Message Delivered
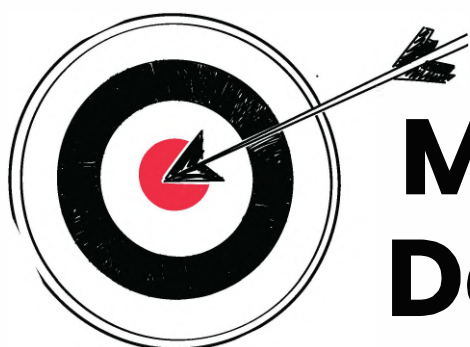## by Woodpecker

Knowledge about email deliverability shared by top experts

YOUTUBE SERIES

![Message Delivered logo]

Message Delivered

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Here's what the experts have to say about deliverability

Any discussion of cold emailing has to include some information on the subject of **deliverability**. This often-overlooked aspect of email is key to any successful campaign because none of the other work you do matters if your message doesn't safely land in prospect inboxes.

The perfect subject line, killer content, a great offer and the best CTA ever are all wasted if you ignore the things you need to do to achieve high deliverability and keep it that way.

As part of our effort to put the spotlight on email deliverability, we recently organized some interviews with a select group of cold email experts, both from our own team at Woodpecker and some partners of ours with extensive experience in the field.
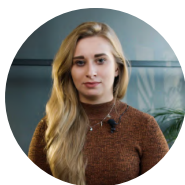
Margaret Sikora
COO/Product Owner
Woodpecker

Radek Kaczyński
CEO
Bouncer

Emilia Mosiewicz
Co-Founder
BE BRAVE

Michał Burzyński
Growth Marketing Expert
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Tomasz Jamka
Senior Digital
Consultant
monterail

Yurii Veremchuk
Head of
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Woodpecker

Ania Jach
Technical Assurance
Specialist
Woodpecker

Anna Paula Cederholm
VP of Marketing at Closer
Host of SheLeads podcast
closer

They shared their thoughts on the topic along with tips and stories to illustrate just what a difference it makes when you take care of this essential component to successful cold email campaigns. We call the full series of interviews "Message Delivered", which is the essence of the idea of deliverability.

We've put together some of the highlights of what they had to say here but you ca**n watch the full series of interviews** if you want to hear all of it.
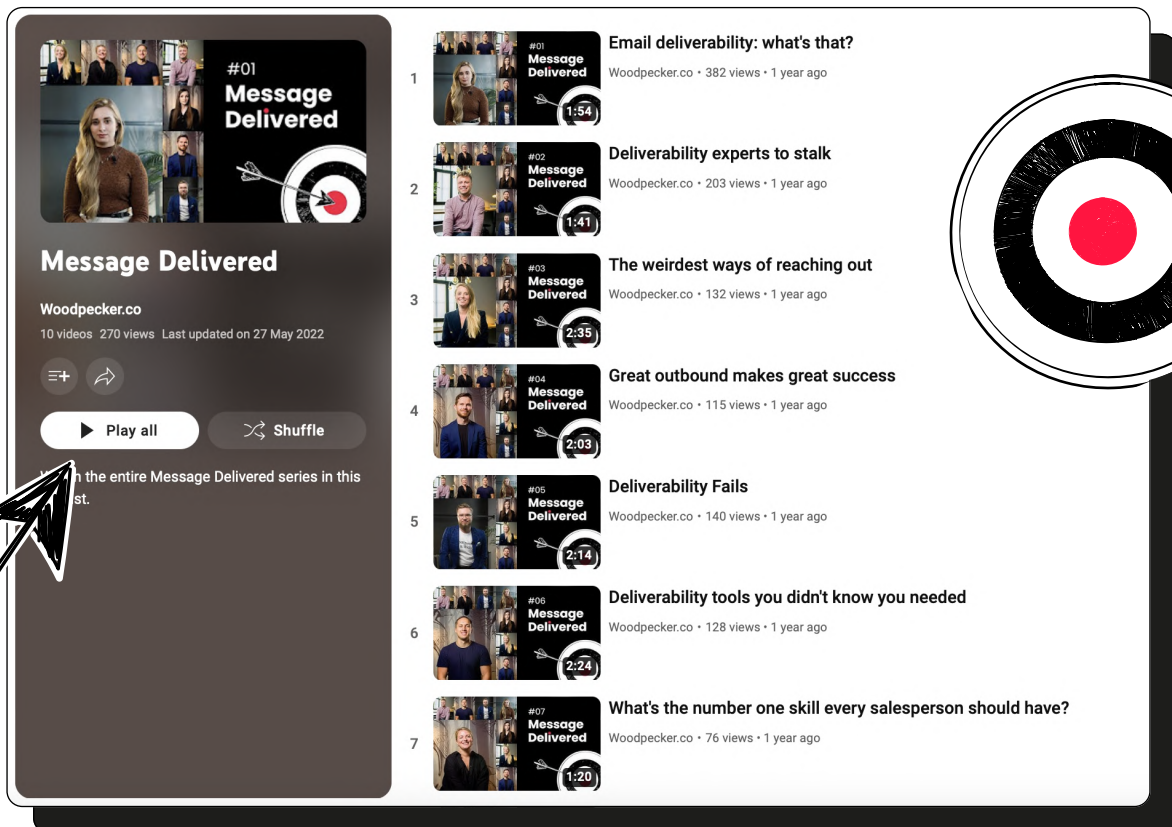
What is deliverability?

