Reply



—"Kick off your outbound sales and setup new predictable revenue stream".

COMPREHENSIVE GUIDE ON HOW TO NAIL COLD EMAIL

2016

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INTRO

Sales processes are all about following up with your prospects. Whether they are ready to buy or not, it is highly important to reach out to them. However, constant sales-to-client follow up sequences without any strategy or plan can bring more harm than benefit.

That’s the problem our customer faced every day including hours spent on manual follow ups, mistakes based on human factor, in-consistency in cold outreach. To address this pain and eliminate it we built Reply — email prospecting and sales automation platform. Whether it’s inbound, outbound, trial or existing customer — we put your outreach on autopilot while still keeping each communication personal.

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BUILDING A PROSPECT LIST

Learn different strategies on building a high-quality super targeted list of contacts for your outbound email campaign.

OUTSOURCED PROSPECTING:
LEAD GENERATION TOOLS

Regardless of the strategy you choose, the first thing you need to identify is the source where you are going to find basic information about your potential customers. In most cases B2B sales professionals prefer LinkedIn and other social media to search for a certain type of leads. Using this source of data will give you an advantage of identifying decision makers in your target companies. It can also help you to enrich your leads with valuable information that can be used later to personalize your outreach.

However, many of us tend to forget there's plenty fish in the sea apart from usual LinkedIn or Twitter. Try using B2B databases for primary list building, blog comments can also be a resource to find targeted leads. In the end, pay more attention to Pinterest, an admitted emerging B2B leads source that is still to be discovered by marketers. Corporate websites can be a decent information provider in regards to contact's name and title. Dedicate several hours to creating a list with companies you want to consider and identify employees you are going to reach out to.

If you decide to use lead generation tools to collect your prospect list, use the best ones out there:

- Datanyze — to uncover, research and reach the right prospects
- Growthlist — a hand-curated list of 5,000 B2B tech companies
- SellHack — up-to-date information to find targeted prospects, build lists and verify emails

Feel free to access more tools and services on special conditions on our Sales Tools page.

IN-HOUSE PROSPECTING:
SEARCH FOR B2B CONTACTS AND EMAILS

Since you have a prospect list built according to your target potential customer audience, now it's time to search for their contact information across the web. While most of the lists you can buy online only contain general email addresses (such as info@domain.com, sales@company.com) that don't make any sense when it comes to cold outreach. The more impersonal email you have, the less chances are you will get any response. However, if, for certain reasons, you have only this kind of contact, make sure your first email will include asking to point you to the right person.

Nevertheless, here are several tools to use if you want to find anyone's email address in seconds with free of charge/freemium model:

- Name2Email — a Chrome extension that helps find out the business address
- Voila Norbert — an online service for locating b2b contact data
- SellHack — a super efficient plugin for social media account data
- EmailHunter — a plugin for corporate websites and LinkedIn, also shows a confidence percentage
- Datanyze Insider — a tool from a famous lead generator
- FindThatLead — another good plugin to search for emails

You can use each for once or use them in combination. Often does it happen that you need to use several tools to find one email address. But whether you have to use only one tool or all of them, you should also rely on your experience and intuition in terms of business email patterns and their look.

DATA VALIDATION

Having your email data found and collected to complement your prospect list makes only 50% of your success. The other half of it depends on how correct your data is. To make sure your email campaign works for you, not against, you need to verify email addresses. This is one of the key factors to your cold sales.

Before you have anything to do with open and reply rates, it goes about your deliverability. Incorrect emails carry danger as they result in bounces. The more bounced emails you have, the worse your server reputation is. Not to mention the more emails bounce, the less replies you have.

- MailTester — one of the best services out there to verify if your email address is correct
- FreeBulkEmailVerifier — a service that can validate a bunch of email addresses at once
- FreeEmailVerifier — another service for email verifying Kickbox.io: paid email verification service
- Kickbox.io — paid email verification service
- Proofy.io — pay-as-you-go instant email check

When you're done, go to People page and select Add - Import to upload your CSV prospect list (make sure you have it in UTF-8 format).

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WRITING PERFECT EMAIL COPY AND FOLLOW UPS

Inside you can find our best practices first-step and follow up emails, use it or create your own version for the best possible rates.

