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VINTAGE

HOW TO CREATE THE PERFECT OUTBOUND EMAIL CAMPAIGN



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guessbox.io

How To Create The Perfect Outbound Email Campaign

Introduction

Hey there! So you're interested in using email as a marketing channel? Good choice! Time and time again email marketing has proven to be more efficient and more cost effective than other marketing channels (specifically, for companies in the B2B space).

Here's a quote from a study regarding the effectiveness of email marketing:

"The audience potential of e-mail marketing is enormous. It was estimated that the number of email users in the United States will reach nearly 237 million by the end of 2017 which is more than two thirds of the country's entire population. Of those who actually open and read promotional emails, 86 percent aged between 18 and 34 years say they find them useful if they include recommendations based on previous purchases. In fact, the share of users who delete e-mail ads without even reading them has been decreasing over the past years, and fell from nearly 60 percent in 2010 to a little over 40 percent in 2014. Additionally, it was found that 86 percent of consumers said they would like to receive promotional e-mails from companies they do business with at least monthly, and 15 percent like to get them daily. Personalization might be the reason behind this behavior, taking into account that the open rate for e-mails with a personalized message was 17.6 percent, as opposed to 11.4 percent without any personalization.

Opinions on the effectiveness of this form of marketing vary. Among B2B marketers, 31 percent point to e-mail as the leading channel influencing revenue growth.." [Read more](#)

Like anything it does take some know how in order to yield the best results, but thankfully the learning curve isn't that big. There are a few elements that make up a successful outbound campaign, and they are listed below. Over the next few pages you will learn the basics of what these elements mean and how to apply them to your next campaign.

What Makes Up a Successful Outbound Campaign?

Good Lead Prospecting

Your 'Offer'

Your 'First Touch' Email

 An Engaging Subject Line

 Short & Sweet Email Copy

'Second Touch / Follow Up Email

Sales-Operations (what do you do after you get an interested lead?)

Note: If you wish to skip straight to how to write the highest converting email copy, go to chapter 3. Otherwise read on.

Chapter 1: Good Lead Prospecting

I consider the perfect lead somebody who has at least 2 of the following attributes:

- **Has a clear need for your product/service.** This means that the benefit they will receive from your business is clearly evident (i.e. it will have a direct influence on their revenue growth, or reduction in time trying to acquire that revenue). It's important to understand this because you will be communicating this in your 'offer' - the more clear it is the less need your prospect has for saying, "Err... we'll need to think about it" or "This isn't useful at the present time but we might think about it later etc"
- **Is within a similar time zone as you.** Though, this isn't the be all / end all. Believe me, organizing and keeping a sales call is A LOT easier if the person you are contacting is in the same time zone. Obviously, I don't know who is in your target market, so this may not apply to you if your client base is global but if you can, I'd suggest keeping it local to start with.
- **Fresh Leads.** Luckily, if you are using GuessBox this isn't a problem as all leads are verified active as of the day you search. However, if you are scouting leads by other means, make sure to verify the list before sending. You don't want to end up with a high bounce rate because you found old data that is no longer active.

- **Not publically available.** If you manage to get contact details that aren't publically available - that's good! Reason being, if your leads contact details are splattered across the web you can bet that they have already been reached out to several times by other companies. Thereby, creating a higher chance that they will just ignore your email. So, how are you supposed find details that aren't publically available? One method is to find the email address of another person in the company and then apply the same pattern to the person you are prospecting (i.e. eric.azizian@guessbox.io > arthur.poot@guessbox.io). Most companies generally stick to the same email pattern for their employees.
- **The lead has money.** This one is pretty self explanatory but your ideal lead isn't a company that started yesterday and only \$5000 of available capital. You can generally find out if a company has money by looking at team size. More than 2 people and they are probably generating revenue (or are funded).

Whether you are using GuessBox or another platform for lead generation, before you start make sure you identify the following information about your target lead:

Location - where are they located?

Industry - what industry would your lead fall into? Are there other industries that are complimentary to your search?

Lead Role - who is the best person to speak to in your target company? Is it the CEO, the marketing manager?

Generally, the smaller the company the less of a need there is to target a specific job title seeing as the company founder / CEO might already be in charge of that. This is typical if you are targeting early stage startups that generally only have a developer, founder and a sales person.

