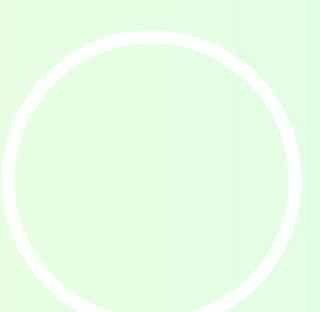




SALES SEQUENCES EXPOSED

30 Sales Teams Share Their Sales Sequences

Unedited. Directly from sales teams

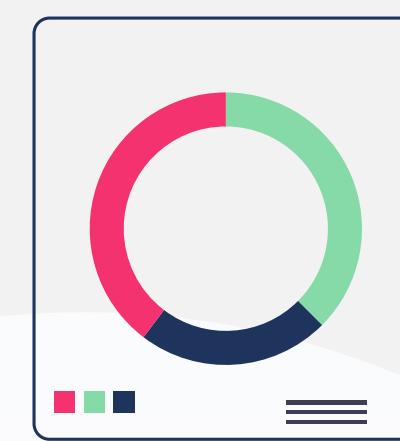
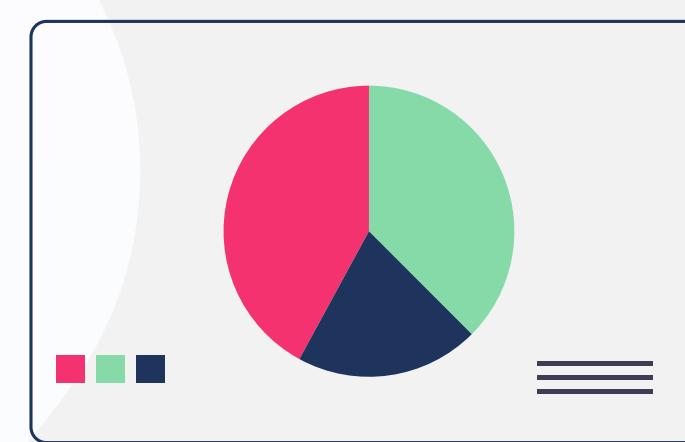


Introduction

Unlike in the world of inbound marketing and content-driven lead nurturing, there aren't a LOT of actionable guides around effective outbound strategies & the art of crafting such sequences.

**You can see this
in the way most
modern sales &
marketing teams
are being built or
structured.**

**The gap
between Sales
& Marketing is
blurring fast.**



However, if you have just begun with your outbound sales activities - it's hard to ramp up fast. Unlike the inbound marketing strategies, most outbound sequences become outdated quite fast. Expecting exponential ROI is the basic foundation of any outbound activity. But you cannot expect the same to happen by copying someone's method.

Why this ebook

What we wanted to accomplish

This ebook was created with the sole intent of helping such teams - ones that are starting with outbound or are stuck with unimpressive results. This should help you get the right perspective about how outbound works in real life.

None of the sequences cited here have blown up figures or to-good-to-be-true stories - as may be the case with most examples you read online today.



Some of the conversion metrics in these are quite modest - and that's exactly why you need to read these.

These are real campaigns, run by real sales teams, delivering real results - with real metrics.

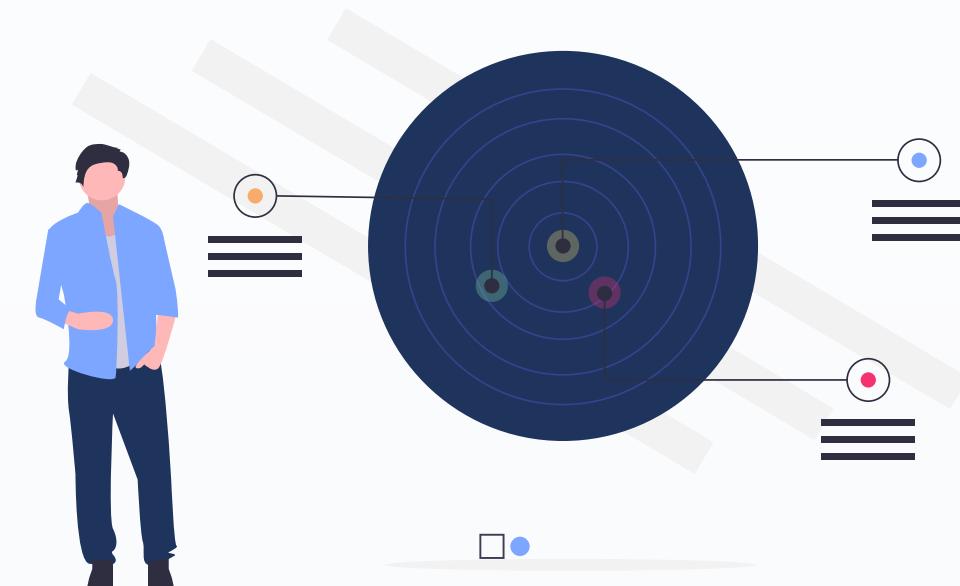


What to expect

Going forward in the ebook, you will see one chapter dedicated to each company we've featured.

You should expect to discover the following about a company in each chapter:

The primary goal of their sequence



Get a demo



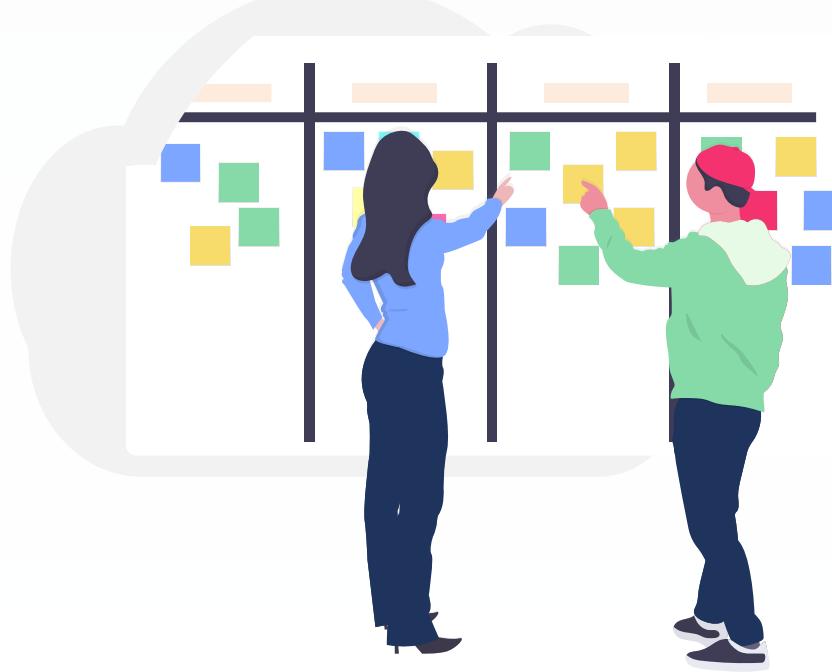
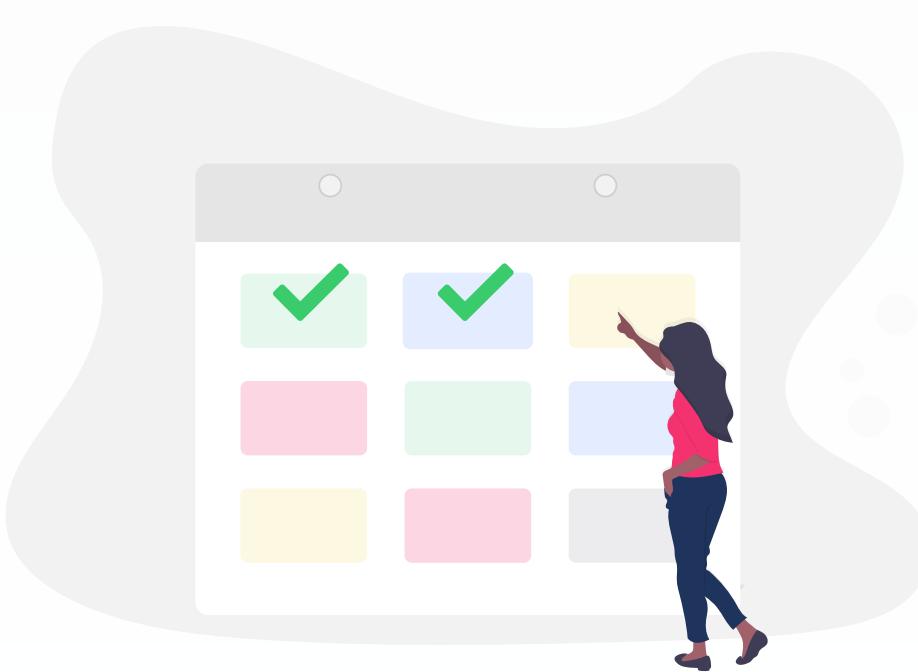
Start a conversation



Book a meeting



Validate fit





The structure of their sequence

No. of: Calls, Emails, Social Media touches, etc. - planted across days



Success Metrics for their campaign

Calls done, Email Sends, Opens, Bounces, Clicks, Goal Conversions, etc.



Individual sequence Templates used at each step

This format is ideal to give you a wholesome overview of what each sequence was trying to accomplish, how it was crafted, how it was executed and how well it fared.

One thing missing is the target audience profile for each of these sequences.

Given how diverse it can get, we chose to leave that bit - focusing on the structure, copy & results.



Effort & Target

We set out to interview 100 companies & gather the sequence details of as many.

As you can witness, we managed only 29 of the intended 100.

We grossly underestimated the willingness of companies to share this sort of information.

That's what makes this ebook so special...

It's really a big deal!

<<< TL;DR >>>

- * Almost **1900** people were emailed.
- * With over **70%** of emails opened, and about **170** replies...
- * Only **28** of these replies had a **YES**.
- * **1400+** human hours spent, two dedicated people working throughout....
- * Over **2500** companies sourced
- * **569** companies zeroed upon & reached out to

Out of 569 companies reached out to, we managed to get our hands on 28 unique “never-shared-before” sequences.

That's just about 5% of companies being willing to share their sales sequences.

This should serve as proof of how tough it is to get hands on real life sales sequences & metrics.

This should also be a testament of how **VALUABLE** the insights gathered in this ebook are.

Jump to sequences

Full Story

A great sequence has many facets:

- * The Structure
- * The Metrics
- * The Copy

being the most important ones among all things.

We estimated that reaching out to 200 companies should suffice - hoping about 50% of them say YES.

We were quite mistaken!

As the days unfolded, over a span of 4 months, we saw only about 5% companies agree to sharing their sales sequences - out of the 500+ companies we reached out to.

Effort

We had two dedicated people working on this project.

One was tasked with finding & qualifying the companies, identify key people to reach out to and gather their email IDs -- more like the SDR.

The other would send out emails (personalizing the emails, adding mutual connection contexts, etc.) and handle objections, queries, etc. - to get these contacts to say YES to participating in the ebook -- more like the AE.

Target

We made sure we were targeting companies that had an outbound sales process in place.

This meant we had to qualify each company we picked - to see if they had outbound sales teams.

Additionally, we started by reaching out to companies that had a team size of 50-200 people.

We would aim our outreach to the VPs & Directors of Sales, Marketing & Demand Gen - across all these target companies. The participation of these companies in this project meant that a mutual opt-in from all these stakeholders was imperative.

Results

As responses started to pour in, we saw more companies bowing out - citing various challenges. This made us realize, if we needed to hit the mark of 100 companies we'd need more.

So we increased our pool of companies, qualified more and doubled down on the outreach.

In total we had to reach out to roughly 1900 people in 569 companies.

We did realize that getting to 100 sequences was a far fetched dream - so we reset to a modest target of 25. Glad that we managed 29 in the end.

Along the way we also realized how to make our messages crisper - and ensure we get the attention of the contacts better.

The final version of the sequence that worked for us has been shared in this ebook. That should help you understand what it takes to get people to respond.

Jump to sequences



Lessons Learned

Coming up with fancy sales sequences is pretty easy.

But ensuring that your sequence drives the results - that's a combination of skill, testing and persistence.

KISS - Keep It Simple, Salesman!

Most likely, your target audience is very busy with too many cold emails in their inbox.

So make sure your email is simple, to the point & does a good job of conveying how your offer helps them.

Avoid unloading your features on them in the emails - save them for later i.e. either when they ask what's special about you/product OR when they book that meeting with you.

One Mobile Screen Long

Make sure your email copy can be easily read on the mobile screen.

Most of your recipients are expected to be smartphone users, so make it easy for them to read the email.

KISS again - Keep It Short, Salesman!

Simple YES / NO style CTA

Asking for a meeting or a demo or a call - in the very first email - is an overkill.

Keep a simple CTA - like asking if they are interested.

Set the context for them on what they can expect if they say YES. Again, keep it nimble

Show social proof - use that Mutual Connection

We learned this the hard way. 



When we started dropping in names of mutual connections who were collaborating with us - things really began turning in our favour.

We understood that sharing sales sequences is big ask - and it requires more than just a pitch.

Make it EASY to Decide

With so many stakeholders to opt-in for this project, we realized it was important that we closed in the gap between them.

We moved them all in one email thread and ensured the conversation was started in that thread. That made it easy for them to refer the offer and decide.

Less time spent doing back and forth.

Make it EASIER to share

Once the company decides to share their sequence, the aspect of sharing the sequence is a big challenge. There are so many pieces in a sequence and we needed them all in one place.

So we created a simple, well-instructed templated version of the document where they could share the sequences. This sped up the process considerably.

Our quickest submission by EverString - came in within 24 Hours of them agreeing to participate.

Follow-up, follow-up & follow-up again

Sharing the sales sequence has no direct business proponent to the company.

It's just an act of great benevolence and shows how much they care about the community of sales people.

So, these can often fall between the cracks - get deprioritized and sometimes the plans may change in the light of newer (probably more urgent) tasks.

Hence, you must be very diligent with your follow-ups.

Following up can move mountains and help you unearth the biggest deals.

Only thing, be human and original in your follow-ups. Persistence gets rewarded - but being boring does not sell.



Sequence Catalogue



Predictable Revenue





CloudTask is a managed service provider for growing companies looking for B2B Sales, Sales Chat and Customer Support solutions. Their mission is to find prospects, nurture leads and satisfy customers, to enable companies to focus on their core operations.

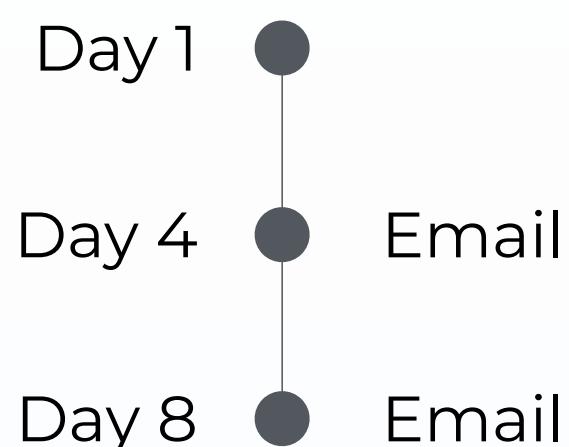


SEQUENCE GOAL

Start a conversation about CloudTask's services

This 3-step sequence was used to promote their [B2B sales offering](#).

SEQUENCE STRUCTURE



“We were aware that some emails would arrive on the weekend but there is positive data on weekend email open and click rates.”

Tom Jenkins

Sales and Marketing Alignment Specialist, CloudTask

SUCCESS METRICS

3230	1037	39	32.12%
SENT	OPENS	REPLIES	OPEN RATE

%

1.21%

REPLIES RATE

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

✉️
1,363
SENT

✉️
433
OPENS

%
30%
RATE OF OPENS

👉
28
CLICKS

%
6%
RATE OF CLICKS

🔄
15
REPLIED

%
1%
REPLY RATE

Subject: How a Managed Workforce Saved My Business

Hi {{ firstname }},

Instead of calling you this morning, I decided to predict how our call would play out.

You: I'm in a meeting / Driving / Watching 'Game of Thrones'. Call me next year maybe.

Me: Here's my 10-second pitch, hang up any time you get bored. We'd like to increase the size of your sales pipeline at a lower cost than a traditional in-house team with a first class managed workforce.

You: So what?

Me: We can help {{ company }} by providing a large number of quality leads, setting-up qualified appointments, and all round B2B sales expertise. Our managed team includes an Account Manager and a Quality Analyst to optimize results and productivity.

You: Hmm... Well... Maybe we could have a quick call, I have a few questions.

Me: Glad to hear that {{ firstname }}. **So would it make sense to jump on that call this week?**

Here's how we scheduled 62 qualified sales appointments a week for a B2B software company.

I look forward to hearing from you.

Cheers

{{ sender-name }}

Touch #2 | Day 4 - Email

1,003	317	31%	6
SENT	OPENS	RATE OF OPENS	CLICKS

1%	14	1%
RATE OF CLICKS	REPLIED	REPLY RATE

Subject: Managed Workforce - A Bad Idea?

Hi {{ firstname }},

I'm following up on my email from a couple of days ago. I'm sure it featured somewhere in the middle of the 237 other sales emails you received that day.

Here's my elevator pitch: We're a managed workforce provider for organizations looking to set up more qualified appointments and increase their sales, at a lower cost than a traditional in-house team.

How are we different? Our sales team features a stand-up comedian, a cycling champion and a semi-pro soccer player. More importantly, we always deliver! Don't believe us, [review our success stories!](#)

At the same time we deliver at a lower cost than a traditional in-house team. Turns out in-house teams cost more than you might think. [Check out how much more here.](#)

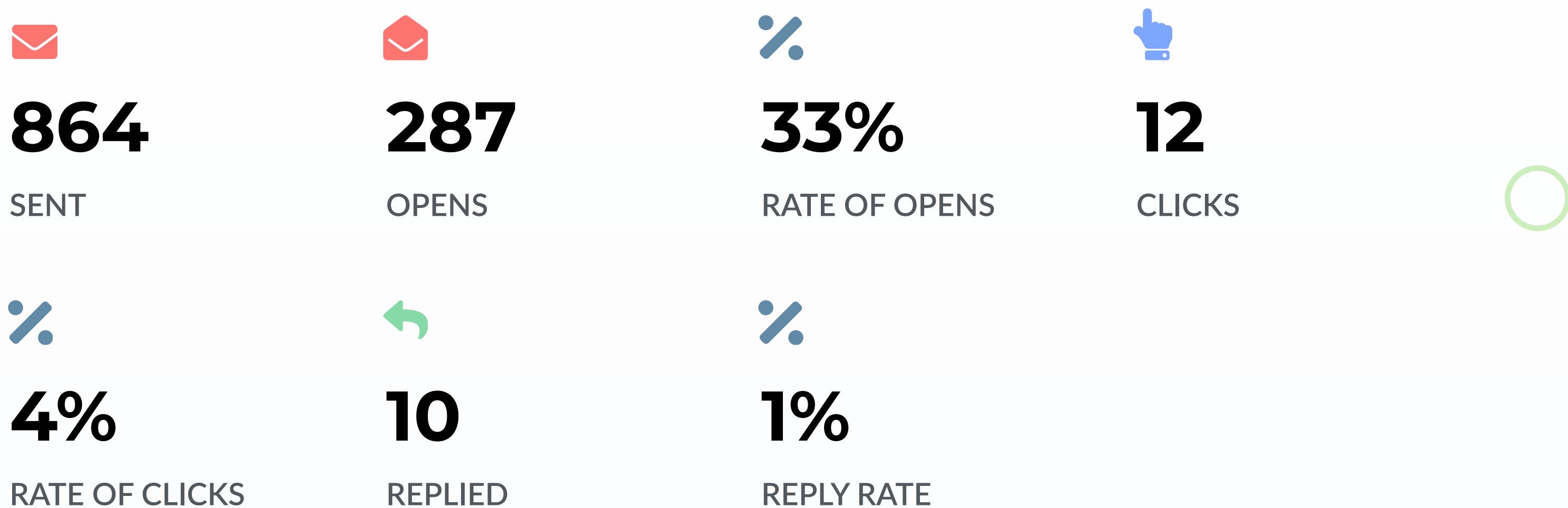
How would you like to proceed?

- 1. I want to increase the size of my pipeline at a lower cost. Please call me**
- 2. Leave me alone. If you're the stand up comedian, you're not funny**

I look forward to hearing from you.
Cheers

{{ sender-name }}

Touch #3 | Day 8 - Email



Subject: What would've been of greater interest?

Hey {{ firstname }},

I hope you appreciate my persistence. You won't be surprised to learn that I am a Business Development Rep at CloudTask and this is the same perseverance your rep would provide in delivering you a consistent pipeline of sales appointments.

As I love helping sales teams I've attached our 1 pager on '[**Sales Outreach Best Practices**](#)' which outlines the times to reach people, why prospects buy from you, and more.

What could I do to earn 5 minutes of your time and prove our value? Cheers

{{ sender-name }}



BRINGING IT ALL TOGETHER

CloudTask's sequence is simple - but stands out in how engaging their copy is.

The 1st email is something absolutely refreshing where they play out a version of how a call to the prospect would play out. It's short and engaging & makes the prospect relate to the problem.

More importantly, the style of the email makes it memorable and we bet it's less spammy.

The second adds humour again (note that blurb about a stand-up comic in their team), but most importantly it gives a clear and simple CTA for the recipient. They also add some social proof with an hyperlink to some of their successes.

The third email is simple, regular - but ensures that a value is provided to the recipient in the end with the "1 page - Sales Outreach Best Practices" document. This piece is a crucial hook to bring the recipient into the funnel further & nurture them further.

CloudTask is now looking at how they can add memes and gifs to these sequences to take things to another level.

"The idea of these emails was to stand out, have a bit of fun and engage our prospects. There's so much white noise and monotony in the inbox these days, we wanted to do something a little different whilst still offering a powerful message about our services."

Tom Jenkins

Sales and Marketing Alignment Specialist, CloudTask

Sequence Contributed by



Tom Jenkins

Sales and Marketing Alignment Specialist
CloudTask



[Drift](#) is the world's leading conversational marketing and sales platform.

Customers use Drift to provide a modern buying experience for potential customers, generate more qualified leads, and dramatically accelerate the sales cycle.



SEQUENCE GOAL

Start a conversation about Drift's products.

This 3-step sequence was aimed at starting conversations about Drift's ABM platform with people from companies who visited their website.

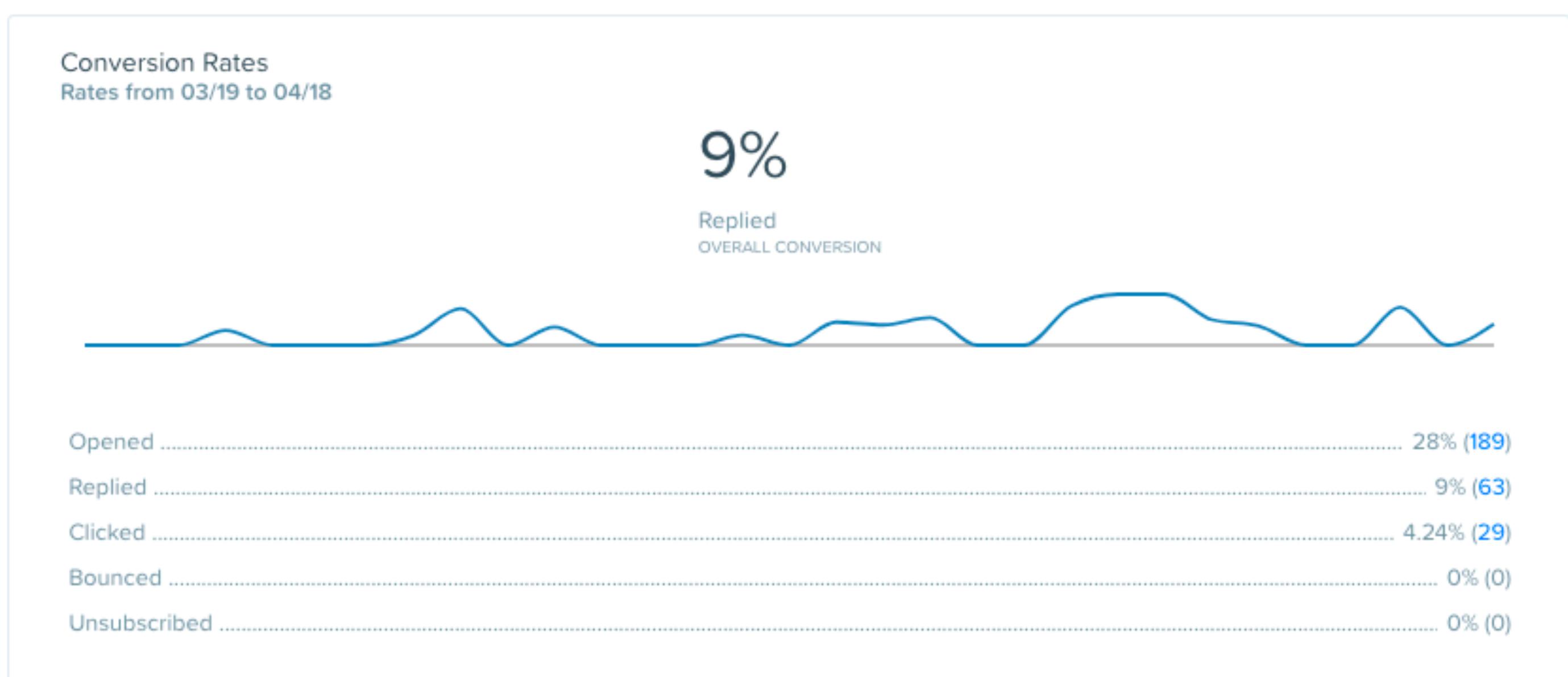
SEQUENCE STRUCTURE

- Day 1 Email
- Day 2 Email
- Day 3 Email

SUCCESS METRICS

~ 680	189	63	~ 28%
SENT	OPENS	REPLIES	OPEN RATE

~ 9%
REPLIES RATE



SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

Subject: see why 50,000+ businesses run on Drift

Hi {{ firstname }},

Drift is the world's leading conversational marketing & sales platform.

And what that really means is we can help you generate more leads and book more qualified sales meetings in real-time -- even when your sales team is sleeping.

I'd love to send you a personalized video to show you how exactly Drift might look on your website (and how it will create a fast lane for your best leads).

Can I show you?

The screenshot shows a booking interface for a meeting with Sara Pion. It includes a profile picture, the meeting title, participants, and timezone information. Below this, a section allows users to select a time to instantly book a meeting. For each day, there are three time slots listed. The days and their corresponding times are:

Day	Available Times
Wed, Apr 18	4:00 - 4:30p 4:30 - 5:00p
Thu, Apr 19	11:00 - 11:30a 12:30 - 1:00p 1:30 - 2:00p
Fri, Apr 20	1:30 - 2:00p

At the bottom, there is a link to "Grab another time on my calendar" and the "Meetings by Drift" logo.

{{ sender-name }}

{{ signature }}

Touch #2 | Day 2 - Email

Subject: Drifting by our site

Hi {{ firstname }},

I believe someone from your organization stopped by our website recently. Could that have been you? Part of the functionality of our [ABM Platform](#) allows us to target and engage with visitors from our target accounts (and you're one of mine).

I'd love to hear what brought you to look at [Drift](#) and answer any of questions!

I'm looking at your website right now and I think Drift could be a perfect way for you to convert more website visitors into qualified leads.

Let me know if you'd like to connect or if there is anything I can help out with!

{{ sender-name }}

{{ signature }}

Touch #3 | Day 3 - Email

Subject: "The Next Wave"- David Cancel, CEO

Hi {{ firstname }},

I thought you'd like this post our CEO, David Cancel (CPO at HubSpot before he founded Drift), wrote on [The Next Wave in Sales and Marketing](#).

"Look back 5-10 years ago, and sales and marketing teams were all focused on this same thing: attracting website visitors...Now that we've figured out how to get people to our websites, what do we do with them once they're there?" [Read More](#)

Curious to learn more about how it could work for your company?

You can pick a time that works for you here: [My Calendar](#)

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

Drift's sequence is very simple but highly targeted as far as the copy is concerned. The structure is simple - 3 jabs over a span of 3 days.

The copy starts by introducing a sense of FOMO and social proof to the prospect. By saying that over 50000 businesses use the product, that dominance and sense of stability that Drift brings is being clearly articulated. The prospect would mostly be enticed by this aspect, if they already do not know Drift.

In case they do know of Drift, the email also touches upon how the BDR can send a personalized video of how Drift would look on their website. That's the best way to pitch a demo.

The 2nd email simply acknowledges that someone from the prospect's company visited Drift, which is a pretty slick way of showing how their ABM platform works. Again, they keep the language pretty tight around the value proposition.

The 3rd email grazes on how Drift's products are the way of the future - by dropping a reference of David Cancel's article. This is meant to incept the idea deeper in the prospects head and nurture further.

The idea seems to be to just educate the prospect enough about Drift as a leading product for web chat and thereby bring them into a nurturing funnel. 9% reply is humungous and that would add big revenue to the pipeline ideally.

Sequence Contributed by



Sara Pion

Conversation Marketing Specialist
Drift



CHILI PIPER

[Chili Piper](#) eliminates manual scheduling between marketing/sales and their prospects to deliver consistent engagement down the marketing funnel. This implies Higher conversion rates from the same inbound traffic.

People interested in your business typically have to wait hours or days after filling out a form.

Chili Piper's intelligent assistant offers them a simple way to book a meeting, request a phone call or start a live chat immediately upon form submission.

Companies like Square, Twilio, DiscoverOrg, SalesLoft, and SiriusDecisions use Chili Piper to create an amazing experience for their leads, and in return experience higher conversions for their business.



SEQUENCE GOAL

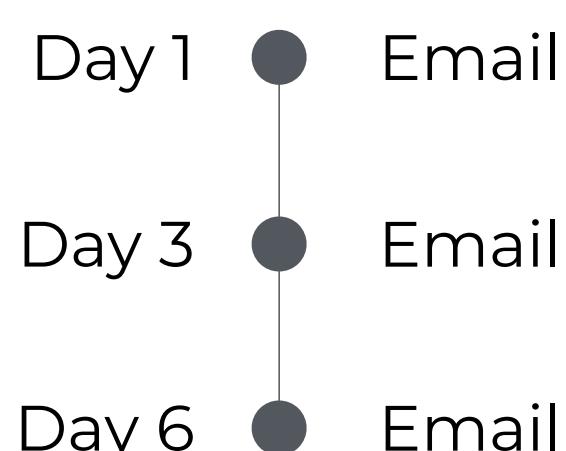
To book a discovery call & explore mutual fit.

We built this sequence as a supplemental effort for our Account Executives to make it easier for them to self-source opportunities. We ran this campaign for about a quarter and especially found that we were able to lift the metrics for the entire campaign when we personalized the first email.

Emil Shour

Director of Demand Gen, **Chili Piper**

SEQUENCE STRUCTURE



SUCCESS METRICS

1632 EMAILS **62** BOUNCES **582** OPENS **32** CLICKS **40** REPLIES

1632
(bounces = 62)
SENT

582
OPENS

40
REPLIES

35.66%
OPEN RATE

2.45
REPLIES RATE

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email



842

39%

3%

1%

{{ firstname }}

Chili Piper is a fast-growing scheduling automation company, with already close to 200 clients including Square, Twilio, Salesloft, Bill.com, Greenhouse and many more.

We've seen many companies suffer from a weak conversion rate - often below 25% - between demo requests and actually attended demos.

To change that, we've launched [the Intelligent Form Booker](#) to qualify and book meetings with prospects in real time.

Segment.io ran a 2 months A/B test, here's what came out of it:

George,

Chili Piper is a fast-growing scheduling automation company, with already close to 200 clients including Square, Twilio, Saleloft, Bill.com, Greenhouse and many more.

We've seen many companies suffer from a weak conversion rate - often below 25% - between demo requests and actually attended demos.

To change that, we launched [the intelligent form scheduler](#) to qualify and book meetings with prospects in real time.

Segment.io ran a 2 months A/B test, here's what came out of it:

Mark Miller 📲 🔥
to me ▾

Hey Nicolas,

Yes! We have some awesome news.

Fast Lane improved the conversion of highly scored demo requests to opportunities by 61% with 95% confidence. This is a HUGE increase. We were setting expectations at more like 10-20%. We wrapped up a 2 month A/B test earlier this week.

Do you have a few minutes to look at it?

Or can you please put me in touch with the person in charge of your inbound?

All the best,

--

Michael Tuso

Head of Business Development | Chili Piper

Touch #2 | Day 3 - Email



730

33%

0%

3%

{{ firstname }},

You have not replied to my email (below), did you receive it?

I see that you have a demo request form on your website, do you measure your conversion rate requests-to-attended-meetings?

{{ sender-name }}

{{ signature }}

George,

You have not replied to my email (below), did you receive it?

I see that you have a demo request form on your website, do you measure your conversion rate requests-to-attended-meetings?

--

Michael Tuso

Head of Business Development | Chili Piper

Touch #3 | Day 6 - Email



60

43%

0%

5%

{{ firstname }} - I'm following up on my previous two emails. I looked again at your website, with your form:

[screenshot of prospect's form on their website]

I'd guess that upon completion comes a "thanks we'll contact you" page, which means that the prospect is left wondering what comes next.

With our solution, it looks like that:

[[gif of Chili Piper in action](#)]

We've doubled conversion rates at most of our clients, should I talk to you or to your sales team?

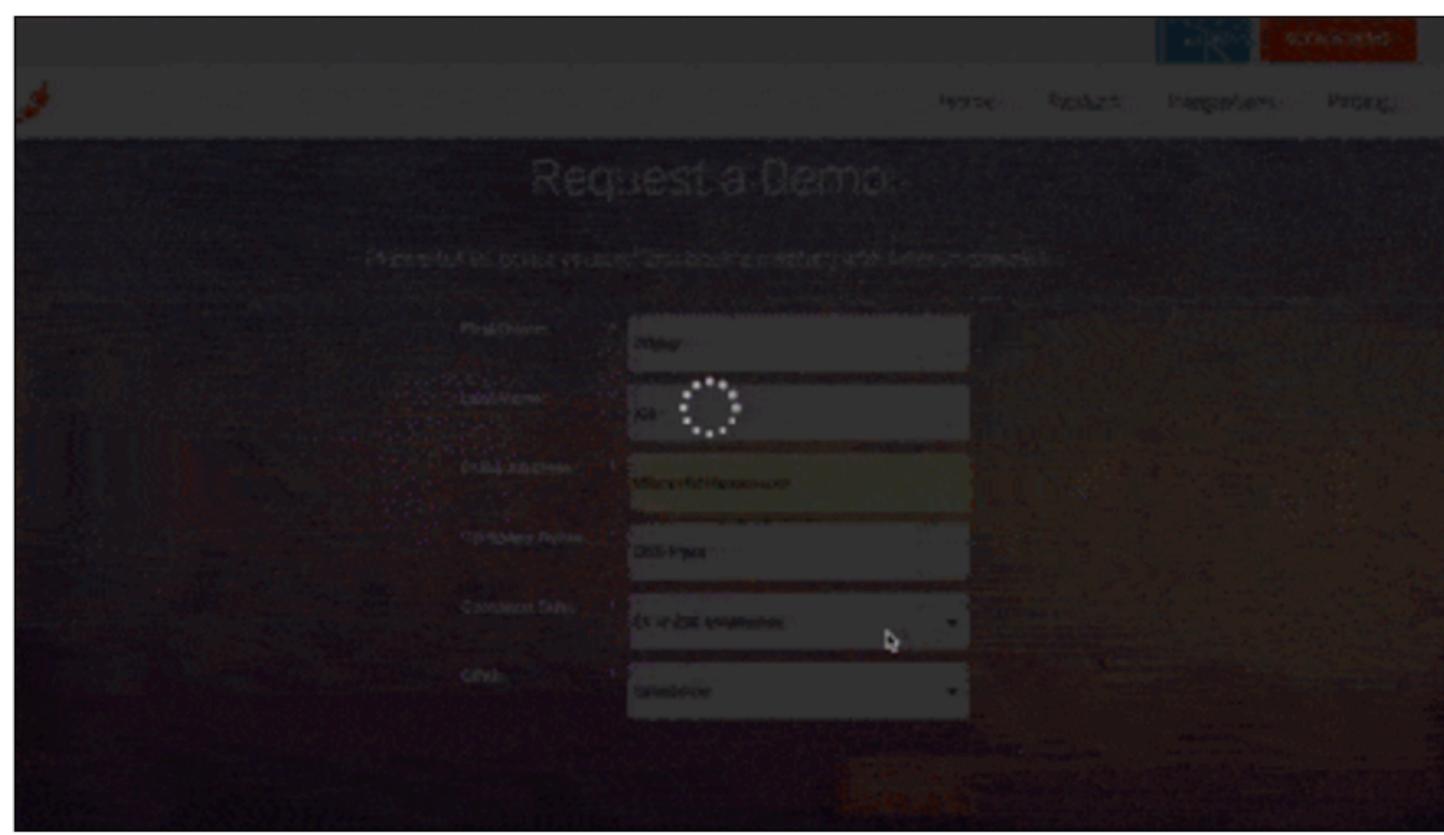
{{ sender-name }}

{{ signature }}

George - I looked again at your website, with your form:

I'd guess that upon completion comes a "thanks we'll contact you" page and a sales rep is then tasked to follow up to book a meeting.

With our solution, it looks like that - qualifying and booking in real time:



We've doubled conversion rates at most of our clients, would you have time next week to check it out?

--
Michael Tuso

Head of Business Development | Chili Piper

BRINGING IT ALL TOGETHER

Chili Piper does a very effective job of using good social proof and adding a strong element of personalization in the end.

Their sequence is again simple - 3 emails over a week's time (maybe 10 days in total if you'd count the business days). That's basically being in the inbox of your prospect for about a couple of weeks.

If you see some intent (opens, clicks, etc.) you can follow-up again after a span of a month or so. Meanwhile, the email copy conveys the essence of what they do and how they help.

They do a good job of acknowledging how "low request to meeting show-ups" can affect sales cycles. In the 1st email, they plug in all the big names and that conveys the social proof.

They follow-up in a very soft and subtle touch that doesn't grind on the product features again. Instead it ends with a very good question about an important metric to track. Such questions are thoughtful and hence effective too.

The final email is a beauty - they have GIF screenshots of how the prospect's web form works and another where they show how integrating Chili Piper's solution would improve. This hits the gold mine in terms of value proposition and messaging.

The ending question is again very well crafted - they do not ask for a demo - only for the right person to speak with. That's a good conversation starter.

Sequence Contributed by



Emil Shour

Director of Demand Generation
Chili Piper



Predictable Revenue

Founded by Aaron Ross, of the award-winning, bestselling book Predictable Revenue, this team teaches companies how to double or triple (or more) new sales.

The [Predictable Revenue](#) framework was conceived at one of the most successful startup companies – Salesforce.com. In a few short years, use of the “Cold Calling 2.0” framework helped increase Salesforce.com’s recurring revenues by \$100 million, and continues to help double their enterprise growth today.

Their consulting and “Accelerate Team” programs help you build a predictable pipeline.



SEQUENCE STRUCTURE

- Day 1 • Email & LinkedIn
Initial email
LinkedIn Profile view
- Day 4 • Email
Follow-up “Bump” email
- Day 5 • Call (VM)
- Day 7 • Email & LinkedIn
2nd Follow-up Email
LinkedIn Add (connection request)
- Day 9 • Call
- Day 11 • Email & LinkedIn
3rd Follow-up Email
LinkedIn Follow-up message (if applicable)
- Day 12 • Call (VM)
- Day 15 • Email
4nd Follow-up Email
- Day 20 • Email & LinkedIn
“Break Up” email
LinkedIn “Break Up” message (if applicable)
- Day 21 • Call (VM)
---Break up---

SEQUENCE TEMPLATES

Benchmark Metrics

Bounced: <5%

Replied: 12%

Positive Replies: 5%

Convert to Meeting: 2%



NA

SENT



NA

OPENS



NA

REPLIES



2%

MEETINGS



NA

OPEN RATE

12%

(5% Positive Replies)

REPLY RATE

Touch #1 | Day 1 - Email

INITIAL EMAIL

Hi {{firstname}},

I came across ____ while researching one of our clients. They came to Predictable Revenue because one of their portfolio companies was growing slower than expected.

We worked closely with our client to develop an outbound campaign that generated consistent, predictable pipeline, and I can't help but wonder if we could help you do the same.

It'd be great to connect sometime ____ week - how's your availability on ____?

Cheers,
{{ sender-name }}
{{ signature }}

Touch #3 | Day 4 - Email

BUMP EMAIL

Hi {{firstname}},

Just bumping this up in what I imagine is a very busy inbox.

It seems like it'd be valuable to hop on a quick intro call and see if there's a fit here.

How's your availability ____ week?

{{ sender-name }}
 {{ signature }}

Touch #6 | Day 7 - LinkedIn

LINKED IN CONNECTION REQUEST

Subject:

Hey {{firstname}},

I tried connecting via email last week, but I figured this may be a better platform to start a conversation.

I'd love to learn a little bit more about ___, and specifically what you're doing for outbound.

Let's connect.

Touch #12 | Day 20 - Email

BREAKUP EMAIL

Hey {{firstname}},

I wanted to reach out one last time to see if we might be able to support your portfolio company's sales development.

If I don't hear back from you I'll assume the timing isn't right and I won't contact you again. If that's not the case, let me know and we can begin a meaningful conversation.

**{{ sender-name }}
 {{ signature }}**

BRINGING IT ALL TOGETHER

Predictable Revenue is the big daddy of outbound sequences and you can see why - they do not rely on one channel for driving outbound.

Most successful outbound sales sequences have a heavy reliance on using calls to drive results. As is evident, this sequence mixes up emails with LinkedIn Social Touches and Calls.

- The email copy doesn't digress from the main point - which is basically about how Predictable Revenue helps ramp up a scalable outbound process.

Note how the email copy is not as innovative as the others we've seen previously. This is deemed deliberate, as the emails are only supplements to the calls being done by the SDRs. The calls are way more personal in nature & the emails would only serve as reminders to the calls already placed.

The entire sequence is a healthy mix of 4 X 4 X 4 (email, calls & LinkedIn) spanning across 3 weeks roughly. That's long enough to make an impact with your messaging and persistence - without overdoing a particular channel like email, call or LinkedIn.

