



• The Ultimate Guide to Cold Emailing



Table of Contents

Introduction	_____	page 2
Chapter 1- Getting Started	_____	page 3
• Introduction to Cold Calling	_____	page 3
• Setting Up Your Infrastructure	_____	page 4
• Building and Maintaining Your Email List	_____	page 9
Chapter 2- Writing and Following	_____	page 10
• Writing Effective Cold Emails	_____	page 10
• Follow-Up Strategies	_____	page 12
• Large-Scale Personalization	_____	page 16
Chapter 3- Monitoring and IP	_____	page 17
• Monitoring and Optimization	_____	page 17
• IPs for Agencies Only	_____	page 18
Chapter 4- Best Practices	_____	page 19
• Best Practices for Using Sequences	_____	page 19
Conclusion	_____	page 24

Introduction

Cold emailing is the process of reaching out to potential customers or prospects who have not yet interacted with your business. It's particularly effective in B2B sales, where forging new connections is essential for growth. Unlike email marketing, which focuses on nurturing relationships with existing customers, cold emailing is all about making that first impression, introducing your product or service, and sparking interest with people who may not yet be familiar with your brand.

Success in cold emailing often comes down to personalization, timing, and delivering value right away. It's important to craft tailored messages that resonate with your audience's needs, offer clear solutions to their pain points, and provide a compelling reason to engage with you. This requires not only a deep understanding of your target market but also the ability to manage large volumes of emails efficiently.

With **ZELIQ**, cold emailing becomes more strategic and manageable. ZELIQ's automation tools allow you to send personalized cold emails at scale, ensuring each message feels unique while saving you time. By integrating prospecting with email outreach, ZELIQ streamlines the entire process, increasing your chances of converting cold leads into warm prospects.

Let's get started!

Chapter 1: Getting Started

Module 1: Introduction to Cold Emailing

Definition and Objectives

Cold emailing is like knocking on the doors of businesses to introduce your product. You're contacting people who could benefit from your service but are not yet aware of it.

Example

If you sell accounting software to small businesses, you might send an email to owners to show how your software can save them time and reduce errors in their accounting.

Legal and Ethical Considerations

Think of legal regulations like traffic laws. Just as you need to follow road rules to avoid accidents, you need to adhere to email regulations to avoid penalties and ensure that your emails are well-received.

Example

Always include an unsubscribe link in your emails and avoid misleading subject lines like "You've won a prize!" unless it's true. This is also key to building trust and credibility.

Module 2: Setting Up Your Infrastructure

To succeed in cold emailing and prevent your emails from being marked as spam, it's crucial to set up a robust infrastructure. Here are expert recommendations on optimizing your infrastructure to maximize email deliverability:

Using Dedicated Domains and Email Servers

Dedicated Domains:



Use a separate domain for your cold email outreach to protect the reputation of your main domain.

Example:

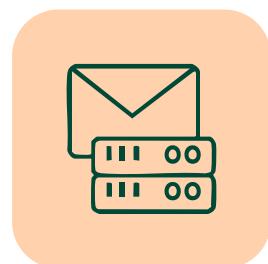
If your main domain is "mybusiness.com," create a domain like "mybusiness-mail.com" for your cold emailing activities.

Diversified Email Servers:

Experts recommend diversifying your email servers to minimize the risk of blacklisting and optimize deliverability.

Tip:

Split your emails across multiple providers. For example, use 50% of your emails on Google Workspace and 50% on Microsoft Office 365.



DNS Record Setup

SPF (Sender Policy Framework):



SPF acts like a VIP guest list for your domain, specifying which servers are authorized to send emails on your behalf.

Example:

An SPF record might look like `v=spf1 include:_spf.google.com ~all`, allowing Google's servers to send emails for your domain.

DKIM (DomainKeys Identified Mail):

DKIM adds a digital signature to your emails, proving that they haven't been altered during transmission.



Tip:

A DKIM record in your DNS settings could include a public key like `v=DKIM1; k=rsa; p=public-key`.



DMARC (Domain-based Message Authentication, Reporting & Conformance):

DMARC specifies how to handle emails that fail SPF or DKIM checks and provides reports on authentication results.

Example:

A DMARC record such as `v=DMARC1; p=none; rua=mailto:reports@mybusiness-mail.com` defines policies and report addresses for handling authentication failures.

Why DNS Configuration is Important

Proper DNS (Domain Name System) configuration is crucial for email deliverability. It helps authenticate your emails and protects against phishing attacks. Poor configuration can lead to undelivered emails or them being marked as spam.

