

Replace Your (C)OLD Emailing with Data-Driven Emailing

Get Your Emails Noticed, Become More Engaging & Actionable

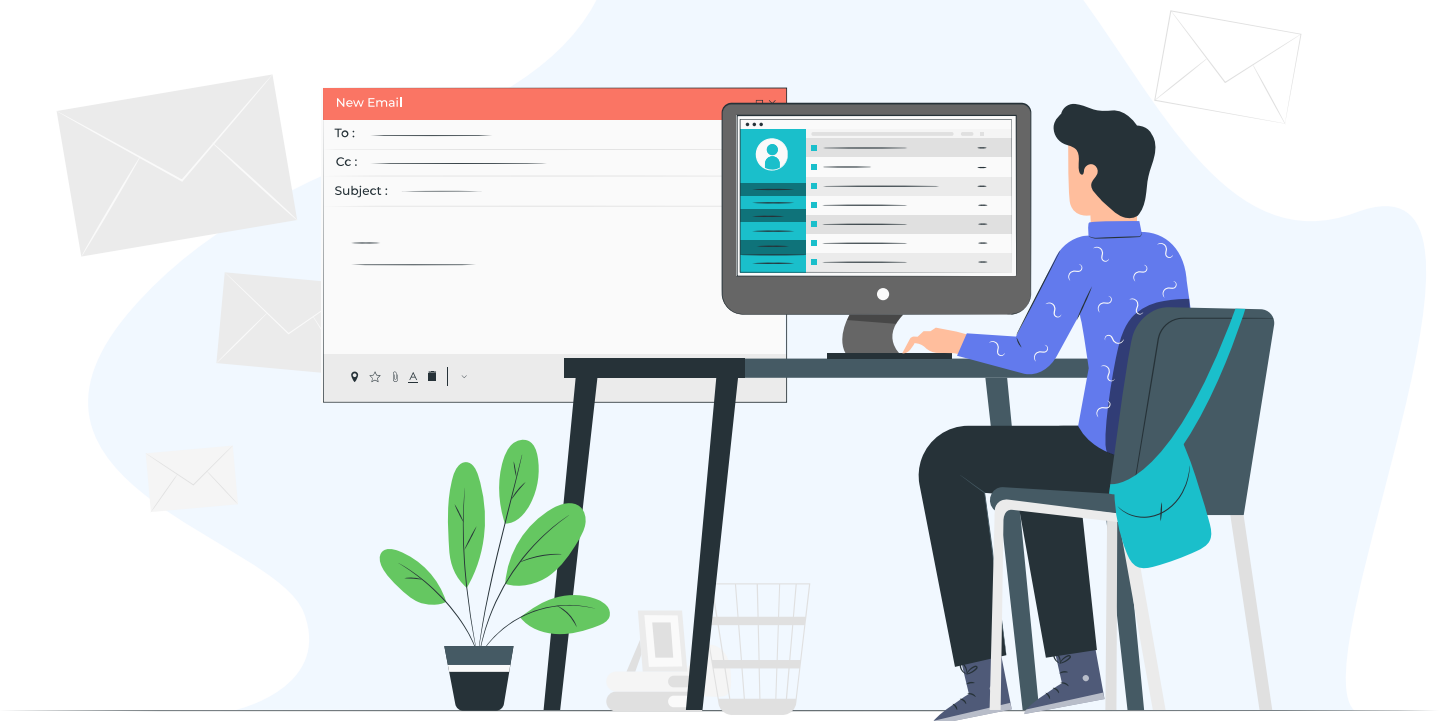




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Introduction



Cold emailing, like cold calling, has been an often-discussed topic for sales and marketing professionals. Done right, cold emails can be an invaluable marketing technique for targeting and attracting potential customers. Done poorly, it is just another kind of spam — poised to be sent directly into a “junk” or “trash” folder without the user ever opening or reading it. However, there’s a difference between spamming and effective cold emailing.

If you are using cold email to find sales leads, communicate with influencers, create a personal brand, find advisors, or extend your network, there's no doubt that it can become an integral part of your marketing strategy.

Cold email is one of the best distribution platforms for your sales team. When

done right, it will produce a massive response rate and significantly improve your sales pipeline.

But, it is all about data-driven email outreach. In this ebook, we'll cover everything from the theory behind cold emails to helping you set up your campaign.

What Exactly Are Cold Emails?



When we say cold emails, not to be confused with spam, we are talking about reaching prospects who are unfamiliar with you and sharing relevant content. Yes, it is kind of throwing darts in the dark but throwing darts the right way to hit the bulls-eye.

An effective cold email program uses customized emails to connect with potential customers you have never had contact with before.

According to a survey by the Content Marketing Institute, 77% of B2B organizations use email marketing newsletters as part of their content marketing plan.

The same research shows that 40% of B2B marketers say email marketing is key to their success.

Also, cold emails have the potential to win prospects over compared to social media, because unlike social, it can deliver a customized message that helps improve customer loyalty and so gives you better sales opportunities.

Important Statistics on Email Marketing

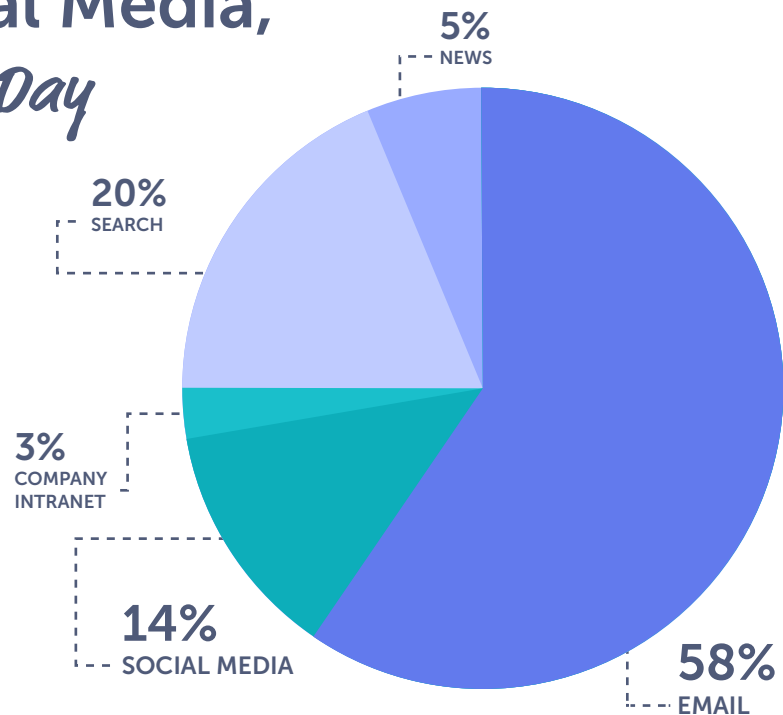
3.1 Email Vs Social Media

A survey from Optinmonster has revealed that **58%** of professionals check their emails before doing anything else online - including social which comes in at 14% respectfully.

