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Best Practices of Email Outreach



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Best Practices of Email Outreach

by Vipin Khetarpal

What is Email Outreach ?

Email outreach is the process of getting in touch with other people via email. In content marketing, the goal is typically to promote a piece of content, to request a backlink, or to attempt to form a partnership/collaboration with an influencer.

It is wide known fact that

There's no better choice when it comes to using Email to engage your customers.

Process and Best Practices

- Compile a List of Targets
- Set Goals
- Create a list and find their Email addresses
- Use your own content template
- Personalize your Outreach Emails
- Use an Email Outreach Tool or simply email client (if it is small)

5 Essential Elements of a Email Outreach process

1. High Quality and irresistible Content
2. Immediate Value
3. Mega Specific
4. Outcome Focused
5. Brand Relevant

You should know that Outreach Email

- Is Interruptive
- Is a push-tactic
- Is one-way communication
- Sender/Marketer have little known value
- Customers are sought after

Most Important **Outbound Email**

As you know :

Outbound email is a type of email sent by business developers to establish a connection with anyone they've identified as a potential customer. Email outbound is primarily used in B2B types of businesses.

*...the best form for domain aftermarket for a lead generation
and make a sale on attractive price*

Where is the Challenge

Biggest challenge is Landing it into **SPAM**

Why Are My Emails Going To Spam?

Getting to the inbox should be a sender's number one priority. After all, campaigns and emails can't be successful if they never arrive to Inbox.

Even the most experienced senders run into occasional inboxing issues. Email is constantly changing and evolving as a communication channel, which means senders must change and evolve with it. Determining how and why your emails are ending up in spam is key to taking advantage of the power of email.

Emails get sent to spam for a wide variety of reasons, with no one-size-fits-all reason or solution. Every sender's situation is unique. From fixing misleading language to improving a poor sending reputation, I have compiled a list of best practices to outline how to remedy a spam problem.

Critical parameters which count to make it in Spam

- Sender Reputation
- Sender Domain Reputation
- Sender Host Server Network IP Reputation
- Sender Volume

But you need to send it to Hundreds, Thousands ... all will be cold-email ... volume is going to be high ... sender reputation will be at stake

Be ready to Outreach

- Pick a good domain name for sending email
- Choose a good email host to send enough emails per day
- Configure SPF and DKIM records to make you an eligible email sender
- Warm Up exercise for your domain as well as host server
- Remember the Four weeks of process to warm up

Warm Up an Email Account

The email warm up is a way you establish a reputation for a new email account and increase the email sending limit. The warmup process includes sending emails from a new email account, starting with a smaller number, and gradually increasing the number of emails each day.

- Authenticate your email account
- Send Individual Emails
- Subscribe relevant Newsletters
- Maintain time gap between two consecutive emails
- Setup a personalized test campaign
- Slowly increase the sending volume

Tips for Best Warm Up

- Write like a real human
- Use limited links in your email content
- Choose your Email Service provider wisely
- Use limited Media files like images, videos and GIF
- Avoid repetition while email warmups
- Say no to automation while email warmups

Content Writing while Outreach

- Keep it Short and Sweet – *the shorter the subject line the better*
- Avoid Clickbait – *language that sounds spammy*
- Use Emoji's sparingly – *these can alienate some recipients*
- Get Creative – *Every email brings the opportunity to experiment and try new ideas*

*A/B test subjects to see what resonates with your audience,
and segment when necessary to get the best results.*

How do recipients define spam?

Recipients consider spam as email that is unwanted and generally separate spam email into 2 categories.

The first category is email that is annoying. This type of spam is typically promotional and inundates the inbox with multiple emails each week or each day. The email can also be irrelevant to the recipient or too repetitive in its offerings. While annoying, this email is harmless.

The second category is considered dangerous email. This spam contains scams, inappropriate content, malware, viruses, or phishing attempts. Opening this type of email and clicking a link or attachment could prove harmful to your computer and data

How do recipients identify spam?

Business Type

Recipients are more likely to consider certain types of businesses to send spam than others. These include dating sites, drugs or pharmaceuticals, quick loans and get-rich schemes.

Sender Name

If recipients don't recognize the sender name, they're much more likely to flag an email as spam.

Subject line

There are number of tell-tale signs in a subject line that let the recipient know this email could be spam. Recipients are particularly suspicious of subject lines that include:

All caps: Feels unprofessional and aggressive, as if someone is "yelling" in your inbox.

Emojis: Younger generations are more open to emojis in subject line, but too many emojis look spammy to all generations.

Promises that are too good to be true: Messages like, "lifetime Opportunity," or "Sign up today," feel suspicious and unrealistic.

