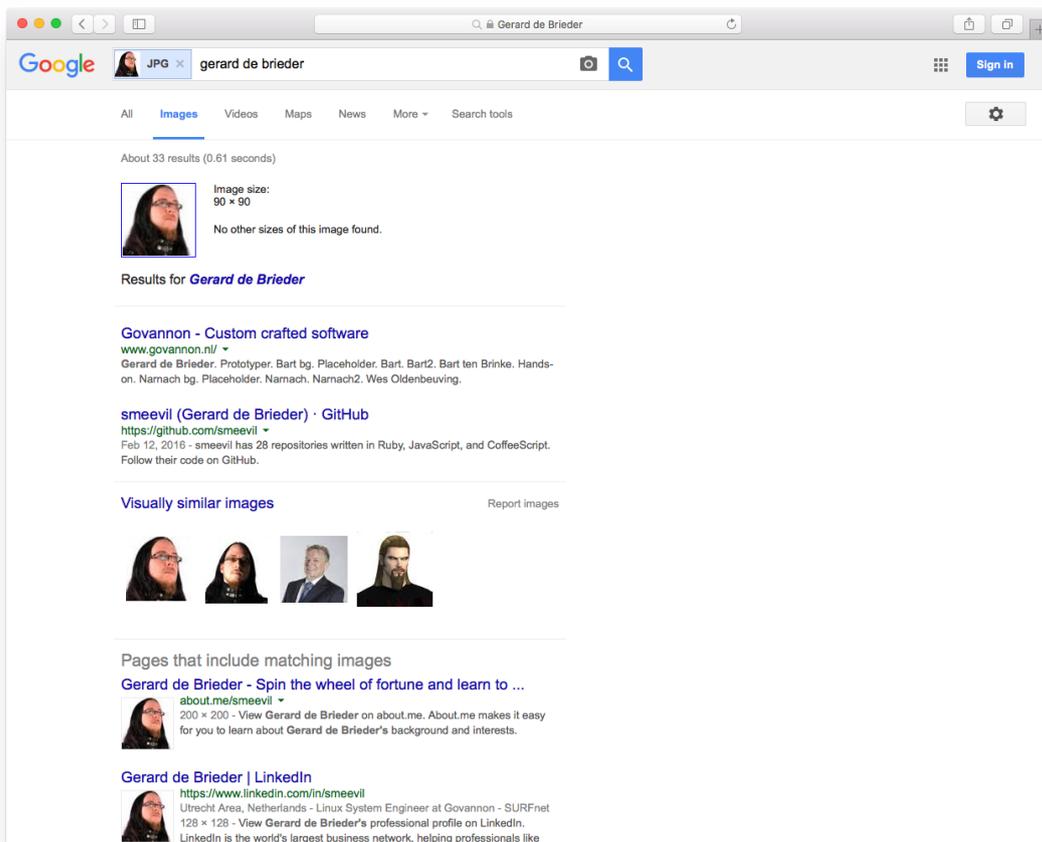
Gerard de Brieder

over 2 years ago

\$199 USD

(Fig 87. Backer profile with real data)

Next thing we do is use Google image search and look for his profile pic + his name.

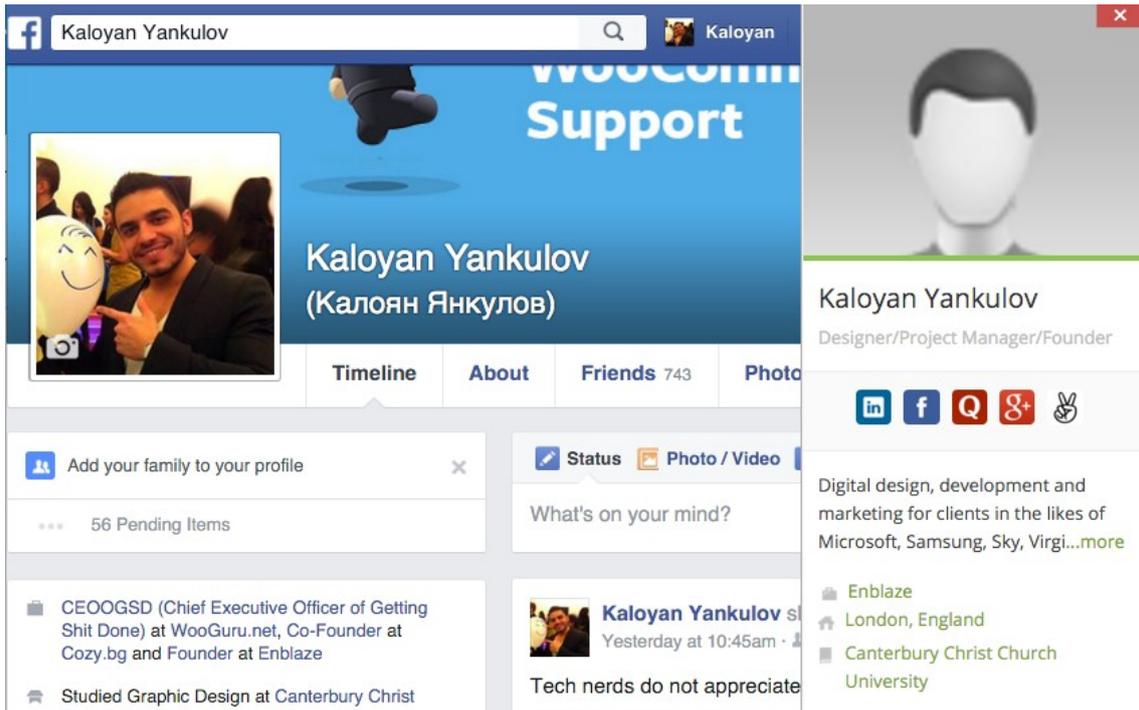


(Fig 88. Google reverse image search for campaign backers.)

