



HOW YOU SHOULD TREAT OUTBOUND LIKE PAID ADVERTISING

Seriously...

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EL AT E
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SPEAKER



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- State of Outbound
- What I Mean By Treat Outbound Like Paid Advertising
- Mindset Change
- Results Today vs Tomorrow

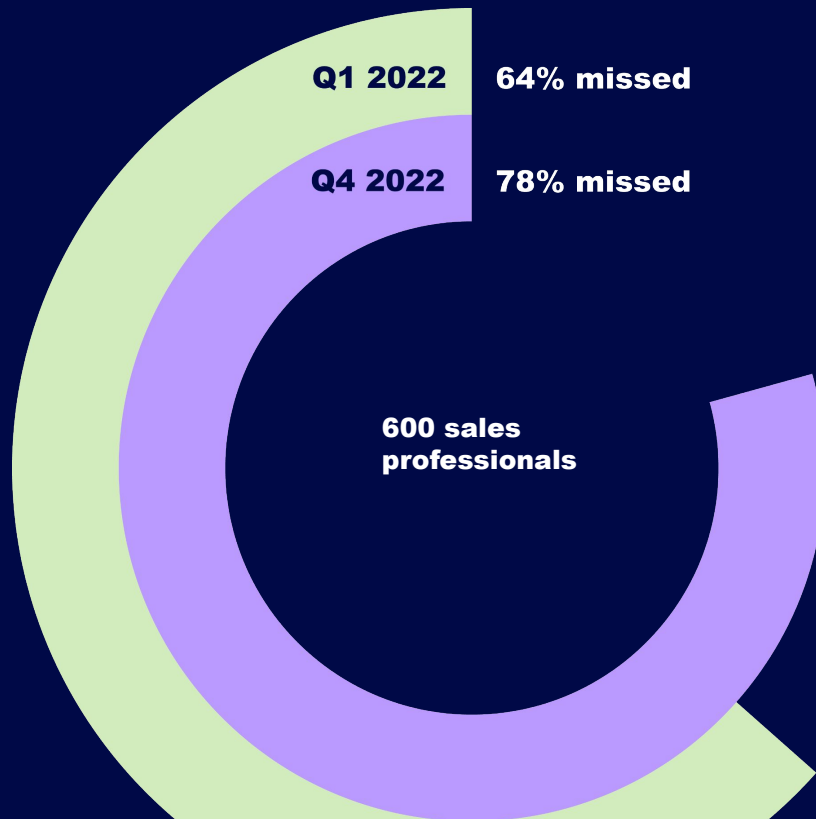
AGENDA



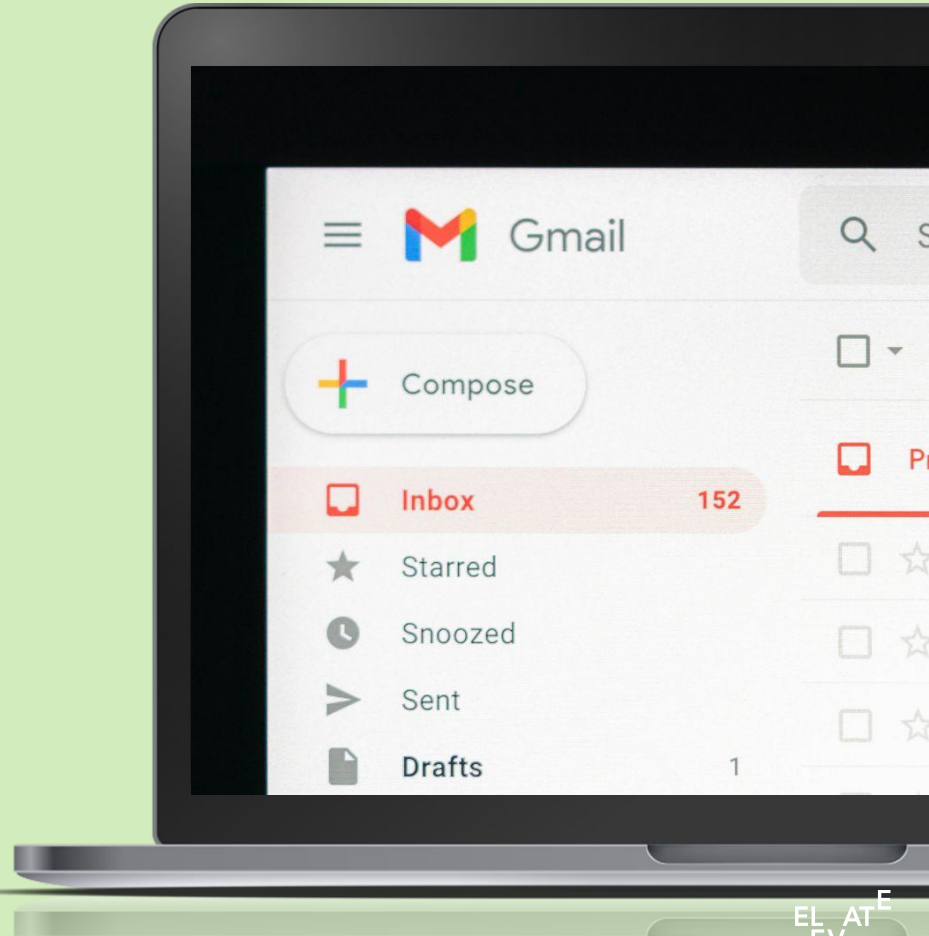


THE STATE OF OUTBOUND

TEAMS AREN'T HITTING TARGETS



MORE

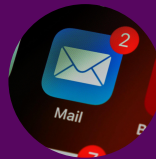


WHY MORE WORKED BEFORE



CTA

Every touch point was a call to action



