GETTING
BEST
SPOTLIGHT
ON
COLD EMAILS

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INTRODUCTION

Cold emails belong to a part of a bulk email marketing campaign. It is sent to prospects with whom you didn't have prior contact or any communication. These cold emails aim to reach as many potential customers in the market. We should know none of these emails are spam ones and don't belong to the process of shooting in the dark.

It is executed after you have basic information about your recipients. You might not have communicated directly but have their data from other sources. The data includes name, email id, company and many more.

These cold emails then aim to collect more information by breaking the ice between you and your prospect.

HOW TO START?

Now, as we discussed about cold email, the next thing is how to get started cold email. We know it's not sending out random emails to strangers; you have basic details. So, how you go on from here?

The first thing that you need to do is research, just knowing company name, location isn't enough. You can go further deeper find out their company size, USP, technologies used, recent product launch, and many more. By collecting ample data, you can later refer to for designing and sending cold emails to customers that don't look aimless and ludicrous. If you are sending your email to a high-level executive, ensure that you know their educational qualification, interest and others, so that it becomes easier to connect with them.

Later you can look into content that would make your email appealing and convincing.

HOW CAN ONE INCREASE COLD EMAIL RESPONSE RATE?

One can increase cold email response rate in different ways. But the popular methods are:

Sharing Useful Data

Most B2B brands want to look into content that has useful numbers or other forms of statistical data. So, brands should include more such data while sending cold emails to customers.

As per a report, 25% is considered a good open rate for cold email campaign. While 37% is considered very successful for campaign.

So, if statistics offered in the content, help recipients in their business process, you'd surely reach this rate.

Make it to the point

You should always keep the email short and sweet. Sounds familiar?

Yes, while sending B2B cold emails campaigns, make a point to keep it precise. It shouldn't stray from the crucial message, otherwise your readers would be confused as well you'd also not meet your objectives.

Example: Keep It Short & Simple

Subject: Thoughts on Yesware?

[Ariane, Rob and Bob],

You all have been using Yesware for a while now and I'm planning on reaching out to [Jim] to evaluate Yesware Enterprise.

Do you know if your team would be interested in a corporate license?

42% Reply Rate

And it's not that challenging what you think. The only thing you should do is structuring and designing content that is gullible enough. After that, you can shorten it to send to audience. In this example, you can see the impact of last question- "Do you know if your team would be interested in a corporate license?"

It had a 42% reply rate.

Designing One of the Useful Subject Lines

Subject lines are something that attempts to make the first impression on minds of customers. And it should be the first priority in cold emails as it is being sent to customers with whom you never interacted previously.