Sequence Contributed by



Peter Nieuwenburg

Sales Development

Predictable Revenue

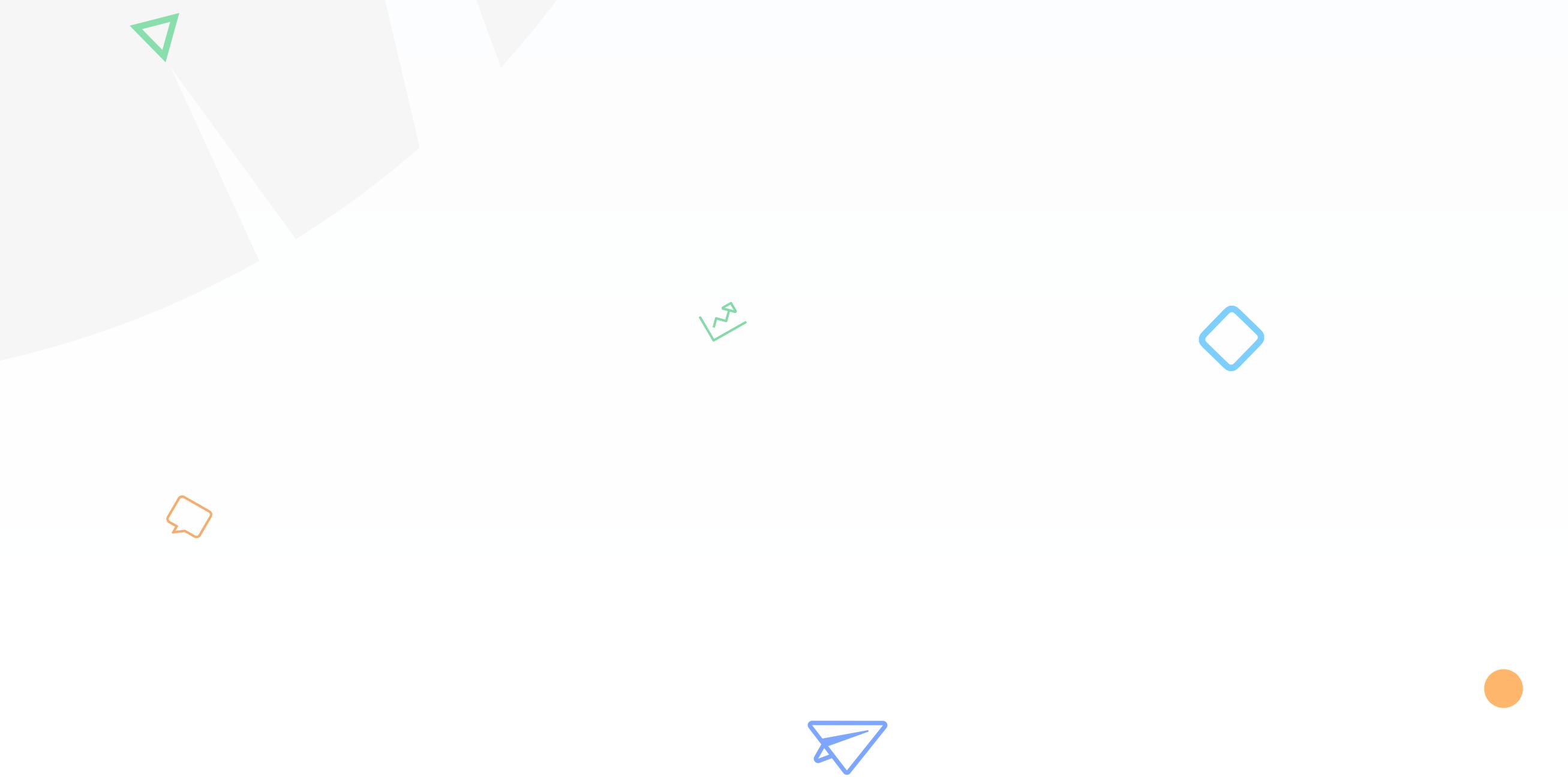


demandDrive

Customized Demand Generation

[demandDrive](#) is the industry leader in sales development and demand generation. We provide clients with a full-service sales development function as well as data & demand generation programs to help them optimize their sales & marketing processes and increase revenue growth.

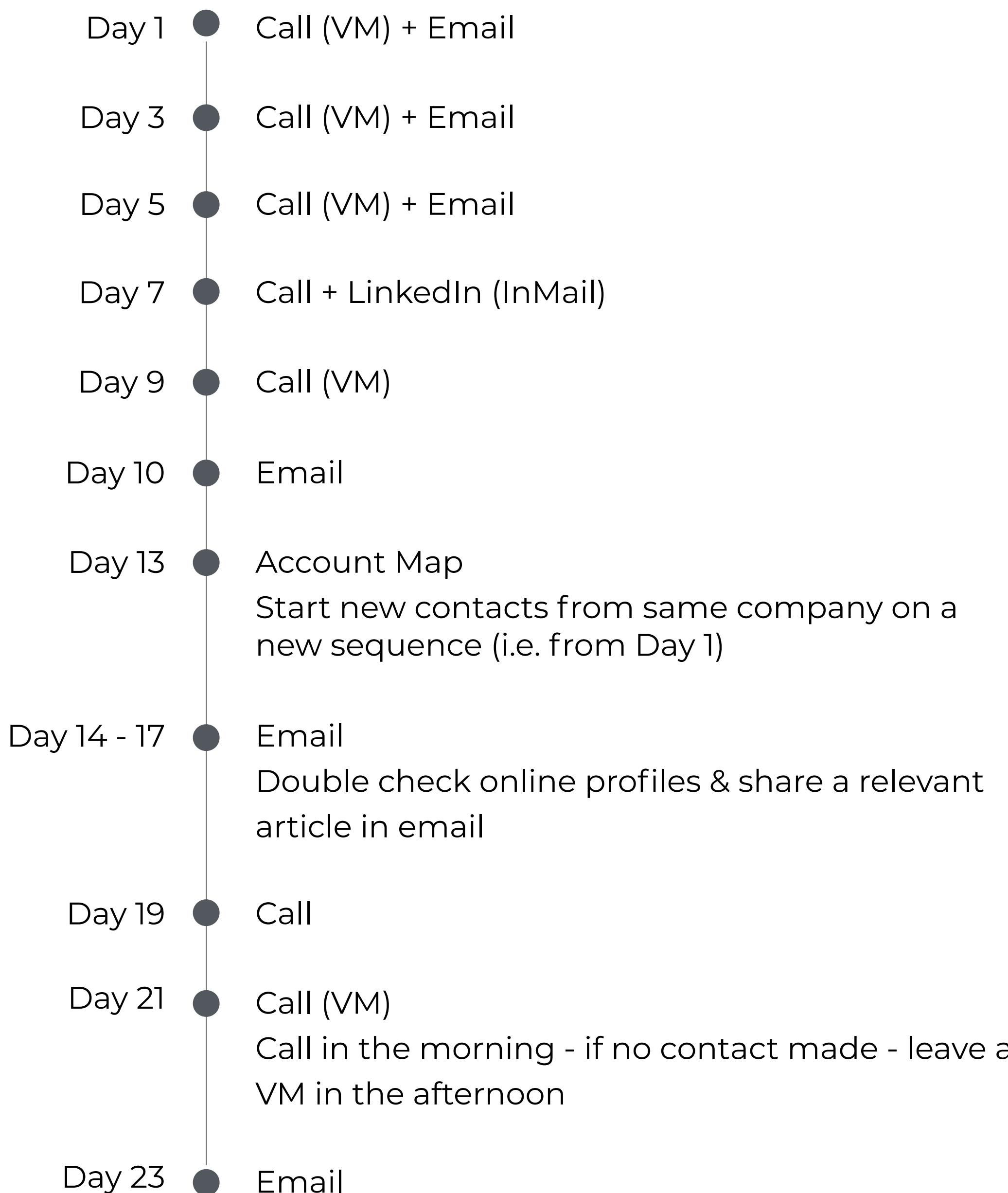
demandDrive provides a dedicated team of Sales Development Reps and combines best practices in sales development and demand generation with industry-leading sales enablement tools to uncover and qualify new sales opportunities.



SEQUENCE GOAL

To get a conversation started or hop onto a discovery call about demandDrive's services

SEQUENCE STRUCTURE



SUCCESS METRICS

1982	1004	49	189	177
Emails	Opens	Clicks	Replies	Bounces
-	50.6%	2.5%	9.5%	8.9%



1982

SENT



1004

OPENS



189

REPLIES



50.66%

OPEN RATE



9.54%

REPLIES RATE



SEQUENCE TEMPLATES

Touch #2 | Day 1 - Email

56.0% 2.0% 13.8%

*Open Rate**Click Rate**Reply Rate*

Hi {{firstname}},

{{ company }} popped on my radar the other day, and after checking out your LinkedIn Profile + Website I noticed you were hiring SDRs. We've helped companies in your position with our outsourced sales development programs, and figured I should introduce myself.

Take a look at the [costs of hiring internally vs. outsourcing](#) and let me know if a conversation may be worthwhile to discuss where demandDrive can add value to your team.

Best,
{{ sender-name }}
{{ signature }}



Touch #4 | Day 3 - Email

51.5% 1.8% 12.5%

*Open Rate**Click Rate**Reply Rate*

Hey {{firstname}},

Not sure if you caught my previous message - thought it best to follow-up.

The Sales Development programs at demandDrive focus on the quality of our results, namely MQL to Sales Opp conversions. Our fully-dedicated model enables a 1:1 relationship between the SDR and {{ company }}, so you can benefit from the flexibility of outsourcing AND the transparency of an internal team - it's a win-win.

If you're considering outsourcing in the slightest, give me a call at (XXX) XXX-XXXX.

Best,

{{ sender-name }}

{{ signature }}

Touch #6 | Day 5 - Email

43.3% 2.0% 7.3%

Open Rate *Click Rate* *Reply Rate*

{{firstname}} - would it makes sense to chat at this time?

If you're still on the fence, know that with demandDrive, you'll have fully dedicated SDRs that specialize in developing highly qualified opportunities.

Our process is easily scalable, has a quick ramp-up period, and is comparable to building out an internal SDR team (while costing far less).

I'm available next Tuesday at 12PM EST - would that time work for your schedule to explore a partnership?

Best,

{{ sender-name }}

{{ signature }}

Touch #8 | Day 7 - LinkedIn InMail

Hey {{firstname}},

I saw a couple of connections in common and thought to connect.

Should you ever need Sales Development help, I'd be happy to share how we successfully worked with {{ client }} previously, and how we can add value to {{ company }} as well!

{{ sender-name }}

Touch #10 | Day 10 - Email

46.3%	1.5%	9.0%
<i>Open Rate</i>	<i>Click Rate</i>	<i>Reply Rate</i>

Hey {{firstname}},

I hope you had a great weekend!

I think we can build out a very successful SDR program for {{ company }} as we have for a few companies in your space.

Let me know if you have 15-20 minutes to chat this week, and we can set up a time to discuss how we can develop + implement a highly effective sales development function focused on driving deeply qualified sales opportunities.

Best,

{{ sender-name }}
{{ signature }}

Touch #11 | Day 13 - LinkedIn InMail

Good morning {{firstname}},

I'm not sure you had a chance to look over my messages and thought to send a LinkedIn note to follow up.

Looks like there's an opening for an ISR on {{ company }} site.

demandDrive has helped numerous {{ industry }} companies ramp up quickly to build out and manage the sales development process to aggressively identify and qualify new business opportunities.

I'd love to introduce how demandDrive has worked with other players in your space, and how we can help you reach your target number this year.

When would you have time on Monday to connect for 10 minutes?

Thanks,
{{ sender-name }}

Day 14 - Day 16 | Account Map

This is where we account map and find other relevant contacts. After doing the right research and uncovering new prospects, we add them into the sequence at **step 1**.

A J Alonzo

Director of Marketing, **demandDrive**

Touch #12 | Day 17 - Email

54.8%	6.6%	9.6%
<i>Open Rate</i>	<i>Click Rate</i>	<i>Reply Rate</i>

VARIANT A

Hey {{firstname}},

I've done some quick research on {{ company }} and see that you may be looking for Sales Development Representatives (SDRs).

Whether you're building a team or augmenting an existing team, here are some things our network has experienced:

1. There's a shortage of SDRs, and the quality reps are expensive
2. You think you have a great team, but turnover is high - now you have to re-recruit, train, and hire
3. To keep that team productive you need a dedicated manager

This blog on the SDR shortage has been helpful to a lot of clients in your area: <http://bit.ly/SDRShortage>.

Enjoy,
{{ sender-name }}
{{ signature }}

VARIANT B

Hey {{firstname}},

We recognize that there's a consistent challenge around SDR shortage, high-turnover, and inefficient management, so we developed a solution – feel free to check it out on our [Cost Analysis page](#).

For more information on [how to build this function out properly](#), our eBook may be more suitable.

Please let me know if you would like to talk – happy to be an additional resource for you!

All the best,
{{ sender-name }}
{{ signature }}

Touch #16 | Day 23 - Email

51.0% 0.8% 5.0%

Open Rate

Click Rate

Reply Rate

Hi {{firstname}},

I hope this finds you in good spirits.

I've reached out to you previously in regards to demandDrive's outsourced sales dev programs. We never were able to get in touch - I'm guessing my timing was off/this isn't top of mind.

I'm circling back to see if anything has changed on this front. If you're interested I'd be happy to walk you through our program and show you where we can add value with a dedicated outsourced Sales Development model.

While this might be a shot in the dark, I hope you can appreciate my persistence on this matter.

All the best,
{{ sender-name }}
{{ signature }}

BRINGING IT ALL TOGETHER

This sequence by demandDrive is heavy on calls and lighter on emails. You can see that over a period of 3 weeks or so, they are pushing out about 16 touches to their prospects.

That's a lot of volume, well-spread over calls, emails & LinkedIn.

The messaging is also pretty straightforward. They are ensuring that the emails are small, direct about the value proposition and every email has a clear CTA to set up a meeting to discuss further.

Looking at the success metrics, this campaign has a close to 10% response rate which is phenomenal. Such success can be attributed to a well sourced leads list and a sequence where they keep the messaging simple.

Instead of cramming in all features, advantages, etc. in one email - it's a great idea to spread that across a longer narrative over more touches.

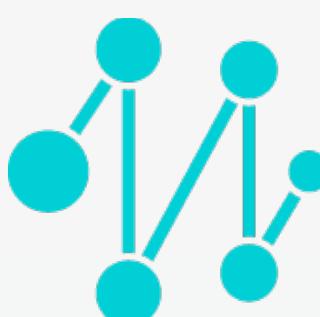
The sequence also leverages a few good infographics and lead nurturing assets like the cost comparison calculator in Touch 12. This touch is impressive as it builds on openly verifiable needs of the prospect and then builds on that problem/pain point to pitch the service.

Sequence Contributed by



AJ Alonzo

Director of Marketing
demandDrive



EVERSTRING

[EverString](#) helps companies leverage data to optimize sales and marketing capabilities.

EverString's AI SaaS solution is designed for B2B sales and marketing professionals to drive pipeline growth, help close new customers, expand into new markets, prioritize accounts, and provide actionable insights – all without the need for an administrator.

EverString allows you to put the best-fit accounts in the hands of your sales and marketing team so they can focus on what they do best: closing more deals. It starts with the EverString Data Platform, fully automated and powered by AI-human integration to discover, clean and operationalize B2B data for itself. The result is greater accuracy, greater coverage and a constant data refresh.



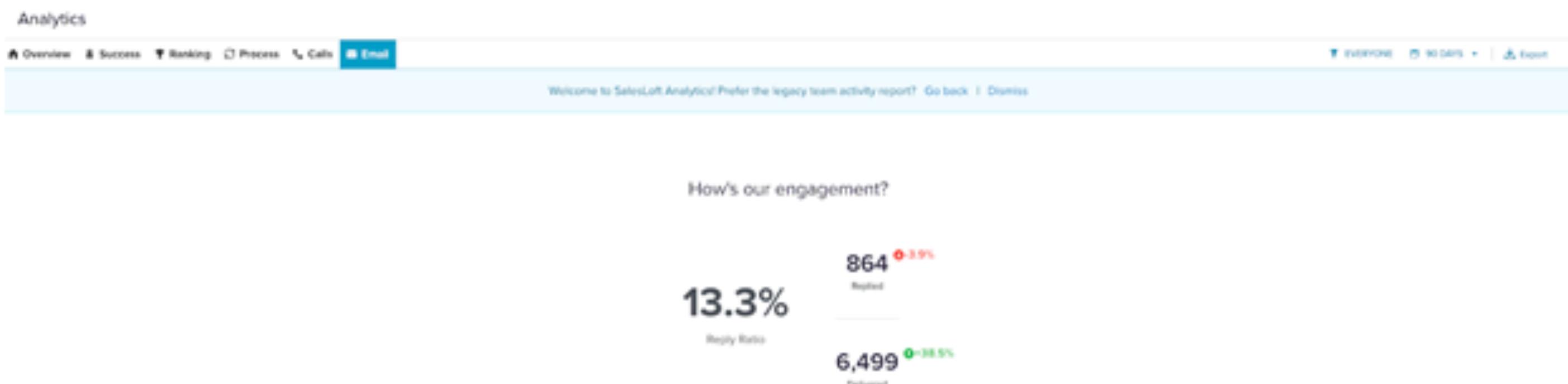
SEQUENCE GOAL

To book a meeting with prospect about using EverString's product

SEQUENCE STRUCTURE

- Day 1 ● LinkedIn (Connect) + Email + Call(VM)
Connection request
Initial Email
Voicemail
- Day 2 ● Ghost Dial (2X)
Dial 1: Morning 8 AM (prospect's timezone)
Dial 2: Evening
- Day 3 ● Email
Follow-up email (in same thread)
- Day 4 ● Ghost Dial + LinkedIn (InMail)
- Day 5 ● Ghost Dial + LinkedIn (InMail)
Reply in same thread as InMail
- Day 6 ● Call (VM)
- Day 14 - 6 ● Call (VM)
Last ditch call bucket

SUCCESS METRICS





6499

NA

864

NA

SENT

OPENS

REPLIES

OPEN RATE



13.3 %

REPLIES RATE



SEQUENCE TEMPLATES

Touch #1 | Day 1 - LinkedIn Connection Request

{{firstname}}, I noticed we have mutual interests in customer acquisition and demand generation in addition to sharing a few connections in the B2B marketing community. I'd love to connect and follow your thoughts in our space!

-- {{senderfirstname}}



497

31%

0%

1%

Hey {{firstname}} - Hope this message finds you well. I'm reaching out because...

{{PERSONAL}}. Given the fact we are working with {{Similar Companies}} in the {{Keyword}} space, I thought it relevant to get in touch.

Here's what EverString brings to your team:

- Access to the most accurate data set on accounts & contacts
- Quickly add net-new accounts that look like your best customers

- Prioritize your database, so you know who to target first
- Intent data that alerts you when companies are in-market for your solution

{}{ firstname }}, given the fact that **{}{ PERSONAL }**, it seems as though our services are in like with your **{}{ Role/Goal }**. What is the best way to get some time on our calendars this week or next?

**{}{ sender-name }{
}}{
{}{ signature }}**

Touch #6 | Day 3 - Email



Hi again, **{}{ firstname }** - Did you have any thoughts on my last note?

Given the fact that you are a revenue professional, I thought you'd see value in how we are helping our customers identify high fit accounts that are actively searching the web for services/products in their market. You can read more about our partnership with Bombora in our press release, "[EverString & Bombora Partnership Combines the Power of AI and Intent Data.](#)"

Is there a convenient time to connect on **{}{ 2_business_days_from_now }**? Hope all is well!

**{}{ sender-name }{
}}{
{}{ signature }}**

BRINGING IT ALL TOGETHER

EverString's sequence is probably more effective than most in the industry - because they understand the importance of following up emails with calls on the same day.

Over 80% of the world's most successful campaigns have the distinction of having a call - right after the email - on the very same day.

Make no mistake, your email still needs to be personalized and have an effective subject & opening line. But following up a good email with that call - just humanizes the outreach further & prospects are more likely to respond with a commitment for a meeting or a clarity on the next step.

These email templates follow the 10-80-10 rule of personalization, where you personalize the 1st and last 10% of the email body - while letting 80% of the middle be aligned to a well-performing message. This method lets you scale faster & ensures that your personalization is effective.

One more element about this sequence stands out.

The sequence has just 3 calls, 2 emails and a couple of LinkedIn touches maybe. The rest of the sequence is comprised of Ghost Dials (4 to be precise).

Ghost Dials are the softest form of making a mark on your prospect's mind. A ghost dial is simply a call to the prospect - with barely a ring or two. This would appear as missed call to the prospect, thus piquing their interest. If they call back - they are more likely to be attentive to the conversation than when you call them directly.

In totality, the sequence has about 12 touches over 7 days which is quite a volume - but it doesn't turn the prospects **off** - since it leverages softer touches like Ghost Dials to build that presence on a prospect's mind.

Sequence Contributed by



Jack Veronin

Senior Sales Development Manager
EverString



nearmap

A global leader in geospatial map technology for business, enterprise and government customers, Nearmap brings the real world to you.

[Nearmap](#) helps users save time and money, reduce site visits and make better informed decisions with current, clear imagery - as they capture, manage and deliver the most frequently-updated location content in the world, allowing businesses and governments to explore their environment easily.

Delivered within days of capture Nearmap's imagery is much higher resolution than satellite imagery and shows changes over time. Nearmap is delivered through a web-based MapBrowser or accessed via third party applications.



SEQUENCE GOAL

To get a response

SEQUENCE STRUCTURE

- Day 1 • Email + Call (VM)
- Day 2 • Email + Call
- Day 3 • Call (VM)
- Day 5 • Email
- Day 7 • Call
- Day 9 • Email
- Day 12 • Call (VM)
- Day 15 • Email
- Day 21 • Email + Call

SEQUENCE STRUCTURE

Emails Sent, Bounces, Opens, Clicks, Replies, Conversions, etc.

687 Calls | 754 Emails | 67 Bounces | 157 Opens | 18 Clicks | 27 Replies

 **754**
(67 bounces)
SENT

 **157**
(18 clicks)
OPENS

 **27**
REPLIES

 **687**
CALLS

 **20.82 %**
OPEN RATE

 **3.58 %**
REPLY RATE

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

41% OPENED 25% CLICKS 6% RESPONSE

Hi {{ firstname }},

I've been working with a lot of companies in the {{ industry }} business throughout the {{ region }}, and given your presence in the area, I thought you might want in on the action.

Nearmap provides incredibly clear and up-to-date aerial imagery, with quick and accurate measurement tools, so that you can create better proposals, reduce errors, and spend less time physically measuring. Think Google Earth on steroids!

I've created a 2 minute video demo for you, as well as a few case studies etc...

[Watch the video](#)

I'd love to show you some of your projects, and see if we can't be of value to you. Can you find 15 minutes for a quick screen share this week?

{{ sender-name }}
 {{ signature }}

Touch #3 | Day 2 - Email

57% OPENED 40% CLICKS 5% RESPONSE

Hey {{ firstname }},

I just wanted to check in on my note from a few days ago.

I put together a [2 minute presentation](#) on how {{ company }} can get a leg up on your competitors by using aerial imagery that is 4x more clear than the best satellite product, and updated 6x as often.

(and other cool things like a [savings calculator](#))

Do you have a few minutes to chat in between jobs?

{{ sender-name }}
{{ signature }}

Touch #6 | Day 5 - Email

41% OPENED 0% CLICK (NOTHING TO CLICK) 5% RESPONSE

Hey {{firstname}},

I'm hoping this week is better to touch base.

Have you had a chance to look over how Nearmap can help {{company}} do your job faster, and with less errors?

I'd love the opportunity to earn your business. How can I get time on your calendar?

{{ sender-name }}
{{ signature }}

Touch #6 | Day 5 - Email

COMPLETELY CUSTOMIZED - NO TEMPLATES

Touch #10 | Day 15 - Email

38% OPENED 7% CLICKS 5% RESPONSE

Hey {{firstname}},

Checking back with you.

I wanted to share a success story of how one of your competitors reduced site visits by 3x using high res, updated aerial imagery.

Would a 3x reduction in costly/time-wasting site visits be impactful to you and {{company}}?

{{ sender-name }}
{{ signature }}

Touch #11 | Day 21 - Email

44% OPENED 0% CLICK (NOTHING TO CLICK) 14% RESPONSE

Subject:

Hey {{firstname}},

Have you given up on this?

{{ sender-name }}
{{ signature }}

BRINGING IT ALL TOGETHER

Nearmap's target is mostly enterprises - and that reflects well in their sequence structure.

Spread across 3 weeks, they make 12 attempts to get a response from their target accounts - with a healthy mix of 6 emails and 6 calls.

Note how on the very 1st day, the 1st email is quickly followed upon by a call.

This is the hallmark of every effective sequence. This strategy brings great results in the long term as you stick with it across multiple target accounts.

The sequence has a very effective final email - a simple question to the prospect asking if they've given up on Nearmap. This has been a proven template across many industries. The rationale being - most prospects are too busy or haven't prioritized the service/product you are presenting. The email just jolts them a bit and helps you create some action from their side.

The email copy across all the touches is very simple, direct and uses more examples to build the context - using assets like a video, a presentation, savings calculators, etc.

Note how the 4th email i.e. Touch 8 - is a completely customized email sent to the prospect.

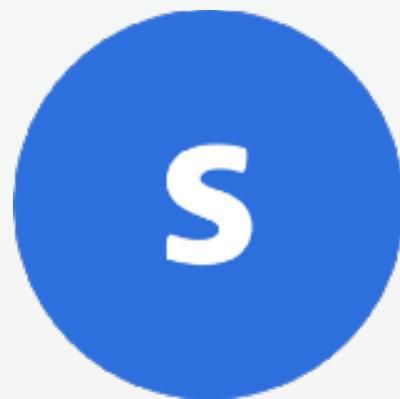
The key takeaway from this is to ensure that your sequence is long and spread out across a longer period of time - and leverages calls along with emails.

Sequence Contributed by



Zach Barney

Head of New Business Sales
Nearmap



siftery

[Siftery](#) helps you discover products that are a great fit for your company and explore what other top companies are using.

Built to help businesses better discover, buy and use software - their latest product Track helps you effortlessly visualise and optimize your team's software spend.



SEQUENCE GOAL

To get the prospect onto a demo call and make them try out Siftery Track

SEQUENCE STRUCTURE

- Day 1 Email
- Day 3 Email
- Day 9 Email

SUCCESS METRICS

PROSPECT OVERVIEW											
9,067 Prospects	16 Active	43 Paused	1 Failed	8.3% Bounced	0.1% Opted Out	8,246 Finished	5.6% Replied	94% No Reply	8,314 Contacted	8,314 Delivered	56% Opened

8314 **4656** **466** **~ 56%**

SENT OPENS REPLIES OPEN RATE


 ~ **5.6%**
REPLIES RATE

SEQUENCE TEMPLATES

Touch #6 | Day 5 - Email

In this first email, our aim is to give them an introduction to the product and help the prospect understand how it can be used at their company. This email is targeted to finance leads and we include a list of potentially expensive products that we know they use based on our internal data

Hi {{ firstname }},

We're sharing access to Siftery Track which makes it easy to automatically track all of the software and cloud services your team is paying for (think Mint.com, but for software/tech spend).

You'll receive alerts when Track identifies duplicate charges, large increases in spend, contracts coming up for renewal, inactive licenses, or apps you no longer use. More than 1,000 companies are already using Track to eliminate hundreds of thousands in software spend each month.

Track was built for finance leaders like yourself and I'd like to share access with the {{ company }} team to help you reduce and track your spend (including big-ticket products like {{ similar-companies }}).

The setup process takes under five minutes and instantly gives you full visibility into your team's software spend. Happy to answer any questions or get on a quick call if it would be helpful.

Cheers,

{{ sender-name }}

{{ signature }}

Touch #2 | Day 3 - Email

In the first follow up email, our aim is to primarily address any blockers the prospect may have from signing up. We first address the price by saying that “our basic plan is entirely free”. We next address reputational concerns by sharing a list of some companies that trust our product.

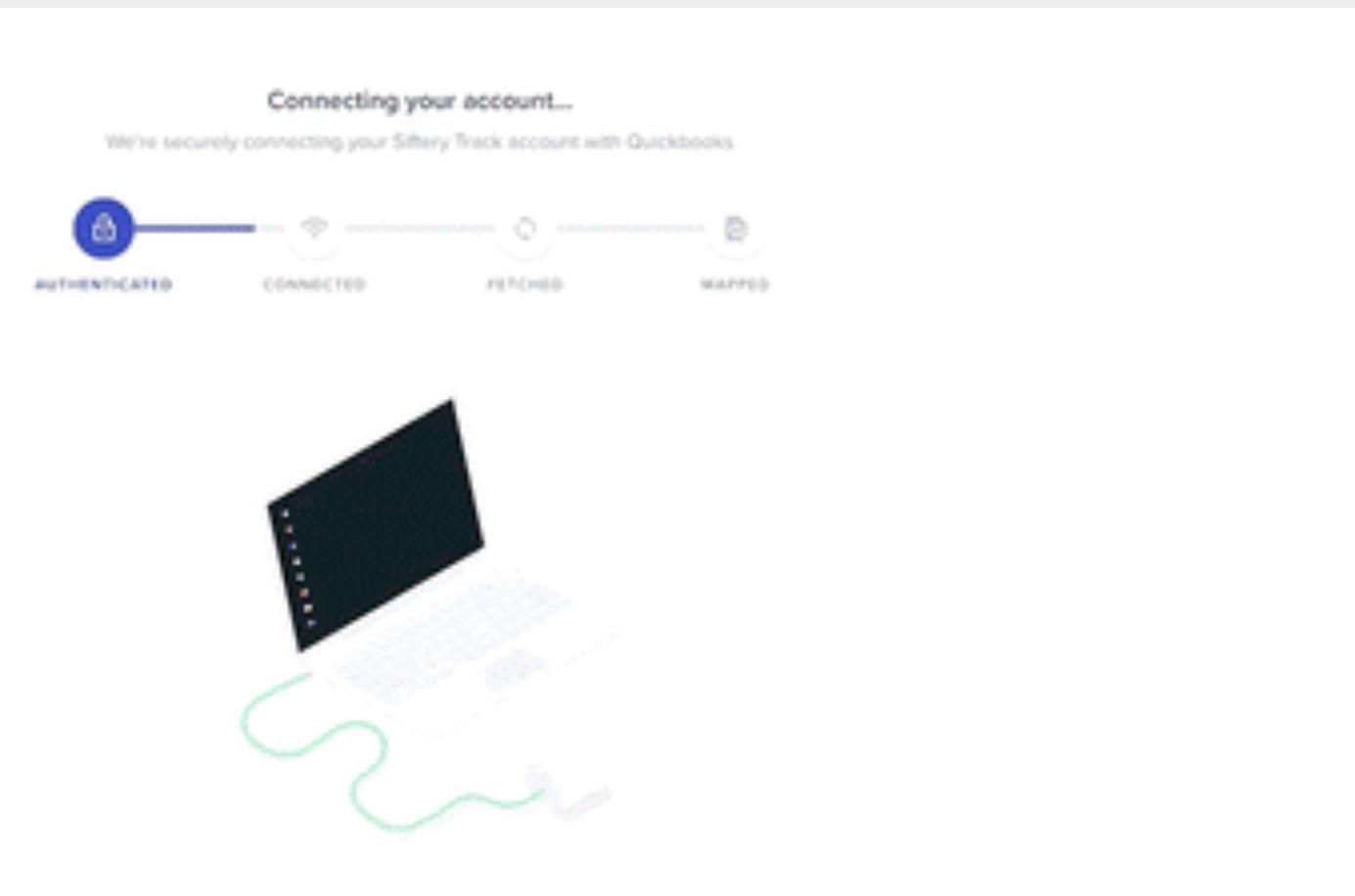
Lastly, we address the potential concern around onboarding time and effort by including a GIF that shows our onboarding process in real time.

Hi {{ firstname }} - any interest in using Siftery Track to track/optimize software spend at {{ company }}?

Access to our basic plan is entirely free and we currently have hundreds of companies using the product, including Wealthsimple, Fivestars, X.ai, Pusher, DataFox, Zoom, Reply, Omni, PandaDoc, and Envoy.

Track connects with your bank account, accounting system, or single sign-on provider and instantly gives you full visibility into your software spend and usage while highlighting opportunities to save. I'd love to answer any questions if you have them and look forward to hearing from you.

Cheers,
{{ sender-name }}
{{ signature }}



p.s. here's a GIF showing account setup, it's that simple:

Touch #3 | Day 9 - Email

In our last sequenced email, we try a different approach where we ask the lead if they'd like to have a quick conversation about their current process for managing software.

Hi {{firstname}} - I hope you're well.

I'm curious to understand how you think about tracking and managing software spend/usage at {{company}}. Siftery Track helps with exactly that and I'd love to give you a tour of the product.

Would you be open to a quick conversation this week or next? It would be great to get your thoughts on how we can build the platform in a way that makes your life easier.

Thanks,
{{ sender-name }}
{{ signature }}

BRINGING IT ALL TOGETHER

Siftary's sequence is focused on driving a knowhow of how their new product can help businesses. Notice how they are very specific about the kind of companies they are targeting and focusing on.

Their 2nd email focuses on the basic plan being free of cost, and how some of the leading companies around the world are leveraging Siftary Track - that's another example of utilizing social proof to drive trust & reliability.

This one also plugs in a small GIF in the end - which gives the prospect a brief overview of what to expect from the product. Again, a very smart way to nurture the lead!

The sequence is small, crisp and direct about addressing the pain points head-on. 3 emails across 9 days - the 3rd email is more direct in asking about how the leads manage their software subscription in the present day.

Overall, with a 5.6% response rate - this campaign does a decent job of bringing more sign-ups to their new product.

Sequence Contributed by



Will Lawrence

Product

Siftary

 INTRICATELY

[Intricately](#) gives cloud sales and marketing teams an unfair advantage in finding and acquiring new customers, getting proactive notification of sales cycles, spotting churn before it happens, and more.

This product monitors usage, spend, and adoption across cloud services, providing our customers with actionable insights in real-time. Customers like AWS, ChinaCache, Equinix, Google, Fastly, and Verizon rely on it to discover new prospects, increase revenue from existing customers, proactively address (and stop) churn, and close business faster.



SEQUENCE GOAL

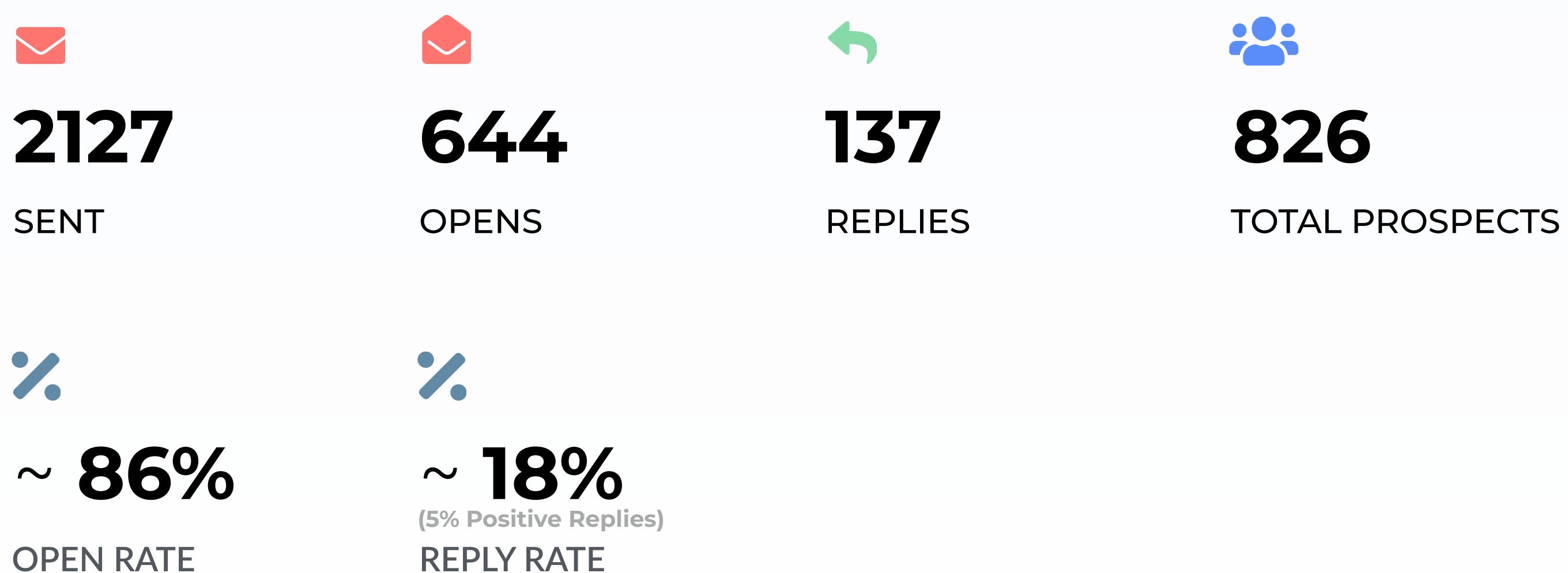
To get prospects to sign-up and try out Intricately's product

SEQUENCE STRUCTURE

- Day 1 Email
- Day 2 Email
- Day 3 Email
Follow-up email with image
- Day 5 Email
- Day 7 Email
In a new thread
- Day 9 Email

SUCCESS METRICS

2127 Emails sent excl. bounces	826 Recipients	86% 644 Opened Recipients	11% 81 Clicked Recipients	— No files	18% 137 Replied Recipients	— No invites	9% 74 Bounced Recipients
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SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

Subject: Trying to connect

 {{firstname}},

I came across your LinkedIn, and wanted to connect.

Are you interested in knowing if leads are currently using or moving to your competitors like {{Competitor 1}} and {{Competitor 2}}?

We have a free [chrome extension](#) that lets find out, and also see the estimated contract spends & start dats...completely free

Let me know if you're willing to try or if you'd like to learn more.

Thanks,

 {{ sender-name }}

 {{ signature }}

Touch #2 | Day 3 - Email

Subject: Re: Trying to connect

 {{firstname}} — I know you were too busy to devote time to what I shared so I'm following up. Is competitive intel not a priority?

Would love to know and have you try our [free chrome extension](#).

Thanks,

 {{ sender-name }}

 {{ signature }}

Touch #4 | Day 12 - Email

Subject: Re: Trying to connect

{{firstname}}, we know every single business running on {{competitor 1}} and {{competitor 2}}, and we know how much they're spending.

Is this not helpful?

Let me know who would be better to take this up with. Thanks!

{{ sender-name }}
{{ signature }}

Touch #5 | Day 26 - Email

Subject: {{Competitor 1}} customers

{{firstname}},

Hello again! I've been chatting with your colleagues that already use us and it reminded me to reach out one more time.

We offer a free chrome extension that enables you to see your prospect's tech stack, and contract details such as start date and spend.

Here's a link to add it: [Install Extension](#)

{{ sender-name }}
{{ signature }}

Touch #6 | Day 31 - Email

Subject: Re: {{Competitor 1}} customers

I understand you may not use Chrome. You can access the same data (actually more) in our web app.

Companies like Google and AWS use it daily.

Hope to see you on board: [Check it out and sign up here.](#)

{} sender-name {}

{} signature {}

BRINGING IT ALL TOGETHER

With no calls or social touches in the sequence, Intricately has witnessed a phenomenally good response rate - 18%. While much of your response rate depends on the quality of leads you source, the message being conveyed holds superb importance too.

Note that this sequence is 6 emails spread out across a month - which makes it very nimble in terms of the density of the outreach being intercepted by the prospect. In retrospect, most leads would not mind such a sequence - especially if you make them short, crisp and engaging - as is the case with this sequence.

Each touch coming from Intricately is unique in its language and very personal - as if you are speaking with them in-person. They drop the names of prospect's competitors and also disclose a little on the spending patterns of these companies. That works well to grab the prospect's attention.

Note how they use the typical "bump" email template a couple of times. The screenshots are great examples of their product & help them communicate a lot without expending too many words.

Their last email is especially good - since it also covers the aspect of some prospects not being chrome users & how they could still test drive the product.

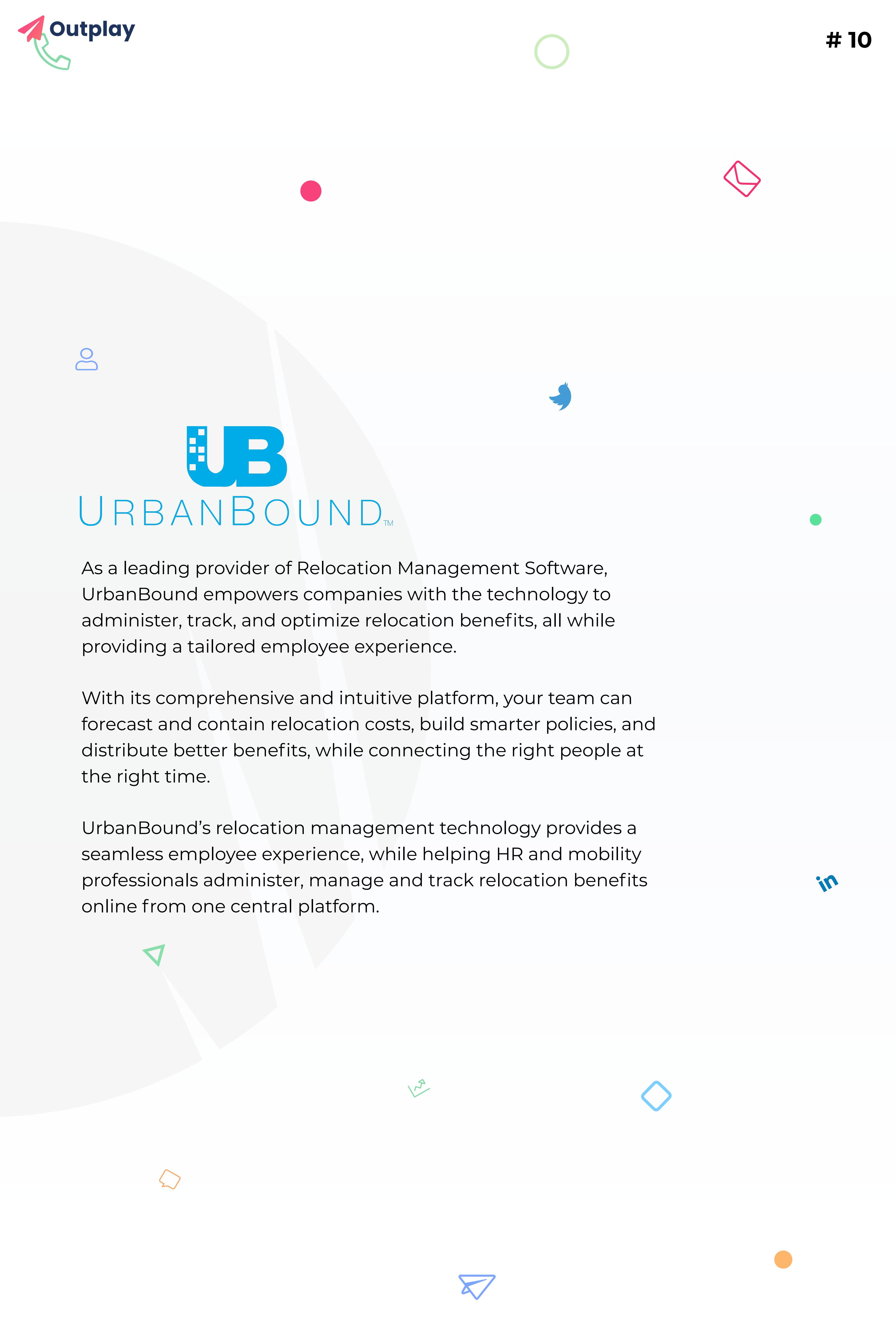
Overall, with a 80%+ open rate & 18% response rate their outreach is a star performer.

