

# WHY EMAILS DELIVER

11X MORE MEETINGS THAN CALLS

*We are doubling down our investments  
into outbound email automation.*

# Table Of Content

Outbound Strategy Why Emails Deliver 11x More Meetings Than Calls	02
Outbound Emailing is Cheaper	05
Outbound Emailing has clear KPIs	08
Prospecting Emails Can Be Better Targeted and Segmented	10
Outbound Emailing is Easy to Outsource	12
Is Cold Calling Ever Effective?	14
So how do you arrive at 11x more meetings from emails than calls?	16
What can Growthonics do for your business?	17



# Outbound Strategy

## Why Emails Deliver 11x More Meetings Than Calls

Cold calling just doesn't work - at least not for the vast majority of sales teams we have worked with. [Only 1% of cold calls](#) actually result in meetings. But even with this dismal success rate people are still cold calling.

According to [Dun & Bradstreet's](#) study this year, buyers in the UK still receive an estimated 32 calls a day.

### Buyers In The UK Still Receive 32 Calls A Day



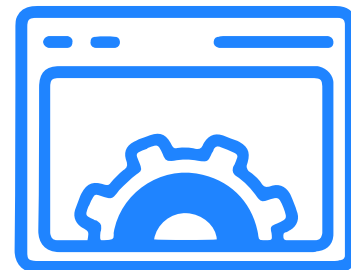
Here at Growthonics, we have used both cold calling and cold emailing strategies, have run cold email campaigns for over 100 of our clients, and have made it our business to find the most effective outbound methodology. You could say we are the outbound experts.

Today, we have closed our own cold calling team and we have decided not to build out a telemarketing offering. Instead we are doubling down our investments into outbound email automation. This e-book will take you through our thinking.

## Outbound Emailing Is Faster To Setup And Run

Whether you are running emailing in-house or through an external provider, hiring cold callers, training them up, writing scripts and practicing pitches is very time consuming. With hundreds of calls to make, your sales reps end up acting as meeting schedulers because they don't have time to get into depth about the services you offer.

The development of automation means fewer people, **more contacts**



With email, the setup process is **faster and simpler** - especially if you have committed to the approach that prospecting teams should be split from sales reps. Emailing allows you to convey an in-depth understanding of the prospect's business, and the content is shorter so easier to prepare. Due to automation and the development of new marketing tools, you need fewer people to make contact with more prospects.

Sales managers might cling to cold calling because it feels like the best use of their sales reps downtime between meetings. Their thinking? It's fast, it's easy, all you need is a phone and the pitch you have written... But this thinking is flawed. The more efficient way to schedule their time is to book meetings off the back of your email campaigns with prospects who have shown some interest.

Even if this means less calls in your sales rep's calendar, calling someone who has expressed some interest is far more likely to result in a sale. Getting your sales reps to cold call in their free time is aimless, demotivating and doesn't deliver the same results.

## Outbound Emailing Also Saves Time Prospecting



**On average, it takes at least 2 hours (128 minutes for sales to research a prospect.**

On average, it takes at least 2 hours (128 minutes for sales to research a prospect. There isn't enough time to go into detail for every prospect you call - so cold callers are often unprepared and their sells come across as vague and impersonal. A **Forrester report** conducted in 2014 found that 70% of executive buyers felt that cold callers are not prepared to answer their questions.

With email, you can afford to go into less depth with your initial prospecting, writing campaigns that target segments of your prospect lists (see below, and saving the real research for interested prospects who want to know more.

## Outbound Emailing Has A Faster Pace Of Campaign

You can send out hundreds of emails per day. Phone calls take longer - meaning less prospects are contacted in a day. According to research, the average salesperson makes 8 dials, and prospects for 6.25 hours before making even 1 appointment.



**8 Dials.  
Prospects for 6.25 hours  
= 1 APPOINTMENT**

Emailing is more direct than calling because calls go to switchboards and emails go to inboxes - cut out the middleman and contact your prospects directly. Studies show that 50% of leads were contacted a minimum of 6 times before they became qualified. Over 85 percent of organizations don't make enough calls to make their numbers.



## Outbound Emailing Is Cheaper

According to HubSpot, cold calling costs at least 60% more per lead than other methods.

Unlike email, cold calling costs per prospect. You have to pay for larger teams to hit the phones to meet your targets - and then you have to pay the bills for the phones that they are hitting. What is even worse is that most of the calls you make could be worthless. [Research](#) done by InsideSales and Kellogg School of Business shows the best times to cold call are 8 to 10am and 4 to 5pm. Receiving calls in the middle of the day irritates prospects in a way less interruptive methods, such as email, doesn't, and makes them less receptive to your pitch.

