

Mastering Multichannel Outreach:

The What, Why, and How



Introduction

In today's world of tech-driven individuals with short attention spans, all the debate about whether your outreach strategy should be a single-channel approach or a personalised multichannel approach is a no-brainer. With an integrated multichannel outreach strategy, you engage with prospects across various platforms for greater visibility and conversion rates. Studies have found that businesses using a multichannel strategy see a **287%** increase in customer engagement versus single-channel approaches. Further, your potential customers expect you to engage with them through their preferred channel, and this fact is further solidified by research indicating **71%** of consumers want personalised communication.

This ebook will guide you on how to accelerate your revenue growth using a multichannel approach, what different channels can be used, why, and the best practices to effectively use them. With these, you will get actionable strategies with real-world examples to build a multichannel sequence. Let's build a successful outreach campaign.

What Is Multichannel Outreach?

Multichannel sales outreach is all about approaching your potential leads through different channels. Principally, you use different channels like LinkedIn, emails, and phone calls to increase visibility and improve lead generation and conversions.

An example of multichannel sales outreach looks like this:

1



Start by emailing the prospect

2



Then send a LinkedIn connection request with a note

3



Follow up on LinkedIn

4



At the end, try reaching out to your prospect on the phone in case there is no response

What Are the Advantages (and Challenges) of Multichannel Outreach?

Here are the key benefits of using a multichannel outreach strategy for sales and lead generation:



Wider Audience



Lasting Relationship & Higher Reply Rates



Increased Customer Retention



Lower Risk



You will be seen by a wider audience.

With this approach you can engage with multiple prospects across different channels, thereby increasing your visibility. B2B social selling maximises reach, and studies reveal a [24% higher conversion rate](#) for companies using a multichannel approach.



Build a lasting relationship.

Different channels allow for diverse and personalised interactions, helping with higher engagement rates. But for this to happen, it is important to use a synchronised approach and customise content for each channel and persona to keep your tone and voice consistent.



Increased customer retention and repeat sales.

A report reveals that companies with strong multichannel engagement see an average [customer retention rate of 89%](#). This cross-channel approach will reduce customer churn time and give you cross-selling and upselling opportunities. This helps in retaining customers and increasing value per customer.



Minimises Risk & Failure.

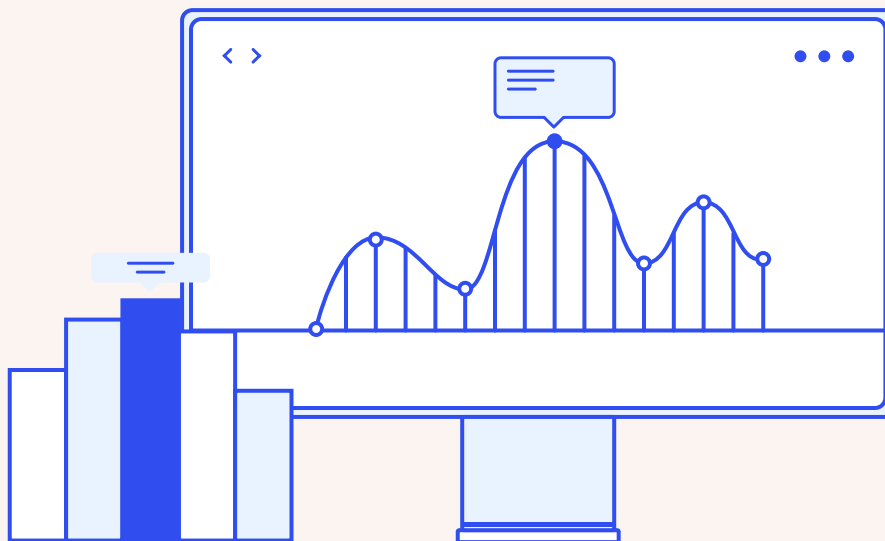
You will agree that not all channels will yield similar results. Different channels are used by prospects for different means, thus multi-channel approach proves to be effective in maximising the ROI from each channel. It's like having multiple points of failure and success.



Better Data Collection.

Salesforce reports that companies using multichannel campaigns collect [30% more data](#) than those using single-channel approaches. Data is a gold mine, it will enable you to understand your audience, and their channels of interest.

To effectively implement a multichannel outreach approach, we should also look at some of the common pitfalls most sales professionals or companies face.





Maintaining Message Consistency:

You are mistaken if you consider that running a multichannel campaign is similar to running multiple single-channel campaigns. Your message and brand voice across all channels must resonate and complement one another to create a cohesive experience. Any misalignment may risk your conversion and leave your audience confused.



