# 7 little known ways to get more emails delivered & responded

What you don't know about these rules of outbound prospecting could be invisibly harming your sales!





Woodpecker





## Poll

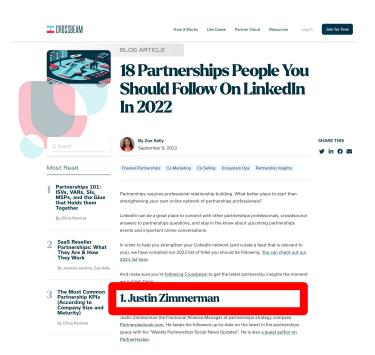






## Justin Zimmerman Partnership Prospector

- 2022 LinkedIN "Person To Follow"
- ✓ HubSpot "CTA Response" Winner
- ✓ Generated millions with email
  - <sup>1</sup>∕ On a 1399+ day running Streak









### Darius Santos Video Sales Expert

- ✓ Co-founder of Dubb.com
- ✓ Trains 100's every month
- ✓ Bootstrapped with outbound
- **Tormer male model**

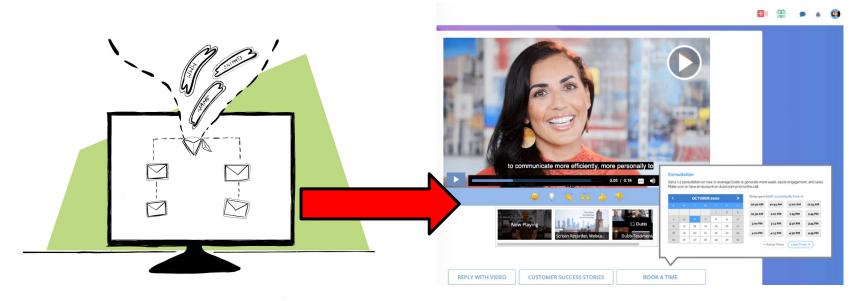










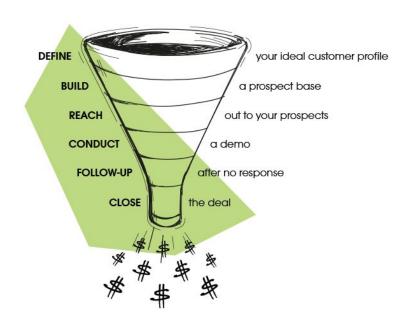






### Today's Agenda...

- Avoiding landing in SPAM
- ②Getting into the "Primary Tab"
- 3 Getting appointments with video
- 4 Adding SMS to get more replies
- **5** Testing your message to find winners
- 6 Automating your lead flow
- 7 Try My #1 CTA for 2022







### Housekeeping...

**Text** "slides" to +1 561-933-5333

!? Q&A The End (Use Q/A Box)





## No Fluff





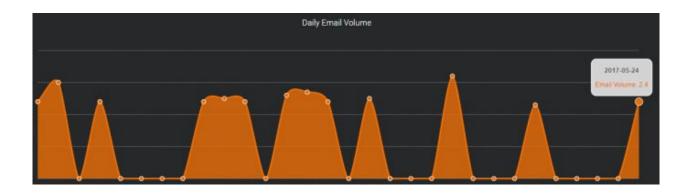


## Warm Up Your Domain & Email So you can easily avoid your emails landing in SPAM









(B)





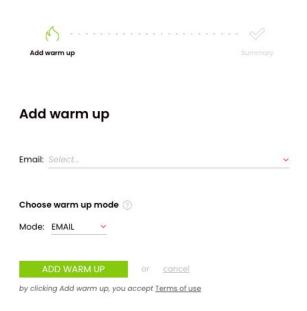




### **Manually**

- 1. Set up your email account
- 2. Set up the "from line" and signature
- 3. Set your SPF and DKIM records
- 4. Send a couple of emails a day by hand
- 5. Collect a few responses and reply

### **Automated**









Just like before a workout, Warm-up & Recovery is essential before you start running a campaign. Choose one of your connected email accounts, start a warm-up process and get your campaigns delivered.

