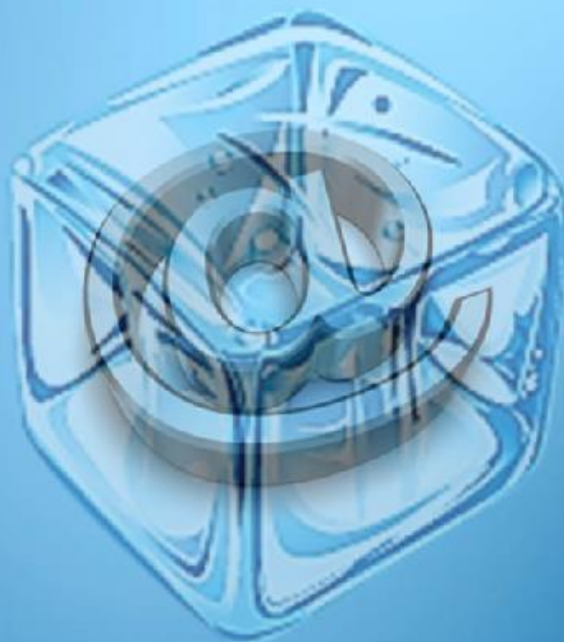




Marketing Success **Unlocked**

Cold Emails

Doing it right and netting yourself leads



Free marketing eBook by
Creative Agency Secrets
www.creativeagencysecrets.com

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An Introduction To Cold Emails

Cold emails are simply emails to people that you don't personally know. It's important to understand this because we all receive so many emails in a day, we only want to pay attention to those that matter, and so this eBook focuses on creating cold email campaigns that deliver results.

Cold emails are often seen as one off meaningless messages that get few, if any, replies. But in fact cold emailing can net you a good number of leads if you do it right.

This eBook will to help you write better cold emails that generate replies and turn into leads that'll become sales to new customers.

Chapter 1 | Introducing Yourself & Your Business

It's a fact of marketing and business life that you will need to find new prospects for your marketing at some point each year. Mailing lists wither unless you feed them with new people and so getting in touch with businesses and people who have never worked with your or heard of your brand is going to be needed.

For business to business marketing we always need to find both businesses who could become clients and also the individuals within those businesses who make buying decisions. So there is a doubly complex problem of both having to find a prospect business and also a prospect person within that business.

That's where introductions come in.

Ways to introduce your business

There are lots of ways to do this and email is only one of them. It's seen as attractive by many marketers because of the low cost and the perceived immediacy of message delivery. And that can be very compelling. Downsides are that spam filters cut down delivery rates and if you aren't recognised by the recipient they may trash the message without reading it.

Anyway, let's set aside alternatives - you have decided to use email to introduce your business to new prospects. We're going to show you how to use cold email as an effective marketing technique.

The rest of this eBook covers

- How to structure a cold email campaign plan
- The elements of a good cold email text - deconstructed and analysed
- Improvements to a mediocre email text

BONUS

We've also included this link to a slide deck [The B2B Leads Research Guide](#).

It is about how to research people within your target prospect companies. This will help you to build your database.

Ready to get going? Have a pen or highlighter ready as you read so you can quickly mark up the parts of this eBook which you want to adapt and re-use in your business.

Structuring a new business development campaign using cold emails

Any cold email you send must be part of a wider marketing / business development plan.

You will be wasting your time if you don't have a plan. I promise you.

Please realise that sending mass emails DOES NOT WORK for new client prospecting if done alone and in isolation. BUT within the context of a planned campaign it works.

Here's our recommendation about how to structure your cold email marketing.

- **Research potential businesses** by browsing their websites and finding the names of people who work there. Cross-check the names using LinkedIn or, ZoomInfo and build a spread sheet or CRM database of prospects. Include in the spread sheet names of businesses, contact details and the name and job title of key staff members you want to approach.
- **Write a bespoke introduction email** to the recipient which demonstrates you have already researched their business and understand their situation. Make an intelligent guess about their needs which your business can satisfy. The message should not be about sales. Your first approach message is about research and finding out more about them. Have a goal for the message outcome to agree a time to speak on phone/Skype to them in order to find out more.
- **For those who do not respond**, plan a second email with a gentle reminder of your interest in their business. Ask them to pass the message to the correct person if they are not personally dealing with suppliers.
- **If they do not reply**, add them to your mailing list and start to send regular, short, informative messages which will help their business (these may include some sales messages, but very few).
- If you can afford it, **send a postal mailing** individually to each business with some collateral, samples or testimonials as a follow up. Again, invite them to connect with you by telephone/Skype.

The deep skill lies in writing that first, well-researched email and then having the persistence and diligence to follow through with the subsequent steps. Many recipients ignore the first email approach and can be nudged to respond with a second or third interaction (whether that's mail, email or phone).

