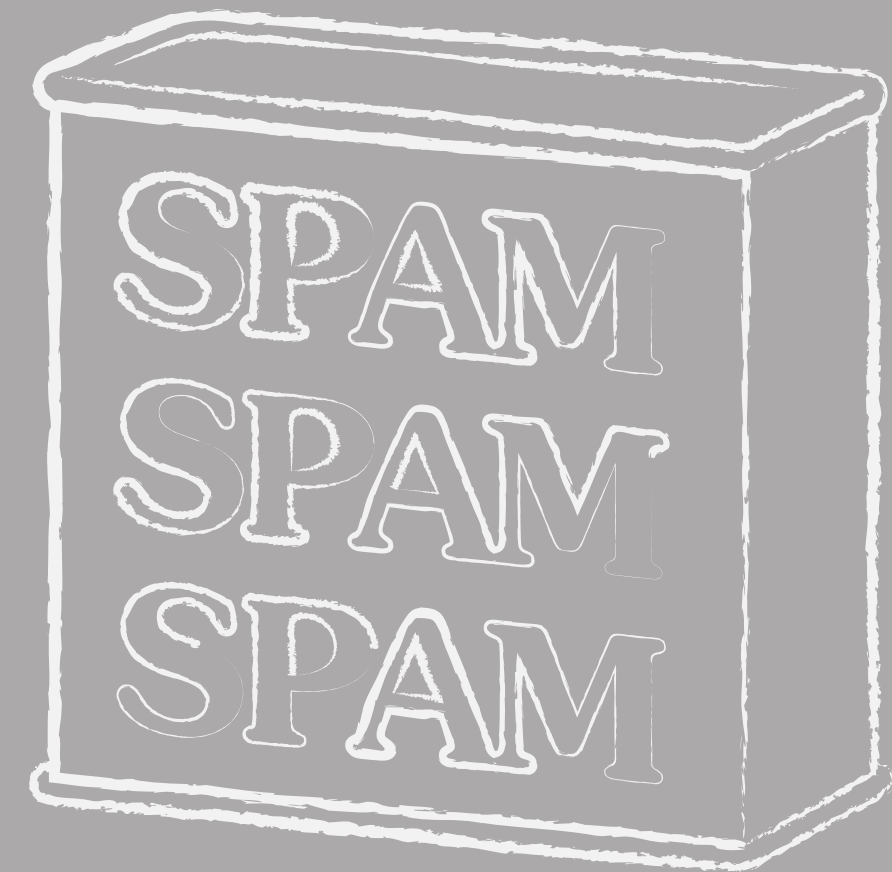


# Effective outreach without being a spam fritter

Make engaging with your audience fun and part of building a thriving social media following.



