

Email and LinkedIn automation sequence that improves your sales process

Join us on Thursday 25th May to learn **how quickly and safely** get replies using the **new Dux Soup LinkedIn** automations inside Woodpecker's cold email tool!

with Giles Garnett

FREE workshop



**Take out your phone
and hold it to the screen**



Why Are You Here Today?





The Plan for today...

(1) WHAT IS Dux Soup and Woodpecker

(2) WHY use Dux Soup and Woodpecker together

(3) WHAT results have we seen

(4) HOW to set it up

**(5) WHAT plans do you need and
how much do they costs?**

AND what we're NOT going cover...



HOWEVER there's this...



Yurii Veremchuk · 1st

Head of Business Growth at Woodpecker | Engage with prospects...

1mo · Edited · 🌐



5-step strategy for writing effective cold emails.

A simple and effective way to create a good copy in no time.

5 step strategy to write effective cold emails

by Yurii Veremchuk

  Sam Fullalove and 247 others

115 comments · 8 reposts



Yurii Veremchuk · 1st

Head of Business Growth at Woodpecker | Engage with prospects...

1w · Edited · 🌐



84 vs 38 words

Which one of these two cold emails you'd prefer to respond to?

I go with the one on the right.

it's got better chances of passing through all the spam filters: real technical and mental ones in our heads.

Therefore, shorter emails have higher open and response rates.

Here's a 4-step checklist on how you can write such an email yourself:

- mobile-adapted (can read on the phone without scrolling)
- 1-3 words, boring subject line (looks like it was sent inside the company);
- straight to point 1st line (show your research);
- softer tone CTA with an intent to start a convo;

#sales

Subject: onboarding and analytics for <Company>

Hi Margaret,

My name is <name> and I'm from <company>. Noticed on LinkedIn that you're a <role>.

Knowing that you operate with a SaaS model and currently hiring, how are you currently handling onboarding processes for new hires?

At <company>, we've built an onboarding and analytics platform that enables company leaders to save hours and allocate that time to have an impact on the bottom line.

Happy to walk you through a quick demo. What about a 20 min call tomorrow at 3 pm?

subject line: onboarding

On your hiring page now, Margaret. See 2 openings for a BDR role.

Curious if you had any success using an onboarding tool to ramp new reps faster.

We built one that helps with this. Worth a chat?

You and 454 others

239 comments · 6 reposts



Yurii Veremchuk · 1st

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People ghost your cold emails mostly because of your subject lines.

Here's how to write a great subject line just in 4 steps 📌 ...see more

cold email subject lines · 26 pages

WRITE BETTER EMAIL SUBJECT LINES

by Yurii Veremchuk

Yurii Veremchuk and 160 others

82 comments · 4 reposts



Maxim Poulsen · Following

Growth & Automation Nerd | Host @Growth Talks 🗣️ | Leading growth @ge...
6d · 🌐

I have 3800+ pending connection requests.

How to (finally) send ones that get accepted:

