ADVIZORPRO

Cold Outreach Playbook

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Introduction

IMPORTANT NOTE: This playbook is a quick read!!

While it is 45 pages, it does not take long to get through

You've just purchased a database of contact info – now the real work begins. To turn this data into valuable connections and potential customers, you need to develop a strategy for outreach and engagement. In this playbook, we'll cover actionable strategies for using the data to close more deals.

Cold Email Outreach Setup

What is a Cold Email Domain?

A cold email domain is a domain separate from your main company domain that you use exclusively for your cold emailing.

For example, if your current company domain is ‘google.com,’ then you’ll need to purchase a new domain similar to your main domain, but with a twist. For example, a domain like ‘google.io’, or ‘googleapps.com’ would both be appropriate options.

We suggest that your new domain is similar to your main domain for branding purposes, but the exact domain doesn't matter.

You’ll use this new, separate domain name to send out all of your cold emails.

You can add a 301 redirect to the domain in your hosting admin panel to ensure that anyone who visits your cold email domain is redirected to your main company website.

The vast majority of your prospects won’t notice that the domain name you use for cold emails is different from your primary domain name. If they do, they won’t care (as long as your cold email shows you’re there to offer value), so it’s not going to affect the reply rates of your campaigns.

Why Do You Need a Cold Email Domain?

If you send out too many emails from one email address, or send campaigns that don't generate engagement, there's a high risk that you run into email deliverability problems.

If your sender reputation gets hurt by deliverability problems, you're going to have a tough time generating any results with your cold email efforts. If your emails were sent from your main domain name, these deliverability problems will have a knock-on effort and start hurting your deliverability for your main email address.

That means your emails to coworkers, clients, or vendors will be more likely to end up in spam too, which could have significant implications on your business.

That's why we strongly recommend that you get on the cold email domain bandwagon, especially if you're serious about using cold email to attract new customers.

How to Set Up a Cold Email Domain?

#1 Choose Your New Domain

First, decide on the domain name and TLD you want and buy it from your hosting provider (Google Domains and Namecheap are two good options). The hosting provider you choose doesn't matter.

When choosing your TLD, we'd recommend avoiding .co domains as they generally have poor deliverability compared to .com, .net, and .io domains. .com domains are reliable but will be scrutinized by spam lists and ESPs for the first month post-purchase. If you use one a .com, make sure to warm up your email address for around a month before sending any outreach.

.co domains are worth avoiding because they have consistently worse email deliverability rates than other domains, according to our data.

.net domains are well regarded, and major bulk email providers like Sendgrid use .net.

.io domains are another good option. They're slightly more expensive, which means spammers tend to avoid them.

If you sufficiently warm up your cold email inbox and only send high-quality cold emails to a vetted prospect list, your domain TLD won't have a significant impact in the long run, but it's still a step worth considering.

#2 Choose Your Email Service Provider

Once upon a time, Gmail was the only email service provider worth using, but those days are behind us.

Gmail is still a reliable option, but Outlook is our favorite due to its strong deliverability rates.

The only downside to using Outlook is that it can be tricky to set up and if you run into problems, Microsoft's support isn't always the best.

However, Outlook does have better email deliverability rates than Gmail. If you're willing to invest extra time and energy into setting it up, it's worth it.

That said, you'll still see success using Gmail or another provider like Zoho Mail if your cold email campaigns are good.

#3 Setting Up Your SPF and DKIM

To ensure your emails land in your prospects' primary inboxes, you need to set up your SPF and DKIM records.

We won't get too deep into these now, but they are two email authentication protocols that ESPs will check every time you send an email. If your recipient's inbox doesn't see your records in place, there's a high chance they deliver your email to the spam folder.

You can start setting these up as soon as you buy your new cold email domain, and the faster they're in place, the better.

Note: most email warmup tools will handle this step for you, but if you are doing it yourself, here's how to set them up:

SPF: Gmail and Outlook
DKIM: Gmail and Outlook

How to Warm Up Your Cold Email Domain

Now, you have your new cold email domain and the basics in place.

But, your cold email domain still isn't quite ready to start sending high-volume outreach campaigns.

You'll need to warm up your cold email inbox for 1-2 weeks (at least) before launching your campaigns to ensure it's trusted by ESPs.

To warm up your email address, choose an email warmup tool. With numerous options available, it's essential to choose the one that best fits your needs. While these tools share similar functions, each has its unique advantages and disadvantages.

Email Warm-Up Tools Comparison 2024

Tool Name	Features	Pros	Cons	Pricing	Rating
Mailwarm	Simulates authentic email interactions, varied packages, gradual warm-up, real-time reporting	Improves deliverability, customizable, easy to use, real-time reports	Slow process, customer support issues	$69 to $479/month	4.5/5
Mailreach	Data analysis, spam filter navigation, scalable pricing	Valuable insights, improves rates, business growth	High pricing, complex interface	Based on emails sent/month	4.0/5
Warmbox	Advanced AI, variety of strategies, real-time reporting	Improves deliverability, multiple strategies, updates	Aggressive warm-up, lacks detailed reporting	$15 to $139/month	4.5/5
Allegrow	Email journey tracking, multiple strategies, real-time reporting	Valuable insights, improves rates, scalable pricing	Limited customization, slow support	Based on emails sent/month	4.0/5
Warmup Inbox	Uses real inboxes, variety of strategies, real-time reporting	Improves deliverability, various strategies, updates	Ineffective for new accounts, high pricing	Based on emails sent/month	3.5/5
TrulyInbox	AI and real inboxes, user-friendly, variety of strategies	Improves deliverability, easy setup, valuable insights	Reliability issues, unresponsive support	$49 to $249/month	3.5/5
Lemwarm by lemlist	Personalized solutions, real inbox interactions	Tailored improvement, easy setup, updates	Not scalable, limited reporting	Based on emails sent/month	4.0/5
QuickMail Auto Warmer	Gradual warm-up, real inbox interactions, variety of strategies	Effective deliverability, user-friendly, affordable	Ineffective improvement, slow support	$29 to $99/month	3.5/5

Quick Links

- Mailwarm
- Mailreach
- Warmbox
- Allegrow
- Warmup Inbox
- TrulyInbox
- Lemwarm by lemlist
- QuickMail Auto Warmer
- Warmy.io
- Folderly
- MailToaster

Set Warmup Parameters

Once you've chosen your tool, most tools will ask you to set the number of daily emails you want to send.

It's best to keep the number low at first. Over time, you can increase this number.

And that's it!

The warmup tool will automatically send and receive emails from a network of inboxes, automatically replying and engaging with emails.

If your test emails ever land in spam, they'll be automatically removed to show ESPs that it was a mistake.

When you've generated **1-2 weeks** of positive email engagement, you know your cold email domain is ready to start sending low-volume campaigns.

