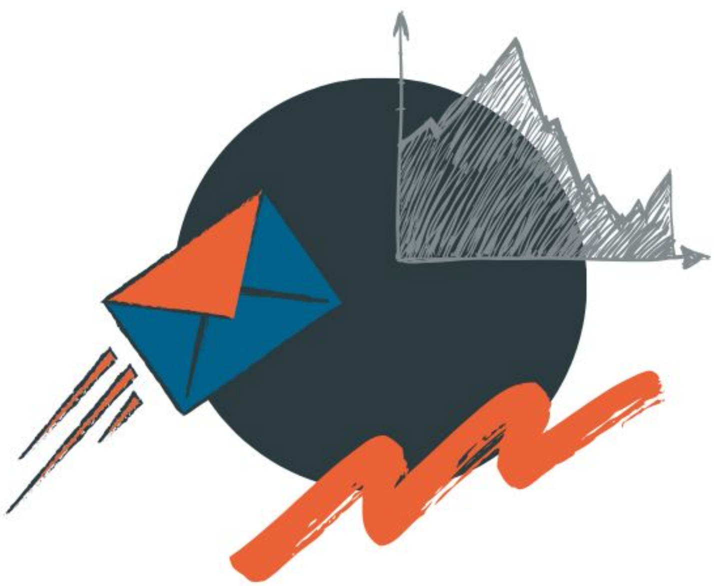
THE ULTIMATE COLD EMAIL OUTREACH PLAYBOOK

BY AUTOKLOSE



WITH HOW-TOS, SET-UPS, TOOLS, STRATEGIES, TEMPLATES, RESOURCES, CHECKLISTS.

AUTOKLOSE ON COLD EMAIL OUTREACH

Autoklose is an email outreach software that allows you to personalize your sales emails at scale. Used by over 5,000 professionals and over 1,000 businesses, Autoklose scored 4.7 stars on most major stores (g2crowd, Capterra).

autoklose.com

We also regularly share our thoughts on sales and marketing management, startups and the business of software:

autoklose.com/blog

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Got questions?

Head over to autoklose.com and get in touch via live chat or you can drop us a note at hello@autoklose.com.

FOREWORD

Vedran Rasic, Chief Revenue Officer/Partner at Autoklose

Going over 5k customers in 2019 was a significant milestone for the entire team!

More importantly, only in 2019, Autoklose has delivered 21,102,921 personalized emails generating over $1 billion in pipeline opportunities to its customers.

This huge experience allows us to draw some conclusions about the state of email marketing and how it can transform the way we communicate. It's clear that if properly utilized, this channel can be an excellent vehicle for initiating and building relationships with our prospects.

I wanted to share some of the most striking email stats:

1. With 6 billion unique email addresses on the planet, this channel has a great reach.
2. Made a jump from desktop to mobile when everyone thought it would not.
3. The most often used app on your smartphone is your email client.
4. It is super cost-effective. Generates $38 in ROI for every $1 you spend.
5. Email is still our identifier of choice.
6. People change physical addresses more than their email addresses.
7. No one owns it.

To us, all using email to market our products and services, this should serve as a reminder of how vital and cumbersome this channel is.

However, a striking number of professionals does not understand this opportunity. They either don't use email automation and waste a ton of time, or they abuse it.

That is why this book is so important.

Not only that we will teach you how to properly set-up and run sales email as a channel but we will show you how to be successful with it.

"Email is a channel that will outlive us all!"
– Sameer D., CEO @ SendGrid (NYSE:SEND)

INTRODUCTION

After a series of blog posts meant to serve as some basic guidelines on how to create effective cold emails that actually generate responses, we decided to compile them into a roundup of advice and tips.

The idea is to offer you a super useful resource and help you create your cold email campaigns from scratch.

Those who can benefit from this e-book include salespeople, marketers, people looking for a job, HR specialists looking for the right hires, SEO experts, and anybody who needs to reach out to someone they don’t know personally for the first time.

Buckle up! We’re launching.

Before We Start - A Quick and Dirty Guide to Cold Emailing

Cold emailing is one of the essential tools in every sales rep and marketer's arsenal.

As a matter of fact, numerous professionals from different industries and niches can benefit from this direct and bold approach and open the doors to new business and career opportunities.

Let's dive in and get to the nitty-gritty of this evergreen strategy.

What is cold emailing?

Our Largest Sales Glossary defines it as an attempt to engage a prospect in a conversation through an email without any prior contact or relationship with them. It basically means that salespeople email people with whom they have had no interaction up to that moment.

Cold outreach is used as a customer acquisition method.

Having said that, it's a good moment to mention that cold emails tend to have a bad rap.

The reason for that can be traced back to the expansion of email as a medium during the early 2000s. Companies used to take a terribly unselective and impersonal approach and send the same, generic cold emails to their prospects in bulk.

And that's exactly what this ebook wants to change.

We're going to talk about effective and successful cold emailing tactics that will help you transform perfect strangers into your loyal, paying customers.

Before we show you how to make a great first impression with your recipients, we'll first list professions and roles that will see tremendous advantages by mastering their cold outreach.

Who can benefit from cold outreach?

As we're a sales-oriented platform, we'll start with different sales and marketing professionals that can use cold outreach in order to get in touch with their prospects and warm up the relationship with them.

- ➔ **Sales development representatives (SDRs)** are the first that come to mind. An SDR is responsible for building lists of relevant leads and reaching out to them. Given that it's their task to send between 50 and 300 emails every day, it's obvious that knowing how to create effective cold email copy. These proactive and hard-working sales reps are responsible for targeting, nurturing, and qualifying leads that will be later forwarded to account executives to close them.
- ➔ **Business development representatives (BDRs)** have a similar role as SDRs - being at the forefront of capturing new business opportunities and leads. Moreover, BDRs have to be increasingly efficient when it comes to lead generation - they don't have time to reach out to every single prospect individually. Naturally, automation and cold outreach are their main tools for getting in touch with potential customers.
- ➔ **Recruiters** have a very responsible task of finding the best people for the job. The way they structure their outreach makes a big difference as it's supposed to resonate with top talent and get them to respond.
- ➔ **Job seekers** are constantly on the prowl for the latest openings. This means they need to have their top-of-the-game email copy ready at all times. Nowadays when companies use AI to analyze resumes and job applications, it's crucial to have an exceptional pitch in order to stand out from the others.
- ➔ **SEO managers**, among many other things, negotiate backlinks. This task includes contacting other websites and companies and proposing a link exchange. So, their outreach has to be well-thought-out in order to bring results.
- ➔ **Link builders** make a living out of identifying link building opportunities and reaching out to websites willing to publish their articles. This means they have to send a number of personalized cold emails every day.
- ➔ **And others who send emails daily…**

How to excel in your cold outreach efforts?

No matter which one of these groups you belong to, there are certain factors that will determine the success of your cold outreach efforts.

We'll discuss these factors in detail in this book, but first, let's go through some of the basic rules to follow if you don't want your cold emails to end up in spam or trash.

- ➔ **Define your target audience.** This way it will be possible to personalize your copy based on your recipients' interests and preferences. If we're talking about sales, creating your Ideal Customer Profile is a must.
- ➔ **Research your recipients.** Cold email automation is crucial if you want to be efficient. However, you have to be effective too. And that's why getting to know your recipients on a more personal level will allow you to take a granular approach. So, use the benefits of the internet, social media, and other channels to learn more about those you want to cold email.
- ➔ **Build your name and authority.** Needless to say, your recipients will be more likely to open your cold email if your name sounds familiar to them. Publish blog posts, run webinars, leverage social media, and do podcasts if you want to promote yourself.
- ➔ **Use referrals.** Make sure to drop names in your cold outreach. A mutual connection can be a great way to break the ice.
- ➔ **Craft and polish your subject line.** A lame subject line won't get you very far. Grab your recipients' attention by using something compelling and intriguing. It's crucial to A/B test your subject lines (as well as every other email element) and experiment.
- ➔ **Keep it simple.** People are way too busy today. They don't have time to read the story of your life, so keep it short and to the point.
- ➔ **Follow up!** And do it always. It can't be stressed enough how being persistent (and yet not pushy) is important for improving your open, click, and response rates. Don't expect that someone who sees your name in their inbox will assume that you have something relevant to say.
- ➔ **Track, improve, and repeat.** By monitoring the results of your cold outreach you'll be able to see what works and what doesn't. Identify WHY something works to improve your next cold email campaign.

Should you cold email or cold call your prospects?

There's no one-size-fits-all answer to this question.

Both work and the best approach is to combine them.

Here are some tips to point you in the right direction:

- Email allows you to think your pitch through carefully and organize your thoughts into a coherent structure
- You can email your target prospect directly, meaning that there's no assistant or gate-keeper who will stop you from reaching them.
- Emailing is a less intrusive way of contacting people.

- On the other hand, email can be ignored very successfully
- When you call your prospect, you can adjust your narrative based on their reaction and other cues.
- Calls are much more interactive and allow you to connect on a deeper level with the person you're talking to.

Based on all these pros and cons of both strategies, we can conclude that crafting an effective cadence that includes different communication channels is your best option.

The trick is staying on your prospects' radar and approaching them on different mediums.

The tips that will follow will save you from getting involved with tire kickers and help you focus only on those prospects that are worth your time and energy.

CHAPTER 1: Define Your Audience

Understanding the needs, preferences, and pain points of people who could be interested in your outreach is essential for its success.

By defining your audience, you'll be able to craft just the right pitch and interest them in your offer.

But, how can you do that?

Here are a couple of useful tactics.

Ideal Customer Profile

When you start a company, it's of vital importance to land as many clients as possible.

The more people know about you the better, but this doesn't mean that your marketing efforts should be nonselective and directed at reaching an extremely wide audience.

In this situation, the more, the merrier rule doesn't apply, because you'll end up dissipating your time, money, and energy on the wrong prospects. In other words, you need to shrink your focus and aim to connect with and engage a smaller number of sales-worthy prospects.

That's where ideal customer profiles come in. These descriptions of perfect-fit types of companies that are interested in purchasing your products, and they should contain important facts based on the following criteria:

- ➔ **Industry.** It's self-explanatory why you should determine what the right industry or niche is for your company is. It's always better to start with just one industry, and then fine-tune your approach if necessary.
- ➔ **Company size.** There are various parameters for determining company size: the number of employees, revenue size, the number of existing customers, or some other metric.
- ➔ Identifying where companies that you intend to sell to are located is important for understanding the requirements of that particular market.
- ➔ Pain points. This is one of the most important details that you need to establish because knowing what issues your prospective customers are trying to overcome will help you meet their needs and focus on the features of your product or service that will be beneficial to them in particular.
- ➔ Find out how long this company has already been in business.

- ➔ **What's the main reason that would stop them from purchasing your product?** Try to identify any obstacles or unfavorable factors that could affect their decision to do business with you, that is your product's weakness in terms of its usability in this particular company's case.
- ➔ **What's the main reason that will prompt them to purchase your product?** Identify the strongest points of your product, as well as a unique selling point, that will be most appealing to the company in question.
- ➔ **What goals your product can help them achieve?**
- ➔ **What products or solutions they're currently using in order to achieve that goal?**

These pieces of information are essential for narrowing your scope and dedicating your time and effort into attracting, nurturing, and engaging companies that fit the above description.

Buyer Personas

According to our Largest Sales Glossary, a buyer persona is **a fictionalized profile of a company's ideal customer, created based on market research and real data about its existing customers.**

It includes customer demographics, behavioral patterns, interests, preferences, motivations, and goals.

It's important to emphasize that there can be multiple buyer personas within a single ideal customer profile. They help you understand the characteristics and motivations of your target audience thus enabling you to find the best way to craft your marketing message.

When it comes to developing buyer personas, it's essential to establish their personal traits, values, story, and needs.

Here are a couple of questions that will help you structure your buyer personas:

1. **What's your buyer persona's job title?** This is crucial for determining whether your target audience are decision-makers, middle-managers, or low-ranking employees so that you can tweak your approach and know what you can expect. To additionally refine the information, it's a good idea to establish a buyer persona's education level, as well as skills, expertise, and professional interests.
2. **How does your buyer persona spend their day?** How long are their working hours? What's their preferred means of communication – email or phone? What social media platforms they're using? What types of content do they like? What are their usual daily responsibilities? The answers to these questions will provide you with

a detailed insight into your buyer persona's working day and help you pick the communication channel and craft your marketing message.

3. **How old is your buyer persona?** Are they married or single? Do they live in a city? Apart from demographics, B2B companies need to include firmographics as an important layer of their buyer personas, and that means what industry their company belongs to, what its size is, and in which department they work.
4. **What are your buyer persona's biggest pain points?** Other useful details include some typical triggers which prompt them to start looking for a solution, as well as what their level of frustration is at the moment when they decide to buy from you.
5. **What are the most important factors that influence your buyer persona's decision-making process?** Does urgency play a significant role, or are they motivated by your product's features and benefits?
6. **What do they perceive as common barriers in the sales process?** Is that the price of your product which is in discrepancy with their budget? Is their senior management uninterested in closing a deal with you?
7. **What are your buyer persona's long-term goals?** How can you help in achieving them? Come up with a plan that will help your buyer persona reach their goals, and explain how your product can help them succeed.

OK, now that you have different buyer personas, the next step is prioritizing them.

Do this by creating a one-to-five scale and ranking your personas based on the following:

- The level of alignment with your solution
- The size of their budget
- The level of influence they have in their organization.

Naturally, start reaching out to the personas with the highest rankings.

Segmentation

It's important to understand that your audience, though a lot of people can be interested in your products and services, their reasons and motivations can be completely different.

You won't send the same message to a CEO and a manager, just like applying for two similar jobs means composing different emails that will reflect their peculiarities.

This means that your **target audience can be divided into a number of groups – segments, according to various characteristics they have in common.**

You can use the following 6 characteristics to slice your contact list and tailor your outreach:

1. Location

This is one of the easiest ways to divide your target audience based on some common denominators. If you have a company that operates in several cities, states, or regions, it's only logical that you won't send the same offer to customers who live in New York and the ones based in Chicago.

Unless you're hosting your event online, there's no need to inform your prospects from Canada that you're hosting a conference in San Francisco via email, because that will only flood their inbox with messages that they're not particularly interested in.

Such a practice is very likely to create a cry-wolf effect, meaning that your target audience won't pay too much attention when they receive your email since they'll be under the impression that what you say isn't relevant to them.

2. Demographics

Using segmentation parameters such as age, gender, income level, title, education level, industry, or company position, is essential in delivering highly-tailored content.

The more information about your prospects you have, the better. But, it can be difficult to discover so many details because people aren't very keen on filling out numerous fields when they're signing up for your service.

Customer surveys can help you with nuancing data about your prospects, but if you want them to work you need to offer them something in return. Incentives will most certainly score you a lot of valuable information.

Autoklose, our sales automation platform, is equipped with a number of filtering options that will allow you to precisely segment your audience and create personalized campaigns.

3. New Subscribers

Never underestimate the value of your new subscribers. This is an extremely important segment so greeting them with a welcome email, or even better a customized email sequence (and Autoklose comes with premade, email sequence templates that you can edit and schedule thus creating a desired number of follow-ups), will keep them warm and engaged.

Combine this approach with other segmentation parameters and you'll get a winning combination.

4. Past Purchases and Recommendations

Segmentation based on past purchases is one of the most effective ways of targeting your audience. It's a great idea to recommend a similar product, an upgrade, the latest model, remind customers that it's time for a refill, or let them know that their warranty is about to expire.

Needless to say, these recommendations and reminders can become powerful revenue generators if they're automated.

5. Inactive Customers

There's no need to give up on customers who made just one purchase or stopped visiting your website so quickly.

One of the methods of approaching this segment and attracting their attention is by sending them an email asking what made them stop visiting your site, or reminding them about the product or service that they put in the shopping cart but never purchased.

A link to the product accompanied by reviews of other customers as well as other types of social proof can be particularly effective in this case. However, knowing when it's time to call it quits is crucial, so if a subscriber has been inactive for more than two months, check with them whether they're still interested in your services.

Keeping your list fresh and relevant, so this process of disqualifying leads is equally important as qualifying them.

6. The Amount Spent

Every cent counts, but it's still necessary to split your email list according to how deep their pockets are.

This kind of segmentation will prevent you from offering a $1,000 item to someone who hasn't even spent that amount in your store cumulatively. Apart from establishing various price ranges and sending targeted messages to each segment accordingly, you can also find keep track of how various people react to discounts.

Namely, high-end customers are rarely attracted by discounts, while exclusive deals are extremely appealing to them. On the other hand, for some people, discounts are key purchase motivators.

However, no matter how hard you try to tailor your outreach and personalize it, there's still a chance that you'll come across some prospects that aren't the right fit.

According to stats, these odds are that 50% of your prospects don't fit the bill. This means that you can waste a lot of time and money, and miss some opportunities by trying to nurture them.

It's true that we frequently mention persistence as one of the most important factors for the success of your outreach. But no matter how persistent you are, going after a poor lend won't bring you any results.

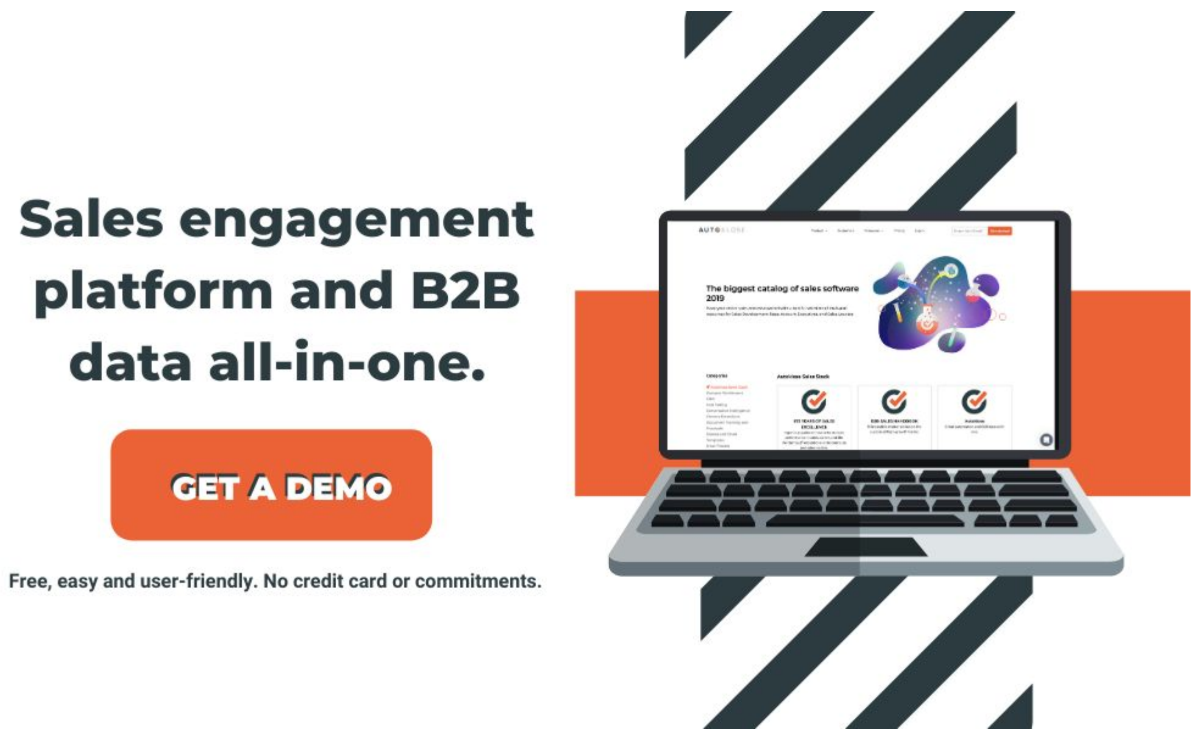
So, the earlier you realize that your prospect is a dud, the better.

Here are some red flags that can help you spot these mismatched prospects, and disqualify them early on:

- ➔ **They fail to show up to scheduled meetings.** If this is just an isolated incident, give them the benefit of the doubt. But if it's a habitual behavior - ditch them.
- ➔ **They are only researching.** You have 2 options in this case - you can either subtly let them know to get in touch when they're ready to make a purchase, or you can go on and hope that they will actually decide to buy from you after they learn more about your product's benefits.
- ➔ **There's no actual need.** If your prospect has the budget, authority, and interest in your product, but lacks the need, then the likelihood that they will purchase from you is slight.
- ➔ **There's no urgency on their part.** If your prospect is procrastinating without an obvious reason, and if they can't explain what prevents them from making a final decision, then you can conclude that they're in no rush.
- ➔ **They don't do their homework.** If your prospect doesn't do the assignments that are part of the purchasing process, they aren't serious about making a purchase.
- ➔ **They don't inform you that they aren't the only decision-maker.** This means that they hid something and are simply exploring and weighing their options.
- ➔ **They try to lower your price.** If this happens early on in the process before your prospect has had a chance to understand all the benefits of your product - it's a bad sign.
- ➔ **They're after the insider information.** Sometimes your competitors try to find out what you're up to. Stay alert if you notice that your prospect asks a lot of questions, but doesn't want to reveal too much about themselves.
- ➔ **They're not engaged.** If your prospect still doesn't know how your product works after a demo and all the resources you sent them, they're not engaged. Similarly,

if you get mixed signals and if decision-makers in their company aren't responsive, maybe it's time to call it quits.

➔ **They're difficult to deal with.** While you can't expect to do business with polite people only, some prospects' peculiarities can hurt your deal or complicate the entire process. Prospects that keep on micromanaging everything from start or are excruciatingly hard to please can turn out to be a nightmare. So, think about whether you're ready to work with them.



CHAPTER 2: Tools of the Trade & System Setup

In order for your outreach to be effective, you need an arsenal of powerful tools. Other things to bear in mind are setting up your system properly, safeguarding your security, and all the measures of precaution.

Imagine hitting the send button and blasting your entire audience with an email that has got an unfortunate typo? Or even worse, a wrong offer - a single 0 makes a world of difference.

That's why it's important to establish a reliable quality-check process for your email outreach.

How to Establish a Quality-Check Process

We all make mistakes sometimes. Even your prospects do.

But, when you're reaching out to someone for the first time, they don't know you at all. And spelling their name wrong or making some grammar errors can damage your reputation.

Although having an occasional typo isn't that big of a deal, you may come off as unprofessional or sloppy in your initial, cold email. Needless to say, this can ruin your chances of getting your recipients to respond.

So, we're not going to talk about crafting the right copy or subject line here - this is all about technical details that you need to take care of before your email is on its way to your recipients' inboxes.

- **Check your spelling and grammar.** Grammarly is a great tool for this, especially since it works in Google Docs and on web pages.
- **Make sure that you're sending to the right person.** Create different segments in advance and use them for your outreach.
- **Map your fields in your .CSV files if you draw your recipients from them.** Double-check all the fields before uploading your files.
- **Personalize your emails properly.** Autoklose can help you with this as it allows you to use Custom Fields and practically personalize any email element you want.

- ➔ **Read the copy one more time** and try to figure out whether it adds any value to your recipients. If it mostly revolves around your own needs and products, change it. Make it all about your prospects and how they'll benefit from the relationship with you.
- ➔ **Follow the KISS principle.** Make your sentences short, actionable, and to the point. Don't elaborate or else you'll lose your recipients' attention.
- ➔ **Remove any potentially insensitive jokes or references.** You should be very careful when it comes to your cold outreach because you still don't know your recipients' well (and vice versa), so the chances of accidentally offending someone are higher.
- ➔ **Don't forget to include a call to action**. Make sure that it's highly visible and compelling so that your recipients can't help but click on it.

