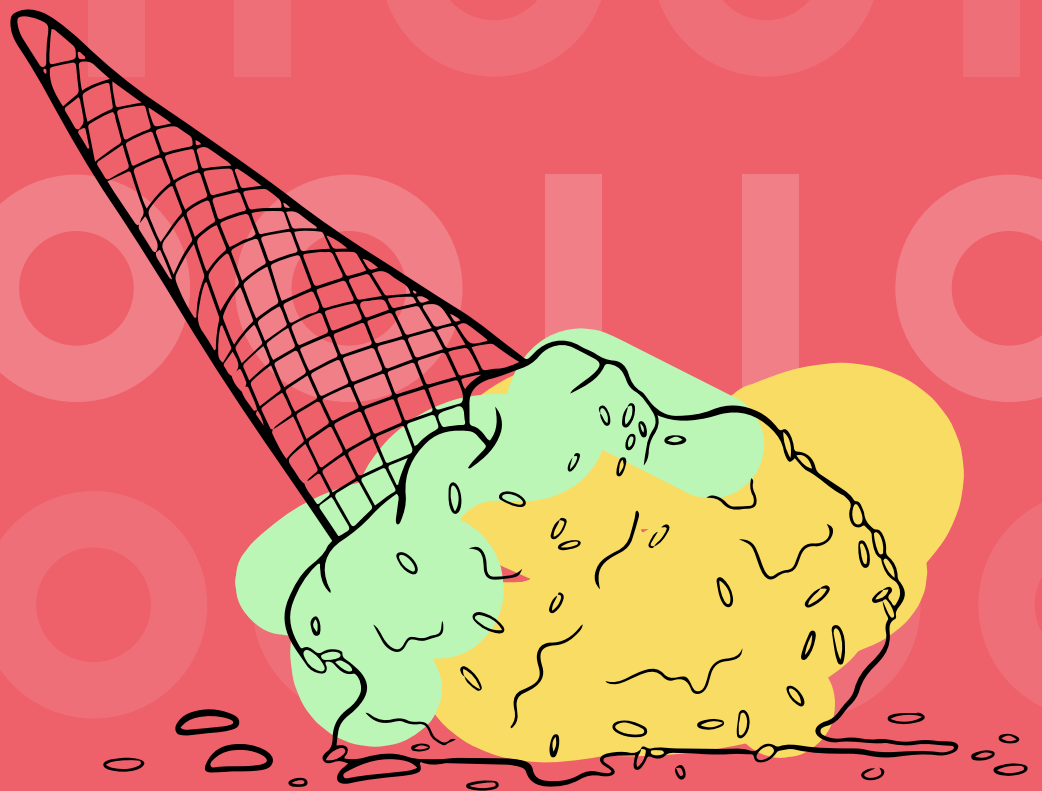


10 Mistakes To Avoid When Doing Outreach

Especially If You Work For A B2B Tech Company



Business 101

Companies need customers to survive. Sounds straightforward, right? Create a great product, let people know it exists, and boom – business.

Wrong. Today's market is flooded with competitors fighting for the attention of potential customers.

In fact, **44%** of B2B companies **said** more competition in the market is impacting their ability to generate revenue.

So it seems times have changed. Companies can't expect their LinkedIn posts and advertisements to generate enough lead generation and conversions to stay profitable, and more importantly, to grow.

That's where outreach comes in.

