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Build an outbound cadence

A sales cadence includes every contact attempt a salesperson makes with a prospect, including emails, phone calls, voicemails, and social media interactions.

The four elements to an ideal cadence are **timing**, **touchpoints**, **quality content**, **testing and optimizing**.

Perfecting your sales cadence will ensure you're driving prospects down your sales funnel, not driving them out of it.

Timing

Timing is (almost) everything. Follow these best practices when building your outbound cadence schedule.

1. Wait at least a day in between contact attempts, but no more than four.

2. Align your CRM with your contact attempts to ensure consistency with your sales cadence plan.

3. An ideal sales cadence duration falls between two and four weeks.

Make sure your messages get seen. Your outbound email campaign must reach the prospects' inboxes at optimal times to ensure that your potential prospects open your emails. The optimal time depends on who your target audience is.

For example a **B2B lead is typically best sent at 10 am on a Tuesday, Wednesday, or Thursday**.

When targeting a **B2C lead, the cadence is best sent on lunchtime or after-hours**, when they're more likely to check their mailboxes. Meanwhile, the best time to email an entrepreneur is on the weekend.
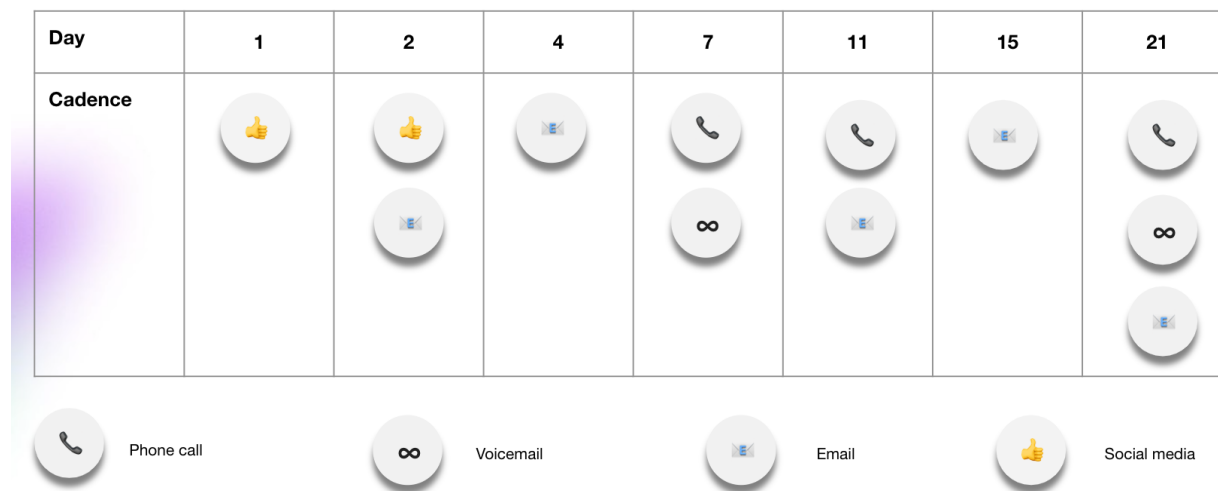
Touchpoints

The number of touchpoints matters

It takes 7-13 touches to deliver a qualified sales lead. Set yourself up for success by aiming for 10-15 touches per prospect in your sales cadence. You can test and adjust this number over time to find what works best for your target audience.

Be persistent... but not clingy.

Below is an example of an outbound cadence and touchpoints.

Day	1	2	4	7	11	15	21
Cadence	👍	👍	✉️	📞	📞	✉️	📞
		✉️		∞	✉️		∞
							✉️

📞 Phone call	∞ Voicemail	✉️ Email	👍 Social media

Length of sales cadence: 4 weeks   **Number of touchpoints: 12**

Build in bumps & follow up on your outbound emails

Chances are, your first outbound email doesn't convince your prospect to respond. Build in follow-up bump emails into your cadence. The more follow-ups you send, generally, the better your engagement chances. Just remember not to send too many follow-ups, or you'll annoy the recipient.

Research shows that just one follow-up email can increase your response rate by 65%.

Make sure your messages get seen

Even if you follow email best practices, some of your outbound email recipients may still mark your emails as spam. When they do, your sender reputation and email deliverability take a hit, causing your emails to land in the recipient's spam folder instead of their inbox. Here's what you can do to prevent that from happening:

1. Create a dedicated domain with a different email account so that your outbound efforts do not affect the deliverability of your critical business emails.

2. Pick an email service provider that lets you send your target number of emails daily. Email providers like Gmail limit the number of emails you can send to 500 with a regular account.

3. Leverage security mechanisms like DKIM (Domain Keys Identified Mail) and SPF (Sender Policy Framework) to prevent hackers from sending emails on your behalf and avoid triggering the spam filters.

💡 **Tip**: Gradually warm up your email account to build credibility as a trusted sender, and avoid sending out a large volume of emails at once.

Quality of messages

Outbound email marketing tends to have a lower engagement rate when compared to the inbound email marketing method. That's because you're emailing recipients who haven't opted-in to receive your communications. Share a meaningful value proposition that drives urgency and be sure to A/B test subject lines, include a strong CTA, and personalize messages.

📝**Resource**: Use this sales messaging worksheet to craft compelling messages.

Test your sales cadence and adjust as needed

It's important to experiment with your cadence in order to nail down what works best with your target audience. You won't be able to assess how effective your sales cadence is if you're not looking at the right metrics. You'll definitely want to track the following:

- How many emails or phone calls (touches) it takes to get a response
- How many touches it takes before (1) moving to a prospecting call and (2) closing a sale
- Open and click-through rates (CTRs) of your prospecting emails
- Which types of content get you the highest response rate
- How many prospects ultimately convert into customers

The more information you can gather on what works and what doesn't, the better your future sales cadences will work.

📝**Resource**: Use this [weekly status report](weekly-status-report) to track and measure your touches.

Try these testing tips

To start testing, you can A/B test two different sales cadences and see which performs better. From there, A/B test the winning cadence with a new one that incorporates any potential for improvements you caught during your last test. Repeat this process to improve your sales cadence on a continuous basis.

In the case of outbound prospecting, it's good to make your first contact attempt either via social media or email. This way you can introduce yourself and your company and give them a chance to warm up to you before jumping on to a sales call.

Nurture Cadence

Start thinking about how to nurture these accounts after the campaign is completed. Once the campaign is complete you'll have data to re-engage those top accounts, warm leads and prospects that told you to follow up in 6 months or said they were not interested.