Personalisation at Scale:

Managing multiple channels and personalising messages needs time, efforts, and ample resources. And lack of efficient tools further aggravate the situation. Thus, careful planning, choosing the right engagement channels, and automation tools to yield a positive ROI are a must.



Multichannel Coordination:

Once you choose different communication channels, how will you effectively manage all of them at once? There are readily available sales automation tools to help you automate your outreach and lead generation efforts, depending on your needs.



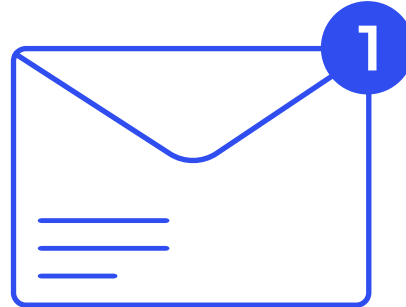
Risk of potential oversaturation.

One of the worst mistakes most of the sales people, business owners and marketers make is excessive outreach. Sending multiple messages across numerous channels will only overwhelm your B2B prospect and nothing more. It's all about striking the right balance without being intrusive.



What are the top channels for multichannel campaigns, and why?

Email



Call



LinkedIn



We have seen the advantages and how easy it is to start using every channel out there, but to begin with a multichannel sales strategy, start by building the foundation with three main channels.

Email

Email remains one of the most effective outreach channels due to its wide reach in B2B domains and the ability to personalise messages. A stat reveals an estimated [4,371 million email users in 2023](#), and that number keeps increasing. Social media or social selling techniques may keep changing, but email is fundamental to our digital lives.

Here are some best practices for effectively using email in your outreach strategy:



Higher Response Rate

First, our goal is to achieve a higher response rate and build trust with our target audience to avoid being marked as spam. For this, create a targeted list of potential customers, as we sending every email to every customer will yield no benefits. Also, you can send a maximum of 150 emails per day, per email address. You can use email scaping tools to find emails, but that adds to your budget.



Personalised Emails

Next, personalised emails work way better than your generic messaging. HubSpot highlights that [personalised emails improve click-through rates \(CTR\) by 14%](#) and conversion rates by 10%. Make sure you use the recipient's name along with any relevant information you have about them. Research thoroughly your prospect's demographics, interests, desires, and pain points, and accordingly segment your target list. Further, your compelling subject lines will decide whether your email gets opened or not.



Test and Adapt

Test and Adapt: Trail-and-error method is a secret sauce, as there is no one-size-fits-all email. With ever changing demand patterns and needs, different tactics will be needed to find a high-performing email, personalised. Experiment with different subject lines, content structures, and voices to find the best email for your target audience.



Call to Action (CTA)

Using a clear call to action (CTA) will help your reader with the next steps. This is a part of your lead nurturing effort, where you give your customer a chance to seek further information, continue the conversation, or directly proceed with buying. Just make sure your email has a clear CTA that informs what the user should do next.

LinkedIn

LinkedIn is one of the most powerful B2B outreach channels and it's free. It allows us to discover and connect with new leads, and has higher reply rates than other B2B platforms. On LinkedIn, you have plenty of ways to get noticed by decision-makers to help you build professional relationships. You can do social selling effectively using LinkedIn via DMs or emails. Though for DMs you need to first establish a connection with the customer, however, LinkedIn credits allow sending InMails directly to the prospect's inbox.

Here are the best ways to use LinkedIn for outreach:



Build relationships

Use it to build relationships, not sales. It is easy to engage with your prospect provided they have a LinkedIn profile. Engage by liking and commenting on posts, joining relevant groups, and publishing helpful content to establish your authority and gain positive attention. No one comes on social media to be sold to, so getting into someone's DM with a sales pitch won't take you far.



Personalise LinkedIn InMail

Though LinkedIn allows connections to message each other directly, you can use LinkedIn InMail to reach out to potential connections. Always personalise connection requests and messages to build those relationships and to stand out in the prospect's inbox. Further, [LinkedIn reports](#) that InMail messages have a 300% higher response rate than regular email with the same content.



LinkedIn for research

Use LinkedIn for research. On LinkedIn, you can easily learn about your potential customers. People keep posting about their interests, challenges, or recent wins that give you enough ammo to personalise your outreach and offer genuine value.

Call

Most salespeople may avoid risking a phone call, but it is a great instrument to create a personal connection and an effective outreach channel to engage with prospects. In seconds, you can help your prospect with their doubts and build deeper connections, and without facing much competition.