How to (finally) send requests that get accepted · 22 pages



How to
(finally)
send requests
that get accepted

See all 3,818

by Maxim Poulsen

1 / 22

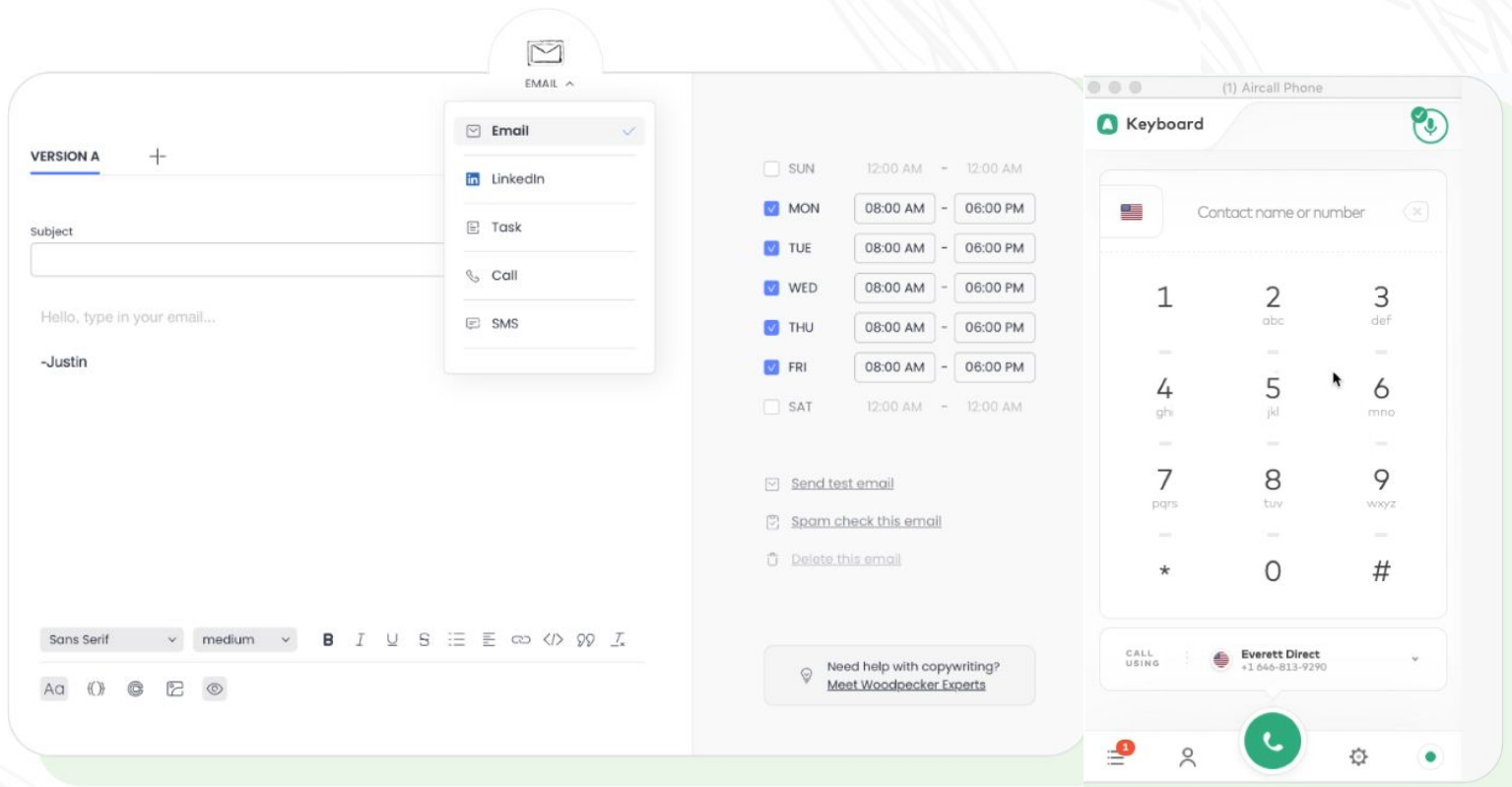
Pasha Irshad and 364 others

280 comments · 7 reposts

1. Why **cold email** and why **Woodpecker**?

Value for **cold email**

(1st) It's A Multichannel Campaign Tool



(2nd) It's a daily to do manager

Manual Tasks Add prospects ▾ Edit ▾ ☰ □

sent from: no email chosen
Requires attention ⓘ

SA TASK

STATS PROSPECTS TO CHECK **TASKS** ⓘ

All time ▾

Friday

- ✓ Make a phone call john.doe@company.c... JO ▾
- ✓ Make a phone call jim.jones@yetanotherc... J ▾

