

Email Outreach Best Practices:

1. **Personalization:** Personalized emails can improve click-through rates by an average of 14% and conversions by 10% (Aberdeen Group). Start the email by addressing the recipient by name and referencing specific details about their company or role.
2. **Brevity:** Emails with 50 to 125 words have the highest response rates at 50% (Boomerang). Keep your message concise and to the point to increase the likelihood of a response.
3. **Value proposition:** 62% of decision-makers look for an email that clearly states its purpose (Pinpointe). Clearly outline the benefits your proposal offers and how it addresses the recipient's needs or pain points.
4. **Social proof:** Including social proof, such as testimonials, case studies, or noteworthy partnerships, can increase the likelihood of a response by 30% (Yesware). Provide examples of your successful collaborations and the results they generated.
5. **Call-to-action (CTA):** Emails with a single, clear CTA can increase clicks by 371% and sales by 1617% (Wordstream). Make it easy for the recipient to understand the next step, whether it's scheduling a call, replying to the email, or visiting a specific webpage.
6. **Tone:** Conversational tone in emails can increase response rates by 17% (Boomerang). Use a friendly and engaging tone to create rapport and make your message more approachable.
7. **Timing:** Tuesday is the best day to send a cold email, with a 20% higher open rate than the average (Mailchimp). Aim to send your email during the recipient's work hours, avoiding weekends and holidays.
8. **Responsiveness:** 35-50% of sales go to the vendor that responds first (InsideSales.com). Be prepared to follow up on responses quickly and efficiently to show you're engaged and committed to the opportunity.
9. **Mobile optimization:** 61.9% of email opens occur on mobile devices (Campaign Monitor). Ensure your email is formatted for easy reading on mobile devices, using clear headings, short paragraphs, and bullet points when appropriate.
10. **Follow-up:** Sending at least one follow-up email can increase response rates by 22% (Woodpecker). If you don't receive a response to your initial email, follow up with a polite reminder that reiterates your value proposition and CTA.
11. **Don't send attachments** (especially on the first email) as it will likely get caught in the brand's Spam filter
12. **Utilize the S.C.O.P.E. Technique** to ensure your communication is targeted, pertinent, and trustworthy:
 - a. **Specific** (related to a project the brand is engaged in)
 - b. **Connected** (link your proposal to content you've previously created)
 - c. **Outcomes** (demonstrate how you've supported other brands)
 - d. **Practical** (effortless implementation once they agree)
 - e. **Engaging** (capture their interest and maintain it throughout)

Email Cold Outreach Templates

Template 1:

Subject: ✨ [Brand], supercharge your online presence with our [Number of Followers] subscribers!

Hi [Brand Person],

I saw [Brand] recently launched the "[Campaign Name]" campaign, focusing on [Campaign Objective]. As a creator with a strong following in [Your Niche], I believe we can join forces to amplify your message.

Here's what I propose:

- [set of deliverables] highlighting [Brand] throughout the campaign
- [set of deliverables on another platform] featuring [Brand]'s products/services
- Content tailored to complement your campaign's tone and message

Within two weeks, I can deliver high-quality content that's ready to share. My audience is eager to learn about [Brand], and I'm confident we can drive meaningful engagement.

I recently collaborated with [Other Brand] on a similar project, and we saw a [Your Stats] increase in traffic and [Your Stats] boost in sales. I'd love to share more details if you're interested.

Looking forward to your thoughts!
[Your Name]

Template 2:

Subject: 🌟 [Brand], make a splash on [Platform] with our [Num Followers] followers!

Hello [Brand Person],

I noticed [Brand] is expanding its presence on [Platform]. As a top creator in [Your Niche] with over [Num Followers] followers, I think we can create a powerful partnership to boost [Brand]'s visibility and reach.

Here's my plan:

- [Number of Deliverables] sponsored [Platform] posts showcasing [Brand] in action
- [Number of Deliverables] engaging livestream sessions featuring [Brand] and answering audience questions
- Content that aligns with [Brand]'s values and objectives

I can have the first set of content ready within 10 days and maintain a consistent posting schedule throughout the campaign. My audience loves discovering new products and services, and I'm certain they'll be excited to learn about [Brand].

In a recent partnership with [Other Brand], we drove a [Your Stats] increase in website visits and a [Your Stats] uptick in conversions. I'd be happy to share more about that success story.

Let me know your thoughts!

[Your Name]

Template 3:

Subject: 🗝️ Unlock [Brand]'s growth potential with our 300K podcast listeners!

Hi [Brand Person],

I've been following [Brand]'s recent efforts in the [Industry] space, and I'm impressed by your commitment to [Brand Value/Initiative]. As the host of a popular podcast in [Your Niche], I believe we can collaborate to spread [Brand]'s message to a broader audience.

Here's what I have in mind [change to your deliverables]:

- A dedicated podcast episode featuring an interview with a [Brand] spokesperson
- 3 sponsored segments in upcoming episodes, highlighting [Brand]'s unique offerings
- Promotion across our social media channels for maximum reach

I can have the sponsored segments ready within 2 weeks and coordinate the interview at your earliest convenience. My listeners are passionate about [Your Niche] and would be thrilled to hear from [Brand].

Recently, I partnered with [Other Brand] on a similar collaboration, resulting in a [Your Stats] increase in their website traffic and [Your Stats] growth in new customers. I'd be glad to provide more details about that successful partnership.

Let me know if you're interested!

[Your Name]

Template 4:

Subject: 🗣️ Amplify [Brand]'s message with our [Number Followers] Instagram followers!

Hello [Brand Person],

I came across [Brand]'s new "[Campaign Name]" campaign, and I love the creative approach you've taken to engage customers. As an Instagram influencer with over [Number Followers] followers in [Your Niche], I'm confident we can join forces to elevate your campaign's reach and impact.

