

Conditional Campaign Templates

Choose the right strategy based on your prospecting goals, effort level, and personalization needs.

Beginner Sequences

These are simple single-channel strategies.

Recommended for campaigns based on a specific event or intent signals (e.g. new hire, new funding round...)

1. LinkedIn Low Touch (2 follow-ups)

A lightweight LinkedIn-only sequence focused on generating replies with minimal effort.

👉 *Perfect for teams that want to engage leads exclusively via LinkedIn*

2. Email Campaign

A direct and efficient email-only sequence.

👉 *Perfect for teams that want to engage leads exclusively via email.*

3. LinkedIn Low Touch + Task

This template performs simple LinkedIn interactions (profile visit, post like), then sends connection requests and immediately creates a follow-up task.

👉 *Use these with prospects that you ultimately need to call to find out if they qualify for your products/ services. Use your LinkedIn interactions as ice-breaker (hey I saw your post)*

4. LinkedIn Social Warming

Engage with your contacts by viewing their profile, liking their posts, and following them before sending a connection request. Ideal for warming up prospects before outreach.

👉 *Use these to build a network of your relevant ICPs, not necessarily reaching out yet*

💡 **Tip:** This is an ideal campaign to launch during holiday seasons

🟡 Medium Sequences

Designed for users looking for more personalization and multi-channel strategies.

5. LinkedIn + Add Voice

Send a LinkedIn connection request and three follow-ups, with the second follow-up being a voice message. Great for adding a human touch and standing out from the crowd.

👉 *Great to stand out and humanize your approach.*

💡 **Tip:** For the voice message, record yourself saying something like: *hey, I just wanted to know if you were able to see my last message?*

6. LinkedIn + Email (2 follow-ups)

Starts on LinkedIn, then follows up via email.

👉 *Balanced mix of channels to increase response likelihood. Use this with prospects that you already know are a good fit for your products/services and tailor the message to their pain points and expected results using AI.*

7. LinkedIn + Add to Another Campaign

A modular approach: start the journey on LinkedIn and automatically move the lead to another campaign.

👉 *Useful for long nurturing sequences or lead recycling.*

8. LinkedIn + Email

Begins with quick LinkedIn interactions such as visits, likes, and messages and shifts promptly to email communication, allowing sustained and structured outreach.

Ensures efficient utilization of both channels to maximize engagement with minimal manual effort.

👉 *For users who want to move fast between touchpoints.*

9. LinkedIn Low Touch + Intro Message + Task

More interactive: it visits profiles, likes posts, and sends personalized connection requests or messages. Then adds a task to call.

👉 *Use with Top priority prospects to have a bit of engagement before calling them.*

Advanced Sequences

Multi-step, high-impact sequences for experienced users aiming for maximum engagement.

10. LinkedIn + Email (4 follow-ups)

A detailed, multi-step strategy with multiple touchpoints to maximize engagement.

👉 *Ideal for longer sales cycles or tougher-to-reach prospects.*

11. LinkedIn + Email + Task

A full-funnel sequence combining LinkedIn, email, and tasks.

👉 *Gives full control of the outreach journey, great for campaigns based on ICP fit with a structured workflow*