Email vs Social Media, *First Check of the Day*

- EMAIL
- SOCIAL MEDIA
- COMPANY INTRANET
- SEARCH
- NEWS

SOURCE: OPTINMONSTER





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3.2 Relevancy

Marketers and sales professionals know that relevance is a major concern for email recipients. But DMA reports that only [55%](#) of marketers believe that not all emails they send are useful to their subscribers. So, over half of marketers know they're sending emails that recipients are likely to unsubscribe from.

Top 3 Reasons Consumers Unsubscribe From Your Emails



SOURCE: OPTINMONSTER

On the recipient side and according to Optinmonster, [43%](#) unsubscribe as they believe the email content is no longer relevant to them. Finding ways to produce successful, relevant content must be a goal for any marketer.



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3.3 Execution and Performance



To take your cold emailing to the next level, make sure to tailor content using firmographic data, technographic data, and other relevant data points.

Our survey clearly shows that love it or hate it; email has its purpose. If used properly, cold emails can be an efficient and positive lead generation approach with minimal effort.

So, why do some businesses fail to utilize email marketing? Because the same handful of common mistakes can ruin your outreach.



Cold Emailing Mistakes That Kill Your Conversions



Your cold emailing strategy matters. Any mistake in your strategy could tip prospects to unsubscribe.

To help you learn from the others, we've compiled the five most common cold emailing mistakes that often prevent marketers and sales reps from getting a response.

4.1 You Send the Same Email to Everyone

Sending a generalized standard email is easy to send to hundreds if not thousands of cold prospects. However, when you send a template-based email, you are not only wasting

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your time, but you also lost out on the opportunity that you had to create a personalized touch with your prospect.

How?

Most templates are too generic. For instance, if the only personalization is the correct first name being put in the email automatically, the recipient may feel your lack of sincerity and genuine interest to help them with their problem. That more than likely will affect their response.

4.2 You Don't End With a Call-To-Action

Do you have a call-to-action (CTA) in your emails?

Many people do this. They finish their email with, "Looking forward to hearing from you." It's a bad CTA to use. Actually, it is not a CTA at all.

A CTA is designed to encourage your potential client to take action. "Looking forward to hearing from you" isn't actionable. When you want more engagement with your cold email campaigns, please consider these alternatives.

- Ask to Schedule a Call/ Demo
- Ask Relevant Question
- Offer a Freebie
- Offer an Audit
- Offer an [ROI Calculator](#)





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4.3 You Don't Explain What They Get Out of It

When you promote any product or service to a potential customer, you should always state what's in it for them. Your qualifications, achievements, and service technicalities can be explained in detail later in your sequence.

The most important thing that you can convey during the cold email process is the benefits that your service will bring to your clients and how it can solve their challenges. For example, instead of writing about your technical skills, you can explain how you can help them achieve their goals.

4.4 You Don't Send a Follow-Up Email

Like cold calling, you're going to get ignored. Don't take it personally if your first attempt doesn't get a response. More often than not, your first email is swept aside or unnoticed due to mailbox volume. When this happens, we suggest following up in a few days. There is a greater chance of a second or third attempt to get an answer.

Obvious note: Your follow-up email should be different from your first one. You don't want your prospect to think you are just re-sending spam.





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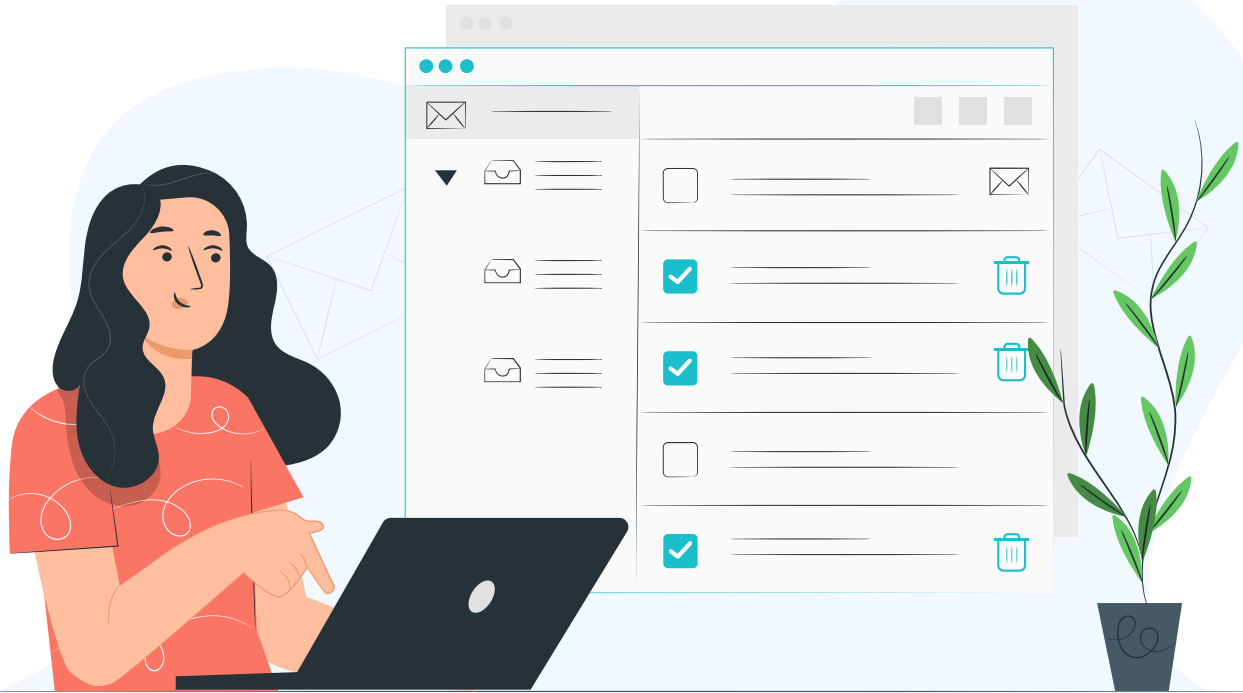
4.5 You Don't Experiment

There are a lot of ways to run a cold email campaign. If one method doesn't work for you, document it, then try another message. Don't be afraid to play with it. That is the only thing you can do to work out the kinks for the best possible open and response rates.