Setting Your Email Sending Schedule on Your New Domain

Once you've warmed up your new cold email inbox you can't immediately send high volumes of emails per day. Your domain is still new, and sending too many emails at once will undo the work you put into warming up your inbox.

The best way to start your outreach is to set a sending schedule that slowly ramps up in volume.

For example:

Week 1: 10-20 emails per day

Week 2: 20-40 emails per day

Week 3: 40-60 emails per day

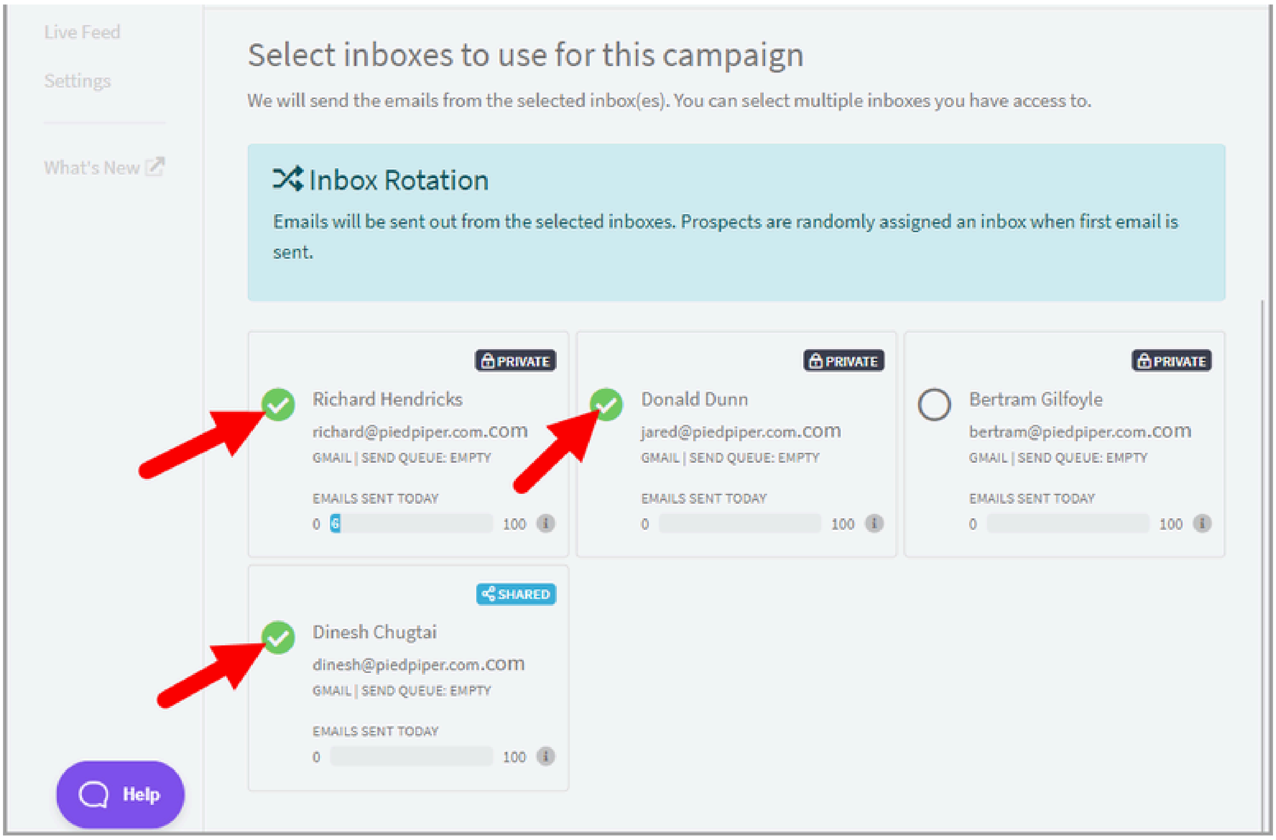
If you scale up your outreach too quickly ESPs will notice, so keep it slow and steady. As your domain reputation grows over time, you'll be able to increase your sending volume.

Using Additional Cold Email Domains for Outreach

If you do need to quickly start sending a high volume of emails (this is most applicable for anyone running an outreach agency or managing an outbound team at a fast-growing company), you can use multiple inboxes to send your emails.

You'll need to warm up each of your sending inboxes with a warmup tool, and make sure you have enough inboxes to never exceed sending limits.

Most warmup tools will let you use as many inboxes as you need to send campaigns.



Each of the inboxes will be assigned emails to send, keeping your sending volume low on each.

You can keep track of each inbox's deliverability in your inbox deliverability reports to make sure your emails always land in your prospects' inboxes.

Tips to Avoid the Spam Folder and Keep Deliverability High

Sender Reputation is everything with cold email, and the worst thing you can do for your standing is to go crazy and send out hundreds of emails on day one.

There are three important factors for upholding a solid Sender Reputation, and they are as follows:

1. Bounce Rate
2. Spam Complaint Rate
3. Engagement Rate

Firstly, bounce rate.

This is a direct reflection of how high-quality your prospect list is. At AdvizorPro, we use a bounce checker to verify all of our emails, ensuring the highest possible quality for our email list. As a result, our average bounce rate is 1-2%.

Getting your emails flagged as spam is, of course, another red mark against your domain name. You can't see how many prospects report your emails as spam, but one powerful way to avoid being reported as spam is to thoroughly research each prospect and personalize your emails. If someone can see that you've done your research they'll be unlikely to report you for spamming, even if they're not interested in your product/service.

Finally, you need to ensure your cold email campaigns are generating engagement. Even if your emails have a 100% deliverability rate and are all landing in the inbox, it won't mean a thing if you don't generate replies.

The best ways to get replies are:

- Personalize every email you send
- Make sure your prospects will be genuinely interested in your product/service
- Use a simple call-to-action that's easy for your prospects to reply to

There's no exact science to consistently landing in the main inbox, but if you can regularly get a 10-20% reply rate to your cold email campaigns, it's an excellent sign.

Email Templates

How to write a great prospecting email

Okay so you've agreed to run an email campaign either for existing cold contacts or for a new list. Now how do you actually write a killer campaign? Here are our key rules for success.

- **Follow up.** You don't need an automated follow up but plan a sequence of at least five emails per campaign. Each additional email lets you use a different message and for each person who doesn't like the extra email, there's another person who just forgot to respond to your first.

- **Keep it simple.** With your five emails, put a different idea or feature in each email. If your fund is a start up specializing in market neutral crypto, run by industry veterans – that's two or three different selling points in three different emails.

- **One email, one argument.** Extending the idea of simplicity, there is a famous story about when Steve Jobs was working on the iPad launch. He wanted 5 arguments for his campaign. His marketer said no. He threw 5 bits of paper at him and Steve could not catch any. Then he threw one, and Steve understood the argument.