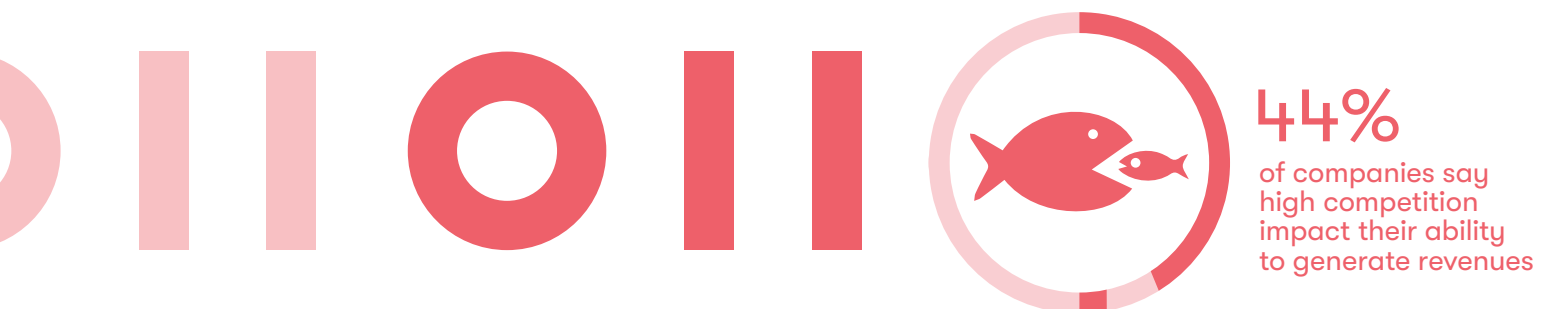




Table of Contents

Introducing Outbound Marketing & Cold Outreach

10 Mistakes To Avoid


- 01 Cold email blasts from inbound platform or CRM

- 02 Spamming

- 03 Being Selfish

- 04 Neglecting Nurturing

- 05 Skipping personalization

- 06 Being un-strategic 

- 07 Not syncing with SDR & Sales

- 08 Limiting to one channel

- 09 No analyzation

- 10 Only automation

Conclusion



About GOHO



Introducing Outbound Marketing & Cold Outreach

Since customers have infinite options at their fingertips for all their B2B needs, the likelihood of them coming to you is slimmer than ever before.

For this reason, outbound marketing, wherein a company initiates a conversation by sending a message out to its target audience, is an essential tool for businesses today. You must capture the attention of your potential customers.

Cold outreach is an outbound marketing technique used to contact people you have no prior relationship with in order to pitch your product/service.

Although it may remind you of the historic notion of “cold-calling,” cold outreach is back in fashion and provides serious value to B2B companies looking to fill their lead generation pipeline.

And not just with any leads – when executed correctly, cold outreach can find relevant personas and enter them into a nurture process that converts them into paying customers.

Basically, outbound marketing and cold outreach have the ability to seriously augment your lead generation and business.

But it must be executed properly in order to work effectively. Here are 10 mistakes to avoid when doing cold outreach:



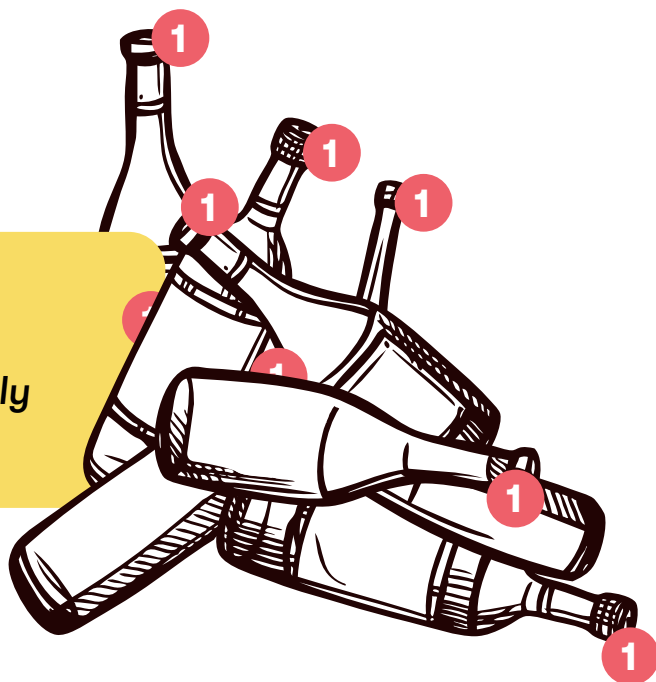
01

Cold email blasts from inbound platform or CRM

First thing's first: do not use marketing automation platforms like HubSpot or Mailchimp for cold outbound marketing activities. These platforms are built specifically for inbound marketing purposes, which means communicating with subscribers and users who have already engaged with you in some way. As per their Terms of Service, sending cold emails through their platforms is explicitly prohibited.