**ADD WARM UP** 

## **CTA - Turn On Free Domain Warm Up**



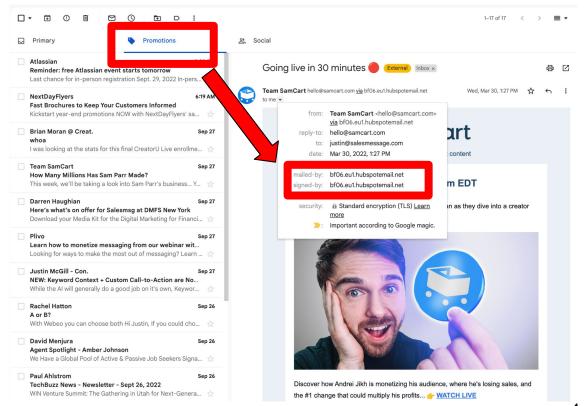




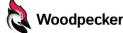
## Don't Use Mass Blast Email Tools So you can get into the "Primary" Tab and stop unsubscribes

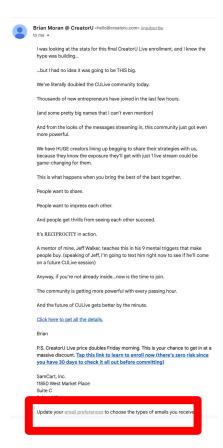


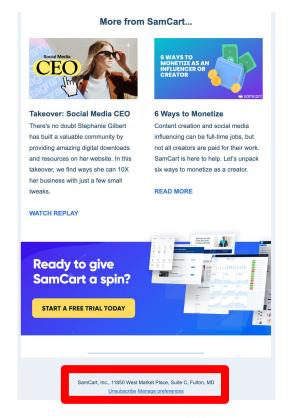






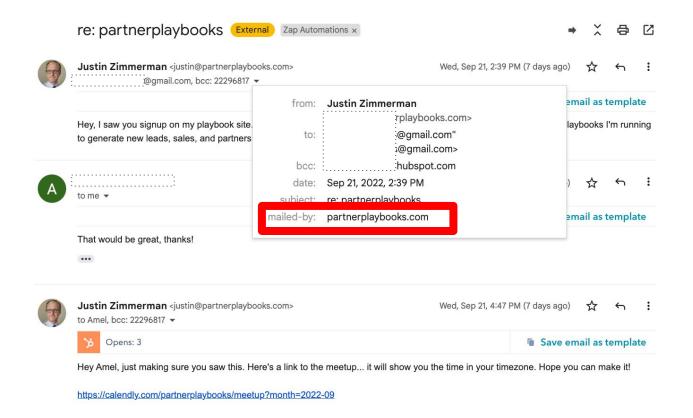


















## High Volume / Low Response









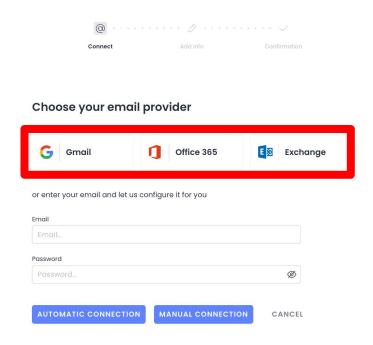
## Low Volume / High Response

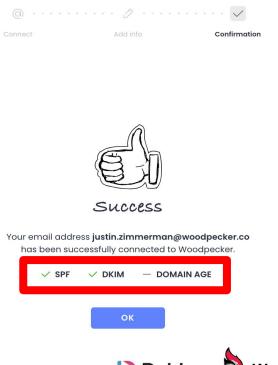






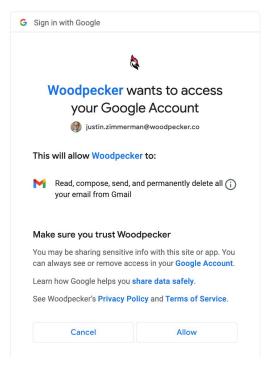












### **CTA - Connect Your Gmail To Woodpecker**







## Add Video To Your Cold Emails So you can book more meetings for yourself or clients





#### THE POWER OF VIDEO

90%

Percentage of consumers who say that promotional videos help in the buying process

97%

Percentage of people who say explainer videos help others understand their business better.