More Activities

More emails and calls with the CTA to book a meeting

CTA

1 to 1

More Activities

More Meetings



1 to 1

Interactions were trackable 1 to 1



More Meetings

It was that easy

BUT NOT FOR THE PAST THREE YEARS

ACTIVITIES

Types of activities changed
and emails increased.

COVID

People moved into homes.
No office phones

QUALITY

More hurts quality and
customization

2023 WILL ONLY GET HARDER

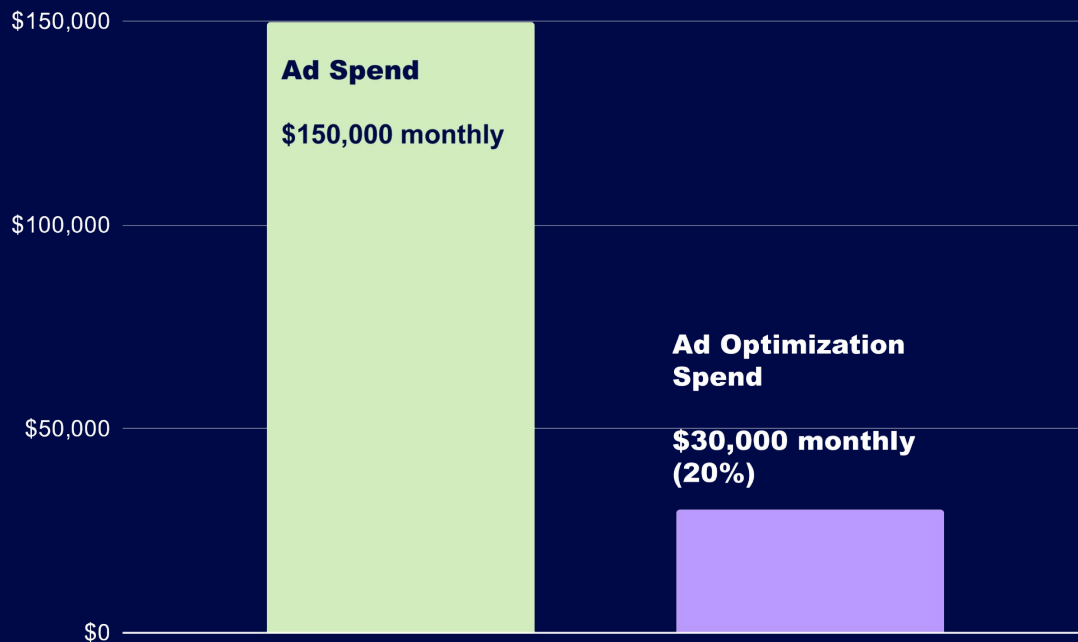
Complexity
Touchpoints
Customization

The role of the SDR/BDR is becoming more complex. On average a successful BDR is using 10+ tools. (Forbes)