Steps for Proper DNS Configuration

Proper DNS (Domain Name System) configuration is crucial for email deliverability. It helps authenticate your emails and protects against phishing attacks. Poor configuration can lead to undelivered emails or them being marked as spam.

• Access Your Domain's DNS Management

- Log in to your domain provider account (e.g., GoDaddy, Ionos, Hostinger).
- Navigate to the DNS management section.

• Add an SPF Record

- SPF (Sender Policy Framework) authorizes servers to send emails for your domain.
- Add a new TXT record with the following detail
 - **Name:** @ (or leave blank depending on your provider)
 - **Type:** TXT
 - **Value:** v=spf1 include:_spf.google.com ~all
 - **TTL:** 3600 (or leave it at default)

• Add a DKIM Record

- DKIM (DomainKeys Identified Mail) adds a digital signature to your emails.
- Generate a DKIM key from your email service (e.g., Google Workspace, Microsoft Office 365).
- Add a new TXT record with the following details:
 - **Name:** google._domainkey (or other, depending on your email provider)
 - **Type:** TXT
 - **Value:** (public key generated by your email service)
 - 3600 (or leave it at default)

• Add a DMARC Record

- MARC (Domain-based Message Authentication, Reporting, and Conformance) specifies how to handle emails that fail SPF or DKIM checks.
- Add a new TXT record with the following details:
 - **Name:** _dmarc
 - **Type:** TXT
 - **Value:** v=DMARC1; p=none; rua=mailto:reports@your-domain.com
 - **TTL:** 3600 (or leave it at default)

Risks of Improper Configuration



Undelivered Emails:

If SPF, DKIM, or DMARC records are incorrectly configured, your emails may be rejected by receiving servers.



Emails Marked as Spam:

A misconfiguration can send your emails straight to spam, drastically shrinking your chances of being seen.



Vulnerability to Attacks:

Without proper configuration, your domain could be used by attackers to send phishing emails, damaging your company's reputation.



Lack of Reporting:

Without correctly setting up DMARC, you won't receive reports on phishing attempts or identity theft using your domain.

Daily Sending Limits

Sending Quotas

To avoid being marked as a spammer, it's important to adhere to daily sending limits.

Tip: Use one domain for every three email addresses and limit sending to 25 emails per day per email address.

Example: If you have three email addresses under "mybusiness-mail.com," each address should not send more than 25 emails per day.

Warmup Strategy

Before blasting out emails, it's crucial to "warm up" your new email addresses. Think of it like prepping for a marathon—start slow to build trust and avoid being flagged as spam.

Warmup Plan

- **Week 1:** Start with 5 emails/day.
- **Week 2:** Increase to 10/day.
- **Week 3:** Gradually reach 30–40 emails/day.

Warmup Tools:

Use tools like **Smartlead** or **Mailwarm** to automate the process and monitor your email reputation, ensuring smooth delivery from day one.



Smartlead.ai



mailwarm

Email Personalization and Content

Personalization

Want your emails to stand out? Personalization is key! Use the recipient's first name and craft content that speaks directly to their business needs.

Example:

New Message

To Cc Bcc

Subject

Hi [First Name],

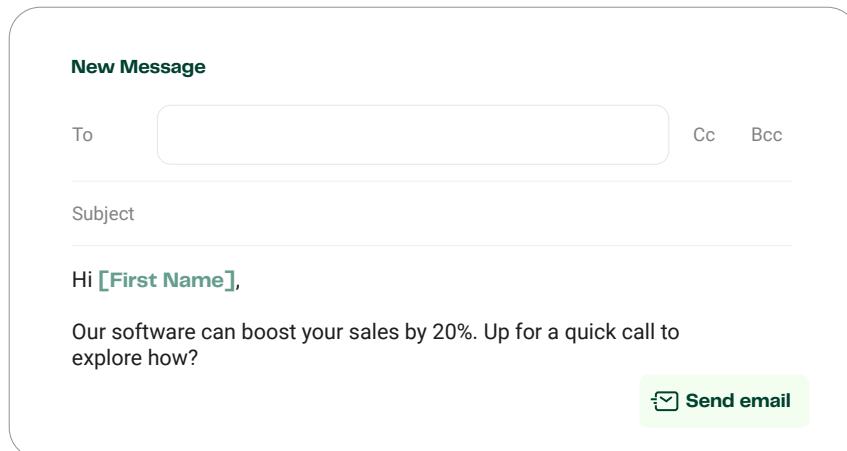
I see [Company Name] is growing fast. Our software can simplify your sales process and help manage that growth.

Send email

Content Optimization

Steer clear of spammy words like "free" or "buy now." Keep it short and sweet—under 125 words—and limit images.