Today

- ✓ Update data kate@anothercompan... KA ▾

(3rd) Protects your deliverability



To Get Delivered, Make Sure You're Using The Right Tools



To Get Delivered, Make Sure You've Got The Right Settings

The screenshot shows an email inbox interface. At the top, the 'Promotions' tab is highlighted with a green dashed box. A hand-drawn black arrow points from this tab to a specific email in the list. The email is from 'Team SamCart' with the subject 'Going live in 30 minutes'. A pop-up window displays the email's metadata, with a green dashed box around the 'subject' and 'signed-by' fields. The 'signed-by' field contains the email address 'bf06.eu1.hubspotemail.net'. Below the metadata, there is a photo of a man with a surprised expression pointing at a blue circular icon with a white shopping cart.

Primary Promotions Social

Atlassian 2:08 PM
Reminder: free Atlassian event starts tomorrow
Last chance for in-person registration Sept. 29, 2022 In-pers... ☆

NextDayFlyers 6:19 AM
Fast Brochures to Keep Your Customers Informed
Kickstart year-end promotions NOW with NextDayFlyers' sa... ☆

Brian Moran @ Creat. Sep 27
whoa
I was looking at the stats for this final CreatorU Live enrollme... ☆

Team SamCart Sep 27
How Many Millions Has Sam Parr Made?
This week, we'll be taking a look into Sam Parr's business... Y... ☆

Darren Haughian Sep 27
Here's what's on offer for Salesmsg at DMFS New York
Download your Media Kit for the Digital Marketing for Financi... ☆

Plivo Sep 27
Learn how to monetize messaging from our webinar wit...
Looking for ways to make the most out of messaging? Learn ... ☆

Justin McGill - Con. Sep 27
NEW: Keyword Context + Custom Call-to-Action are No...
While the AI will generally do a good job on it's own, Keywor... ☆

Rachel Hatton Sep 26
A or B?
With Webeo you can choose both Hi Justin, If you could cho... ☆

David Menjura Sep 26
Agent Spotlight - Amber Johnson
We Have a Global Pool of Active & Passive Job Seekers Signa... ☆

Going live in 30 minutes External Inbox x

Team SamCart hello@samcart.com via bf06.eu1.hubspotemail.net Wed, Mar 30, 1:27 PM ☆ ↶ ⋮

from: Team SamCart <hello@samcart.com>
via bf06.eu1.hubspotemail.net
reply-to: hello@samcart.com
to: justin@salesmessage.com
date: Mar 30, 2022, 1:27 PM
subject: Going live in 30 minutes
mailed-by: bf06.eu1.hubspotemail.net
signed-by: bf06.eu1.hubspotemail.net
unsubscribe: [Unsubscribe from this sender](#)
security: Standard encryption (TLS) [Learn more](#)
Important according to Google magic.

cart
content
m EDT
in as they dive into a creator

To Get Delivered, Make Sure You've Got The Right Settings

The screenshot shows an email thread with two messages. The first message is from Justin Zimmerman to Amel Benmansour, with the subject "re: partnerplaybooks". A metadata popup is overlaid on this message, showing the original sender information: "from: Justin Zimmerman <justin@partnerplaybooks.com>", "to: 'amel.benmans@gmail.com' <amel.benmans@gmail.com>", "bcc: 22296817@bcc.hubspot.com", "date: Sep 21, 2022, 2:39 PM", "subject: re: partnerplaybooks", and "mailed-by: partnerplaybooks.com". The subject line in the popup is circled in green. The second message is from Justin Zimmerman to Amel Benmansour, with the subject "1" and a link to a Calendly meeting page. The email interface includes standard features like "External", "Zap Automations", "email as template", and "Save email as template".

re: partnerplaybooks External Zap Automations x

Justin Zimmerman <justin@partnerplaybooks.com> Wed, Sep 21, 2:39 PM (7 days ago)

to bcc: 22296817

Hey, I saw you signup on my playbook site, to generate new leads, sales, and partners

from: Justin Zimmerman <justin@partnerplaybooks.com>
to: "amel.benmans@gmail.com" <amel.benmans@gmail.com>
bcc: 22296817@bcc.hubspot.com
date: Sep 21, 2022, 2:39 PM
subject: re: partnerplaybooks
mailed-by: partnerplaybooks.com

Amel Benmansour to me

That would be great, thanks!