Number of touchpoints and number of channels is increasing. 33% of reps say 2-4, 26% say 5-7. 84% use 2-4 different communication channels. (Hubspot)

One-size-fits-all may work some of the time, but it's becoming more obsolete with each passing year. (Hubspot)

HOW MARKETING LOOKS AT AD PERFORMANCE



HOW MARKETING LOOKS AT AD FREQUENCY



Weekly Optimization

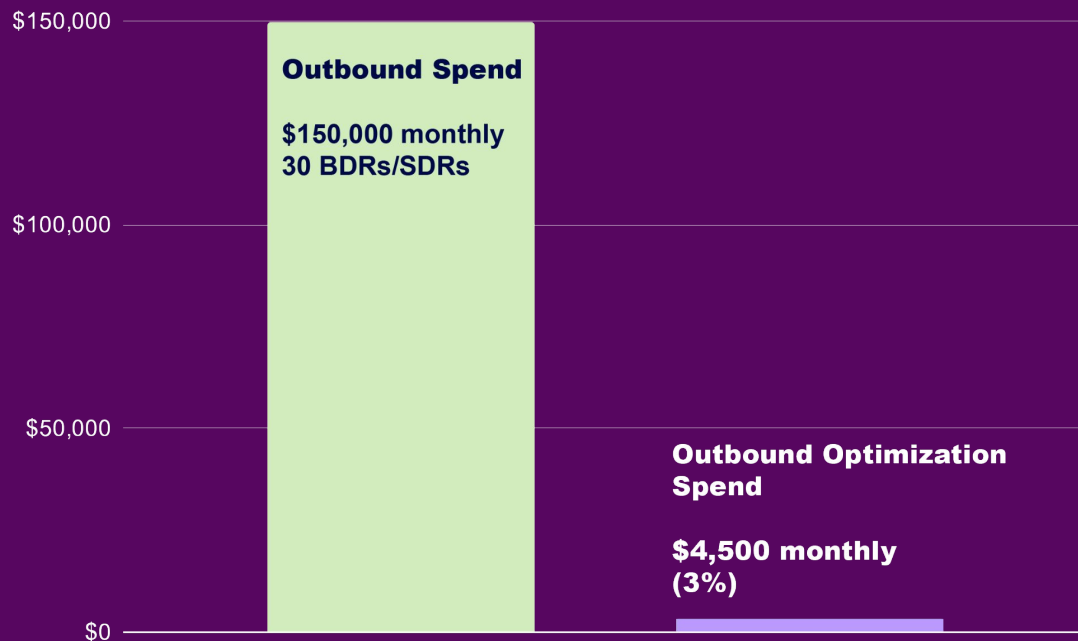
- Targeting
- Placement
- Language
- Creative



Utilization

- Copywriter
- Designer
- SEM/Social/Digital Marketing Manager

HOW OUTBOUND LOOKS AT PERFORMANCE



HOW OUTBOUND LOOKS AT FREQUENCY



Quarterly Optimization

- Content Review
- Basic New Sequence Creation



Utilization

- Part-Time BDR/SDR Leader
- Part-Time Sales/Marketing Ops

GOAL IS THE SAME

A close-up, slightly angled view of a dartboard. The board features a standard design with alternating light and dark segments. Concentric rings of red and green are visible. A single dart is embedded in the center bullseye, which is a small red circle. Another dart is visible in the upper right quadrant, hitting the outer green ring. The background is dark and out of focus.

PERFORMANCE OPTIMIZATION CYCLE

Which
would you
prefer?

