

# How to Get a 10x Increase in Email Response



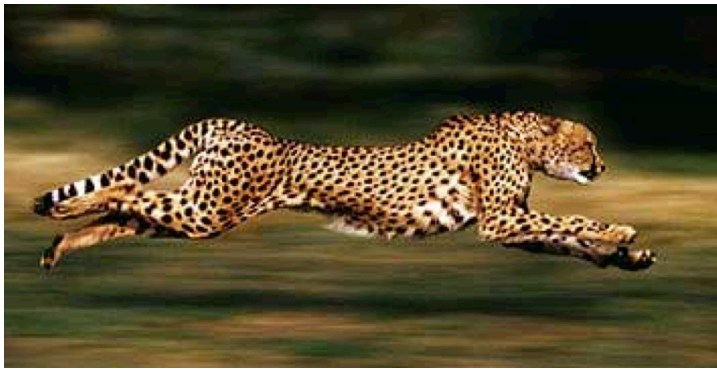
# How to Achieve a 10x Response Rate With HRExecsOnTheMove

Some of our clients achieve a 15-25% email response rate compared to in the industry where 1-2% response is considered a success.

Here are the top 10 best practices that contributed to their success:

## 1. Act Fast

Our most successful clients act right away when they receive daily email alerts.



The research from Insidesales.com supports that notion, as it demonstrates at least a 15% drop in response rate with every passing day.

This certainly makes sense: an email referencing a recent

event is most effective immediately after the event.

Therefore, if you send an email with “congrats on your appointment” as soon as the press release comes out, you are much more likely to receive a response vs. sending it a week after.

## 2. Personalize



Our clients realize that knowing an email address is usually half the battle.

What you say is often as much if not more important.

Therefore the subscribers with the highest response rates are the ones investing

a little bit of time in sending personalized messages.

On the other side, the ones who see the least results are those who mass-upload everything into Salesforce and then send a generic “15 bullet points why our solution is best” kind of content.

Personalization can be *light* – e.g. including the first name of a recipient, their company name, etc.

Or it can be *extensive* – e.g. referencing what the recipient said or did, current events concerning his/her company, or other events that clearly impact their life and therefore are top of mind.

As a rule of thumb, the more personalization, the higher the response rate.

### 3. Short is Good

There’s evidence that the most successful first outreach is usually short.



You probably heard this analogy:

And I know it makes some people cringe but its true – sales and marketing are akin to dating.

And though no one proposes in the first 5 minutes of meeting someone, many sales and marketing people do exactly that in their

communication: by sending everything they’ve got and more.

Don’t get me wrong – long specific emails, extensive presentations and brochures are perfectly fine.

If the recipient expects them.

However, for the first “cold” outreach the messaging that our clients find the most effective is light.

In this spirit, try not to include in your prospecting emails:

- > links – they distract your recipient from responding.
- > attachments – they get caught in spam filters. Further, most of your recipients are on mobile devices so attachments are less relevant.
- > long lists, run-on sentences or bullet points.

Most effective campaigns we've seen are only 3-5 sentences long and have three parts:

- a. Reason why: explaining why I am writing to you now – e.g. “I saw news about your recent appointment...” It needs to be recent and important to the recipient.
- b. Value: showing how we help you – e.g. “this prompted me to reach out because we help companies like yours to cut costs by 50% and grow revenue 10x”. The more specific the better.
- c. Call-to-action: explaining what I want you to do – e.g. “schedule a 15min call next week” or “refer to an appropriate person on your team”. It has to be clear and easy to do.

## 4. Drop Names of Your Clients

Yes, I mean “social proof” here.



People are social creatures and are always interested in what others are doing.

In a corporate setting, executives are penalized more for making a bad investment (“you never get fired by purchasing IBM”), than for missing out on a good one.

Along these lines, our subscribers see results when

they include reference-able clients who are in the same peer group (by industry-, geo- and company size) as their email recipient.

Case studies and testimonials are also effective. However, for the first outreach just mentioning your clients goes a long way.

## 5. Be Specific

A specific value proposition, e.g. “our solution helped increase course completion rate (offer acceptance, reduce healthcare costs, etc.) by 25%” is infinitely more powerful than a vague one, e.g. “our mission is strategic alliance and harmony of internal processes...”



With short attention span of executives today, we only have a fraction of a second to capture our recipient's attention.

Hence any message even appearing too general will be ignored.

