



**Acquisition Playbook:
Leveraging Multichannel
Outreach (Q1)**

Quick Intro:

- ✓ UK-based Fractional Recruiter and Online Coach
- ✓ Helps Tech Startups (UK/EU) scale efficiently
- ✓ Founded the 'Solo Recruiter Launchpad'
- ✓ Recruiter since 2014 (Agency & TA)



SOLO

RECRUITER LAUNCHPAD

Hyper-Targeted Prospecting:

- ✓ Successful outreach starts with good prospecting
- ✓ Outreach = communicating your UVP to your ICP
- ✓ Benefits = messaging relevance & personalisation
- ✓ Avoids wasted time & effort on irrelevant leads

Example:

- ✗ Various titles (CTO, CEO, Founder, Head of HR) in UK companies
- ✓ Founders of UK-based Seed Startups with no internal TA function

Prospecting >>> 3-Step Workflow



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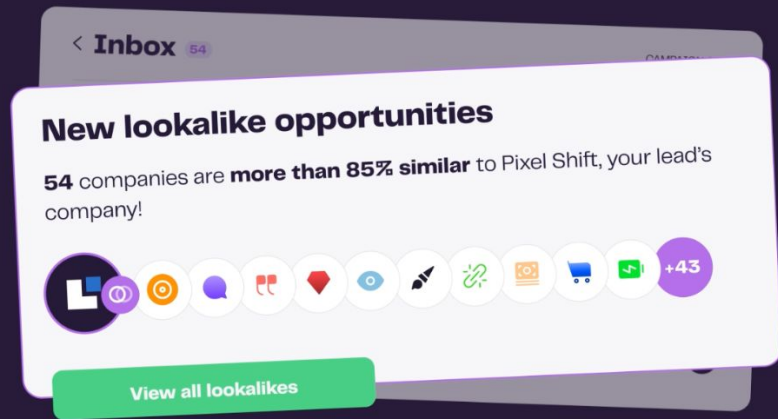
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Single Channel

- ✓ Outreach via one method
- ✓ Email most common channel
- ✓ Easy to set up vs multichannel
- ✗ Limits reach (e.g. channel limits)
- ✗ It's "one size fits all"
- ✗ Email-only is risky (e.g. spam)







Multichannel

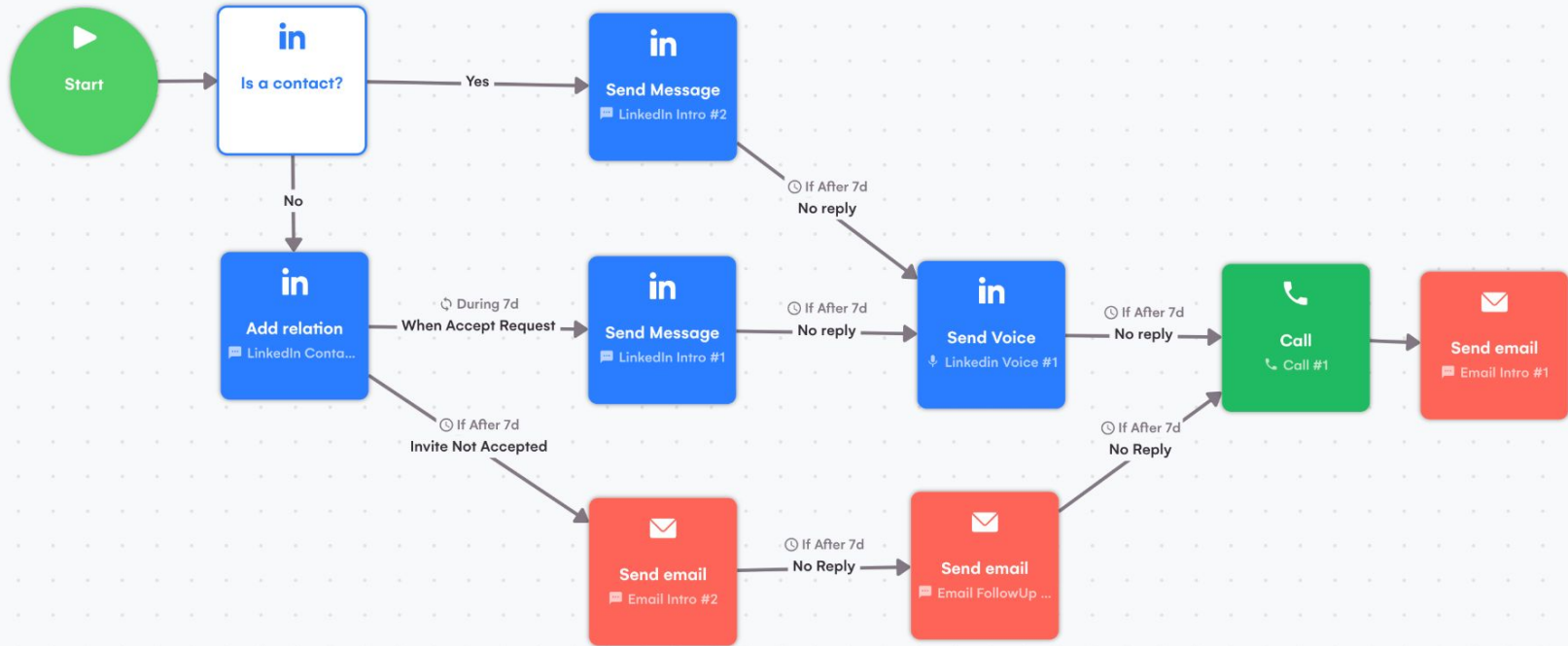
- ✓ Outreach via multiple methods
- ✓ Better with software (e.g. LGM)
- ✓ Much greater reach
- ✓ Hit prospect's preferred channel
- ✓ Incorporate 'social warming'
- ✓ Increases response rates (%)**

*****My response rates went from 11% (email-only) to 31% (multichannel)***



**Multichannel
sequences get
23% more
responses
(McKinsey)**

Multichannel - Important Points:

-  Strike a balance between when to use what touchpoint
-  Works much better with hyper-targeted prospecting (relevance)
-  Use personalisation strategically (e.g. Loom videos)
-  Automate tedious manual tasks (e.g. LinkedIn connections)
-  Sometimes less is more (i.e. less touchpoints & more value)
-  Great for candidate sourcing campaigns






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