

A Step By Step Guide To

OUTREACH

HOW TO WRITE AN EFFECTIVE

EMAIL



CONTENTS

01 -How To Write An Effective Outreach Email-----	1
02 -What Exactly are Outreach Emails? -----	2
03 -Why are Outreach Emails Important? -----	3
04 -Tips to Write an Effective Outreach Email -----	4
• Create a Good Subject Line -----	4-5
• Personalize and Hyper-Personalize Your Emails -----	6
• Know How to Write an Email Sales Pitch -----	7
• Stick to a Single Goal and Provide Clear Value -----	8
• Provide a Clear Call-To-Action (CTA) -----	9
• Follow Proper Email Courtesy -----	10
05 -Conclusion -----	11

How To Write An Effective Outreach Email

With the constantly expanding digitization, the need for online marketing is at its peak. You need marketing outreach for brand promotion or to promote your services or products to prospects.

This is where **outreach emails** come in.

Outreach email marketing campaigns or cold emailing is an excellent method of generating backlinks. They can help in search engine optimization (SEO) by providing proper backlinks to your website. In fact, you can expect an open response rate of up to 50% from emails alone.

But to get such results, you must know how to write an outreach email correctly! When done properly, the outreach emails can pave the way for more significant ROI and business expansion.

Well-written outreach emails have the power to attract high-quality leads that will engage with your content.

So, if you want to learn how to create more engaging outreach emails, this guide will help you with practical solutions.



What Exactly Are Outreach Emails?

Email outreach is a standard method of communication that helps you get in touch with prospects. This could include potential business partners, or complete strangers, also known as cold contacts. You can use **outreach email marketing** tactics for both B2B and B2C purposes.

The primary motive of the outreach email is to find potential customers and build a professional relationship with them. The idea here is to convert these leads into conversion or sales.

But it can take quite a while before you start seeing results. The process is also labor intensive. Hence, you must know **how to write an outreach email** to achieve a good response rate.

To do this, you need to possess excellent written copies and test them using the A/B testing method to find out what works.



Why Are Outreach Emails Important?

Did you know that there are more than four billion email users in the world?

When it comes to making sales, you still need to rely on cold calls. But with the progress in automation, email outreach has made things easier and faster.

With its help, you can simultaneously send your cold emails to thousands of people.

This is good for your sales and marketing team and can also help boost your brand's online presence. Apart from generating high-quality leads, you can also create more traffic and backlinks for your website and boost your online reputation.

Moreover, proper email outreach can propagate better brand collaboration and help pitch business proposals.

Unfortunately, this is not as easy to execute.

The international SEO expert Brian Dean, feels that most of the outreach emails get ignored. In his blog, the CEO of Exploding Topics, he claims that only about 8.5% of outreach emails receive a response.

So, just sending the outreach email will not be enough. You also need to know **how to write an outreach email.**



Tips To Write An Effective Outreach Email

Knowing how to write an outreach email that is effective and engaging is the foundation of any email marketing. Irrespective of the kind of ROIs you want from the marketing outreach, you need to follow the best practices for it.

The average email user tends to receive around 100 emails per day. Globally, the number of daily emails sent and received was 306.4 billion in 2020.

So, how do you make your outreach email stand out?

Well, the following six steps are all you need to follow if you want to write an effective outreach email.

1. Create a Good Subject Line



The first thing you must prioritize when figuring out how to write an outreach email is the email headline or subject line. This is the first thing your audience reads.

Legendary British advertising tycoon David Ogilvy once said, “When you have written your headline, you have spent eighty cents out of your dollar.”