How to Warm Up Your Domain (and Why It's So Important)

If not planned and executed properly, cold outreach can hurt your company's reputation.

To avoid such a scenario, you have to prepare everything in advance and warm up both your email address and your domain for this kind of activity.

By doing so, you'll:

- ➔ **Improve deliverability of your emails**
- ➔ **Make sure that your open rates are good**
- ➔ **Protect your online reputation.**

But first things first!

Before we discuss the warm-up procedure, it's important to know this: **use a separate domain for your outbound campaigns!**

It's a good idea to set up a domain other than your own company domain when you're sending a cold email campaign.

This practice will save your company domain from being blacklisted or suffering some other consequences and interrupting your regular emailing activities that have nothing to do with your outreach.

One more thing to bear in mind is to **keep the name of your new domain consistent with your main one.**

So, for example, if your main domain is *Company.com*, use *Company.co* as your additional domain for cold outreach as that way you won't confuse your recipients. If your domain hasn't been properly warmed up, you'll end up with poor deliverability rates, which means that your emails won't reach your recipients' inboxes.

Moreover, it's even possible to burn your domain and render it practically useless for any email outreach.

ISPs are pretty strict about spamming people and they'll do everything to protect their users from those who flood other people's inboxes with tons of irrelevant emails.

And unless you warm up your domain, you'll be mistaken for a spammer.

So, how do you maintain a good domain reputation?
The answer is pretty straightforward: **don't spam people!**

Other factors which affect your domain reputation include:

- **Personalization.** Make sure that your emails are highly personalized to avoid that staged, artificial feel of generic, bland messages.
- **Relevance.** Tailor your emails so that they're relevant to your recipients, which means that your list should be properly segmented.
- **Authentication.** Your domain has to be authenticated before you engage in any cold outreach activities.

Basically, your cold email outreach should be as if a real human sent it and not an automation tool. So, try to be as natural as possible.

Would you blast all people on your personal email list with the same message? Of course not. So, avoid that approach in your cold outreach too.

This also means that you shouldn't send out all your emails at once – using a tool to help you schedule your cold outreach is essential.

The better your domain reputation is, the better deliverability and open/click-through rates you can expect.

You should know that there's very little you can do if your domain has been burned as it's practically impossible to fix its reputation.

How to authenticate your domain?

This is one of the most important steps of your entire cold outreach strategy.

Otherwise, your emails won't get access to your recipients' emails.

In order to get the green light from email providers, you first need to set up **SPF** and **DKIM.**

These two acronyms stand for

- **Sender Policy Framework** or a validation system that is used to prevent spam by verifying the email sender's email address.

- **DomainKeys Identified Mail** is a standard that has the purpose of indicating that a particular email has been sent by you and not somebody who's only impersonating you. That's an additional layer of protection from spam.

Here's the guide for setting up the SPF if you're using G Suite, while this tutorial will help you set up the DKIM for G Suite.

Finally, how to warm up your domain?

The trick is being as natural as possible and acting as if you are reaching out to your friends – you probably don't send them 10 emails a day.

Bear in mind that the warm-up process can take three months or even more.

The first thing you should know is that before your domain has been warmed up, it's recommended to set up **no more than one email account.** After approximately two months, you can add another one. This way, the warm-up process will be smooth and you won't raise any red flags which would lead to undesirable consequences.

Another important factor is **the number of emails that you send per day.**

But, before we discuss the limits, it's crucial to mention that you shouldn't start sending emails right after you register your domain – wait for two or three weeks before you initiate any activity.

Now, here’s how to play it safe when warming up your domain:

➔ **Start manually.** Send out a couple of emails every day. If you want the exact numbers, I’d say that the best timeline should be sending no more than 20 emails per day during the first week, between 20 and 40 during the second week, and between 40 and 80 during the third week. As you can see, it’s best to gradually increase the number and do it consistently. While this approach is time-consuming, it’s pretty safe and can help you make sure that your domain and email address have been warmed up properly. But, don’t despair because, with Autoklose’s scheduling feature, you can stay on the safe side and automate your initial outreach while mimicking natural, human behavior.
➔ **Personalize and tailor your outreach.** It’s important to prove that you’re not a spammer who sends irrelevant emails that nobody reads. So, make sure to invest your time and energy into creating a really meaningful message and subject line.
➔ **Reach out to your friends.** Another factor plays an important role in the process of warming up your domain – your reply rate. So, if you send your emails and nobody actually opens them and replies, then your outreach will come off as irrelevant, and you’re in trouble. But, if you message your friends and get a decent reply rate, then it’s a good sign, and Gmail, in particular, pays great attention to that metric. Here are some tips on how to create emails that elicit replies.
➔ **Send your emails to business addresses.** This is also important, particularly if you’ll use cold outreach in the B2B industry. So, if you interact with business addresses belonging to some strong and reputable domains, and if you get responses, then it will be a clear sign to email providers that you’re not a spammer and that your emails are valuable.

Still, even after you’ve warmed up your domain you shouldn’t get carried away as there are certain sending limits that you should be aware of.

There is a sending limit per email account that applies to all your active campaigns and is not managed by Autoklose. Autoklose emails are sent out of your Gmail account or Office 365 account or a third-party account and contribute to sending limits set by Google and Microsoft (or that of a third party).

If you exceed these limits, you may be temporarily locked out of your email account. Autoklose has created a limit to make it a little harder to lock yourself out of your email account and it's called Sending Speed. You can edit it here.

You can read more about Gmail sending limits here.

Depending on the type of Gmail account you have, your daily send limits may vary between 500 emails to 2,000 emails per day. That involves your regular emails and automated campaigns.

Unfortunately, Autoklose does not know the specific daily sending limit for your account as that is determined by Google and the information is not provided to us.
You can read about Office 365 recipient limits here.

FYI: We recommend that you don't send more than 150 automated emails per day per user, because 2 in 10 accounts might be flagged as spam by Google.

How to Boost Your Productivity - Tips, Tricks, and Tools

Crafting your cold outreach, monitoring its performance, and improving what doesn't work can be a challenging and time-consuming process. Especially if you're inexperienced.

Here are some simple tips to help you organize your work better and stay on top of your campaigns.

1. Gmail Labels

The labels that we have in Gmail are basically halfway between folders and tags, in the sense that while a particular label can act as a folder for a certain category of messages, there's nothing preventing that message from being assigned additional labels as well.

The thing is that the labels that you create on your own have an added degree of flexibility.

You see, if you add a custom label to a message, that message is still "located" in your inbox, but has just been marked as belonging to a certain category of messages, the one defined by the label.

So, if you wanted to, you can add several labels to a message, and still have it show in your inbox, with all of the labels displayed.

Depending on what you do, you might need to have specific labels for emails:

- ➔ You never got a response to

- ➔ That were never successfully delivered to the recipient
- ➔ That require your urgent attention
- ➔ That require the attention of another member of your team
- ➔ That are important but cannot be dealt with at the moment

There are three basic ways to create a new label in Gmail:

- ➔ Scroll down to the bottom of the left side menu and click on “create new label”
- ➔ Click on “Create new label” in the “Labels” tab of your Gmail settings
- ➔ Add new labels from individual messages, by opening a message, clicking the tag symbol in the toolbar, and selecting “Create new” from the dropdown.

Sorting your messages according to specific criteria is obviously amazingly convenient, but this feature wouldn’t be half as useful if you couldn’t do it in bulk, or if you had to examine and classify each new message manually. Luckily that is not the case.

We already covered adding labels to several messages at once, so you don’t need anything apart from the search bar to find all the messages that you want to assign a specific label to, but what do you do about the incoming email? That’s where filters come in.

You can create a new filter either from the search box dropdown or from the “Filters and Blocked Addresses” section in settings.

After specifying which incoming messages you want to be picked up by the filter based on the sender, recipient, their size or content, all you need to do is specify which actions do you want to be taken with these messages.

While the “Apply the label” option is one of the most useful, some of the other offered actions can be just as indispensable in helping you keep your inbox clean and organized.

2. Autoklose Tags

A tag is a label that you can apply to your contacts for the purposes of identification, better organization and categorization of contacts, and for improving the efficiency of your sales and marketing process by tracking progress for each contact.

How to Use Tags?

Tags can be customized as much as you want based on the information you have for each contact and will be shared between all team members.

You can highlight each tag in a different color, or create a different coloring scheme for the Manager and Team Member accounts for easier use of the created tags.

For example, you can apply a tag called "Klosed" to those who are already your customers or tag a list of contacts you want to associate with a specific campaign.

That way you can better target your contacts with the insight from the tag.

Our new Dashboard **allows you to easily create, add, manage, edit, and remove tags.**

3. Dux-Soup

This little tool, which comes in the form of a Chrome plug-in, will help you get all your ducks in a row, and by that, we mean that it will auto-visit LinkedIn profiles from a list you provide and scrape all available data, including their names, companies they work for, roles, social media handles, and emails (we'll discuss this in detail a bit later).

This can be of great importance to salespeople, marketers, SEO managers, link builders, recruiters, and job seekers.

Now that you've managed to grab all these valuable bits of contact information, you can export it into a CSV file and use them for further research.

As you know, whenever someone visits your LinkedIn profile, you receive a notification, and more often than not you're prompted to see who they are.

This natural curiosity is exactly what makes Dux-Soup so effective and efficient: just one click will trigger numerous notifications, so you'll experience a surge in profile views yourself.

That's when the warming-up process starts because people whom profiles you've auto-visited will get to know your business and if your tagline (or even better USP) is well-crafted, they will take an interest in your product or service.

Now, let's go back to the email part of the equation.

Dux-Soup can **help you with getting the email addresses of the profiles from a list you feed it with.** However, as there ain't no such thing as a free lunch, you'll either need to buy Dux-Soup points, or you can swap the email addresses of your LinkedIn connections for these points, and use them for obtaining new, mostly personal, email addresses.

This duck is all for fair play, so for each address you give, you get a fresh one.

As you can see, you can have your cake (or duck soup) and eat it. Now, you're all set to start capitalizing on all the information that you've collected.

4. Linked Helper

Linked Helper is another Chrome extension that's a real lifesaver.

All you have to do is compose a message template with the variables, and this tool will send personalized mass automated messages to your contacts. This is a great way to automatically spark conversations, as Linked Helper does all the dirty, boring work, leaving the best part to you.

Imagine how many times you would have to type "Hello, nice to have you in my network" and click send.

Why waste energy and time on mechanical activities, when a tool can do better?
It replaces the variables with first and last names and makes your messages even more impactful.

You can take over from here and start building actual human relationships because you can bet that a certain number of people will answer back. But, there's a catch if you want this to work. Immediately drop that pushy, salesy approach. Don't try to sell anything at first.

Those are real people behind the screen, so take an interest in them and try to get to know them better. This will not only warm them up, but the things they tell you about themselves might come in handy later on when you start your campaign.

Make sure to ask them what they have been up to recently, and see whether share some interests. Try to be helpful whenever you can.

This whole procedure will enrich your prospect base with tons of new, relevant leads, some of which have been warmed up. You'll have both business email addresses that you can use for automated cold outreach (with the help of Autoklose), as well as personal ones that can be used for Facebook Ads.

5. Followerwonk

Following your competitors' followers and friends is a pretty useful technique, but you know what's even better than that?

Obtaining their Twitter handles and exporting them into a single CSV file.

It's a no-brainer that people who follow and interact with your competitors on Twitter are your potential leads, and you should target them asap.

But, going through their profiles and copy-pasting their handles in a spreadsheet sounds like a nightmarish scenario that would take up almost all your time and energy.

Fret not, because Followerwonk comes to your rescue!

This extremely efficient and useful tool will analyze the followers of the accounts you select and let you download a CSV file.

The only thing you should do is check out whether some of those people are already following you and remove them from the spreadsheet.

Now that you have tons of Twitter handles, you can use them for finding out their email addresses.

Use the following formula: a Twitter handle + @gmail.com and put the list into an email verifier tool.

Or, you can take advantage of our market research platform which can provide you with manually completed and verified contact information – first name, last name, company size, title, or anything else that you need for your campaigns, all based on these Twitter handles.

6. Autoklose

Now that you automated a great deal of your market and contact research process, it's a good idea to think about automating your outreach itself.

Autoklose is a sales automation platform that you can use throughout your sales cycle. It's powerful but extremely easy to use, which means that even people who aren't exactly tech-savvy will figure it out in no time.

Let's start from the beginning. First of all, there are several ways of feeding leads into Autoklose – you can connect your Salesforce Account, upload one of those CSV files full of contacts that all the previously mentioned tools and methods helped you obtain, or **take advantage of a third-party database packed with millions of verified B2B leads which Autoklose puts at your disposal.**

No matter what source you choose, **Autoklose lets you create various contact lists that you can use for your targeted email campaigns**. There's a number of different filters that will make sure that your outreach is surgically precise and sent to the right audience.

And here's the real deal: **when you connect Autoklose with your email address, all the emails you sent will be shown as coming from you directly.**

It's a comforting idea to know that when you're creating your campaign you can use high-converting email sequence templates. If you're strapped for time or if you simply can't come up with the email copy for various business situations, these customizable sequences have you covered.

Needless to say, these sequences will **automate your follow-up efforts** and keep everything under control. For example, once a prospect replies, the sequence will be stopped.

When it comes to personalization, Autoklose pulls all the data from the list you provided, and it includes your prospects' first and last name, organization, and job title.

Subject lines can be hard to create. You need a short, intriguing, attention-grabbing sentence, that is descriptive and yet not too revealing. And Autoklose provides you with a unique, carefully crafted subject line for every email template in the sequence.

OK, we're almost there. After this step, you need to **schedule your campaign and Autoklose will launch it when the time comes.**

But that's not all. Our recent upgrade allows you to practically run campaigns indefinitely. The Always running campaigns option will revolutionize your sales process.

All you have to do is add a new contact from any source (yeah, we enabled that too) and voila! Your successful, high-performing campaign is set to motion, and it's ready to harvest lots of fresh prospects.

As simple as that.

Cool, right?

To help you learn more about this major upgrade, we created a separate blog post which explains everything in detail.

By setting automated triggers, such as the automatic reply feature, or automated follow-ups, you will make sure that you interact with your prospects in a timely manner. Autoklose keeps track of all these instances so that you don't have to think when it's time to touch base again.

Another useful option that will certainly land you a lot of new deals, is **integrating your calendar with Autoklose.** This way, your prospects will be able to access it, find the time slot that works for them and book a meeting with you.

Being available all the time is extremely important in this day and age, and Autoklose takes care of that for you.

Last but not least, detailed analytics is essential for the success of your campaigns. If you want to see how any member of your team performs, or check out email delivery, open, click-through rates and other important parameters in real-time, simply go to your dashboard and see all campaign stats.

We've recently upgraded our reporting process and made it even more granular and detailed.

New Features

So, let's talk about the improvements we made and the features we added to the Dashboard.

- ➔ Top 3 Warmest Prospects – The prospects with the highest activity engagement, which means that they are most likely to convert. This stat represents the number of points that are assigned to each recipient based on their activity and interactions with your emails.
- ➔ Top 3 Clicked Links – This value shows the most popular links, that is, the ones that performed best. What we're talking about here is the number of unique clicks on a single link across all your campaigns up to date.
- ➔ Top 3 Converting Templates – This stat helps you identify the best-performing email template across all your campaigns. Top 3 highest converting templates are those with the highest response rates. Only custom templates will be accounted for – predefined sales and marketing or blank templates won't be shown in statistics. This means that you need to create a new, custom template first, save it for future reference, and then use it in your campaign.

Premium Features

For our Premium Users, that is, the ones who have the DataUnlimited add-on with millions of verified contacts, we have implemented some extra features.

- ➔ Top 3 Warmest Job Titles- The number of contacts holding a particular job title across all your campaigns, that have come through DataUnlimited.

- ➔ Top 3 US States- The number of contacts from a particular U.S. state across all your campaigns that have come through DataUnlimited.
- ➔ Top 3 Companies – This value refers to the companies based on the number of contacts across all your campaigns that have come through DataUnlimited.

Campaign statistics

There are two tabs on the Dashboard screen, one showing your campaigns only and the other showing team campaigns - My Campaigns and Team Campaigns

Detecting Email Replies and Their Meaning

What does that refer to in practice?

Namely, as you know once you launch your campaign, you get a number of different replies some of which are actually out-of-office emails and negative replies.

Regular analytics recognizes these as regular replies so that you won't get accurate information about the engagement of your recipients – all those OOO messages and negative replies qualify as responses and are included in the statistics thus muddling them and affecting their accuracy and precision.

Autoklose, however, isn't your regular platform and we already detect OOO messages and don't include them in the response statistics – however, with this new functionality, they got a separate label which will help you organize your prospecting efforts better.

So, our new functionality does recognize what your recipients are trying to communicate, thus tremendously improving your analytics.

We've added a bunch of new statuses for the recipients:

- ➔ out of office,
- ➔ autoresponse,
- ➔ unsubscribe,
- ➔ negative reply.

Autoklose is not only capable of detecting that a recipient is out of the office and labeling it as such, but also identifying the date of their return to work from the email itself.

7. Calendly

We know that time is money.

What we also know is that you should remove any friction from the customer journey.
The math is clear:

more meetings = more demos = more sales opportunities.

This doesn't necessarily have to be about sales only - job seekers, link builders, and many other professionals can tremendously benefit from being able to quickly schedule appointments with their prospects.

But, people are busy and impatient, which means that they hate it when they can't schedule a meeting right away, without all the unnecessary complications and waiting for you to confirm.

That's why Autoklose joined forces with Calendly to help you let the meetings happen!
We know that time is money.

What we also know is that you should remove any friction from the customer journey.

Our new exciting integration, that you've been asking for quite some time, is finally available.
It will allow your prospects to access your calendar directly from your email or website, pick the time slot that suits them, and schedule a meeting.

Just like that, in three clicks.

Calendly is a powerful meeting scheduling tool that will save you and your prospects from endless back-and-forth emails.

Connecting with your prospects has never been easier.

Target more prospects, engage them, close more deals, and grow – that's what we help you with.
This synergy of our two tools allows you to save a lot of time without sacrificing the effectiveness of your efforts.

What's the catch?

1. **Easily add the link to your calendar into your email campaigns directly from the Autoklose Campaign Editor by clicking on the Calendly icon.** By clicking on

this link, your prospects will be able to access your calendar, see when you're available and book a meeting whenever they like it, without hassle.

2. More importantly, **Autoklose will automatically stop following up with your prospects who have already booked a meeting and prevent you from sending them the same message all over again.** This feature is essential for enabling Always Running Campaigns which are the next level sales automation. In other words, you can add new prospects to an already running without waiting for it to finish or to an already finished campaign without worrying that the prospects who have already booked a meeting or unsubscribed would get the same message two or more times.

8. Vidyard

When we're talking about the efficiency and productivity of your email outreach, it's important to mention that people form an opinion about you and your brand within only 7 seconds.

This means that you have to act fast and grab them by the eyeballs.

Enter video!

Ever since this medium appeared, it caused stir and excitement and even after more than a century later, it's still fresh and attention-grabbing.

It's exactly these qualities that make the video outreach so effective in sales and marketing and other industries in which leaving an excellent first impression makes a big difference.

Despite the latest trends and high-tech gimmicks like VR and AR which have taken the world of advertising by storm, video still reigns supreme and drives engagement and conversions, particularly if it's combined with email marketing.

This old-school strategy needs a facelift from time to time, and video can boost its effectiveness tremendously.

Of course, if you want this combo to work, you need to send out a steady stream of emails on a regular basis, and that's where automation comes in.

Let's see a couple of reasons why video is so powerful when it comes to catching your prospects' eye.

- ➔ Video is **the next best thing to being in person**, says Michael Litt, Founder of Vidyard, and he's right. Or as James McQuivey of Forrester Research puts it "One minute of video is worth 1.8 million words."
- ➔ Video conveys **nonverbal communication**, which is extremely important in terms of understanding what the speaker tries to say.
- ➔ Video has the ability to **include all other mediums**, both visual and auditory.
- ➔ Video offers **quick and rich content.** This medium allows you to condense your message and deliver it quickly, and that's exactly what you need to do in our fast-paced world.
- ➔ Video **drives emotional connections and loyalty**. Psychology says that emotions play an important role in making a purchasing decision, which is why a carefully crafted, customer-centric narrative can do wonders for your sales.

We conducted an experiment and added a video to one of our campaigns and the results showed that:

- ➔ **The open rate of the campaign with no video was 31%, while the CTR was 2.3%;**
- ➔ **The open rate of the campaign with a video was 47%, while the CTR was 5.4%.**

These results speak for themselves, and the conclusion is that by including personal video in your automated sales outreach, you can skyrocket your metrics.

To make it even easier for you, we added **GoVideo by Vidyard**, another super cool, easy-to-use feature we implemented in order to allow you to record, edit, and upload videos directly from the template, without having to leave the platform.

However, many people don't feel comfortable when they're behind the camera.

Luckily, this is something that can be practiced.

There are three things that you can do to overcome this fear of video:

- **Prepare yourself thoroughly** but not in the sense that everything you say has to be scripted. Make notes which will point you to the direction that you want to go, but make sure that you don't sound as if you're reading. It's a good idea to practice your speech a couple of times, but don't overdo it.
- **Pay attention to the lighting and sound of your recording.** Experts suggest that sitting next to a window or other sources of light and muting background noises with the help of the headset. It's important to remember that using fillers such as "um" and "ah" is something that most people do so don't worry about that.

- **Use the word "video" in your subject line as there's evidence that it improves open rates.** Also, don't elaborate and retell the contents of your video in your email. Simply include thumbnails and encourage your recipients to click by using persuasive and catchy CTAs.

As you can see, a couple of well-engineered tools can help you manage your sales funnel, keep it stocked with high-quality, qualified leads, and maintain regular interactions with them, not to mention that you will save a lot of time and money.

Autoklose created the biggest directory of sales tools for streamlining and automating your sales and outreach efforts. More importantly, you can integrate Autoklose with many of them thus getting a powerful portfolio of different tools that will supercharge your productivity and results.

How to Polish Your Signature

How hard can it be to create and polish your signature?

I'll put my name, title, email address, phone number, and that's it.

But, things aren't so straightforward as they might seem.

A poorly structured signature or the lack of it can ruin all your previous efforts to make a memorable first impression.

Here are some tips to prevent you from making a mistake in these couple of lines and ruin an otherwise great email.

- ➔ **Don't include more than 4 lines.** There's no need to clutter your signature with several phone numbers and different social media buttons. It's confusing and aesthetically unpleasing.
- ➔ **Promote your content.** Add a link to your new blog post, product launch, or the latest award.
- ➔ **Delete your email address.** Why? Because it's already in the "From" field.
- ➔ **Add a professional headshot.** Your recipients will be more responsive if they can "see" who they're interacting with.
- ➔ **Include your phone number.** In order to take things to the next level, it's important to be as easy to reach as possible.
- ➔ **Put a link to your website.** A link to your website, subtly added to your signature, is an excellent promo tool, as people will most certainly be curious to find out more about your company.
- ➔ **Avoid quotations.** Not only is it corny, but you also might unintentionally offend someone.

➔ **Optimize for mobile.** Format text in a way that will make sure your signature is displayed properly. If your signature doesn't fit on your recipient's screen, they will have to scroll in order to read it. Use tools such as Bitly to shorten long links.

➔ **Link to your calendar.** By including a link to your calendar, you'll allow your prospects to check when you're free and make an appointment with you practically without leaving their inbox.