Input all the data in the spreadsheet.

Another tip is to install the [Connect6 Chrome extension](#) which allows you to find easily social profiles associated with another social profile.

For example:



(Fig 89. Connect 6 shows all social profiles associated with my Facebook profile)

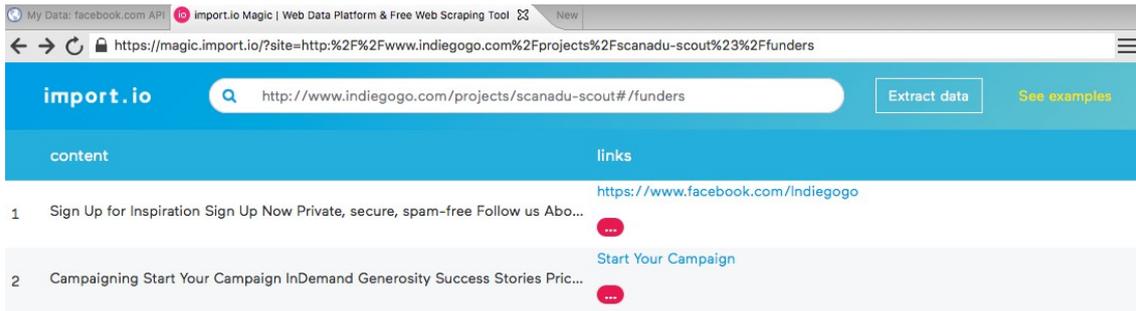
A pattern I see with IndieGoGo is that the users don't tend to complete their profile information. Which makes our job a bit harder. But with 8,000+ backers, it's certain that you'd still be able to collect a lot of decent prospect data.

Automate The Process

There are 2 ways to automate this data collection process:

1) The easiest one is by using a tool like Impor.io.

Unfortunately, in this case, IndieGoGo uses some complex Ajax code and deep linking schemes for the tabs on its campaign pages, which renders data scrapping impossible.



(Fig 90. Unsuccessful data scrapping with Import.io)

2) Hire a scrapper from UpWork or PeoplePerHour. For about \$20-\$100 you should be able to find a freelancer to scrape all this data for you.

Method #2: Analyzing backlinks and Shares

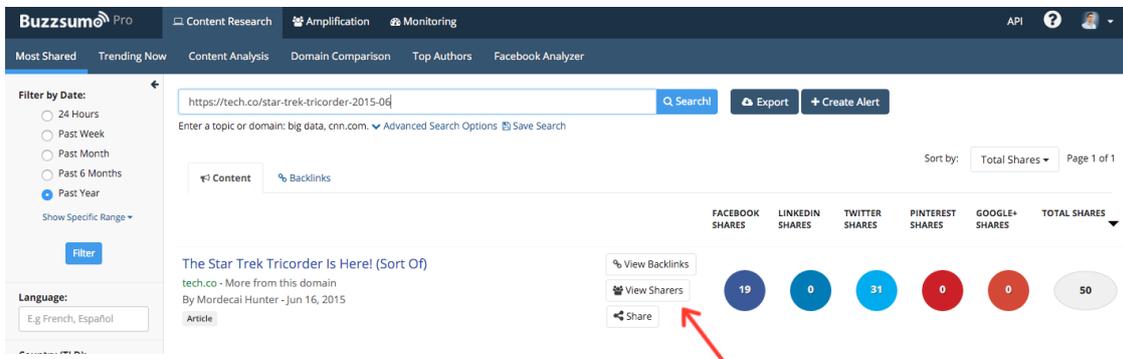
You can use SEO tools like SEMRush and Buzzsumo to analyze what type of attention the IndieGoGo campaign gets.

BacklinksWatch is a very decent free alternative to all the paid tools. It came back with 150 results for our campaign:

No.	Backlink URL	Anchor Text	PR	OBL	Flag
1	https://tech.co/star-trek-tricorder-2015-06	Scanadu	(...)	151	
2	http://spectrum.ieee.org/biomedical/diagnostics/the-rac-...	crowdfunding campaign	(...)	130	
3	http://www.techrepublic.com/pictures/crowdsourced-tech-...	The Scanadu Scout	(...)	161	
4	http://crowdsourcing.ru/article/top_10_kampanij_vsex_vr-...	Scanadu Scout	(...)	194	
5	http://entbook.ir/News/Detail/11123/		(...)		
6	http://www.iftf.org/future-now/article-detail/-f5ec347044/	Scanadu Scout	(...)	84	
7	http://morfikirler.com/yazi/indiegogo-en-basarili-is-fi-...	Ürün Sayfası	(...)	178	
8	http://www.yebohe.cn/article/ef11265f53dda0a80c22a20c33-...	Indiegogo record	(...)	58	nofollow
9	http://www.crowdfundinsider.com/2015/04/66974-indiegogo-...	Indiegogo	(...)	116	
10	http://www.3discover.it/blog/2014/04/24/solid-concepts-...		(...)		
11	http://www.jasonslater.com/tag/it/page/2/	Scanadu Scout	(...)	153	
12	http://www.knobbedmedical.com/medicaldeviceblog/article/...	Indiegogo	(...)	88	
13	http://www.idsupra.com/legalnews/scanadu-the-medical-tr-...	Indiegogo	(...)	183	
14	http://geekquru.com.ar/category/tendencias/	indiegogo	(...)	192	

