Arevei

The Ultimate Cold Email Marketing Guide

A plug-and-play system for any business — by email.arevei.com

A comprehensive 20-page guide to planning, executing, and scaling cold email campaigns that convert. Everything included: technical setup, warm-up, list building, copywriting, bulk sending, analytics, and conversion best practices.

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1. Introduction

Cold email remains one of the most direct, measurable, and scalable channels for proactive customer acquisition. Unlike inbound marketing which requires demand to find you, cold outreach lets you go to where buyers already are — their inbox. This guide condenses proven tactics into a single, actionable playbook you can implement immediately using email.arevei.com as your central platform.

Who should use this guide?

Startups, small businesses, agencies, and internal growth teams who want a repeatable system for outreach and lead generation. This playbook assumes you want to drive measurable outcomes — replies, meetings, trials, or sales.

2. The Big Picture: How Cold Email Fits into Growth

Think of cold email as the proactive leg of your sales stack. While marketing builds awareness and SEO drives long-term traffic, cold email targets decision-makers with a clear value proposition. When you align your ICP, message, and timing, cold email creates predictable pipeline with a strong return on investment. Below are the primary benefits:

- Predictable outreach to high-value prospects.

- High ROI compared to many paid channels.

- Measurable: opens, replies, meetings, conversions.

- Scalable when technical setup and deliverability are managed.

3. Domain & Technical Setup (Detailed)

A clean technical foundation prevents deliverability issues and protects your main brand domain. Follow these steps exactly to set up a sending domain that will perform well at scale.

Choose a Secondary Domain

Register a domain dedicated to outreach (example: yourbrandmail.com). Do not use your primary brand domain for cold outreach.

DNS Records: SPF

Add an SPF TXT record that authorizes email.arevei.com's sending servers. Example record: v=spf1 include:email.arevei.com ~all

DNS Records: DKIM

Generate DKIM keys in email.arevei.com and add the provided TXT records to your DNS. DKIM ensures message integrity.

DNS Records: DMARC

Create a DMARC policy to monitor and enforce authentication. Start with p=none to gather reports, then move to quarantine or reject as you gain confidence.

MX & Reverse DNS

Ensure MX records and reverse DNS are configured if required. Confirm there are no generic or blacklisted entries.

Mailbox Configuration

Create named mailboxes (e.g., jane@yourbrandmail.com). Configure display name, signature, and timezone in the mailbox settings.

Tracking Domain

Set up a custom tracking subdomain (e.g., links.yourbrandmail.com) to host click tracking and reduce third-party domains in links.

Monitoring & Alerts

Enable bounce reporting and domain health checks inside email.arevei.com.

Example DNS Records

SPF (TXT): v=spf1 include:email.arevei.com ~all

DMARC (TXT - start with monitoring): v=DMARC1; p=none; rua=mailto:dmarc-reports@yourdomain.com; ruf=mailto:dmarc-failures@yourdomain.com; pct=100

4. Inbox Warm-Up: Step-by-step Plan

Warming up means gradually increasing sending volume while generating genuine engagement (opens, replies). This reduces the risk of landing in spam and builds a positive sender reputation. email.arevei.com automates much of this, but it's important to understand the manual logic.

Week	Daily Send Volume	Focus
Week 1	10–20	Low-volume sends, monitoring opens
Week 2	30–50	Increase volume, maintain reply engagement
Week 3	60–100	Start light campaigns, more recipient domains
Week 4+	Maintain & Scale	Introduce additional inboxes gradually

Warm-up best practices

- Start with personalized, low-volume emails that are likely to be opened and replied to.

- Avoid sudden spikes in sends — ramp gradually.

- Use the warm-up tool in email.arevei.com to simulate natural engagement patterns.

- Monitor inbox placement, and pause if spam rates rise.

5. Building High-Quality Lists

A targeted, verified list dramatically improves campaign performance. Focus on relevance and accuracy rather than quantity. Below is a practical process for building lists that convert.

- Define your ICP with clear attributes (industry, company size, title, geography).

- Source prospects from professional networks and internal data.

- Enrich records with company size, tech stack, and recent events (funding, hires) if possible.

- Validate emails before sending to reduce bounce rates.

- Segment lists for personalization and better message fit.

Sample CSV layout for upload

```
email,first_name,last_name,company,role,company_size,city,country,source,notes
jane.doe@example.com,Jane,Doe,Acme Corp,Head of Marketing,51-200,San
Francisco,USA,LinkedIn,Recent product launch
```

6. Ideal Customer Profile (ICP) Template

Use this template to document and share your target audience internally. A strong ICP ensures consistent targeting across teams.

Industry: e.g., SaaS, eCommerce, FinTech

Company Size: e.g., 10-50, 51-200, 201-1000

Titles/Roles: e.g., Head of Marketing, VP Sales, Founder

Pain Points: e.g., low MQL to SQL conversion, high CAC, churn

Trigger Events: e.g., recent funding, product launch, executive hire

Geography: e.g., North America, UK, EU

Ideal Outcome: e.g., book a demo, start a trial, sign contract

7. Email Copywriting: Templates & Frameworks

Great copy combines personalization, clarity, and a single, low-friction CTA. Below are frameworks and actual template examples you can customize and use immediately.

Proven Email Frameworks

Problem → Solution → Proof → CTA: Identify a problem, present a concise solution, add a one-line proof or case study, then a clear CTA.

Curiosity + Benefit: Open with a short curiosity hook, then state the benefit, finish with a simple CTA.

Observation + Question: Start with an observation about the prospect's company, then ask a light qualifying question.

