

# TRANSLATE COLD EMAILS INTO SALES EFFECTIVELY



Article by TECHNO DATA GROUP

# Cold emails

, till some time back, was one of the top methods that companies would use for generating outbound sales. Unfortunately, misuse of this method and spamming the customer's inbox with unnecessary mails has tarnished the reputation of this method. However, looking at it from a strategic perspective, it is still one of the best means a company can adopt owing to its many benefits like reach and cost effectiveness. The amazing fact that cold mailing actually means automation of your sales process itself makes it that it is a powerful tool. All that is needed to be done for it to start contributing to predictive revenue is get the sales reps more focused and personalized on these mails, so that more closures on deals can be achieved.

**HERE ARE 5 STEPS THAT WILL HELP YOU ACHIVE THIS:**



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# 1) Think of an Exciting and Innovative Subject Line!

Email opening rates determine whether or not you penetrate the first barrier in cold emailing. A 50% opening rate can substantially increase your business. However, a regular and boring subject line can at best get you only 10% opening rates. You need to perk up your subject line, add some benefits or USP of your product on the subject, yet keep it short and crisp. Basically anything that is eye catching and yet not too garish will do the trick. It is the first and the most important aspect of cold emailing.

**Inc.com's** *research claims the highest open rates (21 percent) when emails have six- to 10-word subject lines, which is roughly 50 characters in length.*



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## 2) Grab your Target Market's Attention through Structured Emails !

This is not an easy task. You first need to do a background check and see what appeals to your target audience or what it is looking for. Hints can be gathered through social media activity, LinkedIn and such forums. Post this, all you need to do is within a relevant context, make an irresistible offer and back it up with proof. Introduction followed by benefits and social proof is what makes a perfectly structured email.

**Direct Marketing Association** - *Email marketing yields an average 4,300% return on investment for businesses in the United States.*



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### 3) Don't Wait for the Opportune Moment !

There never will be a time when you will feel that the timing is perfect for your cold email campaign. So don't mull over it, rather just go for it and do it now! Create patterns from your own campaign and then find out what are the factors that worked. You need to do your own testing all the time. Sending the email at an odd time will result in a dip of 30% in responses, so weigh your choices and then decide. Remember, you need to figure out what works for you. Don't blindly follow what others do for the purpose of your cold emailing.

**Experian** - *Personalized promotional mailings have 29% higher unique open rates and 41% higher unique click rates than non-personalized mailings.*



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## 4) It is all About Numbers !

Undoubtedly, when it comes to sales, it is the numbers that decide your fate. In case of cold emailing, the best part is that it can be completely tracked. You can easily use this data to do some analysis such as who received your email, the opening rate and the conversion rate etc. and devise a suitable strategy that works. Check the metrics that worked in your favor and why the conversion happened. Then, look for customers whose profiles match those of the favourable cases in your database and add them to your emailing list. Wait for the next round to see if this system works. You need to monitor and improve the process on a continuous basis and that is the only way cold emailing can reap maximum benefits for your business.

**BtoB Magazine** - *59% of B2B marketers say email is the most effective channel for generating revenue.*



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## 5) Make them Fun and Engaging!

Focus on using your creativity while creating cold emails. Remember, your customer is going to receive a swarm of such emails and so to break the clutter and get a conversion or at least an opening, you need to do something new and creative. Think from the customer's point of view and understand what could generate a response like “Great email...would love to see a demo of your product/service”. Work towards this and see how the transformation happens from unopened emails to conversions, thereby giving your business an edge.

**HubSpot** - *Click through rate (CTR) is higher when using the recipients first name in the subject line over no use of the first name.*



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## About Us

**Techno Data Group** is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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