To: you@yourorganization.com
Cc: yourboss@yourorganization.com
Subject: **Here's what I'll do.**
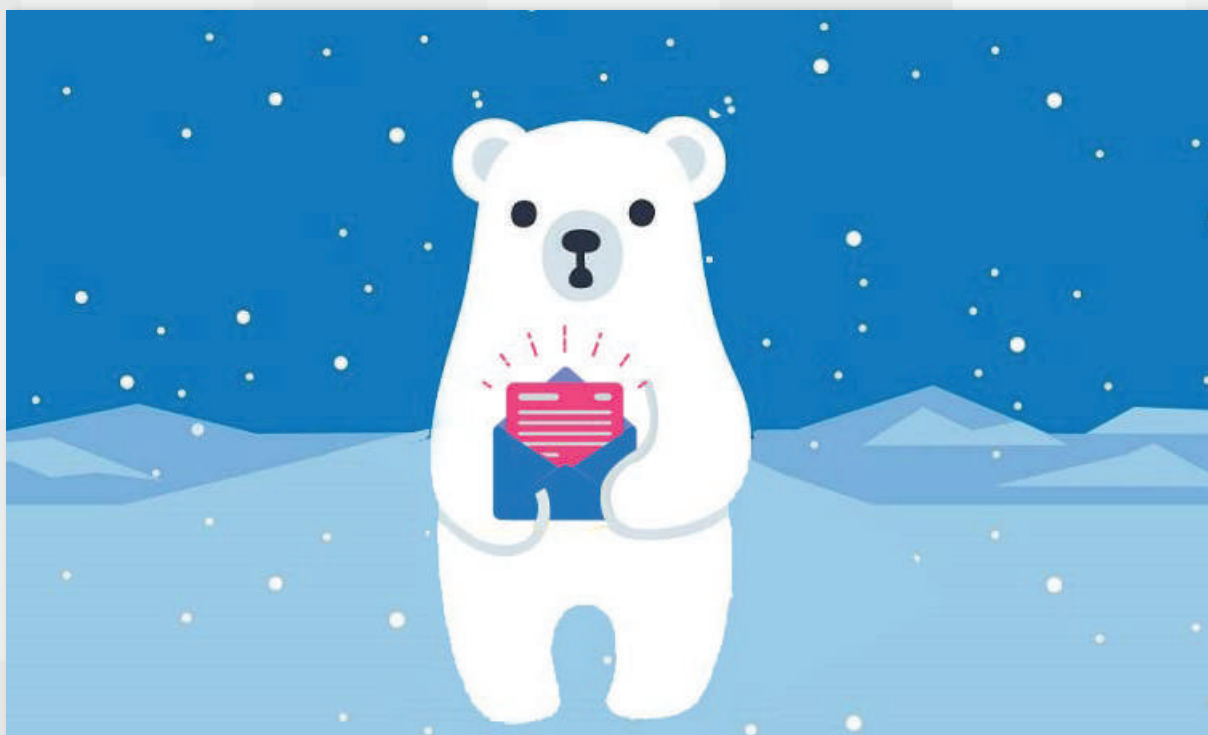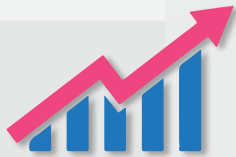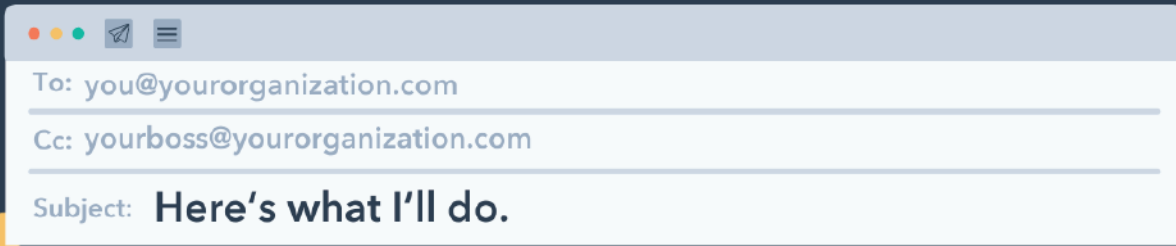
Most marketers think of subject lines relevant to the current trend or practices, or of interest to the reader. While it is good, never deviate from the message mentioned in the body content. In this email you can see how the marketer kept the audience hooked with subject line" Here's what I'll do."   Now this line makes the reader feel that there is something useful for them.