Example:



Module 3: Building and Maintaining Your Email List

Database Hygiene

Regular Cleaning

Keeping your email list squeaky clean is essential for avoiding bounces and protecting your sender reputation.

Cleaning Tools

Use services like **ZeroBounce** or **NeverBounce** to verify and clean your list, removing invalid addresses, spam traps, and inactive contacts.

Example:

Regular cleaning helps weed out addresses like "test@example.com" or "bounce@example.com."

List Segmentation

Divide your email list into targeted groups to personalize messages and boost response rates.

Example:

Segment by industry, company size, or engagement behavior (clicks, opens).

Chapter 2: Writing and Following Up

Module 4: Writing Effective Cold Emails

Email Content

Clarity and Conciseness

Cold emails should be short, clear, and straight to the point. Highlight the benefits and value you bring.

Example:

Subject: "Increase Your Sales by 20%"

Body: "Hi [First Name], our software can help increase your sales by 20% by automating your sales processes. Would you be available for a quick call to discuss this opportunity?"

Personalization

Personalize each email by using the recipient's first name and specific details about their business or sector.

Example:

"Hi [First Name], I saw that your company [Company Name] recently launched a new product. Our solution can help you optimize your product launch process."

Word Choice

Why Avoid Certain Words?

Email providers use spam filters to scan your content for common spammy terms. Using these trigger words can increase the likelihood that your email ends up in the spam folder instead of your recipient's inbox. Avoid using overly promotional or suspicious language to keep your emails in view and out of the junk pile.

List of Words to Avoid

Here is an exhaustive list of words and phrases to avoid to reduce the risk of landing in spam:

- **Finance:** free, 100% free, no fees, credit card, instant loan, discount, save
- **Urgency and Calls to Action:** urgent, immediately, click here, activate now, don't miss, limited-time offer
- **Marketing and Promotions:** promotion, special offer, price, buy now, purchase, order
- **Gains and Opportunities:** make money, income, guaranteed returns, wealth, double your income
- **Health:** weight loss, diet, miracle, remedy, magic solution
- **Miscellaneous:** sex, casino, gambling, winning, luck

Examples of Words to Avoid

- **Free**
 - Avoid: "Get your free product now!"
 - Replace with: "Discover our exclusive offer with no extra cost."
- **Click Here**
 - Avoid: "Click here for more information."
 - Replace with: "Visit our website to learn more."
- **Urgent**
 - Avoid: "Urgent action required!"
 - Replace with: "Make an informed decision today."

Plain Text vs. HTML Emails

Plain Text Emails

Plain text emails feel more personal and are less likely to be filtered as spam.

Example:

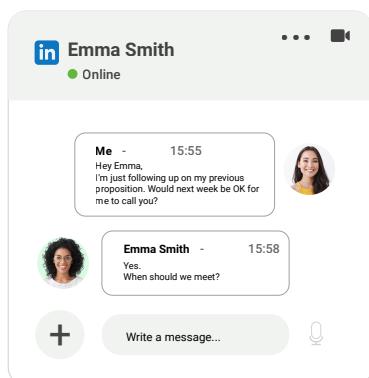
A simple email with no images or complex formatting, focusing solely on the message.

Module 5: Follow-Up Strategies

Follow-Up Planning

Effective follow-up planning is essential for maximizing responses from your cold email campaigns. A good follow-up strategy reminds your prospects about your offer without seeming pushy or intrusive. Here are the best tips and practices for effective follow-up planning.

Importance of Follow-Ups



- **Reminder:** Prospects may forget or miss your first email.
- **Engagement:** Follow-ups show your commitment and interest in the prospect.
- **Conversion:** A well-timed follow-up can encourage a prospect to take action, even if they didn't respond initially.

Follow-Up Strategy: Steps and Tips

Step 1: Spacing Out Follow-Ups

Optimal Timing

Space your follow-ups strategically to avoid pestering the prospect while staying top of mind.

Tip. Use increasing intervals for each follow-up, for example:

- 1st Follow-Up: 3 days after the initial email.
- 2nd Follow-Up: 7 days after the first follow-up.
- 3rd Follow-Up: 14 days after the second follow-up.

Example:

- **Initial Email:**

"Hi [First Name], I wanted to talk to you about our solution that could increase your sales by 20%."

- **1st Follow-Up (3 days later):**

"Hi [First Name], did you have a chance to read my previous email? We've helped companies like yours optimize their sales. Would you be available for a quick call?"

- **2nd Follow-Up (7 days later):**

"Hi [First Name], I wanted to share a success story with our solution. One of our clients saw a 20% increase in sales within just 3 months."

- **3rd Follow-Up (14 days later):**

"Hi [First Name], I'd love to discuss how we can help you achieve similar results. Are you available for a call next week?"