Sequence Contributed by



Matt Hogan

Head of Customer Success
Intricately



URBANBOUND™

As a leading provider of Relocation Management Software, UrbanBound empowers companies with the technology to administer, track, and optimize relocation benefits, all while providing a tailored employee experience.

With its comprehensive and intuitive platform, your team can forecast and contain relocation costs, build smarter policies, and distribute better benefits, while connecting the right people at the right time.

UrbanBound's relocation management technology provides a seamless employee experience, while helping HR and mobility professionals administer, manage and track relocation benefits online from one central platform.



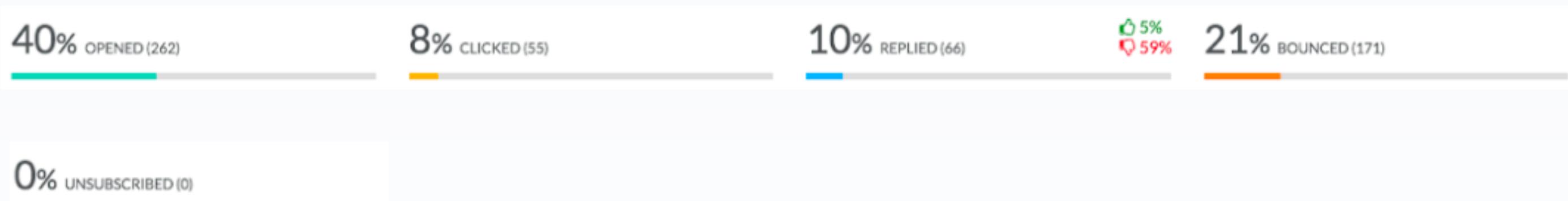
SEQUENCE GOAL

To get a demo booked with the prospect about UrbanBound's product

SEQUENCE STRUCTURE

- Day 1 • Email + Call (VM)
Email goes in the morning & Call (VM) in afternoon
- Day 3 • Email
- Day 5 • Call
- Day 8 • Email
- Day 9 • Call(VM)
- Day 10 • Email

SUCCESS METRICS



REPLIES RATE
~ 10%

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

Hi {{ firstname }},

With unemployment at all-time lows, how have you changed your recruiting strategy?

Did you know that talent acquisition teams similar to {{ Company }} are leveraging [employee relocation](#) as a way to **attract top talent** and **prevent a stellar candidate from backing out of an offer**?

UrbanBound is the leading provider of employee relocation software which has helped 1,000's of HR leaders reduce the significance of the falling unemployment rate.

I will give you a call within the next couple of days, but if you're interested in setting aside some time, feel free to reply back with a time that works for you.

Best,

 {{ sender-name }}

 {{ signature }}

Touch #3 | Day 3 - Email

Hi {{ firstname }},

Following up on my voicemail...Rather than be a stranger, I created this 50-second video to virtually introduce myself and our company:

[<insert video>](#)

If any of this sounds valuable to {{ Company }}, I'm happy to show you how our product works. Feel free to reply with a time that works for you.

Look forward to connecting!

 {{ sender-name }}

P.S. {{ personalization }}

Touch #5 | Day 8 - Email

Hi {{firstname}},

I can imagine you have a million things on your plate, and I don't want to be a pest. I wanted to share some of the ways [companies are controlling relocation costs in the wake of tax reform.](#)

If employee relocation is taking time out of anybody's day at {{ Company }}, it shouldn't. I'll try and catch you live over the next couple days, but if you're interested in seeing UrbanBound in action, reply back with a time that works best for you.

Best,

{{ sender-name }}
{{ signature }}

Touch #6 | Day 9 - Call

Call - Voicemail Script

This is {{ firstname }} with {{ sender-company }}, 555-555-5555.

I just wanted to follow up on my messages I left last week about employee relocation.

I know relo may not be your number 1 priority however as Head of Talent Acquisition I'm sure that staying within budget and retaining top candidates are top priorities. You're probably wanting to keep relocation low on your radar, but still ensure that you're protecting the investment you are making in your new talent

We have clients similar to {{ company }} who are reducing their workload to relocate a new candidate by 90% through the use of our technology. This has allowed them to reduce their budget an average of 24% or around \$185,000 annually.

If you'd like to learn more my number is 555-555-5555.

Touch #7 | Day 10 - Email

{{firstname}},

I've reached out a few times to see if it makes sense to connect regarding employee relocation. If you're not interested simply let me know.

In the meantime, here are resources that many professionals have found helpful when managing new candidate's relocation:

- [Relocation and a Strong Economy](#)
- [Domestic Relocation vs. International](#)
- [Top 3 Indicators of a Quality Moving and Shipping Partner](#)

If in the future it ever makes sense to reconnect, let me know a time that works best for you. I'm always here to help!

Best,

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

With 7 touches (4 emails and 3 calls), UrbanBound keeps this sequence brief but very focused on what pain point it solves and how!

Note that the sequence lasts just 10 days, which means this is one of those wherein you engulf your prospect with enough touches in a short span to make sure their awareness levels are at the prime, with respect to your product.

- Check out how they add a video in their second email - helps them stand out from the generic set of emails their prospects receive all through the week. Similarly, they share a valuable article in the 3rd email. Ensuring your emails are engaging yet succinct is a major proponent for success - and quite a hard skill to master.

The call script (Touch #6) depicts how to hit the hammer on the nail by talking about how Relocation may not be a priority, but how much the prospect's company could save if they use UrbanBound. This is classic example of turning mute objections into opportunities.

Sequence Contributed by



Chris Collins

VP Sales
UrbanBound



GROW

[Grow](#) is the simplest business intelligence (BI) dashboard software for small and medium businesses that makes it easy to track the right metrics, make good decisions and lead with confidence.

Quickly set up dashboards in minutes, not months. Connect data sources like QuickBooks, Salesforce and Zendesk—along with your own databases and spreadsheets—without waiting for IT.

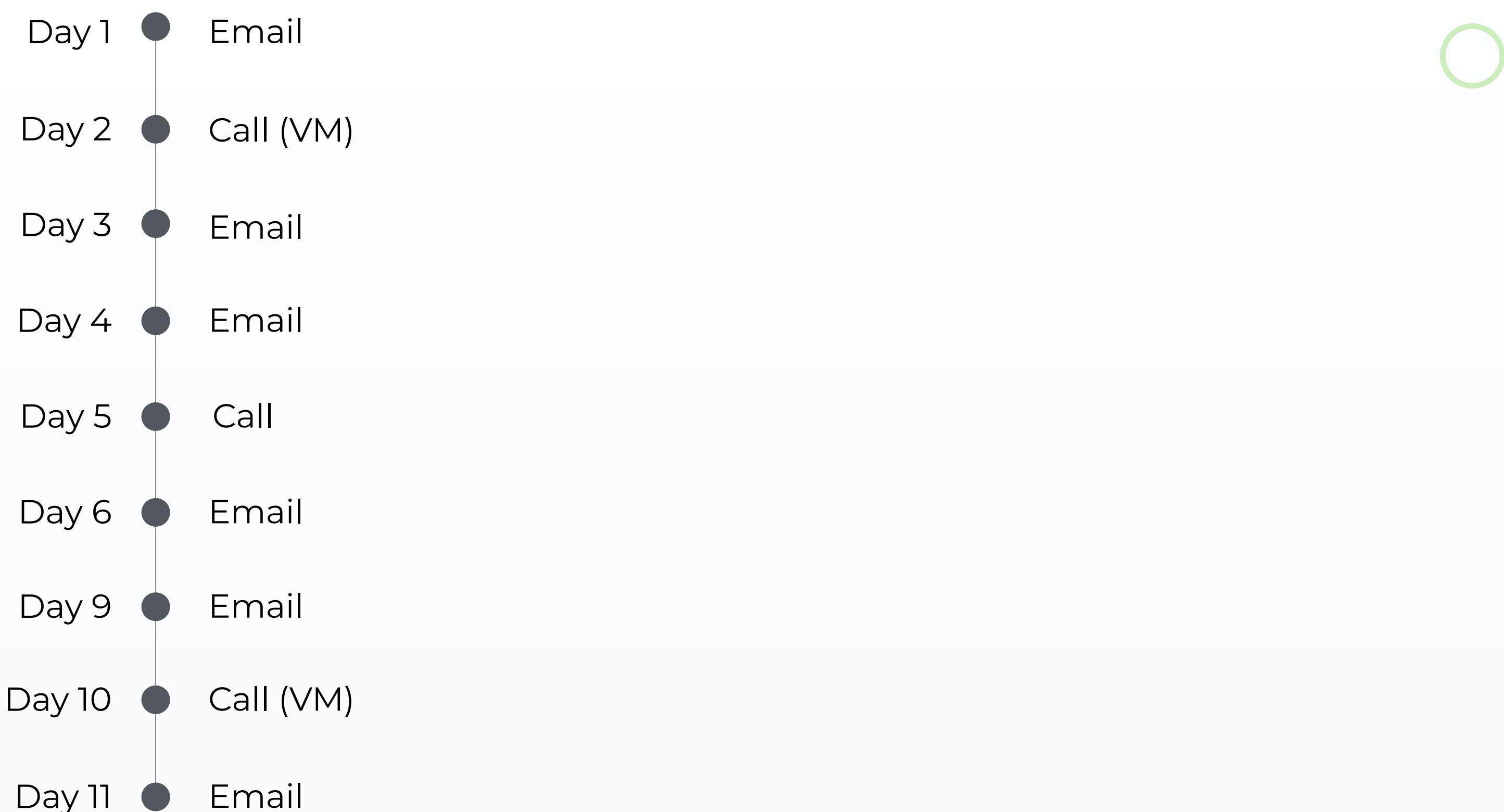
Grow helps businesses grow faster by allowing everyone to see the score. Employees engage when they know the score and what they can do to win. Leaders who know inspire confidence, respect, admiration, and loyalty so they can lead their teams to success.



SEQUENCE GOAL

To book a demo call with the prospect about Grow's product

SEQUENCE STRUCTURE



SUCCESS METRICS

PROSPECT OVERVIEW									
1,994 Prospects	26 Failed	3.7% Bounced	0.1% Opted Out	1,894 Finished	10% Replied	90% No Reply	1,920 Contacted	1,920 Delivered	69% Opened
EMAIL OVERVIEW									
14K+ Deliveries	32% Opens	1.4% Replies	0.9% Bounces	0.0% Opt Outs					
CALL OVERVIEW									



~ 14000+

SENT



644

OPENS



137

REPLIES



1994

TOTAL PROSPECTS



~ 32 %

OPEN RATE



~ 1.4 %
(5% Positive Replies)

REPLY RATE

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

Subject: Congrats on the Inc 5000

Hey {{firstname}},

I saw {{company}} on the Inc 5000. With a growth rate of {{custom4}}%, you're clearly doing something right over there.

With such rapid growth comes new and exciting challenges and decisions. Do you ever struggle to make quick decisions based off highly relevant data?

Grow makes it simple to connect and automatically pull data from sources like {{custom3}} into a customizable dashboard.

I'd love for you to see how Grow could add value to {{company}} as you continue to expand. Do you have 10 minutes to chat in the next few days?



{{sender-name}}

{{signature}}

Touch #3 | Day 3 - Email

Subject: Re: Congrats on the Inc 5000

We have found that marketers in fast growing businesses focus on similar metrics to drive their businesses. Are you measuring the right ones? Here's a [quick marketing KPIs cheat sheet](#).

Happy to answer any questions and see if Grow can provide better visibility into your most important KPIs. Could we set up a quick call for this week to discuss?

Thanks!

{{ sender-name }}
{{ signature }}

Touch #4 | Day 4 - Email

Subject: Re: Congrats on the Inc 5000

Did you have a chance to see my email yesterday? Here is a quick clip on how some CEOs use Grow.

Thanks!



{{ sender-name }}
{{ signature }}

Touch #6 | Day 6 - Email

Subject: Re: Congrats on the Inc 5000

Hi {{ firstname }},

I still believe you'll find a lot of value in Grow. I have a few slots in my calendar for a 15 minute screen share.

Which slot works best for you?

Thanks,

{{ sender-name }}

{{ signature }}

Touch #7 | Day 9 - Email

Subject: Re: Congrats on the Inc 5000

I've attached an overview of the benefits of Grow, in case you want a little more info before speaking with us.

Let me know if you have any questions about our platform.

Thanks!

{{ sender-name }}

{{ signature }}

Touch #9 | Day 11 - Email

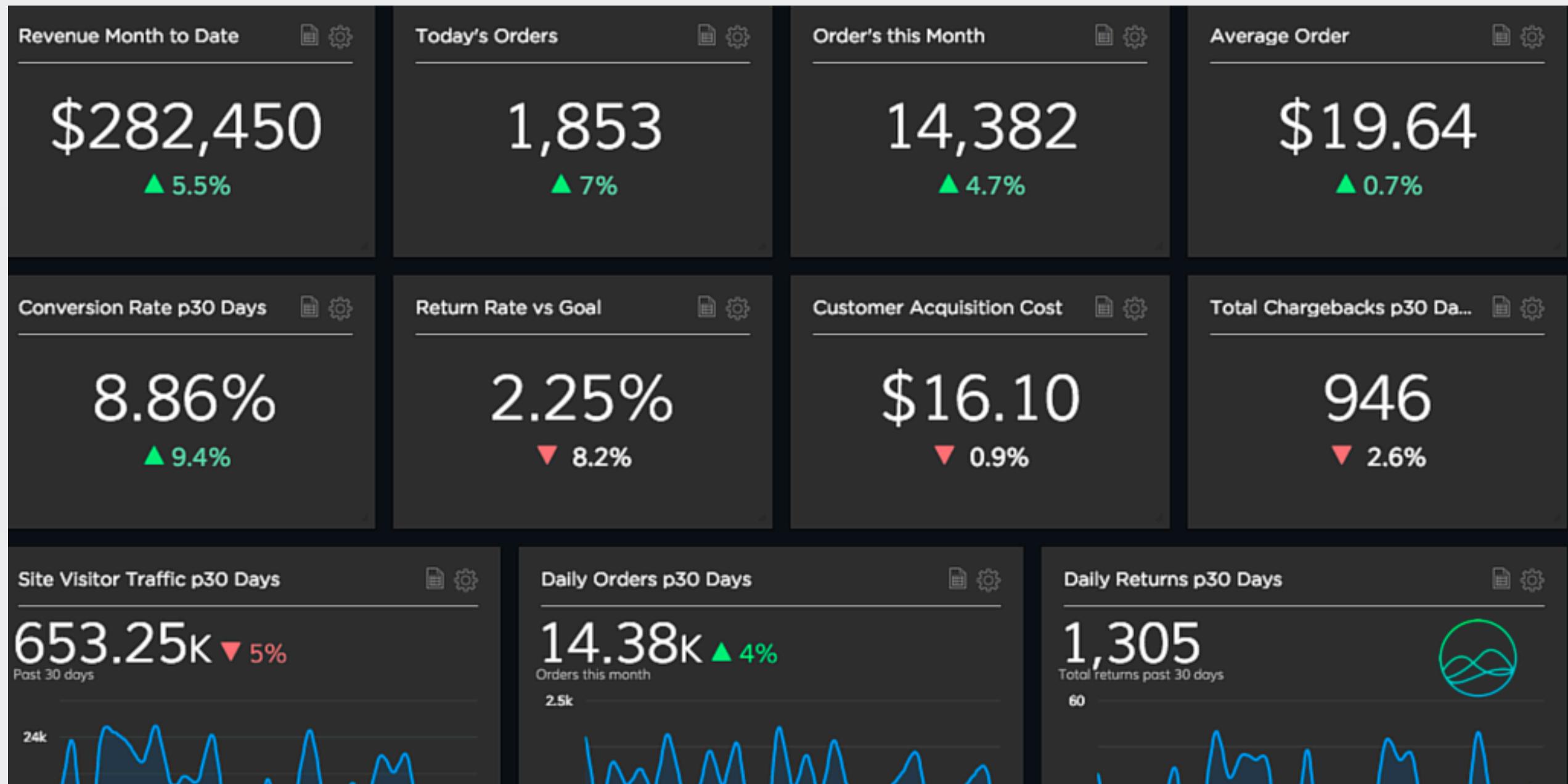
Subject: Grow Call

Hi {{ firstname }},

Many business leaders don't know what is going on until it is too late.

Do you have 15 minutes in the next few days we can show you how easy it would be to automate all your data?

Thanks,
{{ sender-name }}
{{ signature }}



BRINGING IT ALL TOGETHER

Grow's sequence is composed of 6 emails and 3 calls - spread out over 11 days. The sequence is pretty dense with one touch being done every day.

The initial emails have more information (like examples with screenshots) about the product. As the sequence progresses, the emails become very short and serve mainly as reminders of the previous emails sent. This is quite an effective way to drive good outbound success.

- The email copy is targeted at acknowledging how the companies being Inc 5000 - have specific pain points which Grow's BI tool can help address. The 1st email is the most personalized one - as it mentions things like growth rate and specific tools used at each of these prospects' companies.

Such campaigns can be scaled well - thanks to a limited set of personalization fields; and that reflects in the number of prospects reached & emails sent out.

Sequence Contributed by



Mike Ward

Chief Marketing Officer
Grow



[Vidyard](#) is the video platform that helps businesses transform communications and drive more revenue through the strategic use of online video.

Going beyond video hosting and management, they help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.

From marketing, sales and customer service to employee training and corporate communications, Vidyard's product suite is helping businesses of all sizes humanize communications and personalize customer experiences.



SEQUENCE GOAL

To book a demo call with the prospect

SEQUENCE STRUCTURE

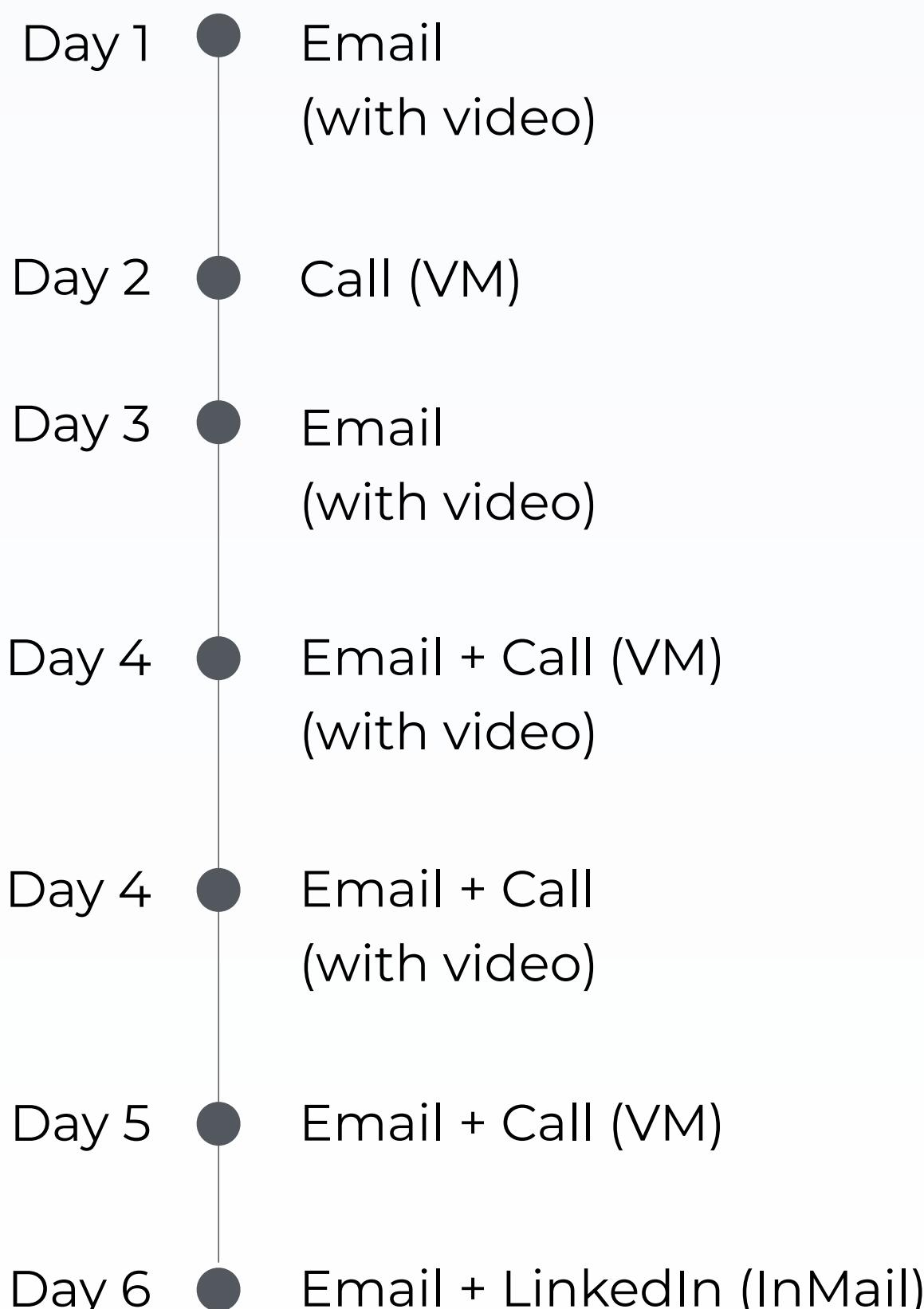
What does it look like?

Sales 2018 Master

Day 1	Day 2	Day 3	Day 5	Day 9	Day 13	Day 17	Day 21
Video Prep	Video Email/ Social	Call / LVM	Video Email	Nurture Video Email/ Call LVM	Video Email/ Call NM	Persistence Email/ Call LVM	Stripline Email/ InMail

Marketing 2018 Master

Day 1	Day 2	Day 3	Day 5	Day 9	Day 13	Day 17	Day 21
Video Prep	Video Email/ Social	Call / LVM	Video Email	Nurture Video Email/ Call LVM	Video Email/ Call NM	Persistence Email / Call LVM	Stripline Email/ InMail



SEQUENCE TEMPLATES

Day 0: Video Prep

This step is to get yourself all ready to go to execute the sequence effectively. This is where you create your videos for the contact and for the company.

We create 2 videos: 1 “selfie” style video, directed to the individual, talking about why we’re reaching out to them, why they should talk to us, and why now. It’s about 30-40 seconds in length.

Here is an example: <https://share.videyard.com/watch/LzTviicSBJyKtVXwL35qk4?&autoplay=1>

The second video is a “Account Based video” - where we create this video for the entire account, walking through how we can help the organization use Videyard to make an impact.

Here is an example: <https://share.videyard.com/watch/3iwqazQDZVSNbPh3xN2Wp>

Touch #1 | Day 1 - Email



17.4%



2.9%



5.8%

This is the first outreach to a prospect, which includes the first video we created (selfie style)

Subject: {{ firstname }}, I made you a video of my experience on your website

Hey {{ firstname }},

Given your role Digital role with {{ company }}, I wanted to connect with you about my experience on your website.

As I was going through your site, it was great to see so many amazing videos because they're much easier to engage with than white papers and other written forms of content. I did however, note some areas of potential improvement, specifically from a user experience and demand generation lens. In lieu of that, I made you a video walkthrough of my experience on your website. Have a look:



I hope you find my insights valuable and if you're interested in discussing them further, I'm more than happy to chat some time this week.

Best regards,
{{ sender-name }}
{{ signature }}

From: Salman Ladha
Date: Tue, Mar 20, 2018 at 12:14 PM
Subject: Julie, I made you a video of my experience on your website
To: Julie

Hey Julie,

Given your role Digital role with {{ company }} I wanted to connect with you about my experience on your website.

As I was going through your site, it was great to see so many amazing videos because they're much easier to engage with than white papers and other written forms of content. I did however, note some areas of potential improvement, specifically from a user experience and demand generation lens. In lieu of that, I made you a video walkthrough of my experience on your website. Have a look:



I hope you find my insights valuable and if you're interested in discussing them further, I'm more than happy to chat some time this week.

Best regards,



Salman Ladha
Business Development Representative
Vidyard

Touch #4 | Day 8 - Email



29.2%

0.0%

0.6%

This email consists of a nurture piece of content that is created by our marketing team, and is tailored towards the prospect's persona.

We have a bunch of templates for our various personas that have messaging based on value drivers associated to their role.

There is no hard ask, just a touch-point to add value, so traditionally response rates are low in this email.

Subject: {{ firstname }}, Using video for demand generation

{{ firstname }},

Seeing your investment in video content on {{ company }}'s website, I thought I'd share one of our Chalk Talk Videos. In this episode, our VP Marketing, Tyler Lessard, talks about how you can use that existing content for demand generation:



Let me know if you have any questions!

{{ sender-name }}
 {{ signature }}

From: Mohammed Abukar [REDACTED]
Date: Tue, Apr 3, 2018 at 11:16 AM
Subject: Sara, using video for demand generation
To: Sara [REDACTED]

Sara,

Seeing your investment in video content on Virox's website, I thought I'd share one of our Chalk Talk Videos. In this episode, our VP Marketing, Tyler Lessard, talks about how you can use that existing content for demand generation:



Let me know if you have any questions!

Best,
Mohammed
Mohammed Abukar
Video Marketing Specialist
Vidyard

w: www.vidyard.com

Touch #6 | Day 12 - Email



32.0%

10.4%

0.9%

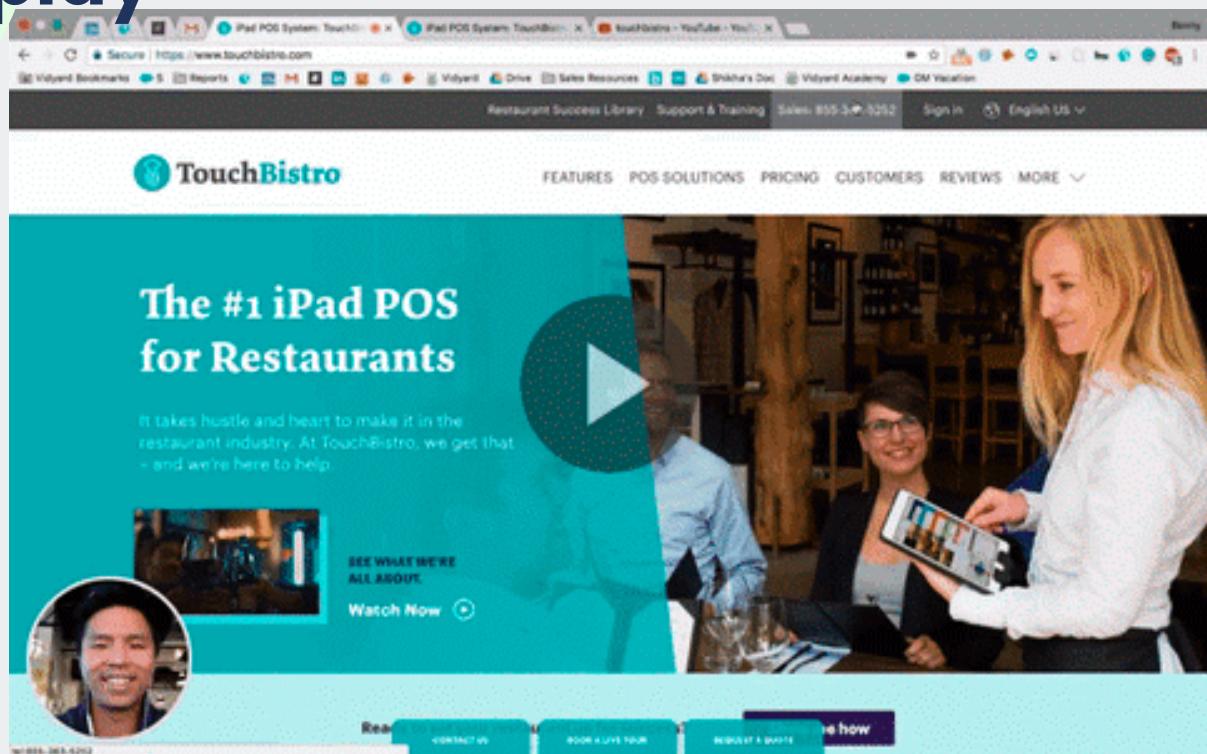
This email addresses how Vidyard could help the organization on a whole, including a video walking through their linkedin or their website

Subject: It's to jump head first into video

Hey {{ firstname }},

Since you have great videos on your website, I was compelled to put together this quick video for you.

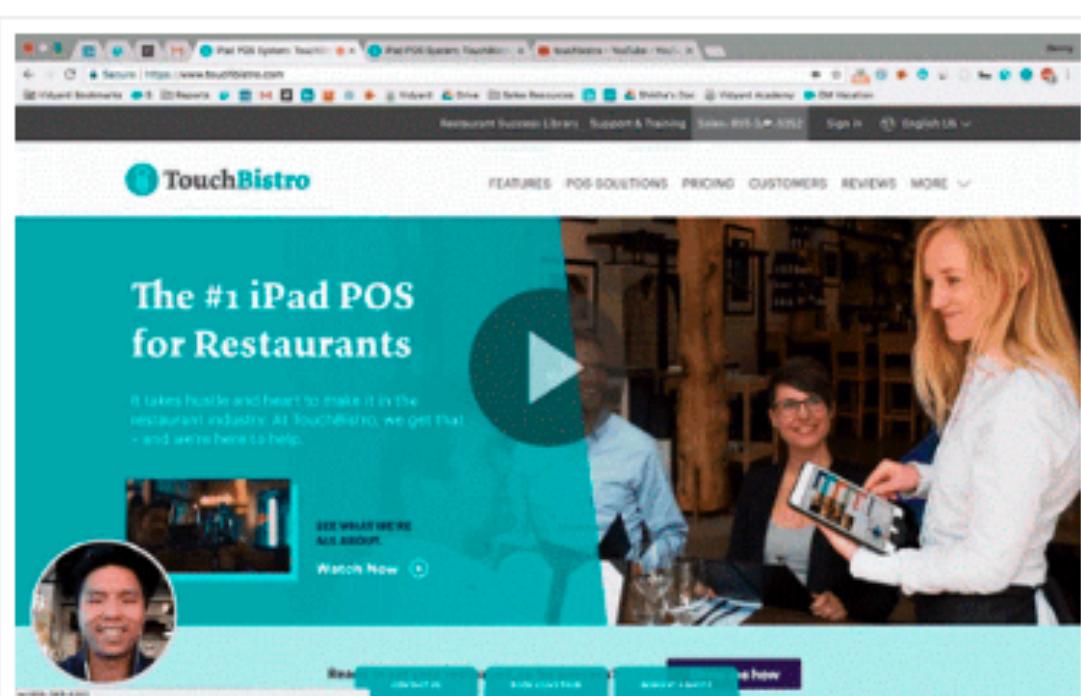
With video as part of your strategy, I'd be happy to share how you can use video data to generate 40% more leads and 125M in new qualified pipeline at {{ company }}:



Hey

Since you have great videos on your website, I was compelled to put together this quick video for you.

With video as part of your strategy, I'd be happy to share how you can use video data to generate 40% more leads and 125M in new qualified pipeline at TouchBistro:



Check out this video: <https://share.videyard.com/watch/t9zzvVewmnysRJGzQG95Xq?&autoplay=1>

Would you be open to scheduling something in this week to learn more?

Best regards,

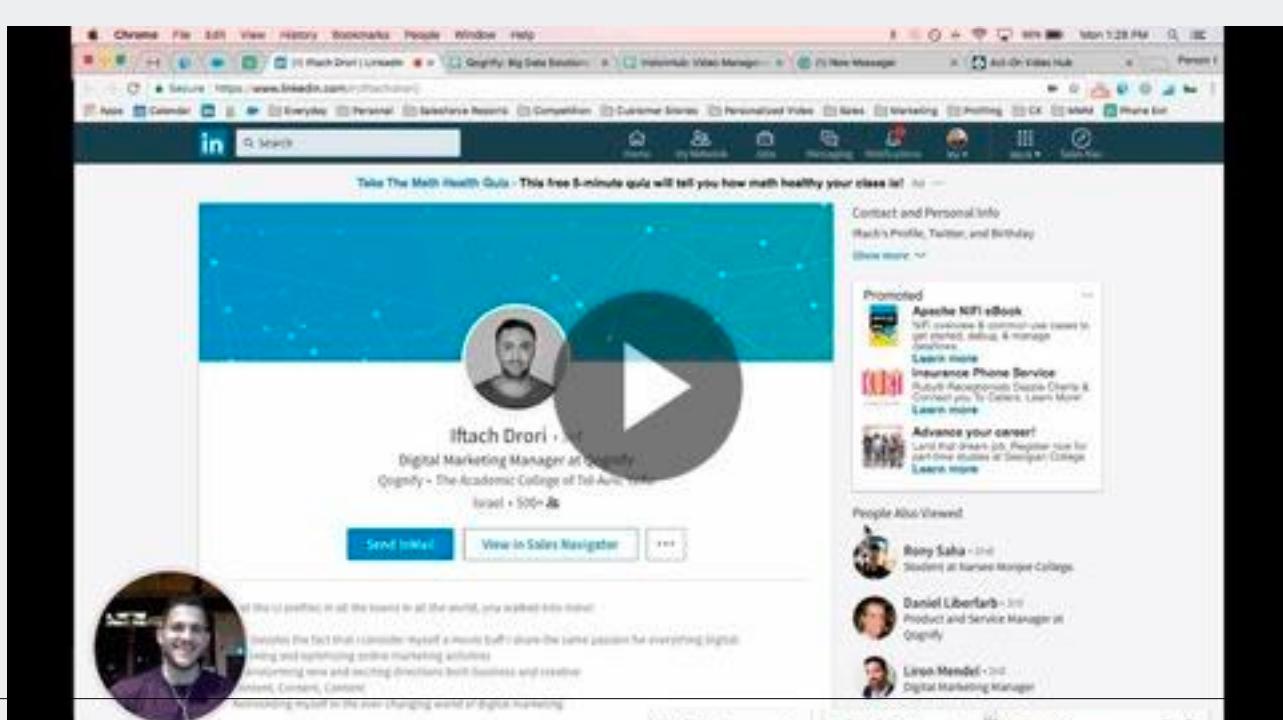
Here's another example, a little bit more personalized:

Subject: It's to jump head first into video

Hi {{ firstname }},

Loved what I read on your LinkedIn about going all-in to Digital Marketing in B2B - that's an experience that resonates with me. I did the same thing about a year ago when I got started in Business Development.

Anyways, I made you this quick video to share how we can help your team track and measure the impact video is having on web metrics like time on page and web-to-lead conversions.



[GO TO SEQUENCE CATEGORY](#)

Check out this video: <https://share.vidyard.com/watch/QQ41Sz884NEtbyCfAgy6wt?&autoplay=1>

Let me know when we can discuss further. I'd love to share how we're working with Salesforce, QuanticMind, and DataTorrent today.

Best regards,

{{ sender-name }}

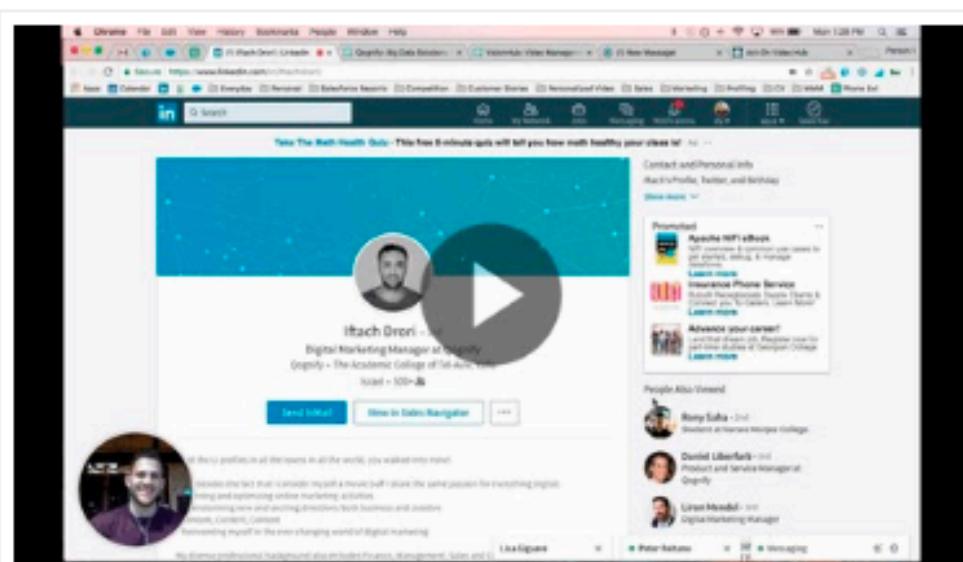
{{ signature }}

From: **Greg Nyhof** [\[REDACTED\]](#)
Date: Wed, Jan 24, 2018 at 9:06 AM
Subject: It's time to jump head first into Video..
To: [\[REDACTED\]](#)

Hi Iftach,

Loved what I read on your LinkedIn about going all-in to Digital Marketing in B2B - that's an experience that resonates with me. I did the same thing about a year ago when I got started in Business Development.

Anyways, I made you this quick video to share how we can help your team track and measure the impact video is having on web metrics like time on page and web-to-lead conversions.



Check out this video: <https://share.vidyard.com/watch/QQ41Sz884NEtbyCfAgy6wt?&autoplay=1> [\[REDACTED\]](#)

Let me know when we can discuss further. I'd love to share how we're working with Salesforce, QuanticMind, and DataTorrent today.

Best,

Touch #8 | Day 16 - Email



41.7%

16.7%

8.3%

Email: Persistence to Engage

This is a magic template that has worked wonders for us!

Subject: professional persistence

Hey {{firstname}},

I hope you can appreciate my professional persistence over the past week.

After sharing some resources with you regarding the impact of video in your marketing efforts, I haven't heard back from you, so I thought I would leave you with this benchmark report on video for sales and marketing:

<https://www.vidyard.com/business-video-benchmarks/>

If you have found value in anything I have shared, please hold on to my e-mail and send me a note when the time is right for you.

Best regards,

{{ sender-name }}

{{ signature }}

From: **Matthew Fitch**
Date: Thu, Mar 29, 2018 at 10:29 AM
Subject: professional persistence
To: Avery

Hi Avery,

I hope you can appreciate my professional persistence over the past week.

After sharing some resources with you regarding the impact of video in your marketing efforts, I haven't heard back from you, so I thought I would leave you with this benchmark report on video for sales and marketing:

<https://www.vidyard.com/business-video-benchmarks/>

If you have found value in anything I have shared, please hold on to my e-mail and send me a note when the time is right for you.

Thank you,
Matt

Touch #10 | Day 20 - Email



23.5%

0%

2.6%

Email: Persistence to Engage

This is a magic template that has worked wonders for us!

Subject: Tried to give you a call

Hey {{ firstname }},

Tried to give you a call a couple of times with no luck.

Are you still interested in continuing our discussion? If not, please let me know so I can close the file and stop reaching out.

I understand if Vidyard isn't a fit or using video for sales just isn't a priority anymore for you and your team, and I wish you the best of luck with your video strategy at {{ company }}.

P.S. I checked out your personal site - great portfolio. Particularly enjoyed the animation demo reel video!

Best,

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

Vidyard's is a 11 touch sequence spread across 20 days, and almost every email has a video.

The sequence is diverse too: with 6 emails, 4 Calls and 1 LinkedIn InMail.

The sequence is very precise in it's language - as it focuses on the prospect's company and how their business can improve when they implement Vidyard's solutions. The 1st email has a completely personalized video for each prospect. The follow-up emails have videos which might be generic but still stay relevant.

Overall, the sequence is good example of doing personalization at scale - as the videos being recorded for the sake of personalization - also seem to have a template around the context they set. This works well when you have clear segmentation of your target audience and Vidyard seems to do a great job at this.

Sequence Contributed by



Shikha Bindra

Manager - Business Development
Vidyard



IMPACT

Founded in 2009, [IMPACT](#) has grown to become one of the most trusted marketing agencies in the industry, dedicated to helping your company generate more qualified website traffic and sales ready leads to improve your bottom line.

IMPACT runs a community focused on Hubspot enablement and its vision is to help grow your marketing, sales, business, & career - through their articles, shows, educational resources, consultative agency services and live events.



SEQUENCE GOAL

To get a conversation scheduled with the prospect
(so as to discuss the value in getting them in front of an audience via podcast sponsorship)

SEQUENCE STRUCTURE

- Day 1 • Email
- Day 2 • Email
- Day 3 • Call
- Day 4 • Email

SUCCESS METRICS

- Sent
 - 36
- Replied
 - 17 (47.22%)
- Scheduled
 - 14 (82.35%)
- Agreements Sent
 - 4 (28.57%)
- Signed
 - 2 (50%)
- No response
 - 19

SCHEDULED : 14 (82.35%) | AGREEMENTS SENT : 4 (28.57%)

 36 SENT	 NA OPENS	 17 REPLIES	 2 SIGNED
---	--	--	--

 NA OPEN RATE	 ~ 1.4 % REPLY RATE
--	--

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

This is the first time I'm talking to the prospect, and they likely haven't met me but they've likely heard about IMPACT in some fashion.

Vin Gaeta

Director of Strategic Partnerships and Web Specialist, **IMPACT Bound**

Hey {{ firstname }},

We haven't met yet, but I noticed you're on the HubSpot Connect Partner Directory, and thought there may be some magic to be made here.

Our podcast, [The Hubcast](#), gets a ton of attention from HubSpot users and agencies - and I think there's value in getting {{ company }} involved. We've been averaging around 4,000 downloads a month, and it'd be a great way to get you some targeted exposure. I also have a few ideas on some other ways we can help grow your audience.

Do you think it makes sense to set up a quick 30 minute chat?

{{ sender-name }}

{{ signature }}

Touch #2 | Day 5 - Email

The follow up email is really to make sure they received my first send. I try to inject a bit of personality and humor into it via the gif, which normally sparks a reaction and response.

Vin Gaeta

Director of Strategic Partnerships and Web Specialist, **IMPACT Bound**

Hey {{firstname}},



It's been a few days! Any interest in getting {{ company }} involved in The Hubcast? I think you'd get a ton of value from being featured on it.

I know schedules are usually crazy, so feel free to grab 30 minutes [on my calendar](#) :)

{{ sender-name }}
{{ signature }}

Touch #3 | Day 10 - Call

[CALL SCRIPT](#)

This is an impromptu call to simply see if they've received my emails, and let them know why I was reaching out. It's usually a quick 5 minute check-in, and if it feels like there's more I let them know I'll follow up with an email.