(Fig 91. BacklinkWatch results)

Once we have all the backlinks we go to Buzzsumo and type in all the links one by one. Then we can quickly look for all the people who have shared those links:



(Fig 92. BuzzSumo view sharers)

Repeat and collect all the Twitter profiles in your outreach spreadsheet.

Doing the Outreach

Cool, you have hundreds of targeted prospects now. What's the best way to approach to educate those people about your Crowdfunding campaign?

It's easy to go salesy and start promoting your stuff shamelessly.

Don't forget this is a cold email, and these people don't expect your intrusion in their inboxes. Be polite and ask if they want to check it out instead. Or even better ask them if they want to share their opinion about your product.

This way you can attract some early adopters and targeted audience to give feedback for your campaign.

Check out the email script:



Hey |Name|,

I just noticed that you've backed Scanadu Scout. It's a pretty cool product; I've backed it myself, too.

Actually I'm a developer at a new fitness wearable band. We just launched our crowdfunding campaign. It does |mention couple of features|. Would love to hear what you think about it.

Would you like me to send you a link to our IndieGoGo campaign?

Let me know what you think?

Best,

Kalo



18 Marketing Experts on Outreach

I practice what I preach.

I reached out to 17 outreach marketing experts asking them to give their best tip on doing outreach. They also shared what they think is the biggest challenge with doing outreach and how they combat it.



Neil Patel

Co-founder Kissmetrics, CrazyEgg, Quicksprout, NeilPatel.com

[NeilPatel.com](https://neilpatel.com)

If you've been living in a cave the last 8 years, and don't know who Neil Patel is, he is the co-founder of successful marketing software companies Kissmetrics and Crazyegg. Check out what Neil shared with us on outreach marketing.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Every time I link out to a website in a blog post, I email them. In that email I let them know that I've linked to them and I would be honored if they shared the URL. It is a great way to get more social traffic, potential links and leads.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

It's a pure numbers game. If you email out 5 or 10 people it won't work well. You have to email out 100s of people with custom emails. To deal with it you can hire interns to help you out.



Nick Eubanks

SEO maven and creator of SEOAuv

[SEOauv.com](https://seoauv.com) | [Twitter](#)

Nick is the creator of the famous SEO blog [SEONick](#). He sold SEONick for \$100,000 few months ago and now runs [SEOauv](#) where he helps readers turn organic traffic into revenue by sharing unapologetic and no-nonsense advice on SEO.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Finding specific examples of content produced or shared by the target that relate to the target content, and crafting an individual pitch for each target.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

Definitely identifying a big enough set of prospect targets to begin testing. The way we deal with this currently is just to get creative - trying to think of every way possible to slice up our content so it can be positioned as relevant for as many niche audiences as we can possibly target.

Any other tips?

Egobait still works - just not like it used to, it's not as effective to simply quote or link to an influencer praising their work; we've found that at this point if you want to see results (and leverage influencer marketing) you need to bring them into the conversation before you push publish.



Alex Turnbull

Founder Groove

[GrooveHQ.com](https://groovehq.com) | [Twitter](#)

Alex is the founder of Groove. At WooGuru we use Groove as our support system. But what's more fascinating about Alex is his outreach approach to make people like Gary Vaynerchuk comment on his blog posts.



(Fig 93. Gary V commenting on Alex blog)

If you're running a bootstrapped startup you MUST read [Groove's startup journey](#).

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Deliver value first. It's more difficult and time-consuming, but you'll get more results delivering value to 50 influencers before asking them to help you, than you will by spamming 500 influencers with cold asks for things you haven't yet earned.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

The tactics that work best often don't scale very well, so bandwidth is a big challenge. It won't happen unless you make time for it every week. I block off 30-60 minute calendar slots to do nothing but send emails, maintain relationships and be helpful to people.



Mixergy Team

[Mixergy.com](https://mixergy.com) | [Twitter](#) | [Facebook](#)

Mixergy is the most popular podcast for startups and hi-tech companies. It is led by Andrew Warner. Andrew has interviewed hundreds of successful entrepreneurs like Barbara Corcoran from Shark Tank, the founder of Wikipedia and Paul Graham.

I got in touch with Andrea Schumann, Andrew's assistant for the interviews and asked her to share more how they do outreach to get such popular people on their podcast.

Tell us how the usual outreach workflow for the interviews at Mixergy looks like?

We have a submission form on Mixergy for people to suggest guests. We then vet them to see if they are a good fit for our audience and meet our criteria. If they do, then they are added to our interview pipeline and we email them to set the pre-interview time up.