Have a Communicative Tone
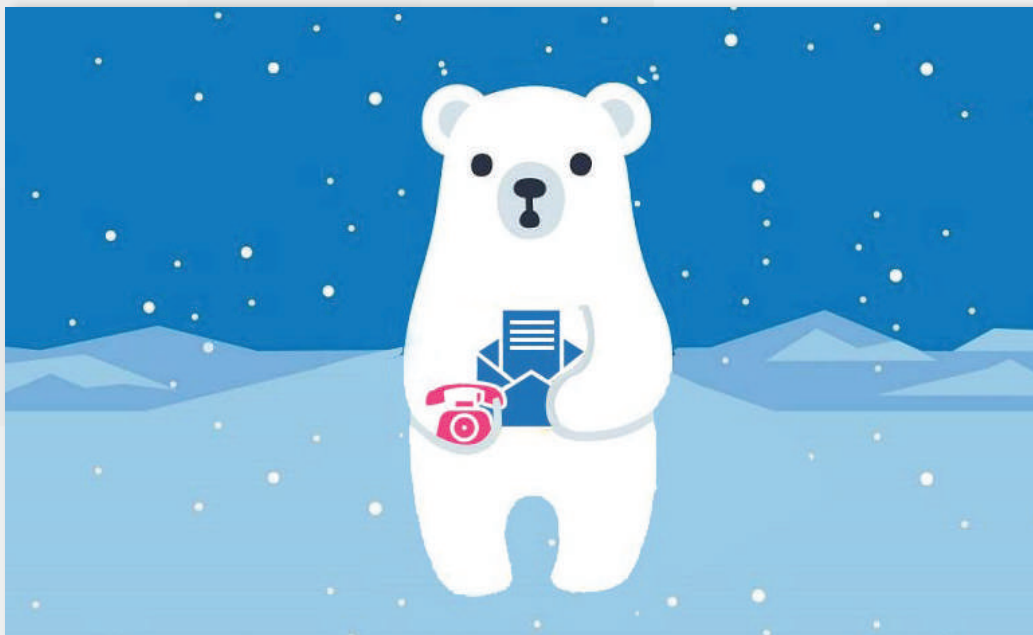
Saniat Sheikh <ssheikh@yesware.com>   4:07 PM (25 minutes ago)
to Stephanie Bryant

Hi Stephanie,

Based upon your Twitter you're a fan of Beyonce - inspiring me to reach out to you here.   *Grabs attention*

What would Beyonce be without her team? Well...everything...she's Beyonce. However, her team does a lot for her.

Yesware is the Beyonce of sales tools! Our platform provides real-time transparency into a reps' most engaged prospects, and gives detailed reporting so managers can be more strategic with their coaching. Features like email tracking, click-to-call, and mail merge make your reps more effective in their outreach - making them ready to boost their fame and go on tour (much like Beyonce and her team).   *Metaphor*

Stephanie - might you be willing to connect for just a few minutes to talk about how we can get your team onto Queen B's level?   *The ask*

Best,
Saniat

Your emails should be conversational. For example, you can ask some questions regarding their business challenges in the introductory part or something that grabs their attention instantly. As these are cold emails, so you'd not be that much aware of their precise business challenges. But still in this, you can see the sender gathered appropriate information about the recipient and evolved the content for right conversation.

Even if you can't gather that much information, you can still ask a question revolving around a universal business challenge.

Putting CTA at Right Place
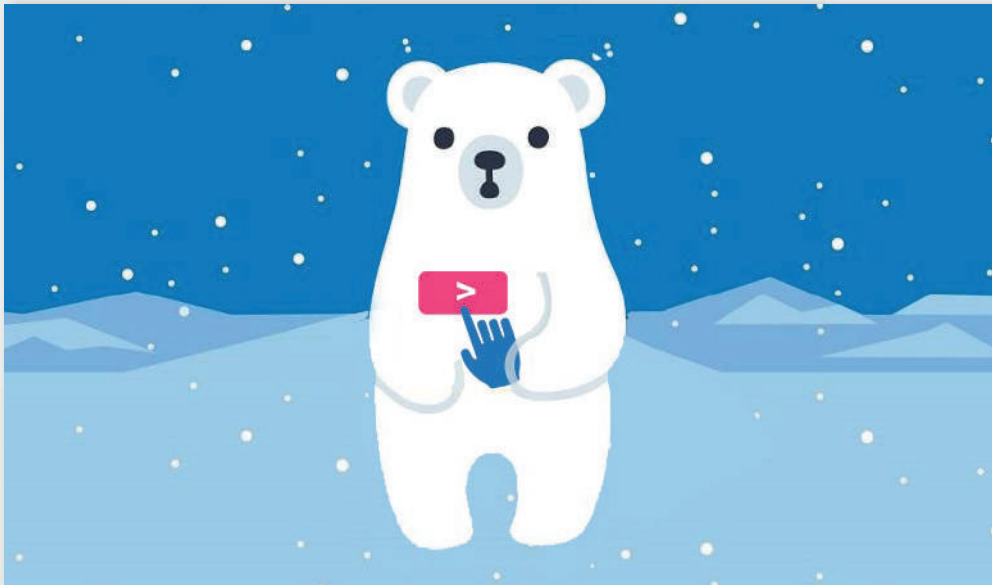
CTAs are always meant to motivate the reader to take further action. So, never forget to add click-to-action while designing the cold email. It would give clarity to audience what they can do further.