80%

Amount of increase including a video in a campaign can increase conversion rates by

60%-300%

Amount video can help increase sales conversion rates

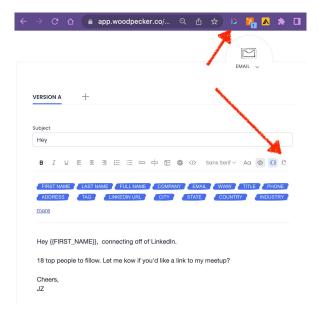
Best Practices for Using Video for Business - Webinar

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#### (1) Click Dubb Icon

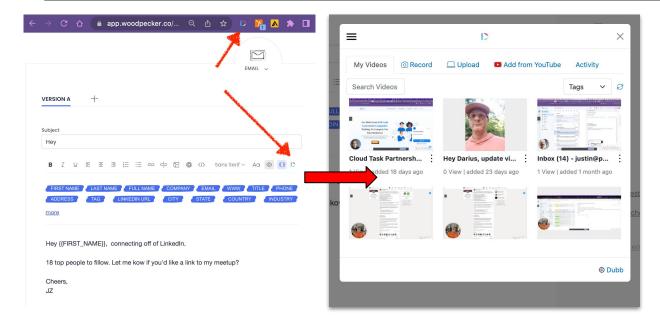




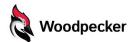


#### (1) Click Dubb Icon

#### (2) Choose / Create Video



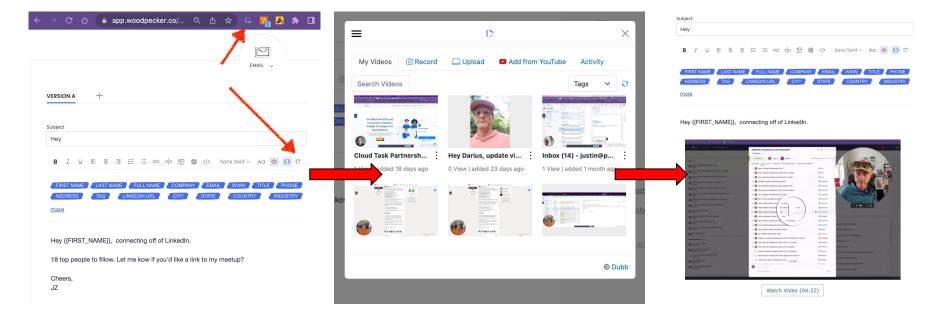




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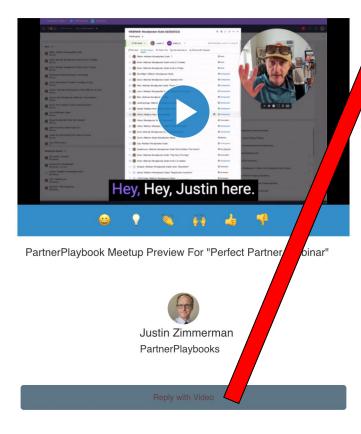
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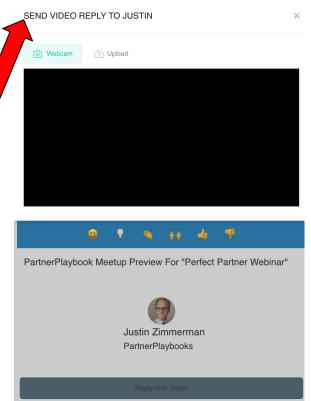
(3) Drops Into Your Email