Why is that? It's because these servers group a lot of their users onto the same server, since they need to manage high-volume messaging. This means that the probability of your emails landing in your prospect's inbox are extremely slim. Not only that, but your emails can end up in the spam folder, and you may get blacklisted.

Bottom line: Cold email blasts from inbound platform/CRM's = your messages ending up in the spam folder and potentially damaging your domain's reputation.



02

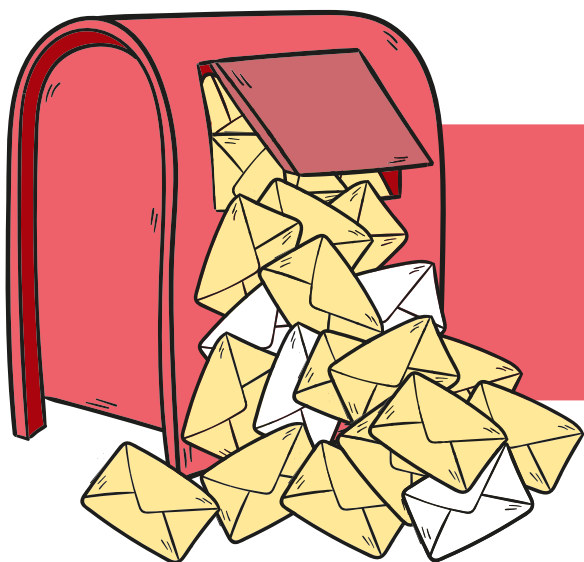


Spamming

Nobody likes spam. In fact, most people hate it. But today's digital world has shifted the focus of content from quality to quantity, so everyone's inboxes and social media timelines are flooded with it. When planning your outreach strategy, you must ignore this trend and focus on the quality of content you are creating more than the quantity you are sending to each individual.

Make sure not to abuse the fact that you have somebody's contact information. Instead, send them relevant, engaging content at strategically planned timed intervals and across a variety of channels.

Lastly, no means no, so if you haven't heard back from a certain contact after a couple of attempts, it's best to assume that they are not interested and leave them alone.



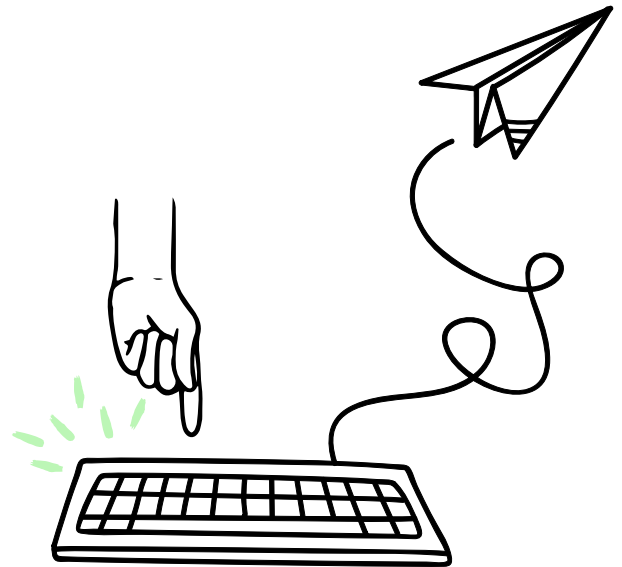
Bottom line: Spam will make consumers develop a negative connotation of your company.

03

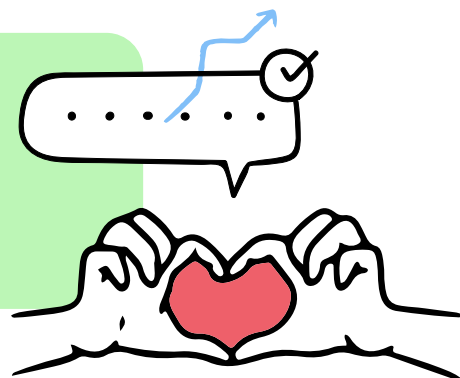
Being Selfish

When has anyone ever bought something if there wasn't something in it for them?