Justin Zimmerman <justin@partnerplaybooks.com> Wed, Sep 21, 4:47 PM (7 days ago)

1


Opens: 3 Save email as template

Hey Amel, just making sure you saw this. Here's a link to the meetup... it will show you the time in your timezone. Hope you can make it!

<https://calendly.com/partnerplaybooks/meetup?month=2022-09>

To Get Delivered, Make Sure You've Got The Right Settings

Domain Name Updated

 [myexampledomain.com](#) Jun 29,

Record Type:

Host Name: .myexampledomain.com

Text:

```
v=DKIM1;  
p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQC  
un+PG2rZvD9wjsGd+3RWLOz5UUXS0wtFFsMyyu2Mn9  
pNIW+hxgoAhDuQtZTqSZRAXT6p+eoV08NuH2qsn+7  
pXgrKYyJOxunT6Ak4jlua2Yq6wO7hmdt+jEHhA2zOIRW  
14yx/rbg3/TWT9+GXtDPGMkXky4d5h1Zzc1EEGbjApl  
QIDAQAB
```

Time to Live (TTL)

[Cancel](#)

(1) Why **LinkedIn** and why **Dux Soup**?

Why LinkedIn?

- Founded in 2003, there are now over **930 million users** on LinkedIn
- Around 16% of users are **active every day** (over 130 million)
- **58 million companies** are on LinkedIn
- Around **70% of recruiters** use LinkedIn to recruit
- Around **65 million** LinkedIn users are Business Decision Makers

Why is Dux-Soup

- It is a **Chrome extension** (also compatible with some other browsers) which you can use to **mimic human behavior** on the LinkedIn platform (Free, Sales Nav and Recruiter)
- If using Dux-Soup on its, you select your 'list' of profiles to process and then you get Dux-Soup to **run the chosen activities** against that list
- **Dux-Soup is designed to mimic human behaviour** i.e. the clicks of the mouse on the screen, therefore helping to keep your LinkedIn account safe



Case study here

Safety Controls

🔧 Actions 👁️ Skipping 🔒 **Throttling** 📡 Connect 📅 Planner 👤 User 🖥️ Browser

Robot Speed

Visiting profiles is ▾

Scanning profiles is ▾

Pause for minutes (0 to 60) after every visits (1 to 100)

LinkedIn Invitation Limit

Snooze the robot for days after reaching the LinkedIn invitation limit.

Latest LinkedIn limit alert:-

Daily Limits

WARNING! Changing these settings could lead to LinkedIn blocking your account due to excessive profile visiting, connection requests or direct messages.
Handle with care!

Check to confirm you understand the risk!

Profile Visits: ▾

Connection Requests: ▾

Direct Messages: ▾

Apply a random correction to the daily limit.

Snooze the robot when one of the daily limits is reached, or as dictated by the robot-planner.

For example: if auto-connect is enabled and the daily limit for auto-connects is reached the bot will snooze and continue at midnight. If left unchecked the bot will come to a complete stop instead.