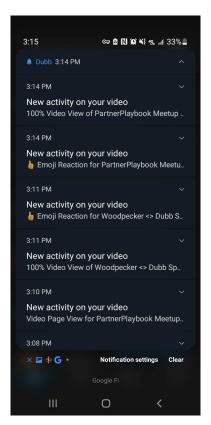






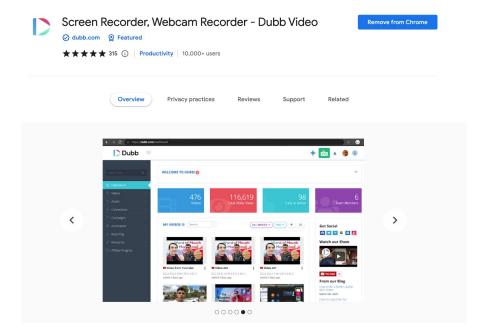








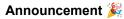




### **CTA - Download Dubb's Chrome Extension**









### Woodpecker







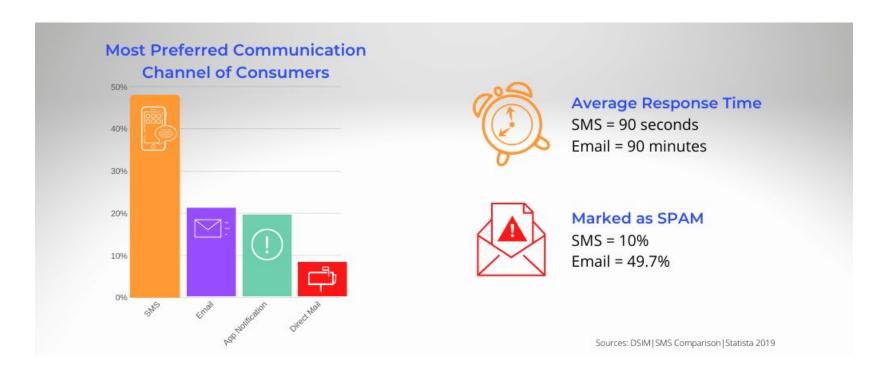




## Add SMS To Your Campaign So you can cut through the noise and get replies

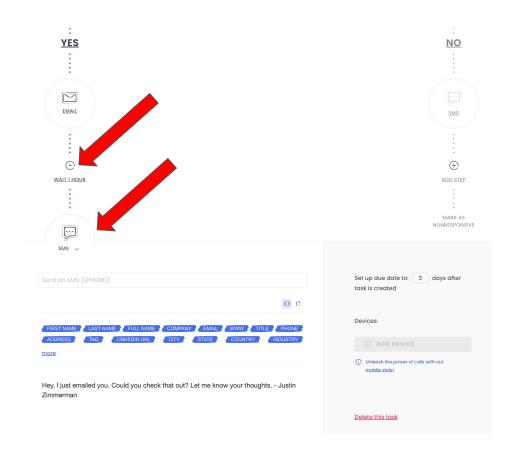






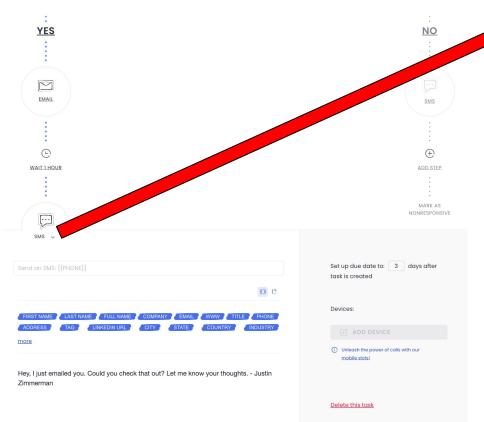


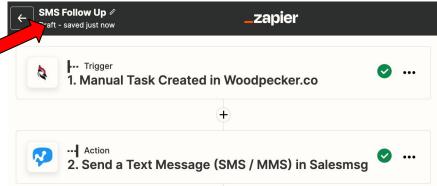