The content you send through your outreach must not be selfish. At the end of the day, nobody really cares what you have to say unless it somehow makes their life better. You must keep your focus on the consumer, remind them what their pain is, and explain to them how your product will alleviate their pain. Make sure that your messaging does not focus on your mighty powers.



Bottom line: Don't make it about you – make it about your consumer.



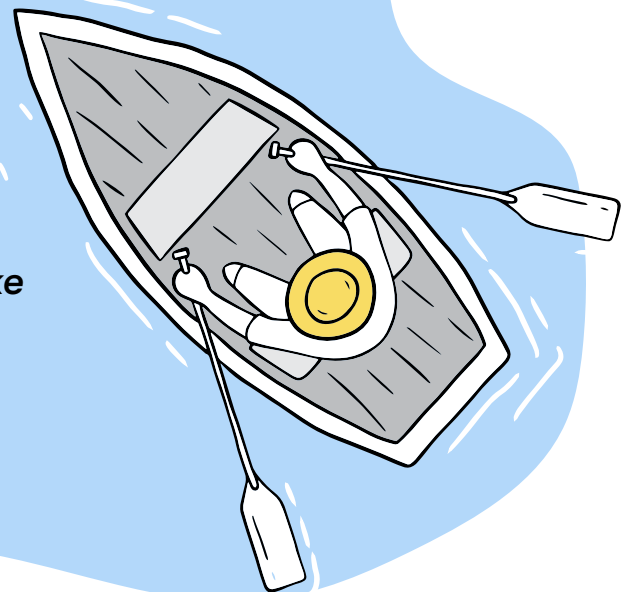
04

Neglecting nurturing

Sure, it's called "cold outreach," but it does involve some warming up. If a stranger were to come up to you in the street and try to sell you something, your instinct would likely be "no, thanks." Because you don't know them! There's no trust.

Nurturing is all about building trust with your potential customers. You have to take the time to introduce yourself, make them familiar with your business and brand, and establish a feeling of mutual respect and benefit. It's also important to ask your contacts questions. It's a great way to start a conversation with them and begin building a relationship. Only with this strategy will you be able to convert a cold lead into a customer.


Bottom line: Outreach is a journey – take the time to warm up your prospects and build trust.



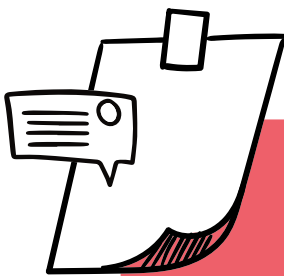
05

Skipping personalization

Another common mistake – generic messages. People have learned to tell the difference between a message from a bot and a message from a human, and they are much quicker to click “delete” on one from a bot.

Increasing your change of engagement can be as simple as adding their first name into the message, or the name of their company. But, taking it a step further will provide greater pay-off. If you really want to take your outreach messages to the next level to create an amazing ABM campaign, you will need to conduct further research and enhance your personalization. 

For example, you can compliment your prospect on a recent social media post of theirs, an article they published, or mention some recent news about their company. Alternatively, you could talk about something in their field of expertise, like new research that has come out or a recent trend. Remember, the effort you put in will show results, so be sure to personalize your outreach content to increase your chances of conversion.



Bottom line: Put in the effort to personalize your content – it is vital.

