



# **The Complete Introduction to Cold Emailing in 2021**



# Cold email, by the numbers

**89% of marketers say email is their primary channel** for lead generation – HubSpot

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**The average business user sends and receives 121 emails** per day – Campaign Monitor

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**The average cold email response rate is 1%** – Clearbit

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**It takes 6–8 touches** to generate a viable sales lead – Salesforce

In this eBook, we'll explain all the basics of cold emailing. From how to find targets for cold email, to writing effective cold emails, and how to send your emails and track the results – we'll cover all of it and more.

As you can see, cold email is a commonly used tactic for generating sales. But people receive many emails per day, and the average cold email response rate isn't high. By following the steps in this guide, you will be able to create a high-performing cold email campaign.

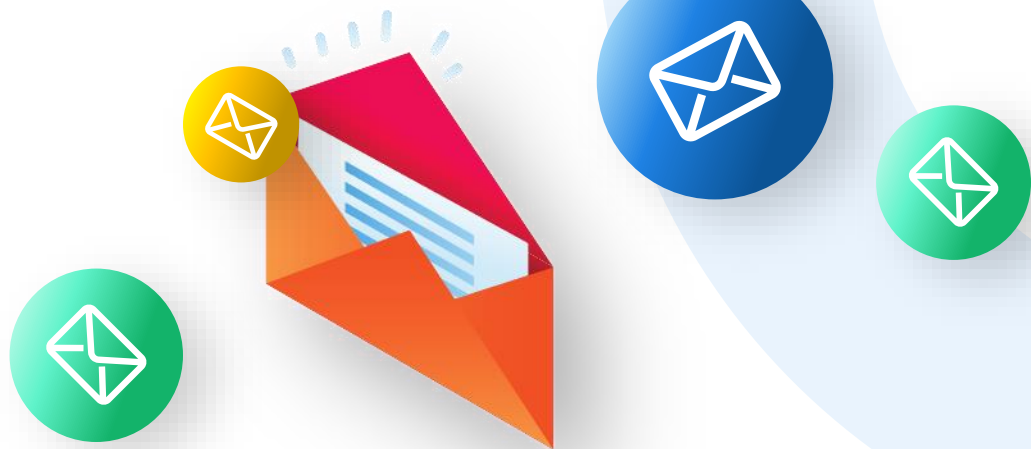


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# Introduction



In 2020, around [306.4 billion emails were estimated to have been sent](#) and received each day. With so many emails floating in the digital ether, it's important that your cold email foundation is solid so it stands out. Plenty of professionals have launched successful email campaigns with not much more than a compelling subject line. However, that doesn't mean anyone can just send out a thousand cold emails to executives and expect to receive a high percentage of responses. You need to apply cold email best practices if you want great results.

It starts with thinking about the cold emails that you personally open. First, those emails most likely landed in your primary email folder rather than your spam folder, which you probably never open. If it did make it to your primary inbox and you actually opened it, did you send it straight to your trash folder after barely reading it? What kind of content would have made you read further? These are questions you need to consider before sending out cold emails, since of course your objective is to get a reply.

Remember, there is a major difference between cold emails and spam emails. For obvious reasons, you don't want your email to come across in any way as spam. Cold emailing requires research on the qualified recipient and is sent to a confirmed email address. In contrast, spam email is sent to countless unconfirmed emails without researching the recipient. Cold emails work because there is some customization involved that appeals to the recipient. For instance, you can gain your readers' trust by sending your cold emails from your company email. An example would be "YourName@gmail.com" vs. "YourName@YourCompany.com."

You can also put a face to your cold emails to gain trust by creating an email signature with your information and a contact photo. This can also act as a marketing tool by directing your recipients with links to your website, social media channels, and more.