How to Prevent Spam

One of the biggest problems that everyone who wants to do cold outreach faces is how to maneuver your way into your prospects' inboxes and avoid the dreaded spam folder.

We've already mentioned some important tips for configuring and warming up your domain that can prevent you from getting in trouble.

Naturally, the first and most important rule is: Don't spam your recipients. But, spam can sometimes be difficult to spot and tell apart from regular content.

Let's discuss some actionable advice that will help you get into your recipients' inboxes.

1. **Don't send unsolicited emails.** Many companies take advantage of the opt-in checkbox, and once they get a recipient to say yes to their emails, they start sending several emails a week, and sometimes even more than one a day. The thing is not to try to lead your audience on and tell them straight away what they can expect. The fact that they opted-in doesn't mean that you should start bombarding them with tons of irrelevant emails. So, by being fair and transparent about what your recipients can expect from you (and how often!) you'll set the record straight and start building loyalty with your audience.
2. **Clean your list regularly.** Yes, your list will shrink, but your engagement will go up (the more people open and genuinely engage with your emails, the algorithm will take notice, and the less likely your emails will end up in the promotions folder in the future). The same applies to your open and click-through rates which will definitely increase. Delete is one of the most unpopular words in marketers' vocabulary, but you need to get rid of the excessive and unnecessary baggage if you want to grow your business. Get rid of all those hard bounces, incomplete contacts, or those who have never ever responded to your email or taken an action. This way you'll remove all these stale contacts that were of no use anyway, and make room for fresh and interested prospects.
3. **Don't add too many links, videos, and images.** Gmail can scan your emails and spot if you've put tons of images and videos. And that's a red flag for ads and commercial emails. And, off your emails go to the promotions folder. Just think about how emails that you send to your friends and members of your family look like. You're not swamping your friends with images, videos, or links. Do the same

when you’re emailing your prospects. It’s OK to include one image or video, and not more than three links.

4. **Craft punchy subject lines.** Catchy and creative subject lines will intrigue your recipients and get them to open your emails. When we’re talking about subject lines, there are a couple of technical details that you should know. For example, using caps lock or upper case doesn’t seem like something that your friends would send you. Be as natural as possible in reaching out to your prospects, and don’t let pushing your own agenda and hitting sales targets get the better of you and turn you into a merciless spammer.
5. **Add value to your recipients.** Create a customer-focused mindset and really get to know your audience and their issues. Everything you do should be directed at delivering relevant content and solutions that your recipients can benefit from. Don’t make your emails about you and your product - a prospect-centric approach works best. Make your prospect the hero of your story.
6. **Personalize your message.** Research your prospects and add as many personalized elements to your email as possible. It’s not only about throwing in your prospects’ first name. It’s about picking the relevant topic and writing about their pain points and how to solve them. Avoid the same content in every email. Personalization is the key to success. Use Autoklose "Custom Fields" and personalize your emails. Technically speaking, Autoklose allows you to personalize your email messages to the tiniest details and not only prevent them from ending up in spam, but also improving your response and click-through rates.
7. **Do not use spam trigger words.** We have a feature called the Autoklose Template Analyzer that helps you craft effective and engaging campaigns: **Spam Alerts**- Highlighting spam words and phrases in your email copy; **Klosing Tips**- Warnings, signals, and useful information that navigates you through the process of creating campaigns.
8. When possible, **use the unsubscribe option** that Autoklose provides and respect your contacts’ decision to unsubscribe. If Autoklose machine learning system recognizes that your contact wants to unsubscribe, Autoklose will add that contact to a "Do-not-email List" that you can access from your Autoklose Contacts.
9. **Don’t send all your emails at the same time.** Naturally, this doesn’t mean that you should send them one by one manually - use a tool that will do that instead of you. Autoklose is programmed to send a couple of emails every few minutes thus imitating a human approach to sending - your campaigns will be perfectly safe from spam filters.

When talking about spam words and phrases, it’s worth mentioning that there are quite a lot of them. The trouble is that it can be hard to distinguish them from the regular vocabulary you use in your email messaging.

You don't have to worry if you use Autoklose as it will notify you whenever you use something that will trigger spam filters in your email copy or subject line. Just for future reference, here's an exhaustive list of spam trigger words compiled by HubSpot.

How to Deal With Anti-Spam Laws and Regulations - GDPR, CASL, the CAN-SPAM Act

Many people are worried that these regulations, GDPR in EU, CASL in Canada, and the CAN-SPAM Act mean that they can't cold email their prospects anymore.

However, luckily for you, that's not the case.

Still, there are certain that you should follow in order to stay compliant.

Let's start with **GDPR**.

The goal of this regulation is to protect the privacy of individual EU citizens and their sensitive data.

Although it hasn't been stated explicitly, this set of laws mainly refers to B2C and has the intention of eliminating spam. So, if you don't send thousands of irrelevant cold email messages to unsuspecting people who can't even remotely benefit from what you're offering, then you're safe.

Here are a couple of tips for staying compliant (some of which we've already mentioned):

➔ Personalize your emails. Learn as much about your target audience, and make sure that what you're writing about resonates with your recipients. This means that you have a legitimate interest for reaching out to them.

➔ Always include an opt-out link in your emails so that your recipients can easily unsubscribe. Autoklose allows you to easily add this button to your campaigns.

➔ Use your real name. Moreover, when you're sending your emails, make sure that your "From" field displays your real name - don't send your emails from generic servers or as a company. Again, you can connect your Autoklose account with your personal email, and your recipients will see that address when they receive an email from you.

➔ Use a GDPR compliant tool for sending your emails. In other words, if a person you're reaching out to wants their name and email address completely deleted from your list of contacts, it should be possible to do that.

CASL (**Canadian Anti-Spam Legislation**) is a law made to protect Canadian citizens from all unsolicited electronic messages sent by companies as a part of their "commercial activity" and marketing efforts. According to this law, all Canadian and global companies have to obtain consent from recipients before they start sending any commercial electronic messages (CEMs) within, to, or from Canada.

Here are a few exemptions, meaning that in these cases you don't have to include an unsubscribe button or obtain consent.

If messages are:

- ➔ sent between friends and family members;
- ➔ sent within or between (B2B) organizations that have an existing relationship, as well as, messages sent to employees, consultants, and other business associates;
- ➔ sent in response to an inquiry or complaint;
- ➔ sent as a result of a legal obligation, or in order to enforce a right;
- ➔ accessed or opened in a foreign country;
- ➔ sent on behalf of a charity or political organization with the purpose of raising funds and obtaining contributions;
- ➔ sent in order to provide warranty or safety information about a product that the recipient purchased;
- ➔ sent in order to provide information about a purchase, loan, bank account, subscription, membership, or any other current relationship, including software updates and upgrades;
- ➔ sent as a referral. This means that a single message can be sent following a referral, and it has to include the full name of the person(s) who provided the referral, the identity of the sender, and an unsubscribe button;
- ➔ sent from instant messaging platforms and social media, which contain a clear unsubscribing mechanism and fully disclose the identity of the sender (LinkedIn, InMail).

Again, the trick is not to spam your recipients and send only highly personalized and relevant cold email messages. Of course, make sure to always add an opt-in link, even when it's not mandatory by law.

The CAN-SPAM Act has the purpose of protecting people from unsolicited emails, pushy marketing messaging, pornography, and spam. This law applies to consumers in the U.S.

Without entering into the complicated legal stuff, here's a quick recap of the suggested best practices that will help you stay compliant:

- **Provide your details.** In other words, your email has to clearly identify who you are, the name of your business (or your real name) - the "From", "Reply to", and routing information sections have to be accurate and corresponding with your personal or business information.
- **Don't use misleading subject lines.** Do tell your recipient what they can expect to find in your email. Using clickbaits is a big no-no.
- **If your email is an ad, admit it.** This doesn't mean that you should include the word "ad" in your subject line, but make sure to say "this ad has been sent to you by XYZ" at the bottom of your email.
- **Provide your physical business address.** In case you receive your business correspondence to P.O. box, use it.
- **Make opting out as easy as possible.** It's essential to place an opt-out button in every email you send.
- **Remove opt-outs as quickly as possible.** Once a prospect opts-out, exclude them from all your ongoing campaigns.

CHAPTER 3: Sales Intelligence and Data: Building and Maintaining Your Lists

Having a clean and regularly maintained list is a must.

That's why we need to talk about your list hygiene. Our Sales Glossary defines it as:

"The process of cleaning a database and updating it. It's crucial to perform it on a regular basis in order to keep your list relevant and fresh by removing inactive, outdated, and incorrect entries."

Marketers and salespeople rely heavily on huge volumes of customer and sales data in order to be able to tailor campaigns and promote their products or service, and it's only logical if the data they use isn't accurate, their efforts won't come to fruition.

Big Data is the concept that has taken the business world by storm over the past couple of years as it provides not only the possibility to collect a gargantuan amount of detailed data sets packed with invaluable information but also to make sense of them.

The problem is that this **vast data is collected unselectively and we don't know where exactly it comes from.** So, before we make a big mess and jeopardize not only our outreach but also online reputation, let's see why data hygiene is essential and how to maintain it.

30% of people change jobs every year*,* which means that you can reach out to a prospect only to find out that they no longer work for the company you want to do business with.
Or that they changed their last name after a nasty divorce.

Or you might not be able to reach them at all because they have a new number – as **43% of people change their phone numbers every year too.** Did you know that **25-33% of email addresses become outdated within 12 months**?

This dirty, or rogue data, which is incomplete or entirely inaccurate, can have detrimental consequences to your outreach efforts.

Here are some of them.

- ➔ **You'll waste your time and money.** your team tries to nurture half-baked, lukewarm leads instead of spending their time effectively and engaging high-quality leads.

Needless to say, this is frustrating for your sales reps, as they're trying hard to close deals and fail due to the lack of valuable data.

➔ **Your churn rate is skyrocketing.** If you notice that you're bleeding subscribers who leave your newsletter list after a certain period of time. There are two kinds of churn, and both are related to bad data. The first one is transparent and it refers to unsubscribes, hard bounces, and spam complaints – all those can be the result of the fact that you're sending irrelevant emails that annoy your recipients. The second type is significantly less obvious – these prospects churn simply because they can't see your emails as they end up in the spam folder or they don't use that email address anymore. It's clear that data decay can ruin your email campaigns.

➔ **You can't properly tailor and personalize your emails.** Naturally, if you don't have accurate information about your prospects, you won't be aware that Jack, marketing manager of the company, has been promoted and that the content you're sending him doesn't fit the bill anymore. Also, if you've bought a list on the internet (we strongly advise against this practice, but more on that later), you might email your prospect and greet him with Hello Sean, which won't be a problem unless the guy's name is actually Shawn. You get the picture.

➔ **You can get blacklisted.** All the previously mentioned consequences of using dirty data are bad, but this one is the worst. Bear with me, because this is pretty important to remember. Almost 85% of all emails sent on a daily basis can be classified as spam, and blacklists exist in order to prevent all that irrelevant content from flooding people's inboxes. Email service providers do their best to stop ruthless spammers, and they use so-called honeypot traps – dormant or now-defunct email accounts. Accounts that aren't used for a long time are disabled, and those who send emails to such accounts have enough time to notice that a particular account is unresponsive and eliminate it from their list.

➔ **You can tarnish your reputation.** Even though you don't think of yourself as a spammer, and even if you're a respectable marketer/salesperson who doesn't want to resort to such shady practices, your outdated data might put you into a lot of trouble. Namely, these honeypots are actually inactive email addresses and if your emails end up in their inboxes, you'll most certainly be blacklisted. And the fact that the people who used to own these addresses might even have been your subscribers won't spare you from being penalized. There's another way in which obsolete data can tarnish your reputation. Namely, some people don't unsubscribe when they don't want you to email them anymore. Instead of that, they simply send your emails to spam, and the more your address gets marked as spam the greater the chances are that email providers will take that as a signal and start automatically directing all your messages to spam.

➔ **Your analytics will suffer.** Marketers rely heavily on various metrics, and if your data is dirty, then your campaign analytics will be off the mark. For example, if your database has duplicate contacts, it will be hard to qualify leads because scores will be shared among duplicate leads which means that neither of these duplicates won't have a score high enough to be qualified. Another problem might be emailing the same person with the same message, which is annoying and may prompt them to unsubscribe. Your A/B tests won't return accurate results, and, basically, all your efforts will be based on shaky foundations.

So, how to prevent all these worst-case scenarios?

Scrub Your List Regularly

Start by getting rid of hard bounces immediately. If you don't do that, your emails will keep on trying to reach these addresses unsuccessfully, and you'll very soon be black-listed.

After this first step, you can proceed to track auto-responses and replies. Some of them contain changed addresses that should be updated in your database.

When it comes to contacts that haven't opened a number of your emails, you should check what the reason for that is, and if necessary remove them from your email list. Although they haven't marked your emails as spam or unsubscribed, there's no point in having inactive prospects in your database.

This will obviously shrink your leads, but there's no need to worry about it – you'll be better off with a decimated email list filled with high-quality leads interested in your content and offers than have a huge list of contacts that don't even open your emails.

Apart from this, you can also use data from different channels to create more comprehensive customer profiles. In other words, try to connect social media handles with your existing leads and integrate different tools to make the most of every piece of information you have on your prospects.

Standardize Your Data at the Point of Entry

Even if you're regularly scrubbing your data and eliminating inactive contacts, merging the duplicates, and completing the missing entries, your sales data hygiene won't be properly maintained if you let bad data into your CRM.

So, make sure to standardize the way new data enters your database, meaning that a uniform standard operating procedure should be followed. This basically means that your reps, and whoever is entering the new data, should check all the required fields – name, last name, company, title, job – and include only data entries that are complete and accurate.

This point of entry check-up will help you let only relevant, high-quality data in your database, prevent duplicates, and mistakes. So, the Shawn/Sean or Mark/Marc or Cathy/Kathy incident won't happen.

Complicated and time-consuming?

You bet.

But our next tip can help you with that.

Use Autoklose B2B Database

Instead of doing all the heavy-lifting manually, on your own, you can sign up for Autoklose and get access to our impeccably clean and regularly updated database with millions of high-quality B2B leads.

Our team of data analysts makes sure that every single piece of information is accurate as well as that every contact is complete.

All these leads are thoroughly scrubbed and verified so that you can be sure your every email will not only reach the intended recipient but also that the recipient in question is relevant for your industry and offer.

What's even better, you can pick the leads you want based on a number of different parameters including location, title, job level, industry, company size, revenue, etc. and send tailored campaigns.

You can also import your own lists and integrate Autoklose with different CRMs without the fear of duplicate contacts.

Autoklose also eliminates any possibility of duplicate contacts and keeps track of your open, click-through, and reply rates.

Basically, it does all your dirty work and keeps your contact list clean and relevant, and your funnel full of qualified, sales-ready leads.

What Are the Best Ways to Generate More Leads

Now that we've covered how to clean your existing list, it's time to discuss the ways of obtaining more addresses and generating more leads.

Here are some general tips to get you going.

1. Network and Mingle

Meeting face to face and starting a conversation with potential leads and industry peers has always been one of the most simple and one of the most effective ways of growing your brand and business.

Take every chance you get, no matter when and where to talk about your business and your products or services.

There's no 9 to 5 here. Promoting your business is a 24/7 activity, and no occasion is too small and insignificant for this.

2. Set Up a Live Chat Option on Your Website

Live chat is getting more and more popular every year.

And for good reason.

It's one of the most direct and timely ways to answer questions your site visitors may have about your business and troubleshoot potential issues.

They are like a direct messaging system that connects you and your current and potential customers. There are countless live chat options to choose from, but the most popular ones are Live Chat and Intercom.

5. Answer Questions on Quora

Quora is a Q&A platform where people ask questions they need help with while experts answer them.

By answering questions related to your business, you can help drive lots of quality leads to your website.

It's free and it works great.

6. Use Social Media

There have been doubts over the years whether or not social media is effective enough as a marketing channel.

But nonetheless, there's no denying that if done right, social media is a gold mine for new leads.

Of course, you just need to do some prior research and find out where most of your potential customers are hanging out.

B2B leads can mostly be found on platforms such as LinkedIn, but don't neglect Facebook and especially YouTube as their potential in this regard is still growing each day.

7. Increase Website Traffic With SEO

SEO or search engine optimization is a powerful tool in your arsenal when it comes to generating leads online.

In short, by applying some good SEO practices and making your website rank better on Google and Bing, you will get plenty of search traffic directed to your site's money pages.

People are already actively searching for someone to help them with certain problems and needs, so it might as well be your business.

As for SEO specialists who already know all this, it's worth mentioning that Autoklose can be effectively leveraged for boosting their PR and link-building efforts.

8. Write on Guest Blogs

There are many websites on the internet where your potential customers are hanging out, so why limit yourself only to your own site for spreading your message?

Reach out to other websites and blogs that cover similar topics as you do and ask to share some of your expertise with their audience.

That way, their audience becomes your audience too.

You can even help your SEO if you manage to get a backlink to your site from your guest post or author bio.

Now, you also need to create your guest post outreach and ask others whether they are willing to publish your post.

We've discussed this procedure in one of our blog posts, so check it out and find a carefully crafted and tested link-building email template that will score you a lot of guest posting opportunities.

9. Write Ebooks

Another way of using your own knowledge to generate more B2B leads is by writing an ebook. Later, offer the book for free to the visitors that subscribe to your newsletter.

By providing value to people, they won't mind giving you their email address and will be more willing to open your emails in the future.

Emails are a valuable commodity in the digital era. No wonder people say that 10 email addresses are more valuable than 1,000 likes on social media.

10. Get Featured on Industry Podcasts

Podcasts are huge at the moment.

What you need to do in order to jump on this bandwagon, is to make a list of podcasts that are relevant to your business niche and reach out to their hosts asking them to feature you.

That's a great way to make new business connections and get a good number of leads along the way.

11. Do Webinars

Making educational content like webinars is a great way to help leads to see the value of your products or services.

Hosting webinars and explaining the details and nuances of your products is a sure way to turn your leads into paying customers.

You can host webinars when introducing new products, implementing new features in existing products, or on any other occasion that requires helping potential customers better understand your company and it's solutions.

12. Implement a Referral Program

Why not use your existing customers to get new leads to your business?

Simply create a referral program that will offer your existing customers certain benefits for recommending your business and providing you with a continuous stream of new leads.

People tend to trust their friends when they recommend products and businesses, and that's exactly the card that you should play.

13. Take a Cue From Your Competitors

"Good artists copy; great artists steal."

This quote by the late Apple founder Steve Jobs may not look like a good piece of advice to honest people.

But if we think about the context a bit, it's actually a great tip for running a business.

If you copy, you are making something that someone already has, and that's not easy to sell. But if you "steal" something (not literally) and make it better and your own, you come out on top.

That was Apple's strategy all these years, and they are one of the most popular brands on the planet.

They didn't make the first computer or smartphone, but they did make the best computer and the best smartphone the majority of people wanted and needed.

So, look at what your competitors are doing to get sales leads, continuously tweak your strategies and tactics accordingly, and try to use what you think is the best and most effective strategy for your own lead generation efforts.

14. Speak at Conferences

Attending and speaking at conferences puts you where the action in your industry is.

You not only get the chance to network with influential people but to also share your company's vision, goals, and best practices.

After your presentation, you have the opportunity to meet new people, give out credit cards, and invite everyone to check out your business or blog.

15. Organize Meetups

You can organize meetups around a certain topic that aims to connect people on similar positions.

Let's say you are the sales manager of a SaaS business.

It's a good idea to meet with other salespeople who work in similar organizations and have a casual exchange of ideas and best practices.

16. Leverage LinkedIn

LinkedIn has grown from a business-oriented social-media-like platform to a real marketing and sales machine when it comes to working in B2B markets.

It's a great and easy way to showcase your experience and expertise, share ideas, do research, and most of all create valuable business connections.

Our recently published Biggest Catalog of Sales Software in 2019 lists several useful tools that can help you leverage LinkedIn and make the most of its more than 500 million users.

17. Give Free and Useful Tools to Your Visitors

If you have the resources, make a simple and useful tool that will help get new visitors to your site.

Think about what your targeted audience searches online and see whether you can provide it to them and be helpful.

Good examples of this practice are email signature generators, interest rate calculators, timesheet calculators, etc.

18. Collaborate With Influencers

Influencers don't only have to be role models on platforms such as Instagram.

An influencer is anyone who has a certain follower base based on his or her knowledge and authority. For example, Neil deGrasse Tyson is an influencer in astrophysics and science fields with more than 13 million followers on Twitter alone.

Find whom people you want as your customers follow for advice and look up to.

Arrange some form of a collaboration that's in mutual interest and watch your new lead numbers grow.

19. Get More Online Reviews

Nothing demonstrates that your business is trustworthy and credible like online reviews written by your existing happy customers.

Nowadays, customers are more likely to trust other customers over brands, which means that if you want to really cement your good reputation, you can't do it by blowing your own horn.

You need others who aren't any way affiliated with your company to provide you with positive word of mouth and in a way vouch for you.

Ask them directly to leave an online review.

There's also nothing wrong with incentivizing people to share their positive experiences with your brand but only if they're genuine and sincere. Make sure to understand the difference between buying online reviews, which is a shady practice that will be detrimental in the long run, and offering a discount to customers who are really satisfied with your product and asking them to express their opinion publicly.

What You Shouldn't Do

Here are some mistakes that salespeople make when thinking about updating their list and creating their marketing campaigns.

Often they don't know how much a list is really worth, how to avoid 'bad' data, and who to trust when purchasing their list.

These tips will give you an awesome foundation to ensure that you're putting your budget to good use and stop wasting valuable dollars on unsuccessful leads.

1. Don't Purchase the Cheapest Lists

Or you'll end up wasting an exorbitant amount of time and energy emailing and calling contacts that are incorrect, un-vetted, or simply useless.

Don’t waste your valuable assets on useless data that doesn’t help foster the growth and profitability of your life’s work!

Be mindful of the quality of the data you are purchasing or trading and ensure it works for you and your business.

And remember that you’re not rich enough to buy cheap lists!

Autoklose can provide you with high-quality, tailored lists that you’ll be able to use to grow your business, customer base, or use for other outreach efforts.

2. Don’t Purchase From a Company That You Don’t Trust

When you make an investment of any kind, personally or for your business, you invest in something or someone you trust; buying a contact list should not be any different.

Anyone can throw together a group of emails, and certainly some company names, and call it a client list – so how can you be sure?

The important thing is to get references; does the company you’re considering have clients? And can they attest to the value of the data they’ve received?

Don’t be afraid to ask for references – any company who is legitimate and proud of their product would be happy to provide you with a few.

So, basically, rely on social proof, customer testimonials, case studies, and online reviews.

This way you can figure out whether the company you’re doing business with and giving your money in exchange for contacts is reliable and trustworthy.

3. Purchase a List Before Asking For a Sample

Many companies offer a free trial of their product or service so that their potential customers can see whether they like it as well as how valuable it is for their business.

Always check the quality of the lists you have, and sample the lists you’re interested in to ensure you’re getting the greatest return on your investment.

Contact lists change, particularly contacts that move, change jobs, retire, etc.

Data decays at a dramatic speed, and a list that used to be squeaky clean a year ago is probably riddled with different outdated fields.

Purchasing a list is an investment for your business so make sure to ask for a sample from a provider that you aren't familiar with.

Use that sample to test the fields, the email, or even just the person's LinkedIn, to ensure they are still at the listed position.

This test can be sure that you're getting the right data for your company and your investment will be worth it.

How to Find Every Email You Might Ever Need

It doesn't matter which area of digital marketing you are focused on and which channels you prefer to use for lead generation and sales, you had to have been in a number of situations where having a particular email address meant the difference between success and failure.