**Prospects are  
less receptive to  
calls during the  
day**



## It's Harder And Harder To Make Contact Through The Phone

- Both JP Morgan Chase and Coca Cola have shut down their voicemails for those of their employees who did not use them Saving themselves millions in firm-wide costs.
- [Ringlead](#) found that 80% of calls go to voicemail, and 90% of first time voicemails are never returned. On the other hand, we expect an open rate of 50-70% from our email campaigns, and a 20-45% reply rate.
- There are now over 200 million people on the global [Do Not Call list](#).

At the same time, email is becoming more prominent with the US workforce alone spending an [estimated 6.3 hours](#) a day in their inbox. That leaves your sales reps a much wider window than if they were cold calling.

## Cold Emailing Has A Much Higher Success Rate For A Much Lower Cost

We have compared the cheapest cold calling strategy with the cheapest outbound email strategy. If you were to hire someone to do prospecting and outreach, the cheapest option would be to hire someone locally, rather than outsource. A cheap salary (to make this fair would be around £17,000, excluding overheads like desktops, phone calls, etc. If your caller is both prospecting and calling, and they are incredible at it, they could average around 40 leads a day. Multiplied by the 22 working days in a month, this would mean 880 leads contacted per day. As we have already seen, only [1% of cold calls](#) actually result in meetings. Therefore each meeting generated would cost £189.



**1% Of Cold Calls = 1 Appointment = £189**

The cheapest email strategy for your business would be to outsource. Growthonics, for example, costs £1,300 a month. Our lead generators would average around 52 leads a day. Multiplied by the 22 working days of the month, the leads collected would amount to 1210.

Emailing has the added benefit of nurturing leads that may not be ready to buy at the moment you first make contact. You are able to email information and offers to leads over a series of emails, continuing to advertise your service.

According to the [Annuitas Group](#), nurturing leads through an email campaign results in 47% larger purchases than non-nurtured leads.

**Email campaigns with  
nurtured leads results in  
47% larger purchases**



## **Set Up Your Sales Team So That It Is Cheaper Than A Cold Calling Team**

You can make your operation even more cost effective by splitting your sales team into differing roles Typically these tend to be

- Inbound Lead Qualifier
- Outbound Prospector
- Account Executives/Salespeople
- Account Managers

More about how to split these roles [here](#).





## Outbound Emailing Has Clear KPIs

### Cold Calls Are Unpredictable Making Strategic Insights Harder

As a cold caller, every call you make is different depending on who you are calling which means that there is no way to properly track which methods are working and which aren't, making it even harder to set targets and to predict revenue. The learnings from sales calls are based in individual experiences of how a call has gone, rather than data that can be analysed.

**There is no way to track calls making it harder to set targets**



## Mood Is An Unpredictable Variable

A frequent defence of cold calling is that it allows the salesperson control. The fact that they are in conversation directly with a prospect allows you to actively direct the narrative.. However it is hard to always sound positive and persuasive which can vastly vary the result of every call, losing you that control. Buyers dislike cold calls because they find that the sell is impersonal and generic –

**22% feel they are just another name on a call sheet.**



## Emailing Means Fewer Variables And Measurable KPIS

Email means that variables like your mood and perseverance don't affect the outcome of the sale. Emails are read in the prospect's own time, time they have already set aside for checking their inbox, which means that they are going to be more receptive to you reaching out. It also means you can collect accurate data about your campaign - which you can use to trial, tweak and perfect your emails.

**Here are some of the metrics we measure at Growthonics:**

### **Click Through Rate**

The percentage of people who clicked on one or more links in an email.

### **Conversion Rate**

The percentage of people who clicked on a link in an email and then completed a desired action – like filling out a form or purchasing product.

### **Bounce Rate**

The percentage of your total emails sent that were not successfully delivered to an inbox.

### **List Growth Rate**

The rate at which your email list is growing.

### **Overall ROI**

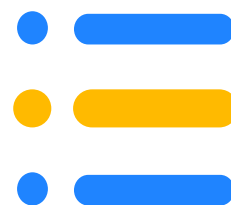
The overall return on investment for your email campaigns.



## Prospecting Emails Can Be Better Targeted And Segmented

The most important aspect of running an email campaign, or really trying to sell anything at all, is your understanding of who you are selling to. As we have already seen, cold emailing allows room to prospect more efficiently - spending longer on those that register interest. It also allows you to use data to target and personalise your campaigns - as well as collect live data whilst the campaign is running.

**Use data to target and personalise your campaigns**



### Understand Who **You Are Selling To**

You should use the data you collect to create an accurate prospect profile. This ensures you understand who you are targeting - building up a picture of who they are and what they want and need.

Once your profile is created, create a prospect map of where and when your prospect spends time online, and document what you know about their buyer's journey. This helps you to engage with them at the right moment in their journey.

## Targeting Your Campaigns To Your Profiles

You can use data to target personalised campaigns at specific segments of your prospect lists. Segments could be specific positions within a company, specific markets or specific industries. For example, Chief Technology Officers of startups based in London. You can go even deeper, for example specifying the technology stack their product is built on. This allows you to choose the right message for the right person.

