# Your guide to Woodpecker

A step-by-step plan for optimally setting up cold email & LinkedIn outreach

**Go to Woodpecker**

**1**

**Connect more mailboxes to ramp up your sending volume:** Google, Microsoft, other providers.

**2**

**If you don't have separate domains and email addresses for cold email, buy them in Woodpecker as add-ons.**

**Tips**

- Do not use main domain for cold email. If its reputation gets damaged, all your emails will land in spam.

**3**

**Set up email records (SPF and DKIM) so email providers recognize you as a valid sender. Consider setting up DMARC, too.**

**Tips**

- After you connect your mailbox, check in Woodpecker if SPF and DKIM are set up correctly.
- If you buy domains in Woodpecker, both email records are already set up.

**4**

**Warm up your new domains and mailboxes automatically so your cold emails don't land in spam.**

**Tips**

- Start warming up domains and mailboxes. Warm them up for at least 2 weeks before you start sending cold emails.
- The longer you warm up, the better. If you plan to start sending before you finish the first month of warm-up, scale slowly, following best practices.
- In the meantime, find leads, write emails and set up sequences.
- Leave other domains and mailboxes to warm up for longer. If one of them gets burned, you'll have backup.
- If you need more warm-ups than what comes free with your plan, buy them as an add-on.

**5**

**Import prospects or find them with Lead Finder in Woodpecker.**

**Tips**

- Lead Finder is a database with over +1 billion B2B email addresses built-in Woodpecker. Filter and find companies and email addresses as an add-on.
- You get 400 free Lead Finder credits each month. You can buy more in packages if you run out.

**6**

**Sync Woodpecker with other business tools: CRM (Pipedrive, HubSpot, Salesforce, Zoho CRM, Close), Calendly, Google Sheets, Clay, Persana and others.** See all available integrations.

**7**

**Write cold emails that get positive replies. Here's a 6-step guide on how to do it.**

**Tips**

- Use the built-in AI writer to create the first draft of your email.
- Personalize your messages with custom fields.

**8**

**Set up your campaign in Woodpecker.**

**Tips**

- Send up to 30/emails a day per mailbox. To scale your email volume, add more mailboxes and rotate them for better deliverability.
- For strategy, try one of these:
  - 2-email sequence, come back in 2 months
  - 4-email sequence, come back in 3+ months

**9**

**Add LinkedIn touchpoints in campaigns (LinkedIn DMs, profile visits and connection requests) for a higher reply rate.**

**Tips**

For an email + LinkedIn sequence, try this:
- → day 1 – send a cold email
- → day 2 – view the prospect's profile
- → day 3 – like or comment on their LinkedIn post
- → day 4 – send a DM
- → day 5 – send a follow-up email

**10**

**Email verification happens automatically before every send. Woodpecker covers this step for you without any limits and at no extra cost.** The free verification includes catch-all email addresses.

**11**

**Set up A/B tests to see what resonates most with your prospects.**

**Tips**

- Use A/B tests for both email and LinkedIn steps in your campaigns.

**12**

**For agencies:** manage all client campaigns in a dedicated panel with separate prospect databases.

See how it works.