## **Let's normalise outreach**

**Speaking to your audience is part of your job.**

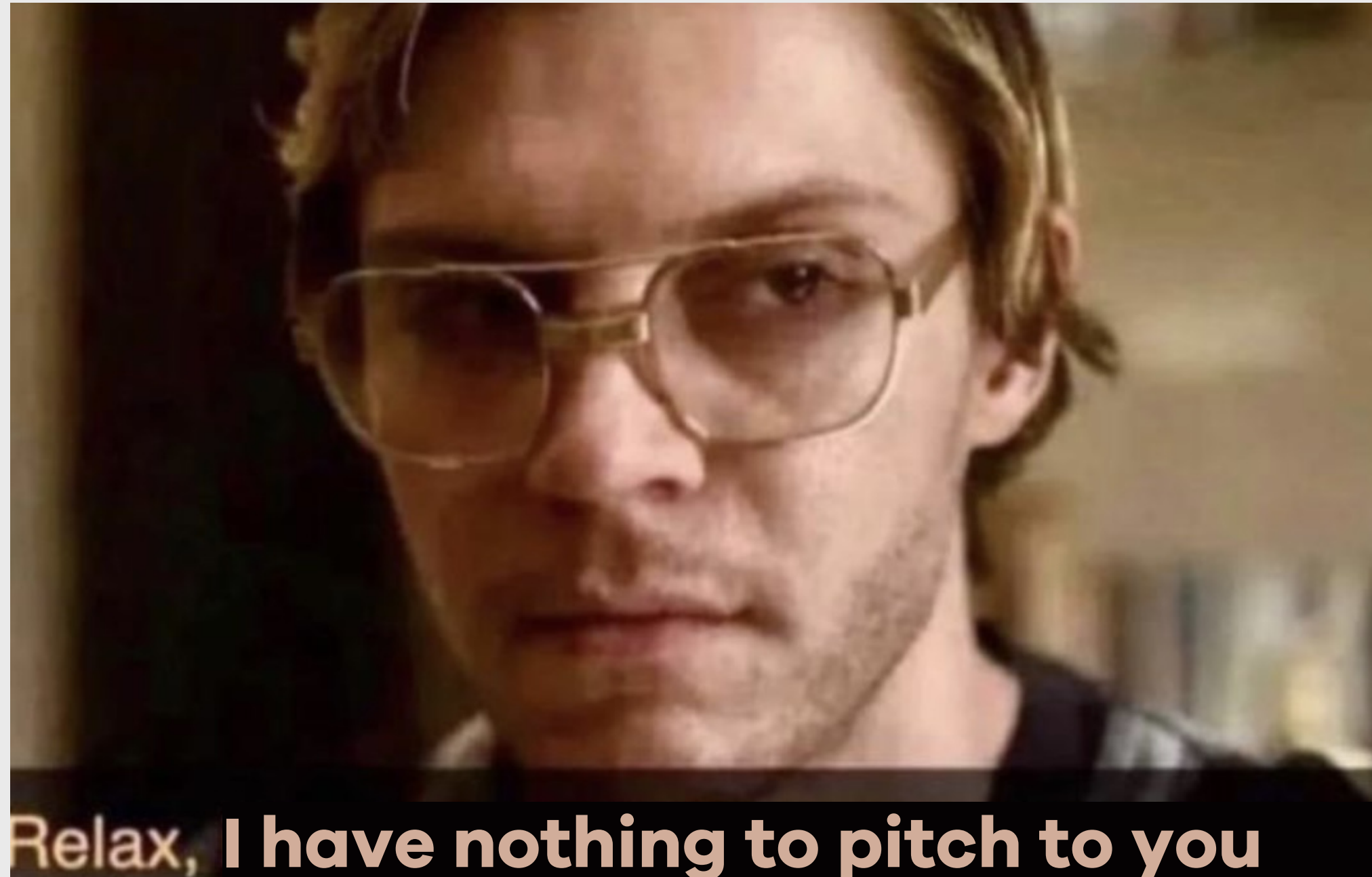
It's how you'll build know, like and trust.

Engagement is a two way street.

To drive engagement you must engage.



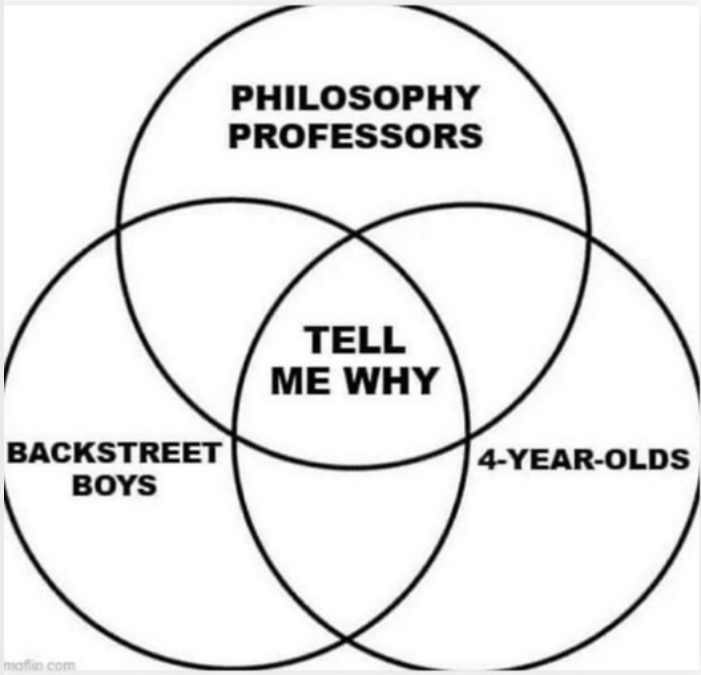
*Effective outreach without being a spam fritter / March 2023*





Effective outreach without being a spam fritter | March 2023

U wot M8?



 **Strong  
Collective**  
MENTORING



*Effective outreach without being a spam fritter / March 2023*



**Hands up who's ever recieved a cold DM?**


# What you think of when you see 'outreach'

Hey Dan,  
Saw your post about "Proactive vs reactive". Had to give it to you - Was really informative.

Btw I was helping my younger brother with his ALGEBRA homework and this equation popped up in my head:  
(You + Us = \$30K in new MRR + AI Leveraged Appointment Setting System Pumping Out 50-60 Coaching Appointments every month) LIKE A CLOCKWORK

Drop a 'YES' if you're interested to know more!

Leaving this Shaolin Shih Tzu to ensure your safety



going over a system which I'm sure can help you get more clients through social media.