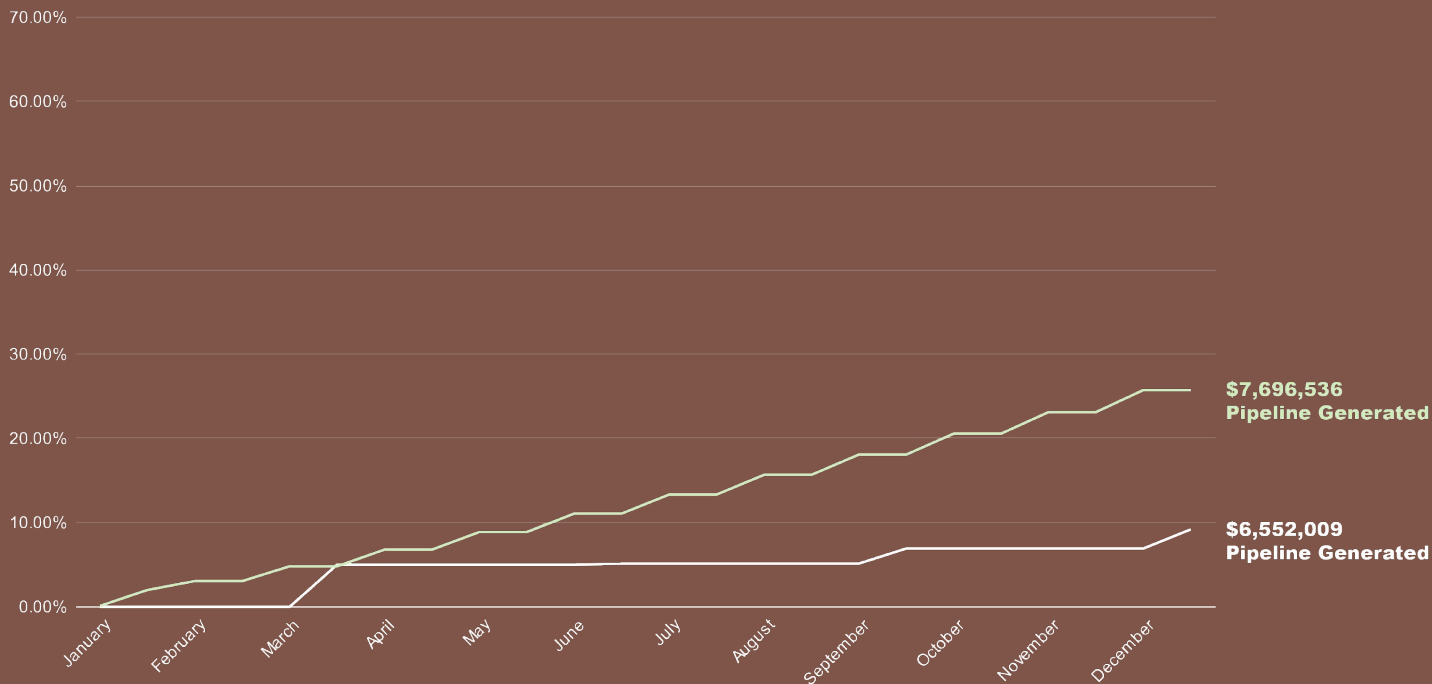
2% Every Two
Weeks

5% Every Three
Months

PERFORMANCE OPTIMIZATION CYCLE

Which
would you
prefer?