- **Name drop.** Find ways to use the name of the company and individual – e.g. "Is {Alpha Bank} investing in market-neutral crypto?"

- **Key words.** You won't change someone's mind in a cold email – you'll get a response when you offer something they already think they want.

- If you send out 100 emails, some of those organizations will have agreed a mandate for a fund like yours – you need to quickly mention the words they're already using internally.

- **Social proof.** Either using prestigious research or existing clients (always get sign off of course) you can quickly establish credibility.

- **Call to action.** What should the recipient do if they're interested? We've experimented with all types of Call To Actions but the best is always 'email me back' in some form. Low friction and obvious.

- **Keep the subject line the same between emails.** This will thread your emails for the recipient so they can see the whole story.

Examples of great fund marketing emails

Example 1

Subject: Is {company_name} thinking about market neutral crypto?

Body:
{First_name},

Are you looking at market neutral crypto hedge funds in 2022? If you are then please take a look at our work. Over three years, we've established an amazing track record with above-market returns and lower volatility.

We'd be happy to give you a tour of our strategies and the outlook for the space, plus we can talk you through our fund. Can we speak next Tuesday or Thursday afternoon? Send me an email back and I'll suggest some times.

All the best
{your_name}

What about a follow up? Below we've got an example of something we would use in email number three or four. A polite reminder to the recipient but introducing more information.

Example 2

Subject: Same as above

Body:
{First_name},

Did you get a chance to look at my email? We're a start up fund that will give you managed exposure to crypto, but our managers have over twenty years of combined industry experience.

Industry research from Gartner (for example) shows that crypto funds run by industry veterans experience two to three times less volatility.

Can we have a quick chat? Would next Wednesday work for you?

All the best
{Your_name}

Example 3

Subject: Same as above

Body:
{First_name},

I appreciate that you're very busy. Is there someone at {company_name} who looks after your mandate for crypto funds?

All the best
{Your_name}

Follow Up Sequences

Is following up always worth it? Based on our experience and data, 70% of responses are generated by the 2nd to 4th email of the sequence. So without a doubt, I'd say yes.

While there's no "one size fits all" model to writing a cold email sequence, there are a few rules you can rely on to get things moving.

The minimum sales email sequence

This is the ole' reliable of follow-up email sequences. Easy to set up, efficient in most cases, and scalable.

It allowed the folks at Nutshell to land four guest posts in less than two weeks (a 22% success rate).

Every sales email sequence should include at least these three steps:

#1 An opening cold email

Without going too deep into details about how to write a cold email, keep it short and include the following elements:

- Grab the attention
- Lay out why you're reaching out to them
- State what's in it for them
- Explain why they should trust you
- Use a single, clear call to action

Keep a conversational tone, personalize your content, add value (more on that later), and clearly express what it is you want.

Also, it's always good to warm up a cold email recipient with a personalized LinkedIn contact request.

#2 A gentle but firm reminder (2-3 days after the initial email)

Emails tend to be overlooked; your prospect might be busy, not in a good mood to answer, or simply out of office for a few days. You'd be amazed at the power of a simple reminder.

Don't repeat yourself, though. Follow up in the same thread and simply ask if they saw your previous email, if they got a chance to think about your offer, etc.

#3 A break-up email (4-5 days after the previous email)

I'm about to let you in on a secret.

Seriously, this is the formula for a break-up email that gets a response.

You know how no one wants to miss out, and most people want to help. And also how some people simply need a second reminder?

There's a single sentence that encapsulates all that. Here it is:
"What could have changed your mind?"

Try to use that as your subject line (or as part of your subject line) and ask in your body text if they can point you to a couple things that might have swayed their decision.

Why is it so powerful? It makes the reader think about your offer and the reasons they wouldn't give you an answer. And suddenly, when they type those reasons out, they don't seem so compelling anymore.

The business sales email sequence

Depending on the importance of the decision, the risk, and the reputation of the company, some follow-up sequences may require more than a few emails and demand more persuasion.

This follow-up sales email sequence involves more work but also drives much more value.

It runs over a two-week period and looks something like this:

- Opening cold email
- Gentle but firm reminder (2-3 days after the initial email)
- Value bringer #1 (3-4 days after the previous email)
- Value bringer #2 (3-4 days after the previous email)
- Break-up email (4-5 days after the previous email)

Now, the question is...

...how do you bring undeniable value to cold emails?

There are five main ways to make your emails incredibly valuable and help your prospect take an action that will move the sales process forward.

#1 Case Studies

Case studies are powerful because they show how one of your customers solved a specific problem successfully and with measurable results. Neil Patel, co-founder of KISSmetrics and Crazy Egg, managed to increase his sales by 70% by including case studies in his emails!

They allow you to grab the attention, demonstrate value, show differentiation, and mitigate the risks.

#2 Success Stories

Success stories are about summarizing the successful experience of a customer with your company, just enough to pique interest. (As opposed to case studies, which focus on the methods implemented to make that experience successful.)

Objections are stories; they're a projection of what might go wrong or might not work. As Shawn Callahan puts it: "You can't beat a story with fact, you can only beat it with a better story."

If you can anticipate the reasons for your prospect's reluctance, bring them stories that deal with those reasons. Keep in mind that facts alone aren't generally enough when handling objections.

#3 Testimonials

This time, you're not the one telling the story—your satisfied customer is. And that can have a tremendous impact.

According to Groove, testimonials placed on their homepage, guest post landing pages, and email marketing have helped increase conversions by 15%.

They allow you to build trust, sell without selling, and overcome skepticism.

#4 Referrals

According to Joanne Black, referrals can help close new customers/clients at least 50% of the time! That means more new business with fewer leads.

The best referrals start with an introduction by someone your prospect knows, trusts and respects.

Referrals allow you to bypass the gatekeeper, get you ahead of the competition, earn trust and credibility, and maybe win an introduction from them to another prospect.

#5 Relevant Content

If you don't have any customer data to share—or none that would be relevant to your prospect—you can still offer value by including a piece of valuable content.

It's easy and it provides you with an opportunity to prove you took the time to understand a prospect's challenge and find something that could help them solve it without necessarily including your product in the process.

In Conclusion

Crafting an effective follow-up email sequence is crucial for driving responses and moving prospects through the sales funnel. A well-structured sequence—beginning with a clear, personalized opening email, followed by a firm but gentle reminder, and concluding with a strategic break-up email—can significantly increase engagement. By incorporating value-driven elements like case studies, success stories, and testimonials, your follow-up emails can establish trust and build credibility. Adaptability and consistency are key, especially when handling more complex sales cycles. Ultimately, success in follow-ups lies in delivering meaningful content that resonates with your prospect's needs while maintaining persistence across multiple touchpoints.