Vin Gaeta

Director of Strategic Partnerships and Web Specialist, **IMPACT Bound**

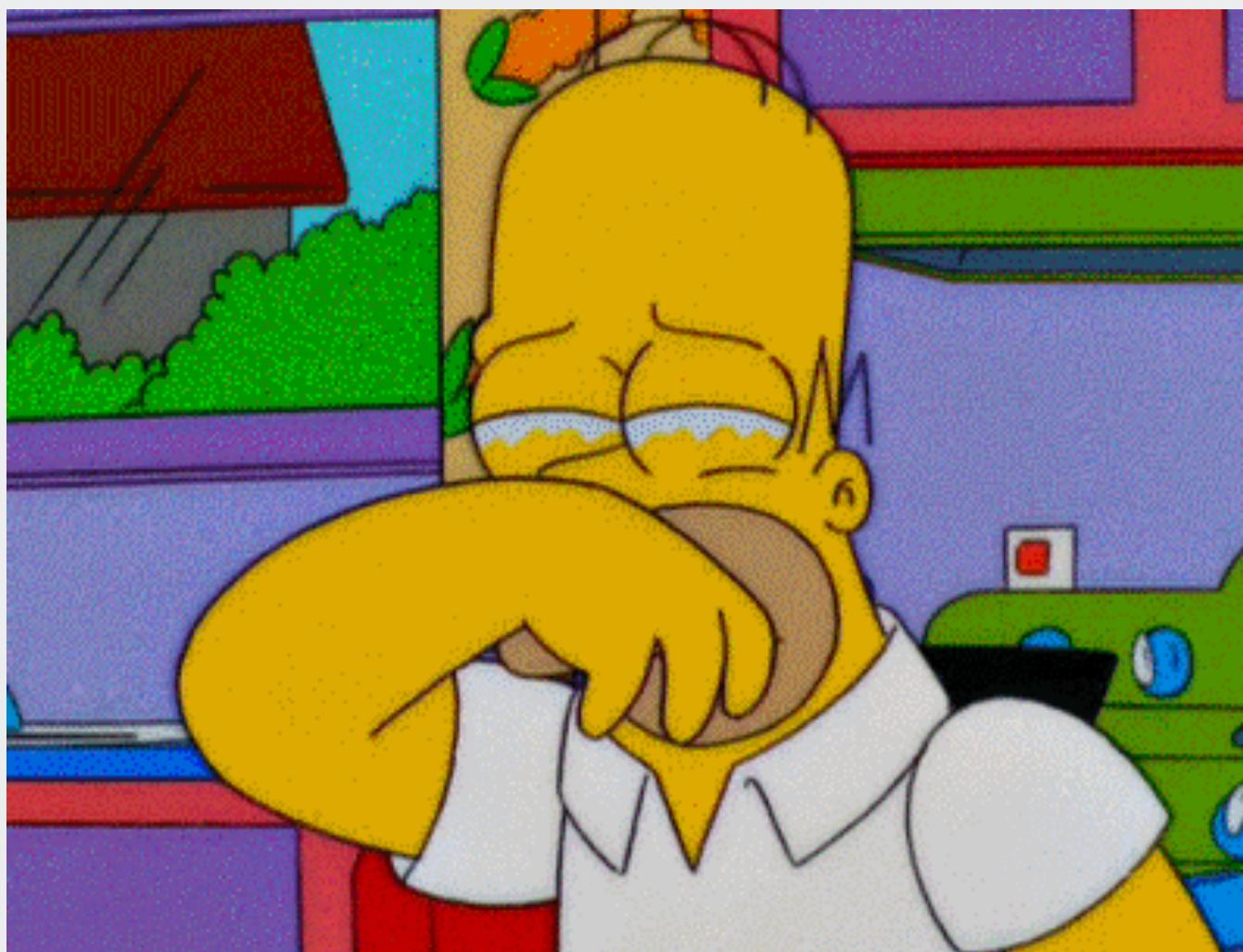
Touch #4 | Day 13 - Email

My last effort to try and get a response before putting them as closed-lost.
Again, trying to inject some personality with the gif.

Vin Gaeta

Director of Strategic Partnerships and Web Specialist, IMPACT Bound

Hey {{firstname}},



I haven't heard from you, so I guess you don't feel there's a fit here.

I'm sad we didn't get a chance to connect, but feel free to reach out if getting in front of the HubSpot user audience becomes a priority for you.

Best wishes!

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

The sequence is simple - 3 emails and 1 call.

The copy is engaging and goes beyond the usual pitch that we see.

This is crucial since the ask is different - it's an invitation to participate in or sponsor the podcast.

- The 1st email just sets the context of how they found the prospect, and what value they can add. The follow-up is again a subtle and humorous “bump” to the previous email in the same thread.

The final email keeps it humorous again - and leaves the door open for the prospect to resume the thread whenever they are ready.

Such sequences are effective when you have a smaller but very precise list of target prospects/accounts.

Sequence Contributed by



Vin Gaeta

Head of Strategic Partnerships and Web Specialist
IMPACT



MadKudu

[MadKudu](#) is a Predictive Lead Scoring solution built exclusively for high-volume B2B SaaS companies to help them accelerate growth using customer data.

MadKudu helps SaaS companies increase trial-to-paid conversions.

It analyzes customer behavior in your app and use third-party data to find out what truly makes people engage. Once it identifies user "moments," by integrating with your email automation provider and sending timely, relevant messages - it contributes to an increase in conversion by 20%.



SEQUENCE GOAL

To book a demo or enable prospects to try Madkudu's product

SEQUENCE STRUCTURE

- Day 1 Email
- Day 3 Email
- Day 7 Email
- Day 18 Email
- Day 23 Email
- Day 32 Email

SUCCESS METRICS

Overall: 85% Open rate, 15% Reply rate
By email
Day 1: 61.3% 8.7%
Day 3: 61.3% 1.1%
Day 7: 58.7% 5.4%
Day 18: 57% 0%
Day 23: 45.3% 0%
Day 32: 48.8% 1.2%

**NA**

SENT

**NA**

OPENS

**NA**

REPLIES

**85%**

SIGNED

**15%**

OPEN RATE

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

OPENS : 61.3% | REPLIES : 8.7%

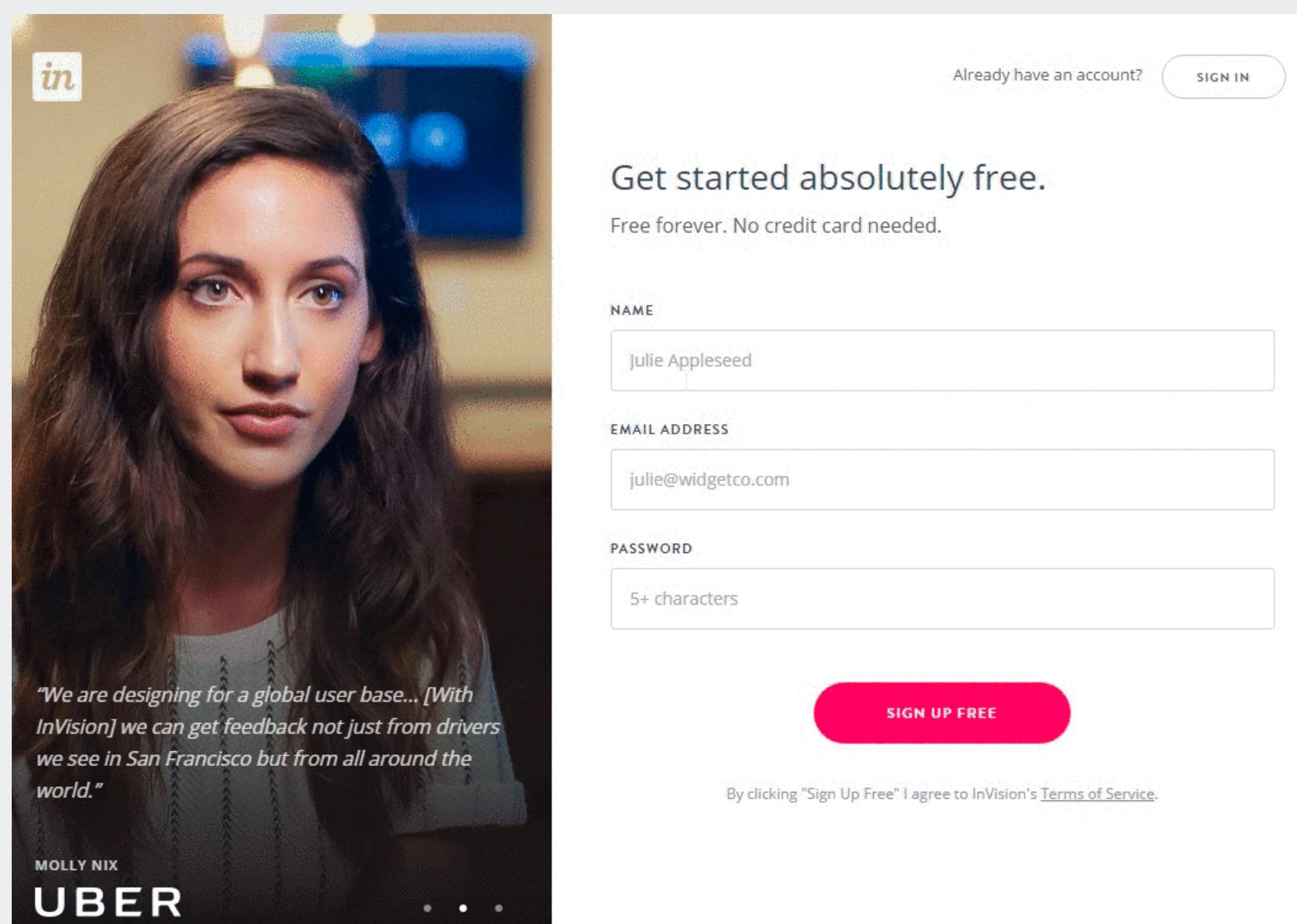
Please note, these GIFs were generated through a mechanical turk process that updated a field in salesforce with the gif url that was used as a dynamic element in the email

Subject: MadKudu <> {{ company }} - Turn Qualified Signups into Demo Requests

Hi {{ firstname }},

I hope this finds you well.

I took a stab at enhancing your signup form and thought you'd be interested in seeing it. The idea is to offer your highly qualified signups a chance to request to talk to someone.



We help many other SaaS companies - including Segment, CloudApp, Mattermark, Pipedrive - turn qualified signups into demo requests. Would you be interested in giving it a try?

Cheers,
{{ sender-name }}
{{ signature }}

Touch #2 | Day 3 - Email

OPENS : 61.3% | REPLIES : 1.1%

Subject: Re: MadKudu <> {{ company }} - Turn Qualified Signups into Demo Requests

Hi {{firstname}},

Circling back on my previous email, I've set up a MadKudu account for you. Just hit reply and I'll invite you to the instance.

Looking forward to hearing back from you

Cheers,

{{ sender-name }}

{{ signature }}

Touch #3 | Day 7 - Email

OPENS : 58.7% | REPLIES : 5.4%

Subject: Re: MadKudu <> {{ company }} - Turn Qualified Signups into Demo Requests

Hey {{firstname}},

Really excited to show you how MadKudu can help fill up your sales' team calendar with exclusively qualified leads.

If you want to see MadKudu Form in action, add our [chrome extension](#) and go to [your signup page](#). You'll be able to see what happens if you input a qualified lead's email (elon@tesla.com for example).

If it makes things easier, feel free to book time with me directly [here](#).

Cheers,

{{ sender-name }}

{{ signature }}

Touch #4 | Day 18 - Email**OPENS : 57% | REPLIES : 0%**

Subject: Re: MadKudu <> {{ company }} - Turn Qualified Signups into Demo Requests

Hey {{ firstname }},

When we launched MadKudu Form for Segment, the take-rate for qualified leads on the offer for a demo was ~60%.

For CloudApp, we are generating close to 5 demos per day!

Would love a chance to show you how we'd fit in your process. Feel free to book a time [here](#) that works for you.

Looking forward to getting started!

{{ sender-name }}

{{ signature }}

Touch #5 | Day 23 - Email**OPENS : 45.3% | REPLIES : 0%**

Subject: Re: MadKudu <> {{ company }} - Turn Qualified Signups into Demo Requests

Hey {{firstname}},

The reason I keep emailing you is I'm sure you'd benefit from trying our MadKudu Form.

The 3 main value drivers for our customers are the following:

- Offer a differentiated experience for your highly qualified leads
- Run form abandonment campaigns (visitors who input their email but end up not hitting the CTA)
- Prepopulate firmographic information on signup in order to run more relevant onboarding campaigns

I'm confident these apply to you but if no do let me know. I'd hate to waste your time.

Cheers,

{{ sender-name }}

{{ signature }}

Touch #6 | Day 32 - Email

OPENS : 48.8% | REPLIES : 1.2%

Subject: Re: MadKudu <> {{ company }} - Turn Qualified Signups into Demo Requests

Hey {{firstname}},

I wanted to circle back on my previous email and see if you were:

- 1- interested but haven't had time to look into it
- 2- not sure you understand the full value prop.
- 3- not interested

Would love to get your feedback as this was developed with you guys in mind.

Cheers,

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

Madkudu does a good job of keeping the sequence light with 6 email strewn across a month.

The idea of these emails is to ensure that by the end of the sequence, the prospects are well aware of what Madkudu's capabilities are - if not intercept the demo request.

The sequence begins with some good personalization in the 1st email.

They put in a GIF of the target company's sign-up form - as it would appear if Madkudu were to be integrated. They utilized a mechanical turk process (freelancers doing simple activities) to scale this activity, across multiple target accounts .

The 2nd email is a simple bump to the thread, and the next one introduces the idea of how prospects can themselves run a demo of Madkudu on their own website, using a free chrome extension.

With the 4th email they add some social proof to the mix, by speaking about their successes.

The final email is the classic break-away email where they give the prospect 3 options to choose from, thus make things easy for them to decide and move the ball forward.

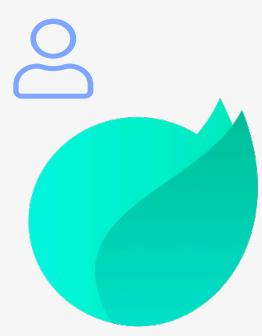
The simplicity and crispness in messaging is quite obvious in the sequence, and the innovative use of subject lines ensures that they see a 85% open rate.

Sequence Contributed by



Francis Brero

Cofounder & CRO
MadKudu



happeo



[Happeo](#) is the leading all-in-one digital workplace platform that empowers internal communicators to connect with employees in entirely new ways. The platform brings together intranet, collaboration, and social networking into one unified solution.

Large enterprises and fast-growing organizations, such as Randstad Sourceright and Groupe Chantelle, use Happeo to reach, engage, and listen to more than 220,000 employees worldwide and unlock the value of employee engagement.

Their mission is to accelerate growth from within for their clients. They believe business success today depends entirely on talent and a company's ability to create a seamless employee experience. Happeo brings together a diverse workforce across generations, locations and time zones.

In 2017 Happeo has been recognized as one of Europe's most promising startups by the European Union and we continue to grow with 230% year on year.



SEQUENCE GOAL

To book a demo with prospects about Happeo

SEQUENCE STRUCTURE

- Day 1 • Email
- Day 2 • Call
- Day 3 • Email
- Day 8 • Call (VM)
- Day 9 • LinkedIn
Send a Connection Request
- Day 12 • Email + Call
- Day 15 • Email
- Day 19 • Email + Call

SUCCESS METRICS

Sequences > Digital Workplace Discussion US

Digital Workplace Discussion US

[More ▾](#) [Edit](#) [Enroll ▾](#)

Enrollment date: All time ▾

TOTAL ENROLLED

972

REPLY RATE

13.4%

MEETING RATE

2.6%

UNSUBSCRIBE RATE

0%



NA

SENT



NA

OPENS



NA

REPLIES



972

TOTAL PROSPECTS

%

%

NA

13.4 %

OPEN RATE

REPLY RATE

Meetings rate => 2.6 %

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

Subject: Digital Workspace Discussion

Hey {{firstname}},

It's {{ sender-name }} from Happeo.

I checked {{ company }} website and happened to notice that you are using Google G Suite. I'd like to talk about our solution Happeo, this platform provides the best of both worlds, combining corporate-style intranet with social enterprise, bringing you a social intranet solution that is fully integrated with the Google ecosystem.

Happeo, is a great channel for employee engagement and aims to create an information flow that is bottom-up as well as top-down. We're providing early access to our solution and would like to explore how our platform could specifically target any needs you may have within.

Do you have an open slot next week for a brief 15-minute discussion?

Thanks,

{{ sender-name }}

{{ signature }}

Digital Workplace Discussion



 James Perrineau <james@happeo.com>
to James, bcc: 2363330

07:46 (1 minute ago) 

Hi James

It's James from Happeo.

I checked Live's website and happened to notice that you are using Google G Suite. I'd like to talk about our solution Happeo, this platform provides the best of both worlds, combining corporate-style intranet with social enterprise, bringing you a social intranet solution that is fully integrated with the Google ecosystem,

Happeo, is a great channel for employee engagement and aims to create an information flow that is bottom-up as well as top-down. We're providing early access to our solution and would like to explore how our platform could specifically target any needs you may have within.

Do you have an open slot next week for a brief 15-minute discussion?

Thanks,

James

--


James Perrineau
Business Development Team Lead

+358 45 6016944
www.happeo.com

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Google plus](#)

[GO TO SEQUENCE CATEGORY](#)

Touch #2 | Day 2 - Call

CALL SCRIPT

As an immediate follow up we start our dialing process to our list of leads trying to get through to our prospect choosing not to leave a voicemail, but a message with a gatekeeper is recommended.

Touch #3 | Day 3 - Email

Subject: Re: Digital Workspace Discussion

Hey {{ firstname }},

I'm just following up on the email I sent you about Happeo, our social intranet solution. I'd like to have a discussion with you to see what needs you may have that Happeo could potentially address.

Let's have a brief 15-minute chat at your convenience please use the link at below to schedule a meet suitable for you,

Happeo Content Demo >>*Link to Calendar*<<

Thanks,

{{ sender-name }}

{{ signature }}

Re: Digital Workplace Discussion

 James Perrineau <james@happeo.com>
to James, bcc: 2363330

08:02 (9 minutes ago) ☆

Hi James,

I'm just following up on the email I sent you about Happeo, our social intranet solution. I'd like to have a discussion with you to see what needs you may have that Happeo could potentially address,

Let's have a brief 15-minute chat at your convenience please use the link at below to schedule a meet suitable for you,

[Happeo Content Demo](#)

Thanks,

James

--


James Perrineau
Business Development Team Lead

+358 45 6016944
[www.happeo.com](#)

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Google plus](#)

Touch #4 | Day 8 - Call

CALL SCRIPT

New Week, same approach in-terms with our outreach we will be able to see the prospects engagement with our sequence, have they opened both mail, out of office, No's, bookings, this will allow us to further personalise our list and then focus on dialing with this sequence the entire week.

So this stage is the call to the prospect, if the lead is busy then the idea is to leave a voicemail in their inbox, brief introduction, USP to that prospects persona, finally stating your intentions to reconnect again that week.

Touch #5 | Day 9 - LinkedIn

SEND A CONNECTION REQUEST

Most of our prospecting is done via Sales Navigator, so a part of our outreach will be to connect with our prospect via linkedin

Hi {{ firstname }},

Hope all is well, would love to connect as with your experience in {{ department }} you would be the right person in {{ company }} to open discussions into our digital workplace.

Best
{{ sender-name }}

Touch #6 & #7 | Day 11 - Email + Call

CALL SCRIPT

Another call to prospects yet to respond to the outreach the sequence, Immediately after the call if you failed to reach your lead then we follow it up by sending the 3rd mail “Hi (Name) I tried to call”

Subject: Hi {{ firstname }}, I tried to call you

Hey {{ firstname }},

Sorry that I missed you, I tried to call regarding our recent emails about Happeo, a modern, employee-driven digital workplace fully designed for the Google ecosystem.

I wanted to share a short video in case you are still unsure of who we are and what we do,

What is Happeo? >>>[Link to our short video of our solution](#)<<

Happeo will enable you to get the information to your employees in an effective way, as well as bringing together elements of G-suite into one place, which will make G-Suite more intuitive and easier for your employees to understand. {{ relevant to prospects persona }}

I would like to propose a short chat via Hangouts, specifically to address any needs or requirements you may have and how our solution could benefit Live.

How does that sound?

Please use the link provided to schedule a suitable meeting slot for you,
Happeo Content Demo >>[Link to Calendar](#)<<

Best,
{{ sender-name }}
{{ signature }}

Hi James I tried to call

 James Perrineau <james@happeo.com>
to James, bcc: 2363330

08:20 (2 minutes ago)    

Hi James

Sorry that I missed you, I tried to call regarding our recent emails about Happeo, a modern, employee-driven digital workplace fully designed for the Google ecosystem.

I wanted to share a short video in case you are still unsure of who we are and what we do,
[What is Happeo?](#)

Happeo will enable you to get the information to your employees in an effective way, as well as bringing together elements of G-suite into one place, which will make G-Suite more intuitive and easier for your employees to understand.

I would like to propose a short chat via Hangouts, specifically to address any needs or requirements you may have and how our solution could benefit Live,

How does that sound?

Please use the link provided to schedule a suitable meeting slot for you,
[Happeo Content Demo](#)

Best,

James



James Perrineau
Business Development Team Lead

+358 45 6016944
www.happeo.com

Touch #8 | Day 15 - Call

CALL SCRIPT

Final week within this specific outreach, means more dials and monitoring of the prospects engagement history throughout, at this point there most likely will be bookings, referrals, timing issues as well as agreements to reconnect in the future.

We start this week off with more calls trying to reach our lead and generating a relationship with the gatekeeper who will generally tell you the best time to contact the prospect.

Touch #9 & #10 | Day 19 - Email + Call

SEND A CONNECTION REQUEST

Final calls to leads followed by a break up mail, there has been a strong success rate we have found in terms to the response to this final email, with a simple “Thank You”

added to the subject line the open rates increase as well as the call to action responses, with either a definitive answer, or an agreement to reconnect in the future.

Email

Subject: Hi {{ firstname }}, Thank You

Hey {{ firstname }},

I have tried to contact you a few times, I realise that right now may not be the best time for you.

Here at Happeo we believe our platform speaks by its results, we understand the importance placed on employee retention, hence my attempts to try to connect with you being the HR Manager first, to introduce our solution was the best idea. Happeo is all about the employees, allowing them to work more efficiently, keeping them engaged, informed and overall satisfied. We feel our unique digital workplace with deep integrations to Google G-suite may be beneficial to you.

If this is of interest then let's have a brief 15-minute exploratory call?

Schedule a brief discussion here

If project timing/budget is the issue how about we reconnect in 3/4 months?

Thanks,

{{ sender-name }}

{{ signature }}

Hi James Thank You

 James Perrineau <james@happeo.com>

to James, bcc: 2363330

14:46 (8 minutes ago) 

Hi James,

I have tried to contact you a few times, I realise that right now may not be the best time for you.

Here at Happeo we believe our platform speaks by its results, we understand the importance placed on employee retention, hence my attempts to try to connect with you being the HR Manager first, to introduce our solution was the best idea. Happeo is all about the employees, allowing them to work more efficiently, keeping them engaged, informed and overall satisfied. We feel our unique digital workplace with deep integrations to Google G-suite may be beneficial to you.

If this is of interest then let's have a brief 15-minute exploratory call?

[Schedule a brief discussion here](#)

If project timing/budget is the issue how about we reconnect in 3/4 months?

Thanks,

James

--
happeo

James Perrineau
Business Development Team Lead

+358 45 6016944
www.happeo.com

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Google plus](#)

BRINGING IT ALL TOGETHER

Happeo's sequence ensures that the calls are done in conjunction to the level of activity witnessed on the emails they sent earlier.

The 1st call is not extended into a voicemail if they cannot connect with the prospect - which is a great move - you do not want to come across as pushy.

Thier 10 touch sequence lasts about 20 days, and is rich in calls.

5 Calls - 4 emails - 1 LinkedIn connect

The 1st email has a strong element of personalization wherein they identify companies that use the Google Enterprise Cloud across all departments. That helps them set the context of how Happeo can directly integrate with Google Cloud and act as an enterprise grade social network for the employees.

All follow-up (calls and emails) generally meander around the same context of how Happeo can be an great employee engagement tool - a big pain point for most organizations.

It is only after the 5th Touch that the sequence sees an email and a call being posted on the same day.

Overall, a healthy mix of calls and email help drive great results for Happeo.

The messaging focuses on how the product is helping the company - rather than what it's capabilities are.

Sequence Contributed by



Lidia Lüttin

VP Marketing
Happeo



time**trade**[®]



[TimeTrade](#) develops and delivers SaaS-based appointment scheduling platform for large enterprises, Salesforce.com users, business teams, and individual professionals to connect with their customers.

TimeTrade's leading-edge Customer Engagement Cloud, an enterprise platform delivered through a worldwide cloud-hosting network, provides omnichannel and mobile application tools for managing the most critical part of the customer journey: the live conversation.

It includes several tightly integrated modules for online appointment scheduling, queue management, and data-rich analytics and reports. The company equips businesses to provide personalized service to every customer, every time, creating a service guarantee that improves customer satisfaction, loyalty and retention, and increases sales growth.



SEQUENCE GOAL

To book a discovery call & explore mutual fit.

This sequence is used to support outbound activity against target accounts.

These are strictly cold outbound touches, not based on any previous marketing activities. It is intentionally heavy on email and lighter on calls.

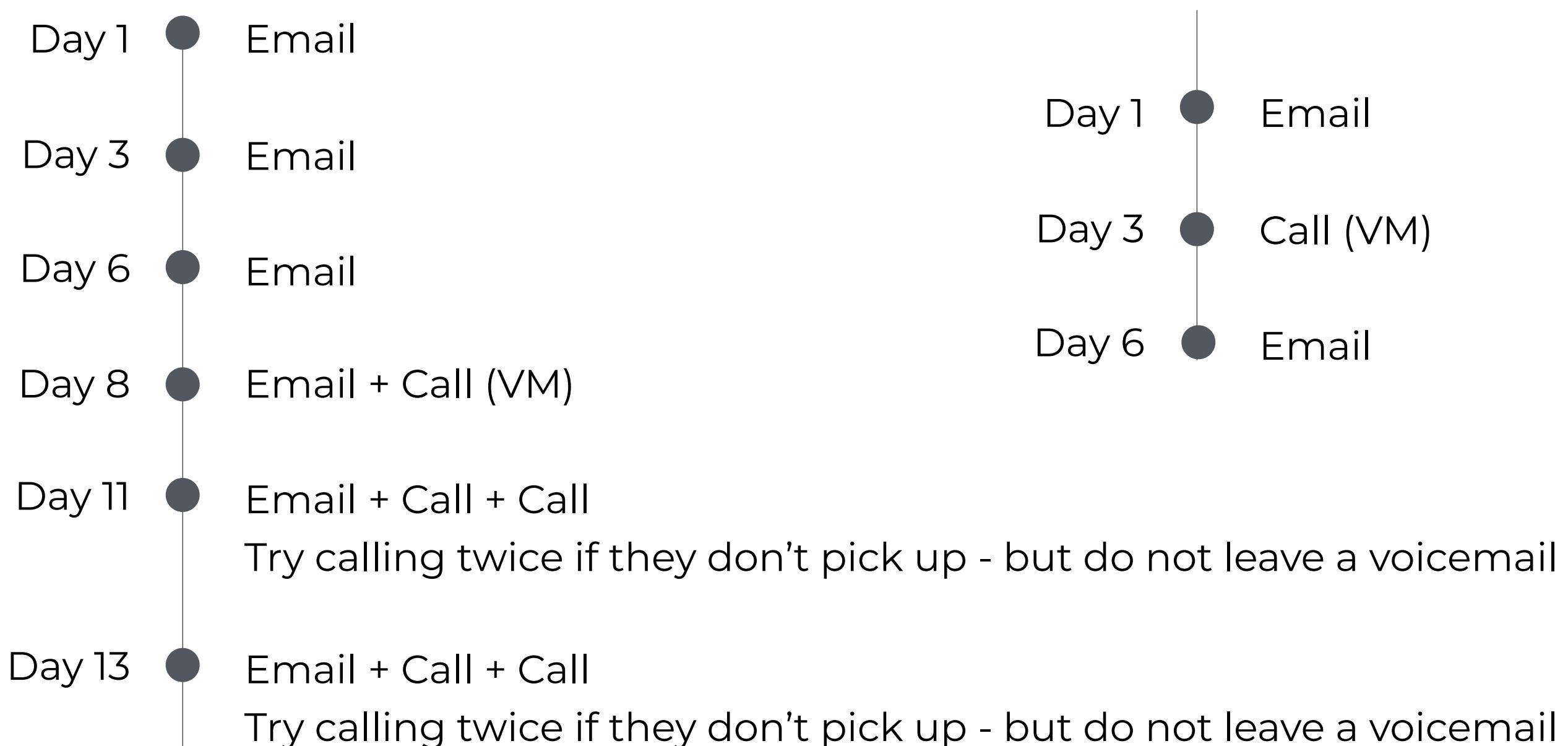
Often, if this sequence is not successful, we will wait about 3 weeks then add the same contacts into a supplemental sequence heavier on calls. The logic of this is to introduce ourselves through email, so that when a conversation eventually occurs, the prospects will already have an understanding of how our products can benefit their business.

Please note the statistics for this sequence are incomplete as it is a newer revision of a similar sequence created by a new employee (a little less than a month on the job when it was created).

I hope it helps show our readers that sequence tools can be shared with new employees leveraging your team's collective experience.

Lauren Mead
CMO, TimeTrade

SEQUENCE STRUCTURE



DAY 1

- Step 1: Email Touch 1: Email CTA for an internal Referral.
Potential Intelligent Appointment Solution Partnership Hi {{first_name}}, I'm just checking to see if you

DAY 3

- Step 2: Email Reference to a Survey, Internal referral request.
Re: Potential Intelligent Appointment Solution Partnership Hi {{first_name}}, Hope you're doing well! Just wa

DAY 6

- Step 3: Email CTA: From Unaware to Aware asset click
Intelligent Appointment Solution Infographic Hi {{first_name}}, We synthesized a number of Sche

DAY 8

- Step 4: Email CTA: Secure a Meeting
Intelligent Appointment Solution Insights Hi {{first_name}}, I am a solutions advisor with T

- Step 5: Phone Secure a meeting
"Hey this is Val With TimeTrade, i sent you a few emails lately on struggles Sales leaders in technology are facing right now. Lik

DAY 11

- Step 6: Email CTA: Aware to interested shift
How Intelligent Appointment Solutions Affect Sales Hi {{first_name}}, We just came out with an brand

- Step 7: Phone 2x a day, 30-40 targets

DAY 13

- Step 8: Email CTA: Interested to Evaluating - Customize lightly to each company.
How Intelligent Appointment Scheduling Impacts Sales {{first_name}}, I hope that you enjoyed the materi

- Step 9: Phone 2nd Call- Secure a meeting

DAY 16

- Step 10: Email CTA: Secure a meeting
Connecting about Intelligent Appointment Solutions {{first_name}}, I have been trying to connect with

DAY 18

- Step 11: Phone Final Phone Call, Close the file voicemail

DAY 19

- Step 12: Email Close the file
Last Chance to Connect Hey {{first_name}}, I have been trying to connect

SUCCESS METRICS

91 CALLS 668 EMAILS 23 BOUNCES 197 OPENS 24 CLICKS 4 REPLIES



668
(23 bounces)

SENT



197
OPENS



4
REPLIES



91
CALLS

%

29.49%

OPEN RATE

%

0.6%

REPLY RATE

SEQUENCE TEMPLATES

Touch #9 & #10 | Day 19 - Email + Call



275



34%



4%



1%

Email Call to Action for an internal Referral

Subject: Intelligent Appointment Scheduling

Hi {{ firstname }},

I'm just checking to see if you are the person responsible when it comes to Salesforce enhancement tools for your sales team at {{ company }}. If you aren't the right person to contact, can you please forward me on to someone more appropriate?

Thank you in advance,
{{ sender-name }}
{{ signature }}

Touch #2 | Day 3 - Email



167

33%

2%

0%

Reference to a Survey (build credibility) 2nd referral request

Subject: Increasing your Sales Velocity

Hi {{ firstname }},

Hope you're doing well! Just wanted to shoot you a quick note to follow up on my email from the other day.

The reason I reached out is we are constantly hearing from Sales Directors in the B2B industry that it takes too much effort to schedule meetings with customers at every and any stage of the sales cycle. In a software industry survey that I recently read, it mentioned it takes an average of **18 call/email attempts to reach a prospect**, and **an average of 6.2 emails** back and forth to schedule an appointment, with **an average wait time of 5-7 business days**. Many Sales Directors and VP's we speak with feel they don't have an efficient way to streamline this process, despite acknowledging it slows down the entire sales cycle.

Are you the right person to share the survey results with? If not, can you please refer me to the person in charge of Salesforce enhancement tools for your sales team?

Thanks,
{{ sender-name }}
{{ signature }}

Touch #3 | Day 6 - Email



112

27%

3%

0%

email Call to Action: From Unaware to Aware through asset click

Subject: Intelligent Appointment Solution Infographic

Hi {{ firstname }},

We synthesized a number of Scheduling Solution best practices from the industry survey I mentioned in my previous email into an infographic.

The survey revealed just how much effort goes into reaching a prospect during a sales cycle, **with a combined 16 touches from lead to sale**. This seems to be something many sales directors and VP's are aware of, but they don't feel that they have a consistent way to decrease those numbers and increase their sales velocity.

Check out how using our Scheduler product ramped up our inbound meetings by 4x the previous rate, with almost 5x increase in pipeline opportunities.

<https://media.timetrade.com/wp-content/uploads/2017/11/06171634/TimeTrade-Click-to-Schedule-Success-Story.pdf>

Thank you,
{{ sender-name }}
{{ signature }}

Touch #4 & #5 | Day 8 - Email + Call (VM)**Email Call to Action Secure a Meeting****Subject:** Intelligent Appointment Scheduling Insights

Hi {{ firstname }},

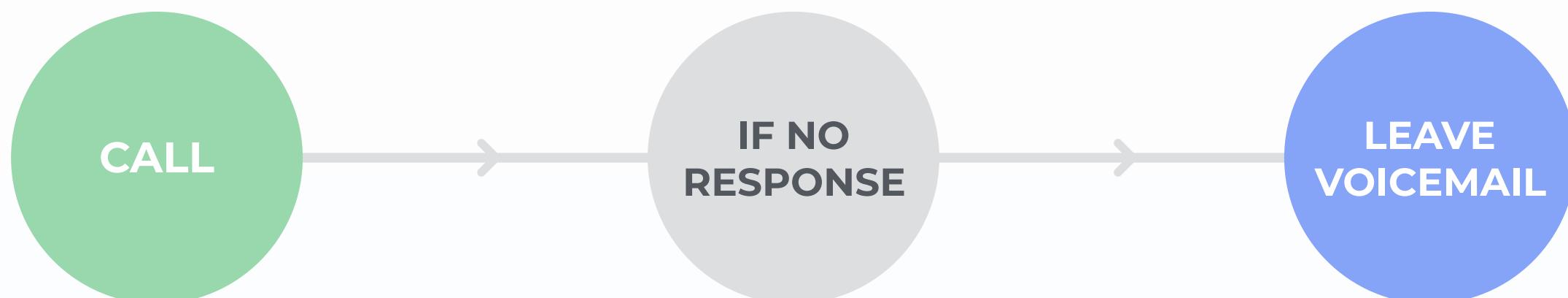
As a solutions advisor with TimeTrade, I am able to work with companies like LogMeIn and ADP to help them cut down the sales cycle and create higher quality appointments. Customers say that appointments booked with TimeTrade are considerably easier to schedule, eliminating the back and forth that comes with securing meetings, especially meetings with multiple people.

Do you have 15 minutes to chat next week about how we have helped organizations like yours? We'll know right away if it's something that makes sense for {{ company }}.

Please click on the link in my signature to see our solution in action and book the best time that works for you, the meeting will auto generate into your calendar.

My Best,

{{ sender-name }}
{{ signature }}



CALL SCRIPT

Hey this is Frank with TimeTrade, I've sent you a few emails recently on struggles Sales leaders in technology are facing right now. Like most of our clients, I'm guessing you are pretty busy, so I figured I'd reach out to you to see if you wanted me to walk through some of the findings and explore how we might work together.

If you have time for a quick call, just reply back to the email I sent earlier today or give me a ring.

Again, It's Frank Yacano with TimeTrade at 978 654-6823

Touch #6 & #7 | Day 11 - Email + Call (2x)



14



0%



0%



0%

Email Call to Action Move awareness to Interest

Subject: How Intelligent Appointment Solutions Affect Sales

Hey {{firstname}},

TimeTrade recently compiled an analysis of Inside Sales productivity metrics and challenges I thought you might find interesting.

Growth and revenue goals continue to increase, and prospects continue to get more difficult to reach, constantly bogged down by emails and backlogged voicemails.

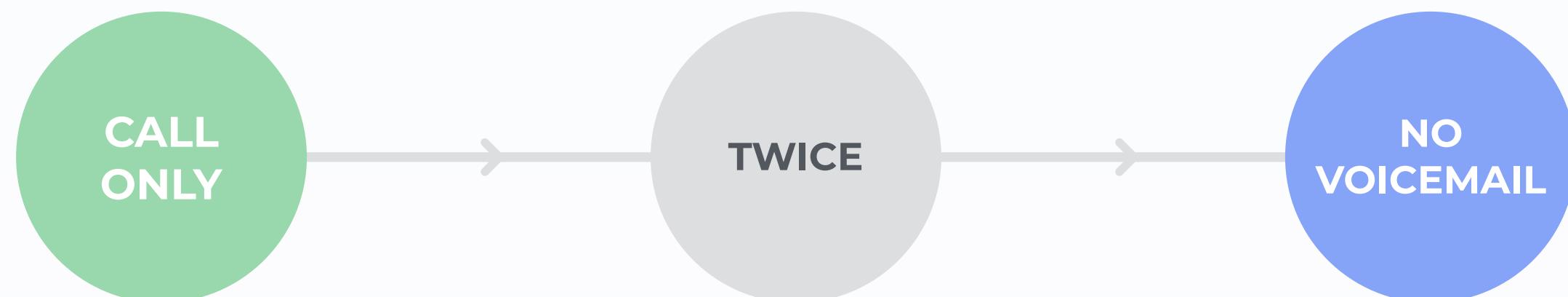
This situation is exactly what we seek to eliminate here at TimeTrade. With our Salesforce Scheduler product, we provide software that links the real time availability of your sales team to their prospects. They book the best time for them, based on the times available for you.

Learn more about Intelligent Online Scheduling and Inside Sales best practices by viewing the pdf at the link below.

<https://www.timetrade.com/resource/inside-sales-productivity-and-performance-metrics/>
<https://web.timetrade.com/intelligent-appointment-scheduling-infographic/index.html>

Thank you,

{{ sender-name }}
{{ signature }}



Touch #8 & #9 | Day 13 - Email + Call (2x)

Email Call to Action: Interested to Evaluating - Customize this email lightly to each company by choosing which features to emphasize.

Subject: How Intelligent Appointment Scheduling Impacts Sales

{{firstname}},

I hope you've enjoyed the materials I've sent over a the last few days.
If you are curious on how we drive revenue growth through appointment scheduling,
please look over this explanation for how our software helps businesses grow.

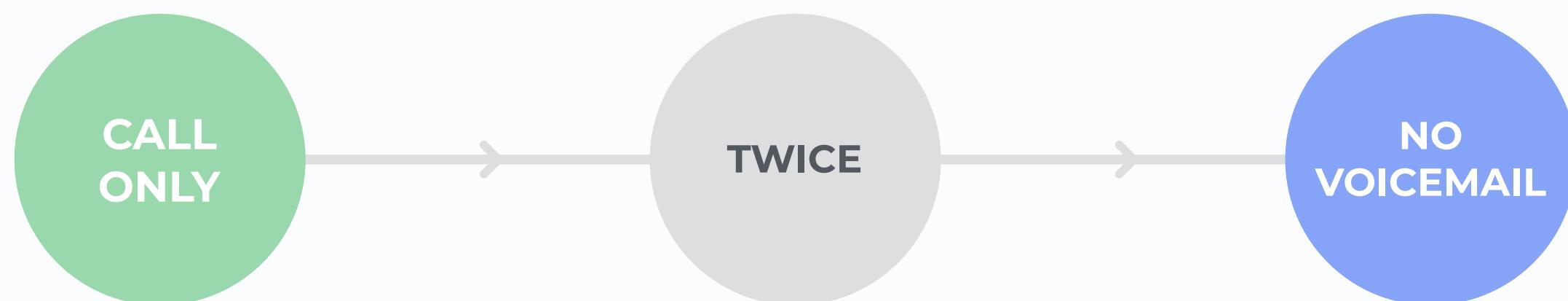
<https://www.timetrade.com/resource/driving-revenue-growth-online-appointment-scheduling/>

Scheduler supports pooled availability, round robin selection of sales representatives, as well as 1:1 capabilities. We take all the back and forth chasing out of the sales process, cutting out administrative hassle and letting you focus on selling.

Want to ask questions and see if we could do the same for you? Click below and schedule some time with me, you will also get a glimpse of the product in action.

[Schedule a Meeting with Frank](#)

{{ sender-name }}
 {{ signature }}



Touch #10 | Day 16 - Email

Email Call to Action Book a meeting

Subject:

At TimeTrade, we provide intelligent appointment scheduling for Salesforce that enables your team to share their real-time calendar availability, so prospects can self-schedule meetings with them.

Our clients at IBM, Amazon, and Constant Contact have used TimeTrade Scheduler to...

- Generate leads by sending automated calendar invites based on the prospect's lead score
- Reduce phone-tag, increase connect rates, and provide a powerful call-to-action via email
- Close business faster by making it easier for sales reps to coordinate time with prospects

<company name>

Please use this link to book a demo.

Thank you in advance,

{{ sender-name }}

{{ signature }}

Touch #11 | Day 18 - Call (VM)

Leave Voicemail if no response to call...

CALL SCRIPT

Hi again George, this is Frank from TimeTrade.
We haven't been able to connect so far, so perhaps the timing isn't right for <company name> to consider intelligent appointment scheduling. I want to thank you for reading my emails and look forward to an opportunity to discuss it with you further as time permits.
My number is 978-654-6823, please call anytime.

Touch #12 | Day 19 - Email



28.2

0%

8.2%

Call to Action Should I close the file?

Note: These stats are for the same email across various sequences

Subject: Close the File?

Hi {{firstname}},

I've been trying to connect with you for the last two weeks about Intelligent Appointment Scheduling and ways TimeTrade can help increase the amount and quality of appointments your sales teams set.

I just wanted to know if you want me to close the file and stop contacting you or retry connecting at a later time. Would it make sense for me to reach back out in a couple of months? Or, perhaps, can you refer me to someone you feel would be better suited to evaluate our technology?

My Best,
{{ sender-name }}
{{ signature }}

BRINGING IT ALL TOGETHER

8 emails - 6 calls =14 touches spread across 20 days - TimeTrade's sequence deliberately relies heavily on email.

About two of these calls are simply re-attempts to call again if the prospects don't lift the first time. This is a great strategy to pile up some passive pressure on the prospect to get them to respond. Mind you, TimeTrade does this on the 8th day of their outreach!

Additionally, note that only 2 of these calls have Voicemails. The voicemails also are very brief - probably 20-30 seconds long at most. They do not bombard the prospects with info about the product.

Quite a departure from the convention - the 1st email does not speak about the product at all. Instead it only poses a question to the prospect - inquiring about the right contact person.

It is only from the 2nd email that the context for TimeTrade's solutions is introduced - and quite smartly so - as it builds upon how much time is lost in the back and forth of emails while scheduling appointments.

