

How to Build a Cold Outreach Automation System Using No Code

An Andy Cabasso & Postaga Joint



Who's This?

- Andy Cabasso
- Co-Founder | Postaga
- TinySeed Batch S21'
- Agency founder
(acquired 2016)



Agenda

1. Outreach Workflow
2. Tools Used
3. Prospecting
4. Outreach
 - a. Email
 - b. LinkedIn
5. The Close
 - a. CRM + Email Automation
6. Tips and Best Practices
7. Q&A

Outreach Workflow

Step 1:
Prospecting

Step 2:
The Outreach

Step 3: The Close

Tools I Use

Tools Used

(I will repeat this slide at the end)

1. Prospecting:
 - a. Scrapers (**Hexomatic** / TexAu)
 - b. Directories (LeadFuze / ZoomInfo / BuiltWith)
 - c. SEO tools (**Ahrefs** / SEMRush)
 - d. Platforms (**SparkToro** / Postaga)
2. Contact-Finding + Email Outreach
 - a. **Postaga**
3. LinkedIn Outreach
 - a. **ProspectIn** / Octopus
4. Integrations / Automations
 - a. **Zapier**
 - b. Gmail
 - c. Google Sheets
 - d. Marketing Automation Software / CRM

Prospecting

Prospecting Tools

1. For Sales
 - a. LeadFuze
 - b. Scrapers (TexAu / Hexomatic)
 - c. LinkedIn
2. For Link Building
 - a. Ahrefs / SEMRush
3. For PR
 - a. SparkToro
4. All-around
 - a. Postaga

With these tools, your results will be in a CSV, which you can use with your email outreach software of choice

Let's see some
Prospecting
Examples

Sales



Link Building



PR





seo firms



All

News

Images

Videos

Maps

More

Tools

About 12,500,000 results (0.72 seconds)

<https://clutch.co> > seo-firms

Best SEO Agencies - 2021 Reviews | Clutch.co

List of Top-Rated **SEO Firms** · Ignite Visibility · WebFX · Straight North · Titan Growth · Boostability · Victorious · Tactical Digital · Big Leap.

[Top SEO Companies in Canada](#) · [Small Business \(<\\$10M\)](#) · [Top SEO Consultants](#)

People also ask

What is an SEO firm?



Which company is best for SEO?



What are some SEO companies?



How much does it cost to hire an SEO company?



Feedback

Email Outreach

Let's see an
Email Outreach
Example



+ NEW CAMPAIGN

Dashboard

Campaigns

Content Hub

Emails

Contacts

CRM

Settings

All Accounts

Overview

Accounts

LEVEL
2

CAMPAIGN

[BACK TO ALL CAMPAIGNS](#)

Name

Campaign: December 13, 2021



NEXT

Campaign Type

Choose the type of outreach campaign that you would like to run

What would you like to do?



Promote a Blog Post



Promote a Product/Service



Generate Sales Leads



Podcast/Brand Promotion



LinkedIn Outreach

Let's see a
**LinkedIn Outreach
Example**



Andrew Cabasso

Standard

Dashboard

Campaigns 6

Queue 0

Prospects 3826

Triggers 0

Contact

Upgrade

FAQ

See Demo

English

SEO | 2nd Connections



Export CSV

Import CSV

Profile(s) : 46

Status (1)



Message



Replied



All filters (1)

Clear (2)



Search...



0 selected



Brendan Frawley

AVP, Head of Amazon Strategy & Technology Products at L'Oréal
L'Oréal
New York City Metropolitan Area



Ashley Larmond

Brand Strategy | Consumer Marketing | DE&I Advocate
LinkedIn
New York, New York, United States



Teresa Hill

Marketing | Empowering brands to reimagine video
Self-Employed Contractor
Brooklyn, New York, United States



Ophélie Marten-Jeanroy

SEO Specialist
Glassdoor



Visit

Follow

Connect

Message

Scenario

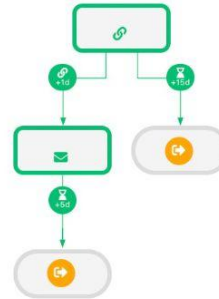
No scenario

New scenario

Replay Scenario's tour

Name

Scenario #2



CRM + Email Automation

Zapier: Gmail+ CRM

Let's see the
**CRM Automation
Workflow**

New: Share a copy of your Zap with anyone. [Learn More.](#)



Microconf

Share

ON



Trigger

1. New Email in Gmail



Action

2. Create/Update Contact in ActiveCampaign



Action

3. Create Deal in ActiveCampaign



Tips and Best Practices

Tips and Best Practices

1. It's a numbers game
 - a. 5-10% reply rate isn't bad
 - b. Your first campaign will probably be bad, but they get better
2. Follow-up
3. Stay organized
4. Test! Test! Test!
 - a. See what's working and not
 - b. Is your open rate bad?
 - i. Try other subject lines
 - c. Are you not getting good replies?
 - i. Possibly bad prospecting
 - ii. Possibly bad email copy

Tools Used (recap!)

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 - d. Marketing Automation Software / CRM

~~Shameless~~
Semi-shameless
self-promotion:
Want a discount on
a Postaga plan?

- Email support@postaga.com,
say you're from Microconf
Remote

Q&A



Appendix

Hexomatic Scraping -

<https://share.getcloudapp.com/Z4urg6PX>

Ahrefs research -

<https://share.getcloudapp.com/12uPWokP>

SparkToro -

<https://share.getcloudapp.com/Qwu2q9A1>