Before we dive deeper into this complete intro to cold emailing in 2021, remember that you have two main communication challenges to overcome: You don't yet have a relationship with the recipients, and you're not receiving verbal feedback to adjust your message in real-time. However, despite these challenges, sales people and marketers know that cold emailing works, which is why [89% say it is their primary channel for lead generation, according to HubSpot.](#)

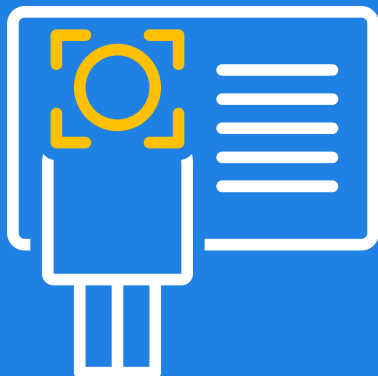


# How to Identify Targets for Your Cold Emails

First, you need to put effort into understanding the recipient. Again, emailing people we don't know is a challenge. It's not as simple as sending out cold emails to thousands of people. You must identify "who" would be interested in your product or service. Think about the customers that were interested in your product or service in the past. Which niche markets and industries do they belong to?

After that, you want to ask yourself how your product or service fulfills their needs. For example, what do companies in your target market have in common? In which way is your offering valuable to them? Success rate is dependent on personalization towards the right people, even if that means your outreach list is narrowed down to fewer email addresses.

Once you find the right groups or companies, start with 50 leads at a time. Then make a list of their company name, contact info, social media profiles if applicable, and website. Without doing too much research, simply ask yourself a few questions for each one: Would they be a good match? What reason do they need my product or service? How would they benefit from it?





## Using LinkedIn to Find Leads

A great tool for targeting the right buyers is LinkedIn. According to [HubSpot, LinkedIn is 277% more effective at generating leads](#) than Facebook and Twitter. With a focus on business users, over 740 million active users, and 55 million companies registered in 200 countries, it makes sense. Additionally, 60% of LinkedIn's user base are millennials, and 11 million of them are in decision-making positions.

So, how do you use LinkedIn to find leads for cold emailing? LinkedIn Sales Navigator is a great place to start. Sales Navigator is a paid platform for networking on LinkedIn. Sales Navigator allows you to search for specific people, companies, and titles within a company. And the best part is, you can contact anyone you'd like. Plus, you can organize people into lists based on titles, industries, companies, regions, and more. When it comes to using LinkedIn to identify targets, Sales Navigator provides outstanding tools to get started.

# Avoid the Spam Folder

You have your list. Now it's time to start cold emailing those leads. But how do you prevent your emails from going straight to the recipient's spam folder? Unfortunately, there are several reasons your email might get marked as spam. Here are a few ways to ensure your cold emails don't get marked as spam:



## 1 Choose a Trustworthy Provider

Not all email marketing and email automation companies are created equal. With thousands out there, some are bound to be spammier than others. Do your due diligence and research providers before you choose a partner. Find one that has a good track record, great reviews, and don't take any chances.



## 2 Know the Spam Trigger Words

There are many words and phrases that are considered “spam triggers” – indicators that an email should be put in the spam folder. You should have a reputable list handy while typing out your cold emails. Even one of these triggers in your subject line can trigger your recipient’s spam filter. Here are some of the most common triggers in 2021.

Popular Spam Trigger Words:			
Double Your	Opportunity	Satisfaction	Problem
Make Money	Incredible Deal	Chance	Solution
Success	Hello	Dear [Name]	Friend
This isn't spam	What are you waiting for?	See for yourself	Deal
Get	Promise you	For free	Satisfaction guaranteed
Info you requested	Believe me	Congratulations	Please read
Real thing	Request now	Perfect	Dear friend

### 3 Warm Up Your Email Account

New email accounts are deemed suspicious, so you must “warm up” the email account before you start sending cold emails in large amounts from it. An email account that sends too many cold emails too quickly can get flagged as spam, or worse, shut down by your email service provider.

A good practice is to use a real email address, and start by sending warm emails for at least a few weeks through that email address. In other words, send emails to people who know you and are expecting your email – friends, colleagues, etc. You want to make sure these emails actually get opened and clicked.

