RocketReach

Struggling to make a connection?
3 fixes to your outreach strategy

You've cultivated a long list of email contacts, catalogued a robust library of informative content, and launched an email outreach campaign that you are sure will yield numerous high-potential, mature leads. But at the end of the sequence, you find yourself short on sales-ready prospects and high on spent investment. What went wrong, and what part of the outreach process did you miss?

To yield the best results in an email sequence, you should not only reach customers but also—more importantly—*engage* them. To forge strong connections with potential customers, successful sales teams leverage the world's most valuable resource: **data**.

Read on to learn 3 common outreach sequence pitfalls and how you can solve them by improving the efficiency and effectiveness of your data.
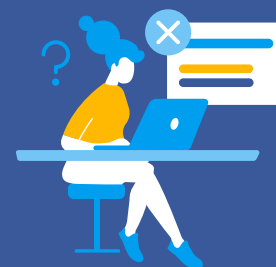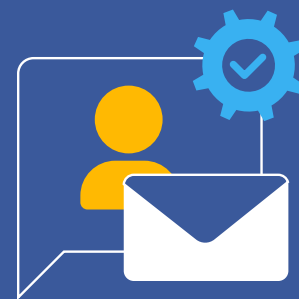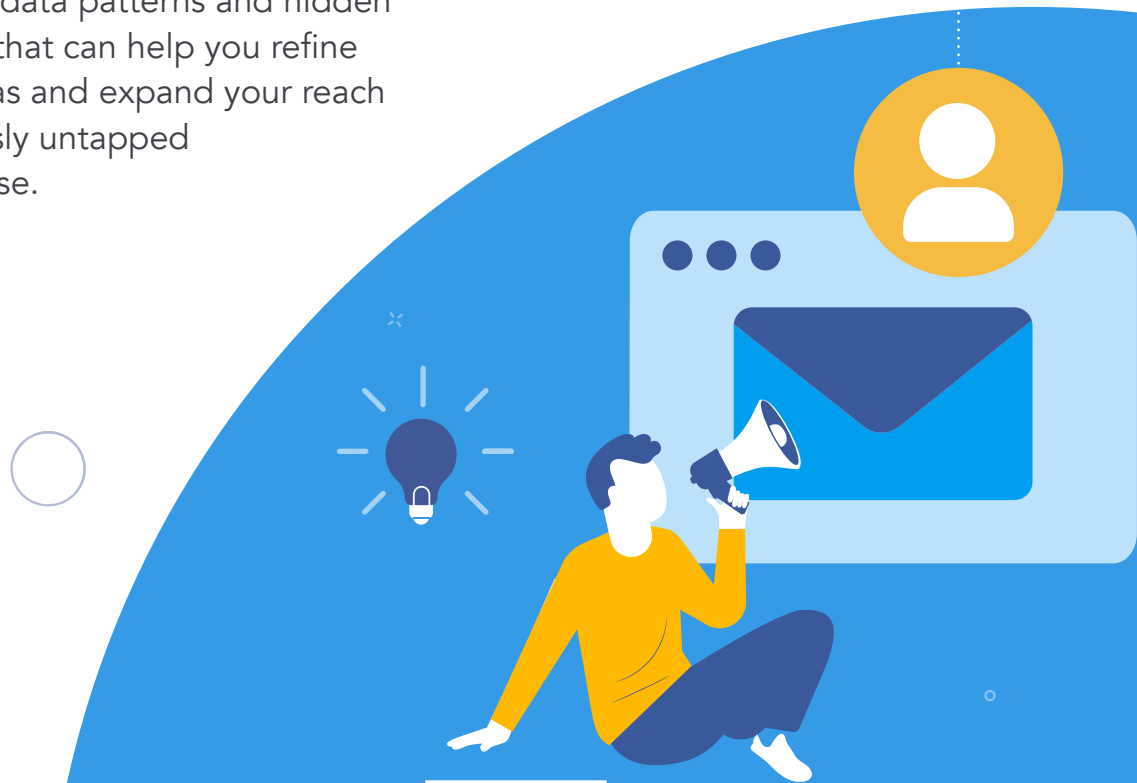
Reason #1:
You're casting too wide of a net.

Solution: Home in on a segmented audience that will be most receptive to outreach.

Sending outreach content to as many contacts as possible may seem like a good strategy, but in reality, it diminishes the quality of your potential leads. Use your established buyer personas to seek out prospects who fit specific criteria, such as company size, industry, job title, and more. This will render a more targeted contact list that yields higher engagement conversion rates.

