Some Tips For Fine-Tuning Your Cold Email Campaign

As with any campaign, not everyone will respond favorably to your cold email. Some responses you don't want but may get are:

Aggression, i.e., "Don't ever contact me again."
Polite rejection, i.e.,"I'm not interested, can you please take me off your list?"
Opting out
Not replying
Marking as spam

Fortunately, current technology gives us the data on our emails so that we can refine our campaign.

Open Rate

One of the most important numbers you can consider is your open rate. When open rates are low, there are two things you can look at:

Tech

- Did the email actualy go out?
- Is your domain blacklisted somewhere or listed on spam registers?
- Are you using a system built for cold email? Some systems such as MailChimp and ActiveCampaign don't like cold email to be sent through their servers. A couple of systems that are set up for cold email are QuickMail.io and Mailshake.com.

A great resource to check if your tech elements are in place is mail-tester.com. You can send your emails to this service and it will check that your domain is ok, that tech stuff is set up correctly, and also the messaging of the email.

Copy

After tech, examine the content of your emails. The first line of your email that people see in preview can have a big impact on whether or not they open your email. So it's important to lead the conversation in the right way, or to at least awaken curiosity rather than go straight into the pitch.

Reply Rate

Once you know people are actually opening your emails, it's time to see if they are replying, and what type of replies you are receiving. If your reply rate is below 10 percent, you want to look at the copy and ask, what are you saying that's not resonating with the market? Where are you missing the mark?

Is it the right message to the right people?

A big thing to consider is your audience. Are you emailing the right people for your message? Is it relevant to their business? Also, are you emailing the decision-makers directly, or sending cold to info@___, or contact@___? Gatekeepers are rarely allowed

to give a positive answer, and are more often instructed to reply, "No".

How big is your call to action?

One common mistake is giving a call to action that is too big. If you're emailing cold, trying to prospect into a company, an hour-long phone call is too much to ask for. People are busy and time is worth a lot. Make your action as small as possible, i.e. a 15-minute call, and explain well why you want that call. You can actually have multiple calls to action within a campaign, so if prospects don't respond to a call request, you might offer instead a case study you've created, or request an email response from them.

Done is better than perfect

Do you have an email sequence you've been sitting on because it's not "perfect"? You can always improve your campaign, so get your message out into the market. You might surprisingly get a few leads back, letting you optimize your campaign further.

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