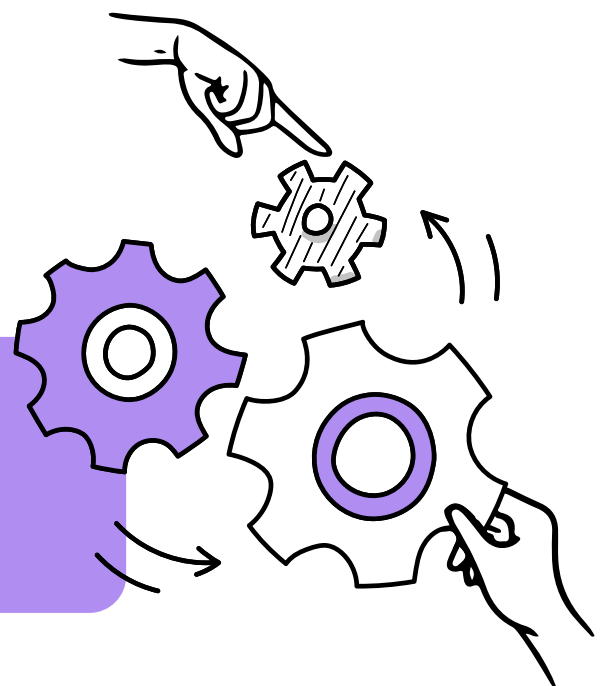
06

Being un-strategic

If you're less familiar with outreach, it is a natural instinct to want to start sending masses of messages once you get your hands on the relevant contact information. But be warned – this is highly unadvised.

Successful outreach requires careful planning and strategy. Different types of contacts can respond much differently to different nurtures, types of content, different platforms, etc. It is necessary to do this kind of research and thinking ahead of time, because if you wait until after the fact, you will have likely lost the trust and opportunity of many contacts. Put in the effort beforehand, because it will pay off in the long run.

Bottom line: Research and plan your strategy before beginning your outreach.



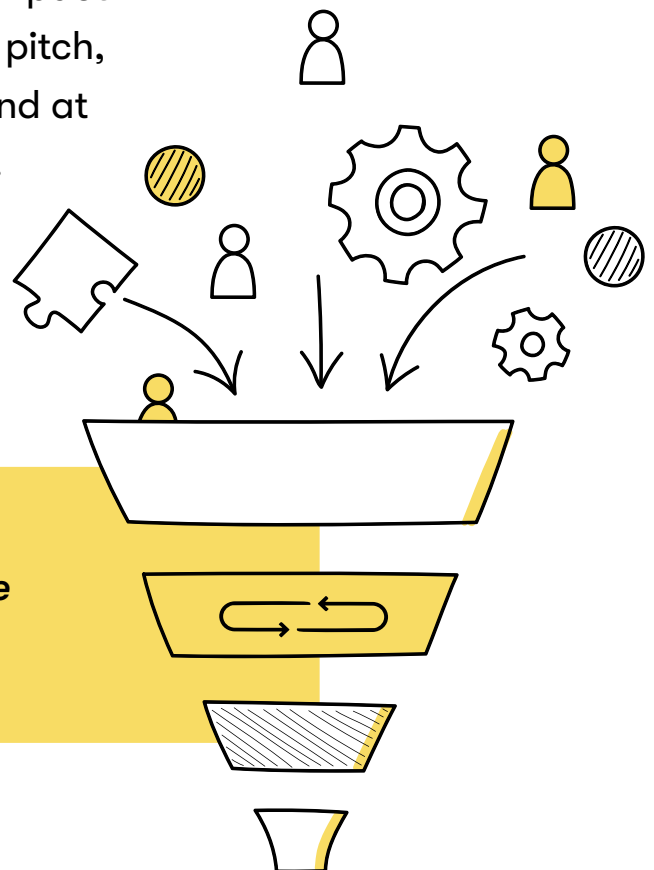
07 

Not syncing with SDR & Sales

It's a widely known fact that sales and marketing departments tend to clash. But when it comes to outreach, it is crucial to put aside your differences and sync with your SDR and sales team. Why?

Because all these leads you're going to generate have to go somewhere... and where they're going is into your SDR's hands. You must have conversations with your sales department before and during your outreach process to ensure a seamless transition from marketing to sales, else all your efforts will be for naught, and your generated leads will slip through the cracks.

Creating this synchronization will have a big impact on the way you handle these leads, what you pitch, how you integrate the leads into your CRM, and at what point you pass the ball to the SDR team.