We'll show you a couple of tricks for finding every email you might ever need.

Here's where to look first, and what to do if you keep hitting walls.

- ➔ **Contact page** – Depending on who you're looking for, you might be done already, but major decision-makers in large corporations are not likely to have the time to be able to make themselves this accessible. If you are looking for a blogger, on their blog, of course, you're just where you need to be. Either way, it's worth a look.
- ➔ **About or Team Page** – In larger corporations or institutions, also look for a staff/employee directory page. Again, the easier an address is to find, the lower the chances it will allow you to reach people in the highest positions in the organization, but this might provide you with an entry point through someone else
- ➔ **Privacy policy** – Or Terms and Conditions pages, anything GDPR compliance-related, etc. While the addresses found here are not likely to be ideal for any kind of direct outreach or promotion, they can at least reveal a pattern the organization you've contacted uses for email, and we'll explain later how you can use this.
- ➔ **Author pages** – If a person has authorship status on the site, you might find their email somewhere on their Author page, usually accessible through a link provided in every post they've written.
- ➔ **Social networks** – If scanning their site doesn't bring you their email, you should have at least been able to find some of their social network profiles. Aside from

looking for the obvious ones like Facebook and Twitter, you should also look out for their YouTube accounts, or for their presence on other platforms like Disqus or Gravatar – everything that could have their profile, they may or may not have decided to share their email through.

The previous method is all fine and well if you are only looking for one person and are not too worried about scaling your efforts. However, if you want to run a serious campaign, chances are, you are looking for a lot more people, often with very little to go on.

You might need to check all the above-listed locations at once, or you may need to find a whole range of email addresses based not on anyone's name but on the company they are working for or the position they hold there.

Here's how Google can help you.

Who

If it's a person you are looking for, all you need to do is create all the usual permutations of their first and last name, and do your best to make a note of all of their handles and nicknames you come across while researching them. Some of the most common variants include:

Fname Lname
FnameLname
Fname_Lname
Fname-Lname
FLname
LFname
Fname.Lname

Naturally, the first combination is for general research on the person, while the rest of them are likely to show up in an actual email address.

Depending on what else you know about the person, you might want to complement this with:

Their company name
(at)companyname.com
(dot)companyname.com
"Contact me at"

“Write to me at”
“My email”
“Contact info”

Finally, if it’s not someone in specific that you are looking for, but a whole group of people – either those most likely to be interested in the content you’ve published, or those who might be the decision-makers in companies likely to be interested in the B2B services you are promoting, you can always try to specify their position and define the kind of organization they need to be working for in order to be interesting prospects.

So, anything along the lines of:

“Project manager” “software development agency”

“Acquisition manager” “industrial wholesale”

“Head of hiring” “accounting agency”

Where
While you should usually start without specifying a location to focus on, and simply see what you get with general Google results, if you already know where you want to look, you can ensure that the first part of the query will fit the format of the destination you’ve specified.

So, for instance, adding **site:facebook.com/profile.php?id=** to your search will instruct Google to only look at profile pages of people, meaning your keywords have to include something likely to be found on a profile page of someone who might be interesting for your campaign, just like adding **inurl:sk=about site:www.facebook.com** will return company pages, often with emails readily available.

Of course, you can use the same tactic to search for someone on their company’s website, or to easily get your hands on all of the email addresses used in a particular company.

How to Use LinkedIn for Connecting With People From Your Industry

Our social media profiles are our packages that need to attract other LinkedIn users. If possible, one from that group of 45% of C-level managers.

It’s a good idea to support your outreach with different marketing efforts, and approaching your potential customers, employees, employers, or business partners on this social media platform can warm up your cold emails.

So, before you even consider sending out your first LinkedIn invitation request, populate your profile with all the essential information about yourself.

In addition to your name, address, and skills include your alma mater, your hometown, and the place where you’re living now.

After you’ve polished your profile, it’s time to start mingling and connecting with your target audience.

Follow these tips if you want your connection requests to be hard to resist:

- **Prepare the groundwork.** One of the key features of every LinkedIn connection request is the level of familiarity between the parties in question. For most other potential connections, you need to prepare the ground before you send them a connection request. If you spot a noteworthy user or opinion-maker in your niche, start liking their posts. When possible, leave comments under those posts and engage in discussions. Avoid making impolite or pointless comments if you want to leave a positive impression. That way, they’ll become aware of your existence before you send them a connection request.
- **Send follow-up invitations after business events.** The worst thing that you can do on LinkedIn is to look spammy. If you use LinkedIn, you know what kind of people we’re talking about here. Adding hundreds or thousands of connections without any order or common ground is a bad practice. Instead of that, it’s recommended to gradually build your LinkedIn networking empire with familiar people. For instance, sending follow-up invitations to people you meet at business events is a smart thing to do. In those cases, you’ve already generated some leads. Those people will remember you when they receive your invitation.
- **Connect based on mutual interests.** Just like we pointed out in the previous paragraph, some LinkedIn users keep adding random contacts from various niches. This practice is bad for two main reasons On the one hand, it might look spammy because such users might seem to be searching for other gullible users. You’ll recognize them by invitations without any additional text. On the other hand, adding too many different people to your network will reduce your visibility to professionals from your niche. Therefore, we suggest establishing connections with business professionals who you share some mutual interests with. From the same alma mater and current/previous employers to the industry or niche within it, you need to have something in common.

- ➔ **Be concise.** Every message in the LinkedIn connection request is limited to **300 characters.** Instead of writing essays about your skills and experience, you need to focus on your strongest points. On the other hand, invitation recipients don't have to waste their time reading long messages. That way, every request you send out to your potential connections has to be concise and to the point. For starters, you can practice writing such messages by creating short and witty posts on LinkedIn and Twitter. This routine will help you develop your writing style, as well. So, when a potential connection reads your message and sees your posts, they'll be able to spot your expertise at once. Finally, it's important to catch the eye of your potential connections by including catchy and compelling subject lines in your InMail messages.
- ➔ **Don't pitch in your connection requests!** Although you should use LinkedIn for your social selling efforts, pitching and selling features via LinkedIn connection requests should be avoided. It's true that some commercial entities do that, but individual businesspeople will have more damage than success if they follow this approach. The point of every individual LinkedIn network is to increase the number of relevant contacts that can help business professionals get better job opportunities. However, including a sales pitch in connection requests, before you have a chance to establish a more meaningful relationship with someone, will be perceived as pushy. Besides, this strategy is very short-sighted. Contrary to that, you need to look as professional and knowledgeable as possible. After all, what you usually do when you get a salesy connection request on LinkedIn? You probably simply ignore such an invitation. So, if you want to expand your network and increase your business potentials, don't use LinkedIn connection requests to offer anything that people need to pay for.

CHAPTER 4: How to Create an Effective Cold Outreach Campaign

In this chapter, we'll discuss the process of creating and scheduling your cold outreach campaign.

The first thing to remember is that there's no such thing as a successful cold email.

In reality, it's a number of strategically launched follow-up emails that do the trick.

Also, your outreach has to be diversified in order to be effective - it's crucial to reach out to your prospect on different channels.

So, let's start from the beginning and cover the anatomy of a well planned and executed cold outreach strategy.

Crafting and Polishing a Compelling Subject Line

Life is about the little things that make a big difference.

The same can be applied to email marketing.

Those couple of little words that make up a subject line are major factors when it comes to whether your recipient will make an effort and open your message or hit the spam button.

Sure, the email body has to strike the right chord with your audience too, but its quality won't be of much help if your subject line, that is the first thing your recipients see, is crappy.

In other words, your subject line needs to be distinctive and catch the eye of your recipients.

Here are a few tips to help you formulate irresistible subject lines that your prospects won't be able to ignore.

1. Personalize

Your email subject lines are no different, and they need to be highly personalized.

While Autolose will take care of using your prospects' personal information from your database and include their name, company, city and other details, what you can do is use pronouns such as you and yours.

However, going beyond that first level of personalization is desirable, so it's a good idea to offer your prospects deals on products they viewed but didn't purchase, products similar to the ones they already purchased, or remind them about promotions in their area.

All this can be incorporated in your subject lines:

Peter, you left items in your shopping cart

Hey, you're gonna love these iPhone cases

Where to eat the best burgers in Boston

To cut the long story short, emails with personalized subject lines are 22.2% more likely to be opened.

2. Be Concise

3 in 5 people check their email on a mobile device, according to the latest surveys.

This means that an elaborate subject line that doesn't fit into a smartphone screen in its entirety.

Research has shown that subject lines that aren't longer than 10 characters scored a 58% open rate.

Of course, it's not always possible to condense your message into 10 characters, but you get the point. If your subject lines are longer than 50 characters, there's a greater chance that you'll be cut off, as on many mobile devices they won't be properly displ-...

Tips for producing great content is a perfect example of a short and straightforward email subject line which spells out exactly what the recipient can expect to find if they open the email.

3. Use Numbers

When it comes to numbers in your subject lines, there's a general rule that they can increase open rates.

7 top skills of a content writer
5 tips for producing great content

You get the picture.

4. Ask Questions

If you manage to naturally incorporate a question that will serve as a good introduction to your email, make sure to do so.

Such a linguistic structure tends to seem like a dialogue and it's more likely to sound appealing.

Looking for a job as an SEO manager?

When we're talking about question marks, it's worth noting that other punctuation symbols can be useful, but you need to be careful with them.

Exclamation marks have been so extensively used that they lost their edge. This doesn't mean that you can't use them, but don't exaggerate, and stick to one per subject line, as using more than one will look like you're yelling at your prospect.

Emojis can be very efficient additions to your email subject lines, that's for sure. Even businesspeople positively respond to an occasional emoji in a professional email. But, if you get carried away will make your subject lines a bit too cartoonish and spammy.

5. Avoid Superlatives

It's ok that you want to convince your prospect that your product or service is of superior quality, but you'll admit that using phrases such as "the best", "the most incredible", or "absolutely amazing" sounds a bit like you're blowing your own horn.

Prospects don't like flashy language, bragging, and exaggerating, so try not to oversell yourself.

6. Use Your Real Name and Address

This is crucial for maintaining a high open-rate.

People don't like it when they're receiving automated emails, as they remind them of spam.

Autoklose allows you to set up your own personal address, which means that your prospects will receive emails with your address and name next to subject lines.

Needless to say, an actual email address is much more credible and trustworthy than the generic "no-reply" phrase.

7. Never Resort to a Fake Reply

Tricking your prospects into opening your emails by inserting an artificial Re: in your subject lines isn't a good idea, because, you know, they'll eventually find out (one minute later) and you'll come off as a deceitful spammer.

Fwd: is a similar abbreviation that you should use only when you're really forwarding a relevant mail.

Don't ambush your prospects and set traps, because they'll click on the unsubscribe button.

8. Be Careful About Controversial Subject Lines

While controversial or shocking subject lines might appeal to certain audiences, you should use them extremely carefully because this practice is like treading on thin ice.

It can't be denied that these subject lines will boost your open rates, but in many cases, they can alienate your prospects. Insulting or vulgar references are an absolute no-no in business emails, but younger audiences get a kick out of such humor.

Nevertheless, you should REALLY know your audience and understand their mentality if you're toying with the idea of surprising them with some saucy or racy jokes in subject emails.

But bear in mind, that no matter how popular they can make your email campaign, you'll most certainly step on somebody's toes and lose a few customers in the process.

These are some general tips to bear in mind when crafting your subject lines.

Now, let's talk about practical examples and mention some really effective networking subject lines.

How to Create Networking Subject Lines (With Examples)

Networking starts with the desire to build relationships in order to enhance your knowledge, expand your sphere of influence, advance in your career or business, or become the next sales superstar.

It's about establishing a mutually beneficial relationship with other business people and potential clients.

Research has concluded that eighty percent of professionals consider networking important to career success.

Besides face-to-face communication, email is still one of the best networking channels.

The problem here is that most people are just getting too many irrelevant emails on a daily basis. You need to find a way to be genuine and stand out from that inbox clutter.

That's precisely why we came up with these great icebreaking networking email subject lines that will get you one step closer to those desired responses.

General Email Subject Lines for Networking

First, here are 10 simple but effective email subject lines you can use on any occasion:

- ➔ Saying hello + a quick question about [TOPIC]
- ➔ Hey, [NAME], let me introduce myself
- ➔ About your work
- ➔ My opinion on [TOPIC], let me know what you think
- ➔ Looking to learn more about [TOPIC]

- ➔ Hi, [NAME], I think you'll find this interesting
- ➔ [NAME], can you please help me with [TOPIC]
- ➔ I have some great info about [TOPIC]
- ➔ Hi, [NAME], this is [YOUR NAME]
- ➔ [NAME], let's collaborate

Introducing Yourself to an Industry Expert

When reaching out to a well-known authority figure in your industry it's best not to go too wild with your subject line.

Remember, someone who is an established expert won't be impressed nor has the time for witty humor or approach that can be interpreted as disrespectful.

So, best to be humble and quick to the point. Also, remember to be polite. Even being overly polite can't hurt.

Here are some examples for introducing yourself to an expert for networking purposes:

- ➔ Big fan of your work asking for quick advice
- ➔ I've been following your work for a long time. Let me briefly introduce myself
- ➔ Hello, Mr.|Mrs. [NAME]. I've learned so much following your work
- ➔ From one [OCCUPATION] to another
- ➔ Looking to swap ideas with a fellow [OCCUPATION]
- ➔ I noticed that you know a lot about [TOPIC]

Introducing Yourself to an Influencer

Influencers can also be seen as the authority figures in their specific niche or industry.

Depending on the field in which they are best known, you can consider approaching them with more flexibility and friendliness in your email subject line.

There's also probably a lot of information about them online which you can use to grab their attention.

Try finding something interesting in their work or life (no creepy stuff) to use in your subject line.

After all, influencers are often treated as celebrities in their own community so, showing them that you follow their work and social media presence can be perceived as flattering.

Bear in mind that you should always mention their name in the subject line, and also don't be afraid to sprinkle a couple of emojis here and there if appropriate. That will definitely make your email subject line pop.

Here are some examples for grabbing influencer's attention:

- Hey [NAME] 🙋♂. I would love to hear your opinion on [ENTER TOPIC]
- Hi [NAME], let's collaborate on this great project
- Your latest work is awesome, [NAME]! Let me pick your brain 🤓
- Inspired by your post on [SOCIAL MEDIA]

Introducing Yourself to Someone Referred By a Mutual Contact

The key here is to always mention the name of the mutual acquaintance who referred you to the person you're contacting.

That's the attention-grabber and your best chance of getting your email opened.

These few examples can point you the right direction:

➔ Hi [NAME], [MUTUAL CONTACT NAME] friend here. We've met the other day
➔ Referred by [MUTUAL CONTACT NAME] to discuss [TOPIC]
➔ Hi, it's [YOUR NAME]. [MUTUAL CONTACT NAME] introduced us at that event.
➔ [MUTUAL CONTACT NAME] told me you know a lot about [TOPIC]. Hope we can discuss it sometimes

Introducing Yourself to Someone Who Shared an Article or an Opinion Online

You may have read a piece online that really inspired you and got you thinking.

Or you've read something and wished to challenge that author's opinion with some constructive criticism or dialog.

Don’t be afraid to make the subject lines a bit longer to incorporate the details about the thing you’re contacting them about.

So, how to approach someone for praise or a grumble? Check out the following subject line examples:

- I have just read your article on [PUBLICATION], and I have a few questions about it
- [NAME], I really found your piece inspiring – would like to discuss the topic further
- I have some different insights on the topic you recently covered
- Just read your opinion on [TOPIC]. Wow!

Following Up After an Earlier Contact With Someone

A follow-up email should be sent after an important call, meetup, or networking event. If you wish to stay in contact, collaborate on some project or do business with the person in question, it’s important to let them know.

The best time for your first follow up is two or three days after the initial contact or event.

Make your subject line quite descriptive.

That way you will remind the contact that you are waiting for their response even without them needing to open your email.

So, let’s see some examples for following up after a call, meetup, or networking event.

Email Subject Line When Following Up After a Phone Call

Let the person you are emailing know that you enjoyed the call you shared and that you are waiting for their answer or thoughts on the subject you discussed.

It can be something along the lines of:

- Hi, [NAME], just following up to the call we had on [DAY]
- [NAME], did you have the time to think about our call from the other day?

- ➔ Great talking to you on the phone, please let me know when free for more networking

Email Subject Line When Following Up After a Meetup

Depending on the form of the meetup and the time spent communicating with your contact prior to emailing them, you can go either casual or polite with your follow-up email subject line:

- ➔ It was an honor talking to you in that meetup, [NAME]
- ➔ Just thinking about what you told me during that meetup. Care to discuss it further?
- ➔ Hey, [NAME], I enjoyed our talk so much. Ping me when free to talk some more

Subject Line For a Follow-up Email After a Networking Event

Networking events can be stressful, especially if you don't attend them often.

But the more people you talk to, the more opportunities you'll have to further your career or business. After the event, you'll naturally want to stay in contact with the people whose ideas you liked.

Because you have already met, you can go with a simpler email subject line, similar to these examples:

- ➔ HI, [NAME], great chatting with you at that event
- ➔ You have such extensive experience about [TOPIC], would love to hear more
- ➔ Hi, it's [YOUR NAME]. Let's continue our discussion further

All in all, your main goal here is to get the conversation going by making sure your emails get opened. You can do this by adapting email subject lines to persons you are contacting and making them sound relevant and important.

Just keep this in mind when coming up with your email subject lines or use one of our examples, and you will undoubtedly have more success in networking.

How to Come Up With Effective Email Copy

It's crucial to know how to produce the copy which can bring the best results – that is, attract, engage and finally convert your prospects.

Writing a compelling copy that will tell a story and draw your prospects into this whole narrative is essential.

Again, understanding your target audience is a must because you have to know how to address them and what tone to use.

Let's examine some of the characteristics of a successful pitch.

Value Over Features

Make sure to explain your recipients the benefits they'll get by taking the action you proposed.

This benefit should address your prospects' crucial pain points in an easy-to-understand way so that it can boost their motivation to follow the action through.

In a nutshell, the email copy should give an answer to your recipients' question "what's in it for me?"

Many companies make the mistake of trying to impress their potential customers by stating the amazing features of their products and services in the first email.

This doesn't work because the first thing that your prospects will see when they open your email is you bragging about how good your product is.

You have to go the other way around and this means starting with the value they get if they select your product.

Basically, you need to describe your products through the benefits it offers to your prospects.

Here's the copy of our newsletter in which we promoted our Always Running Campaigns feature, which you should BTW definitely test:

Perseverance and persistence are top qualities in a salesperson.

Being a quitter is out of the question.

You didn't get a reply? Try again!

A prospect said no? Ask again!

Your campaign is finished? Start it over!

This means that the tools you use need to be equally effective to support this endless prospecting effort you put in on a daily basis.

This week we have some big-time news for you: Autoklose got a major upgrade and some pretty cool functionalities that will transform the way you run your campaigns.

Do we have your attention?

The first three questions some of our audience's critical issues, and insinuate that a solution can be found if they read on.

But, we wanted additionally intrigue them and get them to read our blog post which lists all the features of our product but from a perspective of how they will benefit our potential customers – we practically gave the answer to the first three questions of the newsletter.

Make a Difference

At the same time, you need to make your prospects sure that they won't get such a benefit from anyone else, including your competitors.

So, if it is a sale you are focusing on, you have to make a difference either by the price, a discount, or the special feature you're offering.

If it is an excellent blog post you want them to see, be sure they understand the way they'll benefit by reading it – they'll never use spam triggers in their emails again if they learn how to use the new feature of your software, for example.

When we enriched our B2B-lead database, we wanted our recipients to know that they can have access to almost 30 million of clean and verified leads, which is an extra feature that our competitors don't offer, we sent them the following message:

28 million – that's the number of impeccably clean and verified B2B leads living in Autoklose.

Sign up for our special DataUnlimited Webinar and Shawn Finder, our CEO, will show you what it means for your business to have access to clean data. Click here to save your seat for this Thursday, April 4th at 1:30 PM EST.

P.S. What got you interested in sales? Hit reply and let me know. Thanks!

Know and Understand Your Prospects

To be able to address your prospects' pain points and stress the benefits they'll get, you need to have a clear idea about who the people you're writing to actually are.

This means you need to know quite a few things about them, such as:

- ➔ demographics: age, gender, location, employment status, seniority level, position in the company, etc.
- ➔ behavioral patterns: habits, interests, activities, values, goals, motivation, how often they buy from you, etc.

You can analyze the data you already have on your existing customers, and use resources such as social media channels to gather data on your prospective clients.

You can then use this data to create your buyer persona, and even several of them, if you want.

It is much easier to write an impactful email to a concrete person then it is to an abstract audience, as the message you are trying to send is going to be more direct and relevant to your prospects.

Also, be sure your email speaks in the way your prospects do, so unless you are into quantum mechanics, stay away from technical terms or academic writing and don't make your emails sound like rocket science manuals.

Offer a Solution

Once you know your customers' pain points and challenges, not only can you show them the benefits they'll get by clicking on your CTA, but you can also paint them a picture of how their life is going to change in a positive way.

Something like this:

Mark, as you know it's extremely important to be on the same page with your prospects, but don't forget that being in the same time zone also matters!

Our new feature allows you to pick a time zone ⏱️ for your campaign and override the concept and limitations of time.

As of now, you can schedule your campaigns to reach your prospects at their separate time zones*, so that they can get your message at the right moment instead of somewhere in the dead of night. So, your emails won't be buried under a pile of other messages.*

Make It About Your Prospects

It can't be stressed enough that the email you send should be about your customer, and not your company, service or product.

So, try to use different wording when you are talking about benefits, differentiators, and features of your products or services.

A good tip is to use the second person when you're talking to your prospects, as "**you**" will make it easier for you to shit a focus on your customer, and not your company or its offer.

This is another example of how we do that:

Shawn, meet Autoklose + Calendly! Just released! A brand NEW integration*.*

*This unique integration will allow **you** to insert **your** Calendly link inside the Autoklose Campaign. Also, we will automatically remove every contact that books an appointment with **you** from a sequence.*

And that's not all!

***You** can learn how teams at Autoklose and Calendly book demos while they Zzz and how **you** can implement this process in **your** organization. Save your spot — click here.*

Simplify the Structure

If you want your emails to actually be read, you have to make them easier to grasp.

Stats say that 3 out of 5 persons, use their mobile phones to check their emails, so you have to use this info at your own benefit.

Optimize the content and the structure of your email, to be scannable and readable on all devices.

This means you need to include headings and subheadings and write using short paragraphs. Otherwise, you'll bombard your audience with large chunks of text, which is a turnoff. You can also use bulleted lists to avoid long blocks of text which your prospects could find more difficult to read.

Include a CTA

Including a call-to-action button instead of just a regular link can increase conversion rates by almost 30%.

Still, to make your CTA effective you need to be sure it resonates with where your prospect is in their buyer's journey. Also, your CTA needs to follow certain principles, and be:

- ➔ Action-oriented,
- ➔ Persuasive,
- ➔ visually strong,
- ➔ creates a sense of urgency,
- ➔ Specific.

Never put more than one CTA in your email because prospects can be confused with what you want them to do, so be sure you've made it clear enough.

There's one more rule to follow - always place your CTA above the fold so that your recipients can easily spot it even if they don't scroll down.

If you're wondering what "above the fold" means, here's a definition from our Largest Sales Glossary:

A marketing term referring to the portion of the text that appears on the top half of a landing page, website, email, or even printed publication. It's usually the place where the most important information is provided so that if a website visitor or a prospect doesn't scroll down, you'll still be able to grab their attention and get them to take action.