Once you’ve done this, you can then start to send cold emails. But you should do so slowly! Definitely don’t send hundreds of cold emails every day. Instead, 15-20 emails a day, sent one at a time, spaced out by about 7-12 minutes each, is a good starting place.

You’ll want to maintain this low volume for at least a few days. Slowly, you can increase the number of sent emails to 20-25 emails per day, and slightly reduce the spacing to 5-10 minutes between each email sent.

After another few days, you can increase this to 30-40 emails per day, and reduce the delay to 4-5 minutes between each email sent.

From there, you can continue this pattern – slowly increasing the number of emails you send per day, and reducing the delay between emails sent. It is recommended that even once you’ve warmed up your email, you do not send more than 200 emails per day, and you keep the spacing to no less than 1-2 minutes between each email.



## 4 Set Up Email Authentication

DKIM and SPF are technologies that let internet service providers know that your domain is legit. You want your email to pass DomainKeys Identified Mail (DKIM) because it detects if the email was altered once it left your server. Sender Policy Framework (SPF) confirms that your email came from an authorized server. Make sure to set these up to avoid your emails being marked as spam.



# Build Your Email List



Now that you've identified your target prospects, it's time to build your email list. First and foremost, you need to decide which resources to extract your contact data from. These resources will give you your prospects' email addresses, names, titles, and company names.

A great resource nowadays is an email lookup tool like [Skrapp.io](https://skrapp.io), also called an email finder. These tools save you time and money and give you bulk leads. It saves you time because you don't have to scour the web looking for company websites, contact pages, and other pages to find listed email addresses. It saves money because these tools are affordable and easy to use. They often come with an easy-to-use extension for your web browser. And with the bulk search option, you can obtain many leads with just one search that you can turn into leads.

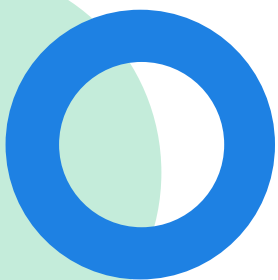
Alternatively, you can find emails manually. Some ways to do this include searching on Google or asking for email addresses on LinkedIn. While this strategy can be labor-intensive, it's certainly possible to build your email list this way. You'll want to use a CSV or Excel spreadsheet to keep track of them this way because you're not using a tool like an email finder, which comes with a built-in organizer.



## Emails and CRM

CRM's can help you segment prospects into different lists based on their qualities. This will help you deliver more personalized and focused content. Some CRM's can also calculate the best time to send a cold email based on the recipient's time zone location.

You might also want to consider finding a CRM that works with your cold emailing tool. Just make sure that the CRM tool you choose has good integration with the cold emailing tool you are using.



# Now, Write Your Cold Email

To write an effective cold email, tailor the message to the receiver. Do some research before you write the first sentence and think about your industry and buyer persona. Think about how many emails you actually open compared to the ones you don't. Most likely, the ones you open are personalized to you. Show them that you understand them.



## 5 Email Templates That Are Proven to Work

It's one thing to tell you what to write, it's another to show you successful cold emails for yourself. Here are 5 email templates from HubSpot to draw inspiration from:

## 1. Cold Sales Email



**Subject Line: 10x [prospect's company's] traction in 10 minutes**

Hello [Prospect Name],

I have an idea that I can explain in 10 minutes that can get [company] its next 100 best customers.

I recently used this idea to help our client [SaaS company/competitor] almost triple their monthly run rate.

[First name], let's schedule a quick 10-minute call so I can share the idea with you. When works best for you?

–[Name]

Send

Right from the subject line, the recipient is already enticed because it contains their company name and says what they can do for them. Plus, they're given social proof that their offer has already worked for one of their competitors—so, why would they want to be left out?