Of course, if you are looking for enterprise clients then the CEO / founder might not be responsible for smaller business decisions and you might have better luck contacting somebody else within the organization.

Note: When sending emails it's good practice to ask for a 'referral' from your prospect, in the case that there is somebody else in the company that is better positioned to take your request.

Here's an example of how to subtly ask for a referral within your email:

"Oh, and in case you are not the right person to address with this matter. Please forward this email to the person in [COMPANY NAME] that is best suited to speak with me. Thanks!"

Once you have a good set of leads, vetted and verified you can move onto working on your offer.

Chapter 2: Your 'Offer'

Without a doubt this is one of the most important parts of your outbound campaign. To start, answer these questions and write down your answers.

- 1. What action do you want your prospect to take after reading your email?** (i.e. click a link, arrange a phone call, sign up to a free trial, request more information etc).
- 2. Why is your product/service useful to your prospect?** Include references to success stories, stats that will help back up your offer and as much social proof as you can (i.e. do you have any big clients that your prospect may recognize, how many users do you have, is there a high demand for your product?)
- 3. What is something special that your prospect will get if they speak to you?** This should be something exclusive to the client (i.e. a discounted package, free trial, a strategy session)

I'm just going to go out and say it. If you have a B2B product, it isn't very common to expect people to just sign up by sending them a link in an email. You can (and should) still include a link to your business but make sure to push for a phone call or meeting. This will give you the opportunity to actually speak about what you offer in detail and find out more about what the prospect needs. I guarantee you will convert more people this way than simply sending them an email and asking them to register for something.

If you think about it, it makes sense. When you speak to your client on the phone, skype or in person that allows him / her to actually put a face to your email and company. Thereby creating more trust in your product.



To demonstrate this I have included a sample of an 'untargeted' email and one of a email that has proven to receive response rates of 20%+.

Untargeted Email:

Hi Jessica,

I'm reaching out to say hello and introduce you to [Company X]. We just launched a platform which allows you to search through over 2+ million lead records and export those leads into a spreadsheet for further outreach.

All free GuessBox accounts receive 100 lead credits absolutely free. Sign up here: <http://guessbox.io/users/login>

Looking forward to hearing from you!

All the best,

Eric Azizian

CEO of GuessBox.io - Real-Time Verified Lead Generation & Outbound Email

Targeted Email

Hi Jessica,

I hope this email finds you well. I found [Company X] after a colleague of mine recommended I check you guys out. Great job with everything you've done so far!

My name is Eric Azizian and I'm the CEO of GuessBox.io - I'm writing to open up channels for communication and ask whether you are running any outbound email campaigns right now as a way of getting more clients?

GuessBox is a simple platform that allows business to find laser targeted, verified leads in minutes and then export them into their mail client for instant outreach!

Is this something that may be of interest to you? If so, I would love to offer you a **free** GuessBox account with 100 lead credits in exchange for some feedback.

Looking forward to hearing from you!

Eric Azizian

P.S - If this isn't within your decision making power, could you please forward this email to somebody in [Company] that is more suitable to discuss this with. Thanks!

Here are the stats for each respective email. Let's say the open rates are equal at 60%.

Criteria	Untargeted Email	Targeted Email
Email Sent	100	100
Open Rate	60%	60%
Response Rate	5%	40%
Conversions	1	12

In case you're concerned that the above email copy doesn't apply to your business then rest assured there are a lot more email templates that you can use later in this guide.

Chapter 3: Your 'First Touch' Email

A successful outbound campaign is typically made up of about 5 different emails. The first touch which, as the name suggests is the first email with the most content, followed by a follow up email if the prospect hasn't replied in 3 days, and then another follow up email after 5 more days with no reply, and so on until you reach the '**last touch**' email which is where you try a final time to breakthrough to the prospect before you take them off your list.

Before we go into writing email copy, let's talk about one of the most important parts of your first touch email - **the subject line**.

A good subject line consists of one or more of the following elements:

- **It's short.** Keep it under 55 characters otherwise mail clients will cut it off.
- **It's personalized.** It contains your prospect first name & company name.
- **It's clear.** No wacky subject lines etc. This isn't your opportunity to sell.
- **It invokes curiosity in the reader.** Is this email spam, is it not? Is it a collaboration opportunity?