Your first email message needs to be short, engaging and to create a desire to learn more from the reader.

If you work in consumer marketing this is not a practical solution because it's too time consuming writing to thousands of prospects. For business to business it's easier because each sale is higher value and you need fewer customers.

Later in this eBook we'll show you examples of good email texts.

How to improve your campaign response rates

We had a client who was getting a reply ratio of 10 for every 50 cold emails they sent and asked us how to increase the number of replies.

Firstly, that is already a very respectable reply rate for cold emails – they're clearly already doing a good job. But we're ambitious and competitive and so we understand their desire to raise the response rate.

The best way to increase the number of positive replies is to use "split testing". This is a technique in which you create two versions of your message using different words, different subject lines or different offers. Pick one of these things to change i.e. the messages should be very similar indeed.

1. Split your long list of email addresses into groups of 100 email addresses. From the first list of 100 make two lists of 50 names – send the first version of your email text to the first 50 of the list and the second version to the rest.
2. Count the results from each message. Is there a difference in open rates? Click through rates? Response rates?
3. The one with the best results is what you should use for the remainder of your mailing list.

Chapter 2 | The Body Text Of Your Cold Email

We get dozens of unsolicited email approaches each month as I expect you do too. Reproduced below is one of the better ones we've got. Use this as an example for you to copy for your own use.

**You can market the way you always have.
But you can't expect different results.**

Business growth begins here. WELCOME TO ONEUPWEB.

[Oneupweb](#) wants to earn your business and help you win new customers in 2011 with our [search marketing](#), [social media](#) and [web design](#) services.

If you haven't yet, take a look at our digital marketing magazine, [The Merge™](#). It covers all of Oneupweb's digital marketing services and explains the value they bring to your business.

We've been serving clients like Polaris, Invisible Fence Brand, Molly Maid, Cancer Treatment Centers of America and Duke University for nearly 15 years. We're looking forward to building success with you.

Here is a glimpse of where our services start:

- **Search Engine Optimization** - campaigns start at \$40k per year.
- **Paid Search Marketing** - monthly management fees start at \$2k with a \$10k minimum monthly media spend.
- **Social Media Marketing** - campaigns start at \$15k
- **Website Design** - projects start at \$40k

Do you think next week would be a good time to talk?

What do you think?

A short, neat message. Starts with reassurance – do what you've always done. But we all know how that sentence ends.... "and you'll get what you've always got."

Nice use of the word "earn" in the second sentence – they are going to work for you to gain trust. I like that.

The words for the services list are all hotlinks with custom tracking codes – good practice to see where your campaign is working. I clicked on the link and it took me to a standard page... no special landing site after the page had rendered using the tracking code. This was a missed opportunity to generate a dialogue.

Bullet points

A neat filtering tool is used here. By quoting fees or likely media costs for services, they filter out any brands who can't afford to pay \$2,000 per month for Search Marketing or \$15k for social media campaigns.

I see this as a nice verification that the firm is established. It invites me to be attracted by the big names they've worked for but also to be put off by the fees. If you don't like the size of the \$ number quoted, you are not my target customer.

Call to action

A question as a call to action is a subtle approach. Do I think next week is a good time to talk? I feel compelled to answer that question, even now as I read it.

Enough time to get into my diary and a question that can be easily answered. Interestingly, no easy-call buttons for direct line phone numbers added here. Wonder why not?

The footer has company contact information and the usual range of social media links plus an unsubscribe.

So do you think you can copy elements from this email for your own use?

A second example of a good cold email

I just received this one – and I think it's quite good.

Hi Rebecca,

I bet you're inundated with emails so I'll make it quick.

I'd like to write some free killer content guides for Start-up Marketing software for your blog.

Here's an example of my writing style. I write content that sells:

<http://www.socialmediaexplorer.com/social-media-marketing/did-facebook-just-kill-social-media-management/>

I've written for Huff Po, Social Media Explorer, Creative Blog and I'm writing for Men's Health atm.

Let me know if you're interested and I can send over some article ideas for you to review!

Kind Regards

*David Duncan,
Social Search Consultant,*

Here's what I like about the message construction

- It's short.
- It opens with a statement to make me empathise with the writer.
- It comes straight to the point and makes the offer in line 3.
- The reassurance about the author's skill is designed for a business reader (like me).

There's only one thing wrong with it.

The link to the article is NOT actually authored by David Duncan – it's by his boss.
Pity.

Writing long emails

There are people who do not favour writing long messages, yet there are others who buck the trend to compress and shorten messages. Because they have a beautiful writing style they "get away" with long messages. I often read these.

David Baker runs [ReCourses](#) - a service advising owners how to run their marketing agency as a better business.