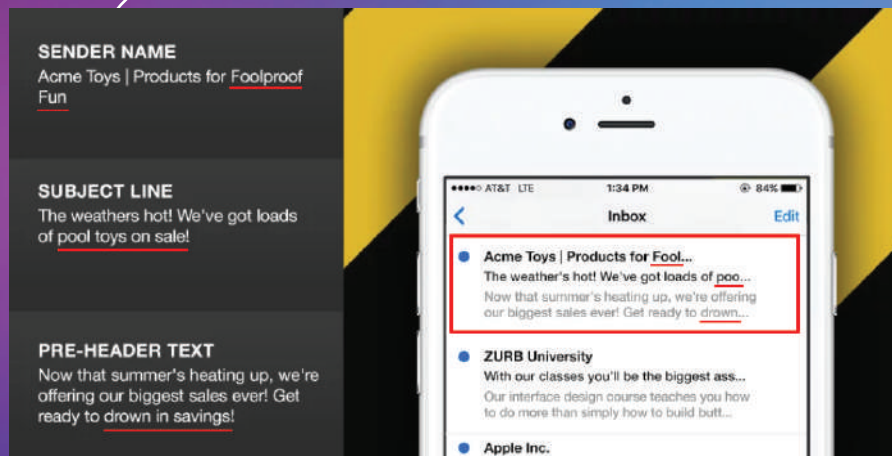
Always be straight to the point and keep it brief and crisp, but not at the cost of omitting vital information.

You need to also evoke some type of emotion, like curiosity or humor, in the reader to drive better engagement. It has also been witnessed that using numbers in the outreach email subject line increases the open rate by 45%.

Take this example by the American file hosting service, Dropbox, for creating re-engagement.

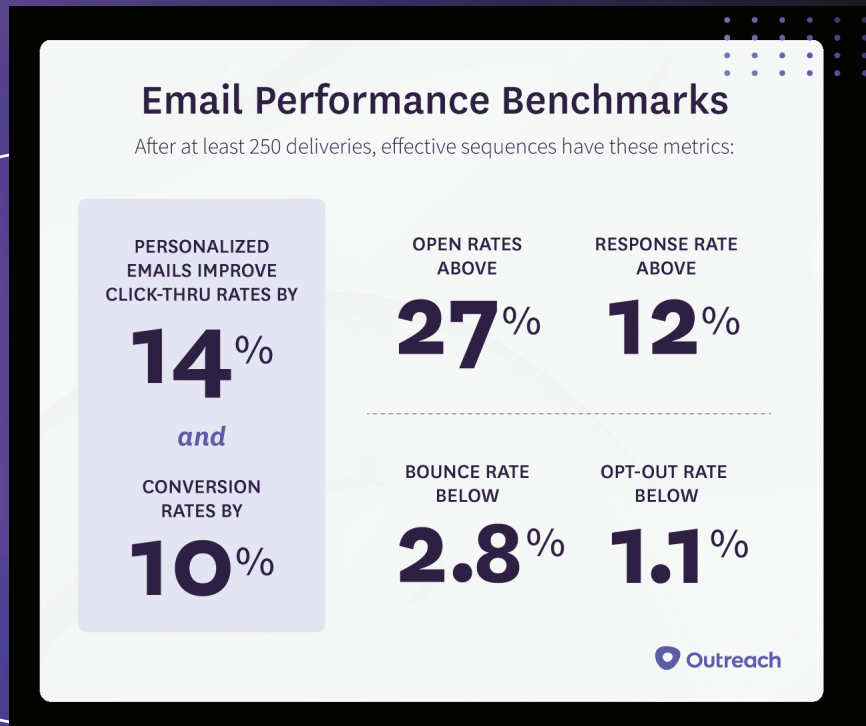


The crisp and personalized subject line is an excellent example of creating the perfect headline for an email campaign. According to Brian Dean, personalized subject lines can cause a 30.5% increase in the response rate.



You must also optimize the emails for mobile users since four out of ten emails are opened using mobile applications. So, ensure the recipient's full name and the entire message are visible in mobile view.

2. Personalize And Hyper-Personalize Your Emails



Speaking of personalized emails, it is better to gather sufficient information about the prospects and clients beforehand.

Cloud-based email marketing solution provider Adestra reported that including the name of the recipient in the subject line can increase the open rate by 22.2%.



Your clients want to be treated like people, not just "leads" for generating sales. As executive and leadership coach Andrea Mignolo stated,

"I want to do a business with a company that treats emailing me as a privilege, not a transaction."

But it goes beyond simply adding the first or last name of the recipient.

Dan Jak, the senior CRM manager of DMG Media, says, "Personalization—it is not about first/last name. It's about relevant content."

You need to show your prospects that you value their time and consider it a privilege to be able to contact them. You may have to do some thorough research in this step to ensure the quality of the outreach email.