If we get guests from another source, then we email them directly and tell them a little bit about Mixergy and that Andrew would like to have them as a guest and offer them the pre-interview scheduling link.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

When Andrew interviews a guest, he asks them if they will be willing to share the link with their followers and promote it. He then documents that in our interview pipeline and once the interview is live, we email the guest and ask them to promote it in the fashion that they agreed to do.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

We discovered that by asking guests to commit to sharing and promoting during the interview process that it was easier to get them to follow-up once the interview is published



Matt Sornson

Co-founder Clearbit

[Clearbit.com](https://clearbit.com) | [Twitter](#)

Clearbit is building a suite of business intelligence APIs focused on helping sales and marketing organizations leverage the massive amount of person and company data that exists.

- They can help you enrich your current leads and customers for segmenting, reporting, and lead scoring.
- Find net new leads with their Discovery and Prospector products.

- And give your inbox data super powers with their gmail extension Connect.

I reached out to Matt, who is co-founder at Clearbit to give us a couple tips on outreach marketing.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Similar signups loop. Use your existing signups / conversions to power outbound for additional signups :)

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

Finding people when they actually give a shit about what you do. Finding and monitoring those triggers is a big challenge.



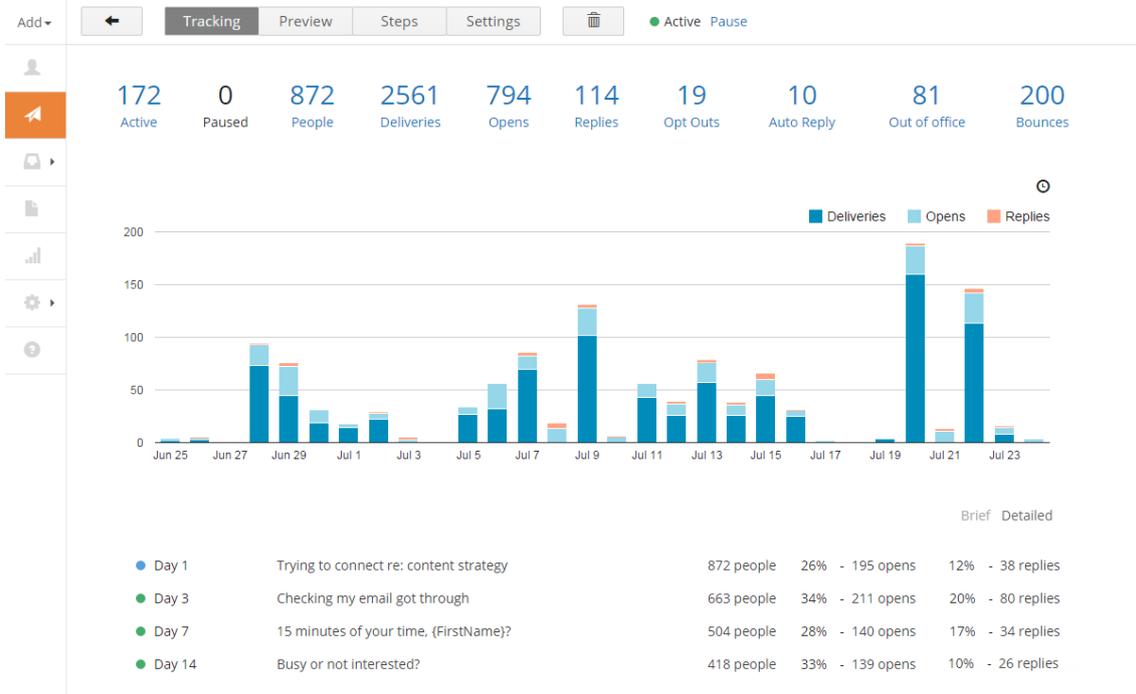
Oleg Campbell

Founder Reply

ReplyApp.io

Oleg is the founder of Reply, a SaaS that allows you automate cold emails without losing the personal touch. At WooGuru we use Reply to do cold email

outreach and attract new leads. It's the most efficient software for cold emails we've tested so far.



(Fig 94. Reply metrics and campaign overview)

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Asking for an advice or a feedback

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

Scaling resources to handle more replies and do more demos. Have one person that is setting up callsdemos on my behalf with all our account executives

Any other tips?

Go for it, be proactive, try to help people first, learn about their business, before pitching your product or service.