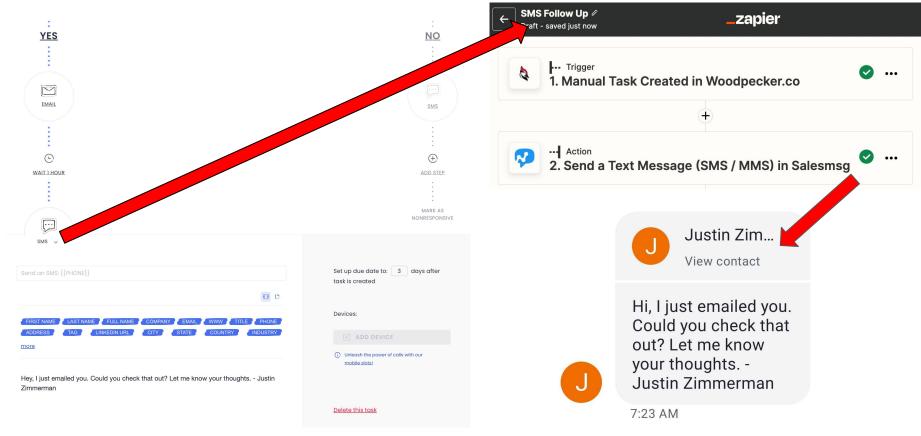




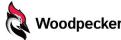














TWO-WAY BUSINESS TEXTING

#### Send, receive, and manage SMS conversations online

Salesmsg gives you a simple dashboard to send, receive, and manage text message conversations online or on the go. Engage with your customers faster with two-way texting.

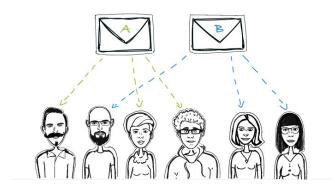
- Unlimited contacts
- Send MMS gifs, images, videos, and more
- Assign chats to teammates