LinkedIn Ads: Company List Targeting

With company list targeting on LinkedIn, you can compile an audience of high-quality professionals, such as influencers, decision makers, and executives – all of whom are ready to act on new opportunities… if the opportunity in question is marketed well and is beneficial for their company…

Let's look at how to upload a company list to your LinkedIn ad campaign, and how to make sure it is effective with best company list targeting

Why Matched Audiences on LinkedIn Matter

First of all, what actually is a [Matched Audience on LinkedIn?]

According to LinkedIn themselves, a Matched Audience is "a set of targeting options to combine your business data with LinkedIn's professional data. This results in a richer marketing strategy that builds on what you're already doing. Matched Audiences includes Retargeting, Contact Targeting, Account Targeting and Lookalike Targeting."

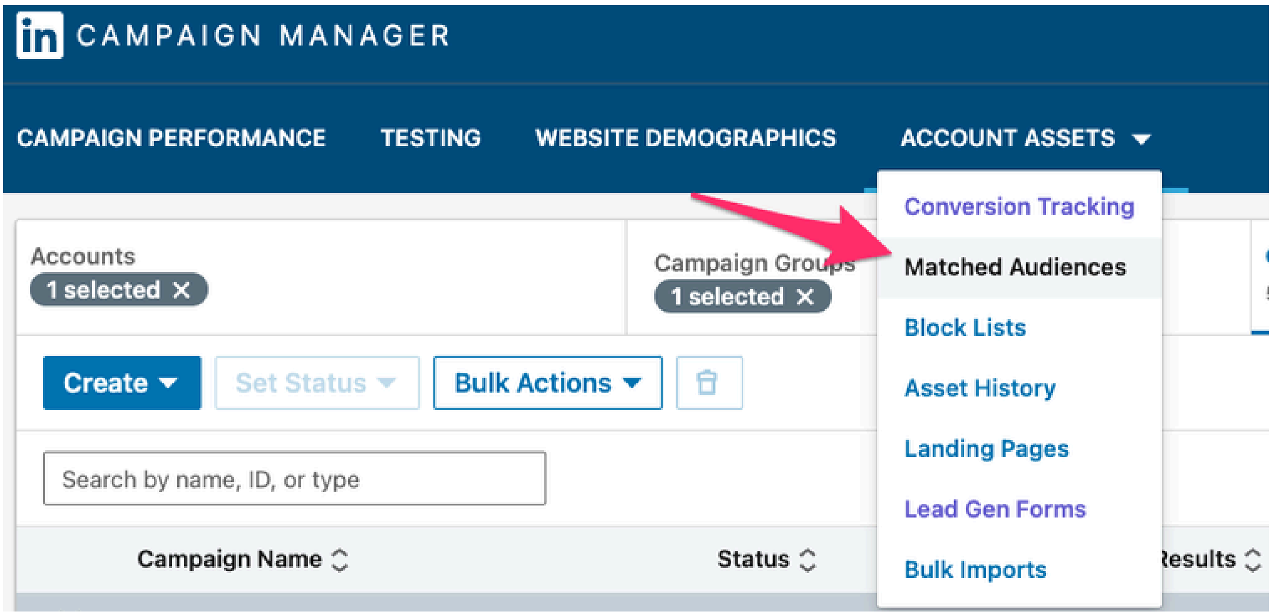
This allows you (or specifically, LinkedIn's algorithm) to target new leads via:

- Email address targeting (contact targeting)
- Targeting users at specific companies (account targeting)
- Targeting users based on website visits (website retargeting)

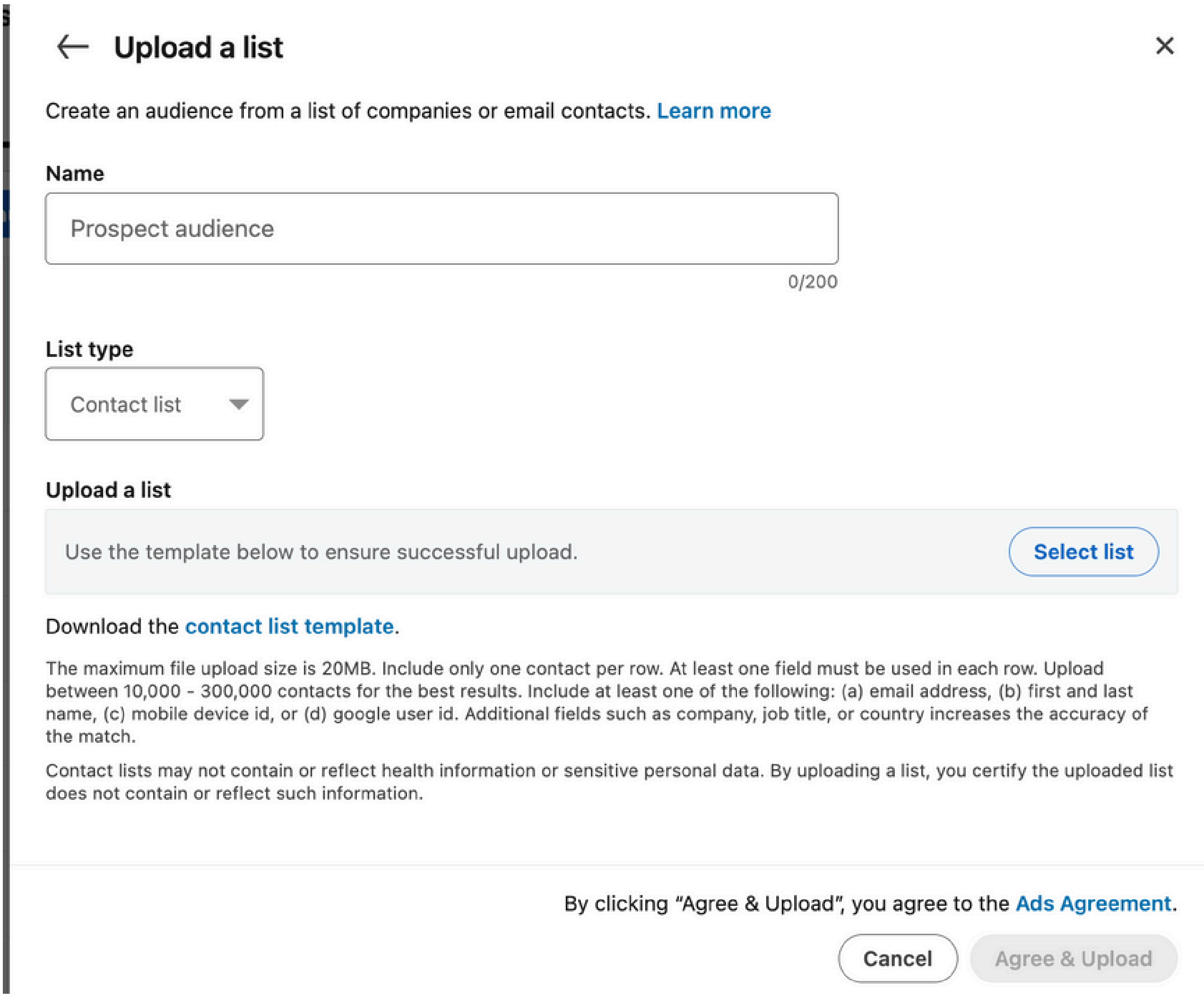
Matched Audiences: Setting Up a Contact Targeting Campaign