Note: When trying to think of subject lines or even headlines for content I always use the [CoSchedule Headline Analyzer](#). It's free and works very well in determining the quality / success of your headline. See if it helps you in picking your next headline!

“Nick, Quick Question About Greenlane Media”

This is one of the most effective subject lines I have ever used. It's simple and uses the angle of a potential customer asking a question to convince readers to open it.

Obviously you need to use variables and have the correct lead information for this work on a mass scale. But, if you exported the data from GuessBox and correctly imported it into your email client. The format would be akin to:

\$NAME, Quick Question About \$COMPANY

Here are a few other headlines that have proven successful. Have a read of them and then see if you can answer the questions below:

“Hey Nick, Quick Question About Greenlane Media”

“GuessBox <> Greenlane Media”

“Touching Base About Greenlane Media..”

“Introduction: Eric Azizian <> Nick Mensin”

“Nick, Greenlane Media Has Been Featured on The GuessBox Blog!”

“Nick, Love Your Store!”

“Really like Greenlane's Website Design”

- 1. Can you see any similarities between the subject lines? If so, what are they?**
- 2. What elements do these subject lines have to make them effective?**
- 3. Which do you believe was the most effective, and why?**
- 4. Do you think these subject lines will show more efficacy if they are varied between industries?**

Writing a Good Cold Email

Now that you know the things that make up a good email, let's move onto actually writing the email copy and getting those response numbers up!

A good cold email contains two or more of these elements:

Personalization. Using the person's first name typically increases response rates by approximately 30%.

An appealing 'offer' that is communicated clearly.

A request for action. (i.e. a request for a phone call, for a sign up, a link to click etc).

Remains short & sweet. Doesn't repeat itself. Provides a welcoming introduction, then quickly moves to value, benefit, opportunity, offer.

I'm going to show you a real example from a GuessBox client and we can break down and analyze the email together but first here are the stats from this campaign:

Criteria	First Touch Email	Follow Up Email
Emails sent	643	622
Open rate	68%	70%
Response rate	5%	15%
Conversions	20	40

"Hi there,

I hope this email finds you well. I'm writing because I found your brand on Instagram here: <https://instagram.com/onnieolearytattoo> and was impressed with how great of a job you've to utilize social media to grow your business.

My name is Richard Marks and I'm involved with WeConnectSocial.com - a platform that connects brands like yours with social media influencers. We have thousands of people with engaged followings anywhere from 10,000 to 1,000,000 across Twitter, Instagram, YouTube & more.

The WeConnect platform is super easy to use - do you think you might be interested in learning a little more about how it can help grow your business even further? If so, is it sometime today or later in the week suitable for a 10 min call?



Have a great day, and I'm looking forward to hearing from you!

Richard Marks
Business Development at WeConnectSocial
+614 7777 3742"

Now, the first thing you might notice is that at the beginning of the email Richard references an instagram profile URL. As you would have guessed he actually harvested a list of instagram profiles along with their profile URLs and then added those profile URLs into a separate column so that he could use them within his email client as a variable.

Did this influence the success of the email? As a matter of fact it did! It made this effectively 'cold email' into a more personalized one and would have immediately made the prospect loosen his otherwise tight guard.

In this particular case Richard didn't use GuessBox to harvest his leads so he didn't have the name data associated with each email. But, I'm positive if he had used the person's first name through the email instead of just saying 'Hi there!' that he would have gotten an even better response rate.

Richard already knew that this prospect had over 10,000 followers on instagram, so by mentioning how impressed he was with the progress of the business and social media status he created a 'warm introduction'. Most of the time just having a warm introduction will increase how many people continue reading past the first paragraph, because as the law of reciprocation states people have a general need to return actions committed towards them, be it positive or negative.

His offer was short and sweet. He clearly explained what his business provides and how it could help the prospect in his own pursuits for business growth.

He used numbers to quickly describe how big the size of his influencer marketing platform was, and emphasized the versatility of the influencers that are registered under WeConnect.

After this he mentions that WeConnect is simple to use and asks whether the prospect is interested in learning more. Additionally, the question he poses is very hard to disagree with. After all, what business wouldn't something that would accelerate its growth?