As noted earlier, always keep track of your metrics when testing different variables. Take note of the changes you have made in each template as well as the quantity and quality of the responses you have received. At minimum track open, click, and response rates. Collecting concrete data will help you develop a robust cold email strategy.

If any of these mistakes are part of your routine, it is time for you to make adjustments.

Dynamics of Marketing Emails



Marketing emails have three core components:



1. Introduction – This includes introducing yourself/brand to the recipient. It also covers how you greet your audience. For instance, a “Hi, First_Name” is always more impactful than a generic “Hi.”



2. Pitch – This section includes the core message of the email, including the purpose for which it is sent. For example, if you want prospects to demo your product, explain how they would benefit from it, and how some of their peers are already benefiting from your product.



3. Call to Action – This section includes what you want the recipient to do after reading the email. It can be either clicking on a link/button or simply replying. The first approach is always better because clicking on a link has far less friction than typing a reply.



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Depending on how these three components are balanced, they fall into one of these three categories:

5.1 Cold Emails

These are personalized emails with a particular focus on introduction and pitch. Generally, they are sent from a personal account and address the recipient by name. The core purpose of these emails is to generate engagement. They are often designed to be sent in sequence, say 5 or 7 in succession. The emphasis on CTA grows with every successive email.

Take a look at the below cold email, and you'll notice an overwhelming focus on the pitch with minimal emphasis on CTA. This gives the recipient a sense of comfort – that the other person is really trying to help and isn't just pushing to sell.

Hi Laura,

Did you know your website isn't visible on Google's first page of Search results? Even though you have popular keywords on your website.

This problem could be due to several reasons, like your site's key phrases aren't very competitive or site's pages aren't performing on searches.

Not having that visibility is losing you money every month.

SEO Incorporated found that having competitive SEO phrases are key to getting your site on Google's first page. Those phrases were linked to growing your business 73% , resulting in an average of \$15,000 for companies surveyed.

In other words, if your pages and SEO are set-up properly, the very people you want to attract to your business will find you...on their own through organic (i.e., Free) searches.

So your budget is free to focus on other avenues like video customer testimonials, new product lines.

Interested? Hit reply for your free website audit report.

Looking forward to hearing from you.

*Best,
Mason Joseph
Digital Marketing Analyst*

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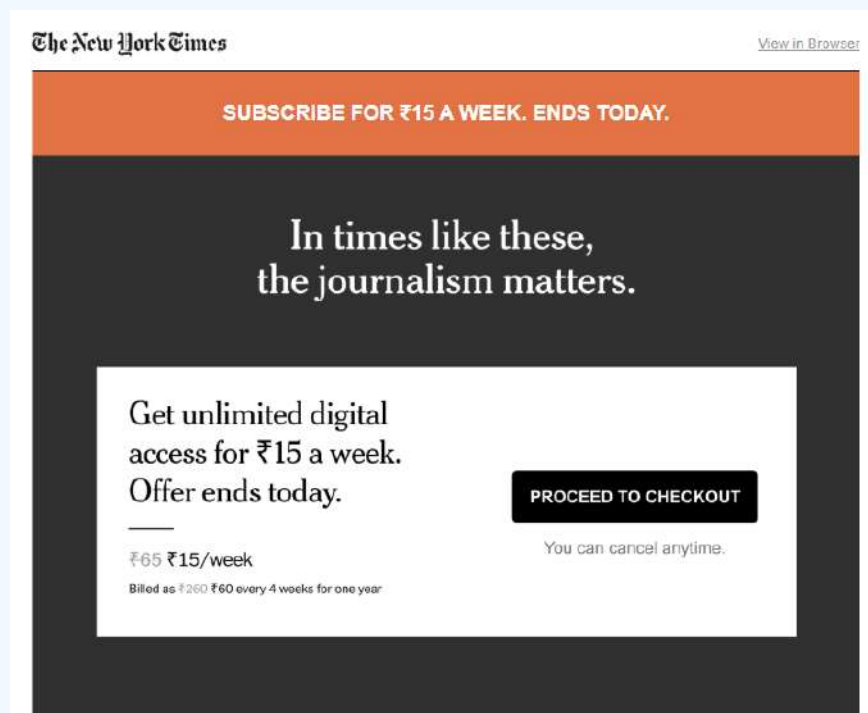
There is, however, one problem with this email – the sender hasn't introduced himself properly. Except for the email signature, there is nothing that says who the sender is or what they do. This might make the recipient skeptical and prevent them from responding.

5.2 Promotional Emails

These marketing emails have a particular emphasis on CTA with minimal introduction or pitch. Generally, they are sent in bulk, have graphical elements for a strong aesthetic, a bit of a personal touch like addressing recipients by the first name, and are sent repeatedly.

The CTAs on these emails are almost always clickable buttons. The core purpose is not mere engagement but action.

For example, NYT has been sending me these offers "ending today" for months!





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5.3 Spam

There are two kinds of spam emails. Depending on which kind they are, they can look like either cold or promotional emails.

The first kind is simply illegitimate and is sent to steal the recipient's information or to scam them. The image below is a classic example of this kind of spam email because I swear I do not have a \$2.3M consignment heading my way (and I can guarantee Charles isn't from the IRS either).

USA IRS AUTHORITY

This is to inform you that your CONSIGNMENT BOX of \$2.3 Million USA Dollars was stopped now from delivering to your home address, you are to pay \$150 Dollars for IRS stamp and IRS clearance certificate before your CONSIGNMENT BOX will be immediately release for delivery without any further delay. Note, you have limited time to pay the fee or your fund will be transfer to Government Treasure as unclaimed fund. Get back to us ASAP.

*Yours Agent,
Charles Colosino
+1 (614) 729-8898*

The second kind is a legitimate cold or promotional email, but the email service provider (Gmail, Outlook, etc.) marks it as spam based on the sender's poor domain reputation. More on this later. Also, it's been found that 21% of email recipients report email as spam even if they know it isn't. I certainly have done that on many occasions, have you?

The point is, the only thing keeping your cold emails from becoming spam are the recipients themselves. It's critical to ensure that your emails are received by the right audience and have the right message. That brings us to the next part of this ebook.