Bottom line: *Align your outreach strategy with your SDR and sales department, or else the leads you generate will go nowhere.*

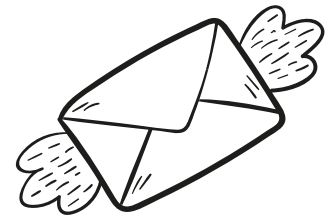
08 

Limiting to one channel

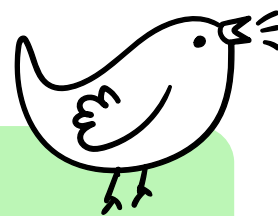
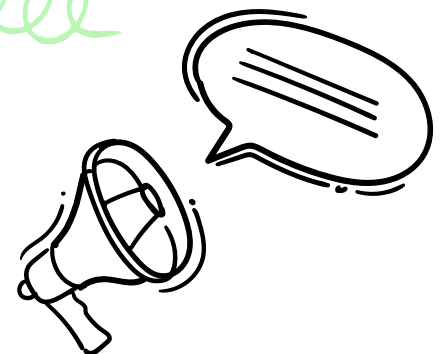
Make sure not to limit your outreach to one channel. Remember – not all your contacts are the same.

Different prospects are more likely to be responsive on social media, while others are more responsive to emails. Additionally, different types of messages will work better on LinkedIn, while sending video attachments in emails might boost your response rates. Utilizing a variety of channels gives you a wider net to cast and more room for creativity, meaning more leads to generate.

For example, you might have types of contacts who are not in front of their PCs all day long and are not very communicative through LinkedIn. For cases like these, you might want to try emailing them first, or even calling them.



eee




Bottom line: *Don't limit yourself to one channel – using multiple channels increases your success rate.*

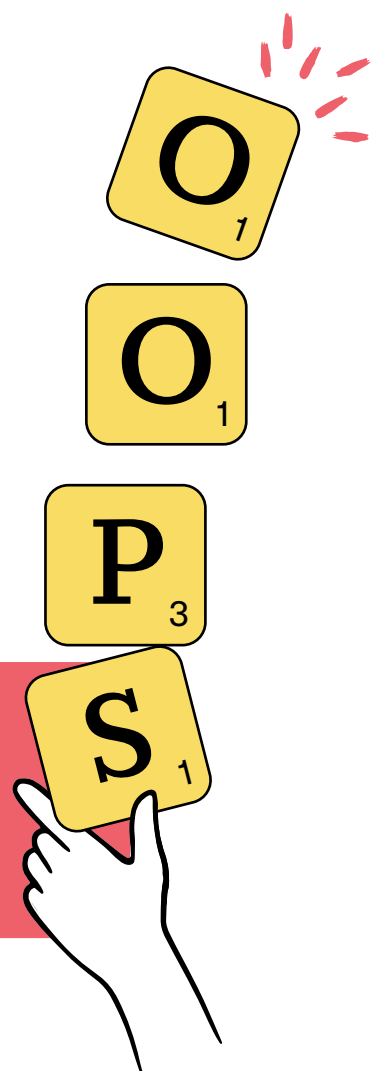
09

No analyzation

Another benefit of utilizing multiple channels and different content types: you get to analyze results to better understand what works and what doesn't. And this is imperative – outreach is something to constantly be analyzing and adjusting, because what works with one persona might not work with another, and a channel that brings in mountains of leads one month might run dry the next.

Analyzing your results is necessary in order to understand best practices and maximize your success. For instance, it would be beneficial to know which subject line has the best open rate among your prospects, which database works the best, which LinkedIn profile has the best engagement rate of the various profiles you are using, etc. 

Bottom line: Analyze your success rates and use these insights to adjust your outreach strategy for maximal success.