Going forward, they reference a few of their customer successes and share some really good sales collaterals like infographics and free tools. The final email has a smart subject line - "Close The File?" - which works well to revive a dying email thread most often.

Sequence Contributed by



Lauren Mead

CMO

TimeTrade



greenhouse



[Greenhouse](#) is the fastest-growing provider of enterprise talent acquisition software.

Thousands of the smartest and most successful companies like Cisco Meraki, Time Inc., and Airbnb use Greenhouse's intelligent guidance to design and automate all aspects of hiring throughout their organizations, helping them compete and win for top talent.

Greenhouse gives leaders the power to change their organization and deliver outstanding results through better hiring. The software goes above and beyond applicant tracking, providing a comprehensive recruiting performance improvement system.

It automates and measures all your sourcing activity (social media, referrals, job boards, in-person events, meetups, campus recruiting, etc.). And Greenhouse improves your team's interviewing skills with all-in-one "interview kits" that bring together  all the information you need into one simple web page.



SEQUENCE GOAL

To connect and schedule a demo with the prospect about Greenhouse's product suite

SEQUENCE STRUCTURE

- Day 1 • Email
Fully customized email
- Day 2 • Call (VM)
- Day 3 • Email
- Day 4 • LinkedIn
Send a connection request
- Day 6 • Email
- Day 8 • Email
- Day 10 • LinkedIn
Send a message
- Day 12 • Email
Fully Customized
- Day 13 • Call (VM)
- Day 14 • Email
- Day 15 • Email



SUCCESS METRICS

Day	1	2	3	4	6	8	10	12	13	14	18
Open %	34%	X	27%	X	25%	23%	X	20%	X	17%	23%
Reply %	7%	X	9%	X	8%	7%	X	2%	X	1%	2%

**NA**

SENT

**NA**

OPENS

**NA**

REPLIES

**~ 24.14 %**

CALLS

**5.14%**

REPLY RATE



SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

OPENS: 34 % | REPLIES: 7 %

This is totally customized to the prospect based on their LinkedIn profile, persona, company and relative position within the company/team.

Touch #3 | Day 3 - Email

OPENS: 27 % | REPLIES: 9 %

This is a follow-up to the “fully customized” email that was sent earlier i.e. 1st step

Subject:

{{ firstname }},

Following up on the above message. I wanted to make sure it didn't get lost in the shuffle.

Looking forward to hearing back,

{{ sender-name }}

{{ signature }}

Touch #5 | Day 6 - Email

OPENS: 25 % | REPLIES: 8 %

Subject: Right person to speak with?

Hi {{ firstname }},

I just wanted to double check that you're the best person to speak to about applicant tracking software at {{ company }}? Given that you're the {{ title }} I figured you might be.

If so, I would love to share how Greenhouse is helping current clients source the best candidates, create a structured and unbiased interview process, all while gaining key recruiting performance metrics to make the best hires, faster.

Talk soon,
{{ sender-name }}
{{ signature }}

Touch #6 | Day 8 - Email

OPENS: 23 % | REPLIES: 7 %

Subject: Re: Right person to speak with?

Hey {{firstname}},
Just wanted to follow up quickly on the above email. Any confirmation that I'm on the right path would be greatly appreciated!

Let me know,
{{ sender-name }}
{{ signature }}

Touch #8 | Day 12 - Email

OPENS: 20 % | REPLIES: 2 %

This is totally customized to the prospect based on their LinkedIn profile, persona, company and relative position within the company/team.

Touch #10 | Day 14 - Email

OPENS: 17 % | REPLIES: 1 %

Subject: Re:

{}{ firstname }},

Happy **{}{ 0_days_from_now }**! Just wanted to follow up on the below message.

Thought you might be interested in learning about some exciting updates we've made to Greenhouse over the last few months:

- [Predictive Analytics](#)
- [Diversity and Inclusion](#)

Do you have some time to connect this week or next?

Best,

{}{ sender-name }

{}{ signature }

Touch #11 | Day 18 - Email

OPENS: 23 % | REPLIES: 2 %

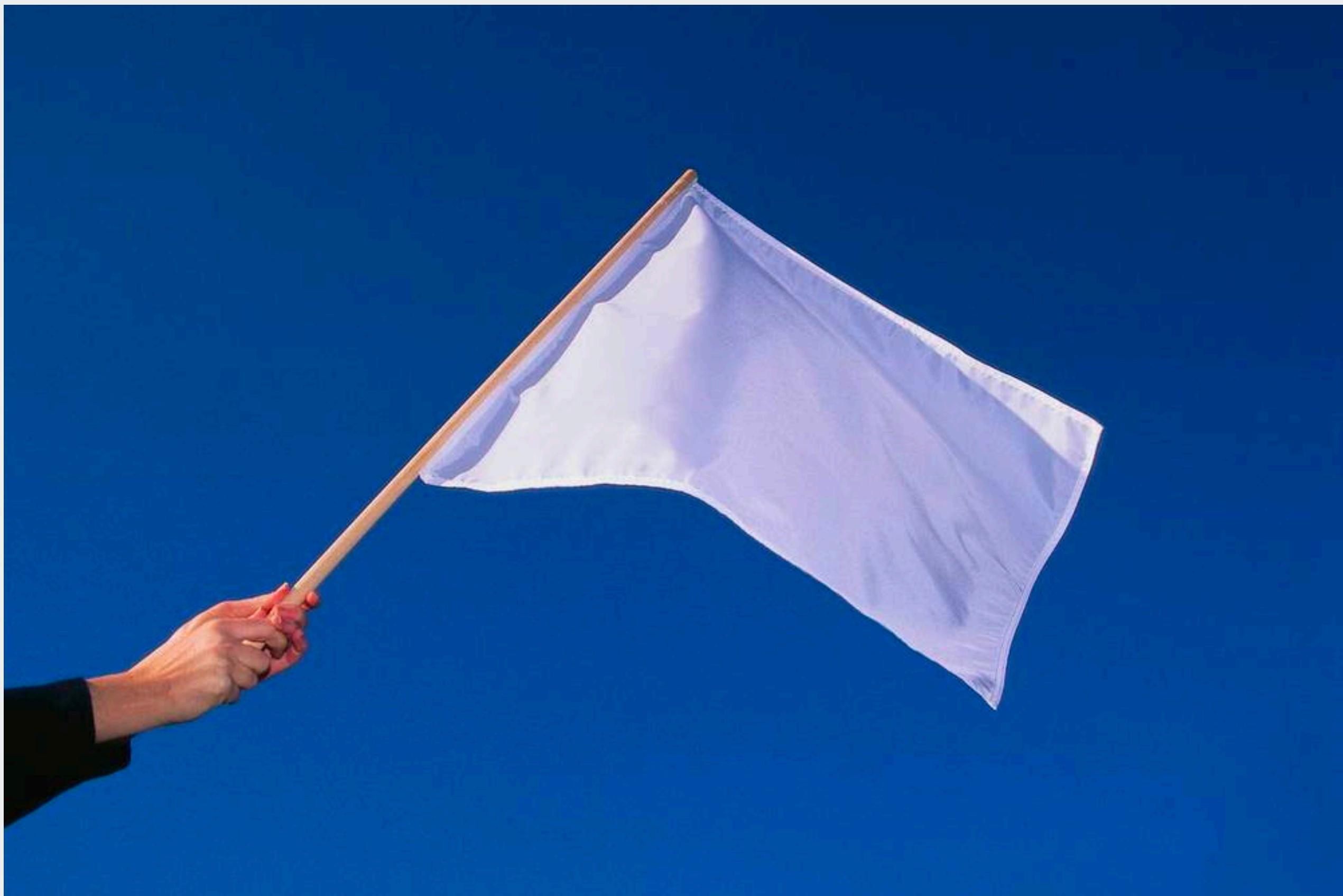
Subject: I surrender

{{ firstname }},

I've tried doing things differently by asking engaging questions in an attempt to solve a potential pain point - rather than just asking you for some time on your calendar.

There's no doubt in my mind Greenhouse can make a positive impact on your recruiting process, but It seems as though I've done a poor job to position it in a way that resonates with you - so allow me to back off for the time being.

Alas, here is my flag of surrender and I'll make a note to follow up when the timing is better - maybe in 3-6 months?



Until next time!

{{ sender-name }}

 {{ signature }}

BRINGING IT ALL TOGETHER

Greenhouse's approach is email heavy, with only two calls and LinkedIn touches each, apart from the 7 emails in the 11 touch sequence.

Again, two of these emails are absolutely customized - with no template whatsoever.

With a good SDR staff in place, this sequence can drive phenomenal results.

Two highly customized emails go a long way in stimulating responses, when the sequence is 11 touch long spread across 20 odd days.

Except for these two custom emails, and the last - all other emails have a typical "bump-to-the-thread" follow-up like feel to them.

They are simply reminders to the previous custom emails that set the context for the outreach earlier.

The last email is similar to the "break-away" email we commonly come across. Adding that white flag image in the end adds a subtle touch of humour to it.

This does keep the door open for future outreach by stating that fresh connects would be made in 3-6 months from present day.

There's no doubt this sequence brings great results - as is evident from the 5%+ response rate.

Sequence Contributed by



Mariah Donnelly
SDR Manager
Greenhouse



contentools

Contentools is the all-in-one software for developing, managing and sharing marketing content.

From idea brainstorming to content distribution, Contentools Content Marketing Platform (CMP) combines and integrates all the tools businesses need to manage content marketing, into one powerful and intuitive environment.

Editorial calendars, teams, workflows, projects, roles: Contentools CMP adapts to any kind of content organization: from solo marketers to content marketing teams.

Contentools' intuitive and efficient dashboard helps you manage the content creation process, from the idea seeds to the final piece of content.



SEQUENCE GOAL

Get a Demo

SEQUENCE STRUCTURE

- Day 1 LinkedIn (x2) + Email
Connection Request followed up with a LI message & an email
- Day 4 LinkedIn
- Day 8 Email
- Day 12 LinkedIn
- Day 16 Email
- Day 19 LinkedIn
- Day 24 Email
- Day 28 LinkedIn
- Day 34 Email
- Day 39 LinkedIn
- Day 43 LinkedIn

SUCCESS METRICS

A	B	C	D	E	F	G	H	I	J	K	L	M
Monthly Campaign Report for Contentools												
Week Beginning	Week Ending	Total New Prospects	Total New Prospects Invited to Connect on LI	Accepted LI Connect Request	% of Connection Requests Accepted	Total Replies on LinkedIn	% of LI Replies	New Prospects Emailed	Total Email Replies	% of Email Replies	Positive Replies	% Total Positive Replies
4/26/2018	5/31/2018	3936	3936	1101	27.97%	132	11.99%	1022	34	3.33%	44	1.12%
Overall		3936	3936	1101	27.97%	132	11.99%	1022	34	3.33%	44	1.12%



LinkedIn: **3936**
Emails: **1022**

SENT



197

LINKEDIN
CONNECTS



LinkedIn: **132**
Emails: **34**

REPLIES



91

PROSPECTS

**27.97%**

CONNECT RATE

Linkedin: **11.99%**
Emails: **3.33%**

REPLY RATE

Positive Replies (%) => 44 (1.12 %)

SEQUENCE TEMPLATES

Touch #1 | Day 1 - LinkedIn (Connection Request)

Thought it would be good to connect {{ firstname }}. Always interested to meet other content marketing operators also charged with growing their companies.

Looking forward to hopefully chatting.
{{ sender-name }}

Touch #2 | Day 1 - LinkedIn (Message)

{{ firstname }}, thanks for the add.

In the way of a brief introduction, I'm part of a team that's built a tool to streamline content marketing management and organization. It's one central place to plan, create, distribute, and analyze content.

Do you think our software might be worth a quick test drive?

Would love to hear more about the work you do as well.
{{ sender-name }}

Touch #3 | Day 1 - Email

Subject: About content marketing for {{ company }}

{{ firstname }},

Initially sent over a LinkedIn connection request, but thought it made more sense to email you here.

I'm part of a team that's built a platform to create, organize, distribute, and analyze the content production among your team, and visualize who is expected to write the content (and when it's expected to get done).

Would love to show you how it'd work for {{ company }} - interested in seeing it in action?

{{ sender-name }}

{{ signature }}

Touch #4 | Day 4 - LinkedIn (Message)

Tried you over email {{ firstname }} - thought this might be easier.

We've created an easy-to-use tool to help teams organize all their content. Among other features, it can help you plan who should be actively involved in creating content (and when). The platform then gives teams a central place to organize, and from which to distribute and analyze, all of their content.

Can set up a time to let you see it in action, if you'd be interested in taking a look at it!

{{ sender-name }}

Touch #5 | Day 8 - Email

Subject:

{{ firstname }},

Know how busy things can get owning the content production or marketing for a fast growth company.

Very quickly here, wanted to highlight how we might be able to help out with that - and at a much lower price than the alternatives out there.

Our tool enables marketing and content teams to centralize their content planning, creation, and distribution.

You can also get analytics on which channels drive the most traffic, as a feedback loop to inform how you should develop and distribute the next piece of content.

Would you like to see whether our platform could be helpful to {{ company }}? Happy to give you a quick demo.

{{ sender-name }}
{{ signature }}

Touch #6 | Day 12 - LinkedIn (Message)

{}{ firstname },

After owning content marketing for a couple companies, our founders weren't super happy with any of the solutions out there.

We built something called Contentools to solve our biggest pains - namely, enabling teams with a low cost, easy-to-use platform to create, share, organize, distribute, and analyze content all out of one place.

Interested in possibly seeing it in action?

{}{ sender-name }

The screenshot shows the Contentools Content Library. The interface has a green header with navigation links like 'Contentools', 'Contentools US', 'New', and user info 'Pedro Clivati'. On the left is a sidebar with various icons. The main area is titled 'Content Library' and contains a table with the following data:

SEO	Search Rank	Pageviews	Content	Social Shares	Share It!
Fix It!	1st	87 Month	Contact Us - Contentools [External Page]	Share Post	
Fix It!	> 20th	75 Month	Content Marketing Platform - Interactive Demo - Contentools [External Page]	Share Post	
Alright	> 20th	61 Month	Content Marketing Platform for Growing Companies [External Page]	Share Post	
Alright	> 20th	52 Month	#Free #Ebook: 9 Essential Tips for Great Blogging via... [External Page]	Share Post	
Fix It!	1st	44 Month	Content Marketing Platform: Idea Management Tool [External Page]	Share Post	
Alright	> 20th	40 Month	[Final] Feldmann / Content Strategy [External Page]	Share Post	

Touch #7 | Day 16 - Email

Subject:

{{ firstname }},

Would you have any interest in a tool that lets your team centralize their content creation and distribution in one place?

Our platform can also help your entire team visualize the content production roadmap, provide all the integration and automation necessary to publish them to the right channels, such as blogs and social media, and offer analytics to provide actionable feedback to see what's driving the most leads.

Happy to schedule a time for a demo, with **{{ company }}** to see if there's a use case. Let me know if you'd like to see what it looks like.

PS - Here's a quick glance, in case it might help: <https://vimeo.com/144520269>

{{ sender-name }}

{{ signature }}

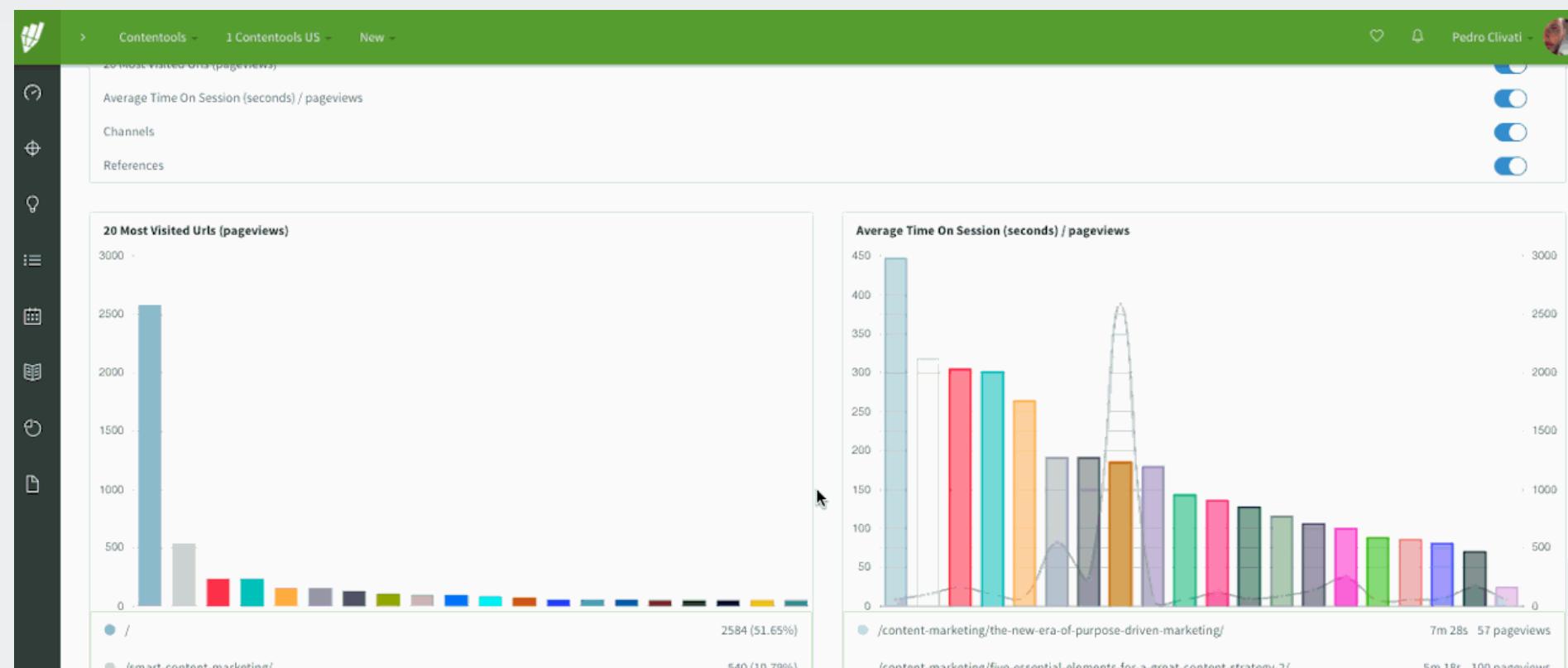
Touch #8 | Day 19 - LinkedIn (Message)

Pardon the professional persistence **{{ firstname }}**,

We know "seeing is believing". I'm attaching something here to show you how we can help you identify the most compelling content topics, visualize who should produce it, and provide analytics into what's performing best (and why).

Could something like this help out with your team's workflow? Really value your insight and time, as another operator in the space.

{{ sender-name }}



Touch #9 | Day 24 - Email

Subject:

Hopefully I caught you at an okay time, {{ firstname }}. I personally understand a lot of the challenges of the sort of work you do - to that end:

Would love to show you precisely how we might be able to help {{ company }} better organize its content marketing.

We can also help you track production progress, automate publishing to websites and social, and provide analytics into what's performing best (and why).

Think it's worth carving out time (say Wednesday/Thursday) to discuss?

 {{ sender-name }}

 {{ signature }}

Touch #10 | Day 28 - LinkedIn (Message)

Subject:

 {{ firstname }},

Know what it's like being slammed. Being tasked with owning a company's growth is a lot of responsibility.

We hope that we might be able to help you streamline some of the heavylifting - namely, by using our software platform to create content, centralize and visualize production, and use realtime analytics to see what content is performing the best (and why).

Would be curious to hear whether you think this could help you with the work you're doing.

 {{ sender-name }}

The screenshot shows the Outplay platform's content management interface. At the top, there's a navigation bar with links for 'Demo', 'Help Center', 'New', and user profile 'Pedro Clivati'. Below the navigation is a toolbar with icons for 'Production', 'Briefing', 'Activity', 'Social', 'Versions', and 'My Blog'. The main area features a title 'Top 5 tools for content marketign management' and a rich text editor with a placeholder 'Write the Excerpt...'. A large red image of the word 'DRAFT' is inserted into the editor. To the right, there's a 'Workflow' section titled 'Article' with a yellow border, showing steps like 'Production started in' (2/9/18 9:15 AM), 'Status' (In Progress), 'Assigned to' (Lucas Taglietti), 'Deadline (days)' (4), and 'Step estimated end' (2/15/18 9:15 AM). There are also sections for 'Actions' (Scheduled for 2/22/18 12:00 AM) and 'Send to specific step...'.

Touch #11 | Day 34 - Email

Subject:

{{ firstname }},

Following up quickly here from our LinkedIn thread. In the interest of helping you streamline your work of driving traffic and leads for a high growth company:

What's the single biggest pain you're dealing with on the content side?

To be upfront, my intention here is to tell you whether that's something our content planning and organization tool can help with.

Hope we can talk about it soon.

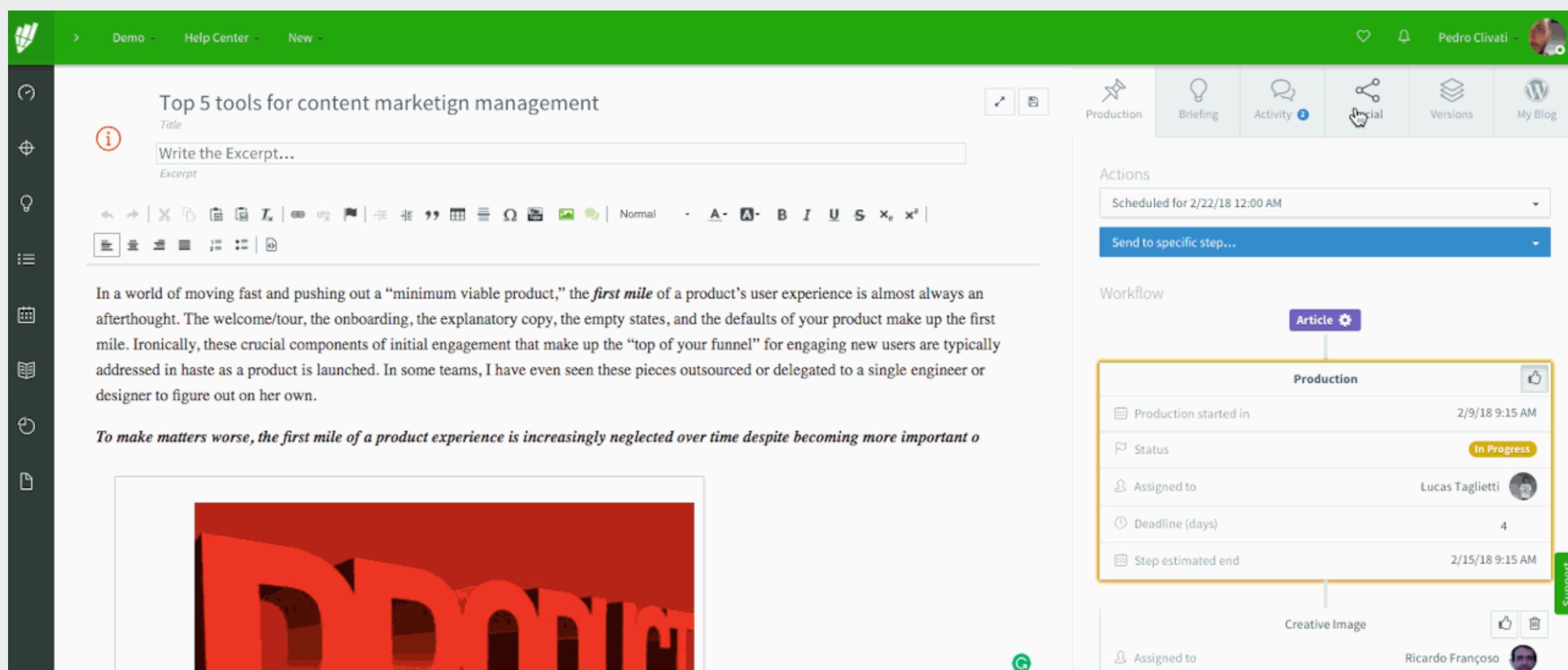
{{ sender-name }}
{{ signature }}

Touch #12 | Day 39 - LinkedIn (Message)

{{firstname}}, is there something I might be able to help with on the content production side, today?

We've helped companies like Superlogica double their lead and revenue growth and I thought it'd make sense to reach out. Our platform allows planning and organizing content production with ML and AI and I would love to see if we can help.

{{sender-name}}



Touch #11 | Day 34 - Email

{{firstname}},

As a 500 Startups company (and part of Jason Calacanis' LAUNCH Incubator) we know what it's like being faced with aggressive goals and extremely fast company growth.

We've built (and are always evolving) a software platform to facilitate that kind of growth, using ML and AI to help inform the content you create for your ideal customers. Would you like to see how our solution could help?

Thought it might be worth checking in again to ask after emailing a few times.

{{sender-name}}

BRINGING IT ALL TOGETHER

Contentools stands out in its approach - as it leverages LinkedIn more heavily than it depends on email. In its month-and-a-half long 13-touch-sequence, only 5 emails are sent - while 8 LinkedIn touches are prioritized.

Note that the very 1st touch - a LinkedIn connection request is an imperative step - and if the prospect does not approve the LinkedIn Connection request - that is very much the end of the road for that prospect's sequence.

This is evident in the conversion metrics as well - about 28% of the connection requests sent - ended up being approved.

The messaging is pretty consistent across both the channels though. Except for the initial connection request, the value proposition and "how Contentools helps content teams" has been hinted at regularly across all touches.

Towards the middle of the sequence, every touch (especially on LinkedIn) is supplemented with an attachment (an image, a video or a GIF) which depicts how Contentools works or looks like in real life.

This is incredibly smart - as this ensures that the prospect learns about the product effectively across a span of 43 days.

LinkedIn is great for engaging with specific types of audience - especially content creators.

If you are in the same or similar space as Contentools, feel free to experiment as they did.

But if your target audience is different - it's wiser to use LinkedIn as a supplementary channel than making it the prima facie of the entire outreach.

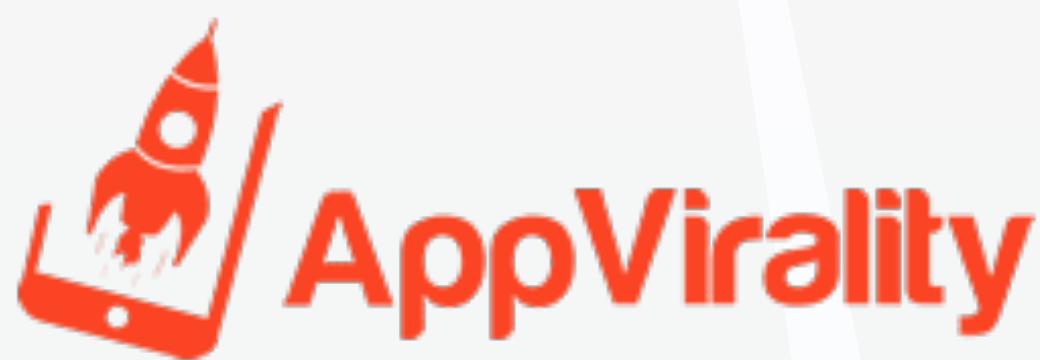
Engage with prospects where they hangout the most!

Sequence Contributed by



Tiago Otani Rocha

Inbound Manager
Contentools



[AppVirality](#) is a plug & play growth hacking toolkit for mobile apps, which helps mobile-focused businesses drive organic growth through personalized growth techniques like In-App referrals, In-App Loyalty programs, In-App Sweepstakes and other techniques.

AppVirality is built for Marketers / Growth hackers and Product Managers focused on running organic growth campaigns without the involvement of their tech teams.

An SDK and the DIY dashboard are all that's required to growth hack your mobile apps.



SEQUENCE GOAL

To book a demo with the prospect

SEQUENCE STRUCTURE

- Day 1 Email
- Day 4 Email
- Day 9 Email
- Day 16 Email
- Day 46 Email

SUCCESS METRICS

SUMMARY		REPLIES	
234	Recipients	87	Received
5	Campaign messages	36	Replies
733	Emails sent	16	Bounces
11	Emails scheduled	35	Out of office
348	Unique opens	0	Delay notifications
22	Unique clicks	17	Replies you've sent
21	Unsubscribed		

**733**

SENT

**348**

OPENS

**36**

REPLIES

**234**

PROSPECTS

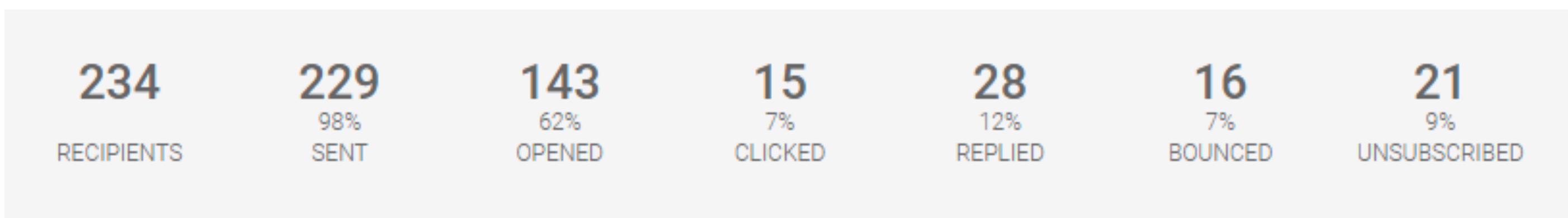
**47.48%**

OPEN RATE

**4.9%**

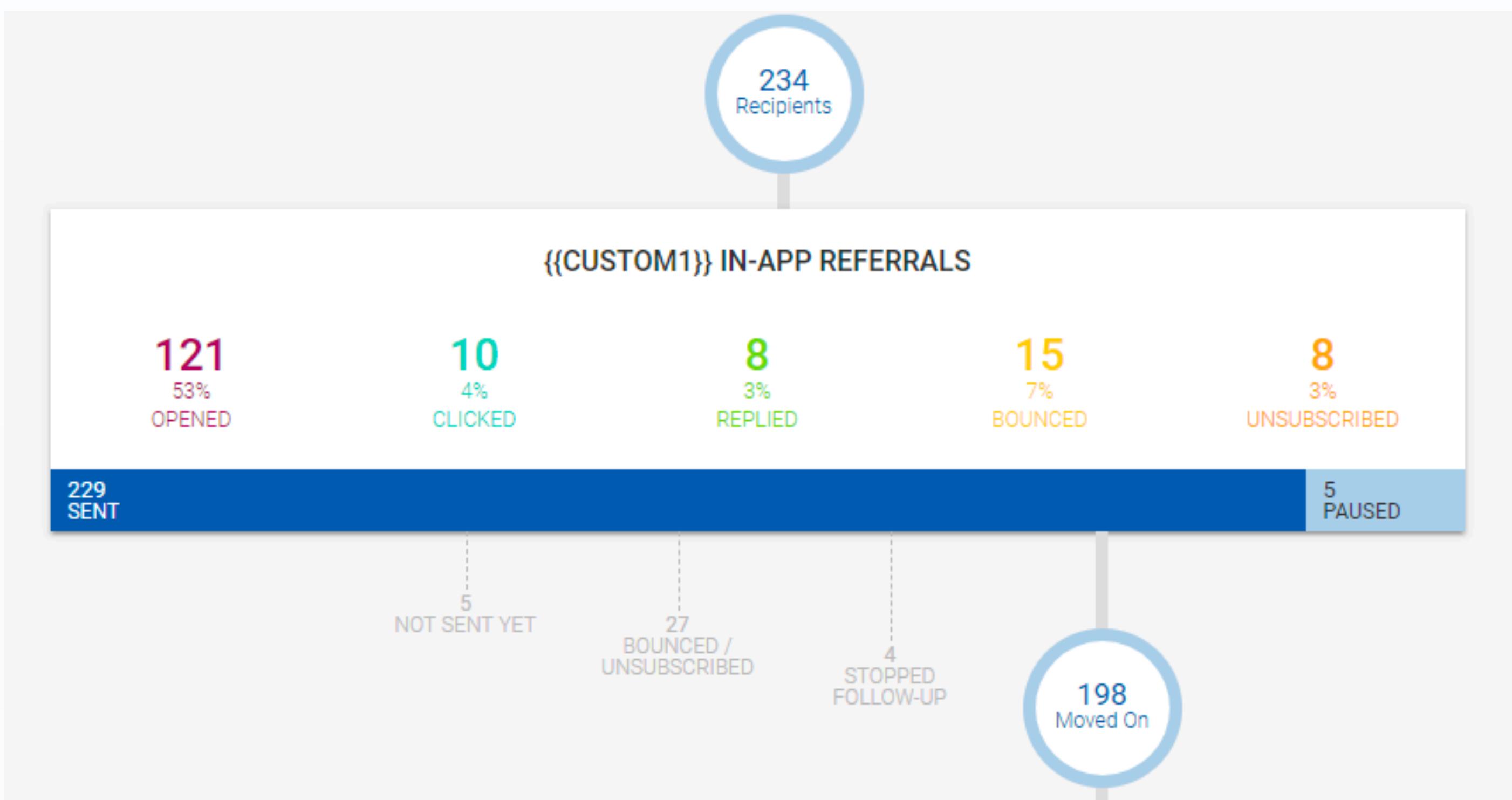
REPLY RATE

Gross Prospect Engagement Metrics



SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email



Subject: {{ company }} In-App Referrals

Hi {{ firstname }},

 {{ personalized-snippet }}

If only you could fully automate such potential referrals, happy users like him can 10X your user base in no time.

We've developed a plug & play referral solution to help {{ company }} acquire organic app installs, add new users, and continue the cycle of repeat customers.

Let's schedule [some time this week or next](#) to discuss on expanding your users through word-of-mouth.

P.S. If you're not involved with referrals, would you feel comfortable connecting me to the right person?

Best

{{ sender-name }}
{{ signature }}

About Personalization:

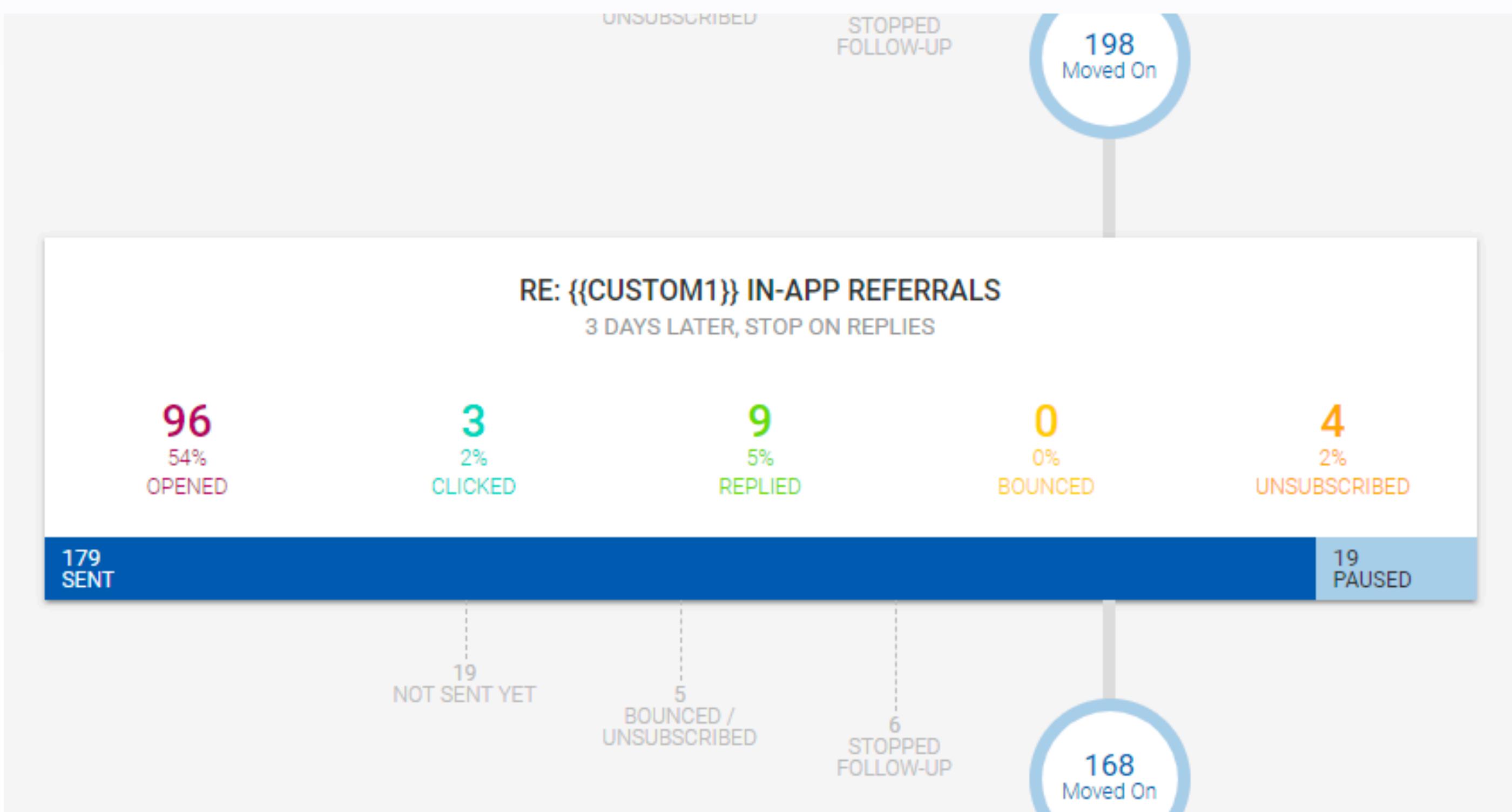
The element of adding a personal touch to every email is very crucial. Doing so at scale is a challenge though. In AppVirality, the SDR prospects and conducts outbound activities.

So during prospecting, when they come across a key info about the prospect - they make a note of the same against the prospect. If not - they pick a very reclusive piece of information about the product - by spending 10-20 mins researching their website, play store link, etc.

Here's an example for the **{{ personalized-snippet }}** used above:

One of your users, Vinayak says "You will realize the need of this app after installing it. Thinking about what to gift someone will get a lot easier. Just amazing!!!" on Google Play. If only you could fully automate such potential referrals, happy users like him can 10X your app growth.

Touch #2 | Day 4 - Email



Subject: Re: {{ company }} In-App Referrals

Hi {{ firstname }},

I see how busy you must be as {{ position }}.

I was hoping to get connected with you to help with {{ company }} referrals.

Companies like Expedia, Skyscanner, MakeMyTrip etc., are powered by AppVirality to acquire customers for less than \$1/user.

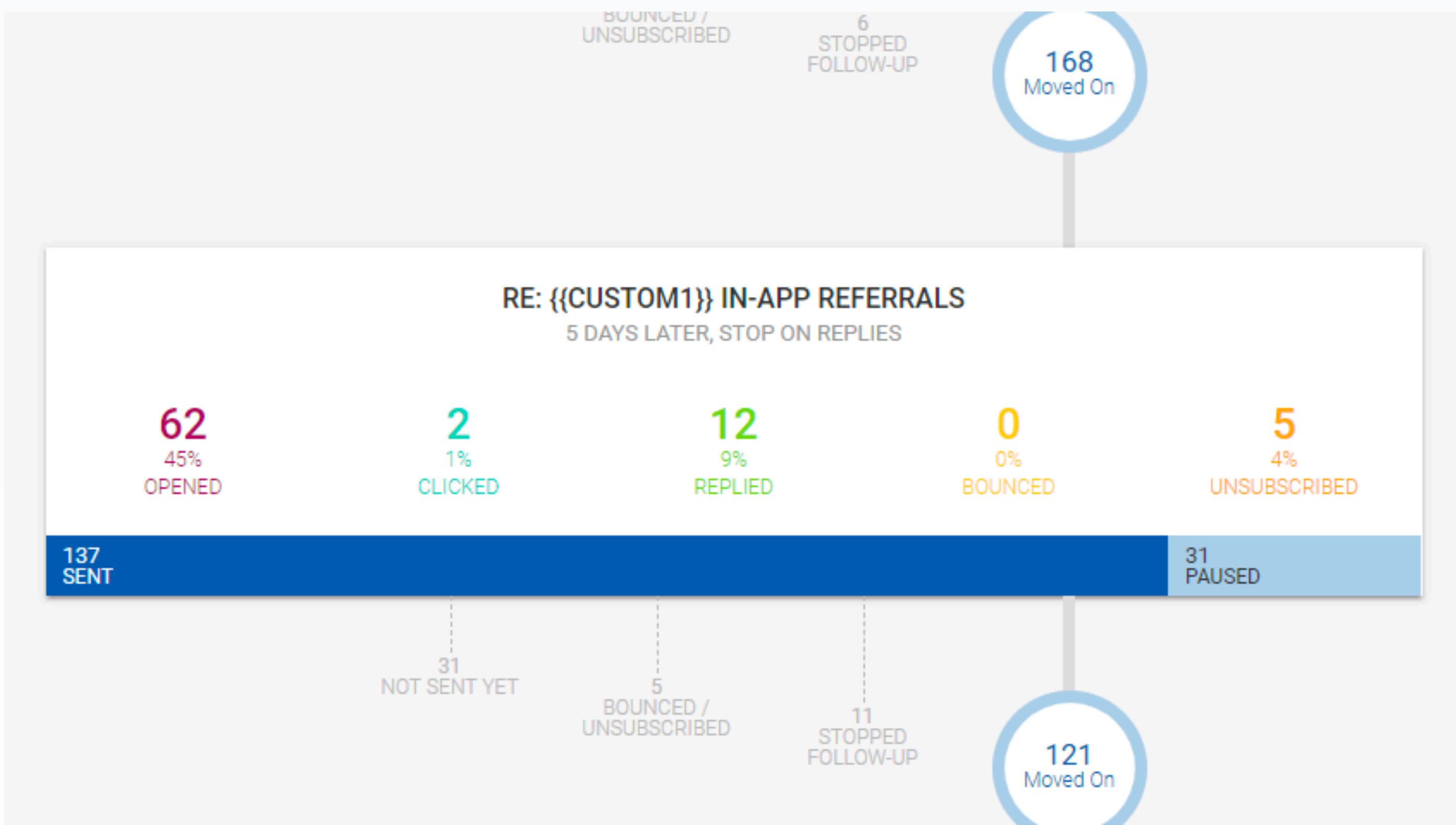
Do you see {{ company }} benefiting from In-app referrals?

Best

{{ sender-name }}

{{ signature }}

Touch #3 | Day 9 - Email



Subject: Re: {{ company }} In-App Referrals

{{ firstname }},

Am I wasting your time?

My intention is only to touch base with you to help {{ company }} explore a growth hack that for some reason you are yet to implement.