Quick Understanding of Your Audience



Understanding the audience and sending them emails accordingly lies at the heart of every successful cold email campaign.

Many marketers struggle with email simply because they do not have the right information about their target customers. You can't purchase an email

list of 100,000 people, send an email blast, and expect to receive good responses and high-quality leads. Shortcuts don't work.

You need to get the basics right:

6.1 Sending to the Right People

First of all, your emails should be received only by the people you are specifically targeting. If you blindly send a cold email blast to all your contacts, not only would it yield poor



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responses, it would also damage your brand reputation and hurt your future email campaigns.

So how do you do it?

Start by defining your ICP (ideal customer profile) and build a list of companies matching those criteria. Next, you need a list of contacts at those accounts, which should ideally include a mix of high-level executives and mid or low-level employees. So if 1000 companies are matching your ICP, and you have at least 10 contacts at each of those accounts, you get a list of 10,000 emails. Sending emails to only these contacts would yield much better results than sending to all your contacts.

But many businesses do not have this contact data to get them on the right track.

6.2 Sending the Right Message at the Right Time

Sending emails to the right people by itself isn't enough. You need to filter them to get a list of prospects most likely to engage with your outreach and eventually convert into customers. To continue with our earlier example, if you have a list of 1000 accounts, not more than 100 would be purchasing or exploring new solutions at any one point in time.

Use [Intent Data](#) and business insights to zero-in on those accounts and dedicate most of your marketing efforts towards them to get maximum traction.



Data Can Make or Break Your Cold Email Campaign



A lot of people have this misguided perception that bulk emailing has poor returns. The fact is, the returns on cold emails vary greatly.

What differentiates the professionals who send 10,000 emails and get 1 response vs. the professionals who send 100 emails and get 20 answers? The answer is twofold: data quality and targeting.

Many businesses, especially startups, rely on the data researched by their internal team based on information available on the listing portals, contact us page, review sites, and press releases. However, data collected from these sources is often inaccurate as the data

changes every 12-13 months for different reasons. Due to the expectation of a poor return, little attention is paid to restoring email addresses. Poor data quality means that only a small percentage of recipients will actually be interested in your product or service, further lowering the response rate.

Low-quality data makes it much harder to target your desired prospect. The worst-case scenario? Sending emails to many uninterested prospects that may get you tagged as spam. Ouch!



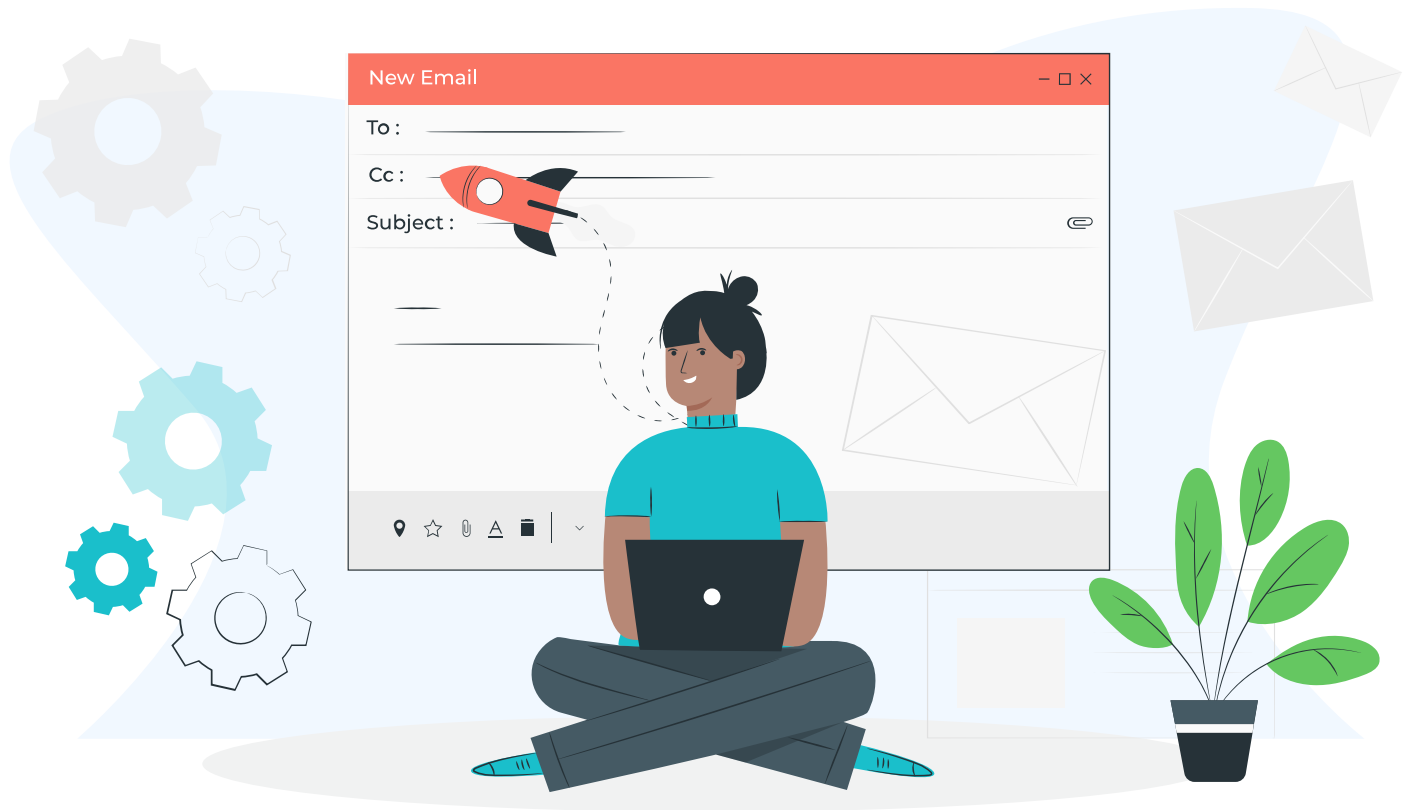
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Using poor data for cold email outreach is one of the easiest ways to be branded as a spammer. Which could also hurt your conversions, brand reputation, and domain reputation. The trifecta! Also, if you have a small data set, make sure your team verifies it before using it to send emails.

However, if your goal is to reach more relevant prospects for your business, SalesIntel can help you access millions of human-verified data. To maintain our high accuracy and avoid data decay, we verify our data every 90 days.