CREATING EMAIL COPY FROM SCRATCH

There are many ways to make your outbound email campaign successful. You can create it yourself, hire a professional to do this for you or use one of the ready-made templates all over the Internet to adjust it to your needs. No matter which option you would choose, make sure you follow the main rules of a killer sales email that guarantee you will have successful campaigns using email automation:

- It is short: focus on your main message and get it as straightforward as you can without being too informative. However, make sure you do provide the data necessary to define your offer and make it clear

- Add value now, pitch later: before selling anything make sure you build a strong connection with your customers, make sure that bringing value is your primary goal

- It talks about the benefit for the customer: briefly tell your prospects the main benefit of goods or service you want them to buy, keep the offer simple with no strings attached

- It is easy to respond: do not ask for too much, it is no good way to start a warm and trustworthy seller-client relationship

- Make it personal: sound like a human; there is no better way to generate a lead than referring to them personally

- Subject and body should be bonded: try to never forget that your subject should reveal the nature of the email and its main promise

BEST PRACTICE FIRST-STEP EMAIL TEMPLATES

Here's the email template used by the CEO of Datanyze that brought them a $2M investment:

> ***Looking for advice***
>
> *Hey <NAME>,*
>
> *I'm a first time entrepreneur and I'm trying to validate whether my idea is worth pursuing before investing too much into it. I was looking for experts in this space and your name came up several times, so I was hoping that you could give me your feedback on whether or not you think it might work.*
>
> *I built a prototype of a tool that can crawl millions of websites every day and see when somebody starts or stops using a particular web technology. For example, I can see when a website starts using <THEIR_BIGGEST_ COMPETITOR> and we can assume that they've just started a free trial.*
>
> *Do you think this might work? Please let me know if you think my idea is flawed – you will save me the several years that I'm going to spend building it :)*
>
> *Thanks,*
> *– Ilya*

A template recommended by sales pros at Close.io:

> ***quick request***
>
> *Hi [first name],*
>
> *My name is [my name] and I head up business development efforts with [my company]. We recently launched a new platform that [one sentence pitch].*
>
> *I am taking an educated stab in the dark here, however based on your online*

> *profile, you appear to be an appropriate person to connect with... or might at least point me in the right direction. I'd like to speak with someone from [company] who is responsible for [handling something that's relevant to my product].*
>
> *If that's you, are you open to a fifteen minute call on _____ [time and date] to discuss ways the [company name] platform can specifically help your business? If not you, can you please put me in touch with the right person?*
>
> *I appreciate the help!*
> *Best, Sig*

A template recommended by sales pros at Close.io:

> ***Looking for feedback. Will highly appreciate your help***
>
> *Hi Seth, Hope you are doing well.*
>
> *My name is Oleg and I am the Founder of Reply (http://replyapp.io) – an outbound sales automation platform. I found your contact while I was looking for sales leaders in the B2B space.*
>
> *I have an idea to launch a blog series that will cover our company going from 0 to $100M in total sales brought to our customers. We will be sharing how exactly our customers were able to build healthy outbound processes, what worked for them and what did not, and share our best practices on prospecting, cold outreach and modern sales approaches.*
>
> *So far we've helped our clients to generate around $100K while we were in beta (and we have quotes, case studies, etc. as proof). Most of our customers have already agreed to share their data with us anonymously.*
>
> *How do you like this idea?*
>
> *Thanks,*
> *Oleg*

“Twittable” cold email template from our best practices:

> ***a quick question***
>
> *Hey {FirstName},*
>
> *My name is Oleg. I found your startup on AngelList and really liked the idea.*
> *Quick question: what are your future plans in regards to attracting new users?*
> *I thought I may have some ideas for you. Let me know what you think.*
>
> *Oleg Campbell*

BEST PRACTICE FOLLOW-UP TEMPLATES

Here’s a bunch of follow-up templates proven to be highly engaging:

> ***a quick follow up***
>
> *Hi {First name},*
>
> *I’d like to check to see if you got my email.*
>
> *Kind Regards,*
> *Oleg*

One of the best follow-ups I’ve ever received:

> ***Does it make sense for me to follow up?***
>
> *Hi {Name},*
>
> *I hope you appreciate my professional persistence.*
> *I sent you an email last week to see if you’re looking for [your product or service value proposition].*

> *If you are, I would love to chat with you.*
> *If you're not, please let me know as well so I can stop disturbing you*
>
> *Cheers,*
> *Jessi*

