

Top Tools For COLD EMAIL MARKETING

Outbound prospecting is still the most effective method of b2b lead generation (Source: MarketingProfs.com's study).

Most of Lead411's clients use a mix of cold emails & cold calls to produce the best results. However, email produces the highest ROI due to its low cost of delivery. The

Harvard Business Review recently did a study stating email had a 100x better ROI than direct mail.

This guide contains a collection of tools and resources that we have used ourselves, or our clients have used in order to produce the best results with their email lists.



EMAIL SOFTWARE FOR NON OPT-IN LISTS



PROVEN SYSTEMS has multiple offerings. One is a B2B email marketing solution that is ideal for newsletters.

Pricing: Starts at \$250/month & includes advisory services



DIVTECH offers a solution for B2B email blasts as well as newsletters.

Pricing: Ranges from \$0.005 to \$0.01/email depending on no. of emails sent



CLICKBACK - In 2011, Clickback developed their Email Lead Generation SaaS solution. It allows their B2B customers to send can-spam compliant emails to their purchased lists so they can generate leads.

Pricing: Starts at \$190/month to send out up to 20,000 emails



TOUTAPP is the ideal solution for those who are sending out less than 200 emails a day. Toutapp makes it easy for you to track who opens and clicks on your emails.

Pricing: \$30/month



INSIDESALES provides a "sales acceleration platform" in which users can easily cold call and cold email clients.

Pricing: Starts at \$300/month



GOOD STRATEGIES

DRIP MARKETING

A lot of our clients send out a newsletter around 2-3 times a month to their targeted email lists. These newsletters usually include quality content and educational info about their industry.

The content is not a pitch of their services, but more a resource for

the recipient which will ultimately lead to interest in their services.

For example, part of the content that we email out includes a guide like the one you are reading now. If a recipient downloads this guide this would be a good lead for our service.

COLD BLASTS

Many of our customers send email blasts to their specific target market. As a general rule, you will have more success by emailing the list 3-4 times over a period of 5-7 weeks.

With cold blasts like these we suggest keeping the email short and personal. No one has time to read a long email. You have about 5 secs of their time to get in just one call-to-action. Keep the message as personal as possible. Sending a non-personalized email that appears to be targeting

“everyone” makes the recipient think that this email is not targeted at them.

Alternatively, if the email appears to be handcrafted just for that specific executive, they are more likely to think that is something that will benefit them.

Another similar non-drip strategy is asking for a referral (vs a “salesy” message) which lead Aaron Ross to see a 500% increase in new sales.



BEST TIME FOR EMAIL

A B2B study conducted by MarketingProfs found that Tuesday between 9am-12pm is the best time to send emails. However, we recommend testing this out yourself. As a general rule, Tuesday through Thursday will produce the highest ROI.