Additionally, SalesIntel provides you the necessary data points such as [firmographic](#) and [technographic](#) data that can help you to segment your prospects and use tailored messages during cold emailing. You can even qualify and focus on those accounts that are actively looking for your services but haven't reached you yet using our Intent Data. This way, you can transform your cold emailing into an account-based marketing approach.

Why Data Hygiene is Key to High-Conversion Email Outreach



Across the U.S., workplaces are shifting to the 'new normal'. The impact of remote work and the current pandemic has been felt by B2B businesses since March and will be affecting targets over the next few months.

B2B marketers are now starting to compare the goals set at the start of the financial year and their actual numbers. In doing so, they must consider marketing performance across different channels, find the gaps, and prepare an action plan to achieve the numbers.

In 2020, email marketing receives less street cred from many marketers despite being recognized as a top-performing marketing channel. Content marketing giant HubSpot has some valuable [statistics](#) that demonstrate the ongoing credibility of email marketing – most pertinently, the fact that 93% of B2B US marketers use email to distribute content.



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8.1 What Recent Email Outreach Studies Show

The success of email campaigns depends on three major factors: content, audience, and data health. Data health is the quality of the database used in your email campaigns. Maintaining data hygiene is a must when it comes to getting your emails delivered to your subscribers' inboxes.

Top Reasons for Maintaining Data Hygiene:

- Inaccurate data wastes [27.3%](#) of sales reps' time. That's 546 hours a year.
 - [88%](#) of companies have a direct impact on the bottom line from bad data.
 - The average company is losing [12%](#) of its revenue because of bad data.
 - [21%](#) of brands experienced reputational damage from bad data.
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8.2 How Data Hygiene Helps Your Businesses to Improve Your Email Campaigns' Performance

Businesses overlook data hygiene at their own risk, as poor-quality data impacts their marketing efforts.

Poor data hygiene will reduce the email delivery rate and negatively impact open, respond, and click-through rates, which, in effect, would result in a decrease in the amount of revenue you will produce from email marketing.

Performing email data hygiene regularly will ensure you are only emailing the people who want to read the information you share. Quality data will help you reach potential clients, while poor-quality data will lead to wasted effort.

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At a high level, reliable and up-to-date data of your prospects helps you with the following points.



8.2.1 Make Better Decisions

Some businesses make decisions based on a hunch, but successful businesses make decisions based on the data they have. If you want to generate more revenue through email marketing, you need to focus on making decisions based on the data you will use for executing your email campaigns.

A BI survey publication shows that [58%](#) of companies reported that, instead of making data-driven decisions, at least half of their business decisions are based on a gut feeling or experience. Having accurate, quality data is crucial if you want to make strategic decisions that will drive your revenue.



8.2.2 Quality Data Maintains Your Domain Authority

Marketers must realize the need to maintain clean data by removing recipients who are not responding to the emails. Sending emails to recipients who are not responding will force them to mark your email as spam which will hurt your sender score. Spamming also harms your domain authority and ultimately affects your SEO performance (or Search Engine Ranking).



8.2.3 Improves Delivery Rate

Here's how data quality directly impacts your email delivery rate.

Let's assume that your email delivery rate is 95% and the data is accurate. For every 100 emails, you get 2 conversions in the form of an inquiry or a meeting request.



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Now, if your delivery rate is 70-75%, you will have to send 125 emails to receive 2 conversions. Here, you are probably wasting 25% of the efforts due to inaccurate data.

The better the data quality, the higher your email delivery rate will be.



8.2.4 Create Buyer Personas Before Executing the Email Campaign

Creating buyer personas is an integral part of the lead generation process. A buyer persona helps marketing teams develop marketing messages and campaigns that appeal to the target audience effectively.

You need to have reliable B2B data to build buyer personas. To ensure you create the personas fully, you need to have additional quality data that includes:

- Age
- Gender
- Location
- Job title
- Income
- Interests

If you are creating ideal accounts that fit your MQL (marketing qualified leads) and SQL (sales qualified leads) profiles, you need to have complete firmographic and technographic data that includes:

- Company Size
- Annual Turnover
- Technology Used
- ...and more

This data about your prospects and accounts help you personalize your emails and boost your email marketing effectiveness. While it may be difficult to have all this data by yourself, you can auto-populate the missing data using SalesIntel's [Data Enrichment](#) feature.



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8.2.5 Personalize Your Emails

You probably know how critical it is to personalize emails to make your email campaigns successful. Unfortunately, data quality is one of the **biggest obstacles** for B2B marketers to personalize email campaigns.

- Personalizing emails result in **higher open and click-through rates.**
- 79% of consumers respond to **personalized marketing messages.**
- On average, prospects who receive personalized emails are **10% more likely to convert than non-personalized emails.**
- Businesses with a personalized email marketing approach **generate 760% more email marketing revenue** compared to businesses that send generalized emails.

If you have the additional data (firmographic and technographic data mentioned in the previous point), personalizing your email campaigns gets easier.

8.3 Quality Data Always Works

Recipients who have opted for your emails/newsletters or showed interest in your brand have higher chances of responding to your emails. Inaccurate data will increase the bounce rate.

According to SiriusDecisions, businesses have witnessed nearly **25%** higher conversion rates using clean data where people either responded with an inquiry or progressed to marketing qualified leads in the lead funnel.



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Given that the data changes every 12-14 months, you need to maintain data hygiene to ensure higher productivity from your email campaign efforts. However, it requires your sales reps to invest their time and efforts in re-verifying the data. On the other hand, you lose productivity and increase the cost-per-hour of your sales team. Leaving the data collection and maintenance to the data experts is the best way to ensure that it remains updated for successful email campaign execution.

Finally, once you have accurate data, it comes down to what message your emails convey. You can find the perfect customer, but if they don't find your message appealing enough, it's all for nothing. Let's move onto crafting better emails.



Creating and Implementing a Perfect Email Campaign



Honestly, there is no perfect cold email that every recipient would read or respond to. The reason cold emailing is so tough is that there are too many moving pieces. Something as benign as the time you send your emails or the particular words in the subject line can drastically affect your chances of success.

Just think about it – you find the right customer, write the perfect pitch, but just because you sent it an hour late or early, you’ll get fewer responses. On a related note, the best time to send an email is between 10:00 AM to 12:00 PM and 4:00 PM. Also, Wednesdays and

Thursdays tend to have more engagement.