Imagine the person you are sending your email is one plane waiting for take off... she is on her mobile phone trying to knock

down just one more email... as the flight attendant is yelling to shut down all devices... you have to say something that will fit on one screen of the phone and you only have a fraction of a second to capture her attention.

So make it short, specific and to the point.

## 6. Simple Ask

Our most effective clients recognize that they are not going to sell their solution on the first outreach. And so they are not attempting that in the email.



As the purpose of a resume is not to get the job, but an interview – they realize that their primary goal is a discovery call with the decision maker, a user, or a potential internal champion.

With this in mind, they optimize their email creative for exactly that purpose.

Some of the more common calls-to-action relate to:

- Time – e.g. “can we talk at 1pm EST on Monday for 15min?”
- Referral – e.g. “who do you recommend we talk to regarding this RFP?”
- Simple action – e.g. “click on the link”, “approve the request”, “watch the video”, “attend a webinar”.

## 7. Follow up Tenaciously

We see most people giving up after a 2<sup>nd</sup> or 3<sup>rd</sup> attempt.

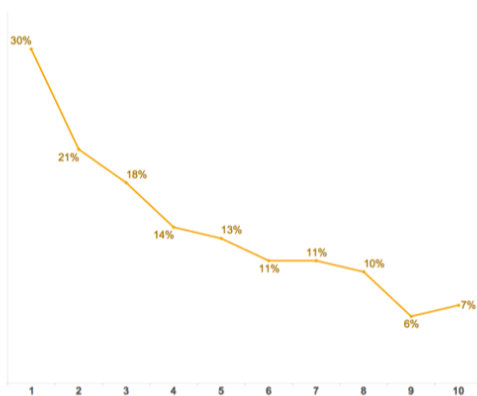


This happens primarily for two reasons:

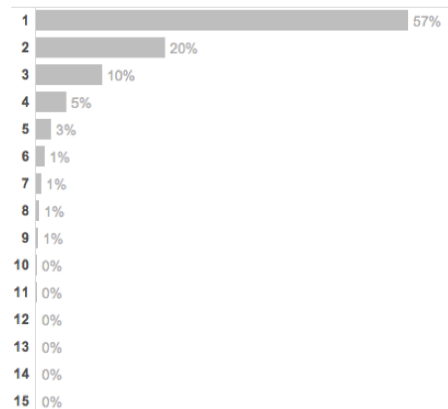
1. They estimate the probability of a response as “low”.
2. They run out of things to say, other than “I’d like to follow up on my previous email...”

And yet, here’s research from Yesware: if you stop after the 2<sup>nd</sup> attempt, you leave 23% of sales on the table:

Your chance of receiving a reply



However, 57% of sales email chain stopped at the first one...



## 8. Give Value

Continuing on the previous point: why do most people fail to follow up?

Because after a couple of “I’d like to touch base again...” type of emails they are at a loss of things to say and begin feeling awkward.

Certainly, the problem with any of the below:

- I’d like to follow up on
- .. circle back
- .. touch base
- etc.

is that these statements bring absolutely no value to the conversation and come across as nagging.

Instead, our subscribers try adding value to the recipient with every “touch” and it NEVER comes across as nagging. For example:

- “... I know you are considering our solution and I just got a note from our CEO that we offer a 10% discount if you make a decision by June 1<sup>st</sup>.”
- “... we recently conducted a private research that we are not sharing widely, but the top finding you will find helpful is ....”
- “... we are sponsoring a top industry event and I have 5 complimentary tickets for your team. Here’s the link and code...”

That matters, because when you provide value even if you ask a “have you made a decision?” question in the message, it doesn’t come across as annoying.

## 9. Focus on The Recipient

Why is 1-2% email response rate with marketing automation tools considered successful? Or better – why 99% of emails sent from marketing automation tools are ignored?



Because recipients make them out as automated and robotic sales messages instantly.



According to an HBR research an average executive is receiving 100-200 unsolicited emails a day (!).

So when this content fire hose gets pumping what happens to people on the other end of it?

Their capacity to process information is fixed; the number of hours in the day hasn't changed either.

What happens is their filters that sniff out robo-emails become more sensitive.

Executives learn to make ever-faster decisions regarding emails they receive by instantly answering the following questions:

- Is it relevant? ("if it mentions me or my company by name, it probably is...")
- Is it important? ("if it promises to make my life better in some way, it probably is...")
- Is it urgent? ("if it references current or immediate future events, it probably is...")

Send your email creative to yourself, put yourself in the shoes of your recipient and try to answer those three questions.

## 10. Mix Modalities

Some of your potential clients mostly communicate via email.