Kalen Jordan

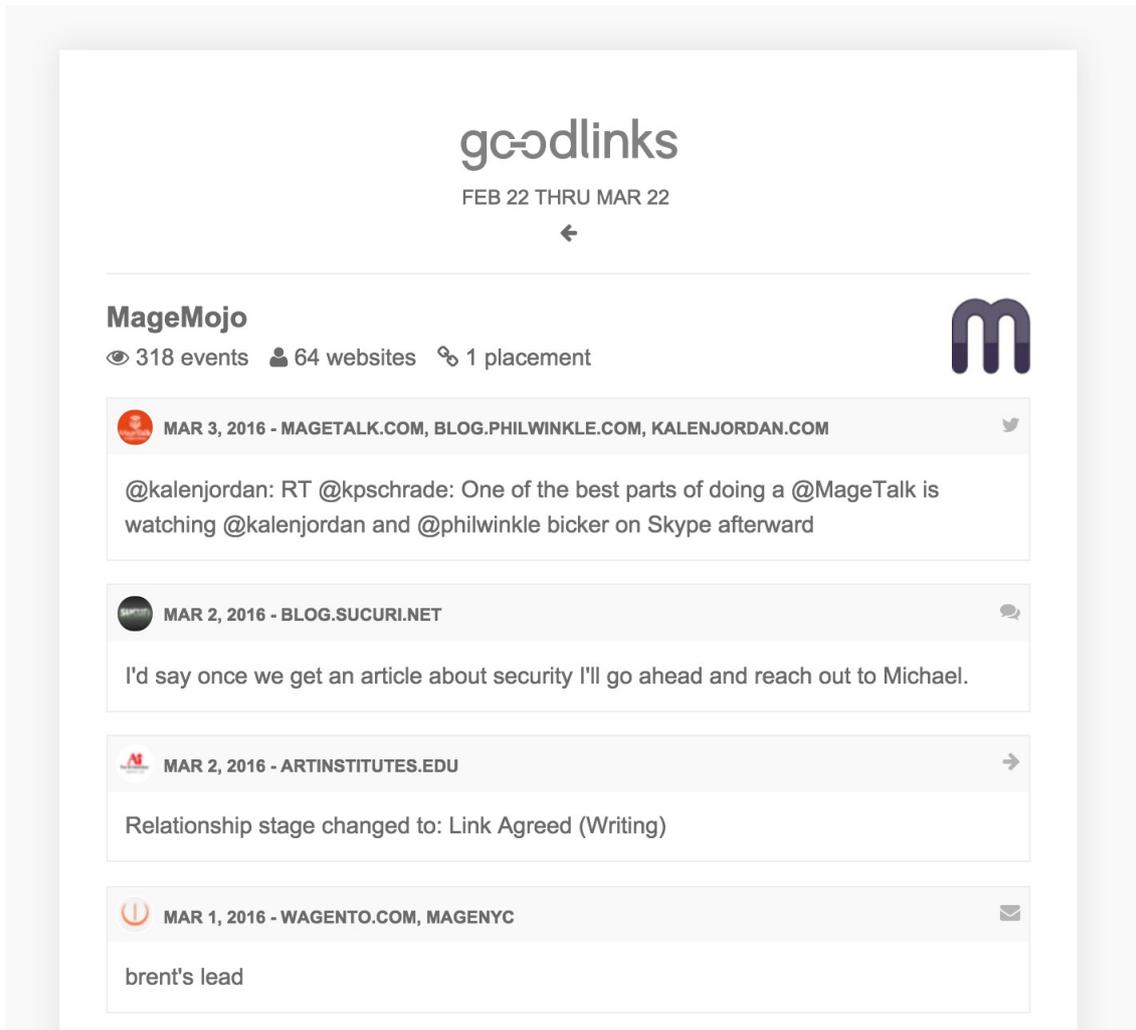
Founder GoodLinks

[GoodLinks.io](#) | [GoodLinks Twitter](#) | [Kalen's Twitter](#)

Kalen is founder at GoodLinks - a content outreach service for personal outreach, that's organic and relational, to spread the word with influencers in your space.

If you're doing content outreach for clients and you're using Buzzstream, make sure to check out [Buzzstream feed](#). It's a little tool that allows you to be more transparent about your outreach efforts and show tangible results for clients. Something that's quite difficult with outreach marketing.

Buzzstream feed also allows your clients to access this data at all times so they can spot check outreach efforts to make sure they're comfortable with them



(Fig 95. Buzzstream feed by GoodLinks)

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Being a good friend. If you're only looking to get more links and leads you can often forget that outreach is all about relationships. I like to make genuine friends with similar interests and connect clients with relationships that will benefit both parties.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

If I had to peg down the most outstanding challenge it would be getting high quality content for my clients at Goodlinks. Lots of them are small business owners that are incredibly busy and just don't have the time to sit down for four hours and crank out a blog post.

Great content builds natural links and in general makes the entire outreach process a lot easier because you have something to offer from the very start.

We are working on some methods (audio interviews for one thing) to get a brain dump from a client much faster than the four hours it would take them to write it themselves in order to be able to pass it off to a writer.

Would you like to share anything else?

Be personal, sincere and be *creative*. Make yourself stand out from all the information people are constantly being fed and you'll find success in the world of outreach.



Ivaylo Kalburdzhiev

Creator of DayOneFunding

DayOneFunding.com | [Twitter](#)

Ivaylo is the creator of KOLOS: The First Racing Wheel crowdfunded hardware. He got KOLOS featured on many top-tier media outlets like Yahoo Games, Cult of Mac, VentureBeat and Kotaku. He is an expert on PR outreach for hardware crowdfunded campaigns and teaches at DayOneFunding.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Be relevant. At dayonefunding I teach hardware entrepreneurs how to get free media coverage for their crowdfunding campaigns and the #1 advice I give them is to be relevant to the journalists they are pitching. Some receive up to 500 pitches A DAY, so standing out from the crowd is a must.