Targeting a specific segment of your list means you can then personalise your pitch. [Statista](#) found that the open rate for emails with a personalized message was **17.6%** compared to just **11.4%** without.

Hi Tim....



**17.6%**  
**Open rate on  
personalized  
emails**

The effect of personalising is clear - prospects feel like more than just a name on a list and are more likely to engage with your message.

Once your campaigns are out, you can run A/B testing and check the metrics we outlined above to work out what works best for specific segments. Maybe your sales team leaders respond best to images or your CEOs mostly click through on Mondays and Fridays.

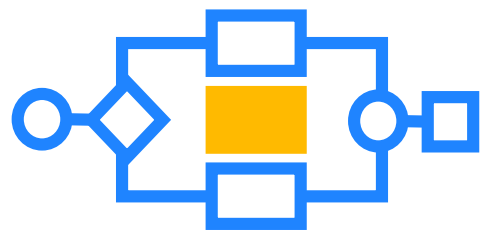


## Outbound Emailing is Easy to Outsource

Sales reps do not want to be doing prospecting. New sales graduates don't want to be doing mass prospecting. If no one wants to prospect then you can't expect that great results.

A huge advantage email has over cold calling is how easy it is to outsource email campaigns - saving you operational costs. Combined with new marketing tools and automation techniques, email campaigns can be run remotely with minimal stress and optimal efficiency.

**Automation techniques  
means campaigns can  
run efficiently**



Prospecting is a separate skillset to selling altogether - involving systematic research and collection of accurate data. An outsourced prospecting team can be up and running in less than 5 working days, delivering a constant flow of new leads into your pipeline. The lead targeting can be tweaked and refocused as the campaign is running.

## **Offshore lead generation means more time for you to invest in your team**



From the 150+ lead generation clients we have worked with, we have learned that although they may be interested in understanding the tools and processes that make up a world-class prospecting team, this is secondary to getting the process up and running quickly so that their existing sales reps can get more meetings. Prospecting shouldn't be a sales team's top priority - off shoring lead generation allows for more time to invest in perfecting your team's pitch and training.

Read more about splitting your sales team and outsourcing lead generation [here](#).



## Is Cold Calling Ever Effective?

Sales reps do not want to be doing prospecting. New sales graduates don't want to be doing mass prospecting. If no one wants to prospect then you can't expect that great results.

There are situations in which cold calling may be effective in combination with other sales techniques. For example, if a prospect has viewed your email over 4 times but not replied then following up with a call can be very effective. However in this case you would be calling a warm lead rather than a cold one.

**If an email has been  
viewed more than 4x...  
it's a warm lead**

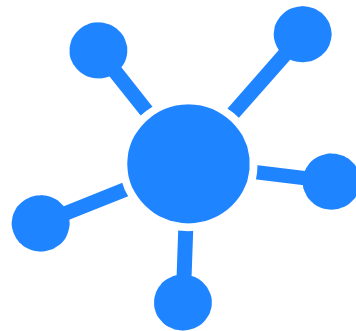


Also for enterprise sales teams with a limited number of prospects, cold calling can be an effective way to for senior sales reps to reach out and have a meaningful conversation with the decision maker right away. However, again in this case the call would not be for the purpose of booking a meeting but actually having an initial meeting right away over the call.

## **The Most Important Element Of Any Campaign However Is Your Content.**

It doesn't matter how you reach out to your prospects if the pitch you are making isn't appealing or persuasive. Working off a poor phone script or copying and pasting ill thought-out email copy will both result in one thing: a lack of response. You need to put real thought into shaping the content of your pitch - whatever format you choose to pursue.

**Put real thought  
into the content  
you create for a  
better response**







## So how do you arrive at **11x more meetings from emails than calls?**

Based on our previous cold calling experience, our best cold caller made up to 250 calls per day during an 8 hour shift (ignore lunch, watercooler chat and bathroom breaks). Using spam-filter avoiding throttling for email send outs, you can send out 1,152 emails in 8 hours.

**1,152**

**Emails can be sent out in 8 hours**



As previously referenced, about 1% of calls end up in meetings on average. Based on Growthonics's experience across multiple clients and industries, the average rate for meetings-from-emails is 2.5%. So in a day you are getting 2.5 meetings from calls and 28.5 meetings from emails.

**Therefore 11x more meetings from emails than calls!**



## What can Growthonics do for your business?

Growthonics offers lead generation and email automation services for B2B companies of all sizes in both English and non-English speaking countries. Through using a combination of dedicated teams and newest automation tools, Growthonics helps make your sales processes more efficient so you and your team can spend more time engaging with potential clients, and less time trying to find them.

**Growthonics makes  
your sales process  
more efficient**



Your lead generation team could be up and running in less than five working days. [Get in touch with one of our lead generation specialists today.](#)

**We do the work for you.**

Get reliable flow of leads and qualified meetings