



Take
the
lead.



THE MARKETING LAB

Using Cold Email to Generate Sales Appointments

When is the right time to utilize cold email? How can you increase your results? And what should you expect?

Email is...

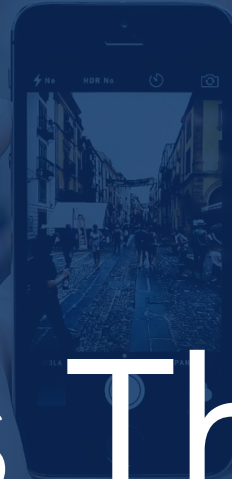


The median email marketing ROI is 122%. That's four times higher than any other digital marketing channel.

WHY COLD EMAIL?

Who

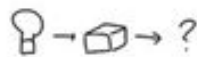
Is This For?





Consumer decisions → Industry → Market

Large corporations fail too
New Coke



Are you asking the right (research) questions?



What's likely to be published?



What is the core of your question?



ex:
How many people work out at home?
↓
Health/exercise apps

Stay on top of your industry!



Secondary sources



Internal
(in your company)
don't underestimate this!

External

- Common resources
- Gov. statistics
- Conference board
- Research firms
- Professional orgs - *with*
- MaRS Startup Library Toolkit

Primary sources



ex:
Online survey (try lists too)
Direct interviews



Who Is It Not Right For?

- Consumer Bought Lists (be very careful)
- Unverified Lists
- Short-Term-Only Thinkers



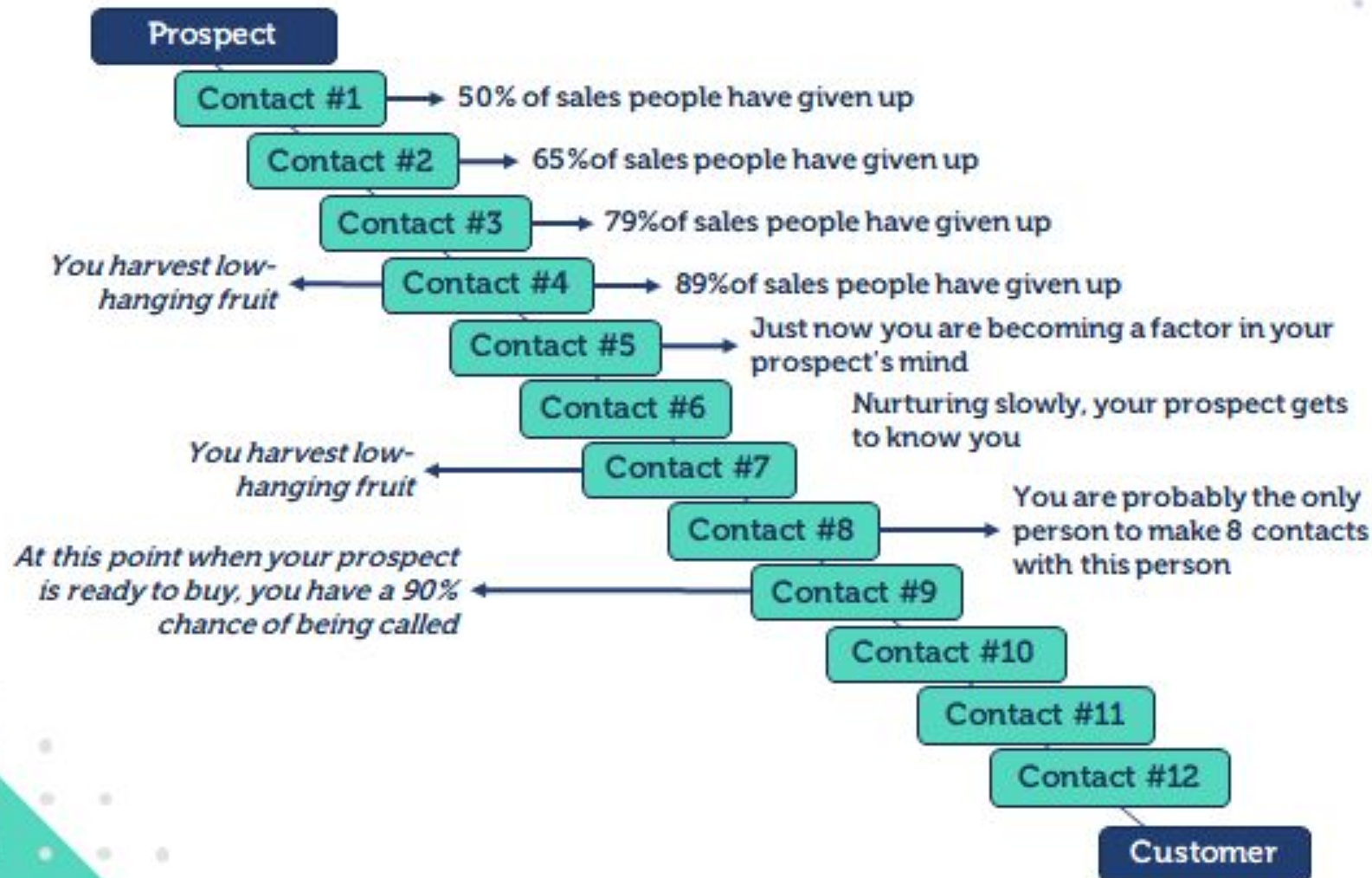
Think beyond the next two weeks...