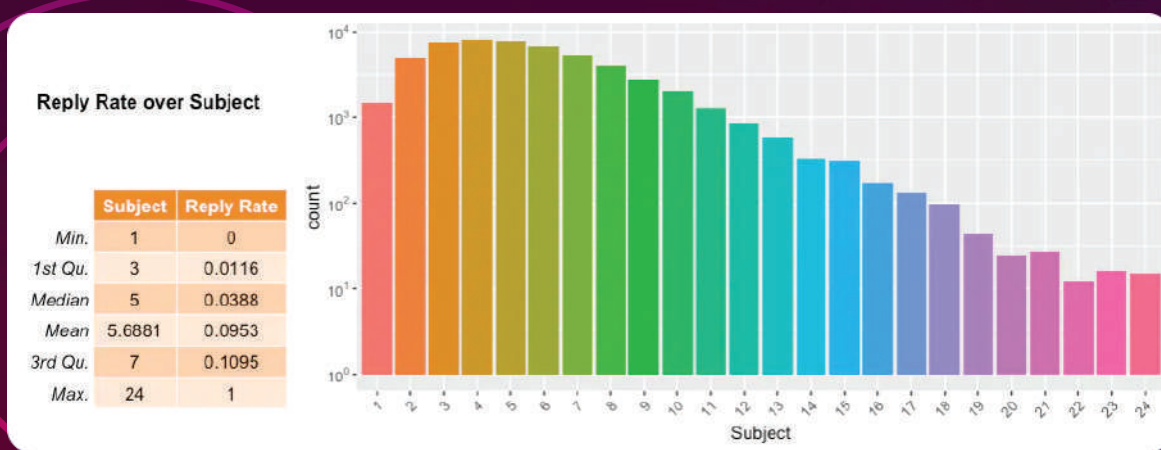
3. Know How To Write An Email Sales Pitch

Knowing **how to write an email sales pitch flawlessly is a vital step if you want to learn how to write an outreach email.**

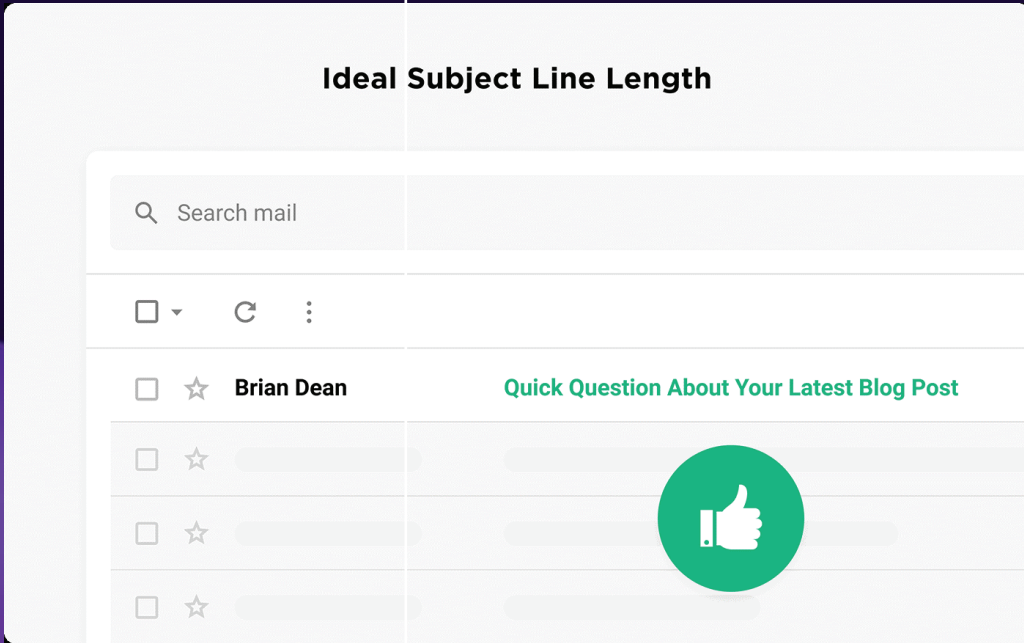
This is critical for promoting a product or service and spreading brand awareness. Now the average salesperson sends about 32.5 emails daily. So, how do you set your brand apart?