Other things to consider are - time of the day (no one will read your message if it was sent outside of their working hours), subject line (the #1 gatekeeper of your email) and length of the email (people are busy - respect their time). And last but not least, email open & click tracking - use a tool like Sidekick, Yesware or MixMax.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

When I was first starting out a few years ago, the number #1 problem was the number of replies I was getting from journalists (to feature my hardware campaign) - ZERO. As I got better at it over time, I realized that a 5% "conversion rate" (e.g. the number of people who were interested) is a good rule of thumb. IF you do everything right - something that takes time and practice to master. Following up (a few days later) is another must - the fact that someone didn't respond the first time doesn't necessarily mean they are not interested. You will be surprised how effective this tactic is.

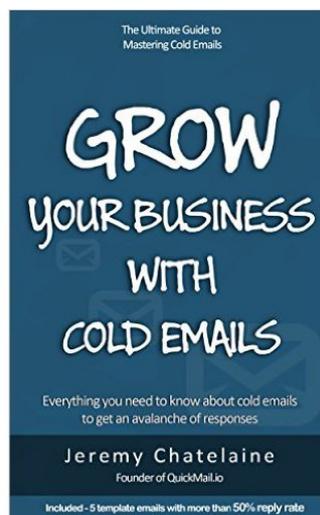


Jeremy Chatelaine

Founder QuickMail

[QuickMail.io](#) | [Facebook](#)

Jeremy is a founder of QuickMail - a software for automated outbound emails and follow-ups. He is also an expert on no-bullshit cold emails and author of "[Grow Your Business with Cold Emails](#)".



(Fig 96. Jeremy's book on cold email)

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Build something of value (e.g. white paper) and give it to hundredths of small blog influencers to share with their own community. You help them providing

valuable content information to their core audience and you get access to new prospects who resonate with your content when they decide to follow your links.

Always try to give more than you receive.



Felix Tarcomnicu

Founder MonitorBacklinks

[MonitorBacklinks](#) | [Twitter](#)

I've already mentioned Felix in this book and his approach to outreach marketing that is apparently working well for his tool.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

I love to spy competitors and find new link building opportunities. I often search for competitors that are writing guest articles and with the help of Monitor Backlinks I find all the sites where they have contributed. That's the technique that works best for me. With a good email outreach, I can easily replicate some of my competitor's best links.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

I'm always surprised how many people don't share their contact information on their site. When I find such cases, I usually reach out on Twitter or LinkedIn. I don't have any other outreach problems, because I take this process seriously and customize all emails.



Karl Kangur

Creator of MonetizePros

[MonetizePros.com](https://monetizepros.com) | [Twitter](#) | [Facebook](#)

Karl is a good friend of mine and creator of MonetizePros - where he helps other bloggers to monetize their blogs.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

There're two tactics that we try to combine into one outreach strategy.

The first step is making certain that your outreach targets are interested in the subject. See what they're linking to, see what they're sharing, see what they're thinking. Make sure your content is highly-related before reaching out.

The second step is "baiting them". Give them a mention, quote them or even put a link back to their related articles. Let them know that you've done so and more often than not, they'll feel obligated to share or even link back. They're all going to be just as busy as you are, so if it's possible, do their work for them. Find a place where they could link to you, write a sentence or two

and insert the HTML, only send them the code and where to put it. If it's to get social shares, use a tool like [ClickToTweet](#) to pre-write their tweet.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

My greatest challenge with outreach is finding enough people to reach out to, who are targeted and then maintaining those connections. Right now my solution is to outsource it and manage a messy, time-consuming Excel sheet.

Do you have any other tips?

Personalise all of your outreach emails. I'm not talking about simply using their name in the headline, REALLY REALLY personalise it. Big bloggers and influencers get dozens of these emails per day and we're sick of it, really. It's easy to recognise a crappy outreach letter and you'll end up in my spam folder in less than a second.



Stuart McKeown

Co-founder Gleam

[Gleam.io](#) | [Twitter](#)

Stuart is the co-founder of Gleam - A fantastic giveaway and rewards software. Gleam are big on

outreach marketing so I thought Stuart could share his best tips with us.

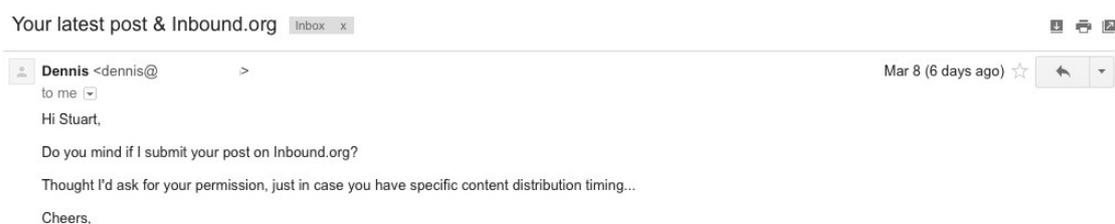
What is your #1 favorite outreach tactic to get shares, links and leads for a website?

I think it depends on the stage of your business, in the early days we did a lot of cold outreach with very specific goals in mind - getting people to try out our product. Back then it was very much a shotgun approach with volume.

As our business has matured our approach via outreach has become more about building relationships with other companies or businesses and figuring out ways we can help each other. I've found that when you have these relationships in place then shares or links tend to come much more naturally over time.

I get a lot of people trying these outreach tactics on me now. I would say that I don't respond to 99% of them (since they don't provide much value), however one particular outreach from [Edward Dennis](#) impressed me.