When people don't respond to my emails it is simply one of two things:

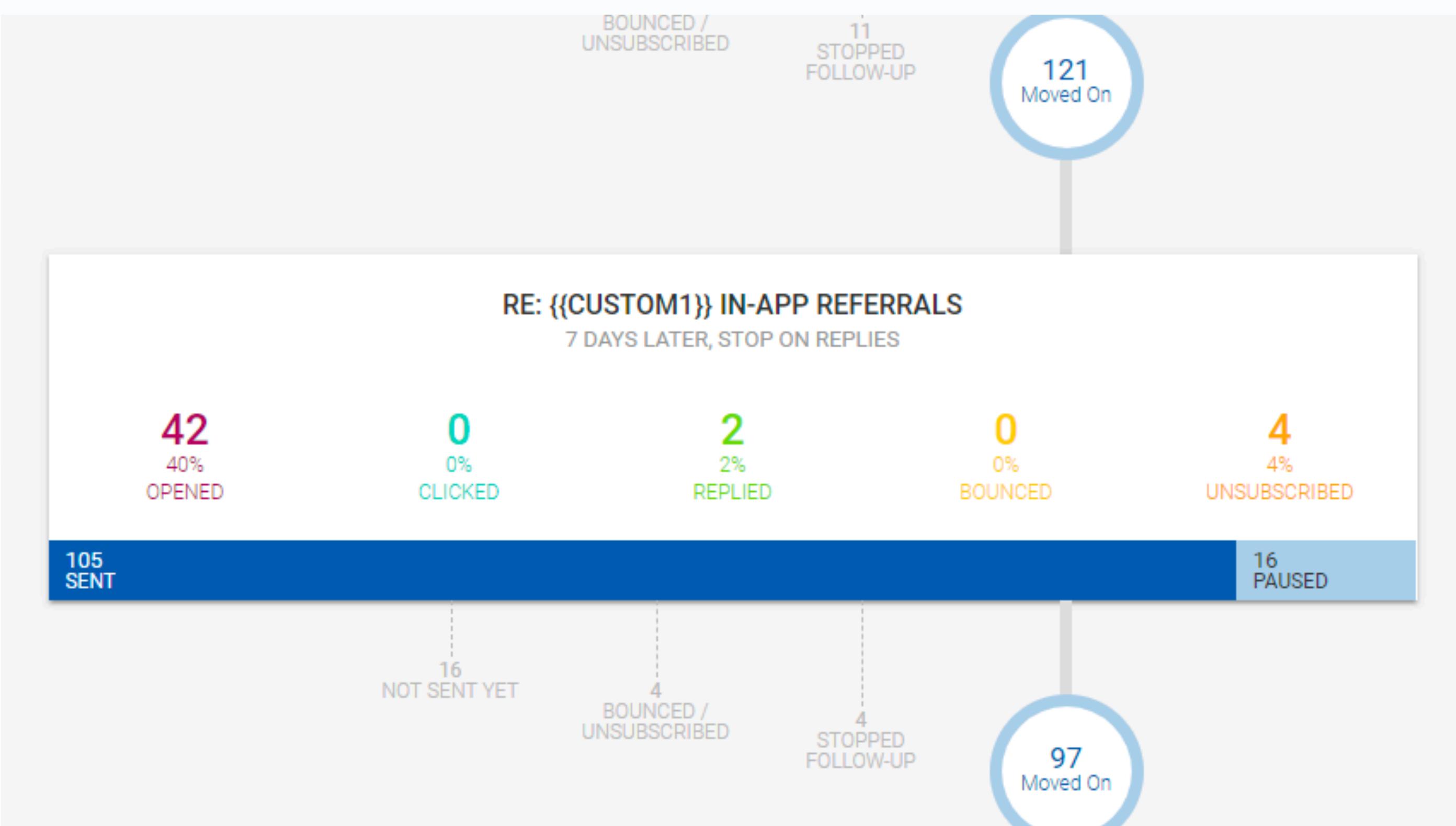
- 1 – Really swamped but [let's talk.](#)
- 2 – Don't intent to connect because this is not the focus area at the moment

Please pick a number and hit reply so I understand your thought.

Best

{{ sender-name }}
{{ signature }}

Touch #4 | Day 16 - Email



Subject: Re: {{ company }} In-App Referrals

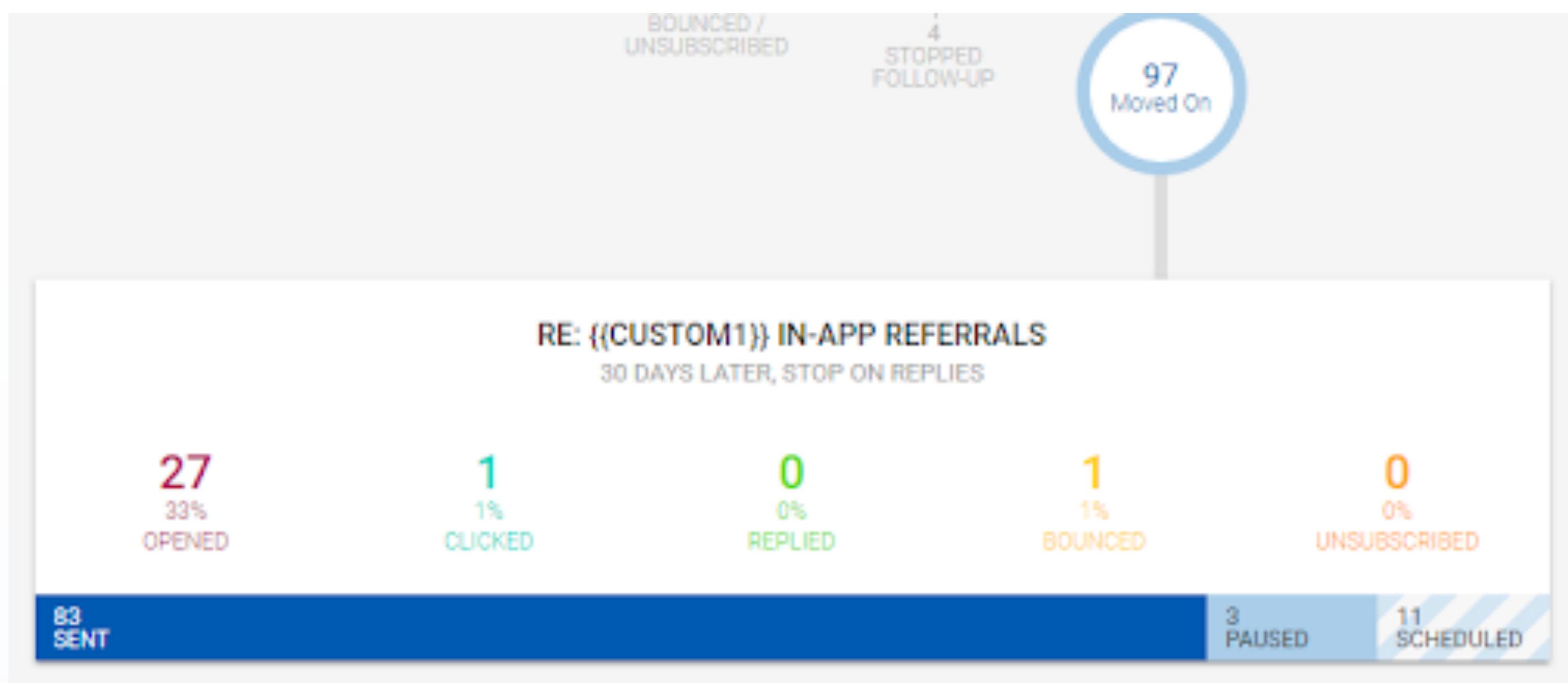
{{ firstname }},

Looks like I've reached out to you at the wrong time. Do I have your permission to check back next month regarding {{ company }} referrals?

Regards

{{ sender-name }}
{{ signature }}

Touch #5 | Day 46 - Email



Subject: Re: {{ company }} In-App Referrals

Hi {{firstname}},

Hope you are doing well!

I'm excited to connect with you again and look forward to helping {{ company }} gain traction through our growth hacking tool.

Feel free to take a look & share it with your team - [10 Mobile Growth Hacks That Will Sky Rocket Your App Growth](#)

Please suggest how to take this forward.

Cheers

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

Of the 5 touches in AppVirality's 46 day long sequence, the 1st 4 are wrapped up in about 2 weeks (16 days to be precise). The final touch, waits for almost a month - before landing in the prospect's inbox.

Using only email as an outreach channel, AppVirality's sequence intercepts a good response rate (about 5%). The credit for this can be attributed to the smart subject and the level of personalization pushed through in the first email.

It's innovative how they use user generated content (like reviews) to drive across the value of investing in referrals for the prospect's app.

A good review is not so hard to pick from a thousand on the App or Play Store, and they ensure that they pick such a review that recommends the app to other users.

This sets the context of how such reviewers can also share the app and bring new users.

Such a personal comment in the beginning of the email - pushes the prospect to think of how they've missing out on an opportunity.

The 2nd email simply builds on empathizing with the prospect's time & introduces some social proof by stating some of its successes in the same industry as the prospect's app.

The 3rd makes it easy for the prospect to respond - with "pick a number" style email where you offer them some obvious scenarios of why they haven't responded so far. The 4th is a simple "bump" styled email.

The final email - which goes out after a month - does well to resume the context - keeping it short and crisp (within a line) and then also offers a valuable piece of content which could help the prospect's understand how growth hacks can help them grow their app.

Sequence Contributed by



Laxman Papineni

Founder & CEO

AppVirality Inc

 growthscore

[GrowthScore](#) is the only SaaS product that completes the loop with respect to customer feedback, retention and referrals as a unified solution.

It enables you to categorically identify the Happy Customers from within your user base and helps you nurture their goodwill for your product by turning them into product/brand advocates. You can either identify your own segments or use the in-built NPS survey mechanism to find the Promoters, Detractors and Passives in your user base. Thereon, you could target segmented users, for example the Promoters, to perform from a set of advocacy actions, like:

- Write a review in your product's favour on any of the available forums like:
G2Crowd, Capterra, GetApp, Trust Radius, Software Advice, etc.
- Write a testimonial of their experience in using the product.
- Share the product on social media
- Refer a professional acquaintance or friend

Outplay  is an advocacy hub that helps you nurture your user base with constant feedback using NPS, and thereafter manage the feedback for product improvement and utilize the happy customers to help you acquire more customers.

SEQUENCE GOAL

To book a demo with the prospect

SEQUENCE STRUCTURE

- Day 1 Email
- Day 5 Email
- Day 9 Email
- Day 14 Email
- Day 18 Email



SUCCESS METRICS

SUMMARY		REPLIES	
354	Recipients	92	Received
5	Campaign messages	49	Rеспuestas
1.5k	Emails sent	7	Bounces
0	Emails scheduled	34	Out of office
866	Unique opens	2	Delay notifications
40	Unique clicks	39	Replies you've sent
39	Unsubscribed		



~ 1500

SENT



866

OPENS



49

REPLIES



354

PROSPECTS



~ 57.73%

OPEN RATE



~ 3.27%

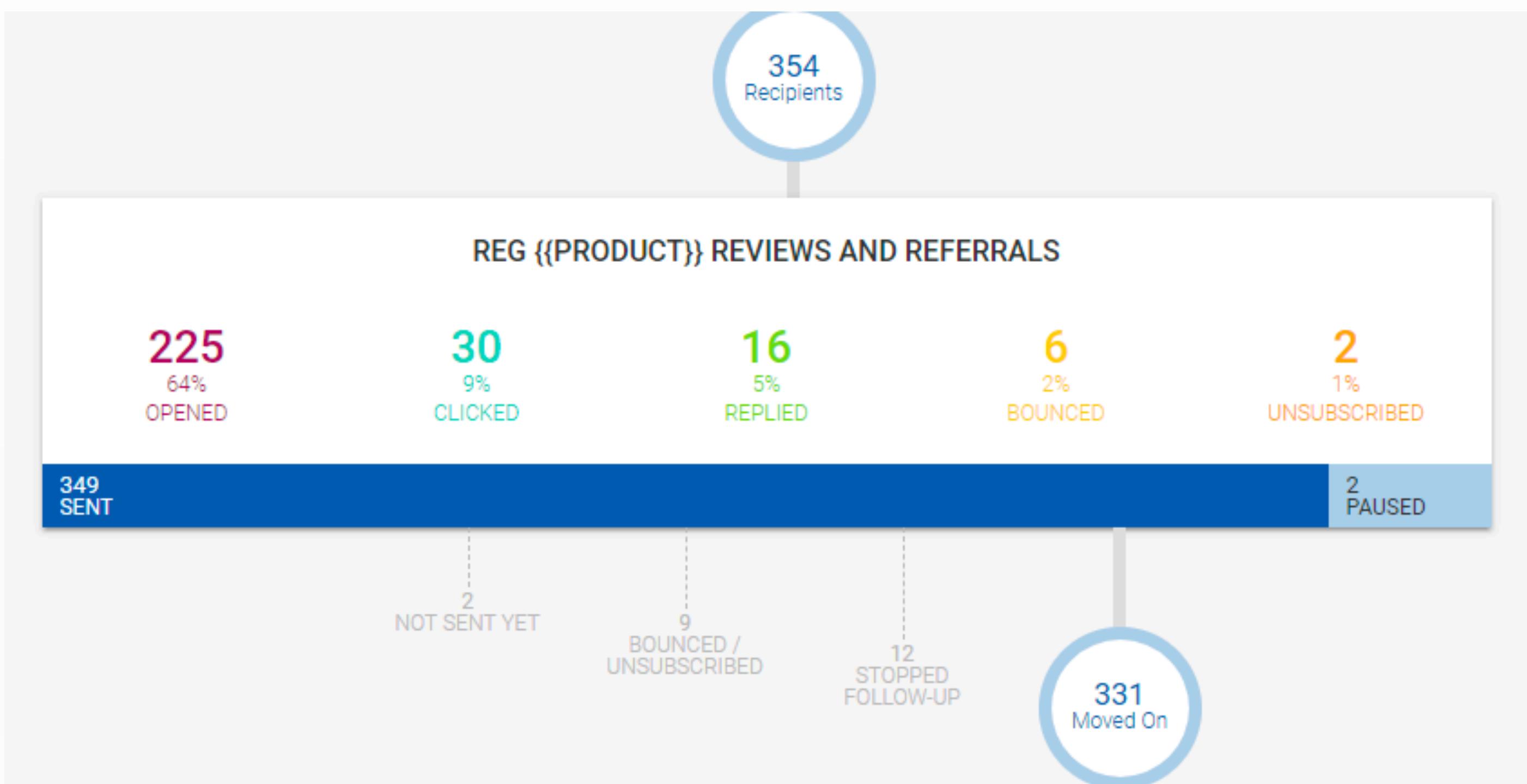
REPLY RATE

Gross Prospect Engagement Metrics

354 RECIPIENTS	349 SENT	272 OPENED	34 CLICKED	34 REPLIED	7 BOUNCED	39 UNSUBSCRIBED
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SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email



Subject: Reg {{ company }} Reviews and Referrals

Good Day {{ firstname }},

I'm {{ senderfirstname }} from Outplay, and I have a quick question for you.

Do you believe driving Referrals or 5-star reviews (G2Crowd, Capterra, etc.), on a regular basis is a painful process?

If so, we've [developed something](#) that can identify your happy customers AND help you drive 5-star reviews and referrals.

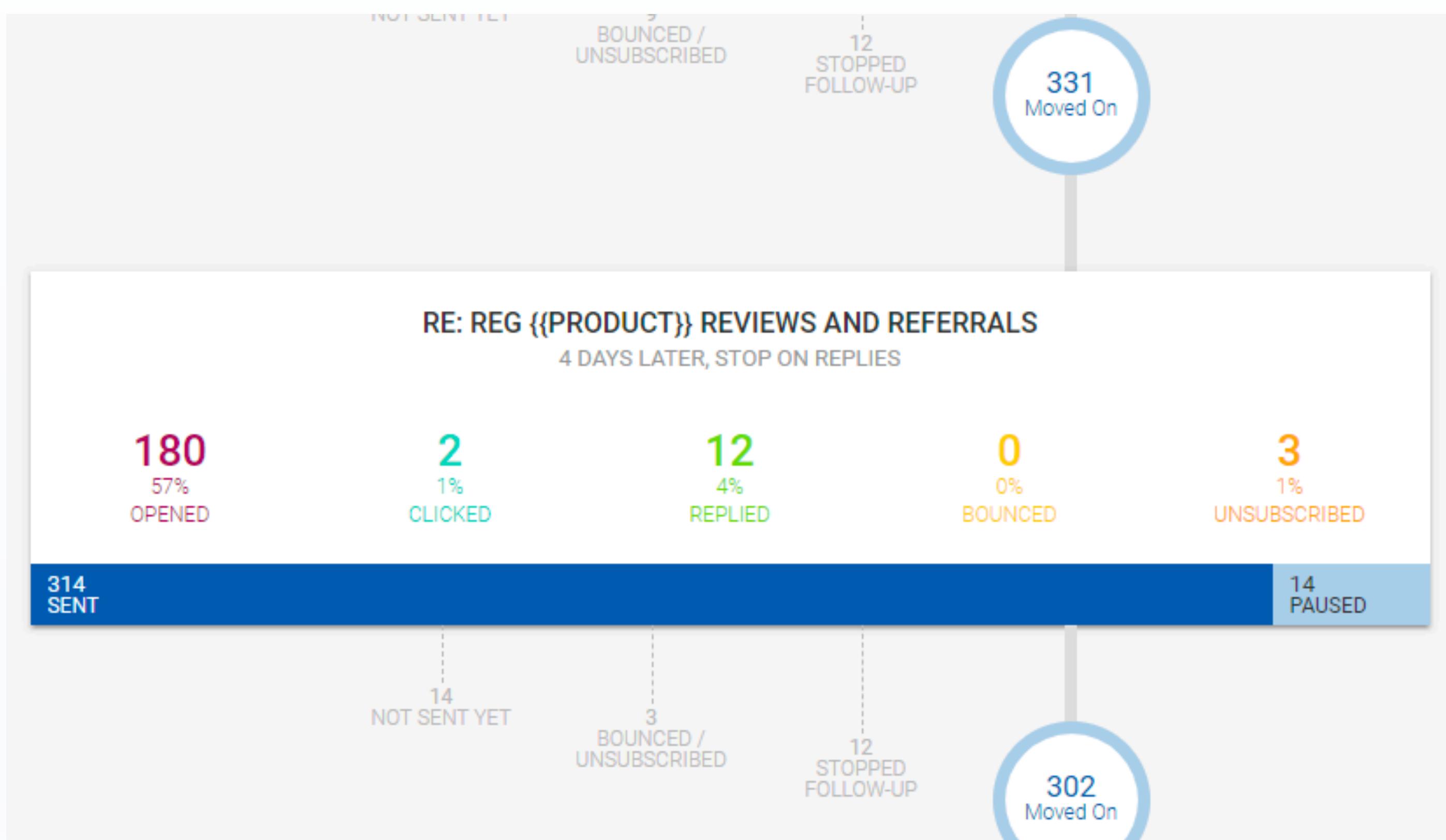
It's a proven model that is already helping SaaS companies like Freshdesk, TINT, Timedoctor, and more. I'd love to show you how we can help {{ company }} achieve its marketing goals.

How about a quick 15-minute chat [this week or next?](#)

Best

{{ sender-name }}
{{ signature }}

Touch #2 | Day 5 - Email



Subject: Re: Reg Reg {{ company }} Reviews and Referrals

Hey {{ firstname }},

Just a little nudge, did you see my last email?

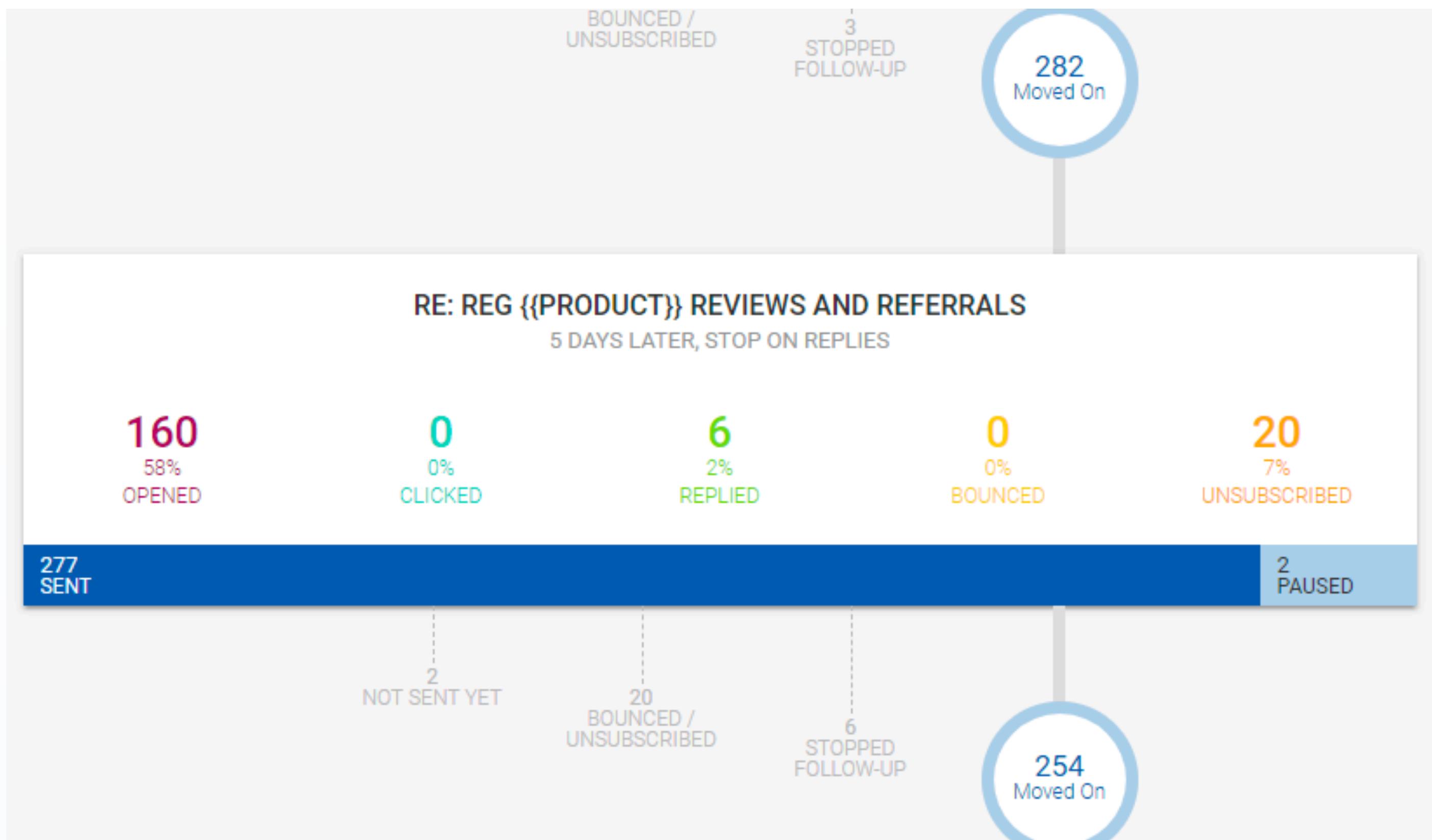
I know a SaaS master like yourself would always want to try new things to improve efficiency.

Just tell me when you're free for a 15-minute chat.
I promise it will be worth your while.

{{ sender-firstname }}

P.S: If I am knocking on the wrong door here, I'd appreciate you looping in the right person

Touch #4 | Day 14 - Email / Call



Subject: Re: Reg {{ company }} Reviews and Referrals

Hey {{ firstname }},

I may be grasping at straws, but there can only be three possible scenarios:

1. You've already figured out a great way to drive reviews and referrals.
2. You're neither focusing on reviews nor referrals at this moment.
3. You're very much interested, but want me to check back after a couple of weeks.

From one SaaS person to another, help me out by choosing one of the above numbers.

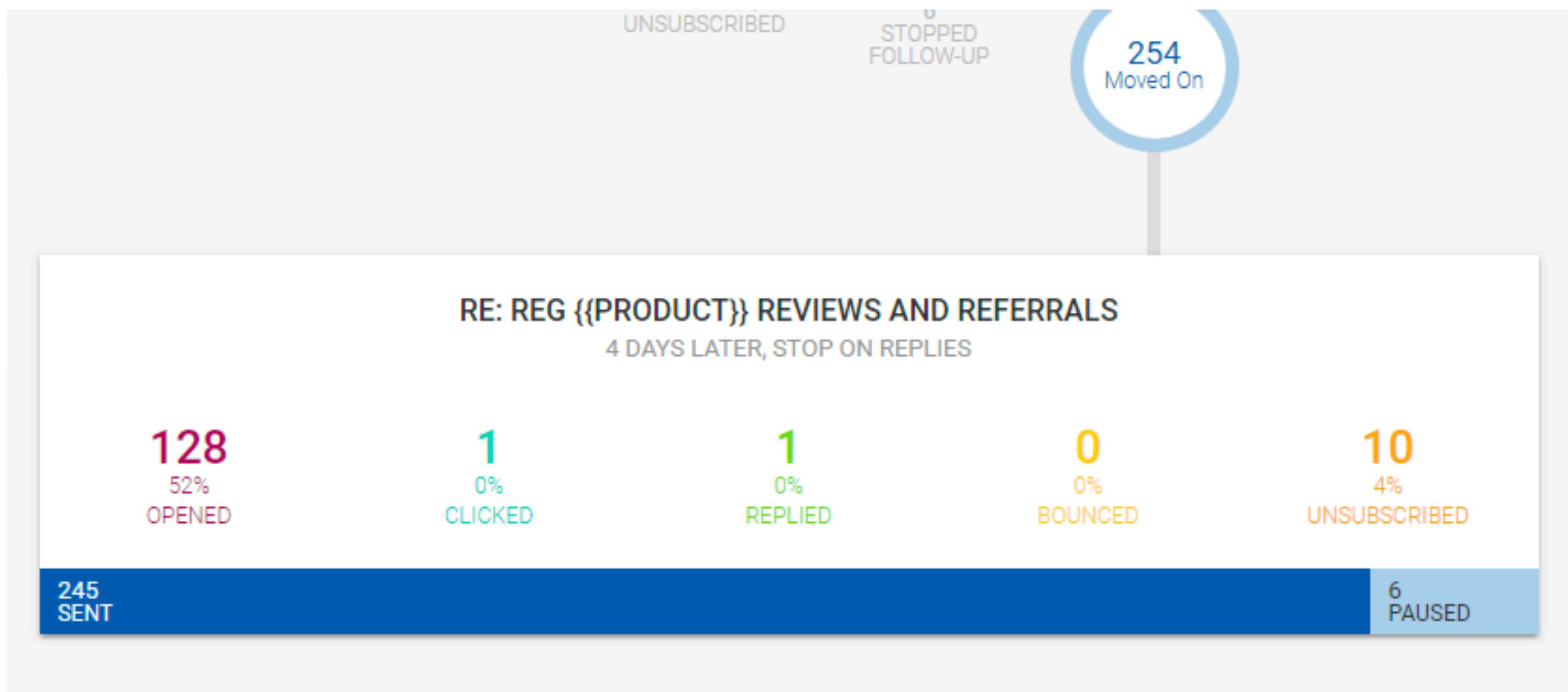
I hate to waste your time.

{{ sender-name }}

{{ signature }}

I empathize if you find these emails annoying. Let me know if you'd rather [unsubscribe](#)

Touch #5 | Day 18 - Email



Subject: Re: Reg {{product}} Reviews and Referrals

Goodbye, {{firstname}}...

Looks like this is not the right time to talk about driving 5-star reviews or referrals for {{company}}.

In case if things change in future, feel free to ping me.

I'm available at {{sender-email}}

Cell : + 1- 628-202-4138

{{sender-name}}

{{signature}}

Yes, you've got every right to curse me & [unsubscribe!](#)

BRINGING IT ALL TOGETHER

From the look of it, Outplay's sequence has a good open rate - and that can be equated to the quirky personalization in the subject lines. It's also evident that they try to keep their emails short after the 1st email.

Their 1st email comes across a tad too long - but we are guessing it has to do with the fact that the product is not quite common.

- The follow-up email is again long-form "bump" email. Notice how they try to fox the prospect into believing that this was a manually sent email - with that "Sent from my iPhone" phrase in the end.

They've name-dropped their success stories twice - once in the 1st email and then again in the 3rd. That's also a good idea - given how most prospects can forget what was communicated in earlier emails.

The email language is quirky and finds a good way to elevate the pain points that the product addresses.

The 4th one is a typical "pick a number" style email which should help the prospects respond quickly and move the needle on the deal. Such touches in the sequence can be helpful in identifying if your targeting is ideal, and thus course correct your prospecting efforts further.

Remember, anything that works well - can be improved further.

The final email comes across as "good bye" email. Good idea to leave the phone number - leaves the door open for the prospect to call directly - thus reducing friction.

Sequence Contributed by



Laxman Papineni

Co-Founder
GrowthScore

 **CloudApp™**

[CloudApp](#) is the all-in-one visual sharing platform that lets you record, host, and share short videos, GIFs, images and visuals to make team conversations faster and more succinct. Enhancing conversations with visual communication means that messages don't get lost in translation!

CloudApp is an easy-to-use screen recorder that brings video, webcam, screenshot annotation, and GIF creation securely to the cloud. It helps individuals and teams capture, share, and accelerate their business communication.



SEQUENCE GOAL

Get a demo

SEQUENCE STRUCTURE

6 Emails

- While the entire structure of CloudApp's campaign was not at our disposal, their sequence is composed of 6 emails - where they mix up the messaging with various GIFs.

The campaign was specifically targeted towards prospects at companies that use Zendesk for their customer support function.

SUCCESS METRICS

1,507 Prospects	1 Paused	12% Bounced	10% Opted Out	1,187 Finished	5.0% Replied	94% No Reply	1,320 Delivered	62% Opened	1.1% Clicked
-----------------	----------	-------------	---------------	----------------	--------------	--------------	-----------------	------------	--------------

1 Paused	186 Bounced	133 Opted Out	1,187 Finished	66 Replied	1,121 No Reply	1,320 Delivered	823 Opened	15 Clicked
----------	-------------	---------------	----------------	------------	----------------	-----------------	------------	------------

 1320 SENT	 823 OPENS	 66 REPLIES	 1507 PROSPECTS
---	--	--	--

 62%	 5%
OPEN RATE	REPLY RATE

SEQUENCE TEMPLATES

Touch #1 - Email

1507 Deliveries 38% · 0% · 0.5%
Opens / Clicks / Replies

Subject: Customer Help

Hi {{firstname}},

If you're like most customer experience pros, you're doing everything you can to help your team clearly answer customer questions and help them be successful.

I wanted to introduce you to CloudApp, an app that makes it easy to capture what's happening on your screen and share that into Zendesk (with our native integration), Slack, email, etc. Being able to show vs tell can help increase CSAT and reduce time to close tickets.

Would you be open to a quick 5-10 min call to tell you more?

{{ sender-name }}

{{ signature }}

Hi Meera,

If you're like most customer experience pros, you're doing everything you can to help your team clearly answer customer questions and help them be successful.

I wanted to introduce you to CloudApp, an app that makes it easy to capture what's happening on your screen and share that into [Zendesk](#) (with our native integration), Slack, email, etc. Being able to show vs tell can help increase CSAT and reduce time to close tickets.

Would you be open to a quick 5-10 min call to tell you more?

Touch #2 - Email

1297 35% · 0% · 0.7%
Deliveries Opens / Clicks / Replies

Subject: Re: Customer Help

Hi {{firstname}},

I just realized I forgot to practice what I preach. I captured a quick gif to show you what CloudApp looks like:

<GIF of CloudApp at work>

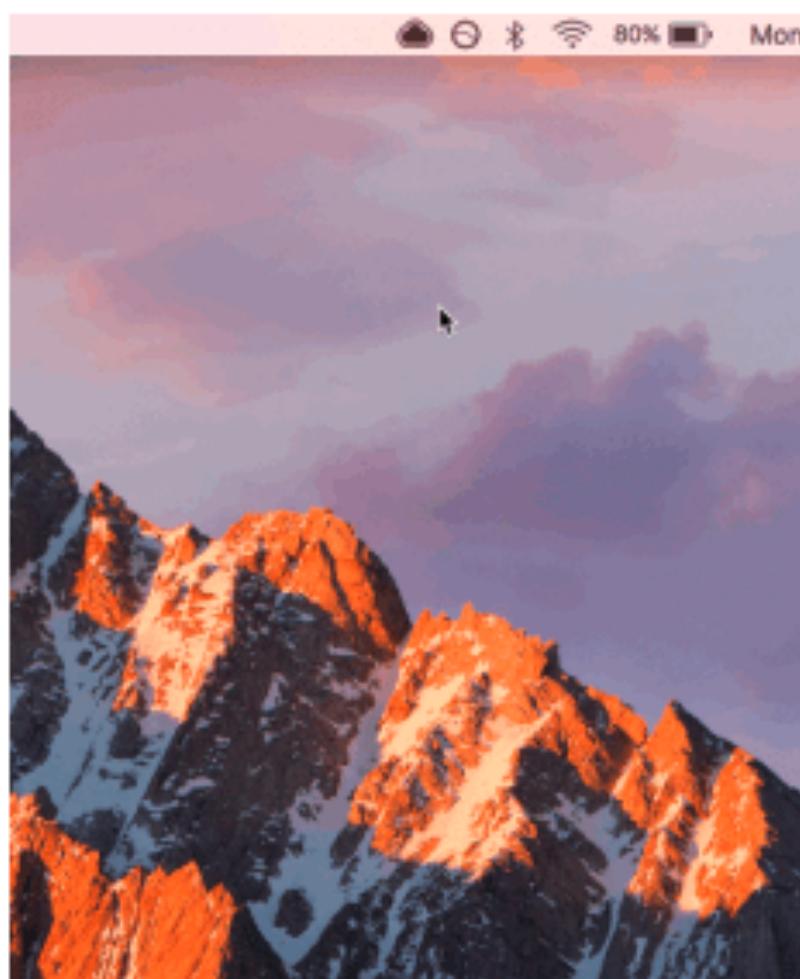
I'm eager to help share some ideas I have on how to help your customer efforts. Let me know if you have sometime to speak this week or next.

Have 5-10 minutes (that will end up saving your team at least 3 hours/week)?

{{ sender-name }}
{{ signature }}

Hi Meera,

I just realized I forgot to practice what I preach. I captured a quick gif to show you what CloudApp looks like:



I'm eager to share some ideas I have on how to help your customer efforts. Let me know if you have some time to speak this week or next.

Have 5-10 minutes (that will end up saving your team [at least 3 hours/week](#))?

Touch #3 - Email

1255 28% · 1.2% · 0.1%
Deliveries Opens / Clicks / Replies

Subject: New Case Study

Hey {{firstname}},

We recently published a blog post about how Social Tables uses short custom videos to answer customer questions to close tickets 7 minutes faster. Want to check it out? You can see in [here](#).

If you think this idea sounds interesting, let me know and we can set up a quick 10 minute call or you can try the app [here](#).

{{ sender-name }}
{{ signature }}

Hey Meera,

We recently published a blog post about how Social Tables uses short custom videos to answer customer questions to close tickets 7 minutes faster. Want to check it out? You can see it [here](#).

If you think this idea sounds interesting, let me know and we can set up a quick 10 minute call or you can try the app [here](#).

Touch #4 - Email

1223 30% · 0% · 0.8%
Deliveries Opens / Clicks / Replies

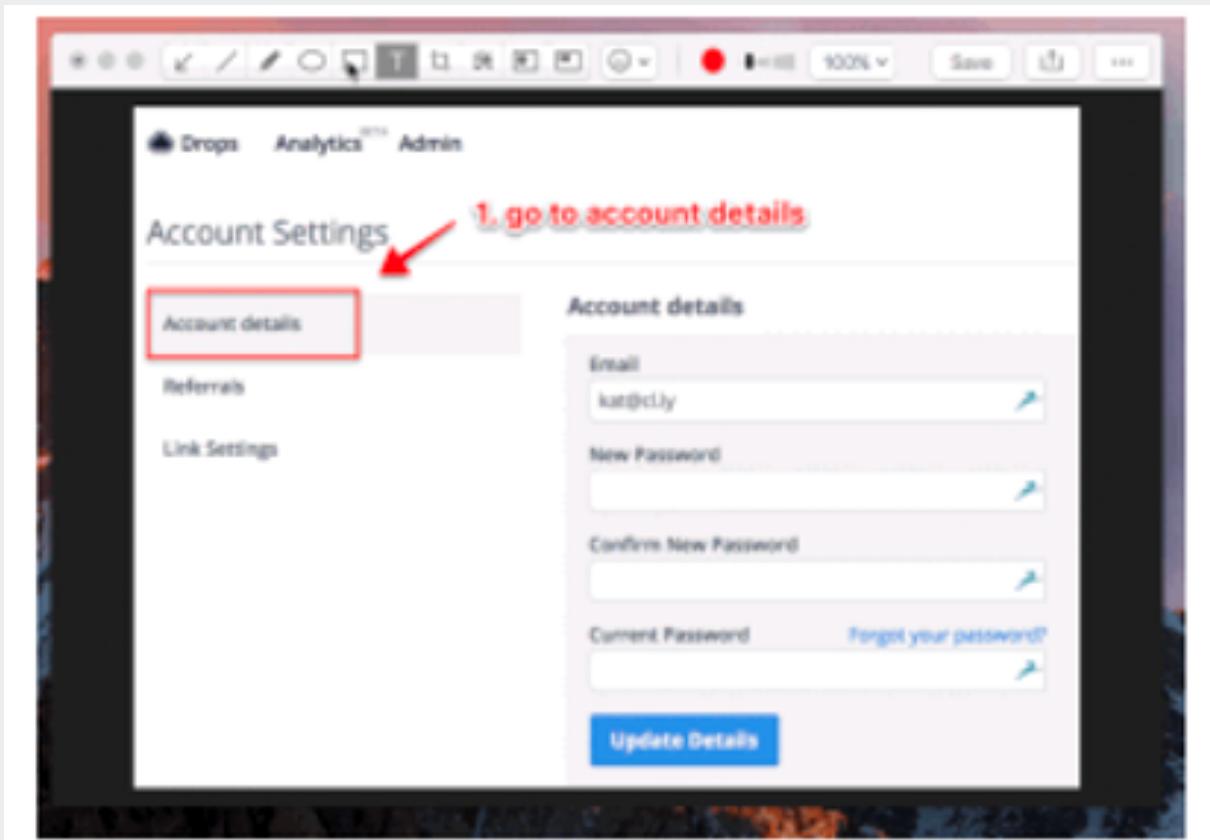
Subject: Feedback?

Hey {{firstname}},

I was wondering if you'd want to try CloudApp as part of your toolkit?

It will help you more clearly communicate with your customers and team, but it also has a [ton of other uses](#). You can quickly create short shareable screen recordings, mark up explanations, or create gifs for your help center.

Imagine, instead of having to type out directions for a password reset, you could just mark up a screenshot, like this:



Is this something you'd be open to chatting about for 10-15 mins?

{{ sender-name }}
{{ signature }}

Touch #5 - Email

1184 31% · 0% · 0.7%
Deliveries Opens / Clicks / Replies

Subject: Re:

Hey {{firstname}},

Have you ever used a screen recording in a customer/client interaction to help them better understand what you're trying to explain?

As a quick example of how we help support teams, here's an integration we have with [Zendesk](#) to make answering questions much easier and faster for you.

<GIF of CloudApp in use>

Do you ever find it challenging to explain your product to customer? Could I show you how we make it easier?

{{ sender-name }}
{{ signature }}

Hey Meera,

Have you ever used a screen recording in a customer/client interaction to help them better understand what you're trying to explain?

As a quick example of how we help support teams, here's an integration we have with [Zendesk](#) to make answering questions much easier and faster for you.

Subject
RE: Password Reset

Description
Hey Mike,
Watch this quick GIF to see how to reset your password:
|

Do you ever find it challenging to explain your product to customer? Could I show you how we make this easier?

Touch #6 - Email

1154 33% · 0% · 2.7%
Deliveries Opens / Clicks / Replies

Subject: Busy or Just Not Interested

{}{ firstname }},

Don't want to be a pest with my persistence--I'm sure you've got plenty on your plate.

But, if you just haven't had the time to respond and are still interested in learning more about CloudApp, let me know.

As a refresher, we're working with teams at companies like MongoDB, Atlassian, MailChimp, and Tesla to help them communicate more efficiently by making it really easy to capture what's happening on your screen and share with teammates or customers. If your desktop is drowning with screenshots, this might be super relevant to you!

{}{ firstname }, if not you, is there someone else at **{}{ company }** that would benefit from learning more about CloudApp?

{}{ sender-name }
{}{ signature }

Meera,

Don't want to be a pest with my persistence—I'm sure you've got plenty on your plate.

But, if you just haven't had time to respond and are still interested in learning more about CloudApp, let me know.

As a refresher, we're working with teams at companies like MongoDB, Atlassian, Mailchimp and Tesla to help them communicate more efficiently by making it really easy to capture what's happening on your screen and share with teammates or customers. If your desktop is drowning in screenshots, this might be super relevant to you!

Meera, if not you, is there someone else at Everage that would benefit from learning more about CloudApp?

BRINGING IT ALL TOGETHER

The 6 touch sequence by CloudApp is targeted towards all companies that use Zendesk for their customer support needs.

This is quite an effective and scalable strategy. The prospecting becomes quite simple and the messaging can be templated much more easily.

The templates used are well crafted - as they come straight to the point everytime. Most often, each email contains a typical demo of the product citing examples of how it can address the most common use cases of a customer support role.

See how the 1st email touches upon one big value delivered by the product - the likelihood of an improved CSAT score and quicker closure of tickets. Such messaging is more likely to generate interest from the prospects.

The penultimate email introduces how CloudApp saves effort thanks to its direct integration with Zendesk. The final email cites their top customers to build some social proof of the product's success.

Overall, at a 5% response rate - the sequence seems to be doing a pretty slick job of getting in more revenue into the pipeline.

Sequence Contributed by



Scott Smith

Chief Revenue Officer
CloudApp



[Siftrack](#) is a marketing automation plug-in that intelligently manages email replies.

Siftrack works behind the scenes, and syncs data with Marketo, Eloqua, Hubspot, Pardot, or Act-On.

Top B2B marketers like Citrix, Avalara, SurveyMonkey, Glassdoor, RingCentral, and Payscale use Siftrack to improve database quality, save time, and find new leads.

Siftrack is designed to help B2B marketing and sales teams operate more effectively. They provide unique data and clever automation solutions that make your systems run smoother, make your life easier, and fuel better results.



SEQUENCE GOAL

Get a demo

SEQUENCE STRUCTURE

2 Emails + generic follow-ups

Like most B2B brands, we have testimonials, quotes, and case studies. The idea was to tailor outreach for people CONNECTED TO a quoted customer.

So we started with a customer quote. Then pulled their connections from LinkedIn who are within our ICP (based on job title, keywords, and account parameters).

It was a tiny sequence - 16 people total. The world gets small fast. But that's why I think it works well to drive engagement.

The first two emails is where the connection is referenced and all the replies happened. All subsequent sequence steps reverted back to more general value prop and other personalization tactics.