In a nutshell, this is what you should bear in mind in order to create an irresistible CTA:

- ➔ **Use Imperatives!** Coming up with punchy copy consisting of no more than 35 characters is quite a challenge, but here's the first tip: being a bit bossy is actually a good thing in this case. As its name suggests, a strong call-to-action will persuade your customers to click and convert, so it's only logical to use highly-actionable language. This means that you should start with the verbs which will prompt and compel your audience to take the desired action, so words like **buy, get, download, register, sign up, order, shop, read, or fill out**, are excellent for this purpose.
- ➔ **Leverage Power Words** In order to additionally emphasize your CTA and provoke certain emotions in your prospects, use power words. Their role is also to speed up and influence their decision-making process. It's true that many power words are bombastic, and it's their intention to catch your prospect's eye, which is why instantly, sensational, amazing, or boost frequently find their way in all kinds of sales and marketing copy, including CTAs, but some of the most effective power words are actually extremely simple. According to Buffer, the top 5 most persuasive words in the English language are: **You, Free, Because, Instantly, New.** Their secret lies in being focused on the person you're addressing, offering an incentive, giving the reason why, creating a sense of urgency, and promising improvements, respectively.
- ➔ **Tell Them Why.** As we have seen in the paragraph above, "because" is one of the most powerful words because people want to know the reason why you're asking them to take action, as well as how that will help them and improve their lives. For example: **Subscribe now to get your free trial** gives your audience a perfect reason to take the action, as incentives, such as freebies or discounts, are strong motivators. Similarly, **Order now and start losing your weight** predicts the result of clicking on the CTA. This CTA is paired with a unique selling point, and it gives prospective customers a clear idea of why they should order the said product and what benefits they will experience if they purchase it.
- ➔ **Use numbers.** Numbers are pretty big in marketing as they have a profound effect on consumers. That's why marketers try to squeeze them into subject lines, CTAs, and all other kinds of copy. People like to see how much something costs right away; even more than that, they're interested in finding out how much they can save. **Order today and save 50%!** As you can see, we're being pretty sneaky here, because we're also tapping into the sense of urgency and this combination works like a charm. Now, this sounds like an irresistible offer, and it can't be denied that it sounds much more compelling than: **Order today and get a discount.**
- ➔ **Incorporate FOMO.** A limited-time offer is hard to ignore, especially around holidays when people succumb to that uncontrollable shopping-spree frenzy, so it will be hard for them to ignore something along the lines of: **Buy now while supplies last!** Or **Order now! Sale ends tomorrow.** We're all afraid that we won't be able to grab an opportunity and that it will go away. Fear of missing out has a very profound psychological impact, and by confronting your prospects with the idea that the item they're interested in, but are still having second thoughts about, can be out of stock

by the time they make up their mind, you'll prompt them to make their purchasing decision right away.

Proofread and Double-Check Your Copy

No one wants to leave or see grammatical errors and typos in an email, and when it comes to your business, it may even seem completely sloppy and unprofessional.

Although "aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteers be at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe," it's not a pretty sight (but you can try this one out if you want to entertain your recipients and capture their attention, but don't do it often or accidentally!)

If you want your email to be grammatically and typographically correct, you should give your copy a rest, and double-check it after a while.

Also, be sure to use error-checking tools, such as Grammarly, and ask one of your colleagues to have another look, since errors are more difficult to spot when you've written the content.

Pitch to the Right Audience

It's not enough only to have correct email addresses and other information about your prospects.

You have to know who will be interested in your offer and email only those people who could benefit from it. Yes, this will limit your audience, but at the same time, it will make sure that your prospects are engaged and responsive.

So, as we already mentioned in Chapter 1, the first thing to do is create your ideal customer profile (ICP) – a description of a company (or individuals) that are a perfect fit for your business. It should contain different information such as the industry, location, company size, or pain points, among others. After this basic information, it's also crucial to obtain details such as whom to reach out to in the company as well as who decision-makers are - Autoklose can help you with this as you can search through our comprehensive B2B lead database by setting different parameters. That way you can pick only C-level execs for your outreach.

Apart from having a general outline of your target audience, it's also worth noting that you won't send the same email to all of them.

No, if you want to generate responses, your message needs to be highly personalized and relevant to the people who receive them.

In other words, you have to additionally split your list into different segments and tailor your outreach accordingly.

Besides your email outreach, you should also additionally warm up your audience by connecting with them on LinkedIn and starting conversations.

Leverage the Power of Video

But, there's another way to take your email personalization to the next level.

Enter personal video!

A picture is worth a thousand words. Now, imagine how many words a minute of video is worth.

There's a catchy stat claiming that the number we're talking about is approximately 1.8 million words.

Doesn't matter whether this is exaggerated, the truth is that personal video can boost your engagement tremendously.

Even putting the word "video" in your subject line boosts opens by 19%.

Let's face it – people are too busy and impatient to read long-drawn-out content no matter how valuable it is.

Why don't we make it easier for them and present our offer by means of personal video? It will be just like you're having a meeting with your prospects. And it adds a human touch to your outreach.

As, we've mentioned above, we teamed up with Vidyard and added the GoVideo feature so that you can record your personal video within our campaign editor and easily attach it to your email.

Say Welcome and Thanks

It's commonsense decency to greet someone who comes to your home.

Why not apply this rule to the online world and do the same when somebody lands on your website or subscribes to your newsletter?

Welcome and thank you emails are low-hanging fruit for improving your conversion rates.

By sending a warm and personalized welcome or thank you email to your recipients who have signed up for your free trial or taken action you suggested, you're creating a great first impression and promising a positive customer experience.

Apart from expressing your gratitude, you can also add some interactivity to these emails if you ask your prospects why they decided to sign up or make a purchase or have they heard about you.

Not only will this increase engagement and spark a discussion, but it'll also show your recipients that you care about their opinion.

Tell Stories

Storytelling is one of the best and most effective tactics for increasing engagement.

So, instead of starting with your sales pitch right away, tell your prospects a story. It doesn't have to be long or complex. Just ensure that it's relatable and try to provoke certain feelings in your recipients.

It's a good idea to share your experiences and the ways you managed to overcome certain issues and align these with your prospects' pain points.

And mention your product or service at the end of the email, just to remind them that by signing up or purchasing your product they can solve their issues.

Keep the Lines of Communication Open

Your prospects sometimes want to get in touch directly with you and ask you for assistance.

So, no-reply email addresses are a big no-no.

It's as if you're telling them to put a sock in it.

Instead of that, use a regular address and a sender name. This little detail will let them know that somebody is actually reading their emails.

But, if you really want to nail your email marketing, then you should insert different communication channels in your message so that your prospects can pick the one they like when they want to reach out. This means including social media buttons and your phone number.

However, there's an even better and more efficient way of streamlining your communication – share a link to your calendar and allow your prospects to book a meeting with you without having to wait for you to confirm whether the time slot they want is available.

How can you do that?

Autoklose teamed up with Calendly, a super-powerful scheduler took, to bring you this feature.

As of now you can create a link to your calendar within the Autoklose's Campaign Editor, add it to your email message, and let your recipients book an appointment or a demo with you without sending emails back and forth.

This handy feature removes friction from the buyer journey and encourages your prospects to reach out to you, and that's engagement in its most basic and effective form.

As you can see, all these tactics are very simple, and the only trick is to be persistent and, of course, use a sales email automation platform like Autoklose, which will automate your outreach but not at the expense of personalization.

Always Include a Closing

Aside from the fact that an adequate closing can act as a perfect call to action, solidify your relationship with the correspondent and add a bit of personalization to what would otherwise probably be a rather dry conversation, adding an appropriate sign-off is simply a matter of etiquette.

Naturally, if the email you are sending is just a part of a long thread, and if you expect a quick response, you can omit the formal closing, but in other situations, be sure to include some kind of a greeting.

Ask for Feedback

Since you'll be doing all the talking in this first email, encourage your prospects to provide you with some kind of feedback.

Ask them something and try to initiate conversation.

You can also come up with interesting polls and quizzes, and engage your audience, learning something about them along the way. You'll also score some brownie points on account of the fact that you have shown a sincere interest and that you care about your audience's opinion.

Don't Shy Away From Adding a Post Scriptum

Sure, professional emails are supposed to be as succinct and to-the-point as possible, but that doesn't mean that you couldn't benefit from adding a short summary of it at the end in the form of a Post Scriptum.

You get the chance to reiterate your point and ensure that your correspondent is made aware of what is expected of them.

We already made the assumption that you are sending quite a few of these emails every day, and it's probably safe to also assume that the people you are sending them to are also receiving a fair portion of them each day.

Making it easier for them by giving them a short and concise Post Scriptum might make the difference between being ignored and actually getting a favorable response.

How to Properly Structure Your Email

Now, let's put all the above-said tips into perspective and see how to structure a proper cold email that will generate opens and replies.

1. Set the tone of your email based on who your recipient is.

Knowing who you are writing to can set the tone of the communication. If it is someone you are reaching out for the first time, set a formal tone. After you open lines of communication with the recipient, avoid using the same greetings and closing remarks in each email. Also, if a person switches to a more casual language, try to follow their cue as it can be beneficial for forming a long-lasting relationship.

2. Create a catchy subject line.

When sending an email, think about the recipient's point of view. The subject line is the first thing they see, so creating an effective one can be the deciding factor between opening your email or sending it to the trash folder.

Here are a few main takeaways for crafting professional email subject lines:

- ➔ Avoid using greetings in the subject line as this is the first part of your email body anyway.
- ➔ Don't write subject lines that include "Urgent", "Please reply immediately" and similar phrases since you don't want to make the recipient feel rushed.
- ➔ Another thing to remember is to always write a subject line and not leave it blank. In case you forget, Gmail will remind you before sending an email without the subject line. Similarly, the Autoklose Template Analyzer will give you tips on how to optimize every element of your email, including the subject line.
- ➔ If you are stuck, think about the purpose of the email. Try to write it as simple and formal as you can so it grabs their attention straight away.
- ➔ When it comes to length, business people don't have much time, so keep it brief and up to 5 words.
- ➔ Be polite.

Good Examples:

Request for Recommendation

Meeting Location Changed

About your work

Let me introduce myself

Referred by [Contact Name]

Let us continue our discussion further

3. Greeting

Every email should start with a greeting. For professional communication, stick with one that is formal yet welcoming. Along with a greeting, add a name or a title of the person you are contacting because personalization makes all the difference these days.

Good Examples:

Dear [Name],

Hello [Name],

Greetings (when you don't know the name of the recipient)

4. Email body

After a greeting, make sure to introduce yourself and explain the purpose of the email.

Good Examples:

I am writing to inquire about the position of [Role]

This email is a response to an invitation I received…

I would like to inform you that [Intent]

Keep sentences and expressions short and concise. If you have any call-to-action, format it well so it's visible and to the point. Another tip would be to place your CTA high so that your recipients don't have to read the entire email before they can take action – sometimes people check out only the first couple of lines and if nothing captures their attention, they simply stop reading.

If you are contacting someone from the same industry and want to establish a connection, find similarities between you and the recipient. Compliment a person on their latest case study, blog post, a new role or simply invite them to share experiences.

In case you have more things to add, use bullets to make a list and structure your email to be visibly appealing and easy on the eyes.

5. Closing remarks

After you state your purpose and it becomes clear for the recipients what you want from them, add a closing remark and inform them what the next steps are.

Good examples:

Thank you for your patience

I look forward to hearing from you

If you have any questions, don't hesitate to contact me

I look forward to meeting you in person

6. Sign-off

The last part of the email should be a short, formal goodbye.

Good examples:

Sincerely,

Yours sincerely,
Kind regards,
Respectfully,
Best wishes,
Thank you,
With appreciation,
With gratitude,

7. Email Signature

Each email signature should include your full name, job title, company name, and contact information. You can include a professional headshot as well, along with social media links and a call-to-action. We've already discussed this topic in one of the previous sections, but you can also read our full article on How to Create a Professional Email Signature.

8. Additional Tips for Writing Professional Emails.

- ➔ Schedule emails depending on the time zone of your recipient. Autoklose gives you the option to schedule your email campaigns, manage contacts and use predefined templates.
- ➔ Make sure to attach the file you mentioned in the email.
- ➔ Stick to one font. And make sure it's not Comic Sans!
- ➔ Avoid using emoticons in a professional email.
- ➔ Follow up. If you failed to receive an answer, don't despair. Wait a few days and try to establish communication again. Follow-up emails are structured in a similar way as the initial email but require more planning.

How to Create a Successful Follow-Up Strategy

Statistics suggest that only 24% of sales emails are opened but just 20% of leads are followed up. In fact, a campaign with just 1 follow-up mail can convert 22% more prospects.

This means there is a massive loss of potential opportunities. Also, it tells us that the fear of seeming annoying to prospects or getting rejected can discourage further contact. Another reason why follow-up emails aren't getting the respect they deserve is the fact that marketers spend most of the time creating first impression emails and not focusing enough on persistent methods of contact.

In other words, you can't expect to get your prospects to respond by sending them a single email. After that initial message, you need to launch a series of a couple of follow-ups to increase your odds of getting them to respond.

So, how should you start?

When to Send Follow-Up Emails?

In most scenarios, you will create follow-up emails after you've sent the first outreach email and it resulted in no response. However, follow-up emails can also be useful when you want to check in after the first meeting or reconnect with existing clients.

Even if most emails get opened the first day they are received, you should wait at least 3 days before sending a follow-up. Do not make the mistake of not giving them enough time to respond.

There are many studies that tell us what day is best for receiving an email response.

Several studies have suggested that Tuesday and Thursday give the best results with other weekdays not being far behind.

A Hubspot report is in favor of Tuesday and concludes that sending emails on weekends is a bad strategy and you should avoid it.

When it comes to the optimal time of day to send a follow-up email, many agree it should be between 10 AM and 11 AM in the recipients' own time zones. On the other hand, the worst time for opening emails is 12 PM.

Send your follow-ups in the middle of the week: you don't want to end up on the Monday morning pile and simply never get an answer.

OK, now that we told you what others say, it's time for you to figure out what works for your audience.

➔ **Take demographics into consideration.** In email marketing terms, this translates to don't send your older audiences as many emails as you would your younger demographic. They will perceive it as pestering and rushing. Not the case with teenagers and young adults, who will often appreciate more emails in a week.

➔ **Analyze your data.** If you want to perfect your email timing, you will have to reach into your own data stores, and start assigning timeframes to certain audience segments. If your list comes from an unfiltered source, you will rarely know anything about the people you are sending these blasts to. The trick is to start getting to know your audience better. Previous engagement metrics are a great source of information, and you can also add a custom (and very brief) survey to your outbound emails. Granted, not many of your leads will take the time to get back to you, but those who do will provide some very valuable insights.

➔ **Take time zones into consideration.** Reach out to your prospects at the best moment. This means that you shouldn't send them an email at 5 AM. Autoklose allows you to schedule your outreach based on your recipients' different time zones. This is the part of our SmartSend feature, and it means that Autoklose calculates your sending times and launches every individual email so that it reaches your recipients at 2 PM their time.

How Many Follow-Up Emails Should You Send?

The frequency of follow up emails is the next important consideration. Especially when we know that 80% of non-routine sales occur only after at least five follow-ups.

You should send follow up emails a minimum of five times, each time giving the recipient more time to respond.

By prolonging the time before the next follow-up email, you reduce the chance of overdoing it and being marked as a spammer.

You can make a plan and structure follow-up emails something like this:

- Follow up 1 on day 3
- Follow up 2 on day 7
- Follow up 3 on day 14
- Follow up 4 on day 30
- Follow up 5 on day 60

How to Write a Follow-Up Email?

Subject Line

The subject line is the first thing your potential client sees before opening an email. It is not enough to create a compelling subject line for a cold email but to write an equally impressive one for a follow-up.

You should **write direct and sharp subject lines** that clearly show your intention. This means your subject line must provide key information – the goal you are trying to achieve. When it feels natural, use the recipient's name in the email subject line.

Also, ask a question that can only be answered by reading the entire email.

Examples:

Regarding our next step

It's not late to get started

Do you mind providing me with feedback?

Here's the link I promised you

Email Openers

Email openers should mention the initial email and remind clients you already contacted them before. In case you already met with the client, make sure they understand who you are.

Examples of effective follow-up email openers:

Last time we spoke…

It was nice to meet you at…

I left you a voicemail but wanted to send this email as well.

I wanted to follow up on an email I sent last week.

Have you had the chance to look at my previous proposal?

In case you missed my email last week…

Your colleague suggested that I reach out to you…

Explain Your Intention

Once you've introduced yourself and made sure the client realizes you already made contact once before, try to summarize why you are emailing them.

Do not make the assumption they remember your previous email.

Create the same message just in a different format.

In order to create a compelling follow-up email, you should identify your main goals and make the effort to explain the primary objectives of your email. For example, you might want the client to provide you with specific information or update you on a certain matter. Your objective can be to set a meeting, get the client to participate in your study, test your product or get familiar with your service. Follow-up emails can be great for reconnecting with existing clients or getting feedback.

Finally, when portraying your intention in a follow-up, **keep it short and sweet**.

Examples:
I have a product that will be perfect for you.
Here is a link to my resource:
Are you interested in a free trial month?
I would like to invite you to an event we are hosting…

Don't forget a Call To Action

It is more likely for the client to answer if you provide them with a specific offer.

You can propose time and date for a meeting or a call, or ask for a different person to get in touch with if your lead isn't the right one for your offer.

If you keep sending follow-up emails without getting a response, align your calls to action with each email you send.

Examples:
When would be a good time for you to discuss this in person?
How about a 5-minute call on Tuesday or Wednesday 10 AM?
Here's the link to my calendar, feel free to make an appointment:

Follow-Up Best Practices

Use a multichannel approach

First of all, you have to know your audience well to know which channels they prefer.

Although you should stick to their favorite mode of communication, it's a good idea to use various methods.

Email marketing is perceived as less intrusive than cold calling, but, both these strategies have their own benefits. Phone calls are more personal, and they can help you increase awareness and familiarity.

So, one of your follow-up steps should be making an appointment with your prospects so that you can explain your offer in more detail.

Autoklose has an integrated calendar option, which means that your prospects can access your calendar, see when you're available, and book a call or meeting with you directly from the email.

When it comes to follow-up emails, there's one more thing to be discussed.

As you're dealing with businesspeople who send and receive as much as 125 emails a day or even more, your message might end up in an avalanche of unopened emails.

You can bring this issue up, and suggest some kind of solution, such as sending them priority emails or adding something specific to the subject line that will make your message stand out.

Use Social Media as a Communication Channel

Besides these traditional marketing channels, social media is also an excellent way of getting in touch with your prospects and establishing meaningful outreach.

If you respond to and re-tweet their tweets, tag them in your posts, comment, and answer their questions, you will strengthen your relationship with them.

This way you'll boost your engagement and warm your prospects up which will result in your improved open, click-through, and response rates.

The fact that your prospect wants to be contacted via email doesn't mean that you shouldn't suggest connecting on LinkedIn, Twitter, or even Facebook, especially if you post articles or share some valuable resources there that they can benefit from.

After opening this channel of communication, you can also show interest in your prospect's online activity by liking, sharing, or commenting on their posts.

However, make sure not to cross the line by being too intrusive or coming off as a stalker.

Define the Next Step

A phone call or a meeting with a prospective client that went well should never end with "talk to you soon" or "we'll get back to you".

This means that you'll have to wait for them to ping you, and that's a very unpleasant and vague situation. In order to avoid this, try to schedule your next meeting by asking your prospect when they're free and sending them an invite right away.

If they're asking for a proposal, insist on making an appointment during which you'll review it together.

This is a clever move as the perfect moment to define the next step is during a successful discussion. All it takes is a little push in the right direction.

There's no need to hesitate and delay, so strike while the iron is hot.

Touching Base is Counterproductive

Many salespeople make the mistake of calling or contacting their prospects simply to check in and stay on their radar.

This is a bad idea because the only reason to reach out should be when you've got something to say or offer.

Calling or emailing only to remind them of yourself or your company is annoying, off-putting, and can only deter your prospect even if they were initially interested in doing business with you.

Instead of that, what you should do is read what your prospect and their company say on LinkedIn or Twitter, and see if there's something that you can offer your advice on or help with.

That would be a legitimate reason to call and still not reek of desperation.

Whenever you can't clearly state why you're calling, without beating around the bush and being vague, don't call.

However, it's worth noting that in certain cases, for example when you're waiting for your prospect to make up their mind about your offer, it's actually good to give them a nudge.

Leverage Social Proof

There's no better way to follow up with your prospects than by including social proof in your follow-ups.

Your prospects are busy professionals and don't have much time to try and find out what others say about your company on the internet. But, you can bring them all those raving reviews and positive feedback so that it's the first thing that captures their attention when they click on your email.

Modesty isn't the best policy when it comes to marketing, and it's even better when somebody else praises you.

Take advantage of:

- ➔ Customer testimonials, success stories, as well as reviews;
- ➔ Expert reviews of your products or services provided by distinguished and renown professionals from your niche;
- ➔ Celebrity social proof is extremely powerful, as household names instill a sense of trust and credibility;
- ➔ The number of people who use your products or services in a way vouches for their quality, so telling your prospects that "10,000 satisfied customers recommend your brand" will invoke the right reactions;
- ➔ Credible certifications that prove that you're a successful and respected company based on certain estimates – include Capterra or G2 Crowd badges, for example, if you have them.

Avoid Common Mistakes

- ➔ **Know when to let go.** If your prospects ask you to remove them from further follow-up emails, do it immediately. It gives a clear message they are not interested in your proposal and you won't change their mind no matter how persistent you are. Thank them for their time and move on.
- ➔ **Create a new email thread for each follow-up.** This will make sure your email doesn't get marked as spam so easily. Also, with each new email, you will leave the impression of starting from scratch and the client might feel less uncomfortable by not responding sooner. New threads make more room for experimenting with different subject lines and calls to action.

- ➔ **Don't send passive-aggressive emails.** Even after 5 follow-up emails, you should be as polite as if it was the first one. Sending frustrated emails will only decrease your chances to get a response. Don't take it personally and keep a positive tone.

How to Create a Balanced Sales Cadence

Being persistent but not pushy is the holy grail of every salesperson and marketer.

According to different sources, and based on our own experience, it takes somewhere between five and 15 touchpoints to qualify a viable sales lead. And most sales reps give up after only two.

Finding the right balance between being persistent and being a pain in the neck is something that many sales reps still have to practice, and that's what a well-thought-out sales cadence can help them with.

What is a sales cadence?

To put it simply, a sales cadence is a sequence of different sales activities and methods whose main idea is to establish a contact with a prospect, engage them, and nurture them into becoming your customer.

What's also an indispensable part of any sales cadence is a timeline, that is, a frequency of these activities.

In our experience, you should use the Autoklose Always Running Campaigns and follow up with your prospects until they respond, sign up for your service, download your eBook, schedule a demo, or unsubscribe.

This unlimited and endless sequence of emails will make sure that you keep on reminding your prospects about your offer, and at the same prevent that a prospect gets the same follow-up email more than once.

If you're still wondering what the purpose of a sales cadence is, here are four extremely important things about it:

- ➔ your leads won't slip through the cracks of your CRM
- ➔ it allows you to create predictable revenue
- ➔ your sales team will have an established framework they can follow
- ➔ your leads will move to the next stages of the funnel and towards closing deals.

In order to create the right sales cadence, bear the following factors in mind.

Who's Your Target Audience?