He started by offering to share one of our recent posts on Inbound.org (a compliment):



(Fig 97. Creating rapport)

Then after a few more emails came his pitch:

 **Dennis**
to me 
Hi Stuart,
I know you must be busy, so I'll try to keep this one short.
I'm creating an expert roundup (CEO of agencies or startups, marketers, etc.) post for Core dna's blog and would love to include your insights on:
If you were to start Glean from scratch, and only had \$250 to get leads, how would you spend it?
I've been following Glean for quite a long time now - ever since Beardbrand posted their journey on reddit.
I figured since you have pretty much single-handedly grown Glean, you'd be the perfect person to ask.
Benji and Devesh (from Grow & Convert), Dave Schneider (from Ninja Outreach), and others have participated. And I hope you're able to participate too!
Cheers,

Mar 8 (6 days ago)   

(Fig 98. Pitching)

By that time we had a bit of a rapport, so it was easier for me to say yes.

So I guess the learning is, try to be human with your outreach. Build a relationship before asking for something.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now?

We have no issues now, but the early reach many of the issues related to scale.

Getting a list of people together could take some time particularly when you need to trawl through LinkedIn and also try to find their best email address.

Any other tips?

We've written fairly in-depth on many of the tactics we used in the early days to grow our the business:

- [Lessons Learned Growing to Over 100 Customers](#)
- [16 Growth Hacks That Have Helped Grow Our Business By 200% Without Any Press](#)



Lee Hughes

SEO expert

[Twitter](#)

Lee is an SEO expert with over 10 years of experience in the field.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Developing relationships. Similar to reciprocal altruism, if you provide value for other people they will return the favour.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now.

Scaling. I like to create highly personalised emails which takes time and effort. To help me speed it up I have an excellent VA who researches my outreach prospects. I simply review the final draft before sending in Buzzstream.



Jason Evanish

Founder Lighthouse, past product manager at Kissmetrics

[GetLighthouse.com](https://getlighthouse.com) | [Company Blog](#) | [Personal Blog](#) | [Personal Twitter](#) | [Company Twitter](#)

Jason is a preacher of customer development and expert on building customer-centric products. There's a lot a person can learn from him on conducting customer development interviews and doing outreach. You must read his personal blog where he shares empirically a lot on the topic.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Quote someone and then tweet that quote mentioning their twitter handle.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now?

I try to not be overly self promotional and beg influencers for shares. Instead, when I quote someone in my blog posts, I often make a nice visual of them with the quote in the post and @ mention them with the link on Twitter. That often gets great organic responses better than a direct, often cold, email asking them to read and share it.



Sapph Li

Founder of Art of Emails

Art of Emails

Sapph is a cold email specialist. She runs Art of Emails where she shares a lot of different email outreach scripts and tactics.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

I proactively seek out influencers and high value potential customers who would benefit from my content or product in some way and then cold email them. Choosing only to reach out to relevant people lets me make a compelling case why my ask is worth their time and puts me in front of people who wouldn't have discovered me on their own.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now?

Actually doing it on a regular basis! It takes time to research a contact to see how you can frame your ask around their interests, write the email and follow up. Now I add people I'm interested in connecting with to a Trello card and try to write an email to at least 1-2 people on it a day.

Other tips?

Email outreach to all the influencers you interviewed to ask them to share your ebook with their audience. ;)



Freddie Chatt

Founder of EcomHacker

[Ecomhacker](#) | [Twitter](#)

Freddie is an eCommerce maven and expert on doing round-up posts. If you don't trust my words, just check out [this post](#).

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Dropping links to influencers that you want to share your content is one of my most successful tactics to get shares from some big names in niches that I've created content. Once your post is live, just let them know you've featured one of their blog posts - if your content is good enough, they will almost definitely share it with their audience.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now?

Scaling has always been difficult with small teams as there is a lot of manual work involved in outreach. However utilising the right tools really makes a difference. Buzzsumo for finding influencers who have shared similar content,

Buzzstream to easily manage bulk personalised templated emails are just a couple of tools we now use daily



Benji Hyam

Founder Grow & Convert

[Grow & Convert](#) | [Twitter](#) | [LinkedIn](#)

Founder Grow & Convert, Benji is writing about marketing while traveling through Southeast Asia.

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

The most effective outreach tactic I've found is to research someone in depth and reference something that you found useful in some advice they've shared. I always start with a compliment, show them that I've done my research about them, and then make a small ask (or just use the e-mail to start a conversation - then make a small ask).

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now?

Time. There are definitely tools that can help you such as contentmarketer.io, however I'm more of a manual outreach kind of person. I think the personal touch definitely helps response rates.



Rahul Vohra

Founder Rapportive and SuperHuman

[SuperHuman](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)

Founder of the popular Gmail extension that got sold to LinkedIn - Rapportive, Rahul is currently working on an email client that claims to make you a SuperHuman :)

What is your #1 favorite outreach tactic to get shares, links and leads for a website?

Right now, we're having lots of success by (1) posting regular updates on product progress (e.g. LinkedIn, Facebook, Twitter, Dribbble), (2) creating high-value content for our target market (e.g. <https://medium.com/swlh/rip-mailbox-or-founders-how-to-stop-worrying-and-love-being-acquired-261da4f6d566>), and (3) getting folks to share on Twitter just after they sign up for early access.

We then do rigorous email follow-up to further develop our relationship with our sign ups.