Wrong Example:

Reach out to us.

Right Example:

When do you have 10 minutes so I can tell you about few warning signs [Company] can look for to prevent churn?

In this example, you can see if you just mention" reach out to us," why would people be bothered to connect with you if they don't have a personal interest. The right statement is the second line,

"when do you have 10 minutes so I can tell you about few warning signs(company) can look for to prevent churn?" This aligns with the pain point and the customer would be willing to take further action.

Adding Videos in Cold Emails

Interesting videos are something that holds attention of your customer for a longer period. And it's a fact; if they like to see your video, they would rarely ignore your approach connecting with them. Moreover, they would like to connect with your brand and know more about your products or services.

So, if you can, collect as much personal information to develop relevant videos and send it to customers, it would increase response rate.

THE FOLLOW-UP GAME IN COLD EMAIL

So, you have sent cold emails, but do you now need to forget about them?

No, now you should ramp up your follow-up game. Just as most customers aren't ready to pay in first talk, cold emails also aren't effective in first attempt as well.

What are the steps that need to be followed?

Send this email after 1 day of email that you have sent. It should include a more elaborate description than what was there in the first email. The message shouldn't deviate by any means, or it would create confusion among recipients. The rule that you shouldn't forget here is never ever to make your follow-up email too salesy.

The second follow-up email can be sent after two days of 1st follow-up email. It should be short and sweet. You can just ask question "what would be the best time to have a quick discussion?" It should make right impact by making recipient comfortable. The "quick discussion"   term here implies that as a marketer, you care for your customers' time, so want to make best utilization of time. You can also ask for options here like on which days they would be more comfortable.

The third email you can send after almost 5 days of sending the second follow-up email. It should make them believe they are losing the opportunity of not acquiring your service. It shouldn't be direct but in a subtle way. This would motivate them to get up and notice if they are really missing out on something. This is what marketers want "To get noticed."

Overall a step-by-step approach in follow-up emails would give you desired results.

WHAT TO AVOID IN DESIGNING THESE COLD EMAILS?

Don't Make it Too Generic

17%	7%
Email Campaign with advanced personalization	Email Campaign without advanced personalization
"Hi Jenny."	"Hello."
"Congrats on launching you new snack cake line."	"Have you launched a new product?"
"How Sparklecakes can improve sales..."	"How your company can improve sales..."

While we understand that you never had previous interactions to have sufficient customers' information but you can still well design personalized emails to get customers' attention. Add something about their industry like practices, trends and so on. Here you can see emails with advanced personalization and without advanced personalization.

It would give an impression that you're aware of their industry, their new product or service launch and others. So, you would also be aware of their challenges.

Don't Just Add Plain Content

Any content piece that has only text is boring for most readers.

In case of cold email, marketers should balance it with right proportion of visuals and text. It would significantly increase engagement level.

Cold emails aim to take the discussion further, so you should not just boast about your services with long text. Adopt a step-by-step approach with right combination of content, and keep the conversation open with customer.

Don't Make Grammatical or Spelling Errors

These errors although looks small but can leave an everlasting impression on customers' minds. For example, instead of writing Elizabeth, you write Elizabth, many customers won't like their name spelled wrongly.

Wrong Example:

Hi Elizabth,

I wanted to reach out to share a useful ytool that might be of intrest to you.