It's a straightforward question and everyone we interviewed gave a slight variation on a constant theme — that **deliverability is the power to reach inboxes with your messages**. While this sounds easy and straightforward if you're not a specialist in email (don't all messages go to inboxes?), it can actually be quite a challenge for marketers.

But improving your deliverability is worth the effort because it determines the portion of all messages sent that land where you want them to.

Emilia Mosiewicz, co-founder BeBrave, says that email deliverability

"is like building the foundation of a house. If you don't build it properly, at some point the house will collapse."

Margaret Sikora of Woodpecker gets to the heart of the matter when she says that deliverability is a

"condition to make (your outreach) meaningful businesswise."

She's right — without a high level of deliverability, your campaign can never have the impact that you want or expect.

What's your success metric?

How do you know when you're doing cold email "right"?
We put this question to everyone and got some really interesting answers.

Radek Kaczyński of Bouncer says that you know you're on the right track when the recipient

"understands what you have to offer and what kind of value you can add to their lives".

Another important insight was shared by Tomasz Jamka, Monterail. He points out that good cold emails are

"not intended to gain an instant sale, but build awareness and create the opportunity to reach out in the future."

Ania Jach of Woodpecker puts in it simple but powerful terms.

"Ask yourself, if you received your own email, would you answer it or not?"

Several of our experts pointed out that perhaps that most relevant metric for success is if you achieved the goal for the campaign or not. Whether it's signups, sales, replies or some other action you want from the recipient, a good cold email is one that gets the job done!

We all make mistakes

Now a few words about the "wrong" way to do cold emails. We asked everyone to share a mistake they made at some point in their journey, something that taught them a useful lesson in the do's and don'ts of sending campaigns. Here are some of the highlights (lowlights?):

- **Adding lots of nice images and extras** makes your mail shine, but it also screams "Hey! Over here!" to spam filters. Save content like that for your newsletters.

- **Expecting too much at the start.** You have to accept that this is a process and you will grow — you're not going to get amazing results right from the beginning.

- **Sending more & more emails faster & faster.** It's always tempting to reach as many prospects as you can as fast as possible, but there's also no better way to damage your sending reputation.

- **Promising recipients that this is the "last time" they will hear from you** and then using that contact list in another campaign. Oops.

- **Rushing in before your email address is warmed up**.

- **Sending way too many emails at once.** Welcome to Blockedville, population - you.

- **Having long chains with seven or eight follow-ups.** Half of that is more than enough.

Hot trends in cold emails

We asked our experts to mention current & upcoming trends that are shaping the way we create and send cold email campaigns. Here are some of the topics they mentioned:

