

LIVE

Playground

by  **LGM**[®]

Get 51% Reply Rates 🔥
(Not 8% 🤔)

The Social-First Prospecting
Playbook

Tuesday July 15th

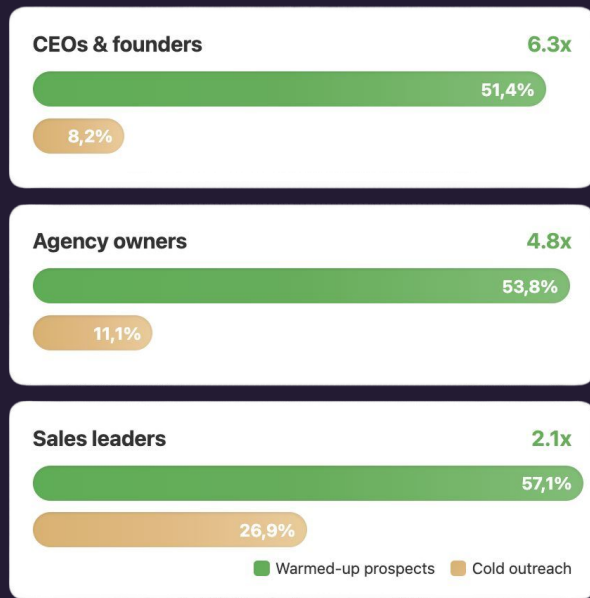
4:00 pm (CEST) | 10:00 am (EDT)



Oleg Sobolev

Founder @Extrovert

Cold outreach is getting colder by the day



Cold vs. warmed-up outreach

A/B test with 1,000 prospects

6.3X higher response rate

when relationships are built before outreach

Why warming-up works

- You trigger the familiarity effect
- You activate LinkedIn's algorithm in your favor
- You stay top-of-mind, even when your outreach “missed” the first time

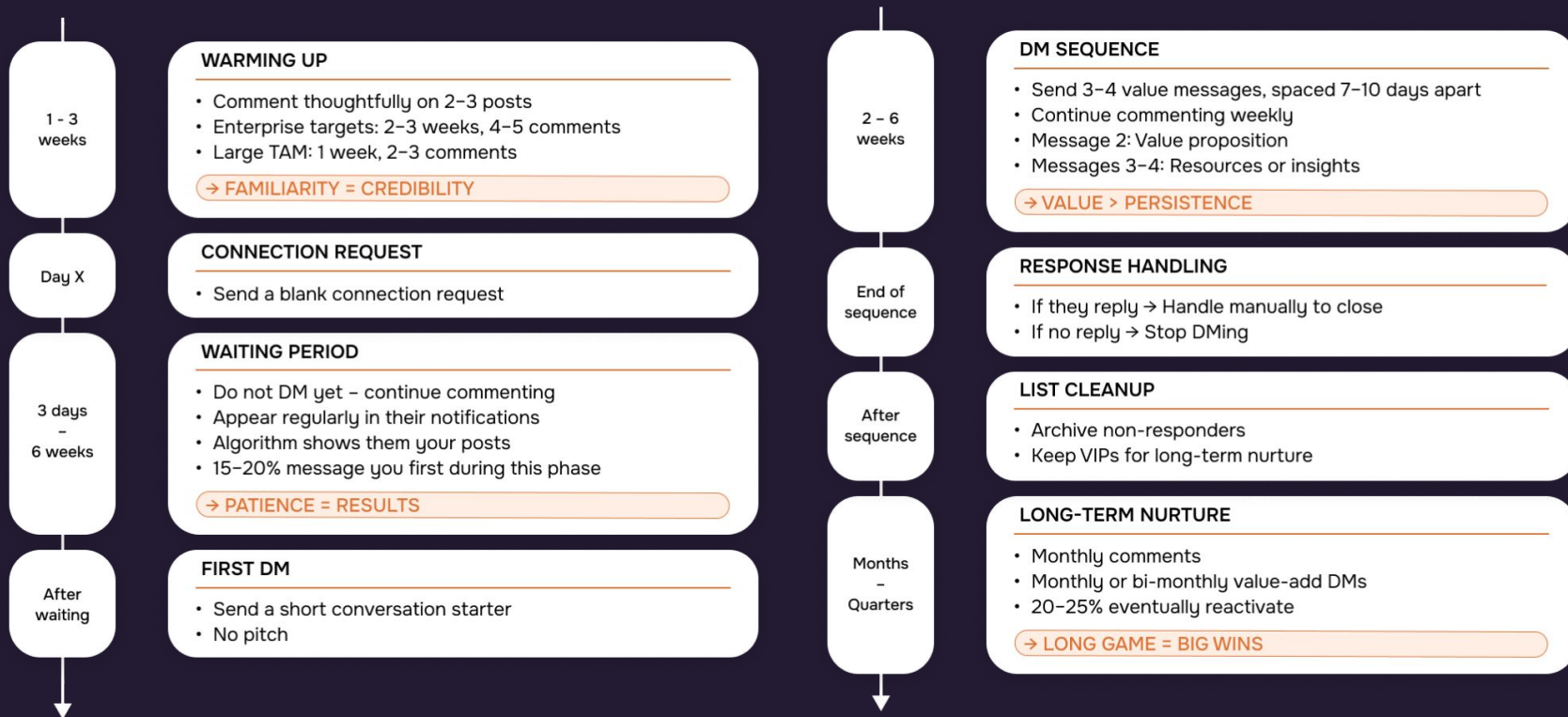
How this works (dead simple)

