

5 tips for prospecting emails



Acquiring new customers is foundational for business growth, making prospecting emails a pivotal component of your marketing plan. Regardless of what service or product your business sells, there are countless prospective customers you have yet to reach.

We compiled 5 prospecting email tips that can **help you expand your audience with ease**.



1. Ensure a clean email list

While your email template may look and sound great, it has to reach the right audience to generate any degree of success. That's why an accurate email list is crucial for any email marketing campaign.

With [email validation software](#) you can **be sure your email data is valid and complete**—giving your business the peace of mind necessary to know your communication efforts are successful.



2. Create buyer personas

A buyer persona is composed of the characteristics and traits of a specified customer. This includes user details such as: age, location, background, hobbies, interests, occupation, and more.

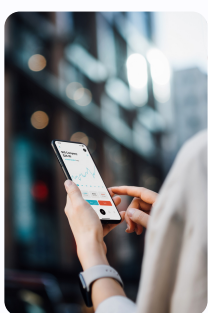
Before you curate your prospective emails, it's crucial to **define your buyer persona to lead a more effective marketing campaign**. The more you understand your audience, the better you can influence engagement.



3. Personalize your outreach

With buyer personas in mind, your team now knows how to **personalize messaging to appeal to different segments of your audience**.

According to [Adestra](#), businesses link personalization in their campaigns to an astonishing 82% increase in open rates and a 75% higher click-through rate. To achieve these stats, it's imperative that you can effectively speak to the specific needs of your segments.



4. Choose the right time

When is your audience most likely to check their inbox? Establishing the right time to schedule your emails is a crucial factor in successfully reaching your intended audience.

Explore when users are most likely to check their phones or laptops to increase your open and response rates. Determine the best time and days of the week to launch your email campaign for maximum engagement.



5. Have a clear call-to-action

Including a direct call to action and having a clear path for recipients to follow in your email is a necessary component in generating sales.

Whether your prospecting email aims to highlight a sale, promote a free trial, or generate engagement on your site, you should be sure to **include actionable verbiage with a clear call-to-action** to maximize click-through rates and drive conversions.

At Experian, we can ensure that your email list is clean and accurate, so that your next email campaign is a success. Reach out to our team to learn how to get started today!

[Read the full blog](#)