## 2. Rapport-Building Cold Email



**Subject Line: Congrats on the new role. Re: call follow-up.**

Hi [First Name],

Just left a quick message at the office for you. I chuckled a bit when I got an automated email this morning from your predecessor, [NAME OF PREDECESSOR] who we worked with briefly, and before him, [OTHER COWORKER NAME], who we worked with as well ...

First and foremost, congrats on coming into this new role! I'm sure you've got a lot going on - so this conversation might be timely or not. If you're stressed, this is my go-to [insert link in copy].

My role here is working with businesses (in the area) on how they can effectively and efficiently drive more traffic to their website, increase conversions, and nurture leads into customers.

How has your first month kicked off so far?

- [Your Name]

Send

Relating with your prospect is a great way to build rapport. Notice how the sender also congratulates them on their new role and sympathizes with how busy they probably are. Asking how their first month went also shows they care.



### 3. Highlight Your Offer's Benefits



**Subject Line: Helping your team accomplish X**

Hi [First Name],

I saw you recently downloaded a whitepaper about X. I've worked with similar companies in [Y field/industry] and I thought I'd reach out.

[Prospect's Company looks like a great fit for [Your Company] and I'd love to understand what your goals are for this year.

We often help companies like yours grow with:

- X Solution/result
- Y Solution/result
- Z Solution/result

If you'd like to learn how [Your Company] can help you reach [X goals], feel free to book time on my calendar here:  
[Meeting Link]

Thanks,

[Your Name]

Send

This is a great template to highlight how your product or service can help them with. While it's tempting to go into more detail, try to keep your cold email short and to the point by sticking to three bullet points.

## 4. Introductory Cold Email



### **Subject Line: Resource for [industry/strategy] questions**

Hi [First Name],

I'd like to introduce myself as your resource here at [Your Company Name]. I work with businesses in the [software, healthcare, nonprofit, education, etc.] industry, and noticed you visited our website in the past.

This inspired me to spend a few minutes on [Prospect's Company] website to learn more about how you're approaching [X strategy for customer service, sales, marketing, etc.]. I noticed some areas of opportunity and decided to reach out to you directly.

[Your Company] is working with similar companies in your industry, such as [X Company Name], to help them accomplish [Y goals], and giving them the [Z tools/solutions] to succeed.

Do you have 15 minutes to discuss [Prospect's Company] this week? If so, you can book time directly onto my calendar here: [Meeting Link]

Looking forward to meeting,

[Your Name]

Send

Before anyone wants to work with you, they'll want to know a little bit about you. Notice how the sender also mentions the research they did on the prospect's company. This goes a long way in proving how much you already know about them.

## 5. Re-engagement Email



**Subject Line: Email to see if the prospect is still interested.**

[First Name],

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.) ] strategy. Let me know if you have some time to reconnect this week and catch-up business owner to business owner on where you see things. I can provide some ideas on where we can help.

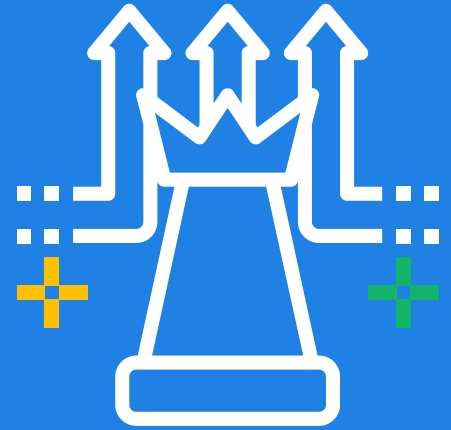
Looking forward to hearing from you.

[Your Name]

Send

Just because they haven't contacted you back since the first engagement doesn't mean it's a hard no. This is a great template because it includes some personalization, such as the name of the campaign and the department you can help.





# Additional Email Prospecting Tactics That Get Attention

## Use a Short, Creative Video

Your prospects receive dozens of marketing emails every week, making it more and more challenging to separate your cold emails from the pack. However, there are some tactics that are proven to work, starting with a short video. This is a great way to convey your offer in its entirety without taking up too much of their time. Because as we know, attention spans are getting shorter by the day.