Safety Controls

Actions Skipping Throttling Connect **Planner** User Browser

Select when the robot can do its work and when it's time for a rest.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
01:00	Work	Rest	Rest	Rest	Rest	Rest	Rest
02:00	Rest	Work	Rest	Rest	Rest	Rest	Rest
03:00	Rest	Rest	Work	Rest	Rest	Rest	Rest
04:00	Rest	Work	Rest	Work	Rest	Rest	Rest
05:00	Rest	Rest	Rest	Rest	Work	Rest	Rest
06:00	Rest	Rest	Rest	Work	Rest	Rest	Rest
07:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
08:00	Work	Rest	Rest	Rest	Rest	Rest	Rest
09:00	Rest	Work	Rest	Rest	Rest	Rest	Rest
10:00	Rest	Rest	Work	Rest	Rest	Rest	Rest
11:00	Rest	Work	Rest	Rest	Rest	Rest	Rest
12:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
13:00	Rest	Work	Rest	Work	Rest	Rest	Rest
14:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
15:00	Work	Rest	Rest	Rest	Rest	Rest	Rest
16:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
17:00	Rest	Rest	Work	Rest	Rest	Rest	Rest
18:00	Rest	Work	Rest	Rest	Rest	Rest	Rest
19:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
20:00	Work	Rest	Rest	Rest	Rest	Rest	Rest
21:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
22:00	Rest	Rest	Rest	Rest	Rest	Rest	Rest
23:00	Rest	Rest	Work	Rest	Rest	Rest	Rest

Random Default Clear Save

And Now with Woodpecker + Dux Soup Integration
You Can Now From One Campaign Automatically...

→ **PATH**



SCHEDULE



ADD CONDITION



AUTOMATION ▾


Visit profile ▾

Account

Justin Zimmerman ▾

 [Delete this step](#)

 Use "Visit profile" as a first interaction with your prospects, or a gently reminder about yourself. Remember to keep your profile up-to-date to make a great impression and increase your chance to get in touch with your prospect.

 Need help with copywriting?
[Meet Woodpecker Experts](#)



Marc F. Chapon and 1 person viewed your profile

3h

[See all views](#)



Visibility of your profile & network

Profile viewing options Your name and headline →

Edit your public profile →

Who can see or download your email address →

Connections On →

Who can see members you follow Anyone on LinkedIn →

Who can see your last name →

Representing your organizations and interests On →

Profile discovery and visibility off LinkedIn →

Profile discovery using email address Anyone on LinkedIn →

Profile discovery using phone number Nobody →

Blocking →

Visibility of your LinkedIn activity

Manage active status Your Connections only →

Share profile updates with your network Off →

Notify connections when you're in the news On →

Mentions or Tags On →

Followers →

← Back

Profile viewing

Select what others see when you've viewed their profile

✓ Your name and headline



Justin Zimmerman
Integrations & partnerships | 1,601+ day-in-a-row running streak
Provo, Utah | Software Development

Private profile characteristics



Someone at University of Florida - Warrington College of Business

Private mode



You will be in complete private mode

→ **PATH**



SCHEDULE



ADD CONDITION



AUTOMATION ▾

Send connection request ▾

Hey {{FIRST_NAME}} thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one.

if interested, reply back with your email 📧



🔔 Connection request can only have 300 characters. Bear that in mind when using snippets.

Account

Justin Zimmerman ▾

🗑️ [Delete this step](#)

💡 Need help with copywriting?
[Meet Woodpecker Experts](#)



Alex McCall · 1st

Head Of Operations at ClearCalcs

MONDAY



Justin Zimmerman · 6:04 PM

Hey Alex thx for the follow! and i think you might be interested in the zoom meetups i do for partner managers & marketers. crazy, 200-500 people reg/attend! happy to invite you to one.

if interested, reply back with your email 





TASK ▾

Here's a place for some task details...

Set up due date to: days after
task is created

 [Delete this task](#)





AUTOMATION ▾

Send direct message ▾

Hey Alex, just checking to see if you saw my last msg :)



 Direct messages can only have 3000 characters. Bear that in mind when using snippets.

Account

Justin Zimmerman ▾

 [Delete this step](#)



Need help with copywriting?

[Meet Woodpecker Experts](#)



Follow-up no sooner than after
the previous email, unless a previous email was sent within

hours

days ✓

SATURDAY



Justin Zimmerman · 8:59 PM

Hey Alex, just checking to see if you saw my last msg
:)



Alex McCall · 9:27 PM

Hey Justin, are these monthly? Would love to join one
alex.mccall@clearcalcs.com



Plus you can also...