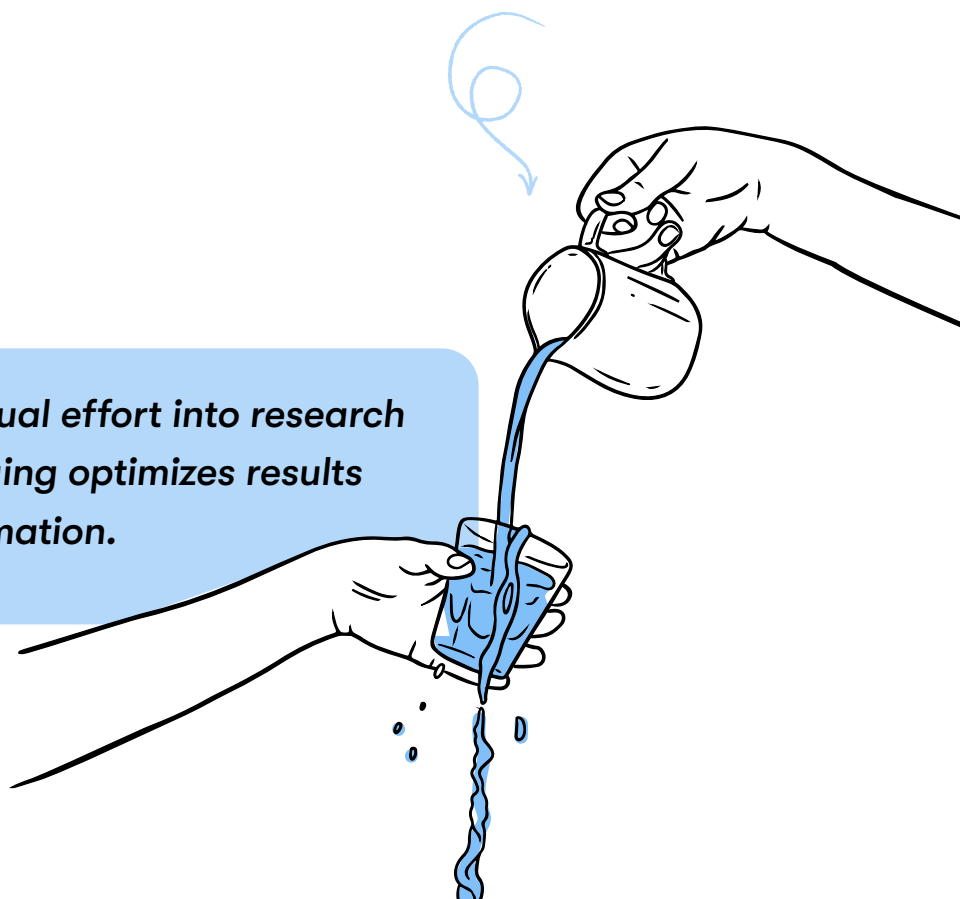
10

Only Automation


Last but not least – do not rely solely on automation for your outreach activities. To manage outreach properly means to invest time into personalization and ongoing customization of messages. Basically, manual work is a must if you want to optimize your results.





For example, for higher priority contacts, you'll want to make sure you conduct research on them and then create a customized message, such as complimenting them on a recent post they uploaded, wishing them a happy birthday, or mentioning something about their specific industry or job. Automation does not allow you to personalize to this degree.


Bottom line: Investing manual effort into research and customization of messaging optimizes results and can't be done with automation.





Conclusion

Outreach is an amazing marketing tool that can bring relevant leads into  your pipeline and nurture them into paying customers. However, it must be executed properly if you want to maximize your results.

Success rates  are highest when you scatter your activity across multiple channels,  sync your SDR and sales team into the process, analyze  your results as you go and fine-tune based on what you find, and strategize  before starting so that you make the best use of your time.

Furthermore, be sure to research your contacts and customize their messages,  else you risk losing their attention or never grabbing it in the first place.

Conducting proper outreach activities certainly takes time and energy . Want to cast a wider net and fill your pipeline with relevant leads but worried you don't have the time to carry it out thoroughly? 

S
U
C
C
E
S
S
A
G
E
S

About Sage GOHO

GOHO, by Sage Marketing, is your B2B Marketing Partner for holistic, full-stack marketing activities. We offer multi-channel, cross-marketing outreach & outbound campaigns. The idea is to generate leads geared towards customers, partners, resellers and more. This is done through both email marketing and LinkedIn outreach, and also includes among others Data scraping and enrichment, and a lot of personalization.

We thank you for your attention!

“Our services are highly customizable, and the team will operate as a direct extension of yours. You will work with consistent resources and will enjoy full visibility in the process and the campaign.”

Ron Rabinowicz [in](#)

Want to hear more?

[Schedule a quick call with me.](#)



We invite you to pay us a visit,
and to follow us for more insights!

[Website](#)

[LinkedIn](#)

[Blog](#)