If you're down to see it just let me know

02 May at 08:14

Of course I would just send it to you for free and if you think that it won't help you after watching it you can just block me

12:01

Yo Dan



Message...

You don't follow each other on Instagram

View profile

Yesterday at 17:15

Hi Dan, coming from the explore page, just saw your content - could I ask you something?

Accept message request from Ritiq Sandhu (ritiqmedia)?

If you accept, they will also be able to call you and see info such as your activity status and when you've read messages.

Block Delete Accept

CONTENT MARKETING

dhruvsfc · Instagram

84 followers · 0 posts

You don't follow each other on Instagram

View profile

08:18

On a scale of 1-infinity how annoying are cold DMs?

Accept message request from CONTENT MARKETING (dhruvsfc)?

If you accept, they will also be able to call you and see info such as your activity status and when you've read messages.

Block Delete Accept

## Stages of outreach

4 Key stages when it comes to effective outreach

01

### **NEW FOLLOWERS**

This is more manners than anything, but it will ensure your content is shown in their feed right away.

02

### **PAGE FOLLOWERS**

Start here if you haven't ever done this. And you can do this again with different angles.





## Stages of outreach

4 Key stages when it comes to effective outreach

03

### CONTENT ENGAGEMENT

Feed posts, facebook posts, any platform, story viewers.

04

### OTHER PAGES

Proactive engagement in other accounts in your industry and outside of your industry (local area)

*See the DM challenge later on.*

## New followers

A good practice to get in the habit of.

**It sets you apart from the 1000s of other coaches**

### DO

Take time to be personable.

Make it about them.

Give them something useful to consume (lead magnet, video).



### DON'T

Jump straight to a sale.

Go in with what their main struggles and problems are.





## New followers - Example

Hey {name},

I hope you're well. I just wanted to personally reach out and thank you for the follow, it's hugely appreciated

Below, I've linked to 50 FREE content ideas for coaches that can be used across any social media channel, email or even YouTube.

<https://bit.ly/50freecontent>

I'm all for being social on social media so If there's anything I can help you with in the meantime, feel free to shoot me a message.

Have an epic week.

Dan 😊

PS if you want to benchmark your current coaching business I've made a quick 3 min audit here  
<https://benchmark.scoreapp.com/>

## New followers - Example 2

Hey {name},

I hope you're well. I just wanted to personally reach out and thank you for the follow, it's hugely appreciated

I'm all for being social on social media so If there's anything I can help you with in the meantime, feel free to shoot me a message.

Have an epic week.

Dan 😊

PS if you want to benchmark your current coaching business I've made a quick 3 min audit here <https://benchmark.scoreapp.com/>



## Page followers

Engagement goes both ways

### Pro-active and reactive engagement

#### DO

Create content that speaks to your ideal client's specific problems.

Interact with any comments and DMs in a timely manner.

Reach out and thank those who follow you.



#### DON'T

Ignore any DMs and comments.

Feel bad for engaging with someone who has already said they like what you have to offer.



## Page followers - Example

Hey {name},

I hope you're well.

I wanted to reach out to touch base and see how you are getting on.

I've been busy working away and have created {lead magnet} which will give you/enable you to {find out/get clarity on/break down} audiences problems.

I'd love to hear your thoughts on it.

If it's ok with you I'll follow up in a few weeks to see how you found it.

I'm all for being social on social media so If there's anything I can help you with in the meantime, feel free to shoot me a message.

Have an epic week.

Sign off





## Content engagement


If someone is regularly engaging, reach out and say hi!

**People are giving you signs they like what you do**

### DO

Keep a note of regular engagers and reach out to them from time to time.


Ask them what they would like to see more of. This is prime research.



### DON'T

Ignore what they do

Burn your bridges by diving in with an offer too soon. You will know whens right.



## Content engagement - Example

Hey {name},

I hope you're well.

I just wanted to personally reach out and say thank you for engaging in my recent content.

That post about {X} is one of my favourite topics.

What was it that resonated most with you?



## Other pages in your niche

Spend time in larger accounts and reach out to those who engage

### Great research and opportunity to network

#### DO

Keep note of any questions asked and the topics that come up.

Actively engage with them by DMing and being genuine about their content.



#### DON'T

Spam or belittle them in the comments section.



## Other pages in your local area

Own the postcode before trying to win the internet

### Great research and an opportunity to network

#### DO

Interact and share any relevant content

Actively engage with them by DMing and being genuine about their content.

Make use of offline tools such as cards and flyers



#### DON'T

Connect with those who don't resonate with your ideal client

Leave it as a one-way street. It's about building a network





**Think about what can you **add** and  
come at it with **zero** expectations**

## Your challenge

Send a direct message to 5 people per day who interact in your content.