Keep your video cold email simple by using this template:

1. Ice breaker intro
2. Quick story that addresses prospect's pain points
3. Video
4. Ask for feedback



## Show Your Research Through Reader-Specific Tributes

Another successful tactic that will garner attention is to give compliments that are only relevant to your prospect. As mentioned before, personalization is paramount, and everyone likes being complimented. Plus, complimenting someone shows that you know what's going on in their life and that you did your research.

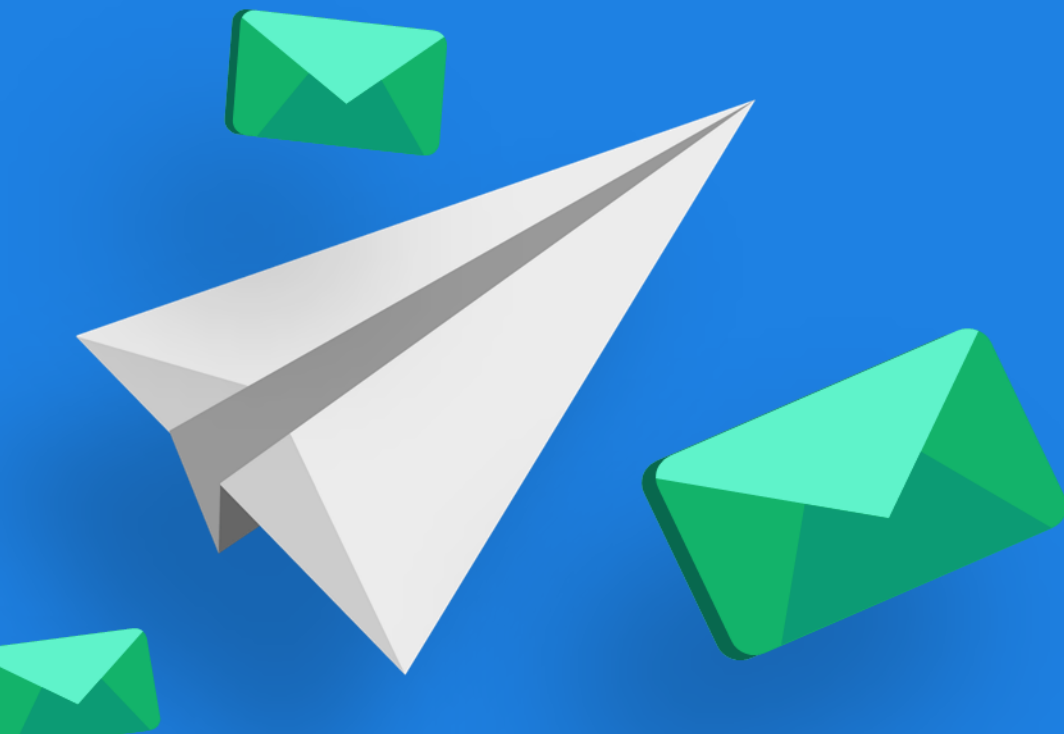
Also, remember that the subject line will be the first part of the email they see. The subject line will make or break the success rate of your cold email. Try to be as direct and personal as possible. Prospects don't open emails that have a general subject line that hopes to appeal to a broad audience. Think about a line that will motivate them to click.

# Send Those Emails

Be careful! Google and other email platforms have algorithms that track how many emails you send a day, and if you send too many, it can damage your email reputation.

Generally, if your email is new, don't go over 15-20 per day. Again, work your way up slowly from there. And even once your email is warmed, it's recommended by most small business owners and marketers not to send more than 200 emails a day. Some servers even put a cap on how many you can send.

There are also a few tactics to minimize the risk of your emails ending up in the spam folder. For one, don't copy and paste the exact same message to every email. Even with automated cold emails, some level of personalization will not only attract more readers, but it will also help your emails get through spam filters. Secondly, don't send all your emails out at once. Online algorithms are on to this type of behavior. Make sure to schedule your emails to go out one after the other.



