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MISTAKES THAT KILL YOUR COLD EMAIL CAMPAIGNS



THE IMPACT OF EMAIL ON SALES PROSPECTING

- 80% of prospects prefer to communicate with sales teams via email more than any other communication method
- Almost 90% of all marketers say email is their primary lead generation tool
- More than 80% of B2C and B2B businesses use email marketing technologies
- Email marketing consistently yields the highest ROI, edging out organic search
- Some reports indicate email marketing can yield an average ROI of 4,300%
- Almost 300 billion business and consumer emails are sent and received each day, and that's expected to increase by more than 347 billion by the end of 2023

Cut Through the Clutter with Emails That Get Read

THE AVERAGE PERSON WHO WORKS IN AN OFFICE RECEIVES MORE THAN 120 EMAILS EVERY DAY. MANY OF THEM NEVER GET READ.

SalesPipe's average email open rate is more than 60%, with some of our best campaigns garnering response rates exceeding 20%. Our success framework is built around avoiding common email mistakes your competitors may be doing. Here are some tips to help your team avoid your competitors' pitfalls.

Poorly written emails will cost you customer connections and prevent your cold prospects from ever warming up to you. **Avoid these 4 mistakes so your emails don't get sent straight to the trash bin.**

1 MISTAKE ATTENTION

The Opening Sentence

If you've searched the web for tips on sending great cold email campaigns, you've likely found a lot of advice about the do's and don'ts of writing great subject lines—bonus points for brevity, creativity, and personalization. The reality is, however, that most people who send cold emails do a decent job writing subject lines that at least generate an open.

But what's next? Your first cold email fail point: **Not grabbing attention in the first sentence.**

So how do you put this prime messaging real estate to work for you? There are two key ways to get attention with your cold email opening line: **authority and relevance**—or better yet, a mixture of both.

For authority: Use the first sentence of your email to set up context for your prospect. Make a statement of who you are and what you do. This establishes authority and should engage the prospect's attention to connect with you and read on. It also sets the stage for the next part of your email.

For relevance: Do you have a social or mutual connection who affiliates you with your prospect? If yes, this is a great place to mention it. If not, you can also make a connection with messaging that specifically addresses what your prospect does and how it relates to the content of your email message.

2 ^{MISTAKE} WEAK VALUE PROPOSITION

Missed Opportunities

If you fail to give your prospect a great value proposition that clearly explains why you're connecting, your cold email will never turn into a hot new lead prospect.

Even if you set the proper framing for your email with authority and relevance, a poor understanding or underwhelming assertion of your prospect's problem—and how you can solve it or heal a pain point—could mean your cold email will freeze and die.

Don't beat around the bush with your value proposition. Right out of the gate, clearly hit the nail on the head about what is intriguing about your product/service. Don't give away all the details. Draw the prospect in, hinting you have more in your back pocket, intriguing them to reply to learn more.

Don't be shy. Let your prospect know what you have, how you can help, and then entice the prospect with what a win for their business can look like and how you can help move them toward success.





3 ^{MISTAKE} WARMTH

Skip the Niceties

Even though you were raised to have manners—overly warm messages with excessive niceties work against you in business and prevent you from winning over your prospects.

Be sure your content reflects your company/product value with strength and clarity. Ensure your messaging is strong and concise to cut through the clutter. Make your prospect feel that responding to you is a good use of time that will lead to rewards.

Things to avoid:

- Being consultative with questions, especially rhetorical
- Sorries, apologies, pleases, hoping
- Asking permission



4 MISTAKE PACKAGING

Missing the Big Picture

Words. Words. Words. There can be 20 versions of the same product or service, but how those products are packaged can make all the difference when it comes to success or failure.

Packaging the words in your email message can do the same. When you're staring at a blinking cursor on a blank screen, you may be tempted to spend too much time fretting over the "right" words to use instead of how to best use the real estate and time (milliseconds) you have to grab your prospect's attention

Think less about: features, benefits, details, stats, data.

Think more about: being substantive from a high level.

Your cold email should be created to tease your prospect, reduce friction and encourage a positive engagement, and buy yourself more time for a call/demo where you can increase your persuasiveness.

Step back and look at the big picture. What thoughts and emotions does your message convey? If your email were framed and hung on a wall, how would it look? Keep your prospect's psyche in mind, then reverse-engineer your message from there. This will help reduce your email to what matters, eliminate key mistakes- and differentiate in the inbox.



Stress-Free, Smart Lead Prospecting

Target viable leads. Win new customers. Close more deals.

Let SalesPipe Manage Your Cold Email Campaigns for You.

SalesPipe functions as a member of your team by creating customized, personalized outbound lead generation emails from a branded company email address. Our unique and memorable sales process is tailored for your prospects, turning cold emails into warm intros so your sales team can quickly convert to hot new business for your company.

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