And another one:

> ***just a friendly follow up***
>
> *Hi {FirstName},*
>
> *I just wanted to circle back on my email I sent last week about [your proposal].*
> *Let me know what makes sense as a next step, if any?*
>
> *Thanks,*
> *Oleg Campbell*

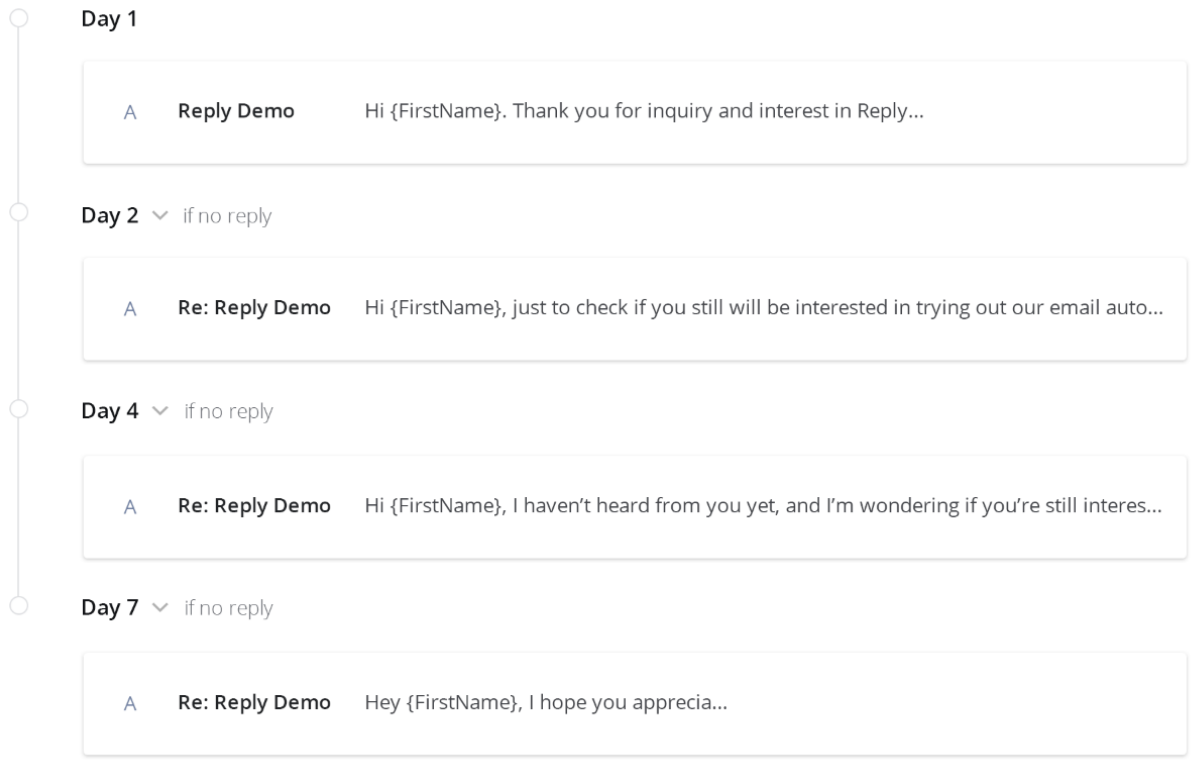
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SETTING UP YOUR CAMPAIGN

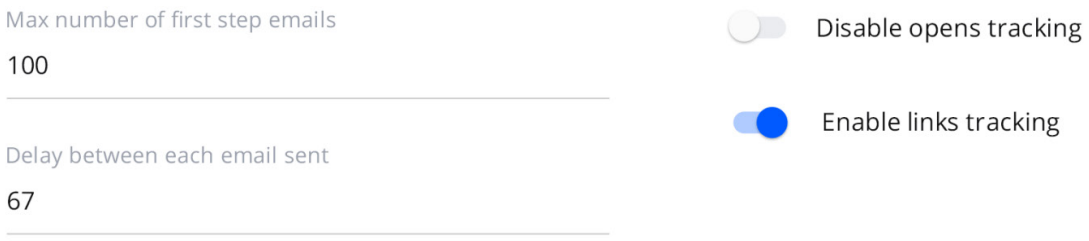
Get to know several highly important steps necessary to set up your outbound email automation with Reply.