Add Automated Video Email

The image displays a user interface for creating and scheduling an automated video email. The interface is divided into two main sections: a draft editor on the left and a scheduling panel on the right.

Draft Editor (Left):

- At the top, there is an "EMAIL" button with a dropdown arrow.
- Below it, "VERSION A" is displayed with a plus sign to its right.
- The "Subject" field contains the text: `{{FIRST_NAME}}` -- in lieu of a normal email follow up, I filmed a 16 second video mess
- A video thumbnail shows a man in a grey t-shirt waving.
- The email body text reads: "I am indeed a real human being! Let me know what you think (or if you hate the video...)"
- The sender is identified as "Nick Cegelski | Strategic Partnerships".
- A rich text editor is visible at the bottom with various formatting options (bold, italic, underline, strikethrough, link, unlink, list, indent, outdent, code, link, unlink, insert link, insert image, insert video).

Scheduling Panel (Right):

- A weekly schedule grid is shown with checkboxes for each day and time slots.
- Days MON, TUE, WED, THU, and FRI are selected with blue checkmarks.
- Time slots for the selected days are 08:00 AM - 06:00 PM.
- SUN and SAT are unselected.
- Below the grid, there are three actions: [Send test email](#), [Spam check this email](#), and [Delete this email](#).

Video Preview (Bottom Right):

- A small window shows a video preview of a man in a floral shirt and a black beanie waving.
- At the bottom of the preview, there are controls: "Mirror my video", "Blur Background", "Display Telemetry", and "Virtual Background".
- The "Dubs" logo is visible in the bottom right corner of the preview window.



TASK ▾

Here's a place for some task details...

Set up due date to: days after
task is created

 [Delete this task](#)



One Place To Manage All Prospecting Tasks (that are not automated)

Manual Tasks Add prospects ▾ Edit ▾ ☰ □

sent from: no email chosen
Requires attention ⓘ

SA TASK

██████████

STATS PROSPECTS TO CHECK **TASKS** ⓘ

All time ▾

Friday

- ✓ Make a phone call john.doe@company.c... JO ▾
- ✓ Make a phone call jim.jones@yetanotherc... J ▾

