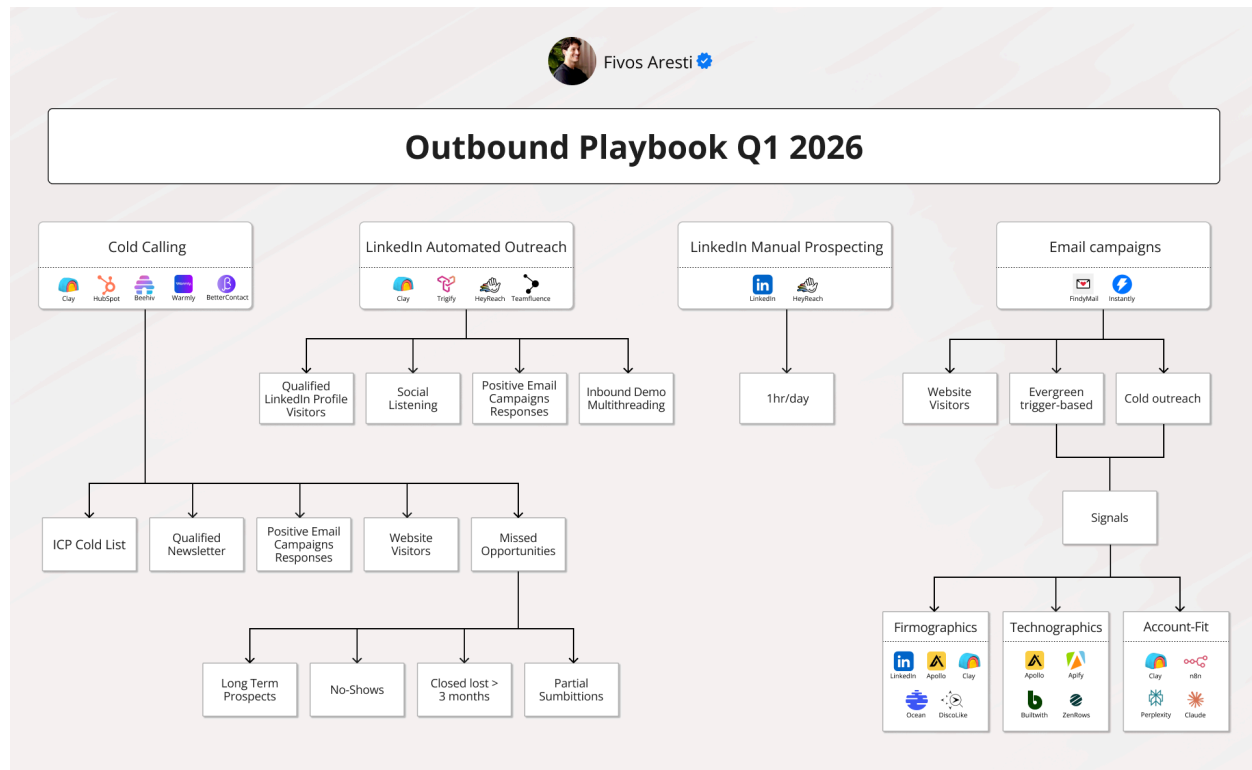


Complete Outbound Playbook 2026



How it works?

Step 1: Email Campaigns

Use email as the foundation for scalable outbound with [Instantly.ai](https://instantly.ai).

- Run automated follow-ups for website visitors.
- Maintain four evergreen, trigger-based sequences.
- Execute cold outreach using three core signals: firmographics, technographics, account-fit signals

Step 2: LinkedIn Campaigns

Use LinkedIn as a signal-driven engagement channel.

- Monitor social activity through keyword-based listening.
- Multi-thread demo requests across relevant stakeholders.
- Follow up with prospects who respond positively to email.
- Engage profile visitors from company and founder accounts.

Step 3: Manual Prospecting

Reserve time for deliberate, human-led outreach.

- Spend 60 minutes daily on manual prospecting (preferably on LinkedIn)
- Target multiple contacts within each account.
- Prioritize conversations over pitching.
- Focus on a curated list of ideal client accounts.

Step 4: Cold Calling

Use calling as the highest-priority outbound motion.

Focus calls on warm and semi-warm lists:

- ICP-based cold lists
- Previously missed opportunities
- Repeat website visitors
- Qualified newsletter subscribers
- Prospects with positive email engagement