If you're delving into using Matched Audiences for your LinkedIn campaign targeting for the first time, your first port of call will be uploading your email list. Here's how to do that:

- Go to the LinkedIn Campaign Manager.
- Select a LinkedIn page / account which you're planning on creating a matched audience for.
- Click on the Tools menu in the top right menu bar and choose "Matched Audiences". If you don't see this menu item it may not have appeared in your account yet, but it will, so keep an eye on it.



- Click on the "Create audience" tab, then on "Upload a list". It will open up a window where you can upload your list file.

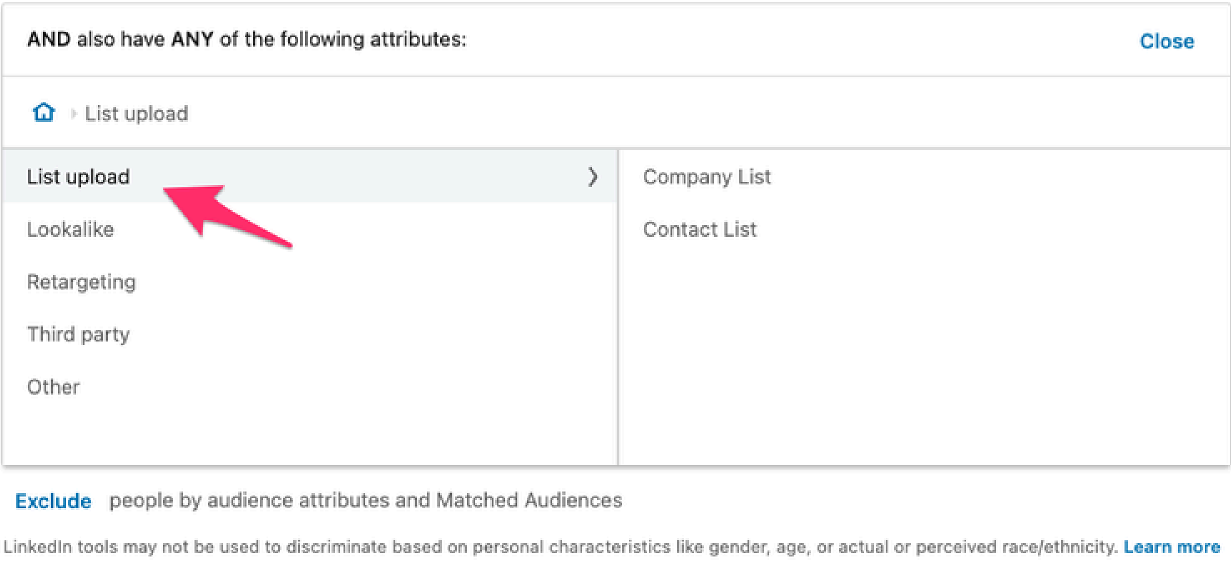


How to Create a Campaign with Your Matched Audience

Targeting the Audience

Once your email list is uploaded, it's now time to focus on building your campaign and focusing it on your matched audience. To do this, you'll need to go to LinkedIn Ads Campaign Manager and click on Create Campaign.

Next, you'll need to establish the end goal behind the campaign (try to be specific and stick to only one major objective, such as increasing website visits). Scroll down to "Who is Your Target Audience" and click on "Audience" and then "List Upload". This will allow you to upload your email list of company contacts.



Once you've done this, you'll be able to see a performance forecast as outlined by LinkedIn, which provides the following data:

- Audience size
- The predicted 30-day budget spend
- How many impressions you'll get in 30 days
- The ad's CTR (click-through-rate)
- The expected 30-day clicks

Please note: this is a general prediction – not a guaranteed result. Depending on the campaign's content and the quality of your leads, it could be significantly higher or lower.

LinkedIn expects you to have a minimum of 300 contacts on any given list in order for the campaign targeting to be effective, so if you've uploaded your list and are noticing it is too small, you'll need to take it down, add more companies to it to meet the quota, and then re-upload it again.

Conversely, if you feel your list is too big, you can downsize by removing any companies you choose.

Tips for Company Targeting

Boost Your Company List Data via Online Tools

It’s important to understand that just uploading your email list is enough information for LinkedIn’s algorithm to work its magic. But a little boost never hurts, right?!

Certain online tools can improve your audience list data, which can pluck the companies’ social media pages, which creates more solid data for your campaign’s targeting to be effective. Some of the tools you can use include:

- SpyFu
- Google Auction Insights
- SEMrush
- SimilarWeb
- MixRank

Narrow Down Your Targets By Layering Your Targeting

An important aspect of company list targeting on LinkedIn is that your campaign will target every member of the company that has a LinkedIn profile, and more often than not, this is not appropriate or necessary. To tackle this, you’ll need to layer your targeting so that your campaign only reaches the key decision makers and other authoritative figures within the company.

You have flexibility here as to how you want to approach your target layering, such as job title or seniority. An ad will have no effect in front of the eyes of users who have no decision-making or purchasing power, so make sure your targeting is as specific as possible.

As we mentioned earlier, your forecast is only a general prediction, and that includes the budget spend outlined. Once your targeting is tailored exclusively to company members who are in a position to allow the company to be converted, prepare for your budget spend to possibly increase, particularly if it’s a PCP (pay-per-click) campaign. The good news is, if these leads are high-quality, it’ll guarantee a return on investment.

LinkedIn Message Automation

Now that you've learned how to run ads targeting a list on LinkedIn, let's move on to discussing how to send LinkedIn messages at scale.

Choosing a LinkedIn Automation Tool

There are numerous tools available to automate LinkedIn actions, far too many to cover in detail here. For a comprehensive list of tools to help you engage on LinkedIn at scale, check out this resource: https://expandi.io/blog/linkedin-automation-tools/

Here are the top 10 tools we've found:

- Expandi
- Lempod
- Salestools.io (ex-Demand)
- Phantombuster
- TexAu
- Dux-Soup
- MeetAlfred
- LinkedHelper
- Salesflow
- LinkedFusion

What can you do with automated Linkedin messaging?