You should also personalize the emails to their interests and needs and use the connection to start building a relationship. While it can be daunting



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reaching out cold to prospects, it doesn't have to be scary. Cold emailing can be fun and successful if you do it right.

The key is to create a campaign that uncovers contact details, serves the perfect copy with just the right amount of persuasion, and opens up a discussion.

That said, here are the best practices you should embrace:

9.1 Source Target Email Addresses

The first step is creating a list of target prospects you want to reach out to. At this point, you probably have a couple of customer personas at hand – use these to research potential buyers and start making a list of companies you want to connect with.

Next, you need to identify who the best person to contact is at these companies and find their email addresses. Your best bet is to use a tool like SalesIntel, which has more than five million human-verified contacts in its database.

This will ensure you're reaching the right person and that your email lands directly in their inbox, not a generic info@ inbox.



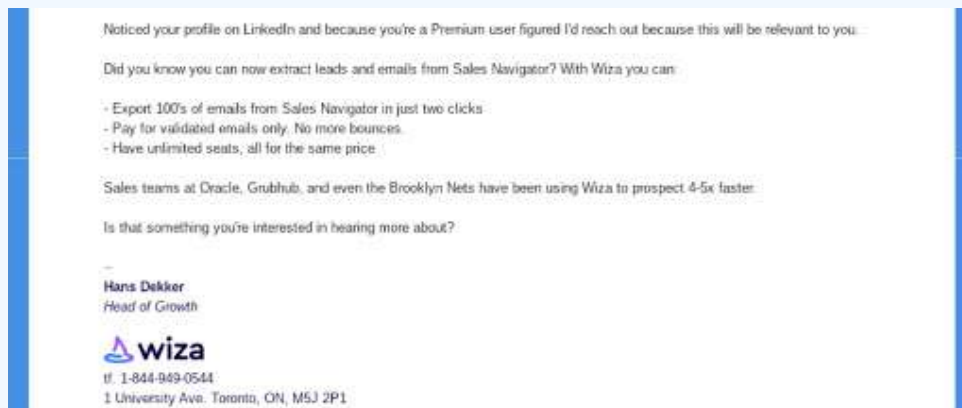


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9.2 Create the Perfect Cold Email Copy

Once you've got a substantial list of contacts to reach out to as well as their email addresses, it's time to focus on the email itself.

This part is incredibly important. Get it wrong, and your emails might end up in the dreaded spam folder. But get it right, and you could have a ton of new customers on your hands.



So what makes the perfect cold email copy?

There are several things to bear in mind before you start putting your fingers on the keyboard. We've boiled it down to the essentials here:



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9.3 Keep It Short

Remember, your recipients are likely busy people. If they open your email and see a huge block of text, there's a high chance they're going to delete it and move on.

This is why keeping your cold emails short, sweet, and to the point is vital. A couple of paragraphs is enough to get your message across without overwhelming the person at the other end.

9.4 Make it About Them

We've all received cold emails that go on and on about the sender, who they are, what they do, and what they enjoy in their spare time.

The thing is, your recipients don't care about you at this point. For starters, they have no idea who you are, so going on and on about your product and your company is a surefire way to end up in their Spam folder.

Instead, make the email about them.

You can do this by:

- Asking questions
- Writing a statement that shows you understand their business and their needs
- Focusing on how you can help them
- Providing value

If you do this, the recipient will feel like you understand them and have their best interests at heart. They can also quickly get a feel for if you can help them or not.



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9.5 Personalize Your Emails

Instead of cutting and pasting a generic email to every contact in your list, try tweaking different subsets based on your data.

This doesn't mean you have to write a brand new cold email from scratch for every new recipient. Rather, tweak a sentence here and there to include their industry or a specific pain point you've identified they likely have based on industry, size, or other information.

This will make them feel special and not like they're just a number in a mass cold email campaign.

9.6 End With a Call-to-Action

At the end of your email, you should show recipients what to do next. If you want them to book a demo, ask them!

If you want them to reply to your email and answer a question you've posed, invite them to do that. Ending your email with a strong CTA will exponentially increase the number of responses you get.

I've been a big fan for a while, so I was hoping to pick your brain a bit.

But more importantly, I've been following your new launch and noticed you don't currently offer two features that I think your customers would love (I have a great idea for one of them I wanted to pass by you).

Are you free for a quick chat next Tuesday, around 12PM EST?

I'd love to talk shop and pass my ideas on. I promise it won't take more than minutes.

Talk soon -

A



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9.7 Get to the Point!

Some marketers consider emails as an opportunity to tell stories. They write long emails detailing their products and proposals and then wonder why don't prospects respond to their emails! Well, because nobody reads them.

Consider cold emails as a written form of your elevator pitch. Make it crisp, impactful, intriguing, but most importantly, keep it short! If your cold emails are longer than 150 words, you need a complete rework. 75-100 words are considered ideal for cold emails. Anything shorter or longer indicates you have room for improvement.

9.8 Write a Compelling Subject Line

Now you've got your email ready to go, it's time to work on the subject line.

This is where a lot of people fall short. Instead of writing out the first thing that comes to mind, spend time working on your subject line. After all, it's the first thing your recipients will see. If it's not compelling enough, they might never open your email and your lovingly crafted message will never be seen.

Your subject line should do the following things:

- Tell recipients what they can expect when they open your email
- Get to the point – be clear and concise
- Speak directly to the recipient if possible – personalization by name is key here
- Touch on the recipient's pain points

Ideally, your subject line should invoke a sense of curiosity and encourage the recipient to click in to find out more.



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9.9 Missing the Mark

We have all received those emails that we know do not belong to us. They might address us by a different name, have content that we aren't remotely interested in, or simply try to fool us with some catchy subject line.

For example, I recently received an email with the subject line, "Oh, no, you missed our webinars!" I checked my inbox and calendar, and nope, I had never registered for the webinar. I had never even received an invitation to the webinar which I supposedly missed. So I promptly reported it as spam and moved on.