“The WeConnect platform is super easy to use - do you think you might be interested in learning a little more about how it can help grow your business even further?”

He finishes off the email with something special. By stating that he is ‘looking forward to hearing from the lead’ that effectively guilt the person in feeling the need to reply. This technique on its own is VERY useful if you want to get your response rates up.

Read this line:

“If so, is it sometime today or later in the week suitable for a 10 min call?”

Do you find anything interesting about it?

How about the typo visible in, “If so, is it sometime today..”

I have a secret for you, that typo was intentional! Yup, it was added specifically so that the email felt more human, and felt less like an email that went out to hundreds of other people. After all, everybody knows that spam robots don’t make typos! ;)

Phew! Hope that wasn’t too much. Good job for getting this far. You’ve earned yourself a break. There will be a few questions for you to answer when you return.

Go!

Questions:

- 1. Would you open Richard’s email if you received it?**
- 2. What do you think Richard could have done better with his first touch email?**
- 3. List all the things you think his email has, and all the things you think are missing.**
- 4. How would you improve on Richard’s email?**

Chapter 4: The ‘Follow Up’

As you can see from the stats above in this case it was actually Richard's follow up that got him the most responses. Why do you think that is?

Well, what actually happened was that many of the people that Richard had emailed had their emails publically listed so they were always receiving a bunch of emails! But, when they received a follow up it made Richard stand out from the crowd as a real person and not just some random who found their details online.

In fact, once they saw the follow up they actually thanked Richard for following up (though it was automatic) and the ones that never opened the 'first touch' email took the opportunity to go back and read it.

So, what's a good follow up look like?

It's actually pretty simple. Here is Richard's follow up that proved to be quite useful for him, particularly in this campaign:

"Hi,

I hope this email doesn't interrupt anything you were doing - I know how that can get annoying! I'm just writing to confirm whether or not you received my previous email about potentially getting onnieolearytattoo started with our influencer marketing platform - <http://weconnectsocial.com>

Does still sound interesting to you? If you would like to learn more, reply to this email and I'll send through some more info :) If not, then no hard feelings just let me know and I'll make a note to not reach out again.

Thanks!"

When writing a follow up email it's important to keep it light hearted, understanding and offer a way out and a little bit of emotional blackmail.

That's right, emotional blackmail. In this paragraph, Richard is sincerely asking whether or not the person is still interested in speaking to him as he has not heard back from him.

Does still sound interesting to you? If you would like to learn more, reply to this email and I'll send through some more info :) If not, then no hard feelings just let me know and I'll make a note to not reach out again.

Secondly, Richard doesn't just trap his lead there, instead he offers them a way out by simply asking them to let him know if they are still interested otherwise he will remove them from the list and not contact them again.

He's playing push / pull with his lead here.

Note: The concept of pushing and pulling is visible in everyday life. When one person acts too interested in the other, or 'pushes too much', the other party responds by pulling away (i.e. feigning less interest). In the example above Richard started off 'pushing' with his first email, and when he didn't get a response he made it clear that he would pull away if they chose.

Here are some more examples of good follow up emails:

Last Touch Follow Up:

"Hi {FirstName},
I know you are super-busy and I hope I'm not bothering you too much.

Is there any chance you can quickly share your thoughts on [original request] or let me know if we just wasting our time here?

Thanks,"

Call Follow Up:

"Hi {FirstName},

I just wanted to circle back on my email I sent last week on [your value proposition].

Let me know what makes sense as a next step, if any?

Thanks,"

General Follow Up

"Hi {firstname},



I hope this email doesn't interrupt anything you were doing. I'm just writing to see if you received my latest emails and whether you had any thoughts about using [Company] as a way to grow your social media traffic?

Let me know if you are still interested and I'll send over some more info. Otherwise, just let me know and I'll make a note to not contact you again.

Thanks, and have a great day!

Perfect another section down. You're on fire! Here are a few questions to stimulate your mind.

Questions:

- 1. What do you think the best thing about a follow up email is?**
- 2. Did you ever apologize for not replying to the first email when you received a follow up?**
- 3. Come up with your own follow up message, then write another if they still don't respond, and then another until you get to your 'last touch' message.**
- 4. After writing your own follow up, is there anything Richard missed in his follow up?**

Chapter 5: Death By Analysis

In this chapter we're going to analyze a few more emails similar to what we did with Richard's email earlier. But, before that let me tell you about one of the most creative outbound emails I received.