When it comes to LinkedIn message automation, you can set up smart sequences with the following elements.

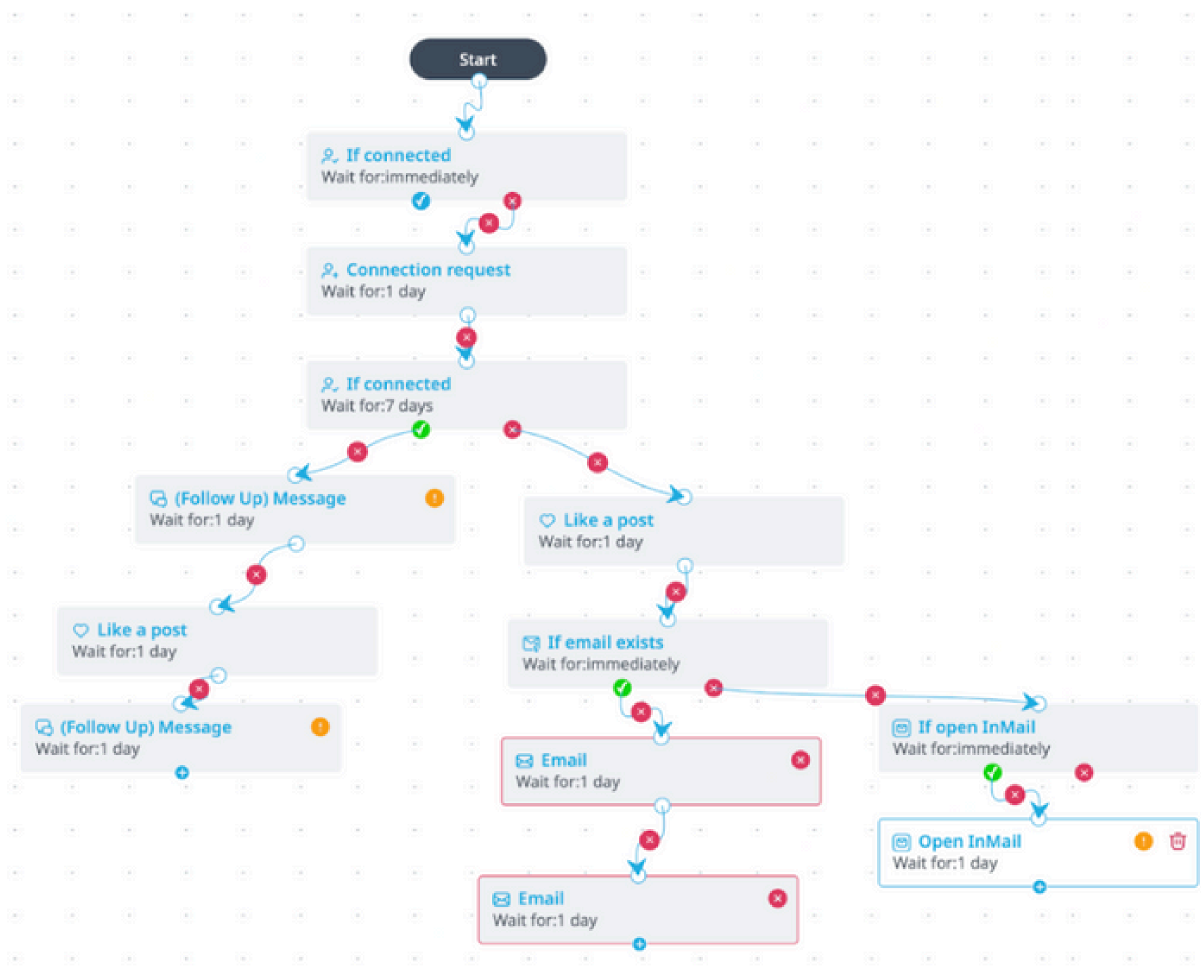
Actions:

- Visit LinkedIn profile.
- Follow profile.
- Follow company page.
- Invite to follow your company page.
- Endorse skill.
- Send a connection request.
- Send a cold/follow-up message.
- Send an InMail.
- Send an email.
- Like a prospect's post.
- Like their company post.

Conditions:

- If connected.
- If followed you.
- If visited your profile.
- If opened your email.
- If your email bounced.
- If your email was clicked.
- If prospect's email exists.
- If prospect has LinkedIn open InMail.
- If a post was liked.

Putting all this together, you can set up smart automated LinkedIn messaging sequences that look like this.



From there, you can:

- Import your own LinkedIn audience to target.
- Scrape people from LinkedIn (search results, people who engaged with a specific post, from Sales Navigator, etc.).
- Upload your own list of leads to target in a spreadsheet file.

Now, here's what you need to know to get the most out of your LinkedIn automated messaging.

LinkedIn Automation Messaging – What You Need To Know

It's very easy to abuse automation and get your account suspended. Don't worry though, as long as you follow the best practices and safety measures below, you'll be fine.

So, let's take a look at what you need to know to prevent that and get the best results from your automated LinkedIn messaging.

- You can send only around 100 connection requests per week (20 a day) because of the current LinkedIn limits. You can customize the number of actions you'll be taking in your campaign per day in your LI automation tool

- You should always be personalizing your messages. Use personalization tags such as {first_name}, {company_name}, {job_title}, and others to personalize your messages at scale.

- Make sure you have a well-defined ideal customer persona. Then, use LinkedIn filters or LinkedIn Sales Navigator to find leads on the platform. Try to mention their pain points in your outreach to improve your chances of connecting.

- There are many other LinkedIn message automation tools out there. Though, what's important is that you pick a cloud-based solution (like Expandi). Otherwise, Chrome-extension tools live in your browser and manipulate LinkedIn from the front end (also you browser has to be on the whole time and you cannot do anything else), which is drastically unsafer.

3 Best Practices For Your Automated LinkedIn Messages

We've covered few different scenarios above when it comes to automating your outreach. But let's face it, everyone's scenario is different. So, here are some best practices you should always be following within your own campaigns.

1. Optimize your LinkedIn profile before outreach

Your LinkedIn profile is like your personal landing page.

Before you so much as start connecting with new people, your profile should have all the necessary information on why your prospects should connect with you and what they can expect.

Consider the following sections when optimizing your LinkedIn profile such as your:

- Headline.
- Profile picture and banner.
- LinkedIn summary.
- Experience.
- Pinned content and posts.
- Education.
- Recommendations and testimonials.

Then, when optimizing your profile, keep the following in mind:

- Who is your ideal customer persona and what problems do you help solve?
- What are some of your top case studies and quantifiable accomplishments you can display?
- What would be your call-to-action when connecting with new leads?

Try to communicate and implement that information in the above sections when optimizing your profile.