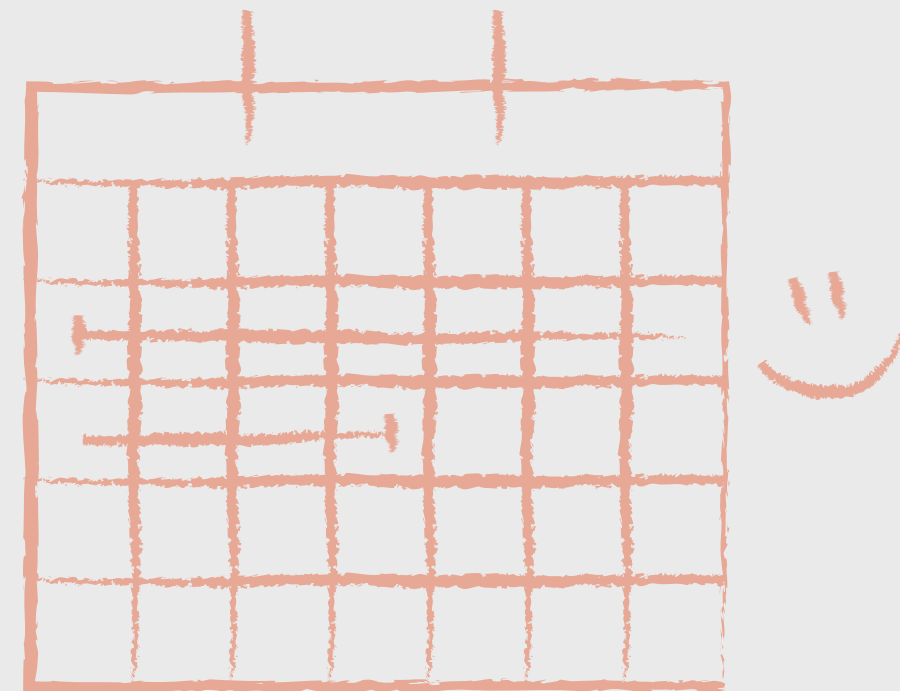
Do the same to 5 story viewers.

Message every new follower.

Make a list of all the local businesses which complement what you do.

Reach out to 1 each week to strike up conversation.

REPEAT for 30 days

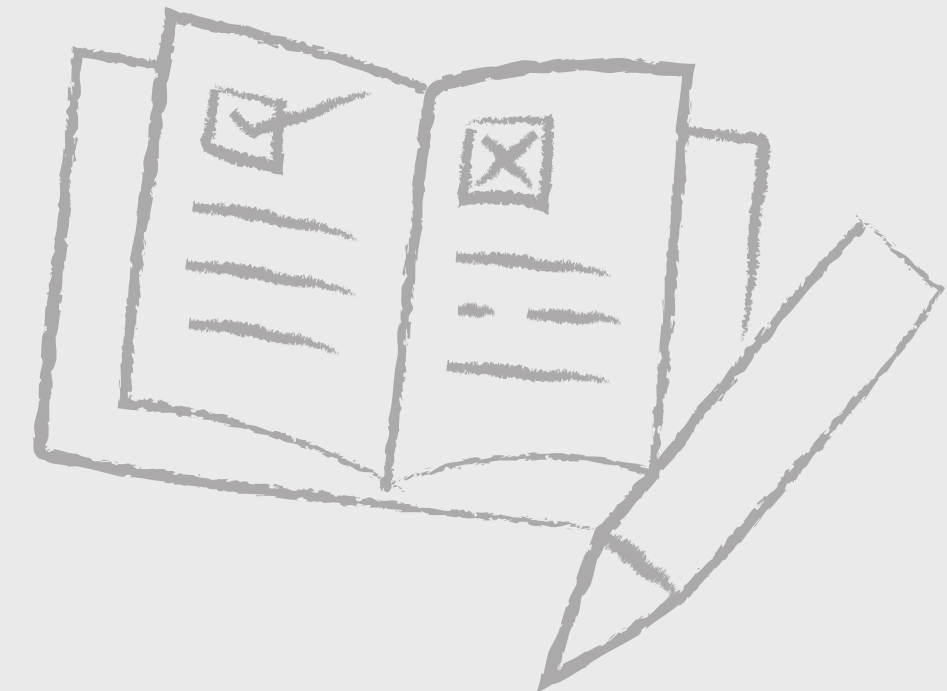


## DM flow

Pick one approach, test, log, tweak and repeat before moving to the next one.

[Link to the DM flow](#)

[Link to the tracker](#)



# Thank you

Any questions?



**Dan**

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[@danstrongcollective](https://www.instagram.com/danstrongcollective)

You deserve a