The first step in building your sales cadence is identifying who your target audience is and establishing your buyer personas – these could be VPs, C-level execs, different managers, and directors.

It's clear that you can't have the same cadence for every buyer persona.

For example, what works for C-level execs is a greater number of personalized emails with fewer phone calls. On the other hand, when it comes to managers and supervisors, your cadence should consist of an equal number of emails, phone calls, and social media touchpoints.

Also, it's worth noting that as for different business models, B2B can successfully leverage the sales cadence method and benefit from it greatly. On the other hand, B2C businesses might find cold outreach to be a more suitable strategy, especially those in high-priced niches.

The Channels of Communication

A good sales cadence includes a variety of different channels of communication with your prospects – emails, phone calls, voicemail, LinkedIn's InMail, or social media direct messages.

This way you'll be able to identify what each of your prospects prefers and use the information to fine-tune your sales cadence and focus on that particular medium.

The industries with shorter sales cycles and smaller deal sizes are better off with a more aggressive approach such as phone calls right away.

On the other hand, if your sales cycles are longer and deal sizes larger, then you should start gradually warming up your prospects through email marketing and social media messages, and then introduce a more aggressive medium like the phone.

In some cases, a sales cycle can last for a couple of months or even an entire year, as the whole process needs lengthy research, meeting, and budgeting phases.

By setting up a sales cadence, you can significantly speed things up and decrease your sales cycle.

What's the Ideal Duration and the Spacing Between the Activities?

When we're talking about the duration of your sales cycle, we're referring to the length of your sequence from the very first touchpoint to the last one.

It usually lasts somewhere between two and four weeks.

In other words, you shouldn't for a shorter sequence because that way you'll fail to properly engage your prospects and get them to respond or make their first move.

Spacing is the time gap between contact attempts and it's crucial for making your sales cadence effective and yet not spammy.

Generally speaking, you should start with an introductory email and a follow-up call. After that, you need to give your prospects some breathing space and send an email every other day. Add phone calls and social media messages, for versatility and a comprehensive approach.

While there are different opinions on how to structure a successful sales cadence, Max Altschuler, CEO of Sales Hacker, suggests the following timeline:

- ➔ day 1 – email/InMail
- ➔ day 3 – an email in the morning, a phone call in the afternoon
- ➔ day 5 – a call in the morning, a call with a voicemail in the afternoon
- ➔ day 7 – an email in the morning, a call with a voicemail in the afternoon
- ➔ day 10 – an email in the morning, a call with a voicemail in the afternoon.

This is just one example, and you should A/B test your cadence to see what works and what doesn't.

Of course, you can take a more aggressive approach, and structure your cadence in the following manner:

- ➔ day 1 – an email in the morning, LinkedIn connection request with a note
- ➔ day 2 – a phone call in the morning; if there is no response, call in the afternoon
- ➔ day 3 – a highly personalized email in the morning, a phone call in the afternoon
- ➔ day 5 – a follow-up email with different added value, a LinkedIn message in the afternoon
- ➔ day 7 – a phone call in the morning and in the afternoon. In case there's no answer, leave a voicemail
- ➔ day 10 – a break-up email in the morning in which you ask for permission to follow up. A text message in the afternoon.
- ➔ day 12 – a LinkedIn message in the morning, a phone call in the afternoon.

- ➔ day 14 – a phone call in the morning and in the afternoon. If there's no response, leave a voicemail.
- ➔ day 15 – a phone call in the morning, a breakup email in the afternoon.

In order to additionally jazz up your approach and make it personal, it's a good idea to include personal video to some of your emails. Luckily, with Autoklose you don't have to be tech-savvy in order to record, edit, and attach your video to your email.

Our integration with Vidyard makes the entire process as simple as possible.
The Autoklose Email Campaign Management paired with our Email Sequence Templates for different business situations will help you build and schedule your sales cadence properly.

Besides that, we've recently introduced the Autoklose Template Analyzer which will help you avoid spam words and phrases in your emails, as well as provide you with useful tips on how to optimize your campaigns for the best results.

Craft the Right Content for Your Cadence

It stands to reason that you won't send the same message every time you're reaching out your prospects. The success of your sales cadence heavily depends on how you craft and tailor your content to every segment of your audience, the channel of communication, as well as to every single attempt.

As for the very email copy, trying to blatantly make your prospect feel guilty for not responding you is a big no-no. You can use witty remarks and humor, but try not to cross the line.

We've mentioned **the break-up email** as it's an effective way of generating FOMO and a sense of scarcity, so here's an example that you can use in your cadence and get your hesitant prospect to finally respond:

Although I'm still deeply convinced that [your product] is something that will help you grow your business, it seems that our professional relationship has run its course before it even began ☹

If you're having some second thoughts, let's have a quick call and I'll show you why I believe that [your product] can be exactly what you and your business need.

Here's the link to my calendar, so pick the time slot that works for you and let's grab an online coffee and discuss things. LINK

Hope to talk to you soon,

[Your name]

When it comes to the content that you can send your prospects, again versatility is the way to go.

Think about what would resonate with every segment best and don't send something just for the sake of it.

Another big no-no is sending the same content all the time. And never send content packed with fluff, that is article or posts from which your prospects can't find out or learn anything new. Only helpful content that they can actually put to good use in order to solve some of their issues will do.

Also, there's no need to limit yourself to your own content only – somebody else's content which your recipients can benefit from is always welcome. That way you'll also show that you genuinely care about helping them and that making a sale isn't your first and foremost goal.

Include different content formats, and create ebooks (check out our B2B-Sales Handbook and find a lot of firsthand advice and tips on different sales tactics), infographics, webinars, blog posts, videos, case studies, customer testimonials, or anything that you think your prospects might find useful.

As you can see, creating a cadence is a must if you want to have a viable sales process that can help you nurture, qualify, and convert leads.

The trick is in monitoring the performance of your campaigns closely and tweaking the content, frequency, and communication channels based on the analytics.

With Autoklose, you'll always be in the know when it comes to your rates, as our granular analytics gives you a detailed insight into how your campaigns are performing in real-time and allows you to polish and tweak them.

Chapter 5 Examples of Email Templates That Generate Responses

An email campaign is 6 times more likely to give you a click-through than a tweet, says Campaign Monitor.

Yes, all these stats show that email rules from every point of view. Its cost-effectiveness and success rates are real clinchers and the reasons why salespeople pin their hopes on this strategy. And yet, many of them fail to get decent results.

More often than not, their open and click-through rates are extremely low which is why they put all the blame on email marketing.

But, the truth is that our email inboxes are full of less-than-impressive sales emails which prompt us to mark them as spam or unsubscribe.

One of the main culprits behind this discrepancy between some of these official stats and real-life experiences of our fellow salespeople lies in the poorly composed sales email copy.

Our clients frequently ask us what they can do to improve their sales email templates, so let's dive into the subject.

1. Cold Outreach Examples

You need to be very careful with cold outreach because it's important to make a killer first impression. There are a couple of methods that can help you overcome the awkwardness of emailing someone for the first time and offering them your product or service.

Use relevant and compelling questions in your subject lines as they're great attention-grabbers:

Example 1

SL: Need more high-quality leads?

Hi Mike,

Establishing a steady flow of high-quality leads is essential for the growth of any business, and we all know how challenging this process can be.

These challenges and how to overcome them are the topics that I'm going to tackle in my free upcoming webinar "7 tips for Using LinkedIn for Lead Gen".

Join me and I'll share with you my experience together with a lot of actionable tips that can help you start growing your contact list right away.

Sign up here: LINK.

Best regards,

Shawn

Founder & CEO, Autoklose

Mentioning some of the most common pain points in your niche and formulating them as questions is a surefire to get noticed, as that insinuates that you're about to present your recipients with a solution.

Of course, this strategy will work only if you deliver what you promise.

Otherwise, that will be the first and the last time that they open your emails, not to mention that such tricks will result in a high unsubscribe rate.

When it comes to targeted cold outreach, here's an example of a quick but effective meeting proposal from the Autoklose template database:

Example 2

SL: Autoklose + [Company]

[First Name], hope you're having a great week so far.

I had a chance to look at your [Website] and thought it might make sense for us to connect. I work with over 50 organizations from your vertical like [Case Study 1] and [Case Study 2] to ensure they successfully deploy the sales automation process.

When will you have 15 minutes this week for a quick call?

Regards,

[Name]

This email allows you to attract your recipients' attention by mentioning how you can help them.

Similarly, another template from our database available to all Autoklose subscribers revolves around your recipients' interests and clearly indicates that its purpose is educational:

Example 3

SL: Let me show you something awesome

Steven, I've had a chance to browse through your website and it seems that your company could greatly benefit from using Autoklose.

In order to take full advantage of this great product, it is essential that you know how to implement it, and that's why I'd like to offer you a free demo that will guide you through all its features and functions.

It's pretty simple.

Just follow this link, register, and request your free demo: calendly.com/autoklosedemo

Have a great day,

Adrian, Head of Sales

Referencing a common connection is another pretty clever way of making your cold outreach work**.**

Ask your existing customers and contacts whether they would mind your mentioning them with this purpose, and they even might provide you with their connections who might be interested in what you have to offer:

Example 4

SL: Shawn Finder recommended I reach out to you

Hi Tim, I was having a conversation with Shawn Finder the other day, about sales automation, and he mentioned that you were actively searching for a solution to automate your business.

That's exactly my company's area of expertise, so I believe that you can really benefit from using Autoklose.

It would be my pleasure to show you how it works and how to make the most of it.

Pick a lot in my calendar and book a demo with me directly whenever it suits you: calendly.com/autoklosedemo

Talk to you soon,
Vedran

2. Trigger Events Examples

It's important to research your prospects and always know what happens in their companies if you want your email outreach to be successful.

Trigger events or different reasons to reach out such as promotions, new fundings, various company announcements, or even their recent social media update.

Touching base just for the sake of it isn't a good idea, as your prospect will be left wondering what the purpose of your call is.

These trigger events serve as an excellent opportunity to get in touch with your prospects.

Example 5

SL: Congrats on your new position

Hi Ved, I see that you've been promoted to Head of Marketing Department, and I'd like to congratulate you. I'm sure that you invest a lot of hard work in everything you do.

You're in for a lot of great things and challenges too. Should you need any help regarding email marketing, feel free to contact me.

It would be a good idea to have a quick call very soon, as I'm sure I can offer you some really valuable advice.

Pick a date and book a call with me on the following link: calendly.com/autoklosedemo

Let's keep in touch,
[First Name] [Title] [Company]

Another way to connect with your prospects is by offering them your help and providing immediate value.

The following template does a big favor to your prospect because it points out to an error that needs to be fixed, and it offers a solution:

SL: Your website is awesome but…

Hey [First Name], I've stumbled across your [Website] the other day, and I must say that it looks really great.

It's visually appealing and full of interesting and educational content (like those case studies). I already referred your company to some of my friends that might need help with [Job-to-be-done].

However, my wording in the opening sentence of this email was purely intentional. Namely, I found you only by accident.

That's something that can seriously damage the growth of your business.

In other words, you need a sound Search Engine strategy that will put your website among the top search results and bring it closer to your prospects.

Here's the link to my [Calendar], let's have a quick discussion.

Best,
[Your Name]
[Title]
[Company]

3. Leverage Common Interests

Personalization plays an important role in email marketing, so by finding out a shared interest with your prospects is a good way to connect with them and build rapport. Again, you need to use all available sources, including their website, social media profiles, and mutual connections.

Although this may sound like stalking, it's actually a very resourceful method of learning as much as possible about your prospects and understand them better.

Here's an example which illustrates how to leverage you're your mutual interests without being creepy:

Example 6

SL: Who's your favorite tennis player? 🙂

Hey Shawn, I checked out your [LinkedIn Profile], and I noticed that you used to be a pro tennis player. How cool is that? I'm also a big fan, and I play every now and then.

Wouldn't it be great to have a meetup/tennis match with a couple of other sales professionals?

Or, if that's too far-fetched given our busy schedules, let's book a meeting to discuss how we can help each other's companies grow and hit more targets.

Here's the link to my calendar, so make an appointment and we'll talk: calendly.com/autoklosedemo/demo

Cheers,

Tom

4. Promote Your Content

Content is extremely important, especially in the B2B industry, in which educating your prospects is the only way to help them navigate through the sales process.

So, promoting your latest blog post on a relevant topic is something that your prospects will definitely appreciate.

Here's a fragment of our recent email template used to promote a blog post about the summer slump and ways to beat it. Notice the question about a common seasonal pain point our prospects face. The email also contains a teaser in the form of bullet points, which illustrates some of the things discussed in the blog post:

Example 7

SL: Are you experiencing a summer slump?

Nataly, summertime and the livin' is easy, right? Not so much for sales reps who can't hit their targets.

July and August are particularly slow for many businesses, and this slump heavily affects their bottom line. But, don't sweat it because we have you covered!

Our latest blog, 6 Ways to Boost Your Sales During the Summer Slump, features a lot of actionable tips that will freshen up your existing marketing strategies and help you achieve your sales goals, even when your prospects are more interested in sipping margaritas on the beach than closing deals.

Here are a couple of tips to show you what you can expect:

** automate your marketing and sales efforts*

** give old deals one more chance*

** prevent scheduling conflicts*

** the out-of-the-office message is out of the question*

You can read more on the following [Link].

While you're there, check out other blog posts and find proven advice on how to generate more leads, come up with killer emails subject lines, and improve your sales, among many other things [https://autoklose.com/blog].

Happy reading.

P.S. Always be klosing with a K.

5. Who Viewed Your Profile

Here's another sneaky tactic that will help you connect with people who viewed your LinkedIn profile but failed to send you a connection request. You can use a humorous remark as an effective icebreaker:

Example 8

SL: What did I do? 😕

Hi [First Name], I see that you visited my LinkedIn profile yesterday and you didn't send me a connection request. Hope that you didn't find me too boring. 😉

Anyway, I still think that you should give me a chance because from what I can tell from your LinkedIn, we can have a lot to talk about, given that both of us are in sales.

How does that sound?

[Your Name]

6. Follow-Up Email Templates

Follow-up emails can make a big difference.

That's why Autoklose pays great attention to this element of email marketing by providing you with a number of high-converting, customizable follow-up email sequences for various business situations.

You can schedule as many of them as you like, and pick the time interval between each follow-up.

Here are some of them:

Example 9

SL: Last call [First Name]

[First Name] I noticed you never scheduled a time for our chat and wanted to try one last time. As you can see, I'm pretty persistent.

I really hope we can jump on a call this week to discuss potential synergies. If I don't hear back from you, I can't promise I won't try again 🙂

You can use the link below to book the time that works for you best:

calendly.com/autoklosedemo/demo

Stay well,
[Your Name]

Example 10

SL: Don't you feel bad for me yet?

Hi [First Name], I emailed you 4 times, called you once, but never gave up like Tom Brady in the second half of that famous Super Bowl. I hope you can appreciate my persistence as I believe I can be of assistance.

All I need is 15 minutes of your time and I actually booked off the entire week for you. 🙂

You can use the link below to book the time that works for you best. My calendar: calendly.com/autoklosedemo/demo

Have a great day,
[Your Name]

Example 11

SL: [First Name], you can't fault me for trying

[First Name], you are a salesperson.

I'm sure you'll agree with me that persistence is the key to success. The reason I'm insisting on this 15-minute meeting is that I'm convinced both you and I could create a great, profitable synergy.

Click on the link below to pick a free slot in my calendar and let's connect this week: calendly.com/autoklosedemo/demo

Best regards, [Your Name]

7. Elicit a Response

Many times you'll see that your prospects' opened your email, but for some reason, they failed to reply.

This can be extremely frustrating because you have no idea whether they just forgot to do so because they were busy, or they ignored you on purpose – for example, your offer didn't strike a chord or they didn't see any value in it.

But, hey! Not everything is lost. Remember that they still opened your email in the first place which means that they were intrigued by your subject line and wanted to see what you offered.

So, in case you failed to interest them enough, you can spark the conversation again by highlighting the top benefits of your product or service:

Example 12

SL: How about boosting your revenue?

Hi John, I see that you opened my previous email but failed to respond.
It's ok, I know that you're busy. As a matter of fact, Autoklose can help you a lot with that.
If you decide to give it a try you'd be able to:

- *Automate and personalize your sales emails down to the latest detail in no time*
- *Save up to 5 hours a week per sales rep*
- *Allow your prospects to schedule meetings with you effortlessly without having to email you back and forth until you agree on a date*

And these are just a couple of time-saving features. We've got a lot more, so click on the link to my calendar below to schedule a demo with me when it works for you (see how it's super easy!) and I'll be happy to walk you through the platform and show you how to work smarter and not harder, and close more deals.

Vedran,

CMO of autoklose.com

8. Break-Up Email

After you've exhausted all other options to engage your prospects who have been inactive for some time, here's your last resort – a break-up email. This way you'll offer them one last chance to become your customers. If that doesn't work, then it's definitely the time to remove them from your contacts.

Example 13

SL: Tell me where I stand

Hey [First Name], we have the practice of closing files of prospects who we don't hear back from within a period of time.

I know that you're super busy, and that's why I'd like to check with you first before I close your file.

If you're not interested in automating your sales process, let me know, and I'll close your file.

If you're interested, let's move on to the next step.

Book a demo on the following link, and I'll show you what Autoklose can do for you: calendly.com/autoklosedemo/demo

Cheers!

[Your Name]

9. Out-of-Office Emails

Out-of-office emails are a must, especially if you have long-lasting relationships with customers that need a prompt response. It would be very unprofessional to just leave without explaining why you aren't answering.

You also don't want to be stuck in the office on your last day before vacation trying to figure out how to set and write an out-of-office email.

Example 14

[Your Greeting]

Thank you for your email. Unfortunately, I will be out of the office from [Date] to [Date] and will have limited access to email.

In my absence, please contact [Name] at [Email]. I will respond promptly to your email once I return on [Date].

Best,

[Your Name]

Example 15

[Your Greeting]

I will be out of the office this week. If you need assistance while I'm away, please contact [Name] at [Email].

Best,

[Your Name]

Example 16

[Your Greeting]

Your message is important to me and I will respond as soon as possible. In case of an urgent matter, feel free to call me at [Phone Number]

Best,

[Your Name]

Lead Generation Out-of-Office Emails

Just because you are away, it doesn't mean you can't inspire others to take action. Use the end of your message for a call to action, whether you want your recipients to sign up for a course, read your latest blog, promote a demo, get involved in your business community…

This type of email can be perfect for driving sales, promoting your content and escaping the typical out-of-office email form.

Example 17

[Your Greeting]

I have very limited access to my email and will be back in the office on [Date].

For assistance please contact my colleague [Name] at [Email].

In case you want to learn more about our new [Service/Product]…

…check out our customer reviews and comments [Link to customer testimonials or case studies].

…visit our website and sign up for a free demo [Link to demo sign up]

…read our FAQ page and get some answers [Link to FAQ page]

Thank you!

[Your Name]

Example 18

[Your Greeting]

This message is automated since I won't be in the office until [Date]. I will get back to you as soon as I come back.

Luckily, our resources are always there so in the meanwhile you can get familiar with our newest article on [Name and link of the article]. I bet you will find it useful and inspiring.

Speak to you soon,

[Your Name]

Out-of-Office Emails With Gifts

People love free things. Once they receive a cold automatic out-of-office email it would be nice to surprise them by adding a little something unexpected. It can be anything from a free ebook, download of your latest case study, or a code for a trial version of your product.

Your customers will feel less frustrated with the fact they can't reach you at the moment and you will get an opportunity to share and promote your work.

Example 19

[Your Greeting]

Thank you for your email. Unfortunately, I will be out of the office from [Date] to [Date] with no access to email.

While I am gone, feel free to contact [Name] at [Email]. I will respond promptly to your email once I return on [Date].

Fortunately for you, I have included a free ebook/case study/download code that you will enjoy.

Best,

[Your Name]

Event Promotion Out-of-Office Email

In case you are visiting a conference or a business event and that is the reason for your absence, just say it. You can use the opportunity to promote the event with people of the same industry or let them know you are a speaker as well, thus engaging in a bit of self-marketing.

Example 20

[Your Greeting]

Unfortunately, I am out of the office until [Date]. I will be speaking at [Event Name and Location].

In case that is close to you, feel free to drop by and connect. I will be sharing some pretty interesting thoughts on [Topic].

Best,

[Your Name]

How to Handle the Most Common Sales Objections

It's worth noting that no matter how hard you try to convince your prospects to give you a chance, sometimes you'll hit the wall and hear that dreaded "That's all great, but…"

Truth be told, at least 50% of our prospects are just not a good fit for what we are trying to sell, and there is not a lot we can do to change that.

Here's how you can recognize and disqualify such bad prospects so that you and your team don't waste time trying to nurture them.

But well-qualified prospects usually have objections too. And we are not talking about excuses some prospects make in order to brush you off, which you can easily recognize.

To know how to handle relevant objections when they appear, can make a huge difference in your sales pitch.

1. It's About Money

Most objections have something to do with your prospects' budget or your price. Make sure that you're ready for this important conversation from the very beginning, many prospects you get in touch with will probably want to discuss it during your first talk.

To handle this kind of objections effectively, you should start demonstrating the unique value of your offer as soon as you get into prospecting, and let your potential customers have a clear and timely insight into all the benefits they get if they decide to purchase from you.

When the prospect says that your product/service is expensive, you have to focus on the context to make sure you know what they are implying. It is a good idea to give your prospects some time to object and voice their concerns, which you can listen to and help summarize.

You may conclude that your prospect sees the value of your product but just can't afford it at the moment. The prospect might be having cash flow issues, or they might have burned all of their yearly budgets, so you can postpone the deal arrangements for later. If they see the unique value of your offer, and you nurture this prospect through, closing the sale after the finances are ensured shouldn't be the problem.

But, the chances are high that your prospects simply don't understand the unique value your offer brings, so you've got to provide them with something they can relate to in order to get the idea.

A good way to try to reverse this objection into opportunity is to:

- ➔ use a case study of a company which has made substantial progress with your help,
- ➔ show your prospects specific examples of how your product/service will solve a problem for them,
- ➔ provide your service for free, during a limited time, so that your prospect could ease the pricing pressure and make sure they are aware of all the benefits firsthand.

2. I Need to Check With My Boss

Often, the objections are related to the authority or ability to make a purchase.

Your prospect can tell you that they are not authorized to sign your sale, or that they need to convince/consult their team/boss.

Surely, this is when you need to find out who the decision-makers are and get them in the room too so that you can hear about their concerns and address them. It is a good idea to try to arrange a meeting right away.

But sometimes, insisting on talking to the team can be a sign that your prospect is procrastinating with making a decision. Then, you need to follow up with your questions and find the true reason behind this procrastination and address it.

It may be they still don't see the value of your offer, so you should adjust your value proposition and check the first step in which we discuss how to help your prospect understand the value of your offer.

But, there's something else that you can do before you even get into this kind of situation.

Reach out to a decision-maker directly.

Now, this can be complex because their contact information isn't readily available.

But with Autoklose and its huge, searchable database filled with millions of clean, verified B2B leads, all you have to do is narrow your search down to decision-makers and contact them right away with your proposal.

That way you won't have to pitch your offer to someone who doesn't have the authority to make a decision.

3. It's Not Our Priority

This one is often used as a shrug-off line and an excuse for something else. Professionals can always find some time to talk about methods to grow their business faster or earn more money, so that is exactly what you need to give them.

Your prospects, at the moment, simply don't realize that they need you, and if you still want to make some progress with them, you need to make your way up their top-priority list.

Make them understand all the benefits they will get, focus on the part of the bargain which will help them make more profit faster, as that will definitely capture their attention.