## When's The Best Time to Send an Email?



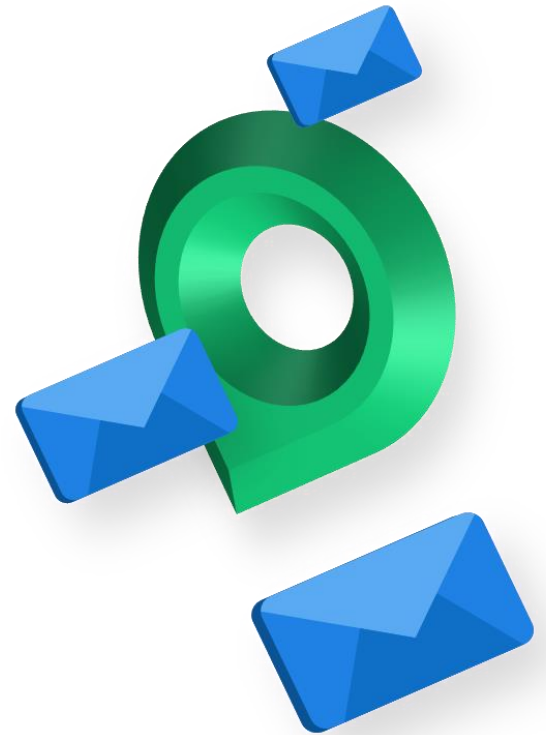
If you look at the timestamps on the emails you received this week from various companies, you'll probably notice that many were sent out around the same time. Clearly, research has found these time slots to get the best click-to-open rates.

[According to HubSpot, 10 AM, 1 PM, and 6 PM during the middle of the week are when most people open emails.](#)

But bear in mind that the effectiveness of the time you send out emails also depends on your specific audience. If you're a B2B business that works with prospects that have 9 to 5 jobs, you'll want to send out your cold emails during their downtime, between 8:00 – 9:30 AM and 5:00 – 6:30 PM.

# How to Track Your Email Results

Tracking whether your cold emails were opened or not is a great way of measuring the success of your campaign. If you were to simply press “send” and measure success solely based on the number of responses you get, you won’t know why your emails failed or succeeded. Conversion rates don’t give you the entire picture. [To strengthen your sales process, you need more information](#), such as who opened your emails, how much time they spent looking at it, and how many times they opened it. Having this information allows you to adjust your strategy because you’ll know what does and doesn’t work.



If your business is already using a CRM, it might already have an email tracking component. This allows salespeople to take action when they’ve noticed that an email has been opened or forwarded. Some CRM integrations allow you to set a status to who opened emails or who responded. If your business is small and doesn’t use a CRM, you can make a Google Sheets spreadsheet to track your email results. There are tons of great tutorials that can teach you how to set columns for your cold email campaign with the subject line, time, day of the week, date sent, open rates, CTAs, etc.

Now that you’re a cold emailing master, it’s time to get started on your latest email marketing or sales outreach campaign. Remember, it’s important that all of your email addresses are verified, and there are several email tools online that can do it for you.



# About Skrapp.io

Skrapp.io is trusted by millions of business professionals to find verified B2B email addresses of people that matter for your business. Whether it's through LinkedIn, companies' websites, or using our extension's features, we help you build accurate email lead lists for your next cold email campaign.

If you're ready to build your cold email list, go with the most trusted email finder for your outreach. Our email lookup tool helps you find real email addresses for professionals at any company.

With the Skrapp.io Web Extension, you can also get verified email addresses in milliseconds while you search for prospects on LinkedIn and Sales Navigator. Plus, with our Bulk Email Finder, you can find emails and enrich companies' data in bulk from your existing databases and sheets.

Are you looking for an advanced prospecting email tool to launch a performant cold email campaign?

**Try Skrapp.io Today!**