

# Factors affecting an Email Marketing Sequence



## 1) Target audience

Knowing your prospect well can help you predict their email habits and behavior better. If your prospect is comfortable with a different channel, shift your email sequence to that channel, whether it's email, LinkedIn, SMS texts, or calls.

## 2) Timing of email

Find out the best time to reach out to prospects. This depends on factors such as time zones, work timings, hierarchy in the organization, and holidays. Schedule your emails to reach your prospects when it is not a busy day and they are not held up in meetings. For instance, sending emails on a Monday is a strict no as your prospects would be tied up with priority tasks. Whereas, a Tuesday or a Wednesday is more likely a better day in the week to reach out to prospects.



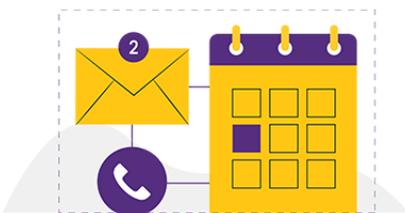
## 3) End Goal

Each prospect might be at a different level in their organization. You may not be able to close a deal with one sales cadence. Your objective to write to a prospect might be to get a window of opportunity with the decision maker, or get a meeting, or to schedule a demo. Be clear about your objective before you shoot a dozen emails and be sure to mention it in your email sequence.



## 4) Sequence steps

There is no winning email cadence formula to get you the perfect response. You have to find the perfect balance where your emails and other touchpoints are personalized as well as informational. If you dump the prospect with too much information without any human touch, they are unlikely to respond.



## 4) Personalised emails

Remember, it is never B2B or B2C sales. It is always human to human. Understand the needs of the person behind the screen you are reaching out to, and ensure your messaging resonates with them. They will soon be interested to hear you out.