GET THINGS DONE WITH REPLY

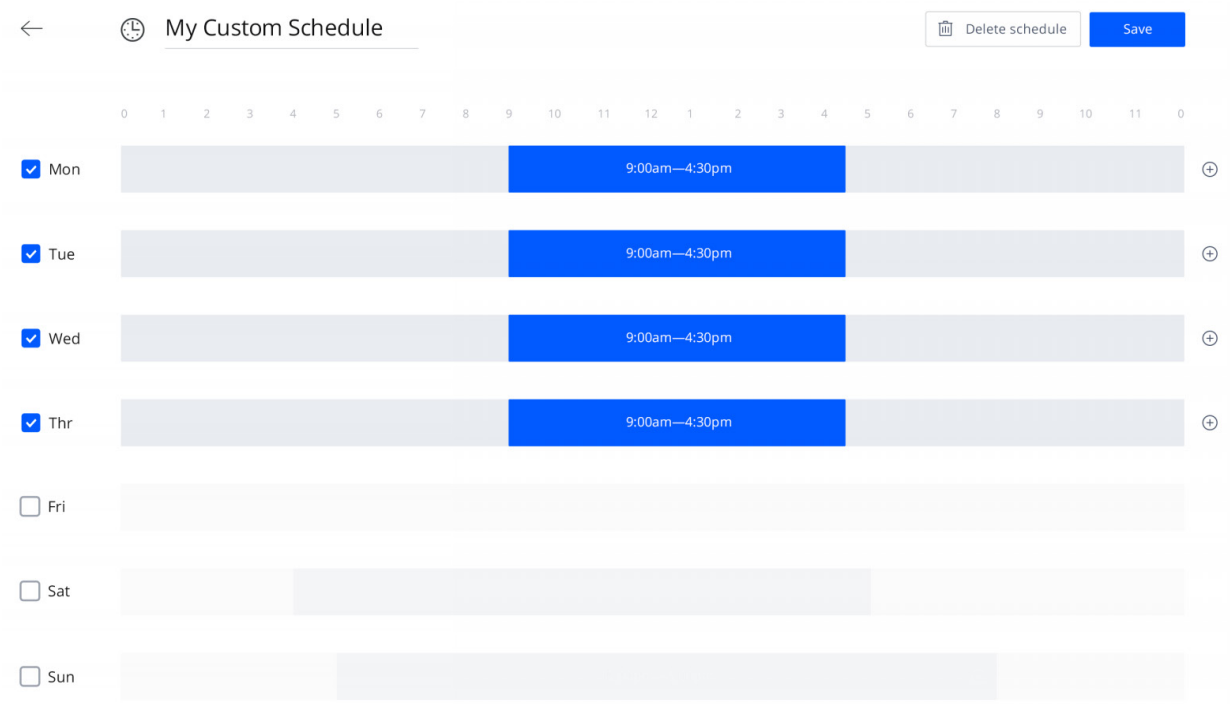
Now that you have everything you need to launch your first outbound email campaign, it's time to start automating your campaign with Reply. Pick a number of steps (we recommend creating about 4-6 steps per campaign for the best outcome), assign templates to the steps and select a time gap between each step of your campaign. You can set it the same as indicated in the screenshots below.



Set the number of first-step emails that will be sent per day, select an email account for your campaign and tell Reply if you want to enable/disable opens and links tracking.



Set the delivery window for the time that you want your prospects to receive emails from you:



BEFORE-YOU-LAUNCH CHECKLIST

- Check the emails preview to make sure your emails look 100% manually typed (select Campaign — Preview tab)
- Connect branded corporate email account to Reply (like name@domain.com)
- Attach a schedule to your campaign (select Campaign — Steps tab)
- Make sure you have an opt-out link at the bottom and an up-to-date email signature (Settings — Email account — Edit menu)

ANALYZING YOUR CAMPAIGN

Now it’s time to start working on improving your automated email campaign and make use of tests!

If you’re not sure, take a little time to complete our Outbound Sales Score test.

When you’ve launched your campaign, feel free to carry out split A/B testing on schedules, subject lines and email copies. Add links to social networks and a corporate blog/website. Segment your prospects. Use personalization. Study use cases. Our most successful customers see a 70-80% open rate and a 20+% reply rate after the first-step email and 2-3 follow-ups.