Step 2: Follow-Up Content

Add Value

Each follow-up should bring new information or a fresh perspective, not just repeat the previous message.

Tip: Share case studies, client testimonials, or useful resources in each follow-up.

Follow-Up Content Examples:

Case Study: "One of our clients in your industry increased their sales by 30% with our solution. Here's how."

Client Testimonial: "Here's what [Client Name] says: 'Our productivity has doubled since we started using this solution."

Useful Resource: "I thought this article might interest you: '5 Strategies to Optimize Your Sales in 2024."

Step 3: Tailor Your Message

Personalize Your Follow-Ups

Personalize each follow-up to show you've done your research on the prospect and understand their specific needs.

Tip: Use the prospect's first name, mention specific details about their company, and adapt the message to their industry.

Examples of Personalized Messages:

"Hi [First Name],
I saw that your company [Company Name] recently expanded its sales team. Our tool could help your new team reach its goals faster."

"Hi [First Name],
Your article on [specific topic] was insightful. I think our solution could complement your efforts in that area."

Step 4: Using Follow-Up Tools

Automated Follow-Ups

Take the hassle out of manual follow-ups by using automation tools that schedule and send them for you. These tools can adjust the timing and content based on how recipients respond, ensuring a more personalized approach.

Recommended Tool

ZELIQ makes it easy to create customized follow-up sequences and automate the sending process, saving you time while keeping the conversation going.

Example of an Automated Sequence:

- **Initial Email:**

Sent automatically when the prospect is added to the campaign.

- **1st Follow-Up:**

Scheduled to be sent 3 days after the initial email if no response is received.

- **2nd Follow-Up:**

Automatically sent 7 days after the first follow-up.

- **3rd Follow-Up:**

Sent 14 days after the second follow-up with personalized content based on the prospect's previous interactions.

Step 5: Analyzing and Adjusting Follow-Ups

Track Performance

Track the performance of your follow-ups to identify what works and what doesn't.

Key Metrics:

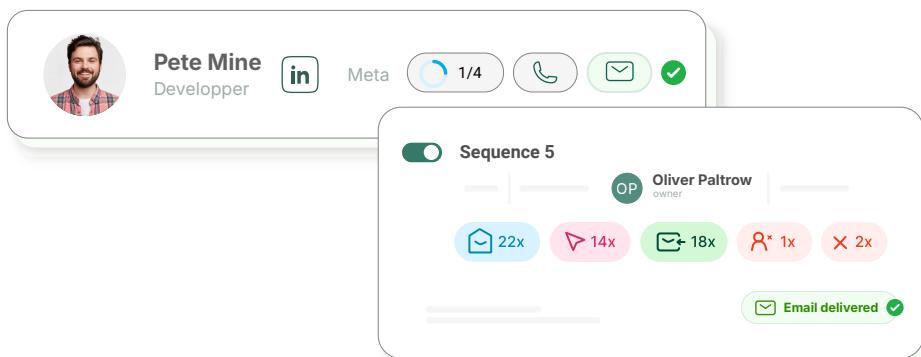
- **Open Rate:** Indicates how effective your subject lines are.
- **Response Rate:** Shows how engaged prospects are with your emails.
- **Conversion Rate:** Measures the percentage of prospects who take the desired action (e.g., booking a meeting).

Strategy Adjustment

Analyze your follow-up results and adjust your strategy based on the data.

Tip: If a particular follow-up has a low open rate, try different subject lines. If response rates are low, tweak the content to make it more engaging.

Example of Adjustment:



Low Open Rate:

Change the subject from "Reminder: Our solution can help you" to "How [Company Name] can increase its sales by 20%."

Low Response Rate:

Add a testimonial or case study to make the email more persuasive.

Module 6: Large-Scale Personalization

Using Personalization Tools

Leverage advanced tools like ZELIQ to scale personalization, tailoring each email based on recipient-specific data.

Example

ZELIQ can automatically personalize key details such as first name, company name, and industry-specific info, making every message feel unique.

Dynamic Personalization

Take it up a notch with dynamic personalization that adjusts content in real-time based on recipient actions.

Example

If a recipient clicks a link, future emails can automatically include more information on that topic.