Back in 2014, I was working in NYC for a health tech company called DocChat. I was heading their marketing department and was in charge of all growth / sales hacks we were experimenting with at the time.



So one day I was sitting at my computer when I got a new mail notification. The subject line read, 'We've featured DocChat in our latest blog post'

Awesome! We've been featured" I thought. So I quickly opened the email and it read like this:

"Dear Eric,

I hope you're well!

I'm reaching out on behalf of [L\]eamed Media](#). We think doc chat is such a transformative service that we had to mention it in our latest blog post (posted [here](#)).

We are in the process of writing a 50-page White Paper on the future trends of buyer behavior as it relates to the wearable and connected revolution.

I would love to schedule a quick call to further introduce myself and discuss where we might be able to mutually benefit from a relationship.

Please let me know what works best for you in the next few weeks. I can be flexible based on your schedule.

All the best,

Michael"

And that blog post was really there. I realized at that point if you are a startup you'll open any email that has any mention of being featured on it.

This company took outbound a little further and got creative with it. They wrote that blog post, which I imagine took no longer than 20 minutes - discussing very superficial things about the company. But, that doesn't matter. I imagine their angle was hell, if this 20 minutes of work fools them into thinking we really care and actually pays off then, we'll make \$10,000 from these guys (which was their intention).



And hey I believed it. Now going back to the email with the knowledge that they had written about us, completely changed my tone. All of a sudden, I was thankful for the article and thankful for them to be reaching out to us.

To cut a long story short, I ended up being a pretty warm lead until I spoke to one of the guys on the phone and realized they wanted to sell us a \$10,000 marketing package. But it worked, and after looking at their blog and seeing other companies being blogged I can only imagine that this strategy is quite effective. Albeit, may take a bit longer to do in bulk.

Let's return to the email for a second.

"Dear Eric,

I hope you're well!

I'm reaching out on behalf of [L\]eamed Media](#). We think doc chat is such a transformative service that we had to mention it in our latest blog post (posted [here](#)).

We are in the process of writing a 50-page White Paper on the future trends of buyer behavior as it relates to the wearable and connected revolution.

I would love to schedule a quick call to further introduce myself and discuss where we might be able to mutually benefit from a relationship.

Please let me know what works best for you in the next few weeks. I can be flexible based on your schedule.

All the best,

Michael"

As you can see it is **short & sweet**, has a **warm introduction**, and feeds on **the law of reciprocity** (they did something for else, now we feel like we should do something for them). Michael doesn't mention anything to do with using their marketing company, or about anything that would indicate a financial exchange from us to them.

Instead, he keeps the email very short and touches on potentially asking us some questions before pushing for the call phone call.

It wasn't until our second phone conversation that he mentioned what his company provide for us in terms of 'marketing'. And who knows, maybe I would have even said this if I thought it was worth it.

The story here is to be creative with your emails. Follow the rules, but also make your own.

Let's take a look at another one:

Criteria	Email
Emails sent	100
Open rate	71%
Response rate	36%

Subject: Looking for advice

Body: Hi {FirstName},

I'm a first time entrepreneur and I just started to build my product. I'm looking for experts in this space and several of my friends pointed me in your direction. So I was hoping you could give me your feedback before I spent too much time building something that nobody wants.

Here's my idea: I have a crawler that crawls millions of websites daily and can see who started a free trial with Mixpanel almost instantly. Do you think information like that would be valuable for somebody like KISSmetrics or I'm just wasting my time here?

Please let me know – you will save me several years that I'm going to spend building it otherwise :)

This seems like a pretty innocent email. The user is not trying to sell anything, but instead is looking for advice prior to product launch. Due to the subtlety of this template it works very well if you want to get people onto a free trial of some kind. You can do it all under the guise of 'advice'. Typically, you would do it on the second email after the prospect has replied at least once and expressed interest in helping.



After that your second email could be something like this:

Hey \$NAME,

Thanks for getting back to me so quick and for your advice - it's much appreciated! I was wondering would you be interested in just taking our product for a spin? It would be at zero cost to you because your feedback is just super helpful.