2. Create a meaningful content plan

Posting on LinkedIn is easy. Creating a meaningful content plan that attracts, connects you, and nurtures leads is not.

Your outreach isn't the only thing that helps leads come to you. Your outreach and content should be working hand-in-hand to educate prospects and attract ideal clients.

One possible LinkedIn content marketing strategy is based on the 40/40/20 framework:

- 40% expertise posts - Providing value, educating readers, and establishing yourself as a leader in your niche.
- 40% engagement posts - Boost your engagement and reach. Focus on maximizing likes, comments, and reach to connect with new people.
- 20% product, offer, and self-promotional posts - This kind of content helps you win over leads and gets them to work with you. Share case studies, your processes, and testimonials to attract potential clients.

3. Analyze campaign results and metrics

Finally, the best way to improve your campaign performance is to analyze your campaign results and metrics.

See how many people accepted your LinkedIn request, how many replied, and more.

Then, with this info, you can optimize your campaign accordingly.

For example, if you have a low connection acceptance rate, you'd A/B test a different request template to see how that would affect your rates.

You can also analyze your day-to-day statistics per action (e.g. how many people replied to your emails within your campaign) and also gain access to your weekly LinkedIn metrics.

Cold Calling Tips

Tip 1: It's important to pause

Pausing – it's an art you need to master.

We understand that you might have the tendency to fill every single gap of silence as a sales development rep.

But Morgan Ingram said we should learn to "embrace the silence – because it's a power move."

He also said that when you pause:

"You're allowing yourself to embrace and truly listen to what the prospect is telling you, so you can ask better questions."

The key takeaway?

Pausing can help you connect with your prospect. Remember – talk with them rather than at them!

Tip 2: Patience is a virtue

Following on from Morgan's advice about pausing, David Bentham also believes in the idea of patience:

"One thing I really struggled with when people gave me an objection or a rebuttal was that I tended to jump in and handle them immediately. And it often makes you sound robotic."

Bots over email are worse enough. We don't need them over our calls too!

So, what's the solution here? Dave said:

"On any cold calling objection you get this year, follow up with a relevant question. They might give you more information about the objection."

For example, a prospect might say:

"It sounds too expensive for me."

And if that's the case, follow up with something like:

"How much would you pay for this product?"

Those kinds of questions will help to open up the prospect.

It can also "help you identify the pain points that are specific to your prospect. And then you can tailor your pitch." Once again, this tip circles back to the idea of connecting with your prospects.

Don't just apply the same basic technique across the board. Because one cold call example might be drastically different from the next.

Tip 3: Validate

During the workshop, David identified a common mistake that SDRs tend to make:

"As an expert in your product, you're going to know all the benefits under the sun. But listing generic responses doesn't get you far."

That's why David recommends that you focus on a couple of key benefits that are relevant and will resonate with your prospect:

"It's about the "why" behind the points you're making. Validating the points you're making for your prospects is important, especially when you've got a short window of time."

"So double down on those 2 points that are relevant for your prospect."

Tip 4: Always finish your statement with a question

The SDR's job is to be in tune with your prospects.

Morgan said that it's essential to "understand what your target prospects are looking for".

Because if you just end on a statement, prospects don't know where to go from that conversation.

For example:
If you're selling a product that's proven to help with "xyz", follow up with a question to your prospect, such as:

"What does proven mean to you?"

These kinds of questions help you to open up and have a real conversation with your prospects.

Tip 5: Use the word "imagine"

There's no harm in helping prospects picture scenarios. It can be hard at times, especially because you're communicating over the phone.

That's where the magic of "imagine" comes in. Because it helps to make your cold calls relatable.

Morgan said:

"When you use the word "imagine", that person that you're talking to has a visual of what you're going to say. It's critical."

It's all in the art of storytelling for your prospects.

Tip 6: Have strong closes to your calls

Nothing's more important than how you close your calls. Morgan and David agreed that the best way to end strong is to convince your prospects about the power of a demo:

"We want to justify to our prospects why demos are more powerful than just sending off a bunch of information over email."

This is so true - think about how many emails the average C-suite executive will receive just in a day!

Morgan recommends you end with the following:

"I don't want you to get blown up in your inbox by spam emails. So, instead, can we book a 30-minute demonstration of the visual I'm talking about?"

"Does that sound fair?"

This statement ensures that your prospect doesn't forget about you. The emphasis on the word "fair" means that you're not forcing prospects into the demo.

Tip 7: It's about the quantity and quality of your questions

It's great to ask your prospects lots of questions. But have you ever taken a step back to think about the value of the questions you're asking? David said:

"The types of questions you ask are just as important as the number of questions you ask."

What are the best types of questions?

You should ask broad and open-ended questions so prospects can give you the right information. Such as:

"How are you currently going about sales and marketing?"

B2B cold calling tips summary

- **Work out your goal for each cold call before you pick up the phone.** Stay 100% focused on it and don't allow yourself to deviate.
- **Enrich cold calling lists with actionable data.** A good cold caller uses up-to-date and complaint data to reach the right person.
- **Use direct dial mobile numbers.** They make it easy to reach people working in a hybrid environment.
- **Conduct primary research on your prospects.** Use the insights you gain to make your cold calls even more successful.
- **Research the best times to cold call and get dialling!** Study your most successful cold calls and see if they happened at similar times of the day.
- **Devise effective strategies for dealing with gatekeepers.** It's an important first step for any sales rep, as more than half of cold calls are answered by some sort of gatekeeper.
- **Qualify prospects on your cold call.** Ask open-ended questions to make the process easier.
- **Write down a cold call script that works for you.** But don't stick to it rigidly. Follow a set structure, but give yourself room to be flexible within it.
- **Investigate each objection.** Ask searching questions, listen to the prospect, and uncover the reason behind each one. Then use the information you've learned to handle objections effectively.
- **Use tools to sell remotely.** Think outside the box! Consider sending video recordings and Uber Eats vouchers to build better relationships with prospects.
- **Be scientific about your cold calls.** Log your results, analyze the data and learn from any emerging patterns.

- **Don’t take rejection personally.** Stay professional, ask the prospect for feedback and thank them, even if it’s negative. Then, take a deep breath and move on to your next call. Never let rejection affect your confidence!

- **Ask the right question.** Your aim is to discover if what you’re selling can help the prospect solve their problem.

- **Know when to let go.** You don’t have to sell to everyone!

FAQ’s

1. What is a cold email domain, and why do I need one?

A cold email domain is a domain separate from your main company domain used exclusively for cold outreach. Using a different domain helps protect your main domain’s reputation, preventing potential email deliverability issues that could affect your regular business emails.

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2. How should I choose the right domain for cold email outreach?