Adam Schoenfeld
CEO, Sifrock

SUCCESS METRICS

 Courtney Connections
7 Steps by Interval Shared

1 Failed

16 Delivered

100% · 31% · 38%
Opened / Clicked / Replied



16

SENT



16

OPENS



6

REPLIES



100%

OPEN RATE



~ 38%

REPLY RATE

SEQUENCE TEMPLATES

Touch #1 - Email

Subject: Busy or Just Not Interested

{{ firstname }},

Don't want to be a pest with my persistence--I'm sure you've got plenty on your plate.

But, if you just haven't had the time to respond and are still interested in learning more about CloudApp, let me know.

As a refresher, we're working with teams at companies like MongoDB, Atlassian, MailChimp, and Tesla to help them communicate more efficiently by making it really easy to capture what's happening on your screen and share with teammates or customers. If your desktop is drowning with screenshots, this might be super relevant to you!

{{ firstname }}, if not you, is there someone else at **{{ company }}** that would benefit from learning more about CloudApp?

{{ sender-name }}

{{ signature }}

Type: New Thread

To Cc Bcc

Subject: Courtney quote

Hi {{first_name}}

I saw that you're connected with Courtney McAra and that {{account.name}} is a Marketo shop similar to SurveyMonkey.

I'm reaching out to see if you'd like to have a look at [Siftrock](#). I could show you how we helped Courtney automatically update Marketo records when people change jobs. Here's what she said about us:

"It's a super affordable, smart, simple way to see if you're database is up to date. We just got 47 Email Address Changed replies this week! Who WOULDN'T want that information?"

Courtney has a high bar for mar-tech, so I thought this would carry more weight than my pitch :)

Cheers,
Adam

**subject just named
quoted customer**

**personalized this for each
one after research**

Touch #2 - Email

Subject: Re: {{ mutual-connection-firstname }} quote

Hey {{firstname}},

I sent you a note a few days ago about why {{ mutual-connection-firstname }}, loves [Sifrock](#) and uses it to sync data to Marketo when contacts change jobs.

One other cool thing you might like to see is how we can surface/track when real people respond to an email campaign.

Would you be interested in scheduling a demo with me and {{ colleague-1 }}?

Cheers,

{{ sender-name }}

{{ signature }}

Type: Reply

To:

Cc: katie@sifrock.com ×

Bcc:

Hey {{first_name}},

I sent you a note a few days ago about why Courtney McAra (our mutual connection), loves [Sifrock](#) and uses it to sync data to Marketo when contacts change jobs.

One other cool thing you might like to see is how we can surface/track when real people respond to an email campaign.

Would you be interested in scheduling a demo with me and Katie?

Cheers,
Adam

BRINGING IT ALL TOGETHER

It is not everyday that you come across a sequence which gets phenomenal 38% reply rate.

Agreed - the recipient list being small - makes it look like some vanity metric. But a good outbound campaign focuses on pipeline value created - rather than open rates and response rates.

- This sequence and its success comes from the level of personalization in the email. Notice how Adam makes it relevant to the company - as he notes how both the mutual connection and the prospect are using Marketo.

One is more likely to buy your product, if they know that your product has helped someone they know closely. This applies more strongly to B2B buying processes.

Sifrock's 1st email does exactly that, and in the follow-up he just adds reference to a key feature. With a good SDR function in place, a sequence of this type should yield great results over a few months time.

Sequence Contributed by



Adam Schoenfeld
CEO
Sifrock



»Ramp

[Ramp](#) ensures that ordering great quality screen-printed products is quick and simple.

Ramp was founded by Milen, Dafydd and Neil.

They eat, breathe and sleep t-shirts. They're based in two offices in Europe, and print their t-shirts in several locations in the USA, as well as two locations in Europe. They built Ramp on the principle that when it's time to order t-shirts, it should be quick and easy.



SEQUENCE GOAL

To make a sale

SEQUENCE STRUCTURE

1 email + 1 follow-up email

- This was heavy on automation & personalization, both. To get a deeper understanding of how this was executed, [read this blog by Neil Cocker on Ramp TShirts' blog](#).

Neil mentions that their targeting with this sequence was aimed towards “attendees to a European trade event for a fairly narrow market”.

SUCCESS METRICS

2704	189	3	31.29%
SENT	OPENS	REPLIES	OPEN RATE

%

0.11 %

REPLY RATE

SEQUENCE TEMPLATES

1408	529	103	2

Touch #1 - Email

Subject: I'm wearing a {{ company }} t-shirt!

Hey,

Nobody likes cold emails, do they?

So to make this a little less awkward, here's a photo of me in your company t-shirt...*



To make this even less awkward, I'm putting the unsubscribe link [here](#) instead of hiding it away in the bottom of the email.

Anyway, this is what we do - we print fantastic quality t-shirts at a great price for people like you. Our website ([RampTshirts.com](#)) makes it **ridiculously** easy to get these t-shirts for events & teams.

Saving you time and money. Click the link to get an instant price, upload your artwork, then checkout.

Simple.



If you need something other than t-shirts, just hit reply and I'll help you out. And if you'd like to find out how startup mammoths like Uber use merch at Christmas to raise awareness, click [here](#).

Thanks for listening!

Neil (co-founder and CEO)

*For the technically minded who are asking questions right now - Hunter.io's API, plus Clearbit's API, plus some smart image-processing work from our team allows us to automate this whole process.

Hey!
Nobody likes cold emails, do they?
So to make this a little less awkward, here's a photo of me in your company t-shirt...*



To make it even less awkward, I'm putting the unsubscribe link [here](#) instead of hiding it away at the bottom of the email.

Anyway, this is what we do - we print fantastic quality t-shirts at a great price for people like you. Our website ([RampTshirts.com](#)) makes it **ridiculously** easy to get these t-shirts for events and teams. Saving you time and money. Click the link to get an instant price, upload your artwork, then checkout. Simple.

Friendly opener.
Acknowledge that cold emails suck.

Whoa! He's wearing my company t-shirt! I'll keep reading...

Flag unsubscribe link in easy to find spot = trustworthy

The pitch

Screengrab of tweet backing up exactly what we said we do.

If you need something other than t-shirts, just hit reply and I'll help you out. And if you'd like to find out how startup mammoths like Uber use merch at Christmas to raise awareness, click [here](#).

Thanks for listening!

Neil (co-founder and CEO)

*For the technically minded who are asking questions right now - Hunter.io's API, plus Clearbit's API, plus some smart image-processing work from our team allows us to automate this whole process.

Touch #2 - Email



1296



317



24



1

Subject: Re: I'm wearing a {{ company }} t-shirt!

A general follow-up email



BRINGING IT ALL TOGETHER

The whole idea of this sequence was to ensure they could scale it and reach as many prospects as feasible.

The personalization element was extremely strong - an email to prospects with an image of Neil (CEO of Ramp) wearing a t-shirt featuring a logo of the prospect's company.

- The team was smart enough to use a combination of ClearBit and some image processing scripts to generate thousands of such personalized images. These images were then embedded in each cold email that went out to their prospects.

Their email was structured in a way as to acknowledge how cold emails can be irritating, and hence their email was trying to stand out with their CEO wearing a t-shirt with their company's logo. They also acknowledge that this was an automated effort & thus, tried to build a sense of credibility with their honesty.

The email also includes some social proof with the image of a tweet posted by one of their happy customers. All in all - the email sticks to the point of showing how Ramp is the best place for any company to order t-shirts for their team.

Sequence Contributed by



Neil Cocker

CEO & co-founder

RampTshirts.com



Foreword on the sequence & strategies mentioned below:

Excerpted with permission of the publisher, Wiley, from Inbound Selling by Brian Signorelli. Copyright (c) 2018 by Brian Signorelli. All rights reserved. This book is available wherever books and ebooks are sold.

Check out the amazing sales blog & podcast at [Inbound Seller](#) - spearheaded by Brian Signorelli

[HubSpot](#) develops cloud-based, inbound marketing software that allows businesses to transform the way that they market online. Its service portfolio includes social media publishing and monitoring, blogging, SEO, website content management, email marketing, marketing automation, and reporting and analytics.



HubSpot's sales application enables sales and service teams to have effective conversations with leads and prospects.



SEQUENCE GOAL

Book a demo or engage in a discussion about Hubspot Partner Program

SEQUENCE STRUCTURE

Brian Signorelli - now Director, Global Sales Partner Program at Hubspot used this sequence strategy for about 2 years as Sales Rep. The sequence relies heavily on the BASHO methodology “to gain a prospect’s attention through repetition and continuous accretion of value. Until the breakup message.”

A strong BASHO sequence is:

- Composed of at least six steps
- Executed every other, or every third business day— designed to last a total of 10 to 15 business days
- Followed up immediately with an email that is virtually identical to the voicemail left for the contact or lead
- Leverages the word “you” often
- Concludes with a “break up” of the communication stream

Brian Signorelli

Director, Global Sales Partner Program

Find more about BASHO methodology on [this Quora Thread](#)

As is duly noted in his book, it is important to ensure that “the email & voicemail scripts are almost identical to reinforce the message or increase the chance that the message is understood.”

Below you will find the exact email copies used by Brian and his teammates at Hubspot.

The discretion to mix it up with some social and phone interaction up to you.

SEQUENCE TEMPLATES

Touch #1 | Day 1 - Email

Subject: Did you find everything you were looking for help with?

Hi {{ firstname }},

You recently visited our website and expressed interest in some of HubSpot's content.

Since we haven't had a chance to connect live, is there a good time for you to speak?

I wanted to spend about 10 minutes on the phone learning more about you and your firm to determine whether you might be a good fit for our partner program for marketing agencies.

What does your schedule look like?

Best,

{{ sender-name }}

{{ signature }}

Optional:

Social Touch (LinkedIn, Twitter, etc.) & Call (VM)

Plug in one of these steps to increase likelihood of response

Touch #2 | Day 4 - Email

Subject: HubSpot Partner Program | {{ company }}

Hi {{ firstname }},

You recently requested some information on HubSpot and I wanted to follow up and see if you found everything you were looking for help with.

I work with marketing agencies, web design firms, and PR consultants through HubSpot's Agency Partner Team, and based on your website it looks like you could potentially be a good fit for our Partner Program: www.hubspot.com/agency-partners.

Please let me know if you have 10–15 minutes to chat this week, and we can both determine whether it makes sense to explore a partnership.

Best,
{{ sender-name }}
{{ signature }}

Optional:

Social Touch (LinkedIn, Twitter, etc.) & Call (VM)
Plug in one of these steps to increase likelihood of response

Touch #3 | Day 7 - Email

Subject: How HubSpot Helps Agencies Grow

Hi {{ firstname }},

You recently expressed an interest in HubSpot and some of our content.

I thought I'd reach out because through our partner program for firms like yours, we've helped many of our partners expand and grow their businesses in a variety of ways. Here's the link to our partner homepage: www.hubspot.com/partners.

Our Partner Program has helped marketing agencies with the following areas:

1. Measuring Client ROI—Predicting, measuring, and delivering a stronger ROI from the online marketing services you provide
2. Internal Lead Generation—Signing up more clients faster by generating more leads for your services and improving your sales processes
3. Services Expansion—Developing or improving your online marketing services offering

Are you looking for help with any of the above?

If so, let me know if you'd like to chat over the phone to learn more.

My number is {{ sender-number }}

Best,

{{ sender-name }}

{{ signature }}

Optional:

Social Touch (LinkedIn, Twitter, etc.) & Call (VM)

Plug in one of these steps to increase likelihood of response

Touch #4 | Day 10 - Email

Subject: Educational Materials from HubSpot for Marketing Companies

Hi {{ firstname }},

After you downloaded some of our free educational materials, I sent you several emails. I've reached out because it seems like we'd be able to help your business like we've helped other marketing agencies.

I also shared with you several areas in the HubSpot Partner Program that marketing agencies leverage to grow their business. Are you looking for help with any of the areas I shared with you?

I also pointed you to some additional free training resources we've produced specifically to help marketing agencies grow their sales, expand their services offerings and improve the ROI they deliver to their clients: <http://offers.hubspot.com/5-core-services-of-inbound-marketing>.

If you review those resources and have questions or feel we can help you, I'd invite you to start a free trial (<http://offers.hubspot.com/free-trial-ad>) and begin exploring.

Or, feel free to just reach out to me.

Regards,

{{ sender-name }}

{{ signature }}

Optional:

Social Touch (LinkedIn, Twitter, etc.) & Call (VM)

Plug in one of these steps to increase likelihood of response

Touch #5 | Day 13 - Email

Subject: Should I Stay or Should I Go?

Hi {{ firstname }}, per my message today –

I've tried to reach you a few times but haven't heard back from you and that tells me one of three things:

1. You're all set and have no interest in the HubSpot Partner Program to grow your business, and if that's the case please let me know so can I stop bothering you.
2. You're still interested but haven't had the time to get back to me yet.
3. You've fallen and can't get up, in which case please let me know and I'll call 911 for you.

Please let me know which one it
is because I'm starting to worry.

Thanks in advance and I look forward to hearing back from you!

Optional:
{{ sender-name }}
{{ signature }}

Social Touch (LinkedIn, Twitter, etc.) & Call (VM)
Plug in one of these steps to increase likelihood of response

Touch #6 | Day 16 - Email

Subject: If You Change Your Mind about Becoming a HubSpot Partner

Hi {{ firstname }},

I've reached out several times to you and have not heard back. You seemed like a good candidate for our partner program for marketing agencies: <http://www.hubspot.com/partners>

I don't believe I've received a response from you. And I don't think you've started a free trial of our software (<http://offers.hubspot.com/free-trial-ad>).

So, at this point, I'll assume that you don't need our help with anything.
My contact information is below if anything changes for you.

Regards,
{{ sender-name }}
{{ signature }}

Optional:

Social Touch (LinkedIn, Twitter, etc.) & Call (VM)
Plug in one of these steps to increase likelihood of response

BRINGING IT ALL TOGETHER

The BASHO styled sequence that Hubspot's Brian Signorelli implemented has been a success for many enterprises in the past.

This sequence does not deviate its primary target message - which is to convey how Hubspot's reps can help the prospect find the right thing for their needs. It utilizes the same set of verses, over and over again - so as to ensure that the prospect comes out with a response - positive or negative.

Coupling up these emails with calls, just helps drive the sequence better. Of course it is essential you stick to the same narrative. Such a sequence succeeds on the basis of its clear messaging and persistence of the SDR to follow through with the prospects.

There's a strong reason Hubspot recorded such massive sales and grew so fast. This sequence is directed towards website visitors and prospects who expressed some form of intent to try out Hubspot's services.

These are basically Marketing Qualified Leads who are then warmed up to be Sales Qualified Leads through this sequence.

The strategy still works and brings great results - but it helps to have a strong inbound influx to drive the best ROI to this sequence.

Sequence Contributed by



Brian Signorelli

Director - Global Sales Partner Program
Hubspot



REVENUEZEN

[RevenueZen](#) is a demand generation agency that helps funded startups go to market quickly, generating massive ROI in several months via outbound email and social media prospecting.



SEQUENCE GOAL

Book a demo or engage in a discussion about Hubspot Partner Program

SEQUENCE STRUCTURE

RevenueZen's deal size is typically in the mid five figures, to low six figures.

- Because they don't need very many leads to be successful, the direct outbound sales methods that they use for themselves (vs for their clients) mainly take the form of a "crafted Devil-May-Care" style of outreach.

The sequence could be highlighted as:

- 1. Introduction** - Email and (/or) LinkedIn
We will explore 3 variants of this
- 2. 2X Follow-up** - Email(s)
The tone is kept casual and quite unique

Our hit rate on these types of outreach is low volume and absurdly-effective. Don't use this type of outreach if you have a huge SMB market, but do consider operating this way if you have a small/medium size buyer with <200 employees, and you're reaching out to the C-suite.

Alex Boyd

Founder & CEO, Revenue Zen

SEQUENCE STRUCTURE

Outbound Contacts	449	Conversion Rates
Discovery Meetings	71	
Opportunities Accepted	32	
Deals Closed Won	9	



449

PROSPECTS



71

MEETINGS



32

OPPORTUNITIES



9

DEALS CLOSED

%

%

%

16%**45%****28%**

MEETING RATE

OPPORTUNITIES RATE

CLOSURE RATE

SEQUENCE TEMPLATES

Introduction

TYPE 1: REFERENCING PAST SUCCESS

Touch #1 - LinkedIn

Follow on LinkedIn

Touch #2 - Email

Hey {{ firstname }}, I've been following {{ company }} for some time.

I oversaw growth at {{ direct-competitor }} from 2015-2017.

Thought it would be interesting to chat with you and/or {{ company-cofounder-firstname }} about what {{ company }} is looking to do with growth.

Thoughts?

Comments by Alex - CEO, Revenue Zen:

This message or a variant of it is fantastic where you, your team, or your solution have demonstrated success in a particular area with a prospect's peer or direct competitor.

Our hit rate on this type of message is 65%, with a 85% conversion rate from Meeting to Opportunity.

TYPE 2: INFERRING PAIN POINTS FROM THEIR SITUATION**Touch #1 - LinkedIn**

Follow on LinkedIn

Touch #2 - Email

Hey {{ firstname }}, congrats on the fundraise a few months ago.

I see some of that capital is going toward ramping up growth:
{{ company-new AE-firstname }}, is your new AE, right? Love their background.

That said, looks like you don't have an SDR job posting up on your careers page yet, so I was curious how you plan to fill {{ company-new AE-firstname }}'s calendar with demos.

From crawling {{ company-url }}, it doesn't look like you're getting an overwhelming amount of web traffic or inbound leads, so I figured I'd reach out and offer a conversation on how I've been able to help similar startups like {{ similar-company-1 }} and {{ similar-company-1 }} triple their AE quota attainment through our outbound prospecting initiatives.

Essentially, we build SDR teams from scratch at VC-backed companies and get them massive amounts of pipeline, 9X ROI, and <4 month CAC payback.

Want to talk?

Comments by Alex - CEO, Revenue Zen:

Put yourself on an equal status level with your prospect. Convey your research concisely, and only focus on the things that matter. Don't talk about anything else.

Keep all salutations and signoffs out of the message, unless they're unusual or creative (e.g. you're not allowed to say Regards, but you might say Let's rock Q2, gogogo, or Hit that pavement!). Say whatever is on-brand for you, but make sure nobody else is saying it.

Use words like “initiative” to leave it open as to actually how you deliver the outcome, but do discuss the specific outcomes you can help them achieve. Make sure your LinkedIn profile has a description of that, so they can stalk you and get a sense of how it works. If they’re going to respond, they’ll look you up. Keep your opener message tight, though!

TYPE 3 : GENERIC LINKEDIN CONNECT REQUEST

Touch #1 - LinkedIn

Send a connection request

Hey {{ firstname }}, would love to connect with other growth-minded entrepreneurs such as you. I used to be in SF too, until I moved up to the PNW :)

What do the next couple of quarters look like for you?

2X Follow-up

One way to stand out from the crowd and be intriguing, is to keep your follow-ups to early stage founders intensely short.

Touch #3 - Email

Subject: Re:

 {{ firstname }}?

Comments by Alex - CEO, Revenue Zen:

..that's it.

JUST THAT, in the email body. Don't change anything. It's incredibly simple and provokes a visceral response which can be polarizing.

Touch #4 - Email



Comments by Alex - CEO, Revenue Zen:

This message has no text, and is only a .gif, which is designed to get a laugh and trigger a response of any kind.

Again, here we are communicating mutual respect for each others' time by keeping the message short, and humanizing ourselves by being humorous and un-serious.

Please choose a different .gif, but spend some time on Reddit picking something that works well for your team's brand and your own personal brand!

BRINGING IT ALL TOGETHER

RevenueZen has a very unique approach to building sequences. They rely on creating relevant context to initiate a conversation with the prospect. One example they cite is where they target companies similar to their existing customers and initiate a dialogue by referencing their success.

This has been a successful play across many other sequences too - as you may seen in the previous sequences. What's different in this case is how they focus on LinkedIn only - to initiate the dialogue.

The 2nd style is just switches to an email in the follow-up. In this type of outreach, the target is to find key info about the company and build a case of the same - to pitch personally. See how Alex pitches RevenueZen's services in context to the needs of his prospects by identifying the lack of SDRs in the company.

This sequence is more effective - thanks to the unique follow-ups. These are either a single word - the first name of the prospect - or a simple quirky image. No one is as brief and subtle nowadays - hence these type of follow-ups could work wonders for you too.

Pay attention to the recommendations made by Alex in his comments against each of these touches - and you could actually come up with a few great ideas yourself.

Sequence Contributed by



Alex Boyd

Founder & CEO
RevenueZen



Instapage

[Instapage](#) helps advertisers increase conversions by enabling the creation, personalization, and optimization of landing pages at scale.

Instapage is the leader in post-click optimization and maximizes conversions for advertisers and marketers by enabling them to create, personalize, and optimize post-click experiences at scale. With more than a million landing pages at an average conversion rate above 22%, Instapage is helping more than 15,000 clients across 100 countries capture more value from their campaigns.

They have the most powerful landing page builder and are the only platform to offer real-time collaboration, a full experimentation suite, and an Enterprise solution.



SEQUENCE GOAL

To book a demo call with the prospect

SEQUENCE STRUCTURE

4 Emails

SEQUENCE TEMPLATES

Touch #1 - Email

Subject: Your Team is spending too much time on landing pages

Hi {{ firstname }},

Marketing teams waste a ton of time and resources building and optimizing landing pages, sometimes taking weeks to get a new page up. The Instapage platform reduces that time to hours or minutes by making it easy for marketers to create high-converting landing pages independently, without needing dev or design resources.

This increased efficiency means your team can work on other more important tasks while capturing more leads. Take a look at how we [raised conversion rates for Autopilot by 254%](#).

Please let me know when might be a good time to chat with you and your Digital Marketing Manager.

Thanks for your time {{ firstname }}, looking forward to connecting with you.

{{ sender-name }}

{{ signature }}

Touch #2 - Email

Subject: Re: Your Team is spending too much time on landing pages

Hey {{firstname}},

Just following up on this, it'd be great to connect with you if you're looking for ways to make your team more efficient.

If your team wasn't handcuffed by waiting on dev resources for every landing page they'd like to create, it'd enable them to create personalized pages for every campaign in hours, not weeks. This would save your team a ton of time and the increased personalization will surely drive more leads.

Here is a [2-minute video overview](#) of Instapage which should give you a sense of how productive Instapage could make your team. Let me know what you think and if you'd like to hop on a quick call this week to learn more, thanks!

{{sender-name}}
{{signature}}

Touch #3 - Email

Subject: Re: Your Team is spending too much time on landing pages

Hey {{firstname}},

Just following up on this, it'd be great to connect with you if you're looking for ways to make your team more efficient.

If your team wasn't handcuffed by waiting on dev resources for every landing page they'd like to create, it'd enable them to create personalized pages for every campaign in hours, not weeks. This would save your team a ton of time and the increased personalization will surely drive more leads.

Here is a [2-minute video overview](#) of Instapage which should give you a sense of how productive Instapage could make your team. Let me know what you think and if you'd like to hop on a quick call this week to learn more, thanks!

{{sender-name}}
{{signature}}

Touch #4 - Email

Subject: One Last Try

Hey {{firstname}},

Just following up on this, it'd be great to connect with you if you're looking for ways to make your team more efficient.

If your team wasn't handcuffed by waiting on dev resources for every landing page they'd like to create, it'd enable them to create personalized pages for every campaign in hours, not weeks. This would save your team a ton of time and the increased personalization will surely drive more leads.

Here is a [2-minute video overview](#) of Instapage which should give you a sense of how productive Instapage could make your team. Let me know what you think and if you'd like to hop on a quick call this week to learn more, thanks!

{{ sender-name }}
{{ signature }}

BRINGING IT ALL TOGETHER

Instapage's sequence is quite out of the ordinary.

It's bold in the sense that it doesn't shy away from running a sneaky experiment while keeping it highly scalable.

We weren't able to obtain the metrics for this sequence - and neither could we ascertain the space/gap between each touch being sent out.

- However, when you look at the sequence, they want to keep the communication limited to a specific set of messages only. The 1st email does explain the pain point and how their product helps - while also citing an example of how they helped Autopilot - the rest of the follow-ups being sent are literally the same template.

The only change is that the subject changes for the final email.

Essentially we witness only two templates being used in the entire sequence of 4 emails, where one is being used 3 times - with a variation of the subject line in the final email.

This can be a deliberate attempt at getting the attention of the prospect, while ensuring the sequence can scale to a large set of audience. The usage of same template with different subject line could also be a strategy to cut through inbox clutter & get in front of the prospects eyes.

Sequence Contributed by



Stefano Mazzalai

Head of Marketing Operations
Instapage



.Engagio

Engagio's Account Based Marketing and Sales platform enables teams to measure account engagement and orchestrate human connections at scale.

Engagio is building software that helps Account Based Marketing and Sales Development teams and their potential and existing customers feel human again.

Engagio helps large enterprises and fast-growing small companies with complex sales to drive account engagement and conversion, expand customer relationships, and deepen sales-and-marketing alignment.

Their account based platform for marketing and sales works with existing CRM & marketing automation platforms to surface account-centric analytics and orchestrate team-based outbound interactions across departments and channels.



SEQUENCE GOAL

To start a conversation regarding Engagio's Account Based Everything suite

SEQUENCE STRATEGY

What we categorize as sequences, sequences, etc. - the team at Engagio sees them as Plays.

Engagio employs such Plays to engage with its target accounts - as part of its Account Based Everything strategy.

They would rather target the account, i.e. target company & its key stakeholders, as a whole - rather than just one decision maker.

In their own words, "A Play is a series of steps that orchestrates interactions across departments and channels to achieve a business purpose for one or more buying centers at target accounts".

The idea is to involve key stakeholders from all departments involved in decision making, per account/company. You can see this as 3-4 people from your target account, being engaged in some sort of constructive or developmental conversation - with 3-4 people from your own company - so as to immerse them with a feeling of being in business with you.

Think of it like they'd be taking a test drive with you - without really investing anything on you.

If you win them in this scenario - you have their business.

Just as important as the play itself (if not more) is choosing the right person/account to send it to. This play could very well have been a dud if we chose the wrong account and players to launch this play against. The magic comes when you have the right people, play and timing.

Brandon Redlinger

Director of Growth, **Engagio**

SEQUENCE STRUCTURE

This play is known as “Core Prospecting Play” in Engagio’s playbooks.

The key players (i.e. people from the sales side) involved are:

- Sales & Marketing Team,
- Account/Sales Development Representative,
- The CEO

The prospect profiles being targeted are:

- Head of Sales
- Head of Demand Gen
- Head of Marketing

Day 1

Launch ABM Ads

The Marketing Team enrolls the prospects on a round-robin of ABM focused Ads.

This is done to pre-warm the prospects with an awareness of your company / product.

Day 15

Send ABM Package + Email (X2)

The Marketing Team sends across a ‘package’ - ideally a small gift.

This makes you stand out from the crowd by delivering a physically branded item.

The ADR/SDR sends emails (with a note about the package sent) to the recipients.

In this play, Sales & Marketing Heads are the recipients of the emails.

Day 18

Check Package Status + Call (X2)

After confirming that package has been delivered...

The ADR/SDR will call up the Heads (Marketing & Sales) mentioning the package.

- Day 20 • **LinkedIn**
LinkedIn Profile Views on prospect's profile from your CEO's profile.
- Day 22 • **Email (VP Sales) + Email (CEO)**
One Email each from the VP Sales & CEO, to the Heads of Sales & Marketing The SDR/ADR is in Cc in both
- Day 25 • **Call**
- Day 28 • **Email (Video Message) + LinkedIn**
Send a Vidyard style video message in an email, & a LinkedIn Connection request
- Day 32 • **Call**

SUCCESS METRICS

 871 “PLAYS” LAUNCHED	 NA OPENS	 NA REPLIES	 7.1% MEETINGS
 71% OPEN RATE	 33% REPLY RATE		

SEQUENCE TEMPLATES

Touch #3 | Day 15 - Email

To: {{ prospect-head-of-sales-email }}, {{ prospect-head-of-sales-dev-email }}

From: {{ sdr-email }}

Subject: your package is on the way

Hey {{ firstname }},

I just wanted to give you a heads up that I sent you both a copy of our book The Clear and Complete Guide to Account Based Sales Development, and I sent {{ prospect-head-of-marketing-firstname }} our guide to ABM.

Keep an eye out for those in the mail over the next few days -- I've also thrown in a few extra goodies :) Anyway, just wanted to give you a heads up!

I'm also happy to share what we are doing with our account based efforts. Let me know if you wanna chat.

Cheers,

{{ sender-name }}

{{ signature }}

To Head of Sales x Head of Sales Dev. x

From ADR x

your package is on the way

Hi First Name,

I just wanted to give you a heads up that I sent you both a copy of our book The Clear and Complete Guide to Account Based Sales Development, and I sent Head of Marketing First Name our guide to ABM.

Keep an eye out for those in the mail over the next few days – I've also thrown in a few extra goodies :) Anyway, just wanted to give you a heads up!

I'm also happy to share what we're doing with our account based efforts. Let me know if you want to chat.

Cheers,

ADR First Name

ADR Signature

Touch #3 | Day 15 - Email

To: {{ prospect-head-of-marketing-email }}

From: {{ sdr-email }}

Subject: your package is on the way

Hi {{ firstname }},

I just wanted to give you a heads up that I sent you both a copy of our book The Clear and Complete Guide to Account Based Marketing.

It was written by our CEO, Jon Miller, previously co-founder & CMO of Marketo. I thought this would be helpful for you because {{ some-personalized-relevant-comment }}.

Keep an eye out for those in the mail over the next few days -- I've also thrown in a few extra goodies :) Anyway, just wanted to give you a heads up!

Cheers,

{{ sender-name }}

 {{ signature }}

To Head of Marketing x

From ADR x

your package is on the way

Hi First Name,

I just wanted to give you a heads up that I sent you a copy of our book The Clear and Complete Guide to Account Based Marketing.

It was written by our CEO, Jon Miller, previously co-founder & CMO at Marketo. I thought this would be helpful for you because Insert relevant comment.

Keep an eye out for those in the mail over the next few days – I've also thrown in a few extra goodies :) Anyway, just wanted to give you a heads up!

Cheers,

ADR First Name

ADR Signature

Touch #6 | Day 18 - Call

CALL SCRIPT

Call To: Head of Sales

Call From: ADR / SDR

Voice-mail (for 30 seconds or less):

- Lead with mentioning the package and note the ABSD Guide
- Introduce yourself
- Say you'll follow-up with an email with your information and reference the subject line

Phone Connect Talking Points:

- Acknowledge receipt of the ABSD Guide
- Qualify on Authority & Need
- Schedule follow up call with AE

Key Company Data:

- Main phone
- Size of the company
- Revenue
- Industry

Call To: Head of Sales x

Call From: ADR x

Voice-mail (30 seconds or less):

- Lead with mentioning the package and note the ABSD Guide
- Introduce yourself
- Say you'll follow up with an email with your information and reference the subject line

Phone Connect Talking Points:

- Acknowledge receipt of the ABSD Guide
- Qualify on Authority and Need
- Schedule follow up call with AE

Key Company Data:

- Main phone: Main Phone
- Size of company: Number Of Persons
- Revenue: Annual Revenue
- Industry: Industry

Touch #7 | Day 18 - Call

CALL SCRIPT

Call To: Head of Marketing

Call From: ADR / SDR

Voice-mail (for 30 seconds or less):

- Lead with recent activity or interesting moment
- Introduce yourself
- Say you'll follow-up with an email with your information and reference the subject line

Phone Connect Talking Points:

- Acknowledge that you sent the Clear & Complete Guides
- Qualify on Authority & Need
- Schedule follow up call with AE

Key Company Data:

- Main phone
- Size of the company
- Revenue
- Industry

Call To: Head of Marketing x

Call From: ADR x

Voice-mail (30 seconds or less):

- Lead with recent activity or interesting moment
- Introduce yourself
- Say you'll follow up with an email with your information and reference the subject line

Phone Connect Talking Points:

- Acknowledge that you sent the Clear and Complete Guides
- Qualify on Authority and Need
- Schedule follow up call with AE

Key Company Data:

- Main phone: Main Phone
- Size of company: Number Of Persons
- Revenue: Annual Revenue
- Industry: Industry

Touch #9 | Day 22 - Email

To: {{ prospect-head-of-sales-email }}
Cc: {{ prospect-head-of-sales-dev-email }}, {{ sdr-email }}

From: {{ vp-sales-email }}

Subject: Re: your package is on the way

I spoke with {{ sdr-filename }} who mentioned they sent you our recent book.

We are actively reaching out to {{ prospect-head-of-marketing-filename }} in your marketing department to discuss how account based strategies can help you focus on the accounts you care about. It's about quality.

We're helping marketing and sales teams deliver on their account based initiatives and be more personalized in their outreach and demand generation. I saw an incredible opportunity in Engagio's approach to ABM, and followed Jon Miller from Marketo over to work on pioneering this space in the market.

Would you be open to facilitating an intro to your head of demand gen?

Cheers,
{{ vp-sales-name }}
{{ vp-sales-signature }}

To	Head of Sales x
CC	ADR x Head of Sales Dev. x
From	VP of Sales x
Subject	Re: Step 3 - Email

I spoke with ADR First Name who mentioned they sent you our recent book.

We are actively reaching out to Head of Marketing First Name in your marketing department to discuss how account based strategies can help you focus on the accounts you care about. It's about quality.

We're helping marketing and sales teams deliver on their account based initiatives and be more personalized in their outreach and demand generation. I saw an incredible opportunity in Engagio's approach to ABM, and followed Jon Miller from Marketo over to work on pioneering this space in the market.

Would you be open to facilitating an intro to your head of demand gen?

Cheers,
VP of Sales First Name
VP of Sales Signature

Step 3 - Email Body

Touch #10 | Day 22 - Email

To: {{ prospect-head-of-marketing-email }}
Cc: {{ sdr-email }}

From: {{ CEO-email }}

Subject: Re: your package is on the way

Hi {{ firstname }},

I was chatting with {{ sdr-firstname }} who mentioned they sent you my recent ebook. I put a lot of energy into it, and I'm getting some great feedback. What did you think?

I always love talking shop, so let me know so let me know how I can be helpful to you with Account Based Marketing.

Cheers,
{{ CEO-name }}
{{ CEO-signature }}

To Head of Marketing x

CC ADR x

From CEO x

Subject Re: Step 4 - Email

Hi First Name,

I was chatting with ADR First Name who mentioned they sent you my recent book. I put a lot of energy into it, and I'm getting some great feedback. What did you think?

I always love talking shop, so let me know how I can be helpful to you with Account Based Marketing.

Cheers,
CEO First Name

CEO Signature

Step 4 - Email Body

Touch #11 | Day 25 - Call

CALL SCRIPT

Call To: Head of Sales

Call From: ADR / SDR

Voice-mail (for 30 seconds or less):

- My VP of Sales sent you an email and asked me to follow up with you.
He thought you might have some feedback or questions
- Leave your number slowly

Phone Connect Talking Points:

- Acknowledge that you sent the Clear & Complete Guides
- Qualify on Authority & Need
- Schedule follow up call with AE

Key Company Data:

- Main phone
- Size of the company
- Revenue
- Industry

Call To: Head of Sales x

Call From: ADR x

Voice-mail Script (30 seconds or less):

- My VP of Sales sent you an email and asked me to follow up with you. He thought you might have some feedback or questions.
- Leave your number slowly

Phone Connect Talking Points:

- Acknowledge that you sent the Clear and Complete Guides
- Qualify on Authority and Need
- Schedule follow up call with AE

Key Company Data:

- Main phone: Main Phone
- Size of company: Number Of Persons
- Revenue: Annual Revenue
- Industry: Industry

Touch #13 | Day 28 - Email

To: {{ prospect-head-of-marketing-email }}

From: {{ sdr-email }}

Subject: Re: your package is on the way

Hi {{ firstname }},

I haven't heard back from you and wanted to see if you had any interest in learning more about Account Based Marketing. Happy to coordinate calendars if it makes sense.

I know usually {{ title }} is in charge of this sort of thing, but if that's not the case at {{ company }} and you think I should talk to someone else, I would greatly appreciate an introduction.

Cheers,
{{ sender-name }}
{{ signature }}

To Head of Marketing x

From ADR x

Subject Re: Step 4 - Email

Hi First Name,

I haven't heard back from you and wanted to see if you had any interest in learning more about Account Based Marketing. Happy to coordinate calendars if it makes sense.

I know usually the Title is in charge of this sort of thing, but if that's not the case at Company and you think I should talk to someone else, I would greatly appreciate an introduction.

Cheers,
ADR First Name
ADR Signature

Step 4 - Email Body

Touch #14 | Day 32 - Call

CALL SCRIPT

Call To: Head of Marketing

Call From: ADR / SDR

Voice-mail (for 30 seconds or less):

- Final voice-mail
- Leave your number slowly

Phone Connect Talking Points:

- Acknowledge that you sent the Clear & Complete Guides
- Qualify on Authority & Need
- Schedule follow up call with AE

Key Company Data:

- Main phone
- Size of the company
- Revenue
- Industry

Call To: Head of Marketing x

Call From: ADR x

Voice-mail Script (30 seconds or less):

- Final voice-mail
- Leave your number slowly

Phone Connect Talking Points:

- Acknowledge that you sent the Clear and Complete Guides
- Qualify on Authority and Need
- Schedule follow up call with AE

Key Company Data:

- Main phone: Main Phone
- Size of company: Number Of Persons
- Revenue: Annual Revenue
- Industry: Industry

BRINGING IT ALL TOGETHER

Engagio's sequence, when first encountered, could be a transformative experience for many sales folk. The very idea of driving a sequence through a round-robin of 3-4 stakeholders to permeate the various decision making layers in a complex enterprise environment, is revolutionary.

Engagio approaches enterprise and its complexities with these 'plays' - by orchestrating touches from various entities like the CEO, Head of Sales & the SDR themselves - directly to the key stakeholders in an account. The idea is to shake up the whole tree and get them talking internally about your product.

The emails and call scripts do not deviate from the central agenda - i.e. to explore how they can help create an Account Based Sales & Marketing framework for their target account.

Every call and email references the Books sent by courier/mail to the prospects - one for marketing and another for the sales. This is a wonderful ploy to create context and jump the hoops to grab the attention of the prospects directly.

Agreed - such complex orchestration is hard to execute and even more difficult to scale with traditional sales software. However, if your is a high ticket size sales process, this type of an approach is totally worth it.

Imagine surrounding your prospects - over mail, email, calls and ads - to steer their attention from zero awareness to a point of willful consideration. That's magic!

Especially when the sequence is 14 touch long spread across a month...
Go ahead and try one iteration of this play - on your highest valued target account, and be the judge of this strategy yourself.

Sequence Contributed by



Brandon Redlinger
Director of Growth
Engagio



G2 Crowd, the world's leading business solution review platform, leverages more than 440,000 user reviews to drive better purchasing decisions.

Business professionals, buyers, investors, and analysts use the site to compare and select the best software and services based on peer reviews and synthesized social data. Every month, more than one million people visit G2 Crowd's site to gain unique insights.

Co-founded by the founder and former executives of SaaS leaders like BigMachines (acquired by Oracle) and SteelBrick (acquired by Salesforce) and backed by more than \$45 million in capital, G2 Crowd aims to bring authenticity and transparency to the business marketplace.

For more information, go to G2Crowd.com.



SEQUENCE GOAL

Get a meeting with contacts/prospects.

The goal of this sequence was to have contacts set up a meeting with one member of G2 Crowd's BDR sales team after visiting the G2 Crowd website. This would be a quick 15-minute call to determine if there was a good fit (both for the lead and G2 Crowd) and set up an FVC if so.

Ultimately, we wanted to create an efficient process that would give time back to the BDR reps, while not making the process too difficult for contacts so they can effortlessly schedule a meeting at their convenience with only a few clicks.

Romana Amato

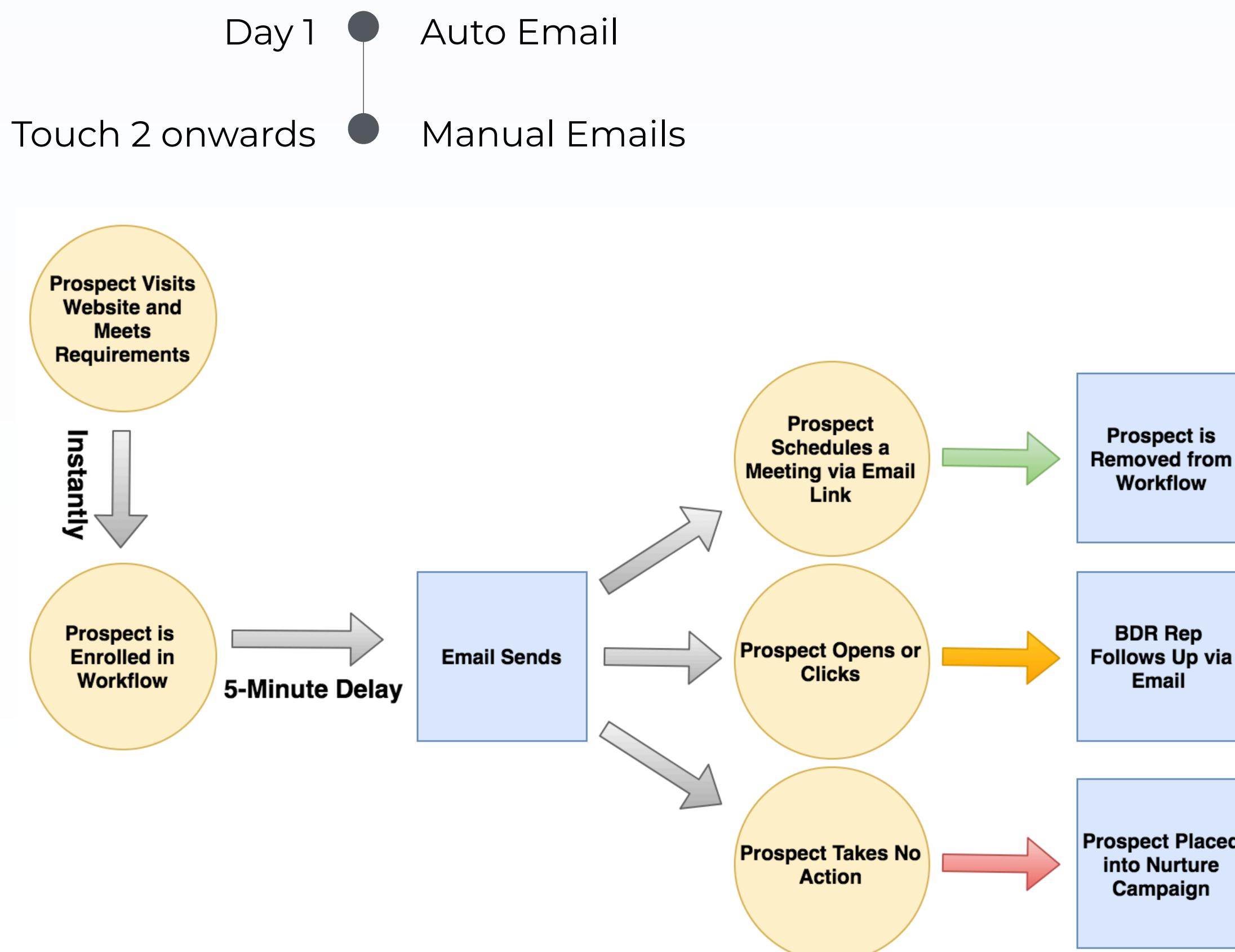
Marketing Operations Manager, **G2 Crowd**

SEQUENCE STRUCTURE

This sequence is particularly high on “automation & personalization”.