Others prefer phone. The third group may be most responsive to print.



If you mix the modalities in your follow ups, you will increase your engagement rate because your preferred communication method may differ from theirs.

So... mix modalities in your follow ups.



## Templates:

Below are several most popular and effective email templates.



Feel free to borrow, however remember that understanding why they are effective is more important than simply copy-pasting.

Because once you understand the “why”, you can easily craft high impact emails in your own voice, customized to your specific clients – and those emails are infinitely more effective than any template

can be.

### **Appointment or Promotion**

*Subject: Mary / congrats*

*Hello Mary,*

*I noticed a press release on your recent promotion to CHRO of {Perspective Client's Company}, Congratulations! We at {My Company} are happy for you – it's quite an accomplishment and an exciting new chapter in your career.*

*Further, I noticed that your CEO mentioned that {Major Pain point} would be your priority this year. This resonated with me because that's exactly the service we provide to {Your Competitor1}, {Your Competitor2}, and {Your Competitor3}.*

*I imagine there's a lot on your plate now and I am certain we can help. Whom do you recommend we talk to at {Perspective Client's Company} to introduce our solution?*

*Best regards,  
{FirstName LastName}  
{My Company}  
{My Phone}*

## **Speaking Engagement**

*Subject: John / your speech on June 3*

*Hello John,*

*I noticed you are keynoting the June 3<sup>rd</sup> summit in front of corporate CHRO's on the topic of {Major pain point}.*

*This resonated with me because we help companies like {Your Competitor1}, {Your Competitor2}, and {Your Competitor3}, among others to solve this very issue. Specifically, we helped achieve {Results} in {Time Frame}.*

*How is your calendar looking next week for a 15min call to explore if we can help achieve similar results for your team?*

*Best regards,  
{FirstName LastName}  
{My Company}  
{My Phone}*

## **Industry Award**

*Subject: Mary / congrats*

*Hello Mary,*

*I saw you received the "CHRO of The Year" Award from {Industry Association} recently. Congratulations! We are {My Company} are happy for you and feel the award is more than well deserved.*

*Further, I noticed that some of the companies at the event - {Your Competitor1}, {Your Competitor2}, and {Your Competitor3} – are our current clients. I imagine the {Major pain point} we help them solve is high on your agenda, too.*

*Whom do you recommend we talk to at {Your Company} to introduce our solution?*

*Best regards,  
{FirstName LastName}  
{My Company}  
{My Phone}*

## **Media Mention**

*Subject: John / your quote*

*Hello John,*

*I noticed you were quoted by {Major Industry Publication} on the topic of {Quote}.*

*This prompted me to reach out because we help companies mentioned in that issue like {Your Competitor1}, {Your Competitor2}, and {Your Competitor3}, among others to solve {Major pain point} you referred to. I feel our solution will be a fit for your team as well.*

*Whom do you recommend we talk to at {Your Company} to introduce our solution?*

*Best regards,  
{FirstName LastName}  
{My Company}  
{My Phone}*

## **Funding Event**

*Subject: John / congrats*

*Hello John,*

*Congrats on {Your Company}'s recent round of financing. It surely is a testament of your growth and strength of the business.*

*This prompted me to reach out because we help other rapidly growing companies like {Your Competitor1}, {Your Competitor2}, and {Your Competitor3} to solve {Major pain point}. I feel our solution will be a fit for your team as well.*

*Whom do you recommend we talk to at {Your Company} to introduce our solution?*

*Best regards,  
{FirstName LastName}  
{My Company}  
{My Phone}*

## About HR Execs On The Move:

The main value we provide is helping to increase the email and phone response rate of potential clients by focusing on two areas:

### 1. Management change

By capturing real time insights about appointments and promotions, we uncover key decision makers (and their contact details) before their profiles get updated in data.com, zoominfo, Hoovers, LinkedIn and other databases.

Hence they are more likely to respond to your email because

- They are (for a time) in a blind spot for the rest of the market.
- They don't receive 100-200 emails a day (yet) and have the bandwidth to respond and engage.
- They are not beholden to pre-existing vendor-client relationships
- They are under pressure to make a name for themselves and to deliver quick wins.
- They are often somewhat uncertain in their position and are looking for help.

### 2. Important events in lives of HR Executives

For those executives whose profiles are current in mass databases, who do receive 100-200 emails a day, we identify meaningful events in their lives that will help you to cut through the noise and get their attention:

- Speaking engagements
- Industry awards
- Media mentions
- Publications
- Funding events