1. Comment
2. Connect
3. Wait
4. Message
5. Nurture

Why isn't everyone doing this?

- Easy to forget who you commented on
- Can't track 100+ prospects consistently
- Writing even 20 comments per day is tedious
- Most give up after a week when discipline fails

👉 There should be a process that doesn't break when you get busy.



↻ Repeat with the new batch

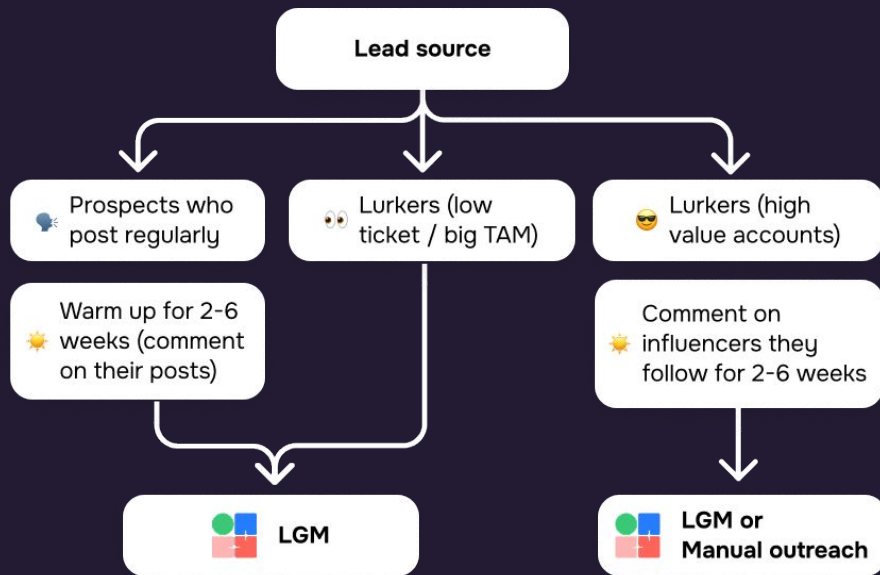
Step 0. List prep

- Go with small batches
- Focus on active LinkedIn users
- Add their coworkers too
- LGM's import from posts likers/commenters, events registrants or company followers is great

Step 1. Warm-up

- Comment thoughtfully on 2-3 posts
- Space comments 2-3 days apart
- Focus on adding value
- Enterprise/Limited TAM: 2-3 weeks, 4-5 comments
- Large TAM: 1 week, 2-3 comments
- Use tools like Extrovert to help streamline the process :)

But what if my prospects are lurkers?