Right Example:

Hi Elizabeth,

I wanted to reach out to share a useful tool that might be of interest to you.

So, you should cross-check multiple times and send these emails to prospects.

Don't Make it Look like a Sales Pitch

If your email sounds like a sales pitch trying aggressively to convert customers, you're doing it all wrong. Nobody likes products or services being pushed to them. It just gives wrong signal. Plus, once the customer builds a perception about your brand, it becomes difficult to change it later.
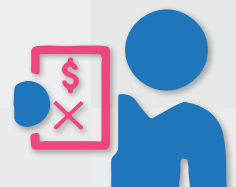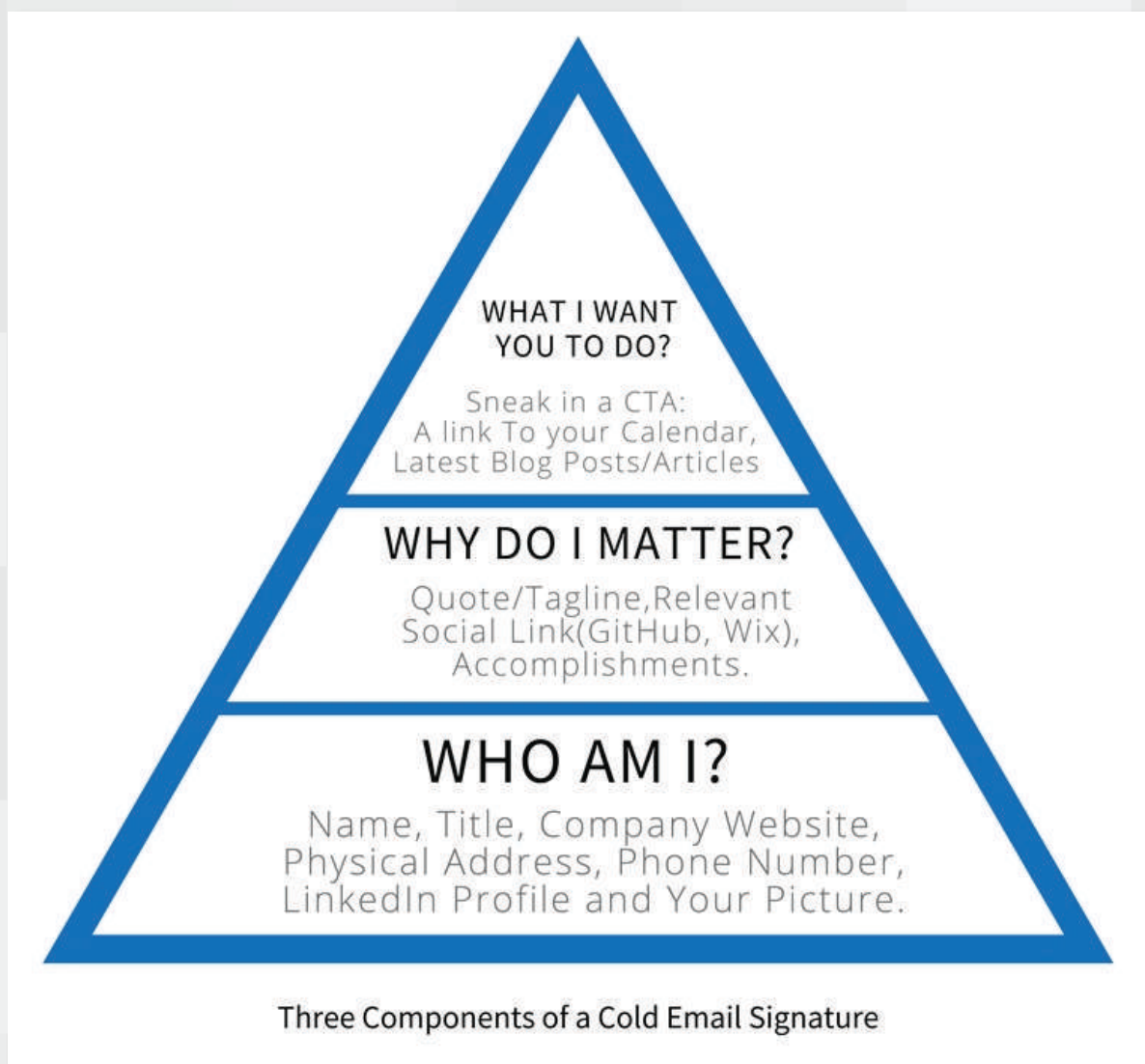
You should just plan rightly to add relevant content. The trick to have an effective cold email is making the customers feel that they are reading content that would be beneficial for their business process.