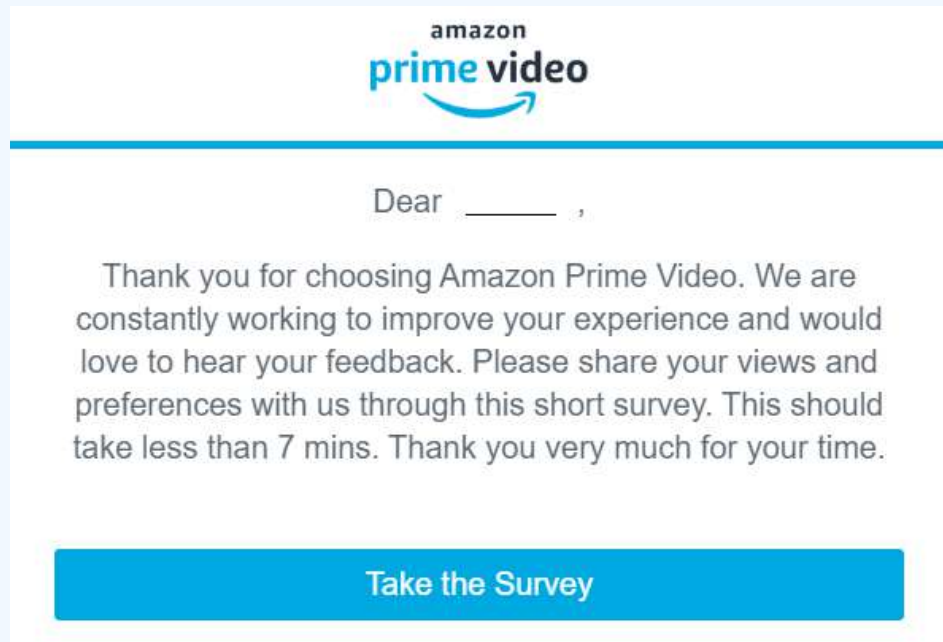
The point is, if the company had carefully segmented their audience, as discussed earlier, they wouldn't be in this position. And if you do this often (by intention or mistake), you'll soon damage your domain and brand reputation sending your email campaigns on a downward spiral.

9.10 The Trade-off

You must understand that engagement and clicks aren't the same. A recipient might be engaged with your email outreach but still not click or respond to it. Or they might click once or twice (due to some click bait or urgency), but otherwise do not engage.

You must decide what you want to achieve and craft your message accordingly. Take the following email as an example. It asks the recipient to take a survey and informs them beforehand that it would take around 7 minutes.

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Now, here's the trade-off. Seven minutes is a long time, particularly when the recipient isn't going to get anything in return. So it is obvious that few people would click. But then, the ones who do click are most likely to complete the survey because they have already committed the requisite time.

If the email said the survey would take only 60 seconds, it would have certainly received more clicks, but then most of them would have dropped off without completing the survey.

Since the objective of this email was to get the recipients to take the survey, they chose to not go after clicks and said click only if you have 7 minutes to spare. Similarly, you need to define your priorities beforehand and tailor the message to suit that purpose. Only use click bait if all you want is maximum clicks and don't care about engagement.



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9.11 Be Proactive

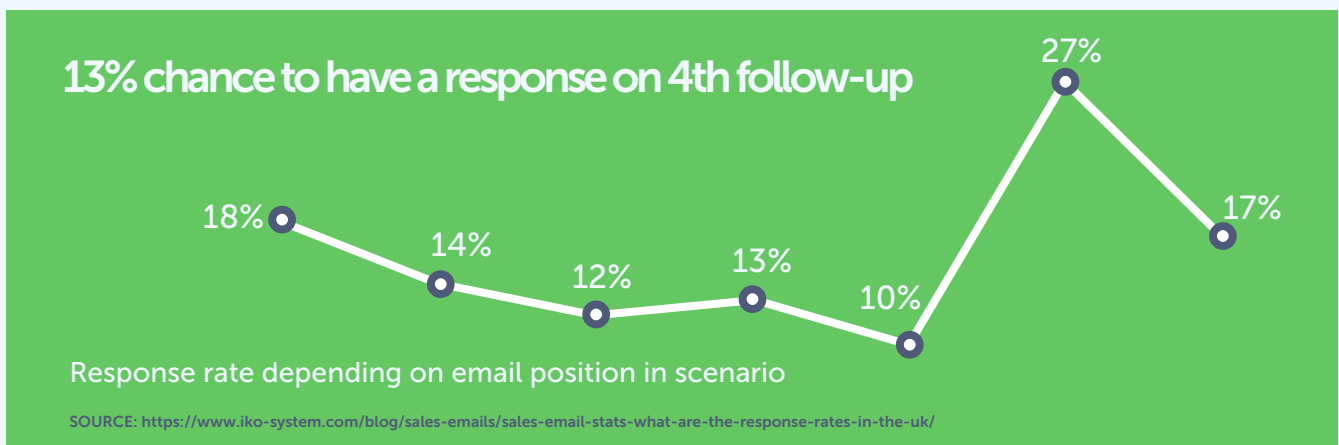
Most cold emails end with something like “Let me know”, “Looking forward to your response”, etc. The problem is, these are passive statements that a) do not force the recipient to respond; and b) create friction even if they want to respond.

For instance, if you end your email with “Let me know” and the recipient is interested, the onus of thinking about a response and an appropriate time to call falls on them. But if you end your email with something like “Are you free Tuesday afternoon at 4:00 for a quick call? Or anytime between 4:00 to 6:00 works for me” and they are interested, all they have to do is type “yes” or “Make it 5:30.”

9.12 Follow Up

Your follow up game needs to be strong in a cold email campaign.

This is because the majority of the initial emails you send won't get a response. That doesn't mean the recipient isn't interested. They might have been busy at the time and meant to respond later but forgot. All sorts of things crop up, which is why following up is so important.