Search

Contact Company

Filters

Search

Company

Industry

Location

Contact Company
Countries
 United States

Job Title

Department

Full Name

Is decision maker

Job change in the past 6 months

Funding Round

Revenue

Show more filters

Save

Chapter 3: Monitoring and IP

Module 7: Monitoring and Optimization (Advanced Module)

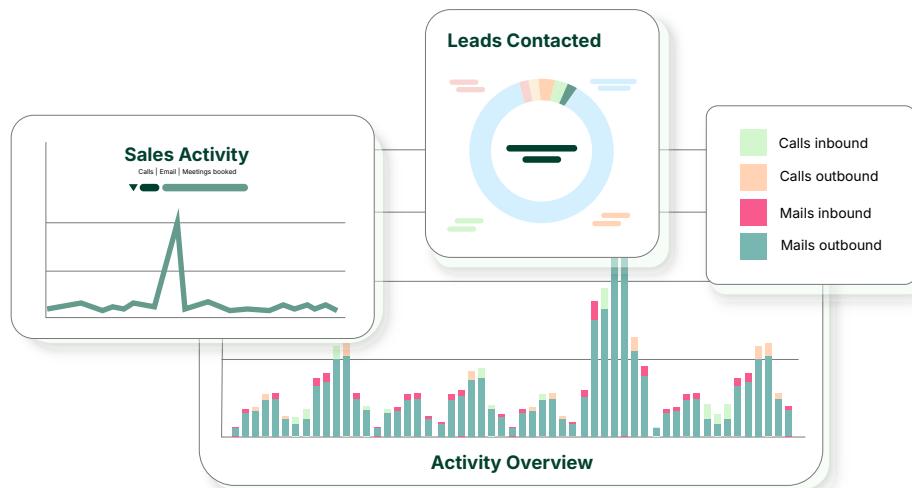
Key Performance Indicators

Tracking Metrics

Monitor key indicators to assess the effectiveness of your email campaigns: open rate, response rate, and conversion rate.

Example:

- **Open Rate:** Percentage of recipients who open your emails.
- **Response Rate:** Percentage of recipients who reply to your emails.
- **Conversion Rate:** Percentage of recipients who complete the desired action (e.g., scheduling a meeting, signing up).



Analysis and Adjustment

Regularly analyze campaign results and adjust your strategies based on performance.

Example:

If the open rate is low, try different email subject lines. If the response rate is low, modify the email content to make it more engaging.

A/B Testing

Optimization Through A/B Testing

Conduct A/B tests to compare different versions of your emails and determine which performs best.

Example:

Test two different subject lines to see which one generates more opens, or try two different calls to action to see which one gets more clicks.

IPs for Agencies Only

Benefits of Dedicated IPs

For high-volume senders, a dedicated IP helps maintain a strong sending reputation by isolating your traffic from other users.

Example:

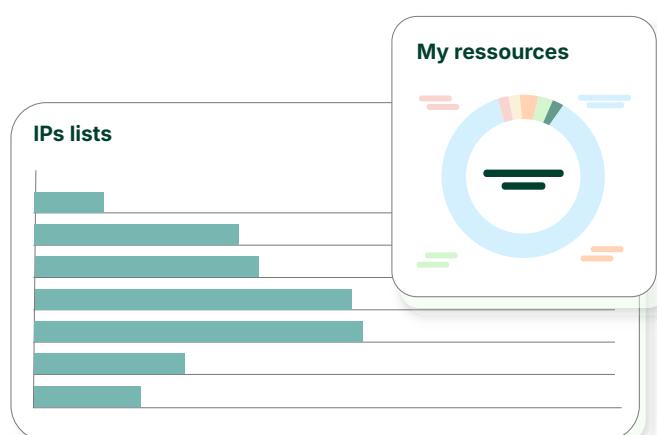
Test two different subject lines to see which one generates more opens, or try two different calls to action to see which one gets more clicks.

Monitoring IP Reputation

Use tools like Sender Score or Talos Intelligence to monitor and maintain your IP reputation.

Example

If your IP reputation starts to drop, take action to improve the quality of your email lists and the content of your emails.