Today

- ✓ Update data kate@anothercompan... KA ▾

Move them to another sequence upon reply

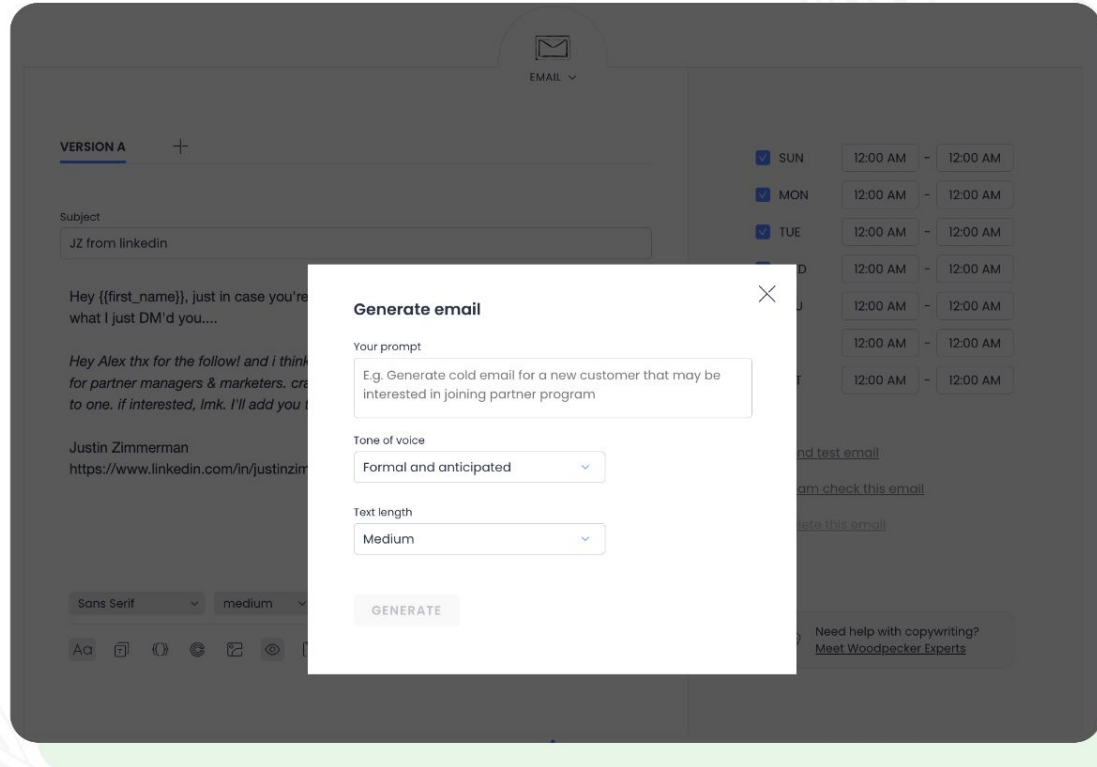


Follow-up no sooner than after
the previous email, unless a pr

hours

days ✓

Try our new Open-AI Writer



AND Coming soon... **Manage all emails & LinkedIn replies from one inbox!**

The screenshot displays an email management interface with the following components:

- Navigation:** Campaigns, Prospects, Deliverability, **Inbox**, Templates.
- User Profile:** Justin, PartnerPlaybooks, AGENCYHQ.
- Search and Filter:** search_ or filter by Campaign.
- Buttons:** NEW EMAIL, Refresh, Reply, Forward, Delete.
- Last Update:** Last update: Today 8:23 PM.
- Left Sidebar (Filters):**
 - justin.zimmerman@...
 - ALL (603)
 - INTERESTED (247)
 - MAYBE LATER (7)
 - NOT INTERESTED (14)
 - UNMARKED (10)
 - RESPONDED (344)
 - AUTOREPLIED (5)
 - BOUNCED (6)
 - BLACKLISTED (84)
 - OPT-OUT (0)
- Right Sidebar (Filters):**
 - justin.zimmerman@pa...
 - justin@partnerplaybo...
- Email List (Main Content):**
 - HubSpot Billing - Today 5:08 PM
 - Justin Zimmerman** - Today 1:51 PM (Selected)
 - The HubSpot Team - Today 10:04 AM
 - Sean Blanda - 07 Mar 1:02 PM
 - tmc team - 07 Mar 12:28 PM
 - Product at PartnerStack - 07 Mar 8:44 AM
 - Beth Baxter - 07 Mar 7:16 AM
 - Woodpecker.co - 07 Mar 2:17 AM
 - Artur Listwan - 07 Mar 1:02 AM
 - Marcia Bakst - 06 Mar 5:56 PM
- Email Detail View (Right Panel):**
 - Campaign: assign
 - From: Justin Zimmerman - justin@partnerplaybooks.com
 - Subject: slides
 - Body: Hey Justin, can you send me the dux soup / woodpecker webinar slides from May 25?



And to make all of this work...

Add leadfuze slides



The reason it's important is...



Don't you want your sequences to stop?



How to set it up

What can we do for you next?