Free 14-Day Trial

## CTA - Try Salesmsg SMS Free



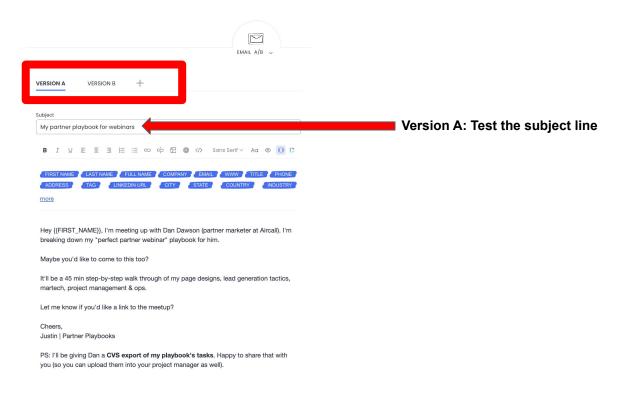




## Add A/B Split Testing To Your Campaign So you can get pick the winners and get more replies

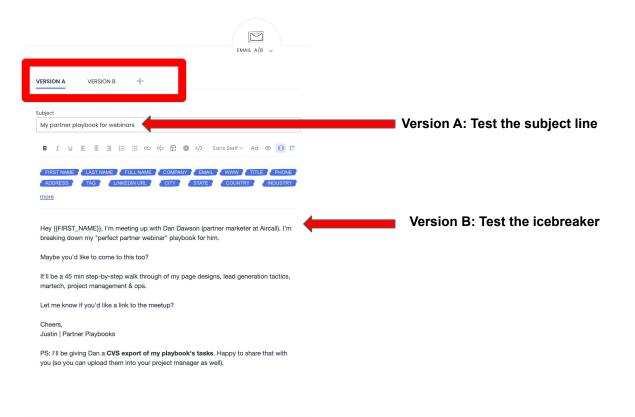












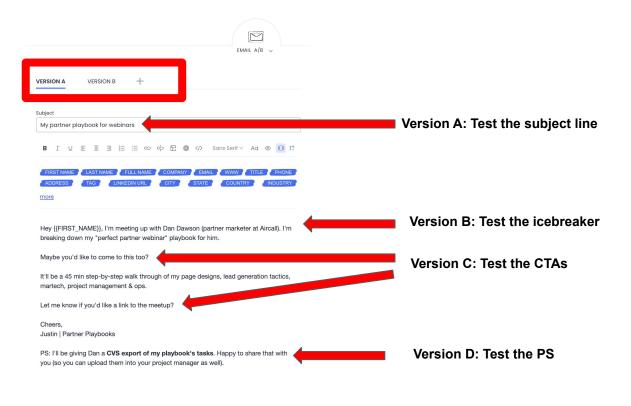














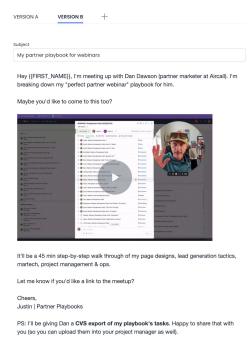


#### When sending 1,000's of emails how much is a 5% - 15% increase in replies worth to you?

SEN	IT QUEUED	DELIVERED	OPENED	CLICKED	RESPONDED	BOUNCED	OPT-OUT	$\odot$		( <u>;</u>	
Step 1 +2 34	7 2	347	0%	0%	24.5%	0%	0%	20.7%	0.9%	0.9%	^
A 🖺 17	6 1	176	0%	0%	27.3% 🖁	0%	0%	21.6% 🖁	1.1%	0.6%	~
В 🖺 17	1 1	171	0%	0%	21.6%	0%	0%	19.9%	0.6%	1.2%	~