Or even the next two months...

Studies show

6-8

Brand touchpoints at least to gain awareness with
your prospects.



A person is shown from a top-down perspective, writing in a notebook with a pen. The image is overlaid with a green filter and several white circles of varying sizes. A large blue circle is positioned on the right side of the image, containing the text "Engage." in white.

Engage.



What are your prospects expectations?

How can you break the mold?



7 Pillars to Effective Messaging

1. As Personal As Possible.



1 Curious about {company}'s experience

Hi {firstname},

I came across your info (on LinkedIn/online), and thought it was worth reaching out...

Looking at your info, thought you might be interested in this great article from Digital Marketer that breaks down how the leaders in the Facebook advertising space improve their quality of leads for B2B clients.

1. As Personal As Possible.



Wanted to share that article again from Digital Marketer on the best ways for INDUSTRY/PROSPECT DESCRIPTOR ie software companies/small businesses/people like us to launch or improve our Facebook ad campaigns (outcome/achievement).

Here's the link to that article again: <LINK>

1. As Personal As Possible.

7 Pillars to Effective Messaging

1. As Personal As Possible.
2. Exclusive.



Hey {firstname},

I came across your info on LinkedIn, and thought you'd be interested in joining an exclusive community I just started there called GROUP NAME.

The group is professionally curated and we only invite the top business and executive consultants to join. It's quickly becoming a top resource for the industry and I think your experience will add a lot of value.

In the near future we're also looking to do some feature profiles on our top members. Is that something you would be interested in?

2. Exclusivity.

7 Pillars to Effective Messaging

1. As Personal As Possible.
2. Exclusive.
3. Short.
4. Write Like You Talk.



I had a client come in the other day asking me all about **INSERT TOPIC OF FOCUS FOR YOUR BUSINESS** (ie how to more effectively structure their development teams, the results from our most recent recruiting efforts, the latest list of leads and next steps, the newest meal plans and diets on the market) which sparked an interesting conversation about what wasn't working for others in the market.

And unfortunately there's A LOT out there that flat-out doesn't work.

Would you be interested in hearing more about the solutions that aren't working?

Hit reply and let me know and I'd be happy to shoot you over a quick summary.

4. Write like you talk

7 Pillars to Effective Messaging

1. As Personal As Possible.
2. Exclusive.
3. Short.
4. Write Like You Talk.
5. Get them to Take One Step.
6. Don't Sell It All.



7 Pillars to Effective Messaging

1. As Personal As Possible.
2. Exclusive.
3. Short.
4. Write Like You Talk.
5. Get them to Take One Step.
6. Don't Sell It All.
7. Value to Them.

Don't Forget...

W.I.I.F.M.

Wanted to share that article again from [Digital Marketer](#) on the best ways for [INDUSTRY/PROSPECT DESCRIPTOR](#) ie software companies/small businesses/people like us to [launch or improve our Facebook ad campaigns \(outcome/achievement\)](#).

Here's the link to that article again: [<LINK>](#)



What's the right volume?