Save time building your customer outreach list by partnering with a contact data platform that will narrow your search. Things to look for when selecting a contact data platform include available search filters, API and CRM integrations, and accuracy rates. Top-performing platforms utilize AI to not only render results faster but also identify data patterns and hidden correlations that can help you refine your personas and expand your reach to a previously untapped customer base.

Reason #2:
Your audience isn't connecting with the content.

Solution: Tailor your messaging to address your target audience's pain points.

Customers want to feel seen. In fact, more than 70% of customers expect communications to be personalized and more still are "frustrated" when companies target them with irrelevant products and/ or don't understand their paint points or nuances of their role or industry.

Once you harness accurate data to narrow your contact list to a more targeted audience, you'll notice recipients will have much more in common. Your approach may change depending on where your customers are in the sales funnel, but the one constant in an email outreach sequence is **relevance**. Avoid measuring target personas on their performance and how you can help them achieve their goals or remove bottlenecks. Instead, use up-to-date customer data to dive deeper into specific pain points and establish yourself as a trusted resource and partner first.

Use the follow up to get even more personal, drawing upon customer data—such as revenue trends among companies of the same size and industry—to further identify ways you can engage.

CUSTOMER
Daversa Partners

20% increase in workforce efficiency

30% increase in data accuracy

200% increase in usage

"We decided to give RocketReach a test run in direct comparison to other solutions in the market. Our team immediately saw the value in the form of quicker results with higher accuracy. Adopting RocketReach as an enterprise-wide solution was a no-brainer for us."

**Jonathan Krodel**
Director, Systems & Tools

Reason #3:
You're not properly tracking metrics.

Solution: Continually measure data for accuracy.

Even with a targeted approach to outreach, if your honed contact list is rife with dated emails, names, and job titles, your campaign won't have the desired impact. More than 1.1 million contacts have changed jobs in the past 3 months, and research suggests that another <u>1 in 5 workers are poised to change jobs</u> in the next six months. These statistics further highlight the value of integrations with tools that feed the most current data.

Help ensure you are engaging the right people by constantly evaluating your contact data. Using your outreach platform, take note of open and click-through rates for contacts whom you especially expect to connect with your campaign. If rates are consistently low or at 0, your emails might be sitting in a defunct or irrelevant inbox. Run your bulk list through your contact data platform before each scheduled delivery to ensure you have the most up-to-date information.
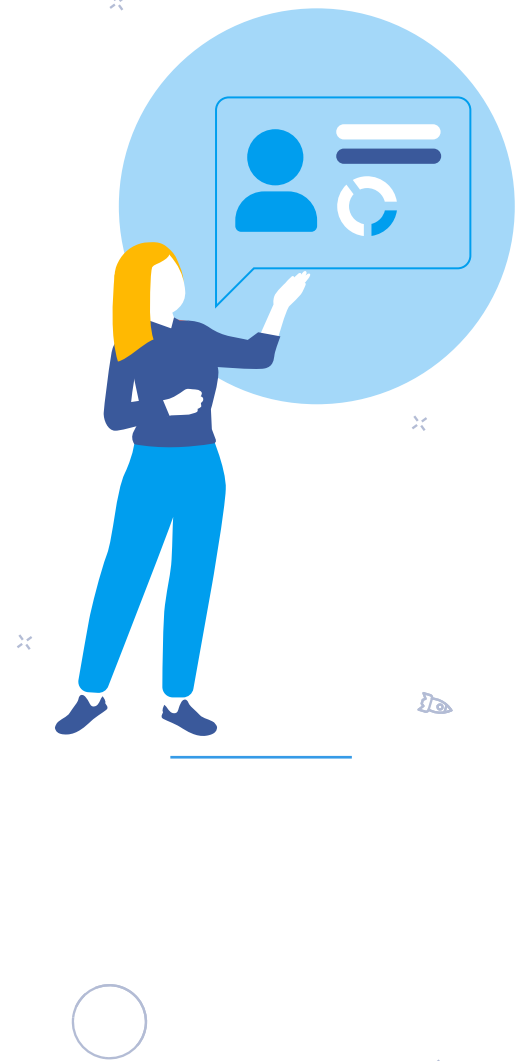
The world's #1 most accurate contact database, RocketReach helps sales teams boost efficiency and drive pipeline by instantly connecting with valuable leads. Its user-friendly platform and real-time, verified data allow sales reps to reach and engage the right people with the most relevant information.

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