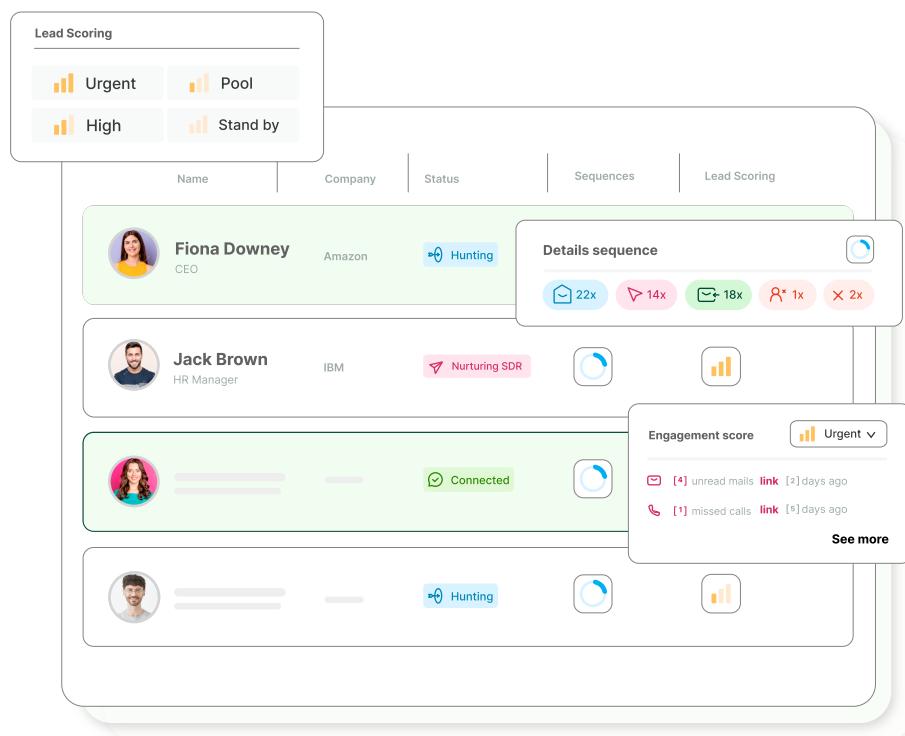


Chapter 4: Best Practices

Module 8: Best Practices for Using Sequences

The Role of Sequences in Sales

Using sequences in your outreach is a powerful way to engage leads through structured, multi-touch interactions. A well-designed sequence keeps your brand top of mind while delivering personalized value at each stage of the prospecting process. Here are the best practices for creating and optimizing outreach sequences that drive results.



Key Benefits of Using Sequences

Consistency

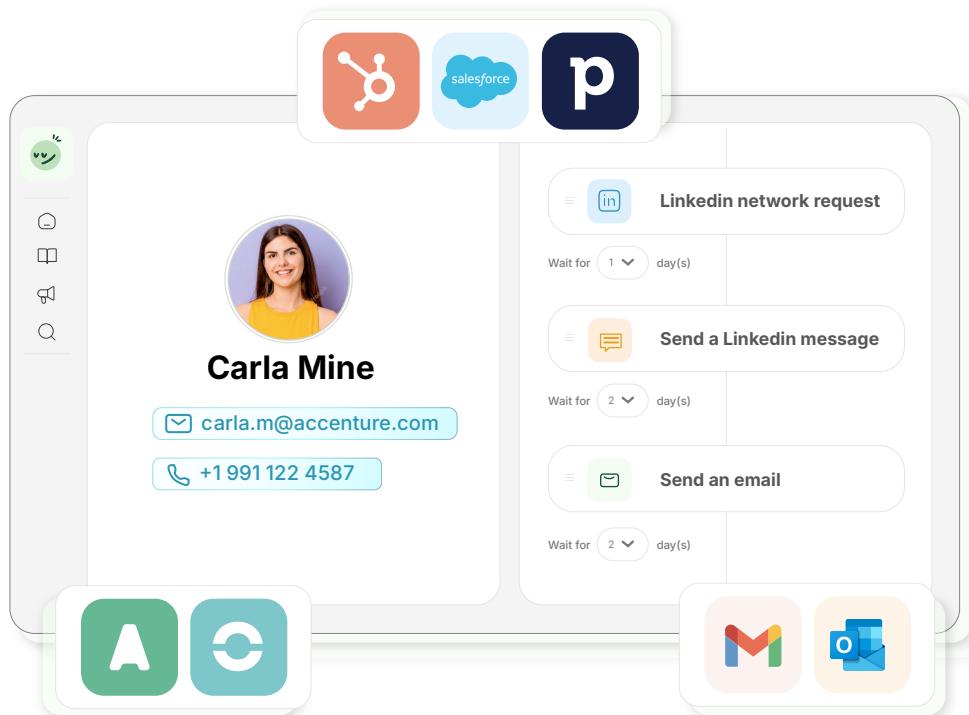
Automating sequences ensures your outreach remains consistent, even when managing multiple leads.

Omnichannel Engagement

Reach your prospects through different channels—email, social media, and phone calls—for a well-rounded approach.

Time-Saving

Sequences take care of the follow-ups for you, so you don't have to manually remember to email or check back with leads. Let the automation handle the routine tasks while you focus on closing deals.