Step 2. Connection request

- Push prospects from Extrovert to LGM sequence
(via webhook or CSV)
- Go for blank request. This is the way
- Use social warming in LGM too (follow + visit profile)
- Feels natural after engagement

Step 3. WAIT :)

- Continue commenting on their content
- Post your own content
- Builds trust (not transactional)
- Gives them time to see your content
- Creates space for them to message first
- Enterprise/Limited TAM: 4-6 weeks
- Large TAM: 3-5 days
- If you post content - wait longer, if you don't - go with the shorter period

Step 4. DM Sequence

First message: Start a conversation without triggering sales defenses

- Keep it short and conversational, ask a genuine question
- Chat mode in LGM works best
- No pitching yet

Second message: Explain why you reached out for those who want context

- Introduce your value proposition
- Keep it relevant

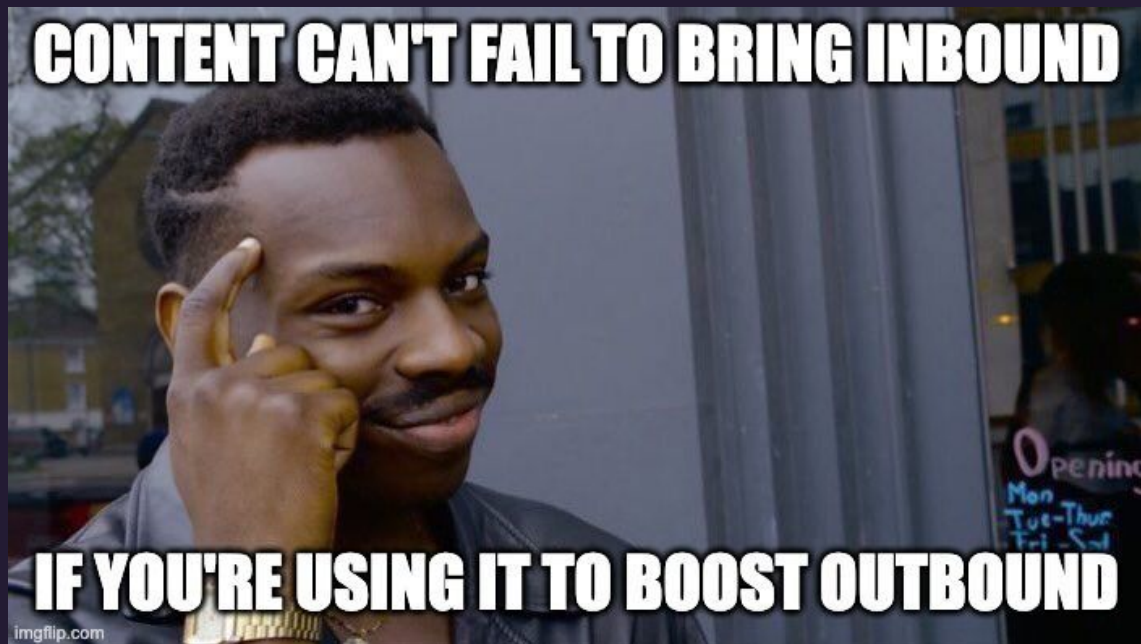
Follow-up messages (Day 10, Day 20, etc): Nurture prospects who haven't responded yet

- Space these out with 7-10-day intervals
- Each message should provide actual value
- Include insights, resources, or relevant examples
- Never send generic "just checking in" messages

👉 Throughout this entire sequence, continue your weekly comments on their posts.

Comments + Posts + DMs combo

- Keeps you visible in their notifications
- Pushes your posts into their feed through the algorithm
- Creates a subtle guilt factor (they see you adding value but haven't responded)
- Maintains familiarity even if they're busy



Step 5. Response handling



Replied

Move to manual conversation

Use Superwhisper + sales playbook in your prompt

Continue commenting during sales process



Not replied

High-value prospects

→ consider moving to long-term nurturing

Low-value prospects or large TAM

→ remove from the sequence and move on

Step 6. Long-term nurturing

- For "not now" prospects
- Automate in LGM or go manually
- Play the loooong game. 1 touchpoint per month, for months
- Continue commenting

What to send:

- Relevant industry insights
- New case studies
- Useful resources
- Company updates (when significant)

How to know it's working

- Connection acceptance rates go up (**should hit 60%+**)
- Some prospects message you first (without you DMing them), **aim for 20%**
- Reply rate should be 3x **up to 50%+**
- Responses feel warmer and more engaged
- Meetings are easier to book
- Your team starts to enjoy LinkedIn again :)



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