The Right Volume

1 Start Slow.

2 Let It Breathe.

3 Don't Forget the Long-Game.



----- Forwarded message -----

From: Carly Paulson <[redacted]@reply.us>

Date: Mon, May 11, 2020 at 8:48 AM

Subject: Accelerate growth without the risk

To: <[redacted]>

Could we carve out a few minutes next week?

Carly Paulson

[redacted] Reply.com

Automated Sales Process

500 emails to a
cold list.

24 hours later...

50 were returned

30 to LI group

23 calls

3 unsubscribed

Started with 41
prospects

Now....

1,028 prospects in
4 months

-Janine Bolon, Financial First-Responder & Money Maven

Message 1

Subj: Curious about {name of company}

Hi {name},

As a fellow local Longmont business I thought it was worth reaching out....

I'm the owner and publisher of [Longmont Business Magazine](#) – you may be familiar with our sister publication, [Longmont Magazine](#). We're preparing for our inaugural issue for Longmont and I'm eager to pop by your business and introduce myself in person. I'd like to learn a little bit about [{name of company}](#) and what you've been doing in our community!

Usually Wednesdays or Thursdays are good for me – what would work best for you?

Looking forward to meeting!

Deb

P.S. Here's a link to the digital version of the March issue of [Longmont Magazine](#):

Message 2

Subj: Looking for a partner

Hey {REDACTED},

Following back up on my message last week.

As a "hyper-local" magazine, it's my mission to meet as many local businesses as I can. I'm looking for two or three businesses with deep community roots I can partner with for editorial/feature stories. Maybe some marketing and networking too.

Let me know if you'd be open to chat!

Deb

P.S. The closest magazine being published currently is [Boulder Magazine](#). Below is a link to the March issue. We also have magazines in [Fort Collins and Loveland](#). If you'd like to see either of them, drop me a line!

Message 3

Subj: Can we connect soon?

Hi {REDACTED},

We've been crossing paths here the past few weeks and I wanted to reach out.

Anyways, it got me thinking and I wanted to introduce myself again. As the owner and publisher of [Longmont Business Magazine](#), I've been getting to know all the "movers and shakers" in the Longmont business community. It's fascinating learning the stories of local Longmont businesses and as a result, we're developing some fantastic feature articles for the next few issues.

I'd like to stop in and hear your story too!

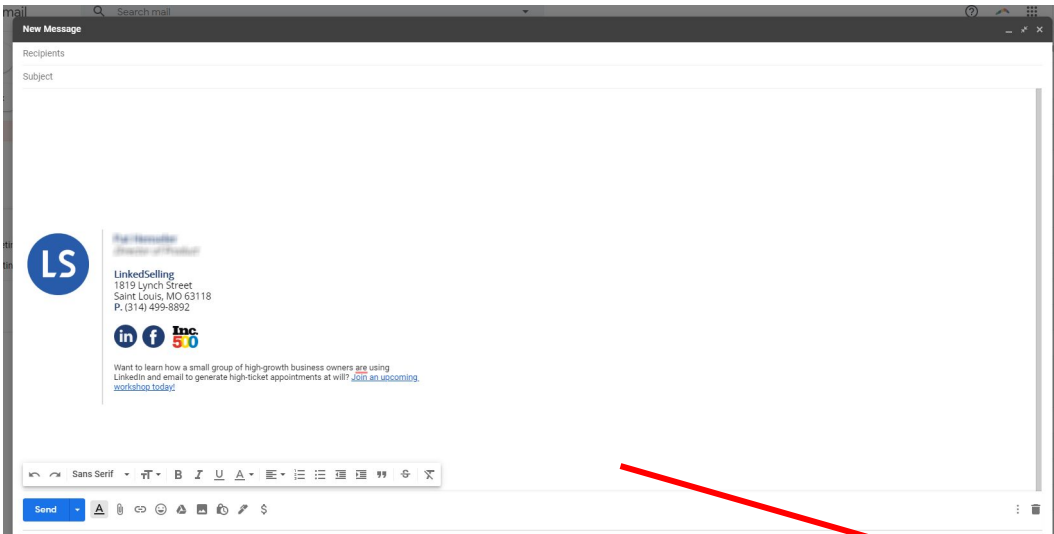
What does next week look like for you? I'm generally available Wednesday and Thursday mornings. Let me know what times work for you, the best contact number and we'll get something on the calendar!