Here are the best practices to help you make better use of phone calls as part of your multichannel outreach strategy:



Prepare a script

Prepare a script, but you should be ready to deviate as the conversation demands. It helps you be prepared before jumping on a call and helps you stay on course and cover all important points. Focus on listening to the prospect's needs and pain points. And prepare for common objections, and try to sound natural.



Timing is important

Timing is important. Channels are largely asynchronous, as in, you can reach your target at different times, and it's his choice when to pick up the message. However, with phone calls, timing is crucial. Know when your prospects are busy or available to take the call. Find a sweet spot in their busy schedule to crack the deal and get far better results.



Follow up with an email

Follow up with an email summarising the call and the next steps. This allows for a better customer-lifecycle management approach. An InsideSales.com study shows that [35% to 50%](#) of sales go to the vendors that respond first to inquiries.

How Do You Launch Your Successful Multichannel Outreach Campaign?

We have understood the importance of choosing the right multichannel outreach channels, but a good outreach campaign relies on a successful multichannel outreach strategy. Let's look at factors influencing your multichannel strategy and the steps to create the right outreach sequence.



Step 1: Research and Define Your Goals:

Effective outreach starts with thorough research. Clearly define what your goal is: driving sales, increasing brand awareness, lead generation, or enhancing customer loyalty. This way, you identify the right channels to be a part of your strategy.



Step 2: Identify your target audience.

As we have already discussed, different channels are more effective for certain purposes. LinkedIn is generally great for B2B prospecting but not much for B2C. Emails may be beneficial to gain the attention of key decision-makers rather than people mostly on the road. You need to understand your target audience, their pain points, preferences, and behaviors. Use tools like LinkedIn, industry reports, and social media to gather information about your prospects to tailor your multichannel outreach approach.



Step 3: Create a content strategy with unified messaging.

Based on your research, define the types of content that best suit each channel's format and your audience's expectations. This could be videos, blog posts, infographics, interactive polls, or legit memes. After this, you will need to develop consistent brand messaging. The voice and tone may differ as per the channel and customer journey, but maintaining a cohesive message establishes a brand identity.

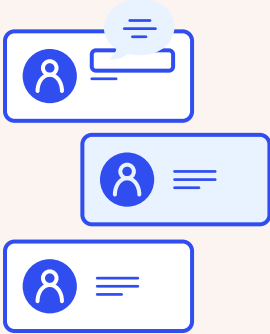
Templates and AI generators

AI adoption in marketing is growing, with [84% of businesses seeing AI](#) as a way to gain or maintain a competitive advantage, as per the MIT Sloan Management Review. With AI interventions, you can use pre-made templates to save time and ensure consistency. AI generators can help create personalised messages at scale. Tools like Jasper or Copy.ai can help with message generation.



Step 4: Plan a schedule and content calendar.

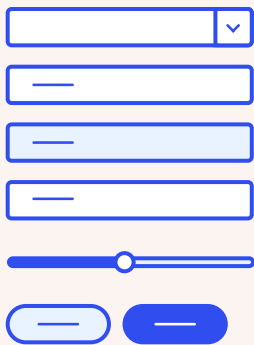
Create a detailed plan outlining the steps and timelines. This should include your content calendar, i.e., when and what content will be published on each channel, the timing of your outreach efforts, and other relevant details.



Step 5: Personalise the experience with manual interventions.

Reiterating that personalisation is the most important factor determining your success in outreach. Engaging with prospects is the most reliable method to build a lasting relationship. You should like and comment on their posts and send personalised messages that address their specific needs.

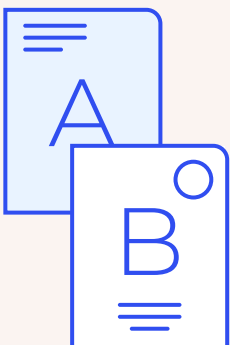
When you provide relevant content and insights that address your prospects challenges, you get a chance to build trust with your audience. Maintain regular communication and show social proof; you can use testimonials, case studies, and statistics to establish credibility.



Step 6: Set up your campaign and leverage tools.

Now you are ready to start sending out your messages across different channels. Here, there can be multiple touchpoints that can be automated; thus, leveraging automation tools for multichannel outreach will help you focus on more priority tasks in your sales funnel. Findstack reports that marketing automation drives a [14.5%](#) increase in sales productivity.

These tools will streamline your scheduling process, along with the distribution and tracking of content at the right time. Some sales engagement platforms, like SalesFlow, can help you bring LinkedIn and email outreach into one place. Further, you can identify your target audience using LinkedIn Sales Navigator and use scraping tools to gather contact information.