Adding channels into emails, like text messages, LinkedIn InMail messages etc. allows you to spread your reach to different touch points, which is a huge advantage. Woodpecker offers this now and it's a great way to add another platform to your marketing mix and run more comprehensive campaigns.
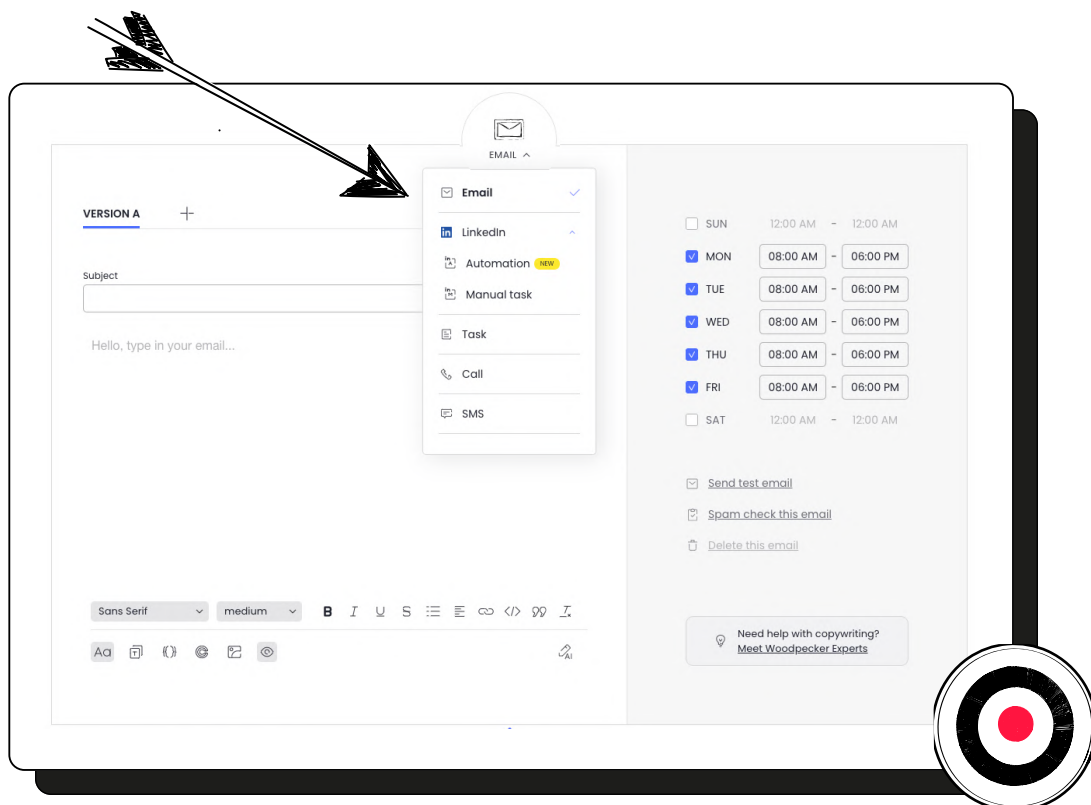
Hot trends in cold emails

☑ **List cleaning and other tools** that enhance deliverability that take a holistic approach to cold email campaigns beyond just what customers need to send them.

☑ **Artificial Intelligence is more than a buzzword**, it's helping to optimize things like sending times and their relationships with deliverability rates and automatically sorting the various replies that come in to speed up the next step in the funnel.

Tips & tricks

How could we not talk to all these cold email pros and not get some expert advice on how to take your campaign to the next level?

Emilia Mosiewicz reminds us to **take care of the basic technical aspects behind your email account**, like **SPF, DKIM** and **DMARC**. It takes a little time at the start, but it's an investment well worth the effort.

Other advice included constantly **cleaning up your prospect database and removing non-existent or inactive addresses**, to think long-term, use the personalization tools at your disposal, to avoid thinking that there's some shortcut to success and to focus on building awareness, not making sales.

Advice on an important but sometimes forgotten topic came from Yurii Veremchuk of Woodpecker, who mentioned the importance of **being consistent in your communication in terms of timing**. Peaks and valleys are something to be avoided. Send too many messages too close together and you'll irritate a certain portion of your contact list. Wait too long between messages and the response might be "Who are you, again?" Either way, avoid these extremes in your messaging.

On top of all this, we also got some feedback on various topics like **who to follow** in the field for cutting-edge news, **cold email tools** that you didn't know that you needed and even some great advice on **skills that great salespersons should have**.

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Message Delivered

Remember that you can watch the full **"Message Delivered"** series at any time and for a deeper dive into cold email deliverability and how important it is for success!

Take your campaign to the next level

– checklist

☐ take care of SPF, DKIM and DMARC

☐ remember to clean up your prospect list

☐ remove non-existent or inactive addresses

☐ use the personalization tools

☐ be consistent in your communication

☐ respect the time of your prospects

☐ communicate the value you're offering

☐ follow deliverability experts to stay up to date and get the latest insights