

Bizink's Guide to Outbound Marketing

To put it simply, there are two ways to do marketing:

1. Wait for people to come to you (Inbound Marketing)
2. Go and get in front of people (Outbound Marketing)

Outbound Marketing (or Outreach Marketing) means you initiate the conversation, you go and get in front of your target market, rather than wait for them to come to you.

People typically think of cold calling but that's not *necessarily* what we recommend.

What we suggest:

Research

Conduct market research to find contact details for your prospects. For example, if you are targeting tradespeople, look online for their contact details in trades directories.

It's good to ponder these questions:

- Where does my ideal client hang out?
 - A specific geographic location?
 - Do they attend events or conferences?
 - Are they part of professional groups or associations?
 - Who do they trust? Who else are they working with that you might be able to collaborate with? (eg lawyers, bankers or other referral partners)
 - Where do they hang out online?
 - Which social media platforms do they use?
 - Who influences them?

Find their email address

Once you have their website URL (e.g. www.bizinkonline.com), use a tool like hunter.io to try and find their email address.

Send them an email

Send them a personal, one-to-one email from your inbox. Don't use email marketing software like MailChimp or Bizink's Email Marketing, as you do not want to send them a bulk email. At this point, we don't have their permission to send bulk emails and they haven't opted in to your list, so you don't want to breach spam laws.

A genuine, one-to-one business email from your inbox is completely fine, it's considered part of the course of business.

Note: these emails *don't* work when the email is not relevant to the receiver. If you receive an email about a service that's not even suitable for you, you're going to hit delete.

This strategy works well when you have this formula:

1. A specific market to reach out to
2. + an understanding of their pain points

3. + a specific way to help them
4. + language and content that conveys the above.

What to include

In this email, you should quickly introduce your firm but make sure they know what's in it for them. Why should they book a meeting? Why should they even consider your firm? Keep it short and simple, don't complicate the email because people will quickly scan it anyway.

Here are some prewritten templates you are free to use. We suggest sending a few versions of these and then following it up with a call. This alternative to cold calling means they are "warm" when you get to speak to them. They will know who you are and you have something to talk about.

Tips

Outbound emails that work well:

- Emails that include case studies or testimonials
- Emails that encourage people to sign up (opt in) so you can send them bulk emails e.g. mention your free course on increasing profits - include a sign up link

Email Templates

General outbound email - get a call or a meeting

Subject: Business idea that could improve your profitability by {X} in {6 months}

Hi {First Name}

I have a business idea to help {Their Company Name} enhance its {profitability} (or insert thing you can help them with).

This same concept has helped other businesses such as {Client X} (works best if they would know the client you mention) improve their profitability by {X} in the last {6 months} (a specific example here works best).

When do you have 10 minutes to hear my idea and see if it can work like it did for {Client X}? (we recommend including a link to your appointment booking app here).

Thanks,

{Your name}

General outbound email - get a call or a meeting

Subject: How we help {restaurants} like {Their Company Name}

Hi {First Name}

I'm reaching out because {explain how you relate to them} (example: I saw your company online, we work with a lot of restaurant owners).

{Your Firm Name} has a service that will help your team at {Their Company Name}.

We've helped companies like yours {improve their profitability, become cashflow positive and secure funding} (or insert thing you can help them with).

We do this by:

- Benefit/feature 1
- Benefit/feature 2
- Benefit/feature 3

Let's explore how {Your Firm Name} can specifically help your business. Are you available for a quick call on {time and date}? (we recommend including a link to you appointment booking app here).

Cheers,

Your name

Outbound email to a niche or vertical you work with

Subject: Are you struggling with (what's a very specific thing you can help with)?

Hi {First Name}

We've worked with others in {industry} and we've found one of the key issues they're struggling with is {issue} (what's a very specific thing you can help with?).

This past year we helped numerous companies like yours to {achieve results - save money, add revenue, increase productivity} (again be as specific to their industry or niche as possible).

If this is a challenge in your business too, let's set up a quick call. I have some ideas that might help. (we recommend including a link to your appointment booking app here).

All the best,

Your name

Suggested apps

Take a look at [Mailtag](#) and [Prospect.io](#), they're great outbound marketing tools.

Get in touch with Bizink

To find out more about [Bizink](#) and how we can help, book a time to chat here: <https://bizinkonline.com/book-a-demo/>