Step 7: Test and optimize.

Continuously testing different outreach sequences, channels, and content is important to ensure you get the best results from your outreach efforts. Use the A/B testing technique to compare messaging styles, designs, or timings, helping you adjust your strategy based on real-world insights. Also, you should regularly track and analyse the performance to determine what's working and what's not.

What is an effective multichannel outreach sequence?

By following the above steps, you are on your way to developing an effective multichannel outreach strategy, followed by a sequence. The main idea to remember while designing sequences is that you should use multiple channels to keep your prospects engaged.

Though there is no ultimate sequence that will work in every use case, depending on the goals and audience, you should create different sequences.

Example sequences:

1 Lead generation campaign for SaaS products



Day 1:

Automated welcome email, highlighting key benefits relevant to the prospect's industry, offering a free demo, etc.



Day 2:

Make a phone call to discuss how your product can solve a specific pain point.



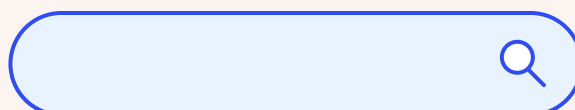
Day 3:

Send a LinkedIn connection request with a brief, personalised message.



Day 6:

Automated email follow-up



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Nurturing Campaigns for Existing Leads



Day 1:

Send an automated email with educational content (e.g., blog post, whitepaper).



Day 3:

Share the same content on LinkedIn and gauge attention by tagging the prospect.



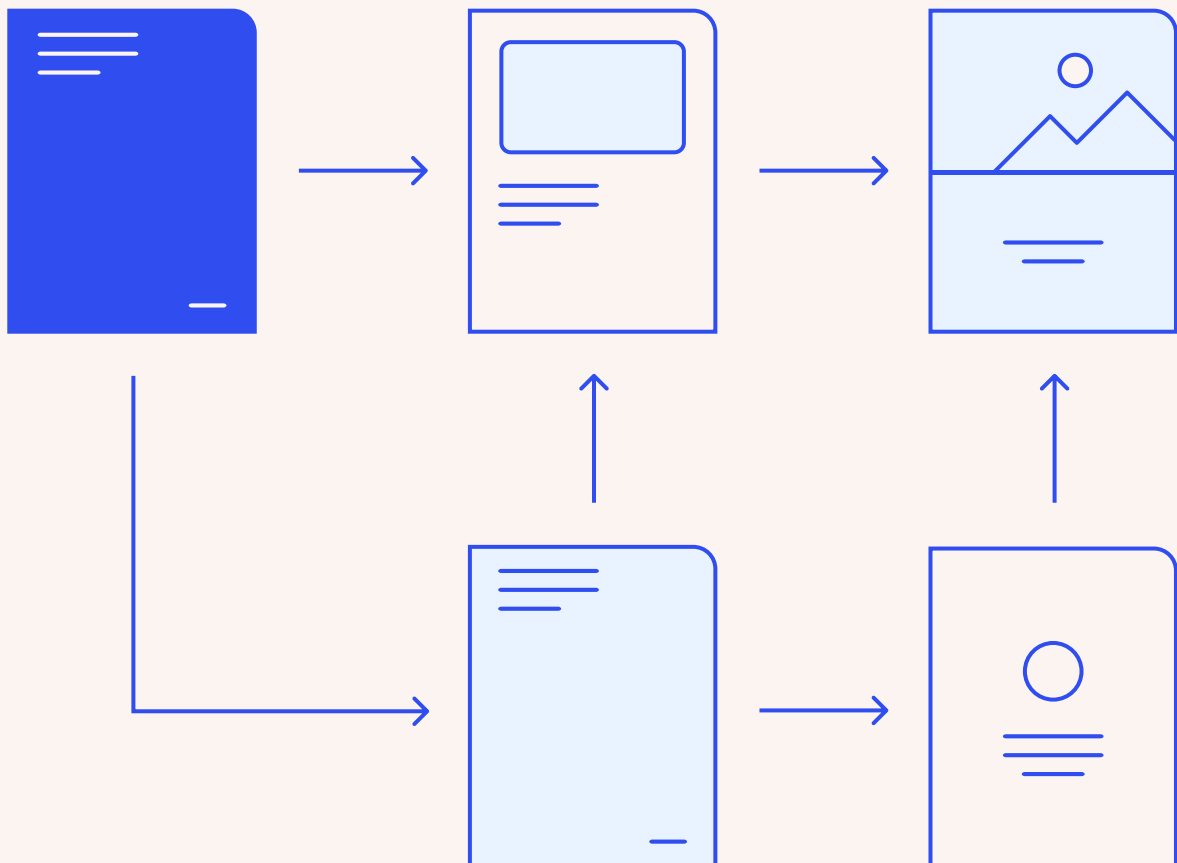
Day 5:

Follow up with an email offering a case study or testimonial.