You can read an example of David's "long" emails on the following page.

Hi Rebecca,

I came across this interesting statement recently:

“Incorporating interactive can move your firm upstream strategically, especially if you understand that interactive work is really database marketing reborn. Providing [prospects] with interactive opportunities is tantamount to allowing them to emerge incognito from the protected castle to sample the promises before they lower the drawbridge again. In this [case] the consumer has initiated and then defined the sales context. And as a potential buyer he is far more likely to buy because he has reestablished control, first by learning more in an environment where he controls the shape and pacing of the information, and then by giving [you the] permission to sell to him.”

The concepts are important, of course, but what’s most interesting is that it was written in April, 2000, nearly fourteen years ago. I wrote it in an article for Persuading, trying to help agencies like yours understand how digital work should fit within the marketing mix.

There was some real enthusiasm in writing that, largely from the promise that the internet would provide a new era in marketing. It didn’t fulfil that promise, really, as privacy concerns, inept agencies, and lousy UI dominated the lack of innovation.

Enter marketing automation technology (MAT), though, and the internet is finally delivering on its promises. This is especially true in the marketing of professional services, where decisions are more considered and where authenticity and truth can be established via thought leadership content.

While the wait has been lengthy, the pace of recent developments has far exceeded what we have come to expect. MAT is a milestone that will honestly change every single thing about selling your services:

You can establish a funnel to define the most likely path to hiring you.

You can develop the tools to bump leads to the next stage in the funnel.

Prospects will be fully aware of your abilities, your remuneration, and what you won’t do. In the process of discovering that, prospects will self-select themselves out of the running so that you avoid the biggest danger in business development: dating prospects that are not marriageable.

Best of all, it changes the equation from pushing to pulling.

The amazing thing is that—no matter how good you are at selling—if you are in front of a prospect that has already taken the safety chain off the door and invited you in, you can sell. Yes, you can sell. What you hate about selling is trying to convince a prospect that they need you. No more. MAT has changed that for you.

There is so much to learn about this and I hope you will [join us in Chicago on March 6](#) for a packed day of learning MAT, both for yourself as an agency and in your work as an agency for clients.

David C. Baker
ReCourses®, Inc.

Deconstructing this email the method David uses is this:

- Open with a statement (the quote)
- Then challenge my understanding by explaining it's over 14 years old!
- Explain its relevance today
- Bullet point list of benefits [not features] of the technology
- Give reassurance of the 'amazing' outcomes available to users
- End with an invitation to buy from him

So that's a series of paragraph topics that you can use for your next email (whether to a cold introduction or a luke-warm prospect).

A note on subject lines for cold email

I am subscribed to get emails from Nick Johnson from [Incite](#). His copywriting is exemplary and I regularly find myself wanting to take the action he requests.

Look at this picture taken from my inbox of recent messages I've received from Incite.

Nick, me (3)	Inbox	help/stats - prose, Nick that I feel I know you and I'm > always motivated to help you out! > I cannot use
Nick Johnson	Inbox	new complimentary briefing - CMO interviews with L'Oreal, Yahoo, Weather Company and more -
Nick Johnson	Inbox	Rebecca - new whitepaper on future role of marketer. Thought it would be of use? - Thanks, Nick
Nick Johnson	Inbox	An interview with Ben Huh- king of the memes - ! Thanks Nick Nick Johnson Founder Incite Marketing a
Kate Frasca	Inbox	FW: a quick heads up - you saw Nick's email from last week. I'm following up because there are only 4 d
Nick, me, Nick (5)	Inbox	a quick heads up - ! Thanks Nick From: Rebecca Caroe [mailto:rebecca@creativeagencysecrets.com] S
Nick Johnson	Inbox	Rebecca not sure if you saw this? - ! Thanks Nick Nick Johnson Founder Incite Marketing and Communi
Nick Johnson	Inbox	Rebecca, here's our latest white paper - Thanks, Nick Nick Johnson Founder and CEO Incite Market
Nick Johnson	Inbox	Rebecca - one word. "Invigorating" - regards, Nick Nick Johnson Founder and CEO Incite Marketing
The Incite Newsletter	Unroll.me	Incite Newsletter: 86% of marcomms execs think marketing and comms departments should m... - tir

Did you notice that few of the subject lines actually say what's in the message. So if I want to know what it's about I HAVE to open the email.

Some of the message subjects aren't written in full sentences with capitalised words - makes it look like Nick wrote it quickly. This is more a feature of personal email not mass email and so I think this is clever, if used occasionally.

They clearly experiment with subject lines - one of them is a 'Newsletter' and is titled as such, but the content of many of them could be classified as news.

I have highlighted two parts because they show best practice.