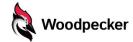






## CTA - Create A Split Test With A Dubb Video



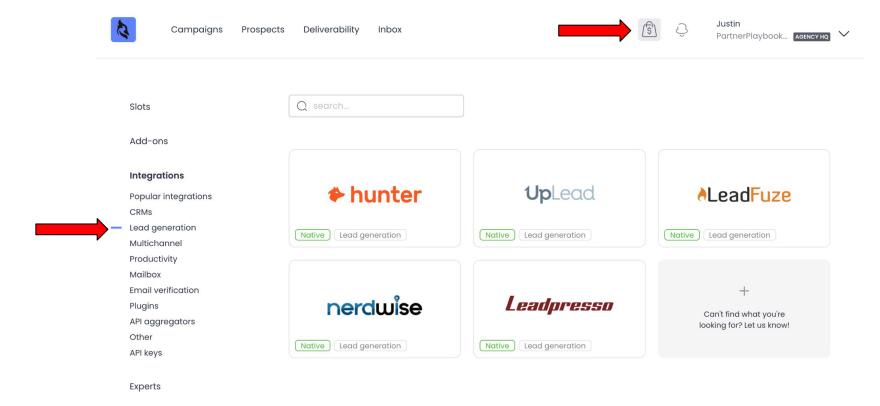




# Add An Automated Lead Source So you can stop importing / exporting and scrounging



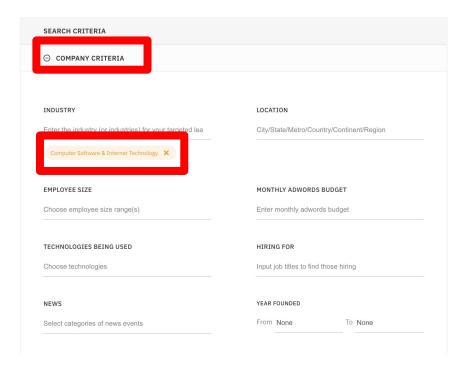


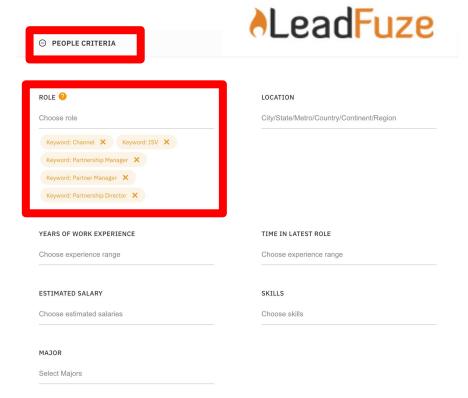






#### (1) Create your target list

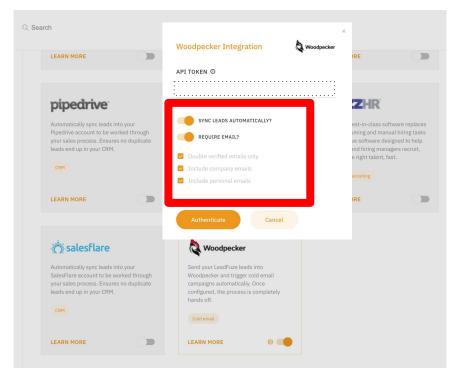








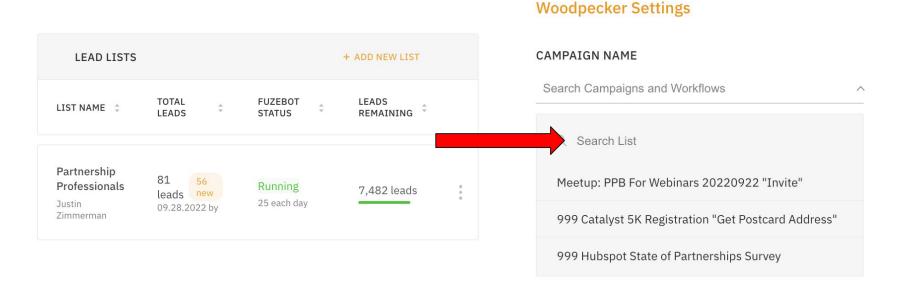
#### (2) Integrate Your Woodpecker Account





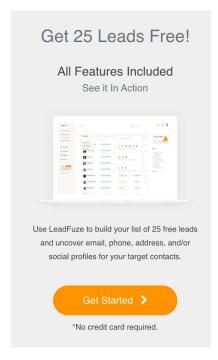


#### (3) Setup the "FuzeBot" and Pick Your Campaign









### **CTA - Create Your 1st Automated Lead List**







# Try My "Invite" CTAs So you can get more replies and appointments







## **People Want**

- Alleviation of uncertainty
- Belonging and fun
- Free stuff (that's valuable)

### **Don't Want**

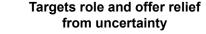
- Sales calls and spam emails
- O Complex offers / messaging
- Note: Note:





Subject

My webinar playbook for partner marketers



Hey {{FIRST\_NAME}}, I'm meeting up with Dan Dawson (partner marketer at Aircall). I'm breaking down my "perfect partner webinar" playbook for him.

Maybe you'd like to come to this too?



It'll be a 45 min step-by-step walk through of my page designs, lead generation tactics, martech, project management & ops.

Let me know if you'd like a link to the meetup?

Cheers,

Justin | Partner Playbooks

PS: I'll be giving Dan a **CVS export of my playbook's tasks**. Happy to share that with you (so you can upload them into your project manager as well).







| The second sec

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Invitation CTA 2 ... no link!