Content

Emails with images that don't load, basic plain text emails, and emails that include attachments are all red flags for recipients

These guidelines are best practices, but there are exceptions to every rule. Experiment with new copy and language to determine what your audience responds to.

The most important thing to remember when your emails are sent to spam is to stay calm and avoid panic. Problems with spam complaints are totally fixable! With a little work and adjusting on the part of the sender, you'll be back in the inbox in no time.

Learn with expert advice on getting to the inbox, There are many good platform for learning about emailing and relevant stuffs.

Remember

5 Rules of Outbound Email

1. Outbound Email is not for closing deals. Use it to initiate the contact.
2. Warm up your email address, email domain before sending your first campaign.
3. Always follow-up and personalize the message copy.
4. Never exceed your email sending quota..
5. Monitor the metrics to see what is going on, but don't get obsess over them.
Do A/B Testing and Optimize call to action for better results

A/B Test your Email Campaigns

&

Optimizing your Call to Action

What is A/B testing and why should care ?

A/B testing, in the context of email, is the process of sending one variation of your campaign to a subset of your subscribers and a different variation to another subset of subscribers, with the ultimate goal of working out which variation of the campaign garners the best results.

A/B testing can vary in complexity, and simple A/B tests can include sending multiple subject lines to test which one generates more opens, while more advanced A/B testing could include testing completely different email templates against each other to see which one generates more click-throughs or response.

If you're using email tools like Sendgrid, Mailchimp, Campaign Monitor or many more almost every such tool has built in and they create 2 different variations of your email and provide report to see which variation performs best.

When you step foot in the enthralling world of Emailing, A/B testing year after year, delivers highest ROI across all acquisition channels. It's always natural that when distribute some of content hours to address the many ways can deliver higher and higher ROI by inculcating A/B testing best practices, methodologies, and mental models.

What do I Test ?

There are the three primary elements to test with email :

- ✓ Content
- ✓ Design
- ✓ Timing

Content Elements to A/B Test

From Address : Be Friendly

Never send an email from a “no-reply” address. Doing so immediately creates a barrier between you and your recipient. Your “From” address should invite communication—not deter it. “no-reply” is used only for transactional emails where no response is required.

Subject Lines

As the first message users read as they decide to open your email, subject lines need to interest your recipients enough to drive that open. Test the word length of your subject line as well as the tone and voice.

For example, one might be lighter and creative and one might be more literal and straightforward

The Effect of Subject Line Length on Email Engagement Rates

3 WORDS
21.2%

7 WORDS
15.8%

The data for this study in 2015 resulted from analyzing 5 million unique subject headers in nearly 18 million emails.

Content Elements to A/B Test

Design

Plan text vs Html ?

Preheaders Text – *Take Advantage of this space*

Headlines – *Get creative*

Images or Graphics – *Don't let rendering get you down*

Message Length – *Shorter is Better*

Timing Elements in A/B Test

- ✓ Time of Day – 8am vs Lunch Hour vs 4pm
- ✓ Day of Week – Tuesday vs Thursday
- ✓ Frequency – Watch your engagements closely

A/B Testing Steps

1. Send to a Test Batch
2. Perform a 50/50 Split

Your Best Call to Action

Calls to action (CTAs) are the most critical, but often the most neglected, piece of email and content marketing. As a prime email engagement tool, your CTA allows your users to act upon your messaging. Whether it be to make a purchase, download a whitepaper, or share your content, your CTA has one responsibility - to generate a response.

CTA Placement

CTA placement depends on how long or short your copy is and the overall goal of your CTA. Short copy usually lends itself to bold CTAs, taking the role as the closer. Longer copy tends to integrate the call to action in multiple places to give the reader several opportunities to engage, even if they don't read the entire message.

Best Practice Tips

- Design your email and write your copy around your CTA
- Don't be too wordy. Be clear and direct, so there is no ambiguity around what action your user should take.
- Only add extra information if it will encourage the desired action.
- Use two different colors if you have two CTAs, but highlight the most important one.
- Use icons only if you feel it adds value and speaks a universal language.
- Test your emails in various readers to be sure your call to action is clearly visible with images off in various devices including Mobiles.

6 Pro Tips for Sending Better Emails

- Drive Engagement.
- Spice up your emails.
- Small Improvement drive Big Results
- Segment, Segment, Segment
- Focus on deliverability starting Day One
- Invest time in Email Design and Content

... and the 2 Objectives

- Objective #1: Be clear about the action you want people to take.
- Objective #2: Stand out from the crowd.

...That's it!

You now know a much (and possibly more) than the average outbound emailer.

Go forth and good luck!

Thanks

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