The Red box surrounds subject lines in which they've included my name. It feels like it was written just for me - but I know it's just a personalisation insert from their database - but nonetheless it's effective.

The Orange box encloses a subject "a quick heads up" which they used twice. The first one follows the pattern of not saying what's in the body of the email. The second is sent with the same subject but as a forwarded (FW) message from Nick's colleague, Kate. It is the same message inside, but it makes me think I've overlooked the earlier message and so I feel more inclined to open this one.

Very clever people - I recommend you subscribe to their [newsletter - Insight and Debate on Marketing Innovation.](#)

Email signatures

Not often thought about as a sales opportunity, but footers and email signatures are also a chance to engage with cold prospects.

Here's one used by Salesformics - made to look like a P.S. but it's very effective in making me think I might want to chat. The topics suggested are very broad so it encourages a wide range of question opportunities - and that hyperlink is crucial to its effectiveness.

Best Regards,

Stewart Rogers
Head of Product
Salesformics

P.S. Do we need to talk about CRM, sales or marketing automation technology? Why not [book a call with me now...](#)

Here's another cold email example and our suggested improvements

Cold email only works when you have a VERY compelling and well-written message. Here's an example we received

Would you like to have just one invoice to pay every month for all of you property maintenance? And only have to remember one number. Then give us a call and let us and our team do it all for you. From a one off job, or a complete maintenance package that works just for you

*I have attached our company profile for you to see who we are and what we do
Also here is a link to our website [included as text but not hyperlinked]
Please do not hesitate to contact us with any queries or quote requests*

Kind regards

There are some clear opportunities to improve this text.

1. They forgot the company profile attachment.
2. The link isn't formatted correctly to open the website.
3. It lacks is a strong reason for the recipient to DO ANYTHING.

Making tiny mistakes like the word 'you' in the 1st line should be 'your' and forgetting an attachment gives a poor first impression which is hard to claw back.

Making links hypertext rather than plain text is required - you're not working in the last century when people didn't use HTML in email. Save the reader time so they don't have to copy/paste.

But the worst error is the lack of a strong call to action. They do say 'give us a call' but that's very weak.

I'd finish off the message with a final sentence or a post script (P.S.) that reinforced their time-saving offer. *"Think how much time you'll save each month by switching to us. Let us give you two hours free time to spend as you wish - on the beach, golf course or with your family. Let's start now - you can't get back time so call us at once [insert phone number!]"*

Chapter 3 | Tips on Getting Prospects To Read Cold Emails

We know several little tricks to get your cold emails read and responded. Here's our top 5 that we believe really make a difference:

- 1. Integrate personalised information.** When sending out bulk email campaigns, chances are it isn't personalised enough for anyone to warrant a read. While personalisation takes time it can drastically increase your chances of a reply. To personalise your cold emails we've found that it is best to add your recipient's name, as well something about their business. Show that you've researched them and that you're a real person with insights into their issues.
- 2. Get to the point.** While you don't want to cut your email too short, it's important that you get to the point fast with a cold email. Don't give your recipient a wall of text to read. They'll gloss over it quickly and neglect the call to action (which you should include at the end). Succinct emails that don't mess around are easier to understand, digest and reply.
- 3. Be friendly, but not familiar.** You don't know these people, that's why you're cold emailing them. So don't pretend you're long lost buddies or try to be friends immediately. Instead, remain professional but friendly. A simple 'hello' at the beginning, as well as a compliment somewhere in the middle (e.g. I loved your blog post on creating a matching Facebook cover photo) go a long way compared to a stiff and corporate style message.
- 4. Share useful links with them.** Provided your email is well written, they'll want to explore who you are and what it is you do. Make it easy for them. A link to your homepage, and perhaps some content you've created that matches your call to action is preferable. Don't provide them with too many links or you'll more than likely end up in their spam box! If you'd like them to get in touch, provide them with multiple ways to do that (phone numbers, Skype and LinkedIn for example).
- 5. End with a snappy call to action!** Your email needs to have a clear purpose and the best way is a CALL TO ACTION. A simple, short sentence at the end of an email that asks the recipient to do one thing (and one thing only). You can repeat this in the P.S. if you choose.

So What Are You Waiting For?

Write your own cold email with these techniques and compare the results.

P.S. notice the short and snappy call to action?

Good luck

I hope you took notes or highlighted the sections in this eBook which had examples which you can copy and use for your own business.

More Marketing Resources

We've got many more eBooks, blog posts, and videos of training events for you. So up-skill yourself using our training and discover, bit by bit, how you can grow your business...

Our Most Popular Resources

[Our Blog](#)

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[Creative Agency Secrets](#) are specialist business marketers. One of our services is email copywriting and training to teach you how to write and execute email introduction programmes.