Day 7:

Make a phone call to discuss the content shared and address any questions.



3

Closing Deals for High-Value Prospects



Day 1:

Manually send a highly personalised email outlining the final offer value.



Day 2:

Follow up through a phone call to discuss the offer and any remaining concerns.



Day 4:

Send a LinkedIn message providing additional social proof.

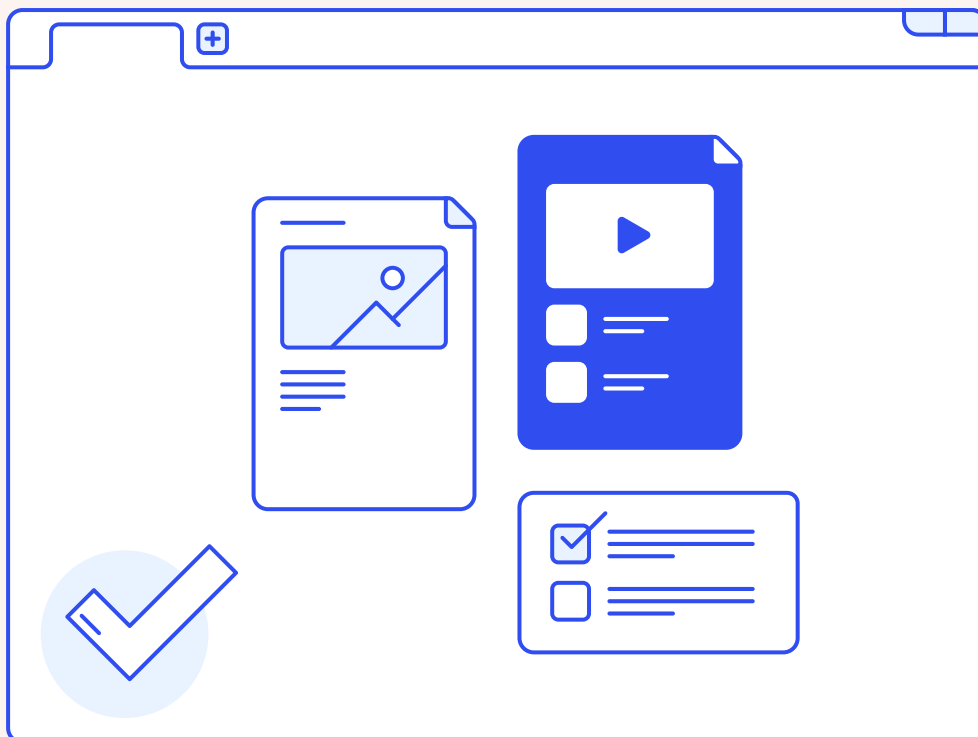


Day 6:

Send a final email with a clear call-to-action to close the deal.

Case Study:

A Perfect Blend of LinkedIn, Email, and Personal Interactions



Hacks for Successful Multichannel Outreach



Automate Where Possible

Manage repetitive tasks using automation tools. By using a multichannel outreach tool set up automated email & LinkedIn sequences and event-based triggers to keep the communication going. Automate your LinkedIn connection requests, personalized content creation and more. Tools like salesflow may help you in building multichannel outreach sequence.



Segment Your Audience

For greater relevance, tailor your messages to suit different segments. Here, use the behavioral data to create detailed segments such as devices used by users, search patterns, or more.



Spice up your email and LinkedIn account

You must set up your professional LinkedIn profile, post relatable content to show your expertise, and bring some personal touch by sharing your wins and losses.



Utilise Social Proof

Social proofs, including testimonials, reviews, case studies, and success stories, are the biggest conversion factors in your sales outreach. [70% of people](#) will trust a recommendation from someone they don't know.



Leverage AI and machine learning

Use AI tools to create content, personalise messages, and even analyse outreach performance.

Conclusion

Multichannel outreach is a powerful strategy that can significantly enhance your marketing and sales efforts. By leveraging multiple channels, personalising interactions, and using the right tools, you can build trust with your audience and drive better results. Start implementing these strategies today to elevate your outreach game and achieve your business goals. And please don't hesitate to test different sequences and channels to find what works best for you.