Looking forward to a chat soon,

Deb

P.S. Our parent company publishes 90 magazines across the US. Here's a link to one of my favorites (Brentwood TN):

An alternate approach...



CONNECT 365

[CUSTOM FIELDS](#)[THEME](#)

Create custom fields for importing extra columns from your CSV files.

[CREATE](#)

FIELD LABEL	DEFAULT VALUE	ACTION
LinkedIn Profile	LI Profile	
City	HQ City	

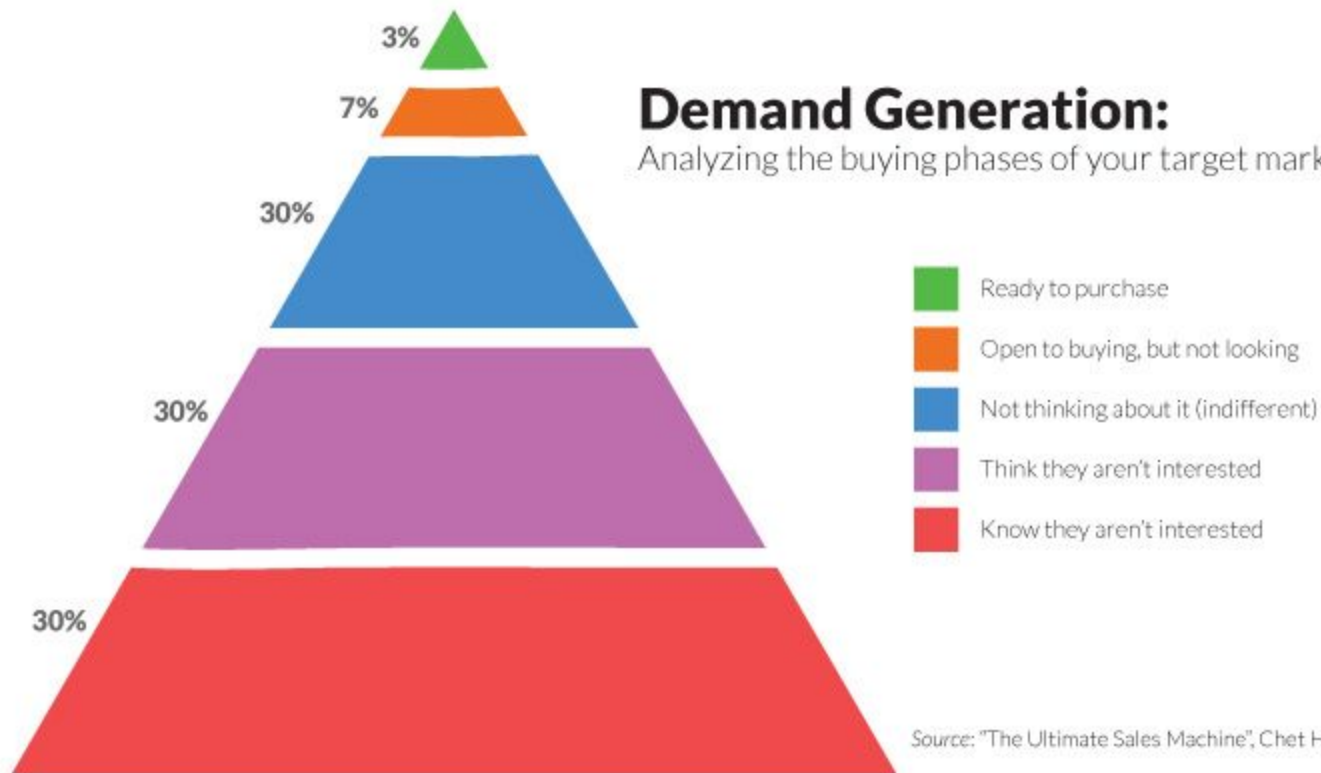
Can Outbound Email Campaigns Deliver?

*87% of b2b marketers use email to generate new leads.

*80% of high-growth sales organizations rely on a multi-touch sales strategy and cold emailing is a great tactic to use to start that multi-touch point funnel

*In fact, cold emailing is considered to be one of the most effective B2B sales prospecting methods. It is extremely cost-efficient (the studies find that its ROI can reach 4400%!)





On the next:



Getting New Prospects to Discuss Their Pain Points with You

Call Held 5/20 at 1 pm (central) with Rob Lime