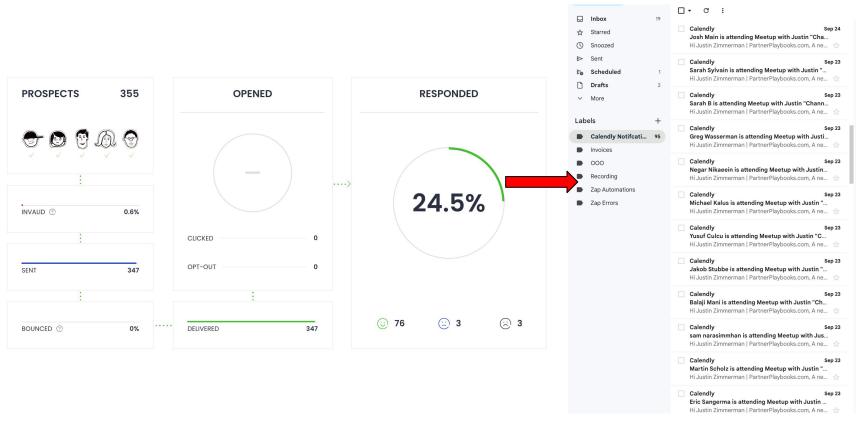
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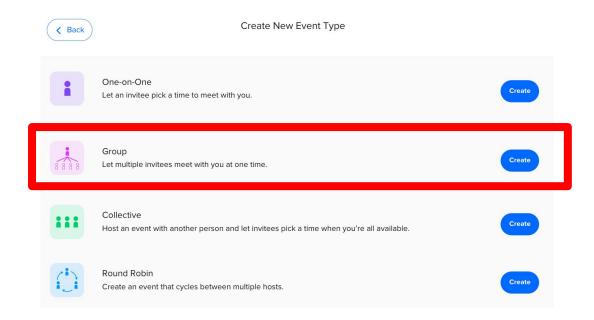












# **CTA - Create Group Calendly Event**







# Poll









# **Special Offer Expires - Saturday 1st**











## **Try all Woodpecker** products for free

#### with a 7-day or 50 cold emails trial

- No long-term contracts
- No credit card required

Try now, decide later. All features included from:





Sales Automation









# Try all Woodpecker products for free

with a 7-day of 50 cole emails trial

- No long-term contracts
- No credit card require

Try now, cide later. All features included from:





Sales Automation



Agenc

# Try all Woodpecker products for free

with a 30-day or 500 cold emails trial

- No long-term contracts
- No credit card required
- Free warm-up from day 1 of trial

Try now, decide later. All features included from:



**Cold Email** 



Sales Automation



Agency

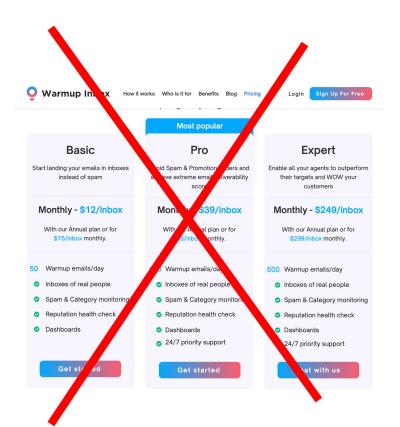












#### Woodpecker Warm-up & Recovery

Improve your sender reputation automatically for top deliverability rates

START 7-DAY FREE TRIAL





#### Free extra warm-up

Long-term gains or quick wins? Get both: send emails from one account while another is automatically warming up. Add as many free warm-ups as you have slots.











### Dubb

#### **Get a Free Trial**

no credit card required







#### **BUSINESS E-MAIL**

Enter your business e-mail



By signing up, I agree to the Terms of Service

Already have an account? Login here





#### Bonus 🔆 🔆



Josh Braun
Founder of Josh Braun
Sales Training

in **(** 



Jason Bay
Chief Prospecting
Officer at Blissful
Prospecting
in



**Jared Burke**Director at Pyrashyut

in



**Emilia Mosiewicz**Co-founder of Be Brave
Solutions and Talendy.io

in



Patrick Baynes
CEO at Nerdwise

in (#)



Matt Tarczyński
CEO at Woodpecker

in #



Margaret Sikora
COO/Product Owner at
Woodpecker

in **(** 



Julia Kalysh

Head of Customer Support & Success at Woodpecker

in **(** 

## **Free Optimization Session**





# **Brainstorm Slide**