Here's what I propose [replace with your deliverables]:

- 6 sponsored Instagram posts featuring [Brand]'s products in action
- 3 engaging Instagram Stories series showcasing [Brand] and behind-the-scenes content
- A branded IGTV video diving deeper into [Brand]'s story and mission

I can have the initial content ready within two weeks and maintain a consistent posting schedule to align with your campaign's timeline. My audience loves discovering innovative brands, and I'm sure they'll be excited to learn about [Brand].

In a recent collaboration with [Other Brand], we achieved a [Your Stats] increase in engagement and a [Your Stats] growth in their follower base. I'd be happy to share more about that success story.

Looking forward to your thoughts!

[Your Name]

Template 5:

Subject: 🎯 [Brand], hit your marketing targets with our [Number Followers] TikTok fans!

Hi [Brand Person],

I noticed [Brand] is exploring new opportunities on TikTok, and I couldn't be more excited about the potential for us to work together. As a content creator with a dedicated TikTok following of [Number Followers] in [Your Niche], I believe we can create a powerful partnership to boost [Brand]'s reach and engagement.

Here's my plan [Replace With Your Deliverables]:

- 5 sponsored TikTok videos showcasing [Brand]'s products or services
- A series of 3 TikTok duets featuring [Brand] and interacting with your content
- Engaging, shareable content that aligns with [Brand]'s core values

I can deliver the first set of videos within 10 days and maintain a consistent posting schedule to complement your ongoing marketing efforts. My followers are always eager to discover new and exciting brands, and I'm certain they'll be thrilled to learn about [Brand].

In a recent partnership with [Other Brand], we drove a [Your Stats] increase in engagement and a [Your Stats] growth in their TikTok follower count. I'd be happy to share more about that successful collaboration.

Let me know your thoughts!

[Your Name]

Reasons to Send Follow Up Emails

1. **Increased response rates:** According to a study by Woodpecker, sending at least one follow-up email can increase response rates by 22%. Following up demonstrates your dedication and commitment, making it more likely that the recipient will engage with your message.
2. **Busy inboxes:** The average office worker receives 121 emails per day (Radicati Group). Your email may get lost or overlooked due to the sheer volume of messages in the recipient's inbox. A follow-up email gives your message another chance to be seen and acknowledged.
3. **Prioritization:** 80% of sales require an average of five follow-ups to close a deal (Marketing Donut). People are often inundated with tasks and projects, so it might take a few follow-up emails to prompt them to prioritize your proposal and take action.
4. **Building rapport:** Research by the Brevet Group shows that 71% of salespeople stop their follow-up efforts after just one email. By following up, you show the recipient that you're genuinely interested in fostering a relationship and working together, which can help build trust and rapport.
5. **Improved engagement:** A study by Yesware found that a series of follow-up emails can result in a 65% increase in reply rates compared to a single email. Following up helps you maintain a conversation and keep the recipient engaged, increasing the likelihood of achieving your desired outcome.

Follow Up Templates

Template 1 (send after 1 week with no response):

Subject: Re: ✨ [Brand], supercharge your online presence with our [Number of Followers] subscribers!

Hi [Brand Person],

I hope this message finds you well. I wanted to follow up on my email from last week regarding a potential collaboration between [Brand] and myself to supercharge your online presence. I understand that you might be busy, but I truly believe that our partnership could bring great results and help [Brand] reach new heights.

As a quick reminder, here's what I proposed [Fill In With Deliverables from 1st Email]:

- 4 sponsored YouTube videos highlighting [Brand] throughout the campaign
- 6 Instagram posts featuring [Brand]'s products/services
- Content tailored to complement your campaign's tone and message

In a recent collaboration with [Other Brand], we saw a [Your Stats] increase in traffic and [Your Stats] boost in sales. I'd love to share more details if you're interested.

If you'd like to discuss this further or need more information, please don't hesitate to reach out. [Insert Link to Calendly to Schedule Call/Zoom]

Alternatively, if you believe someone else at [Brand] would be better suited to handle this collaboration, I'd appreciate it if you could point me in the right direction.

Thank you for your time, and I'm looking forward to hearing from you.

Best regards,
[Your Name]

Template 2 (send after 1 more week from template 1):

Subject: Quick follow-up: [Brand] + our [Number of Followers] audience?

Hi [Brand Person],

Just checking in to see if you had a chance to review my previous emails about a collaboration between [Brand] and myself. I understand how busy you must be, so I'll keep this brief.

Proposal Recap [Replace Deliverables]:

- 4 YouTube videos featuring [Brand]
- 6 Instagram posts showcasing [Brand]'s products/services
- Tailored content to complement your campaign

Recent success story: [Your Stat] increase in traffic, [Your Stat] boost in sales for [Other Brand].

If you're interested in exploring this opportunity further, please let me know. I'm excited about the potential of working together and would love to discuss more.

Best regards,
[Your Name]

Template 3 (send after 10 more days from Template 2):

Subject: Last attempt: [Brand] collaboration opportunity?

Hi [Brand Person],

I hope you're doing well. This will be my last attempt to reach out about the potential collaboration between [Brand] and myself.

I understand you might be swamped, so I appreciate your time.

In case you missed it, I previously shared a proposal that could benefit [Brand] and help expand its reach.

I have experience in successful collaborations, like the recent one with [Other Brand, New Success Story], which resulted in a [Your Stat] increase in engagement and [Your Stat] growth in their follower base.

If you're interested in discussing this opportunity, please let me know. Otherwise, I'll assume that now isn't the right time, and I won't reach out again.

Wishing you all the best in your endeavors.

Kind regards,
[Your Name]