It’s best to choose a domain similar to your main company domain for branding purposes, but avoid domains like “.co” as they tend to have poor deliverability. Reliable options include “.com”, “.net”, or “.io”. Make sure to warm up the email account tied to this domain for a few weeks before sending out emails.

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3. What is email warm-up, and why is it important?

Warming up an email address means gradually sending out emails to build trust with email service providers (ESPs). It helps ensure that your emails are delivered to inboxes instead of landing in spam folders. Warm-up tools can automatically manage this process by sending small volumes of emails and generating positive engagement.

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4. How many emails should I send per day when starting cold outreach?

Start slow. During the first week, send only 10-20 emails per day. Gradually increase the volume over the next few weeks to avoid raising red flags with ESPs. A steady approach is key to maintaining good sender reputation and deliverability.

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5. What are SPF and DKIM, and why do I need them?

SPF (Sender Policy Framework) and DKIM (DomainKeys Identified Mail) are authentication protocols that help ESPs verify your emails. Setting these up ensures your emails are less likely to be marked as spam. Most email providers, like Gmail and Outlook, support these settings, and warm-up tools often handle them automatically.

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6. How do I improve my cold email engagement rate?

Personalization is crucial. Tailor each email by addressing the recipient’s specific pain points and offering relevant value. Simple, direct call-to-actions (like asking for a quick reply) can significantly increase response rates. A good target is a 10-20% reply rate.

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7. What is a follow-up sequence, and how many emails should it include?

A follow-up sequence is a series of emails sent to a prospect over time. Plan for at least five emails in your sequence. Each follow-up can address different selling points or remind the prospect to engage. 70% of responses typically come from the second to fourth emails.

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8. How can I avoid my emails going to spam?

Key factors include maintaining a low bounce rate (validate your email list), personalizing emails to reduce spam complaints, and engaging recipients (encourage replies). Also, avoid sending large email volumes too quickly and always follow deliverability best practices.

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9. What’s the best way to write an effective cold email?

Keep your message simple and focused. Use one email to communicate one main idea. Mention key benefits, use social proof (such as case studies or testimonials), and always include a low-friction call-to-action, like “email me back.”

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10. How do I handle objections from cold email recipients?

Respond to objections by asking clarifying questions. For example, if a recipient says the product is too expensive, ask, “How much would you be willing to pay?” Engaging in a conversation helps uncover their true concerns and allows you to tailor your pitch more effectively.

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11. How do I create an effective follow-up sequence?

Your follow-up sequence should include at least five emails, each highlighting different points of value. Start with a short, personalized opener, then send reminders and value-driven follow-ups. The majority of replies come from the 2nd to 4th email in the sequence.

12. What makes a good cold email subject line?

Keep the subject line short, relevant, and engaging. Use keywords that resonate with the recipient's interests or industry. Reusing the same subject line throughout the email sequence helps keep your emails threaded, so prospects see the full conversation.

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13. What is LinkedIn Matched Audiences, and how can I use it in my outreach?

LinkedIn Matched Audiences allow you to target prospects based on your existing business data, such as email lists, website visitors, or specific companies. You can use it to create highly personalized campaigns targeting decision-makers within those companies, increasing your chances of engagement.

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14. How do I upload a list to LinkedIn for account targeting?

In LinkedIn Campaign Manager, navigate to the "Matched Audiences" section. Click "Create Audience" and choose the "Upload a List" option. You can then upload your email or company list, which LinkedIn will use to target people in those organizations.

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15. What tools can I use for LinkedIn message automation?

Popular LinkedIn automation tools include Expandi, Dux-Soup, Phantombuster, and LinkedHelper. These tools allow you to automate actions like sending connection requests, follow-up messages, and even personalized messages to a targeted list of prospects.

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16. How can I automate LinkedIn messages without getting my account flagged?

Stick to LinkedIn's activity limits, such as sending only around 100 connection requests per week. Always personalize your messages and avoid sending too many actions in a short time. Use cloud-based automation tools rather than browser extensions for safer automation.

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17. What should I optimize on my LinkedIn profile before starting outreach?

Ensure your profile is optimized to attract prospects. Update your headline, summary, and experience sections with clear, value-driven information about what you offer. Include relevant case studies, testimonials, and a strong call-to-action to give prospects reasons to connect with you.

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18. What are some best practices for writing LinkedIn outreach messages?

Personalization is key. Use tags like {first_name} or {company_name} to make your messages feel tailored to each recipient. Keep your messages short, to the point, and offer value. Always include a clear call-to-action, like scheduling a demo or a quick meeting.

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19. How can I use LinkedIn filters to find the right leads?

LinkedIn's advanced search filters or Sales Navigator can help you find leads by narrowing down prospects based on criteria like job title, industry, company size, and location. This allows you to focus on decision-makers who fit your ideal customer profile.

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20. How can I improve my LinkedIn outreach engagement rates?

To boost engagement rates, make your outreach relevant and timely. Tailor your messages to address the pain points of your prospects and mention something specific about their company or industry. Consistently follow up with prospects and maintain an active LinkedIn presence through posting and engaging with others' content.

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21. What types of content should I post on LinkedIn to support my outreach?

Follow the 40/40/20 content rule: 40% expertise posts to provide value, 40% engagement posts to drive interaction, and 20% promotional content about your services or products. This balance will help you nurture leads and establish authority in your niche.

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22. What are LinkedIn automation actions, and how should I use them?

LinkedIn automation tools allow you to perform actions such as visiting profiles, sending connection requests, sending follow-up messages, and liking posts. Use these actions strategically to engage with prospects at scale, but always personalize your interactions to avoid coming across as spammy.

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23. What are best practices for cold-calling prospects?

Master the art of patience and active listening. Avoid being overly robotic by immediately responding to objections—ask follow-up questions instead. End each call with a clear call-to-action, such as scheduling a demo, and use pauses to let the prospect reflect on your offer.

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24. How do I deal with objections during cold calls?

Validate the prospect's concerns by asking clarifying questions. For example, if the prospect says your product is too expensive, respond with, "How much are you willing to pay?" This will open up the conversation and help uncover their true pain points.

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25. Why is follow-up so important in cold outreach?

The majority of responses come after the second to fourth email in your follow-up sequence. Prospects are often busy or miss the first message, so sending multiple, strategically spaced follow-ups increases the likelihood of a reply.

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26. What are some key metrics to track in cold outreach campaigns?

Important metrics include bounce rates, open rates, reply rates, and spam complaints. By monitoring these metrics, you can identify areas where your campaign might need adjustments, such as improving your prospect list or personalizing your messages more effectively.

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27. What are common mistakes to avoid in cold outreach?

Avoid sending too many emails too quickly, failing to personalize your emails, or neglecting follow-up sequences. Also, make sure you're using clean email lists to prevent high bounce rates and avoid being flagged as spam.

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