The 1st email is fully automated based on website visits.

The follow-up email is sent manually by BDRs when they see prospects who opened or clicked on emails but DID NOT book a meeting.



Get a meeting with contacts/prospects.

Within two months of the campaign running, it has averaged a 50% open rate, 78% read rate, 10% click through rate, and 3% workflow completion rate, as well as generated \$100,000 in pipeline.

Our BDR rep with the highest stats has seen a 54.7% open rate, 87.5% read rate, 24% click through rate, and 8.95% conversion rate.

Romana Amato

Marketing Operations Manager, **G2 Crowd**

OVERALL



~ 50%

OPEN RATE



78%

(of all opened)
READ RATE



10%

CLICK THROUGH RATE



3%

GOAL CONVERSION RATE

PIPELINE REVENUE GENERATED: \$ 100,000

BEST CAMPAIGN



50.7%

OPEN RATE



78.5%

(of all opened)
READ RATE



24%

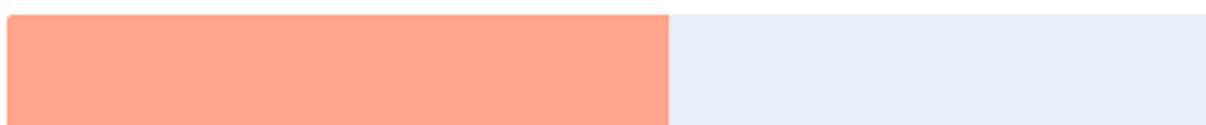
CLICK THROUGH RATE



8.95%

GOAL CONVERSION RATE

Open rate 54.7% ⓘ



Time spent viewing email

READ ⓘ

87.5%

SKIMMED ⓘ

12.5%



Click through rate 24.1% ⓘ

GOAL CONVERSION RATE

6 contacts [View or edit goal](#)

8.95%

SEQUENCE STRATEGY

G2 Crowd was quite forthcoming with sharing their sequence strategy. They've broken down the entire strategy with clear DIY steps for teams of all sizes. Below is the full strategy elaborated, along with actionable steps of setting up the same for any team.

If you'd rather skim through the sequence Templates, here's a TL;DR version of the same - in their own words again.

Quoted directly as obtained from Romana Amato (Marketing Operations Manager, G2 Crowd)

The structure is very simple, though many complexities arise in the filtering. This is a very segmented sequence, and getting the segmented list just right took a few days and input from many key stakeholders.

The steps to create this journey includes:

Step 1: Segment Contacts and Create Smart Lists

Because we aren't targeting a specific persona but rather recent website visitors, we had to determine who we were targeting and why. Once the criteria was determined, the smart lists were created.

Step 2: Set Up Meeting Invites

Because we aren't targeting a specific persona but rather recent website visitors, we had to determine who we were targeting and why. Once the criteria was determined, the smart lists were created.

Step 3: Create the Automated Email

The goal of the messaging was to draw in the contact by providing them with just enough insight to spark their curiosity. We used a plain text email, one without branding or images.

Step 4: Create the Automation Workflow

Because we aren't targeting a specific persona but rather recent website visitors, we had to determine who we were targeting and why. Once the criteria was determined, the smart lists were created.

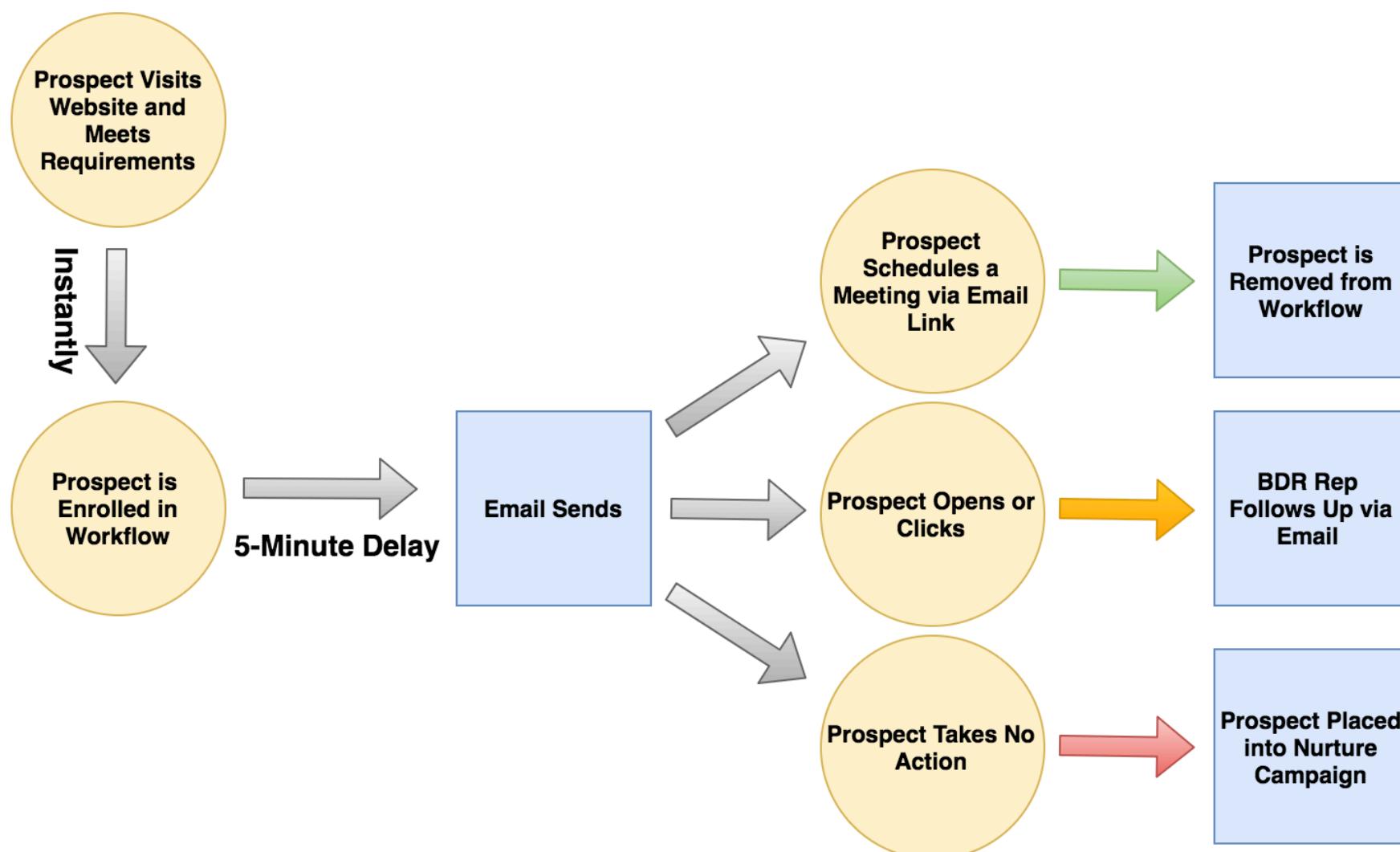
Step 5: Create the Goal List and Workflow

Once the contact completes the workflow (receives the email, clicks a link, and sets up a meeting), they are added to a goal list and removed from the original workflow.

Step 6: Establishing Follow Up

Once the automation workflow was made live, BDR reps monitored their open and click-through rates. Any prospect who opened or clicked on an email but did NOT schedule a meeting received a follow-up email from the rep.

The steps to create this journey includes:



SEQUENCE STEPS ELABORATED

Step 1: Segment Contacts and Create Smartlists

Determining the correct criteria for our smartlist was the biggest obstacle as the heart of the sequence lives in the smartlists. Essentially, because we aren't targeting a specific persona but rather recent website visitors, we had to determine who we were targeting and why.

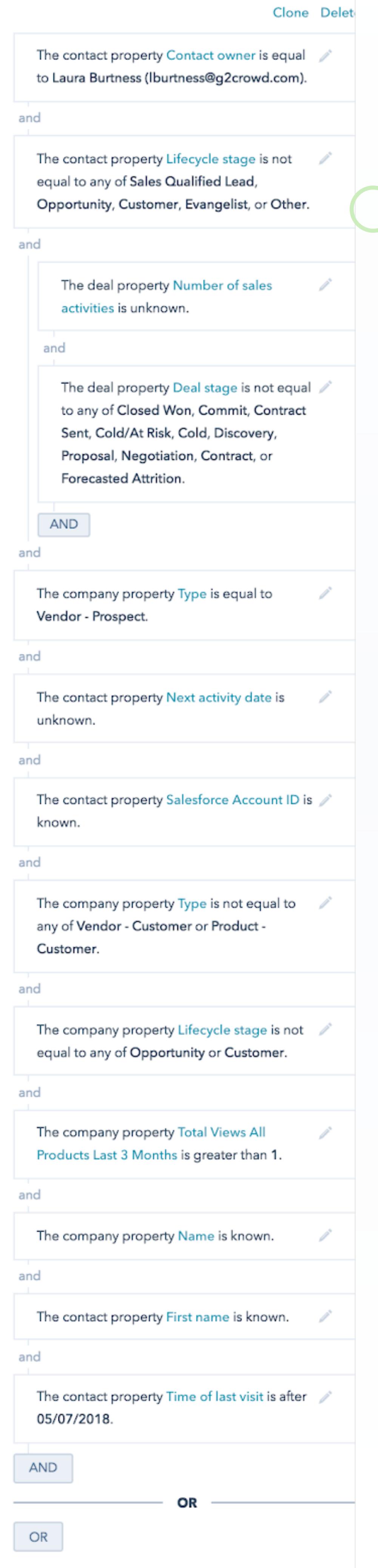
We came up with the following criteria for outreach:

1. The contact's first name and company name was known
2. Contact and company was not labeled as an SQL, Opportunity, or Customer
3. The deal property was not Closed Won, Closed Lost, Commit, Cold, Negotiation, Discovery, Proposal, At Risk, Contract, or Forecasted Attrition
4. The next activity date for the contact was unknown
5. The contact was in our Salesforce database and had an ID
6. The contact had visited the website recently

There were also some criteria specific to the business objectives and goals of G2 Crowd:

7. The contact worked for a software company
8. The total profile views for said software company was greater than 1
9. The contact was assigned a Sales rep in Salesforce based on their company size and location

Once the criteria was determined, the smart lists were created. G2 Crowd BDRs are separated into two groups: Core, which handles small- and medium-sized businesses, and Enterprise. An individual list and workflow was set up for each Core BDR given that each BDR covers a different Sales rep. Only one list was set up for the Enterprise BDRs since the meeting would be round robin.



Step 2: Set Up Meeting Invites

Every Core BDR rep synced their calendars to HubSpot and set up their meetings tool. Once setup, we used their meeting links in the body copy of the email. Since Enterprise BDRs were setting up meetings round robin, one general meeting link was created and synced to each of their calendars. The URL to that meeting link was then used in the Enterprise BDR email copy.

With this method, contacts can set up a meeting at a time that was convenient for them. This provides greater efficiency, both for the BDR rep and the contact; the BDR rep saves time from not having to communicate back and forth with the contact, and the contact is able to set up a meeting with only a few clicks.

Step 3: Create The Automated Email

The same messaging was used for all BDR reps, whether Core or Enterprise. The goal of the messaging was to draw in the contact by providing them with just enough buyer insight to spark their curiosity. We used a plain text email, one without branding or images.

The bottom of the email includes an CTA in the form of an inline link. G2 Crowd's marketing team has seen much success with inline links rather than heavily designed CTA buttons, which is why we opted for the simpler of the two.

The email was sent from the BDR's name and email address, and the subject line read as "You recently stopped by...?" We also used personalization tokens for the preview text, which read as "{{company.total_views_all_products_last_3_months_c}} buyers were checking out {{company.name}} on G2 Crowd recently."

Subject line * ⓘ

You recently stopped by...?



Personalize

Preview text ⓘ

{{company.total_views_all_products_last_3_months_c}} buyers were
 checking out {{company.name}} on G2 Crowd recently.

Personalize

Hi there,

I noticed you were recently on G2 Crowd and thought it would be timely if I reached out.

Millions of active software buyers visit our site every month, just as you were recently doing. G2 Crowd can provide insight into the buyer's journey, allowing you to identify net-new prospects and potential customer churn.

I'd love to share some tips on how you could drive more traffic, buyer engagement, and sales pipeline through your G2 Crowd profile.

[Here's a link to my team's calendar](#) -- let's get something set up!

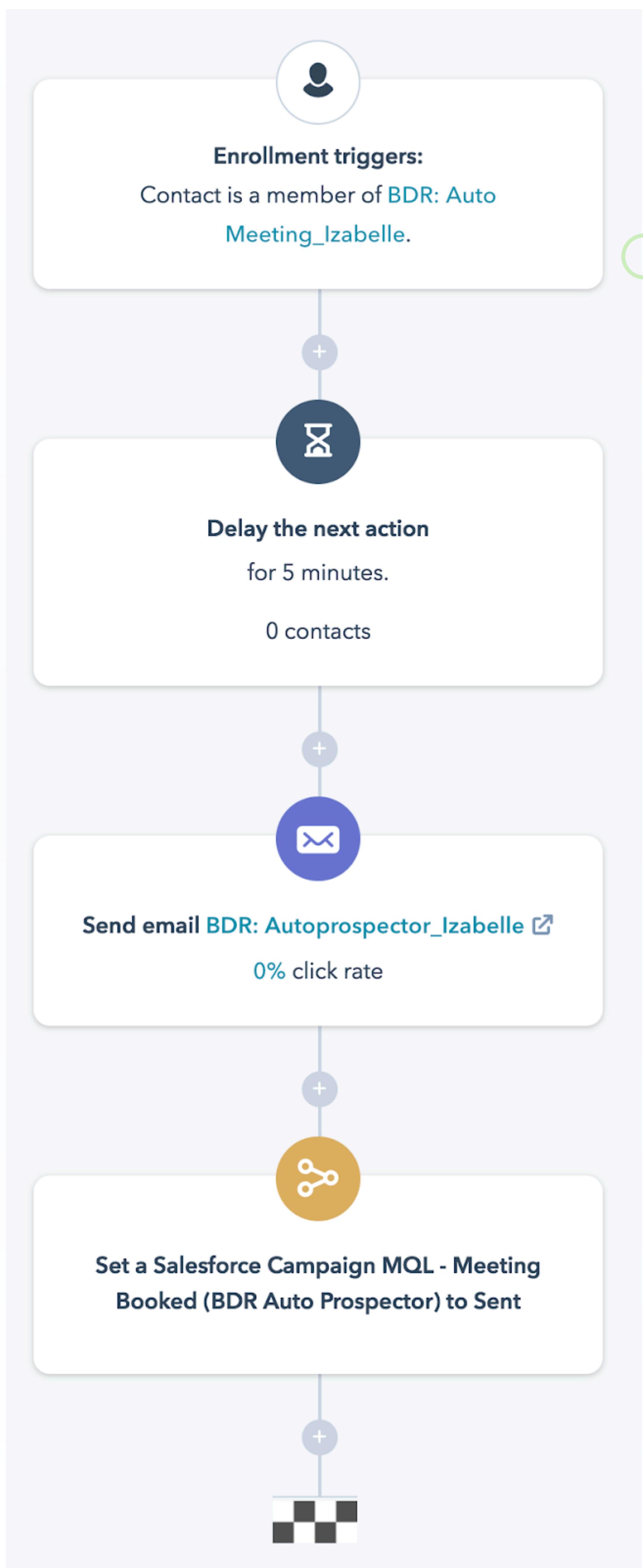
Hope to talk soon!

Thanks,

Step 4: Create the Automated Workflow

Setting up the workflow in Hubspot was easy. Again, as with the lists, an individual workflow was set up for each Core BDR, but there was only one workflow for the Enterprise BDRs.

1. Enrollment trigger = contact is a member of XYZ smartlist
2. Delay = 5 minutes
3. Action = send XYZ email
4. Salesforce Sync = set Salesforce campaign to Sent



Step 5: Create the Goal List and Workflow

Once the contact completes the workflow (receives the email, clicks a link, and sets up a meeting), they are added to the goal list and workflow. Again, a separate goal list was created for each Core BDR, and one goal list was created for Enterprise. However, only one goal workflow was created for both Core and Enterprise BDRs.

Goal List:

1. Contact was sent XYZ
email

2. The last meeting
booked is known for
the contact

Clone Delete

Contact was sent **BDR: Auto**
Meeting_Izabelle.



and

The contact property **Last meeting booked is**
known.



and

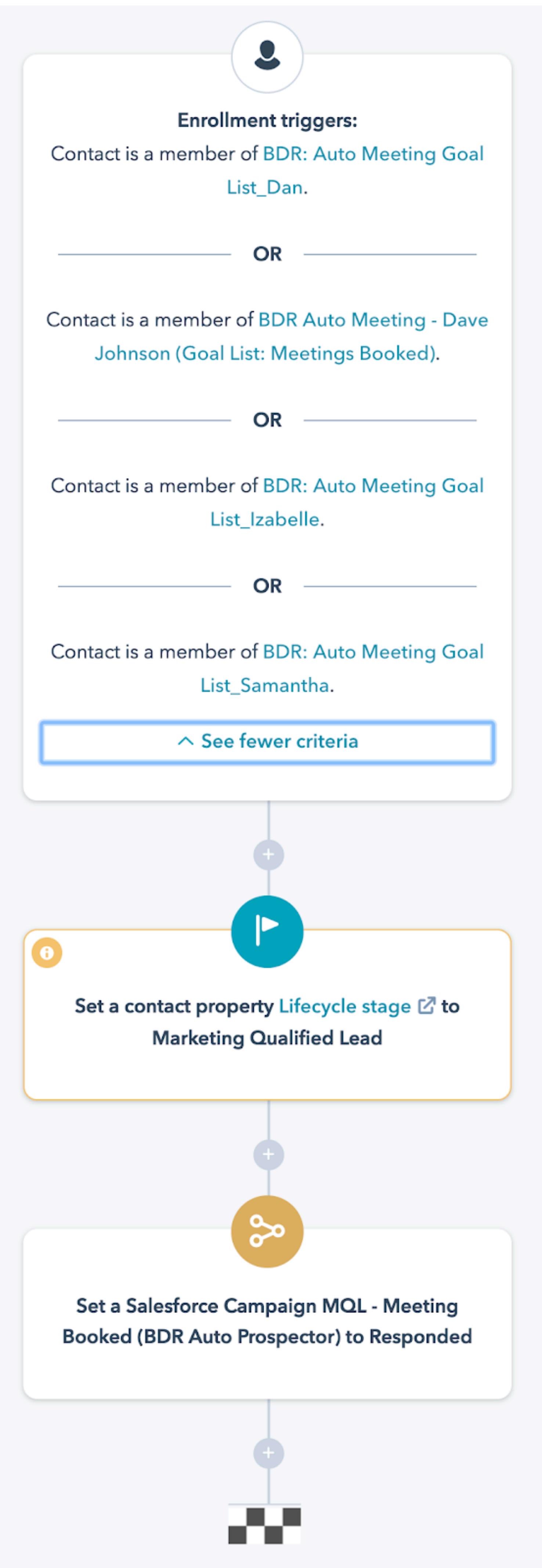
The contact property **Email** does not contain
@g2crowd.com.



AND

OR

OR



Goal Workflow:

1. Enrollment trigger = contact is a member of the XYZ goal list OR XYZ goal list OR XYZ goal list (etc.)
2. HubSpot Property = set the contact lifecycle stage to Marketing Qualified Lead
3. Salesforce Sync = set Salesforce campaign to Responded

Step 6: Establishing Follow Up

Once the automation workflow was made live, BDR reps monitored their open and click-through rates via HubSpot. Any prospect who opened or clicked on an email but did NOT schedule a meeting received a follow-up email (or phone call) from the rep. Any contact who completed no action was placed back into a marketing nurture campaign.

SEQUENCE TEMPLATES

Touch #1 | Automated Email

From: {{ bdr-email }}

Subject: You recently stopped by...?

Preview Text: {{company.total_views_all_products_last_3_months_c}} buyers were checking out {{company.name}} on G2 Crowd recently.

Hi there,

I noticed you were recently on G2 Crowd and thought it would be timely if I reached out.

Millions of active software buyers visit our site every month, just as you were recently doing. G2 Crowd can provide insight into the buyer's journey, allowing you to identify net-new prospects and potential customer churn.

I'd love to share some tips on how you could drive more traffic, buyer engagement, and sales pipeline through your G2 Crowd profile.

Here's a link to my team's calendar -- let's get something set up!

Hope to talk soon!

Thanks,

{{ sender-name }}
{{ signature }}

Hi there,

I noticed you were recently on G2 Crowd and thought it would be timely if I reached out.

Millions of active software buyers visit our site every month, just as you were recently doing. G2 Crowd can provide insight into the buyer's journey, allowing you to identify net-new prospects and potential customer churn.

I'd love to share some tips on how you could drive more traffic, buyer engagement, and sales pipeline through your G2 Crowd profile.

[Here's a link to my team's calendar](#) -- let's get something set up!

Hope to talk soon!

Thanks,

Touch #2 | Email - CLICKS But NO Meeting Scheduled

From: {{ bdr-email }}

Subject: Following Up to Set Up a Meeting

Preview Text: {{company.total_views_all_products_last_3_months_c}}
buyers were checking out {{company.name}} on G2 Crowd recently.

Hi {{ firstname }},

I am writing to follow up on my email. I didn't hear back from you. If it still makes sense to talk, schedule a meeting with me at a time convenient for you. All we need is a quick 15 minutes.

I look forward to sharing some tips on how you could drive more traffic, buyer engagement, and sales pipeline through your G2 Crowd profile.

{{ sender-name }}

{{ signature }}

Touch #2 | Email - OPENS But NO Meeting Scheduled

From: {{ bdr-email }}

Subject: Are you the right person?ing

Preview Text: {{company.total_views_all_products_last_3_months_c}} buyers were checking out {{company.name}} on G2 Crowd recently.

Hello {{firstname}},

I'm writing to follow up. Since my last email, active buyers have stopped by G2 Crowd to read reviews of your product. I'd love to share some tips on how you could drive more traffic, buyer engagement, and sales pipeline through your G2 Crowd profile.

Do you have a quick 15 minutes to discuss? You can book a meeting with me via this link. If not, who is the appropriate person for me to talk to?

Look forward to hearing from you!

{{ sender-name }}

{{ signature }}

BRINGING IT ALL TOGETHER

G2 Crowd, quite like the big guns Hubspot & Drift, is focused on converting the MQLs (marketing qualified leads) to SQLs (sales qualified leads). The 1st email that goes out is a completely automated touch, and G2 Crowd has done a phenomenal job at figuring out how to automate the filtering and selection of the right leads on Hubspot.

The email is simple and hits directly on the honey pot with statements like “G2 Crowd can provide insight into the buyer's journey, allowing you to identify net-new prospects and potential customer churn”.

The follow-ups are also smartly designed to relay the same message - how the BDR can help their prospect figure out a way to get more traffic and leads for their products. It's also a great idea to create two different templates - one for prospects that opened & clicked but did not book meeting vs. those who only opened (& did not book a meeting).

Automating this whole piece allows it to deliver more qualified leads to its BDRs at scale.

Sequence Contributed by



Romana Amato

Marketing Operations Manager
G2 Crowd



Outplay

[Outplay](#) is a sales automation tool that helps SDRs & AEs (SaaS sales executives primarily) drive more activity by marginalizing elements in the sales process that could be automated.

Outplay is aimed to helping sales people double their output/results for the same effort.



SEQUENCE GOAL

Secure an interest/opt-in to contribute content to ebook

SEQUENCE STRUCTURE

Initial sequence:

- Day 1 Email
- Day 5 Email
- Day 10 Email

Follow-ups after prospects become “Interested”:

- Day 1 “Reply” Email
Reply with an overview of the deliverables, timelines & answers to any questions
- Day 5 Email
- Day 8 Email

SUCCESS METRICS



~ 970

SENT



716

OPENS



168

REPLIES



1850 / 569

PROSPECTS /
COMPANIES



~ 73.81%

OPEN RATE



~ 17.32%

REPLY RATE

SEQUENCE TEMPLATES

Initial sequence

Touch #1 | Day 1 - Email

Unlike most sequences & campaigns, we do not send individual (or separate) emails to each member of the account. Instead, we identify the most important or appropriate prospect and pick a few key stakeholders in the same account.

We address the email to the primary prospect, i.e. put them in To - and put the rest in the Cc section.

Thus with email, we address 3-4 key stakeholders in the account.

Additionally, we also plug in a personalization in the email, based on any mutual connections we share with these people. The best scenario is to put in the name of a mutual connection who is participating in the ebook (or is a happy customer of yours).

Note: What differentiates this from other cold emails is - no one addresses all stakeholders through one email commonly. By putting them all in one email, you utilize a passive pressure tactic to coerce the primary contact person to respond & thus relieve the others from being inconvenienced.

Additionally, putting contacts in **Cc** is not something most email automation softwares allow you to do - hence this also indirectly conveys that your outreach is human - not automated.

To: {{ main-prospect-email }}
Cc: {{ other-prospect-email-1 }}, {{ other-prospect-email-2 }}, {{ other-prospect-email-3 }}

Subject: featuring {{ company }} with Drift, Vidyard, etc.

Hey There!

Addressing you all in unison - is my humble attempt at saving us all precious time.

We are featuring 50 best sales teams and their top sales sequences in an ebook.
Over 150,000 sales & marketing pros are keen on reading this...

Our mutual connection - {{ mutual-connection-hyperlinked }} has contributed
"{{ personalized }}" sequence...
I would love to feature {{ company }} too, IF you are willing!

Happy to share an example from Vidyard and clarify further...

{{ sender-name }}
{{ signature }}

Feel free to hurl abuses if I crossed any lines or flayed etiquette
Feedback in any form is welcome.

 Manohar Kiran <manohar@outplayhq.co> Jul 2 
to Lauren, Tom, Randy, Timothy

Hey There!

Addressing you all in unison - is my humble attempt at saving us all precious time.

We are featuring 50 best sales teams and their top sales sequences in an ebook.
Over 150,000 sales & marketing pros are keen on reading this...

Our mutual connection - [Adam \(CEO, Siftrock\)](#) has contributed "a 38% reply rate" cadence...
Similarly, [Ryan \(CMO, G2 Crowd\)](#) is contributing G2 Crowd's "10% reply rate" cadence
I would love to feature TimeTrade too, IF you are willing!

Happy to share an example from Vidyard and clarify further

~ Manohar
Product & Growth, Outplay

Feel free to hurl abuses if I crossed any lines or flayed etiquette
Feedback in any form is welcome.

Touch #2 | Day 5 - Email

To: {{ main-prospect-email }}
Cc: {{ other-prospect-email-1 }}, {{ other-prospect-email-2 }}, {{ other-prospect-email-3 }}

Subject: Re: featuring {{ company }} with Drift, Vidyard, etc.

Just a bump to this email thread...
We'd love to feature {{ company }} in the ebook.

Are you considering this offer?

{{ sender-name }}

Touch #3 | Day 10 - Email

To: {{ main-prospect-email }}
Cc: {{ other-prospect-email-1 }}, {{ other-prospect-email-2 }}, {{ other-prospect-email-3 }}}

Subject: Re: featuring {{ company }} with Drift, Vidyard, etc.

I understand if you have some skepticism towards my ebook offer...

Here's some proof of what I promised earlier....

Here's [the entire sales sequence shared by Vidyard](#)

Day 1	Day 2	Day 3	Day 5	Day 9	Day 13	Day 17	Day 21
Video Prep	Video Email/ Social	Call / LVM	Video Email	Nurture Video Email/ Call LVM	Video Email/ Call NM	Persistence Email / Call LVM	Stripline Email/ InMail



Vidyard believes in us... Likewise for Drift!

Does the idea of this ebook (featuring {{ company }}) excite you? YES / NO

Gratitude & Good Vibes...

{}{ sender-name }{}

P.S: Your fellow SaaS folks around the world will love you for doing this :)

Follow-ups after prospects become “Interested”

Touch #2 | Day 5 - Email

To: {{ main-prospect-email }}
Cc: {{ other-prospect-email-1 }}, {{ other-prospect-email-2 }}, {{ other-prospect-email-3 }}}

Subject: Re: featuring {{ company }} with Drift, Vidyard, etc.

Hey {{ firstname }}...

A word on your participation would be nice.

We just received the sequence from [Aaron Ross' Predictable Revenue](#) - so you know who you'd be featured with.

Here's a screenshot of their sequence:

```
Day 1: List-Building
Day 2: Initial email + LinkedIn Profile view
Day 4: "Bump" email
Day 5: Call & VM
Day 7: 2nd FU email & LinkedIn add
Day 9: Call
Day 11: 3rd FU (& LinkedIn FU if applicable)
Day 12: call & VM
Day 15: 4th FU
Day 20: Break Up email (& LinkedIn if applicable)
Day 21: Call & Break up VM
```

What are the challenges for {{ company }}'s participation, & if I can help you out!

{{ sender-name }}

Touch #3 | Day 8 - Email

To: {{ main-prospect-email }}
 Cc: {{ other-prospect-email-1 }}, {{ other-prospect-email-2 }}, {{ other-prospect-email-3 }}

Subject: Binary (YES / NO) : featuring {{ company }} with Drift, Vidyard, etc.

Hey {{ firstname }},

I am sharing a few examples of what we have from our partners..

[EverString sequence](#)

[Predictable Revenue sequence](#)

[Vidyard sequence](#)

A few big names to throw:

Hubspot, CloudApp, Drift, Engagio, Everstring, Greenhouse, [Grow.co](#), Instapage, MadKudu, Predictable Revenue, Siftary, Sifrock, Vidyard, G2 Crowd, TimeTrade, Guru (CRM)

Let me know if you do not want to join this list

{{ sender-name }}

BRINGING IT ALL TOGETHER

This sequence was the very thing that helped us get all the other 28 sequences in this ebook.

Initially, we tried automating a different sequence & soon realized how such automation wasn't bearing great results - due to the lack of good personalization elements.

We picked a couple of idea from here and there - Engagio and Siftrock being the prime inspirations.

The final sequence was 3 touches via email - with a contextual personalization like:

- Mentioning mutual connections who are participating with us in 1st email
- A regular “bump” to the email thread in the 1st follow-up
- And a sneak peek into how a sequence shared by Vidyard looks like - in the final follow-up

We ensured that each email was short, crisp and could be accommodated within a smartphone screen.

We also saw better conversions - with respect to submissions from interested participants - when we followed up with them. The 1st follow-up in this instance referenced how Predictable Revenue, a big name in sales enablement trainings, had shared their sequence.

The second follow-up included a full list of other big names that were participating - with a few examples of their sequences shared too.

Delivering value relentlessly, sharing all your cards - creates trust.

Much like Gary Vaynerchuck states - “Jab, Jab, Jab - Right Hook!”

Hope this helps you figure out killer sequences for your sales too!

Sequence Contributed by



Laxman Papineni

Co-Founder
Outplay



leadiQ

in



GOAL OF YOUR SEQUENCE OR CADENCE?

To book a discovery call or qualified opportunity

SEQUENCE STRUCTURE

My sequence is set up to make sure the prospect gets some sort of outreach every 2-3 days over the course of 30 days.

I have only emails and LinkedIn “touches” before my final step but the prospect will get a phone call before each email as well. I will leave a voicemail typically on the first and last steps. I have 9 different emails with a different value prop for each. Every email is connected to the previous email thread.

I put notes in the Notes field and review previous emails so I always know what I’m up against before I make a call or send the next email.

Here's my setup:

- **Day 1**
Personalized email/Phone Call
- **Day 2**
Connect on LinkedIn/Follow
- **Day 3**
Personalized Vidyard Video/Phone Call
- **Day 5**
Create and send sample list of prospects ICP
- **Day 7**
ROI calculator or Customer ROI email
- **Day 10**
Customer screenshot email
- **Day 5**
Variant Email
 - Bee's Knees
 - Cat's PJs
- **Day 13**
Send inMail
Like/Comment on a recent post

Day 14

Variant Email
G2 Crowd review

Day 2

Variant Email
Customer Video Testimonial

Day 20

Final Email
Variant Email
GIF w/video embedded

Call Block Cadence

Prospect gets another phone call w/vm then added to call block list

SEQUENCE ANALYTICS

898 EMAILS	17 BOUNCES	408 OPENS	50 CLICKS	79 REPLIES
----------------------	----------------------	---------------------	---------------------	----------------------

SEQUENCE STEPS ELABORATED

Step 1: Personalized Email

My first email is ALWAYS personalized, whether it's highly personalized to the specific person I'm reaching out to, their company, or a combination of both. I also Like to add images or a GIF with each email in my Cadence.

The prospect will also get a phone call either before I send the email or after they open it. I like to leave this as an option for a more natural workflow.

Here is an example of a first email:

Hey [REDACTED].
How has the move from Boulder to Amsterdam been so far? It must be weird living in a whole different country.



I figured since you're running sales ops over there, you'd be interested in making sure your sales teams are as efficient as possible and can get contact data for as many prospects as possible.

A former SDRs in the Amsterdam office signed up for a trial before she left [REDACTED]. She ended up recommending us to her new company [REDACTED], now they're a happy customer.

What are your thoughts on having a chat towards the tail end of next week to learn how we're helping reps score more opportunities?

leadiQ

Jon Mazza / Business Development
jon@leadiq.com / 978-476-3365

[Why I came back to work at LeadIQ \(video\)](#)

LeadIQ
<http://leadiq.com>



Results for Email 1:

Step 1: Email Email 1
(no subject) Hey {{first_name}},
261 59% 9% 14%

I only have “Hey [first name]” in this template. The rest is personalized completely. Sometimes it can be hard to figure out what to write about the specific prospect I’m reaching out to but it’s much easier to show them how I know we can help their company.

I’ll reference who they sell to and/or what tools they are currently using that we compete against/integrate with.

Personalization can be as easy as referencing where they worked before, congratulating them on a work anniversary, talking about mutual connections, or discussing their job description and sharing how we can help them out in their role.

Step 2: Connect/Follow on LinkedIn

Pretty self explanatory here. I NEVER pitch the prospect in my connection request but I always personalize the message. I don’t even reference my first email.

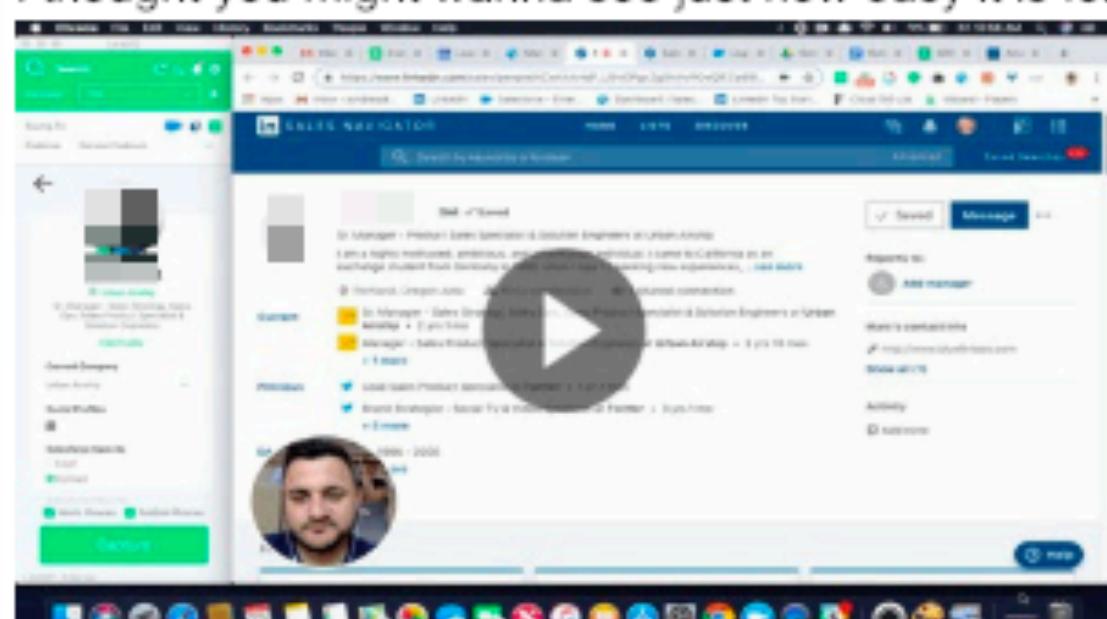
Step 3: Personalized Vidyard Video - 50% open rate, 11% reply rate

I usually follow somewhat of a script for this email. I do a screencast of me using LeadIQ to show how I found the prospect’s contact info and added it to my Cadence. I start on the prospect’s LinkedIn profile. I keep the video 90 seconds or less.

Sometimes I go off script and send a video with me and my Ukulele, singing a personalized, freestyle song with a quick pitch. I try to make sure it’s catchy so it gets stuck in their head.

Hi Marc,

I thought you might wanna see just how easy it is for an outbound sales rep to use LeadIQ in their everyday workflow:



Does this look like something your team could utilize?



Step 4: Sample Data List - 47% open rate, 10% reply rate

Since we're part data provider, I'll create a list based off the prospect's Ideal Customer Profile (ICP). I'll then take a screenshot and add the image in a semi-templated email explaining how I made the list, including the search parameters, and a value prop.

I keep a folder of all of these lists to help make things easier next time I send one to prospects with similar ICPs.

So, I made you this list of EMEA Software Engineering/Applications Leaders with LeadIQ after a quick LinkedIn search:

Name	Work Email	Surname	Business	Title	Mobile Phone
Stuart Corlett	stuart.corlett@ebaygroup.com		Ebay Group	Head of Business Applications	+44-7825-972387
Marcin Koch	marcin.koch@ebaygroup.com		Ebay Group	Head of Business Applications	+41-79-333-44-15
Zahoor Uddin	zahoor.uddin@ebsbank.com		Ebsbank	VP - Program Manager - IT Applications and Che...	+91-50-495-7411
Anne Therese Finsenard	anne.therese.finsenard@unibet.com		Unibet	Senior Director, IT Applications Solution & Busin...	+45-36-43-39-19
Karen Brown	karen.brown@unibet.co.uk		Unibet	Head of Unibet Insurance Applications and Sol...	+44-775-545211
Craig Brown	craig.brown@unibet.com		Unibet	Director, Applications and Integration	+44-757-448815
Aileen Kent	aileen.kent@unibet.com		Unibet	Head of Software Engineering	+44-7448-272876
Stuart Mackraken	stuart.mackraken@vodafone.com		Vodafone	Head of IT (Applications, Solutions & Security)	+44-7766-246800
Bretton Bush	bretton.bush@genmio.com		Genmio	Director Software Engineering	+49-172-7269079
Tonya Trant	tonya.trant@kia.com		Kia Corporation	Senior Director, Global Consumer & Customer A...	+44-7933-616315
Marc Saunders	marc.saunders@meritware.com		Meritware	Director of ATM Applications	+44-7933-797985
Svenn Sundseth	svenn.sundseth@kobylekhealth.c...		Kobylek Health	Director of Engineering- AI Software	+47-478-79-973
Anthony McCabe	anthony.mcabe@genmio.com		Genmio	Talent Acquisition Manager - Product & Software	+44-7880-039988
Robert McGill	robert.mcgill@ebaygroup.com		Ebay Group	Head of Software Engineering	+44-7988-211797

I got about 40 contacts all with verified contact info in less than 2 minutes. Look at all those cell phones too.

You should give this list to someone on your team to see if they can score any opps out of it.

What are your thoughts on chatting about how we can give your reps the power to build lists like these easier so they can connect with more prospects?

leadiQ
Jon Mazza / Business Development

Step 5: ROI - 39% open rate, 3% reply rate

This is another Semi-Templated email. It's usually an image of an ROI calculator we made in house or it's a screenshot of something a customer said about us publicly on LinkedIn, or in an email with their name/company name blurred out.

- Do you think your SDRs would benefit from having more time to spend researching and reaching out to prospects so they can have more meaningful conversations?

The average rep saves 6+ hours a week using LeadIQ to help them get the contact info they need in the easiest way possible. The only thing they'll have to worry about is how to find time on their rep's calendar instead of a manually entering contact data, bounced emails or disconnected phone lines.



Would you like to see for yourself just how much time your reps can save, Isha?

Thanks,

leadiQ

Jon Mazza / Business Development - [Book 15 minutes to learn more](#)

Step 6: Customer Screen Shot - 41% open rate, 4% reply rate

This is a short email with an image of a customer giving us feedback of their ROI

Hey George,

We want your reps to send us messages like this one too:

I mean I had my best month ever using LeadIQ
last month so thanks for helping me ball out
\$\$\$

2:18 PM



What are your thought's on taking a look and letting them try it out so they can have their best month ever?



Step 7: Templated Email with different value props 39% open rate, 3% reply rate

This is another Semi-Templated email. It's usually an image of an ROI calculator we made in house or it's a screenshot of something a customer said about us publicly on LinkedIn, or in an email with their name/company name blurred out.

[REDACTED], here is a video of what one of our customers, thought leader, and snazzy dresser, Matt Heinz said about us:



Would you or someone on your team like to give us a try or is there a time of year you tend to look into new tools for the sales team?

leadiQ

Jon Mazza / Business Development - [Book 15 minutes to learn more](#)



Step 8: InMail

I'll usually only use inmail if the prospect is not opening my previous emails. This is always personalized to the prospect and their company.

Steps 9 & 10 (See Step 7) 40% open rate 6% response rate and 26% open rate, 2% reply rate respectively

I can understand if you're hesitant to get back to me, Ryan. So here's what I grabbed from a 3rd party site of what a brand new customer of ours said about us specifically:



Would you be open to trialing LeadIQ for your team so you can see these benefits and more for yourself?

leadiQ

Jon Mazza / Business Development

Final Email (Breakup Email?)

This is the 9th email in my Cadence. I added a GIF with a video to the Boys 2 Men song - End of the Road hyperlinked in the image.

End of the Road
Re: Subject from Day 17: Step 10 - Email So {{first_name}}, We're nearing the end of my pro

27 37% 3% 14%

0 Scheduled 1 In Progress 0 Due

Name End of the Road
Day 17: Step 10 End of the Road
Subject Re: Subject from Day 17: Step 10 - Email

Arial 11 B I U

So {{first_name}},
We're nearing the end of my prospecting cadence (song embedded in gif below).

I still believe we can help make your rep's lives easier and get them setting even more meetings.
We can get you set up on a trial so you can see for yourself. Sound like a plan or have we come to the end of the road?

My response rate in this one is the same as my first email. I have yet to receive a negative response here. The responses have either been a booked meeting or an apology for not responding sooner with better time to reach back out.

Sequence Contributed by



Jon Mazza

Sales Development Specialist
LeadIQ



Closing Notes

We hope you found this ebook valuable and learned a thing or two from these 30 companies doing an exceptional job at outreach and outbound sales.

Sharing is Caring

Your peers in sales would love ❤️ you for sending this ebook.



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Thank you

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