Well, besides the personalized and brief subject line, you also need to consider the value proposition. This is a vital component of any sales pitch and must be well-written. You can also speak about your brand story and what value you bring to the table here. However, do not go overboard with this.

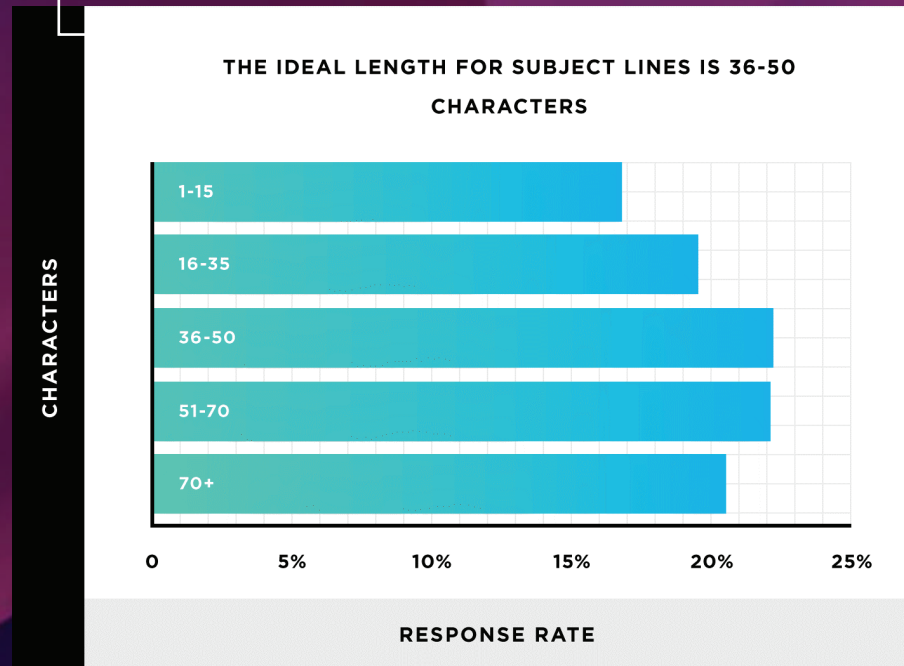
According to a study by Yesware, a sales productivity platform, the ideal subject line length should be between one and five words.



Ideal Subject Line Length



Backlinko suggests keeping it within 36 to 50 characters.



While, American software product marketer HubSpot suggests keeping the entire email length between 50 and 125 words.

So, keeping the sales pitch within 80 words is a safe choice.

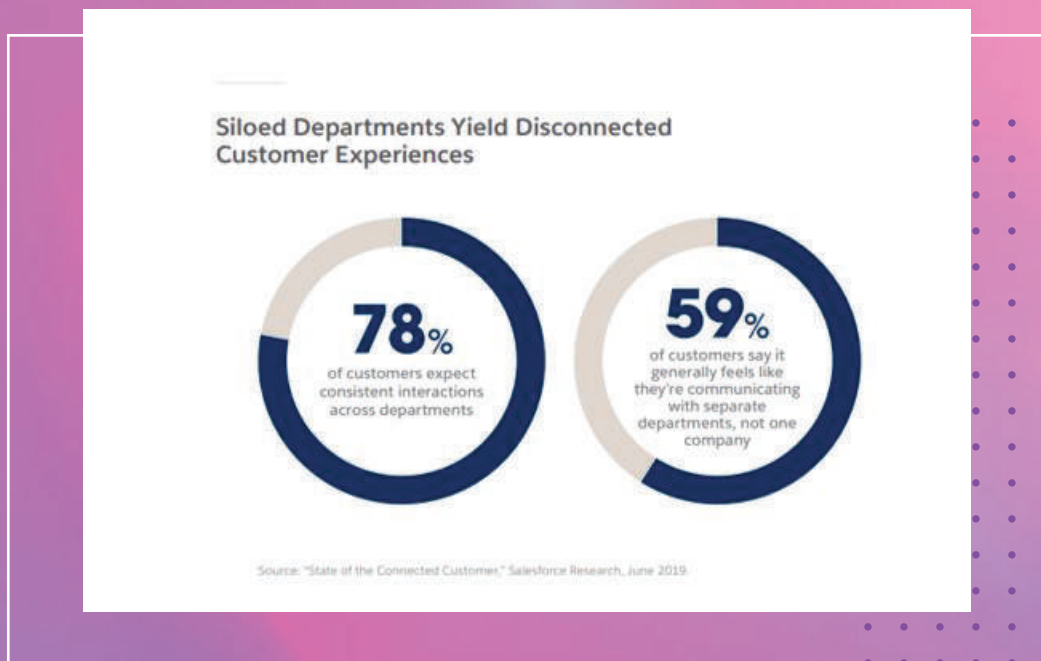
Additional tip: You can also use tools, like the free Hemingway App, to make your emails easy to read.