So, instead of talking about all the great specs and features of your product or service, make sure to stress how it can help them solve their biggest pain points.

4. I'm Using a Different Solution

Great. Half of your job here is done – your prospect is quite aware of their needs.

And you are quite aware your prospect won't just go to their current service provider and ask to cancel their deal.

But even if they're locked in a certain deal, you shouldn't give up because they will have you in mind once they're a free agent in search of a service provider.

All you can do is provide them with information on how you differ from your competitors and what extra value will you bring to the table.

Make sure to follow up with them on a regular basis to inform them about your latest upgrades and stay on their radar.

5. I Haven't Heard About Your Company Before

Which just might be the case.

So, you need to provide your prospect the relevant information concerning the nature of your business and your offer, so they can find a reason to continue your communication.

Watch out for their next reaction and see how you can interest them in hearing more about the benefits of your product or service.

To be completely ready for this kind of encounter, you need to prepare well in advance and research your prospect in detail so that you can pinpoint their pain points accurately and align your offer with them.

The more you know about them, the better you'll present your offer. Not all your prospects have the same pain points, needs, and interests, which is why your every pitch has to be highly personalized if you want it to work.

6. We Are Doing Great in That Area

Maybe they truly are, but still, things can always get better.

That's why you need to get more information about a solution they are using for the challenges they face.

You might notice an opportunity to add an extra value to your offer, by differentiating your company or your service/product from your competitors – an extra feature or another payment option, whatever makes your customer tick.

This is the moment where you should rely on your sales skills to convince your prospect that you're the best option for them.

If you need more ideas on how to unleash your inner salesperson and nail your sales pitch even if your prospect seemingly doesn't need your assistance at the moment, check out our blog post on what makes a great salesperson, which was co-written with the help of our LinkedIn community.

7. You Don't Have This Feature

Do you?

This objection is a clear sign of what your prospect needs from you, as well as when it's the best time to continue your conversation.

You can ask for the kind of features your prospect is looking for and see if you can offer something similar.

However, in case you don't have a particular feature, it's a good idea to ask your existing customers whether they would find that particular feature useful. If their feedback is positive, then you should consider updating your product and adding it.

After you do that, reach out to the prospect who objected to your product not having it and ask them whether their expectations have been met now that you can offer them exactly what they need.

This new feature will also be great for convincing your free-trial prospects to finally make a purchase, given that you've delivered added value. Similarly, you can use it for upselling purposes and offering your existing customers to switch to a more advanced subscription plan.

8. I Don't Like Contracts

Strange as it may seem, this can be one of the objections that you might encounter.

Some people just don't like to be locked in contracts, even if they are more affordable.

Instead of trying to convince them to make an exception, try to offer them a month-to-month plan during which they can test your product/service and offer them a lower price if they go for a long term commitment.

9. We Don't Have Time Right Now

Your prospect may really be too busy with other challenges which need to be addressed urgently, or just don't have enough mental energy to think another offer through.

If this is the case with your customer's objection, you just need to follow up and catch your prospect in the right moment, so you could make your unique value proposition.

If you happen to hear this one, make sure to secure another follow-up, by letting them know that you'll reach out in a week or two, so that they can expect your email or call.

It would be even better if you could schedule the next meeting during which you'll have their undivided attention and an opportunity to present your product's benefits.

However, since this isn't always the case, Autoklose has the next best thing – an automated scheduling option.

Our integration with Calendly, a meeting scheduling tool, allows you to create a link to your calendar and add it to your emails, website, or even email signature so that your prospects can easily and seamlessly book a meeting with you without having to email you back and forth until you agree on the right time slot. With this integration, your prospects can simply click on the link to your calendar, pick the time slot that suits them, and book a meeting.

Absolutely hassle-free.

10. I've Had a Bad Experience With This

Prospects who have had a bad experience with a product/service similar to the one you are offering can sometimes be reluctant to close the deal, but this doesn't necessarily have to be the end of your conversation.

You can ask them to tell you more about their previous experience and try to understand their pain points.

If you show them empathy (which is one of the most common traits among all the great salespeople) and put an emphasis on the way your product/service is different, you can overcome this objection.

Social proof, such as your existing users' reviews or testimonials, can help you present your company in a more credible and trustworthy light, which can be of critical importance when it comes to the prospects who tend to be suspicious due to their past negative experiences.

11. It's Too Complicated to Use

Your prospects can have doubts about whether they will be able to use the advantages of your product/service.

You can try to find out what are the specific features that are giving them trouble and remind them of your customer support when there is a need for a practical guide through certain issues.

However, in order to overcome this objection, it's best to provide your confused prospect with the links to your knowledge database.

You do have one, don't you?

Offer them a list of all the relevant topics in the form of blog posts, videos, and how-to guides that they can read and solve any potentially confusing issues.

Apart from blog posts and videos on all the relevant topics regarding the use of Autoklose, we also have a database of articles which address frequently asked questions by our existing users, so that our prospects can always check the setup manuals and see how it's actually easy to configure everything and make the most of our sales automation platform.

Having an effective onboarding process is a must. Check out our blog post on the topic and learn how to create it.

12. I Can Find This Product/Service Cheaper

If you hear such an objection, you will have to dig into it a bit deeper, if you hope to move things forward.

Don't even think about reducing your price. Instead of that, it's a good idea to know your competitors so that you can easily explain the difference in the quality or features between your and their product to your prospects.

Again, insisting on the value which your offer provides is the best way to overcome such an objection. If your prospect still insists that your price tag is hefty, even after you've explained to them why your product offers more features and better value for money, it's a sign that they're not serious and that you shouldn't be wasting your time with them.

Email Templates for Overcoming Prospects' Objections

As you can see, there are a number of reasons why your prospects might try to reject your offer.

Previous examples mainly concern face-to-face communication, which is why we've singled out 3 most common email sales objections and created templates to help you deal with them.

1. Lack of Need

SL: Check out your competitor X

Hey Name,

Since we last spoke, I took the liberty of researching your competitors and the solutions they use to offer better service. One of them particularly grabbed my attention, as they can [name their capability.]

I believe that this particular [feature/functionality] could give you a competitive edge and our company can help you make it happen.

How about having a quick call about these latest developments this week?

You can use the link below to book the time that works for you best. My calendar: LINK

Have a great day,
[Your Name]

2. Lack of Urgency

SL: I crunched some numbers

Dear Name,

I had an opportunity to analyze a financial model for the partnership with a company similar to yours. It turns out that they experienced a huge increase in their bottom line during the first 6 months we worked together.

To be more precise, they made [X% more] than before we started our partnership.

I compared all this with your data and expectations, and according to my calculations, the project will bring you [$$$] within the same time frame.

Let's have another call and see how this works for you.

Schedule a meeting with me this week: [link to your calendar]

3. Lack of Trust

SL: I'd also be cautious if I were you

Hi Name,

I absolutely understand that you might be having second thoughts about working with a fairly young company like us.

But, I'd like to tell you that one of the best and most positive experiences we have had so far was with [a respectable company that used your services].

They gave us a chance [X years ago] while we were still a budding company, and this partnership helped us learn so much.

But, they had benefited from our relationship too. As a matter of fact, their CEO told us [a quote from a review/customer success story/testimonial that provides a fact about how your company contributed to your customer's growth]

If you'd like to discuss how we can draw from that experience and help your business, that would be great.

Book a call with me on this link: [link to your calendar]

CHAPTER 6: If You Can't Measure It, You Can't Manage It

OK, so far we've talked about different approaches, tactics, strategies, and tricks to help you master the skill of creating successful email outreach.

But, how can you know whether it's successful or not if you don't monitor and measure it?

That's why, this chapter will be all about different ways to stay on top of your outreach, as well as analyze, scale, and optimize it.

Luckily, Autoklose comes with powerful analytics and reporting features that allow you to keep track and fine-tune your email marketing efforts in real-time.

How?

- ➔ **Access your campaign stats instantly.** Track your sent, delivery, open, click-through, reply, and bounce rates. Easily predict customer engagement patterns and behaviors, and identify the exact moment when your leads are sales-ready.
- ➔ **Know what works and what doesn't.** Our detailed reports enable you to keep track of how each email and each member of your team is performing. Filter the stats for each campaign and team member, and see the results in black and white.
- ➔ **Zero in on the highest converting message.** Go through comprehensive stats compiled and analyzed by Autoklose, and identify the winning subject line, body content, and high performing campaigns. Revolutionize your A/B testing and optimize your campaigns with Autoklose.

We recently upgraded our Dashboard and made out analytics even more granular. Now with just a glance, you can identify:

- ➔ **Top 3 Warmest Prospects.** The prospects with the highest activity engagement, which means that they are most likely to convert. This stat represents the number of points that are assigned to each recipient based on their activity and interactions with your emails.
- ➔ **Top 3 Clicked Links.** This value shows the most popular links, that is, the ones that performed best. What we're talking about here is the number of unique clicks on a single link across all your campaigns up to date.

- ➔ **Top 3 Converting Templates.** This stat helps you identify the best-performing email template across all your campaigns. Top 3 highest converting templates are those with the highest response rates. Only custom templates will be accounted for – predefined sales and marketing or blank templates won't be shown in statistics. This means that you need to create a new, custom template first, save it for future reference, and then use it in your campaign.
- ➔ **Top 3 Warmest Job Titles.** The number of contacts holding a particular job title across all your campaigns, that have come through DataUnlimited.
- ➔ **Top 3 US States.** The number of contacts from a particular U.S. state across all your campaigns that have come through DataUnlimited.
- ➔ **Top 3 Companies.** This value refers to the companies based on the number of contacts across all your campaigns that have come through DataUnlimited.
- ➔ **New recipient statuses.** Now Autoklose can identify the following responses: **out-of-office, autoresponse, unsubscribe, and negative reply.** Autoklose is not only capable of detecting that a recipient is out of the office and labeling it as such, but also identifying the date of their return to work from the email itself. We also improved the existing autoresponse and unsubscribe detection, so that these automatic replies won't be included in your response rate stats, and you won't have to worry whether your email will accidentally be sent to a recipient who unsubscribed. Finally, we added negative reply detection, which means that you'll be notified when a prospect says that they're not interested in your emails or that they don't need a product. This new functionality will filter out negative replies and prevent them from being mistaken as a sign of engagement and interest on the part of your recipients.

What Are the Most Important Email Metrics You Should Track

Before you can enjoy the benefits of email marketing, you need to get your message across effectively.

And the only way to know whether all those email campaigns you launch have any impact on your audience is to track key email metrics and transparently see what works and what doesn't.

The first step is setting your goals, such as **generating more leads**, **turning leads into buying customers** or **growing your customer base**, and detailed analytics will tell you whether your emails are helping you achieve them.

1. Open Rate

Simply put, the open rate indicates the percentage of recipients who open a particular email.

This metric is not considered to be completely reliable, and the best way to make the most of it is to treat it as a comparative metric.

In other words, the open rate makes sense if you send a different message to the same list two or more weeks in a row and compare the results.

The thing is that this metric is obtained through an image embedded in the email, that is if it's displayed, but many email clients block automatic image loading which means that your results won't be precise since some recipients will open your email, but this won't be tracked because the image was blocked by their email client.

Nevertheless, don't neglect your open rates, and improve them by creating killer subject lines, as well as paying attention to preheaders.

2. Click-Through Rate (CTR)

This parameter shows the percentage of recipients who clicked on a link in your email. The click-through rate is one of the most important metrics, and marketers heavily rely on it to calculate how each individual email performs.

CTR provides you with a valuable insight into how many prospects interact with your content and are willing to find out more about your product or brand.

You can take this a step further by using a tool like Rebrandly URL Shortener. By doing this, you will be able to gain in-depth click analytics so you know exactly which links are performing and driving traffic back to your site.

It's essential to use A/B testing and find successful ways of getting your audience to click on your links.

To improve your CTR, you need to come up with several versions of the call-to-action copy for each campaign and test them until you find the one that clicks with your recipients.

3. Conversion Rate

This one is the holy grail of email marketing. Your every email has to have a clearly defined goal, such as for your recipients to sign up for a free trial, read your new blog post, or purchase your product or service. The conversion rate is the percentage of email recipients who completed the desired action.

Again, your CTA plays an important role for this metric as its wording and design can make a big difference.

However, it's always a good idea to emphasize that phrases consisting of action words should be used such as register for our webinar, read our new blog, or grab a discount.

The conversion rate practically sums up how effective and successful your overall marketing efforts are.

4. Bounce Rate

The bounce rate is actually the percentage of emails that couldn't be delivered. A high bounce rate is, obviously, a very bad thing and it's usually the result of a poorly managed contact list.

We should distinguish between two types of bounces – soft and hard.

Soft bounces happen when a recipient's inbox is full, or when there's a temporary server issue or something like that.

In such situations, the recipient's server might still deliver the email once the problem has been solved, but in case this doesn't happen you should re-send the email. If the same happens again, then we're talking about hard bounces.

Hard bounces occur when you send an email to a closed, non-existent, or invalid email address.

Make sure to remove such addresses from your contact list because if you keep on sending emails to them, you might be marked as a spammer by the internet service providers.

ISPs tend to use closed email addresses as spam traps, and if your emails end up in these traps frequently, your reputation can be ruined.

That's why it's essential to clean your database regularly (as we've mentioned a couple of times in this e-book) and with Autoklose you won't have to worry about all these problems, because it detects potential issues and sorts them out by putting hard bounces in **the "Don't email" folder.**

5. ROI

Our Largest Sales Glossary defines ROI as **a metric used to evaluate the profitability of an investment. In other words, it allows businesses to calculate how much net profit they generated in comparison with the amount invested.**

When it comes to a return-on-investment rate of your email campaigns, it tracks how successful they are in terms of cost-effectiveness.

In other words, this metric shows you how much you earn in comparison with how much you invest.

It’s relatively simple to calculate your overall ROI – subtract all the costs of an email campaign from the total campaign revenue, then divide the result by the same cost.

After that, multiply the result by 100, and there you are.

It’s worth mentioning that email marketing boasts the highest ROI of all channels, and that it’s extremely cost-effective. If done right, it can generate a very decent profit without a hefty investment.

So, now that you know what to track and how to do that, it’s time to learn how to improve your metrics.

What Is A/B Testing and How It Can Help You?

Also known as split testing, this is a method of comparing two different versions of the same web page, email copy, subject line, or anything else that you want to test. It helps you determine which variant performs better, based on your audience’s response, and improve your marketing and sales results.

This is how our Sales Glossary defines A/B testing.

Just like any other strategy, email marketing requires a great deal of tweaking, adjusting, and fine-tuning.

It’s hard to hit the sweet spot on the first attempt, so you’ll have to be persistent and try until you identify what works and what doesn’t, and pick the best performing subject line, copy, CTA, or any other element.

And when it comes to email marketing, the devil is in the detail, which means that you need to pay attention to every word you use as your word count is limited and there's no room for long-drawn-out essays and narratives.

In a nutshell, you need to be concise and to the point.

The trouble is that there are numerous options to choose from and not much time.

Bur with an A/B test, which is like a litmus test that allows you to easily compare two versions of the same element and determine which one stacks up better, you can easily and effectively pick the best performing email element or version.

How to Perform an A/B Test?

The first is preparing two emails that differ in a certain way.

The elements that differ might be their subject lines, email copy, CTAs, or any other element that you want to test.

You need to be careful that you make changes to only one element at a time – if you change more than one element you won't be able to determine what caused an increase (or possibly a drop) in your statistics.

However, if you want to ensure that your test is relevant, you need to understand how to craft every particular segment of your email.

Then you form a list of addresses and randomly send these two emails. The results of responses will show you which test email is more effective and appealing to your prospects.

How Are A/B Test Emails Sent to Recipients

Autoklose comes with an A/B testing feature to help you make educated decisions.

Contacts in your campaign will be split as evenly as possible, and then each variant will be sent to approximately 50% of recipients.

The system chooses who gets which variant randomly; for example, if you have a list of 100 contacts in your campaign, the system will automatically send the version A to 50 and the version B to the other 50 contacts.

This will only work if you add your recipients in batches, as for a single contact, the variant will always be A.

Email steps are split up randomly and each step is randomized independently from each other, so if the Step1 variant was A, it doesn't mean that the same contact gets the A variant in the following steps as well.

Since A/B testing is random, you won't know who receives which template variant upfront. You will be able to see who received which email only after both emails have been sent.

Our recommendation is to add a short list of people for testing templates. 100 to 200 people is a large enough test sample.

How Is the Winner Email Chosen?

The winner email will be automatically chosen after 30 days based on the email performance, or you can manually change the number of days you want your test campaign to run before the winner email is chosen.

The most important statistic that affects the process of choosing the winner email is the number of replies; the second most important one is the number of clicks; the number of opens comes last in the order of importance.

You will get a detailed email report about the performance of each variant, and also the system will mark the winner email.

Tips and Tricks

To conduct your A/B test campaign in the most effective manner and avoid common mistakes, you need to follow certain rules and best practices of proper A/B testing.

Carefully choose what elements you want to test depending on your key performance indicators (opens, clicks, replies):

- ➔ Subject lines/calls to action/offers
- ➔ Body text
- ➔ Added value for your prospects

Each of these elements (and many others) is equally important because it can help you convert.

Let’s go deeper and see how they relate to your KPIs.

1. Open Rate

Your first goal is to get your prospects to actually open your email and read what you have to offer.

Craft your subject line to perfection and make sure you invest as much time as you need to make it as catchy and compelling as possible.

Delivery time is also important if you want to A/B test properly.

Narrow down the most likely times when your prospects will be going through their inboxes.

Autoklose has the ability to adjust sending times based on different time zones for each individual campaign.

2. Click Rate

Too many links in the email body can lead to bad consequences and your email might land in your recipients’ spam folder.

Use only trusted links for your email content and avoid URL shorteners.

3. Reply Rate

This is the hardest part – how to get your prospects to reply to your email, and of course, give you a positive response.

Adjust the content length - you don’t want to bore your prospects with endlessly long email body, but on the other hand, maybe your prospects actually like to have it all explained in one email.

Since this isn’t a one-size-fits-all answer, what you should do is try both versions and see what works best for you!

Use the right tone and wording, make your email fun to read and give all the necessary information.

Formatting your email body is also important – short and scannable paragraphs are easier to read.

Social proof is also something you want to include and test as some studies show that people will be more likely to do business with you if they see recommendations from trusted field experts.

Drop a few names occasionally but don't overdo it.

Also, don't forget to do the following:

Carefully choose your testing subject lines

- ➔ Pick a group of prospects you want to include in your A/B testing (for example 100 of them, as that number is enough for getting results in just a few days.)
- ➔ Make the groups as equal in size as possible; you can also evenly distribute recipients according to their job title, location, seniority level, etc. That way, variations in these factors will have a minimal impact on your results.

Give yourself enough time to test

A/B testing should be conducted over a certain period of time in order to achieve satisfying statistical significance.

If you test your campaign for a too short or too long period of time, you won't be able to tell whether the results are really significant or you will lose valuable time.

Bear in mind that there is no guarantee that your efforts will bring satisfactory results, but you should give your test campaign enough time to produce results you can work with.

Don't drop everything or stop testing if one of your test campaigns fails, or stop testing after a successful one. Test your winning version against a new one, as that way you will have the most optimized version to use in your future campaigns.

CHAPTER 7: Join the Community

The key is to keep company only with people who uplift you, whose presence calls forth your best.

This quote by Epictetus can be applied to many areas of your life, and particularly to your professional development.

So, make sure to surround yourself with the right people who can help you grow and thrive.

We'll help you by sharing a list of sales leaders to follow and pick up valuable tricks from; a list of communities to join; and a list of useful free resources and tools that can help you craft your outreach.

Top Sales Leaders to Follow

These people have achieved a lot in their careers, and you can learn a lot by following them on social media and reading their books and the advice they give.

Everything they talk about has been drawn from their own experience, and they're more than willing to share their success stories and helpful tips.

Dan Martell

Being a serial entrepreneur, an angel investor, and a SaaS business coach, Dan Martell has a lot of successes and failures under his belt.

The fact that some of his early startups were failures turned out to be a valuable lesson, and he gladly shares what he has learned over the years in business.

He does weekly YouTube videos in which he discusses different strategies to help entrepreneurs scale their businesses and explains to them how to run their team for the best efficiency.

Twitter: twitter.com/danmartell

LinkedIn: linkedin.com/in/dmartell

Website: danmartell.com

Jeff Haden

Jeff Haden is one of the top LinkedIn influencers, and besides being a keynote speaker and the Inc. editor, but what sets him apart and makes him a must-follow leader is his extensive sales background.

His advice can be very helpful if you're struggling with your motivation, so Jeff wrote his bestselling book "The Motivation Myth: How High Achievers Really Set Themselves Up to Win."

So, follow him if you want to develop and tweak a competitive, high-performing mindset that will help you to excel in sales, as well as in other fields of work.

Twitter: twitter.com/jeff_haden
LinkedIn: linkedin.com/in/hadenjeff
Website: jeffhaden.com

Jill Konrath

Being a globally recognized sales strategist, bestselling author, and a keynote speaker, this lady should definitely be on your "sales leaders to follow" list.

Her 250,000 followers on LinkedIn and more than 140,000 blog readers indicate that Jill does an exceptionally good job.

Want to learn how to close more deals, sell to big companies, and find your place under the sun in an overcrowded and competitive sales world?

Check out Jill's Twitter, LinkedIn, and website.

Twitter: twitter.com/jillkonrath
LinkedIn: linkedin.com/in/jillkonrath
Website: jillkonrath.com

Matt Heinz

Are you big on smarketing?

If the answer is yes, then Matt Heinz is your man – sales and marketing alignment is his specialty, and he can help you step up your game.

His tips can do wonders for accelerating your revenue growth by improving your demand generation efforts, pipeline, retentions, and renewals.

In case that the answer to the first question is no, then change that ASAP and leverage the benefits of this powerful tactic with the help of valuable tips and tricks provided by Matt Heinz.

Twitter: twitter.com/heinzmarketing
LinkedIn: linkedin.com/in/mattheinz
Website: heinzmarketing.com

Max Altschuler

If you're struggling to grow your business, knowing that Max Altschuler, Founder & CEO of Sales Hackers, Inc. and VP of Marketing at Outreach, has also had his fair share of obstacles and challenges is a comforting thought.

He shares his tips and tricks on how he overcame them and made it on a daily basis, so make sure to follow him on social media and attend the conferences in which he's one of the speakers.

Twitter: twitter.com/HackItMax
LinkedIn: linkedin.com/in/maxaltschuler
Website: saleshacker.com

Mike Kunkle

Mike Kunkle is a renowned sales enablement and sales training expert.

He frequently talks about the latest sales enablement trends and performance improvement.

Being a corporate leader and consultant for 24 years, he has managed to hone his skills and help different companies increase their revenue growth dramatically.
No doubt that he's one of the influencers every sales rep should follow.

Twitter: twitter.com/Mike_Kunkle
LinkedIn: linkedin.com/in/mikekunkle

Koka Sexton

Koka Sexton's LinkedIn profile describes him, among many other things, as the Creator of Social Selling.

And that's exactly why you need to connect with him on every social channel right away. The man practically invented this tremendously popular and effective sales method, and you bet he regularly comes up with interesting insights and provides his expertise on how to leverage your network for closing more deals.

Apart from being the pioneer of social selling, Koka has worked for social media software giants such as Hootsuite and LinkedIn.

Twitter: twitter.com/kokasexton
LinkedIn: linkedin.com/in/kokasexton
Website: kokasexton.com

Kendra Lee

KLA Group, the company Kendra Lee founded, states that they believe that sales is not an art – you can successfully learn it and become an expert.