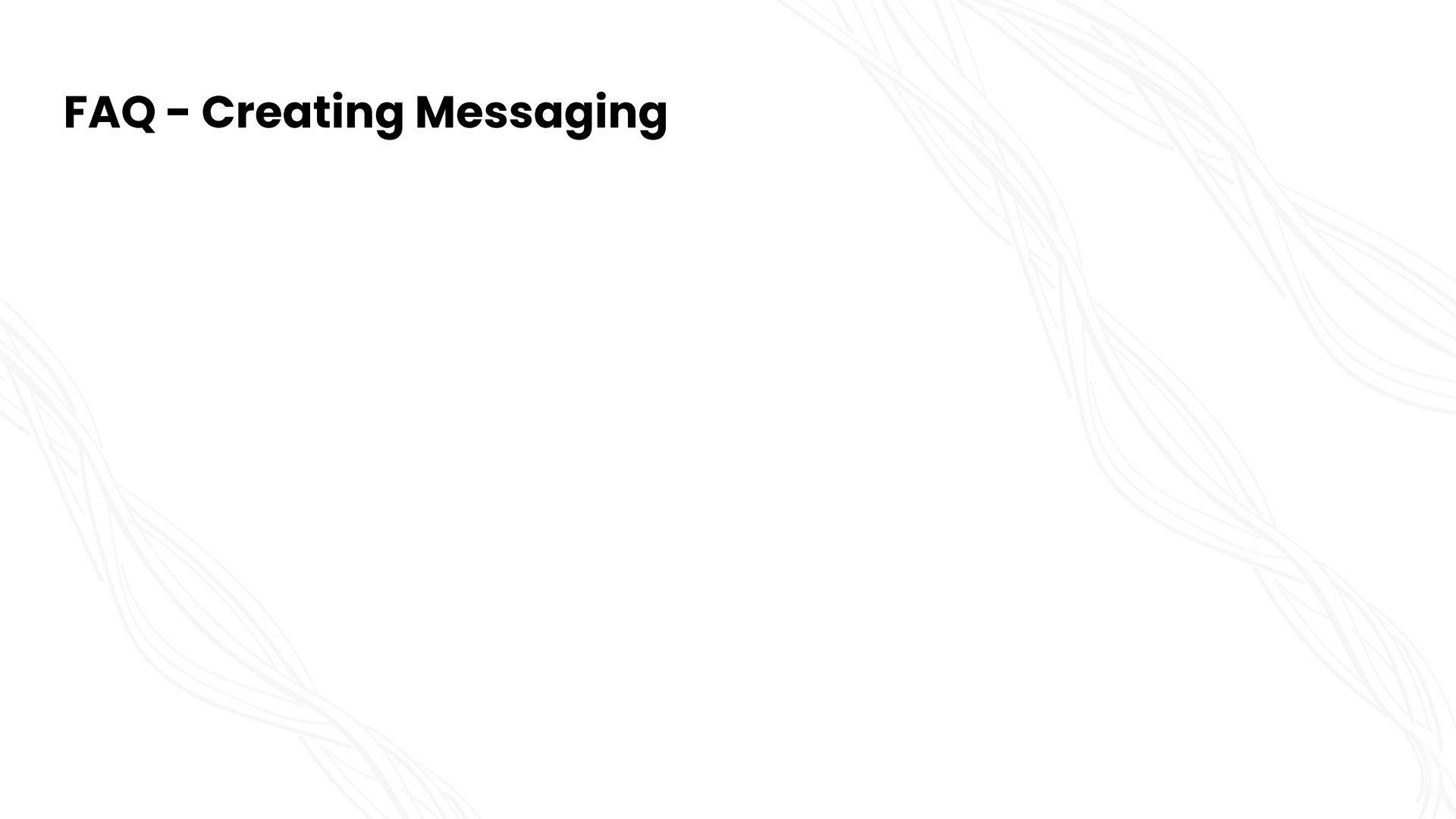


Campaigns

- Your messaging must resonate with your target
- Take time to regularly review your messaging
- Imagine how you would feel receiving such a message
- Give your messages time to be absorbed
- Ultimately the success of your campaigns will be determined by how much effort you put in to:
 - Defining you targets
 - Constructing your campaign messages

**Everyone who signs up will get an invite
to best practices Email & LinkedIn webinar**

FAQ - Creating Messaging



NEXT →

June 29, 2023

Sales Impact Academy

[SIGN UP HERE](#)



FREE workshop