Don't Forget to Put Email Signature

You should never forget to add email signature in emails. It won't look professional at all as customers nowadays are smart enough and can easily find these mistakes.

Now there are some crucial components that you shouldn't forget to add to your email signature.

What are they?

WHAT I WANT
YOU TO DO?

Sneak in a CTA:
A link To your Calendar,
Latest Blog Posts/Articles

WHY DO I MATTER?

Quote/Tagline,Relevant
Social Link(GitHub, Wix),
Accomplishments.

WHO AM I?

Name, Title, Company Website,
Physical Address, Phone Number,
LinkedIn Profile and Your Picture.

Three Components of a Cold Email Signature

As you can see, it includes," What I want you to do?"   It includes a sneak into the CTA, or further linking them to your topmost performing articles. In "Why do I matter?"   Here you can add a quote, any social links, etc.

"Who am I?" has absolute basic details such as: name, title, physical address, company website and other details.

Find the below example

Here you can see an effective email signature with name, designation, company name, official address, contact number, etc.

REAL-TIME COLD EMAILS THAT WORKED

**Congratulatory Cold Email**

This is one of the cold emails that clicked with the reader. You can see introductory line here. To make the right rapport, sender wrote that they had previously worked with the predecessor. This is enough to make the reader take right CTA. Besides that, while ending email, sender describes his role in facilitating businesses to drive more traffic to websites and further converting them. A right bait indeed!!!

Stating Challenge in First Line

Gently Knocking

Cole D'Mailer
to Yesware Yeti

Log to Salesforce

Hi Yeti,

Before → If you're like most companies, sales transactions increase significantly in Q3/Q4, yet most executives have no way of knowing the ROI of their commission spend.

After → Xactly's compensation platform allows you to customize sales plans that cut errors in payments and eliminate the pain of calculating and adjusting commissions for your reps.

Bridge → If you are willing to give us 15 minutes, I can show you how on average our customers see a 19% lower sales turnover, 5% more reps hitting quota and 37% faster sales cycles.

What's the best way to earn your ear for a few minutes and share how your peers are leveraging incentive pay to drive corporate strategy?

In this email, you can see how the sender crafts the content with the mention," if you're like most companies where sales transactions increase significantly in Q3/Q4, yet most executives have no way of knowing the ROI of their commission spend." This is the challenge conveyed in a subtle way. Later it follows with the solution like "platform allows you to customize sales plans that cut errors in payments.

" Further, it goes on with mention such as " if you are willing to give 15 minutes, I can show you how on average…." Basically, it wants to prove how they can help customers increase sales and meet the target.

INTERESTING STATS ON COLD EMAILS

✓ Almost a third of email recipients opened the emails based on the subject line alone.

✓ A subject line with 3-12 characters can lead you to an open rate of 44%.

✓ A subject line with 29-45 characters can fetch you an open rate of 33%.

OVERALL BENEFITS OF COLD EMAIL

✓ These emails are scalable enough

✓ Customers can check these emails at their convenient time

✓ These emails aim to maintain communication before going for

CONCLUSION

Cold emails are a crucial part of marketing strategy. It gives brand the right exposure they need to sustain in market. Over the years, a good number of organizations have implemented this strategy in their campaign and garnering results that they wished for.

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You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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