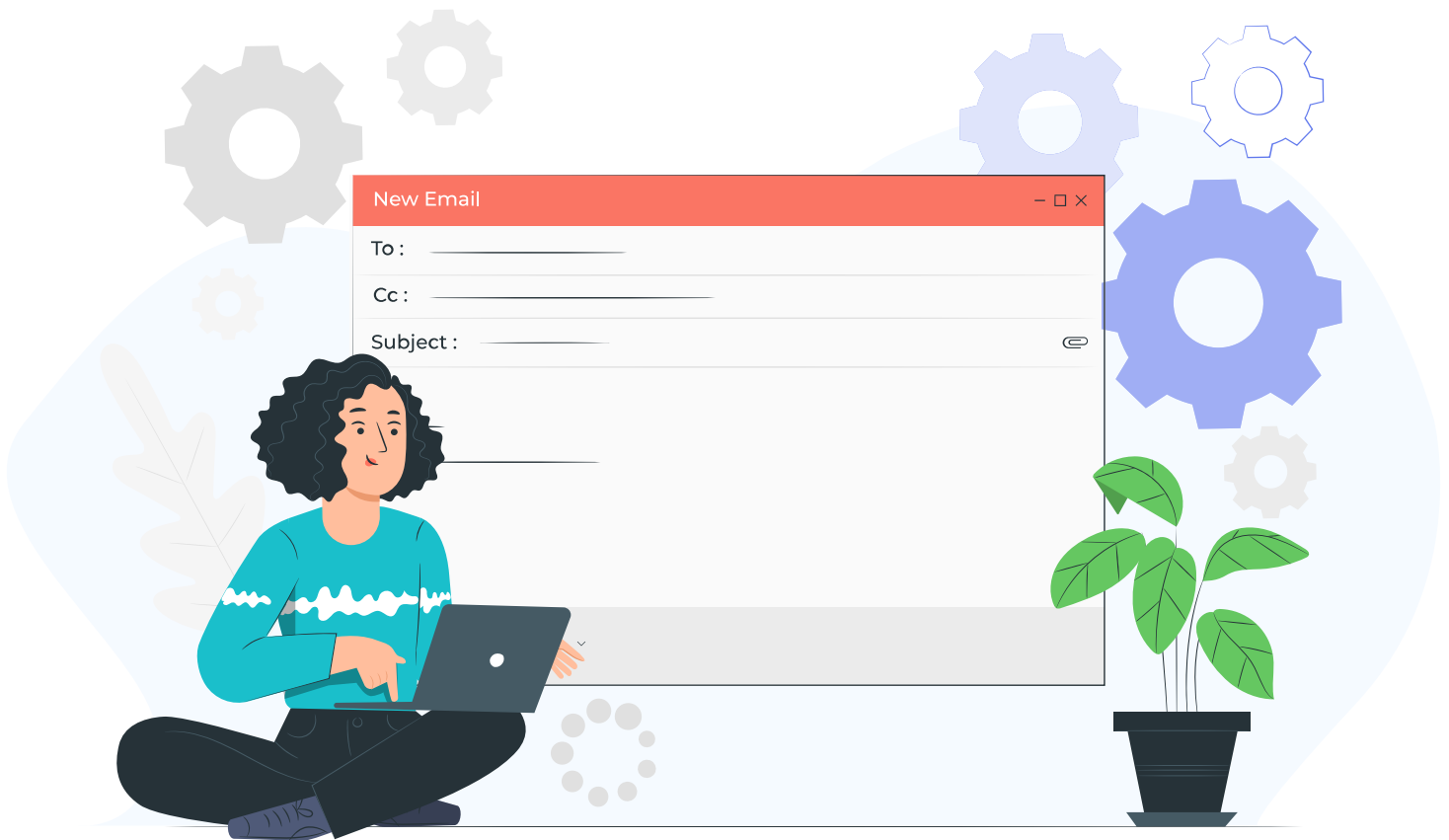
(Continued)

It can actually take up to seven follow-ups before a prospect responds, with the chance of a reply increasing on the sixth and seventh follow up.

Your follow up emails don't need to be lengthy. Simply remind recipients about your first email, recap on the value you can offer them, offer a relevant piece of content, and add another CTA to encourage their response.

Now that you have a fair understanding of how cold emails work and how you can make the most out of them. Let's a look at few cold email templates that encapsulate all of the above lessons.

Cold Email Templates



The four templates below are suited for different scenarios that most salespeople or marketers often come across:

10.1 When you know the activities of your target customer

Hi {{name}},

Just saw the news about {{trigger event}}. Congrats!

Usually when this happens, {{insert value props}} becomes a priority. So, I thought you might be interested in finding out how we helped {{similar company}} {{benefit}}.

I know things at {{company name}} must be crazy now, but if you'd like to learn more, let's set up a quick call.

How does {{specific day and time}} look on your calendar? Alternatively, here's a link to my calendar or feel free to send me yours.



(Continued)

This reflects that the email hasn't been shot off randomly but the sender has done his research. It's timely, and it offers a relevant value proposition by including how you have helped similar companies in similar situations.

10.2 When your target customer is already using a product/service like yours

Hi {{name}},

Just ran across your website and noticed you were using {{Your competitor's product}}. How are you liking it? I run a {{Service}} called {{Your company}}.

It's just like {{Your competitor's product}}, only {{Key differentiator}}. If you're up for it, I would love to jump on a quick call with you and get your opinion on how we could make {{Prospect's company}} better (and see if it would make sense for us to work together.)

Would {{Date and time}} be a good time for you? (If not, I'm flexible. Just let me know.)

These kinds of emails best work for startups and smaller businesses. The sender is upfront about their objective. Because they mention what product the recipient already uses, it gives a sense that the sender has done their homework.



(Continued)

10.3 When the target customer is engaged with your website/content

Hi {{name}},

You recently visited {{website}} and {{took this action.}}

If you're interested in {{content topic}} then I can recommend the following additional resources:

{{relevant resource 1}}

{{relevant resource 2}}

Our company also offers {{product/service}} which could help you {{achieve this specific result or statistic}}.

Are you free for a call tomorrow at {{give 2 possible times}} to discuss this further?

This email strikes a fine balance between nurturing and sales push. It lets the recipient know that your company actively monitors and engages with its prospects. Even if they do not agree to a call immediately, they'll look out for you when they are in the market for a similar solution.





(Continued)

10.4 When you are simply nurturing

Hi {{name}},

Your latest article on {{Subject}} got me thinking.

I found this article on {{Article title}} that may be beneficial to you and your team.

Here's the link to check it out - {{link}}.

Hope you find it helpful. Keep up the great work.

This is an example of a cold email with zero emphasis on CTA. It's mostly used when you are pursuing a large account and engaging multiple POCs with dozens of email sequences. These emails are meant only to let the recipients know about your product and create some good faith by sharing some valuable resources.



“A small list that wants exactly what you’re offering is better than a bigger list that isn’t committed.”

– Ramsay Leimenstoll

If we try to summarize everything we have discussed into a single line, it is this – Cold email marketing is one of the most effective and profitable channels if you do it right.

Now, doing it right constitutes of two parts:

- 1. Getting your structure and content of your emails right*
- 2. Reaching out to the right people at the right stage in their buying journey*

For high-conversion email outreach campaigns, businesses prefer to work with data partners that provide human-verified data. Hiring a reliable B2B data partner or using a reliable data platform has helped businesses focus on optimizing the effectiveness of their email campaigns.



As far as SalesIntel goes, if you take care of the first part, we will deliver the rest.

Request a Live Demo