What is your greatest challenge with the outreach process? Can you give us any tips how you deal with it now?

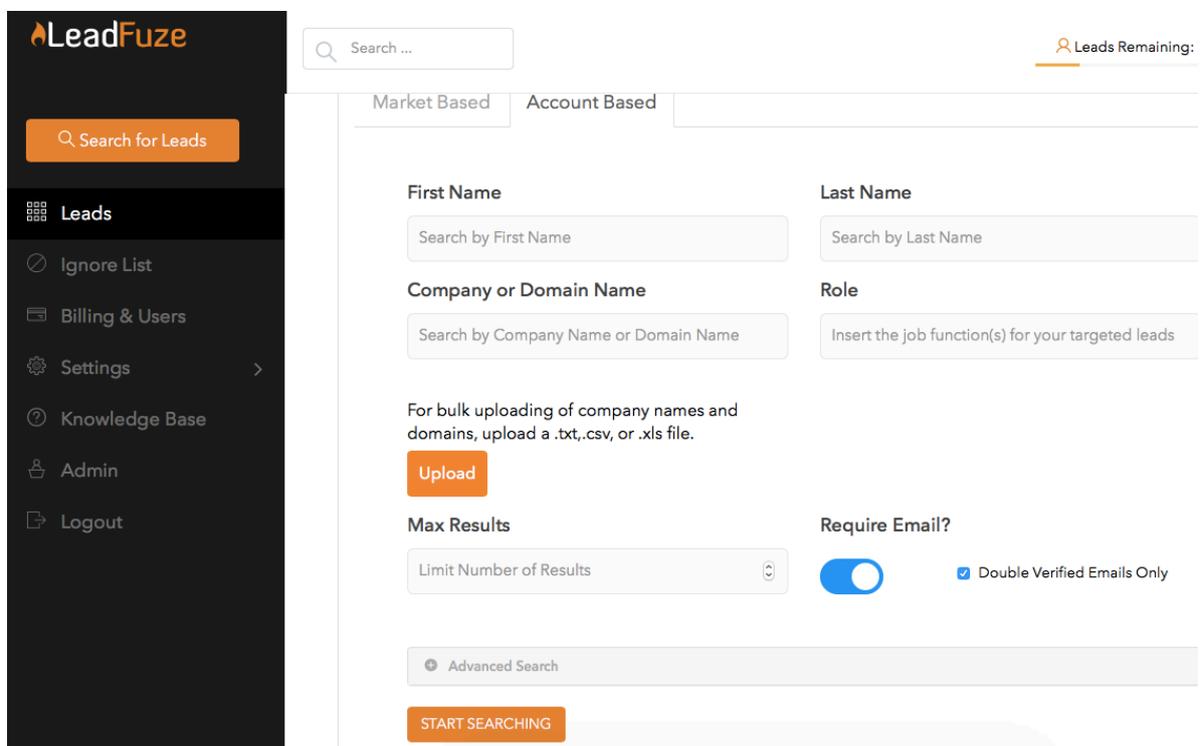
It's very time consuming. We deal with this by spreading the work across the team, and making it a company priority.

LeadFuze

Find Enriched Lead Data Automatically

As you're approaching the end of this book, I want to plug-in a bit of information about our tool.

You can learn more about it by clicking [here](#).



The screenshot displays the LeadFuze web application interface. On the left is a dark sidebar with the LeadFuze logo and a navigation menu including 'Leads', 'Ignore List', 'Billing & Users', 'Settings', 'Knowledge Base', 'Admin', and 'Logout'. The main content area features a search bar at the top right with a 'Leads Remaining' indicator. Below the search bar are two tabs: 'Market Based' (selected) and 'Account Based'. The search filters are organized into four columns: 'First Name' (with a 'Search by First Name' input), 'Last Name' (with a 'Search by Last Name' input), 'Company or Domain Name' (with a 'Search by Company Name or Domain Name' input), and 'Role' (with a text input for job functions). A section for bulk uploads includes an 'Upload' button and instructions to upload .txt, .csv, or .xls files. Below this are 'Max Results' (a dropdown menu) and 'Require Email?' (a toggle switch and a checked checkbox for 'Double Verified Emails Only'). At the bottom, there is an 'Advanced Search' button and a 'START SEARCHING' button.

(LeadFuze.com in action)

LeadFuze is an online tool that helps you find targeted leads for marketing and sales opportunities. All in an automated fashion.

We went to great lengths to create the next generation of lead gen tools.

As you've already seen in this guide, doing outreach is a hell of a lot of work. Why spending days on looking for the right contact when you can do that in just one click?

You simply chuck a few key details about your target market - and huzzaaah! - you get hundreds of targeted leads.

It can literally save you days of building your prospects lists.

Final Words

Thank you for reading through The Champion's Guide to Outreach Marketing. I hope you enjoyed reading it at least as much as I enjoyed writing it.

Outreach marketing is very hard, but I think that's what it makes it so interesting.

With the right amount of passion and persistence, I believe we can all become Outreach Champions.

This is my longest writing and my first book, so please share your feedback with me at [t.justin@leadfuze.co](mailto:justin@leadfuze.co)

And last but not least, please [share the ebook](#) with your friends to unlock all of the bonus material!

Happy Hunting!

Justin