Ready-to-Use Email Templates

Template A — Short Intro (Cold)

Subject: Quick idea for {company}

Hi {first_name},

I noticed {observation about company}. We helped a similar company reduce {pain_metric} by {value} in {timeframe}. Would you be open to a 10-minute call to see if this applies to {company}?

Best,

{your_name}

Template B — Value + Social Proof

Subject: {first_name}, a quick win for {company}

Hey {first_name},

At {your_company} we helped {similar_company} increase {metric} by {percentage}. A quick 15-min chat could surface a similar opportunity for {company}. Are you available next week?

Cheers,

{your_name}

Template C — Follow-up with Resource

Subject: {first_name} — resource that might help

Hi {first_name},

Following up — I put together a short note on {topic} that outlines 3 quick tactics {company} could use. Can I send it over?

Regards,

{your_name}

Template D — Breakup Email

Subject: Still interested?

{first_name},

Wanted to check in one last time. If it's not the right fit, let me know and I won't follow up. If you are open, when's a good time for a quick chat?

Thanks,

{your_name}

8. Follow-Up Sequences (Examples)

Most replies come from follow-ups. A thoughtful 4-email sequence over two weeks is a good starting point.

Day 0 — Email 1 (Intro): Short intro + single CTA

Day 3 — Email 2 (Value Add): Share a quick insight or resource

Day 7 — Email 3 (Social Proof): Include a short success story or case study

Day 12 — Email 4 (Breakup): Ask if they want no further follow-ups

Example 4-Email Sequence (Complete)

Email 1: Short pitch with clear CTA.

Email 2: Follow-up — share 3 bullet points of value or a one-page PDF.

Email 3: Quick case study + question about fit.

Email 4: Breakup — leave the door open for future contact.

9. Bulk Sending Strategy (Scaling Safely)

When scaling outreach, keep deliverability at the forefront. Rapid expansion without proper hygiene leads to spam traps and domain damage. This section explains safe scaling and rotation practices.

- Limit sends per inbox to conservative daily thresholds (40–100) depending on warm-up status.

- Distribute volume across multiple domains and inboxes to avoid overloading a single sender.

- Use varied templates and subject lines to reduce duplicate content signals.

- Monitor engagement by domain and pause campaigns that show deliverability degradation.

10. Metrics, Dashboards & What to Track

Measure the right KPIs and tie them back to business goals. The most important metrics are those that indicate engagement and revenue potential.

Metric	What to Watch	Goal/Range
Open Rate	Subject line + deliverability	40–70%
Reply Rate	Message relevance	10–30%
Positive Reply %	Quality of leads	5–10%
Bounce Rate	List hygiene	<3%
Meetings Booked	Sales pipeline creation	1–5%

Sample Dashboard Insights

- Top-performing subject lines by open rate.

- Sequence step causing most replies.

- Domains or inboxes with rising bounce/spam rates.

- Conversion rates by ICP segment.

11. Conversion Playbook: From Reply to Deal

A reply is a conversation starter. Convert interest into a qualified meeting and then into a sale with a clear, replicable process.

Fast Response: Reply within 1 hour if possible. Quick responses increase conversion rates.

Qualify Quickly: Ask 2–3 quick qualifying questions to assess fit.

Schedule a Call: Offer specific slots or a calendar link. Keep initial meetings to 15 minutes when appropriate.

Send a Proposal: Follow-up the meeting with a concise next step and clear pricing or trial offer.

Nurture: Add uninterested but promising leads to a nurture sequence.

12. A/B Testing Roadmap

Systematic testing helps you find lifts in key metrics. Use controlled A/B tests and change one variable at a time.

- **Subject Line Test**: Measure open rate differences using small sample sizes before full rollout.

- **Opening Line Test**: Test personalization vs generic openings for reply lift.

- **CTA Test**: Try scheduling CTA vs reply-to-chat to see which converts more.

- **Sequence Length Test**: Compare 3-email vs 5-email sequences for total reply and conversion impact.

13. Compliance & Deliverability Hygiene

Legal compliance and deliverability hygiene protect your brand. Keep records of opt-outs, respect unsubscribe requests, and maintain transparent identity.

- Always include a simple unsubscribe link and honor opt-outs immediately.

- Keep accurate 'From' names and contact details.

- Avoid purchased lists; prefer opt-in or personally-sourced leads.

- Monitor blacklists and take action if listings appear.

14. Checklists & Resources

Use these checklists to speed up setup and audits.

Domain & DNS Checklist

- Register secondary sending domain

- Add SPF record with include:email.arevei.com

- Add DKIM records from email.arevei.com

- Create DMARC TXT record and monitor reports

- Set up tracking subdomain and configure redirects

- Create and configure mailboxes

Campaign Launch Checklist

- ICP defined and documented

- List uploaded and validated

- Inbox warmed using email.arevei.com warm-up

- Templates created and tested

- A/B tests planned

- Dashboard configured to track KPIs

15. Glossary

Bounce Rate: Percentage of emails that were not deliverable.

DKIM: DomainKeys Identified Mail — a signature that verifies sender identity.

DMARC: Domain-based Message Authentication, Reporting & Conformance.

ICP: Ideal Customer Profile — the description of your best-fit customers.

Open Rate: Percentage of recipients who open the email.

Reply Rate: Percentage of recipients who send any reply.

SPF: Sender Policy Framework — specifies authorized mail servers.

Ready to get started? Visit www.email.arevei.com to create your sending domain, warm up inboxes, and launch your first campaign today.