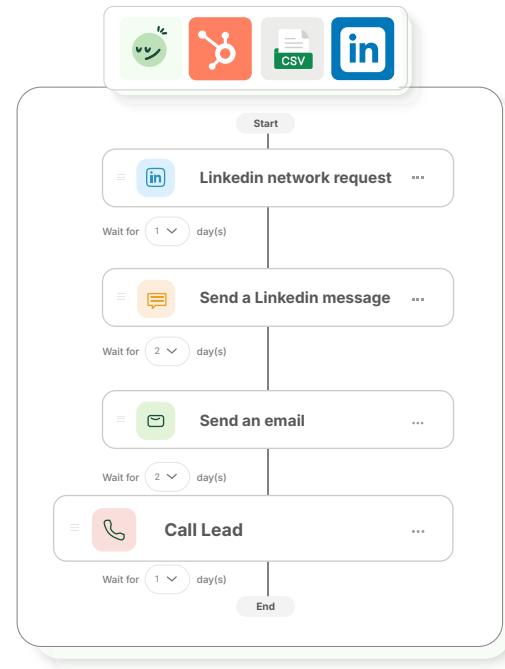


Sequence Strategy: Steps and Tips

Step 1: Spacing Out Follow-Ups

An effective sequence goes beyond just emails. To increase your chances of engagement, use omnichannel outreach by combining emails, social media interactions, and phone calls.

- **Emails:** Use targeted, personalized messaging to reach prospects directly in their inboxes.
- **Social Media:** Platforms like LinkedIn allow for direct interaction with prospects, helping you build rapport.
- **Phone Calls:** Add a personal touch with well-timed calls after specific sequence steps to deepen engagement.



Tip: Use ZELIQ's **sequence automation feature** to manage and send omnichannel messages efficiently, ensuring your outreach touches every base.

Step 2: Personalize Each Sequence

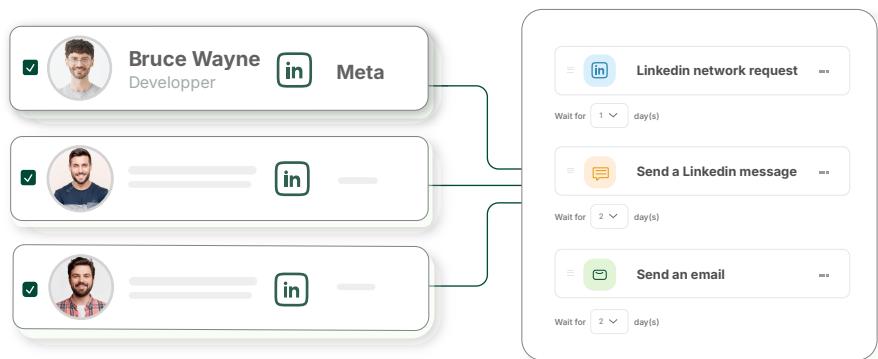
The best sequences are those that feel personal and relevant to the recipient.

Tailor Messages

Reference specific pain points or industry trends in your emails and social media messages.

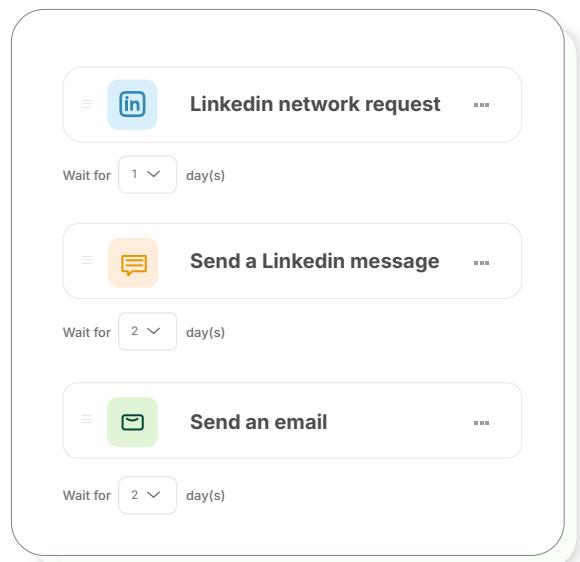
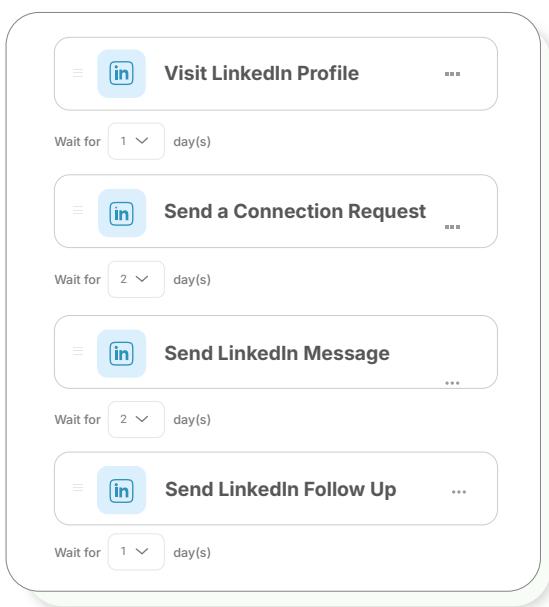
Adapt Across Channels

Vary your approach based on the medium. For example, emails might be more formal, while LinkedIn messages could be conversational.