Just like Kendra, who specializes in helping companies acquire more customers through sales prospecting and lead generation, generate more revenue, and successfully expand.

As she's a renowned keynote speaker, you can follow her work offline too by attending industry events and conferences.

Twitter: twitter.com/KendraLeeKLA
LinkedIn: linkedin.com/in/kendralee
Website: klagroup.com

Tibor Shanto

If you'd like to learn how to better execute your sales process, make sure to start following Tibor Shanto.

He's a B2B sales execution specialist, who started out like your regular sales rep and later advanced to leadership roles with the likes of Dow Jones and Reuters.

With his help, companies can reduce the sales cycle, boost close ratios, and experience double-digit growth.

So, check his digital channels regularly if you want to pick up some really good tips and tricks on how to optimize your sales process.

Twitter: twitter.com/TiborShanto
LinkedIn: linkedin.com/in/tiborshanto
Website: tiborshanto.com

Jack Kosakowski
Social selling and sales innovation are Jack Kosakowski's main fields of expertise.

"My goal each and every day is to add value to someone else's day." And that's exactly what he does on his social media outlets, blog posts, and in conferences.

As the CEO of Creation Agency, he works with sales and marketing teams on the optimization and automation of the sales funnel. With his help, many companies manage to warm up and nurture their B2B leads and push them down the funnel.

If crushing your sales and the bottom line is your goal, make sure to use Jack's advice.

Twitter: twitter.com/JackKosakowski
LinkedIn: linkedin.com/in/jackkosakowski1
Website: jackkosakowski.com

Jeffrey Gitomer
Jeffrey Gitomer is a big name in sales.

The man who wrote The Sales Bible and The Little Red Book of Selling plus the other ten bestsellers is a must-follow.

His sincere, no-nonsense, and inspirational approach to sales shows in his highly valuable and interesting blog posts.

It's a good idea to have the King of Sales among your LinkedIn connections and people you follow on Twitter.
Twitter: twitter.com/gitomer
LinkedIn: linkedin.com/company/buy-gitomer
Website: gitomer.com

Aaron Ross
Aaron Ross is a bestselling author and co-founder of Predictable Revenue.

If you want to explore outbound acceleration and sales process automation, then you'll find plenty of resources on Aaron's social media channels.

"Of course you want more revenue, but what good is it if it isn't predictable?"

This quote by Aaron Ross sums it all up and tells you how you can benefit from connecting with him on LinkedIn and Twitter.

Twitter: twitter.com/motoceo
LinkedIn: linkedin.com/in/aaronross
Website: predictablerevenue.com

James Muir
James Muir is an expert in B2B sales and a bestselling author.

His book The Perfect Close is a valuable resource for every sales rep out there, as it offers straightforward, simple, and yet effective tips for closing your sales successfully.

He also specializes in helping healthcare organizations optimize their workload and finances.

Twitter: twitter.com/B2B_SalesTips
LinkedIn: linkedin.com/in/puremuir
Website: puremuir.com

Jeb Blount
Jeb Blount, CEO of Sales Gravy, is a sales acceleration specialist.

If your sales cycle is sluggish, Jeb's advice might save the day.

He has also authored nine books on prospecting, sales, leadership, and customer experience. As a sales coach, he helps sales leaders achieve and maintain a high-performance sales culture.

Jeb loves sharing his knowledge and expertise with the community, and he's a popular podcaster and keynote speaker.

Twitter: twitter.com/salesgravy
LinkedIn: linkedin.com/in/jebblount
Website: jebblount.com

Jennifer Gluckow

Jennifer Gluckow describes herself as a "true NYC broad with sales moxie."

And indeed, this lady is a sales trainer and well-known New York Times bestselling author, whose strategies are fast, straightforward, and responsive.

She often discusses the 212 strategies from her book "Sales in a New York Minute," and you can pick up a lot of good and actionable tips from her.

Twitter: twitter.com/JENinaNYminute
LinkedIn: linkedin.com/in/jennifergluckow
Website: salesinanyminute.com

Morgan J Ingram

Morgan's job and passion is to help and motivate sales teams with the right techniques and tactics.

He also hosts the SDR Chronicles, a podcast on which he explores motivation, tactics, and skills essential for every sales development rep. Being one himself, Morgan knows how this process works and is very well acquainted with all the obstacles standing on the way to success.

That's what makes his advice valuable – he's speaking from the role of someone who shares the same struggles and wins as the rest of the SDR community.

Twitter: twitter.com/morganjingram
LinkedIn: linkedin.com/in/morganjingram
Website: morganjingram.com

Shawn Finder

Shawn Finder, founder, and CEO of Autoklose has been in sales for more than 15 years.

He still gives demos and likes to get in touch with prospects, as that's how he can learn more about their pain points and try to find a solution.

That's how the idea about Autoklose was born – Shawn himself, as well as his customers, needed a tool that could automate the sales process and speed it up.

He shares a lot of valuable content on his social media channels, initiates interesting discussions, and offers his advice in numerous webinars he hosts with other sales leaders.

Twitter: twitter.com/autoklose
LinkedIn: linkedin.com/in/shawnfinder
Website: autoklose.com

Gary Vaynerchuk

Gary Vee doesn't need any particular introduction, because his name most certainly rings a bell even if you're a sales noob.

His intense and no "BS" approach to entrepreneurship, sales, marketing, and life might not be everybody's cup of tea, but he's undeniably a leader from whom you can learn a lot about growing your business.

His "hustle and grind" attitude is infectious, so make sure to watch his YouTube videos and webinars.

Twitter: twitter.com/garyvee
LinkedIn: linkedin.com/in/garyvaynerchuk
Website: garyvaynerchuk.com

Mark Birch

Mark Birch is an enterprise software tech developer as well as a sales exec.

His idea to bring B2B sales professionals closer and help them share, learn, and network with their peers resulted in starting the Enterprise Sales Forum.

Being a techie – Mark graduated from Boston University with a degree in Science in Electrical Engineering, he promotes the idea that software development is crucial for innovation.

Twitter: twitter.com/marksbirch
LinkedIn: linkedin.com/in/marksbirch

Adrian Chow

Adrian Chow is one of a kind salesman.

He managed to raise over $1B in sales for the companies he worked for during his career.

With countless closed deals under his belt, Adrian is the right person to follow and learn from.

If you can't find a way to generate a consistent flow of customers and grow your business, check out Adrian's social media channels and you'll definitely get a couple of good ideas.

At the moment, he's Executive VP of Sales in Autoklose.

LinkedIn: linkedin.com/in/adrian-chow-28489472
Website: autoklose.com

Mark Hunter

"The only good sale is the one that leads to the next sale."

This on-point quote by Mark Hunter gives you a hint as to why you should follow him and what you can learn.

In other words, he can help you acquire and retain the best prospects.

With more than 20 years of experience, Mark focuses on teaching salespeople how to close at full price and avoid the trap of discounting their products and services all the time.

Twitter: twitter.com/TheSalesHunter
LinkedIn: linkedin.com/in/markhunter
Website: thesaleshunter.com

Richard Harris

With over 20 years of experience as a sales advisor and consultant, Richard Harris has adopted a relaxed, conversational style of selling.

His idea is that the sales process is a transition that sales reps and their prospects have to make – starting as strangers, then becoming acquaintances, and finally trusted business allies.

And that's what you can learn from him. So, if "make friends, not sales" sounds like an interesting concept, follow Richard on social media and take a page from his book.

Twitter: twitter.com/rharris415
LinkedIn: linkedin.com/in/rharris415
Website: theharrisconsultinggroup.com

Bob Perkins

Bob Perkins is an acclaimed inside sales innovator who founded AA-ISP, a global sales association, in order to connect sales leaders and prompt them to share their experiences, exchange ideas, and discuss challenges.

His video channel, the Inside Sales Studio, provides great content every week and discusses the latest inside sales trends and topics relevant to inside sales leaders.

Twitter: twitter.com/rperk10
LinkedIn: linkedin.com/in/perkinsbob
Website: aa-isp.org

Sean Sheppard

If you're running a struggling business, then there's so much that you can learn from Sean Sheppard, an entrepreneur who has developed and grown a number of early-stage companies across different markets.

Building a pipeline packed with high-quality leads and constantly improving it, as well as creating predictable revenue are top challenges as well as among the most important factors which determine the success of a company.

And that's exactly what Sean specializes in.
Twitter: twitter.com/seanasheppard
LinkedIn: linkedin.com/in/seansheppard
Website: growthx.com

Steve Richard

Being a sales coaching and conversational sales specialist, Steve Richard can show you new ways of doing things in sales.

In his webinars, he tackles different topics that every SDR can benefit from.

So, if you'd like to know how to book more meetings, how to use sales enablement to your advantage, or how to prevent your deals stale out, Richard knows the answers, and he's more than willing to pass on his broad knowledge on these and many other topics.

Twitter: twitter.com/srichardv

LinkedIn: linkedin.com/in/saleskickoffspeaker

Website: execvision.io

John Barrows

John Barrows is a top sales trainer who helps sales reps reach their full potential and peak performance.

He offers the right guidelines, talks about different tactics and strategies, and mentions different sales tools and platforms which will make your job and life much easier.

By following John, you'll get the advice you need to make your business thrive and sell more efficiently.

Twitter: twitter.com/JohnMBarrows

LinkedIn: linkedin.com/in/johnbarrows/detail/contact-info

Website: jbarrows.com

Noah Kagan

You've probably heard about Noah Kagan, employee #30 at Facebook, #4 at mint, and the taco-loving founder of Sumo and AppSumo.

His YouTube channel announces that there are lessons from an 8-figure founder on how to start a business, grow it, or improve your marketing.

Check out his social media channels, and you'll be in for tons of growth hacking tips, the latest sales, and marketing trends, best practices, and a lot of fun.

Twitter: twitter.com/noahkagan
LinkedIn: linkedin.com/in/noahkagan
Website: okdork.com

Phil Gerbyshak

Phil Gerbyshak's effervescent personality and energetic approach to sales will definitely convince you that you can make it if you try hard and motivate you to do so.

He's a sales expert, a keynote speaker, and a popular author whose additional specialty is networking.

This means that he'll teach you how to use LinkedIn to create and nurture meaningful and lucrative connections with your prospects.

As he's big on social selling, you can also pick a couple of tricks from that field as well.
Twitter: twitter.com/PhilGerb
LinkedIn: linkedin.com/in/philgerb
Website: philgerbyshak.com

Brian Halligan

Brian Halligan is the Founder and CEO of Hubspot.

Need we say more?

Not really, but we will as he's a sales influencer from whom you can learn a lot about running a business and making it successful – Hubspot made almost $115 million in revenue in Q1 2018.

Twitter: twitter.com/bhalligan
LinkedIn: linkedin.com/in/brianhalligan
Website: hubspot.com

Top Groups to Join and Expand Your Knowledge and Reach

There's no better way to build your brand and establish a strong online presence than by joining different groups and communities, and contributing to them with your tips and advice.

We've compiled a list of different useful groups and communities on various social media networks so that you don't have to waste time exploring which ones are worth joining and participating in.

Facebook

1. Sales Pitches Galore -7,500 members

This group might come off as pretty unorthodox given that it seems to have no rules, but you can actually meet some really cool people and read tons of useful stuff that you can later implement in your strategy. Keep an open mind and join it!

2. Millennial Entrepreneur Community - 74,000 members

This community consists of people from all over the world who have their mind set on making an impact and succeeding in business. It's organized in such a way that you'll be prompted, challenged, and encouraged to actively participate and tweak your mind for success and growth, both personal and professional.

3. Sales Talk With Sales Pros – 78,000 members

Want to learn how to close like a champ? Then, this group is the place where you can hone your skills and see how you stack up against some serious sales pros. You can bet that almost 80k people joined this community because it's really worth all the hype and buzz that surrounds it.

4. Sales Professionals Group – 38,000 members

As its name suggests, you can find sales professionals from different niches in this group. There are all walks of sales life from door-to-door salespeople to B2B sales reps. In other words, you can learn tons of new tricks no matter what your specialty is.

5. Small Business Big Thinkers – 4,500 members

Running a small business can be tough, and that's why you need all the community support and help you can get. This group is the right place to be if you want to share your wins and losses, and improve your business strategy with the valuable input from other CEOs and biz leaders.

5. Kingpinning – 38,000 members

If you're into e-commerce sales, then this group can help you create a thriving business and make some serious profit. You can expect to engage in productive discussions, read inspirational posts, watch educational videos, and hear the latest news and industry buzz.

LinkedIn

1. Sales, Marketing, Social Media, Advertising, and Technology Innovation Network – 547,000 members

This is one of the largest LinkedIn communities where you can learn and share the best practices, ideas, advice, and tips, and leverage the synergy of sales, marketing, social media, advertising, and tech innovation. What's great about this group is that you can find relevant information about every aspect of running a successful business and connect with experts in the field.

2. Sales Best Practices – 311,000 members

The name says it all – tap into the best sales practices and learn how to sell your heart out. Sales prospecting and development, cold calling, productivity tips, the best tools, and software, as well as team management, are some of the topics frequently discussed in this group.

3. Business Development – The Missing Link Between Marketing & Sales – 310,500 members

Discussions in this group revolve around improving your sales and being successful in different markets with the help of marketing, PR, and communication. Learn how to master business development and harness its power for the growth of your business.

4. Sales Management Executives – 310,500 members

Sales management execs are one of the most important people in every company, and yet they frequently struggle with the lack of training, mentoring, and professional development. This group wants to change that and offer resources for bridging this knowledge gap and help sales management leaders connect with their colleagues.

5. The Sales Association – 99,500 members

The aim of this group is to connect sales business professionals from different industries all around the world and provide them with the aggregated knowledge necessary for growing their businesses.

6. Sales & Marketing Executives – 247,000 members

Back in 2015, this group was the award winner for the "Best LinkedIn Group for Chief Sales/Marketing Executives." What sets this community apart from all the others is the fact that it doesn't allow sharing content. The idea behind this rule is to promote productive and valuable conversations and interactions among the members.

7. Inside Sales Experts – 59, 500 members

If you're in Inside Sales and want to exchange ideas and information with other execs, this group is a perfect place to start. Again, this community is dedicated to sparking meaningful conversations and encouraging discussions, which means that there's no self-promotion or content-sharing.

8. Sales Hacker Community – 12,000

The specialty of this group is B2B sales. If you have any questions or want to find a way to prosper in this niche, you can get in touch with well-versed professionals in this area and learn from the best. Here, you'll get valuable insights into how to optimize, automate, and accelerate your sales process and hit your quota.

9. Sales Management Association – 42,500 members

Salesforce effectiveness is the main goal of this group. It's a forum for professionals in sales operations, sales enablement, sales leadership, and other functions whose role is to support the sales force. Besides enabling online discussions and chats, this group also hosts regular meetups, conferences, and regional events in an attempt to help sales management leaders connect and polish their sales skills.

10. Sales and Marketing Alignment – 156,000

Smarketing alignment is an essential and yet commonly neglected factor for ensuring successful prospecting, nurturing, and closing. This community is all about offering tips, techniques, and advice for helping sales and marketing work together effectively.

Slack

1. Women in Sales

A growing number of women have been looking for their place under the sun in the sales industry, and it's crucial to encourage and support them. By joining this Slack channel, saleswomen from all around the world can support and learn from each other on their way to success in a traditionally male-dominated industry.

2. CRO Growth Hacks

We all know that conversion rates are vital to the growth of any business. This Slack group deals with the optimization of conversion rates and hacks that can foster growth. You can learn about SEM, SEO, email marketing, business strategies, and other useful tactics that can help you convert successfully.

3. SalesStack

This is a community dedicated to solving problems, discovering new technologies, and growing your career in sales. It also features a bi-weekly productivity newsletter. Both you and your team will benefit from numerous revenue development tips.

4. SaaS Community

If you're a SaaS founder or professionals, this Slack community will offer you valuable resources for growing your business. The main idea behind the SaaS Community is sharing knowledge and best practices.

5. Conversion World

Lead generation and driving more conversions is at the core of every successful business. Conversion World takes a data-based approach to these two processes and provides you with the latest analytics and tips backed up by hard data so that you can make educated decisions.

A List of Free Tools to Help You With Your Outreach

Just like automating your email outreach is essential for your productivity, efficiency, and the success of your efforts, there are various useful tools that can come in handy when it comes to creating, polishing, and testing your subject lines, copy, and other elements of your email campaigns.

1. TestSubject

We've already mentioned the importance of a well-crafted and catchy subject line. Now, it's also important how it's displayed on different devices - to achieve your goal and make sure that it's punchy enough, it has to be shown in its entirety on every screen.

This useful little tool shows you how your subject line and sender name displays on commonly used mobile devices and email clients as well as how your pre-header text looks like.

2. Emotional Marketing Value Headline Analyzer

Do you know what an emotional sale is?

According to our Sales Glossary it's sales approach that heavily relies on evoking strong emotions in prospects. It can be done either by generating excitement around a product or service or by tapping into the negative emotions like fear of failure or anger over a poor customer experience with another brand.

That's why this free tool is so valuable. You can check whether your headlines are more on the intellectual or empathetic side, and tweak them based on what you want to achieve.

3. SubjectLine

To check the overall effectiveness of your subject lines, use this free online tool and see how your efforts stack up.

What's cool about this tool is that you will not only be able to see your score, but also get an explanation regarding your lost points. That way you can work on your subject lines and make them more successful.

4. Autoklose Template Analyzer

Although it's not a tool that can be used on its own, the Autoklose Template Analyzer is of crucial importance for eliminating spam triggers from your email campaigns.

Besides that, it will also give you different suggestions on how to improve your subject line, email copy, signature, and other elements of your emails.

As a result, your emails will be spam-free, which means that your deliverability and online reputation will be stellar. Besides, the tips and advice you get while creating your campaigns will make sure that your emails are engaging, compelling, and relevant to your recipients.

5. Hemingway App

KISS - keep it short and sweet - is the best approach for your sales emails.

However, more often than not, most of us tend to get carried away and start writing long, elaborate sentences that are hard to read and digest.

Hemingway is an online tool that will help you make your copy concise and improve its readability.

6. Zapier

Zapier allows you to connect your different apps and streamline your workflows easily. Autoklose comes with this integration, which means that you'll be able to connect more than 1,500 different apps with your Autoklose account through Zapier and automate your email marketing efforts.

7. Canva

Apart from being relevant and interesting for reading, your emails will perform better if they're visually appealing.

Canva can help you easily create aesthetically pleasing visuals even graphic design is Greek to you.

8. Zoom

OK, once you manage to reach your prospect and get them to schedule a meeting with you, it's a good idea to use a simple tools for meeting.

With Zoom, you can ensure compatibility - as there's nothing to download and install, your prospect can simply follow the link to your chatroom. Moreover, it's possible to have a meeting with several people as well as to record it.

SDR to SDR Tips and Tricks

Sales development representatives (SDRs) are equally important as those who finalize all the deals and get your prospects to actually sign. These hard-working sales teams are standing in the wings and never have to hit sales quotas.

Their job is to do the prospecting part of sales, setting up qualified meetings and demos, optimize the sales process, and practically identify and create sales opportunities.

We've talked about the importance of this discipline with some exceptional sales leaders and entrepreneurs and the main question was:

What are the most important tasks that you think SDRs are not doing?

Here's what they said.

Jill Konrath, Author, Keynote Speaker and Founder of jillkonrath.com

Figuring out "how to sell" dominates an SDRs mindset—which it should. Yet they'd achieve greater success if they spent more time learning about their buyer's goals/objectives, their status quo relevant to what they sell, challenges/issues, why changing is worthwhile and how decisions are made.

Mike Kunkle, Vice President of SPARXiQ

I still see far too much of a product- and feature-based prospecting approach, and far too little of a buyer-oriented, problem-focused approach.

The lack of domain expertise, business acumen, and the inability to "speak the buyer's language" and tailor messaging based on the 1) **persona/role**, 2) **likely challenges and opportunities**, and 3) **outcome/metrics that matter most**, is hampering not only the success of SDRs but our profession. There certainly are pockets of excellence and I get that it is a difficult and often under-appreciated role, but we should be putting far more seasoned (or far-better educated and trained) people in the SDR seat.

Aaron Ross, Co-CEO of Predictable Revenue™ Inc.

1) They do not make enough phone calls of any kind,

2) they don't invest the time to become comfortable and expert at phone calls (such as role-playing and training), and

3) giving up too easily on accounts.

Dianna Geairn, Founder of The Irreverent Sales Girl

Researching prospects for opportunities to personalize outreach. Then, engaging their natural genius to connect meaningfully with prospects in a way that uses the research and their own personality as a competitive advantage.

Steve Shauck, Global Director of GTM and Business Development Programs, Oracle

Preparation is the one that always comes to mind.

Why are you making that call, sending that email, reaching out via social means, etc. right now?

What are you going to say and why?

How can you help achieve their outcome?

SDRs (or any other XDR) must develop and be taught the skill of preparation, so they are prepared to speak the to the persona, know enough about the vertical to be considered credible, and have more than just an idea as to what the firm does.

Barbara Giamanco, Founder and CEO of Social Centered Selling

Following a process of asking for referrals. Referrals are proven to get you meetings quickly but few reps do it consistently.

Lack of personalization and relevance in sales messaging because reps are not doing their homework before reaching out to prospects. Generic messaging is easily ignored.

Opportunity qualification. Not everyone is a qualified buyer and SDRs often spend too much time trying to book meetings with people who do not fit your target buyer profile. SDR's should be booking meetings with the right buyers not just anyone with a pulse who says yes.

Kendra Lee, President of KLA Group

Make consistent calls.

It seems like reps prefer to send emails over calling.

I know you reach voicemail most of the time, but seeing that you took the effort to try to reach them by phone makes a difference with prospects.

That's especially true if they listen to your message. It will increase the likelihood that prospects will reply to your email, or take your call next time.

John Barrows, Owner of JBarrows LLC

Educating themselves to improve their business acumen.

I didn't realize until I was older how beneficial it was to be proactive about your business acumen and educating yourself on topics that executives care about.

Most young SDRs educate themselves on what their job function is and don't focus on the big picture of their career.

Wendy Weiss, President of ColdCallingResults.com

If SDRs are properly trained and have a specific, step-by-step process to follow, they will make fewer mistakes.

The step-by-step process needs to include conversation scripts, voicemail scripts, email templates and the proper timing and use of each of these elements.

When a company has a defined, step-by-step process that includes metrics and benchmarks for the process and for the outcomes, it is much easier to train a new hire and help them be productive quickly.

Max Altschuler, Founder and CEO of Sales Hacker

I think a lot of teams are lazy in their outreach and are lacking in their research of the prospect and their company.

These days between LinkedIn, the internet, and these new sales tools, you can run through **BANT*** and pre-qualify people before ever speaking to them.

Do that!

In our Sales Glossary, BANT is defined as an acronym for Budget, Authority, Need, Timing which is a lead qualification methodology based on determining whether a potential customer has the right budget, authority, and need to make a purchase as well as whether there's urgency.

Closing Words

All the strategies and tactics are tested and proven to work, but we encourage you to test them all and make your own Playbook.

As you know, practice makes perfect, and this e-book only attempts to give you enough ideas and reasons to experiment with your cold email outreach and find a sweet spot that will work for you.

Don’t take anything for granted!

Get out there and use everything you learned to present yourself and your company in the best possible light, but stay genuine and authentic. Your prospects, no matter who they are, will recognize and appreciate that.

So, use these tips and tricks to break the ice in your cold email outreach, but make sure to find your own tone and voice.