Let me know your thoughts and I can proceed to make you a free account.

Thanks again,
Eric

Chapter 6: Sales Operations

When people first start running outbound campaigns and see some results they are usually to excited to worry about what comes next. You know all those meetings and phone calls we've been trying to get with our leads? What happens when a bunch of them reply and all schedule calls with you? Or when some leads have turned into clients but aren't fully satisfied with your service.

This is what I call sales operations (sales ops for short). It's the process involved in not only getting the sale but staying on top of your sales pipeline. Did you know if somebody just expressed interest in your product, be it through a direct sign up or an email message you have exactly 1 hour to respond to them, otherwise you have a 90% of losing that leads.

That's right, leads are most responsive when reached out to in less than an hour of them expressing interest in your product. Longer than that, and the chances that you might lose them to start increase. Especially, if you are working with global clients, and that whole time zone issue I mentioned previously.

Here are a few tips to optimize your sales operations and ensure that you can keep selling to new leads consistently and effectively.

Tired of asking for “the best time to chat”?

Use calendly.com and let your leads pick the best time that is available for them. Calendly has a direct integration with your Google calendar so you'll always be in the know if a lead has scheduled a meeting with you. Hell, you can even get creative and add the calendly link to your email signature.

In a different timezone, but don't want to be late to reply?

If you're dealing with a prospect from a different timezone and you are worried that they message email you when you are asleep, just set up an 'Out of Office' autoreply using Gmail (or whatever email client you are using). All you'll have to do is add the hours you want it to run between and type in your 'Out of Office' message.

Something as simple as, "I have received your email, and will get back to you shortly. Thanks!" is better than accidentally being 12 hours late to reply to an prospect's request.

Emails too effective?

Is your outbound campaign working so well that you have a surplus of interested people? If you can't take on more capacity - it helps to have a 'waiting list' that they can join. You can just phrase it as an 'exclusive list' that you had to put your client on because all the lower paying clients are using too much of your resources right now, and you don't want your 'exclusive client' to experience any issues with using your product/service prematurely.

Integrating Your CRM with Slack

Personally, I love Slack. I use it with the GuessBox team, I use it for clients. I even use it as a CRM because I'm on it so much.

If you're like me and you're signed into Slack all day then this integration is a must have. It pushes all your client emails, meetings and notes to your slack on-demand. Depending on the technologies you use, you can even push every new sign up / lead into a #leads channel on Slack, so that as soon as a lead comes in you can get in touch with them.

I can't describe how much time I saved getting everything as it happened directly in the place where I was most active all day (that's more email, phone, Facebook etc) - Slack!

Note: In order to set up this integration you can connect zapier.com with Slack & your desired CRM (if available). Otherwise, if you are a developer it's not that hard to code it yourself.

Call Regardless

There are a few times I prefer to call a lead instead of emailing them first. Here are those times:

- When a user directly signs up via the GuessBox website and adds a local phone number.
- When I know something is going to go run product wise, but I want to warn the client in advance (if the client is on a local timezone)
- If I want answer quickly. You see calling someone, generally puts them into a bit of a corner and places them under the spotlight so if you have a question or are desperate to close a lead - call him on your will. Just remember to ask, "is this a bad time?"

Miscellaneous

- The best time I've found to send emails is typically, between 11am-2pm Mon-Friday. 6-9pm Sunday. Remember to be considerate of where your leads are located and don't start email campaigns at random times. Instead, only send emails during the times you think your leads are most likely to be active and responsive to emails.
- When trying to organize a time for a phone call / meeting with a prospect, don't ask them, "When are you available?". Instead suggest some days and times and let



them choose. This is a better way of doing it because in that split second when you prospect his reading your email he doesn't really know what time is good for him/her to chat. So, if you ask this question a lot of the time you won't get a reply because having to go and look at one's schedule when they were already doing something else could be a considered a disruption or a *hassle*.

And that's it! Thank you for reading this guide, make sure to keep an eye on the complementary materials we are releasing soon. Including, more high converting email templates and lead information. If you have any questions please don't hesitate to contact me at eric@guessbox.io.

Sincerely,
Eric Azizian
Founder of GuessBox