4. Stick To A Single Goal And Provide Clear Value

You should stick to one clear goal when providing value to your customers through **outreach email marketing**. Many a time, salespersons make the mistake of including too much information if they do not know **how to write an email sales pitch**.

It is easy to feel tempted to focus on your brand objectives, but you need to avoid this mindset. Instead, focus on building something that is worth sharing. This can be a suggestion for project collaborations, blogs, videos, your products, or other interactive content. The options are endless if you think outside the box.

Ultimately, your clients want to receive valuable content from some expert. According to a report published by American software company Salesforce, 78% of business buyers prefer trusted advisors over salespeople.



So, you need to stop sounding like a salesperson and start sounding like an expert in your field. Remember, you gain their trust by giving your customers a clear value, like an insight related to your niche or some helpful advice. This is also an excellent method of building your authority as a brand.

5. Provide A Clear Call-To-Action (CTA)

Always end your marketing outreach email with a clear call-to-action or CTA. This should be placed at the end of the sales pitch, telling the recipient about the next steps.

The CTA is useful in encouraging and guiding the customers towards a specific goal. This is the reason for you sending the email in the first place.

It could be about finalizing the purchase or prompting the prospect to sign up for your services or newsletters. You can even fix a business meeting with a potential customer or business partner through this.

No matter what the CTA conveys, you must clearly communicate that.

Using phrases like "Buy Now," "Read Now," "Join In," "Download Now," etc., are good examples of compelling call-to-action. But, do not include more than one CTA per mail as it can confuse the customer and reduce the click rate.



6. Follow Proper Email Courtesy

Although research says that follow-up emails can increase your response rate, you should not overdo it. You need to keep the frequency of consecutive emails well-spaced to avoid overwhelming the client.

When it is time for a follow-up, be sure to bring up your previous email in the discussion. Additionally, make sure to seek permission to send any links or attachments. With phishing emails being the reason behind 91% of cyber-attacks, your customers could be apprehensive about opening the links or downloading the attachments.

This is not a big problem if you are re-engaging with known customers, but you need to be extra cautious with cold emails. Moreover, adhere to the CAN-SPAM guidelines and provide the option for them to opt out of your email.

It all comes down to how well you execute the previous steps and express your desire to provide value to them. Only your genuineness can earn the trust of your customers.

Conclusion

Outreach email marketing is an exceptional strategy that offers many benefits for your business. You can build long-term partnerships with potential clients, establish better collaborations, and earn high-quality website backlinks.

Moreover, you can build your brand authority easily with a higher response rate.

So, knowing **how to write an outreach email** can significantly benefit you. Without the proper process, you will just end up wasting your resources and efforts.

As a business owner, you would want your business never to stop growing. Once you know **how to write an email sales pitch**, scaling up will be easy. So, follow the tips listed and use the A/B testing to figure out the correct template and take your email marketing to the next level.

In the words of David Ogilvy, “Never stop testing, and your advertising will never stop improving.”

InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

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

FOLLOW US !



[/InfoClutch/](#)



[/InfoClutchData](#)



[/infoclutch/](#)



[/company/infoclutch](#)

15 Corporate Place South, Suite
#103, Piscataway, NJ 08854

+1(888) 998-0077 | sales@infoclutch.com | www.infoclutch.com