Example:

Email: "Hi [First Name], I noticed your team is growing rapidly. Our solution could help streamline your onboarding process."



LinkedIn Message: "Hi [First Name], I read your recent article on [topic]. I'd love to connect and chat about how we can help support your team's growth."

Step 3: Space Your Touchpoints Strategically

A successful sequence doesn't bombard prospects. It spaces out touchpoints to maintain visibility without overwhelming them.

Suggested Timing

- 1st Email: Day 1
- LinkedIn Connection Request: Day 2
- Phone Call: Day 5
- Follow-Up Email: Day 7

Tip: Use ZELIQ to automatically schedule each step of your sequence, ensuring perfect timing without manual effort.

Step 4: Add Value with Each Message

Don't just repeat the same pitch. Add new insights, resources, or success stories at every stage.

- **Case Study:** Share how your product helped a similar business achieve results.
- **Resource:** Provide an article, whitepaper, or relevant guide that offers additional value.
- **Success Story:** Include client testimonials to demonstrate your product's effectiveness.

Example: "Hi [First Name], I thought you'd find this case study helpful. We recently helped [Client Name] boost their sales productivity by 30% in just 6 months. I'd love to discuss how we can help you achieve similar results."

Step 5: Automate and Analyze Your Sequences

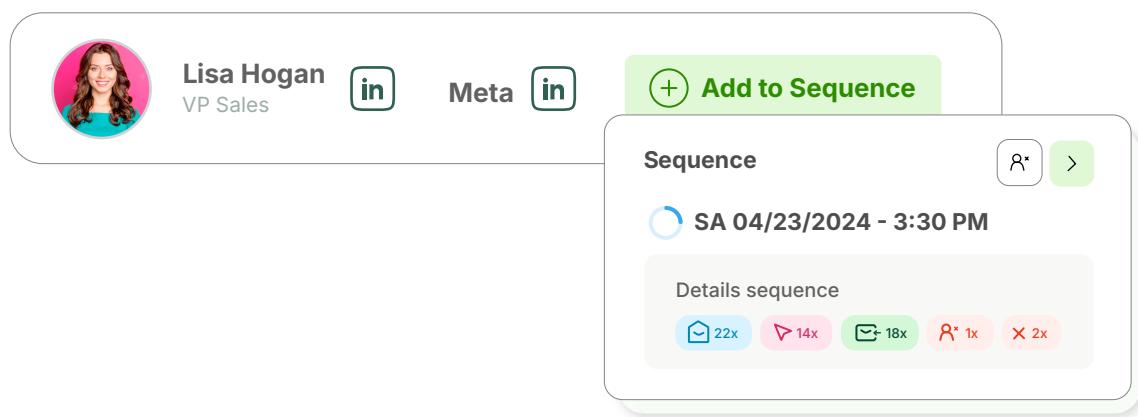
Automation allows you to send follow-ups without manual intervention, freeing up time for higher-value tasks.

Monitor Metrics

Track key metrics like open rates, click rates, and responses to assess the effectiveness of your sequence.

Adjust for Success

If engagement is low, adjust your subject lines or messaging to better align with your audience's interests.



Conclusion

Cold emailing can be a powerful way to open doors to new opportunities, especially in B2B sales. But it takes more than just sending out emails to get meaningful results. Crafting a successful cold email strategy involves understanding your audience, building credibility, and setting a strong technical foundation. Having well-configured DNS settings—like SPF, DKIM, and DMARC—plays a crucial role in keeping your emails out of spam and improving deliverability. Additionally, thoughtfully timed follow-ups help ensure your messages remain relevant and engaging without overwhelming your recipients. Each email is a chance to connect, so personalization is essential, especially when tailoring your message to address specific pain points and provide value right away.

ZELIQ makes this entire email sending more efficient. From automating follow-ups and managing large-scale personalization, to tracking lead engagement, ZELIQ's tools streamline cold emailing. Its lead tracking features ensure that no contact slips through the cracks, and customizable templates help you stay on-brand while adapting to each prospect. Plus, with the ability to score and segment leads, you can prioritize the best opportunities and refine your approach based on real-time insights.

If you're looking to level up your cold emailing, explore zeliq.com for free and see how it can support your outreach!