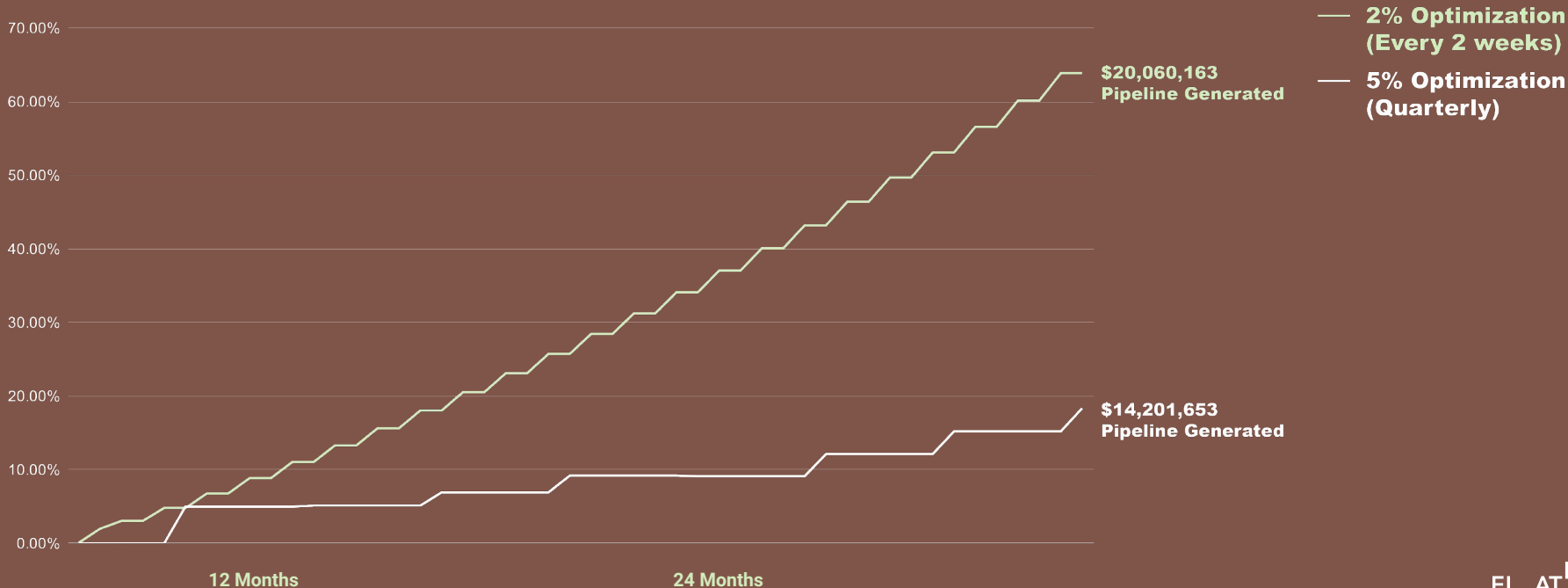
Percent Increase from Goal vs. Pipeline Generated over 1 Year



PERFORMANCE OPTIMIZATION CYCLE

Which
would you
prefer?

Percent Increase from Goal vs. Pipeline Generated over 2 Years



MINDSET CHANGE



**CONSISTENT
ANALYSIS**



**CONSISTENT
CONTENT**

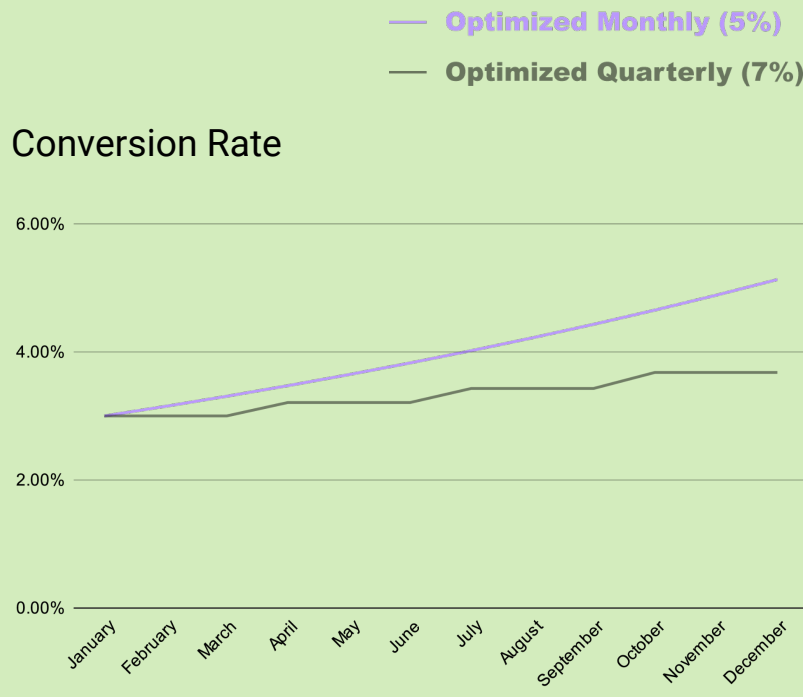
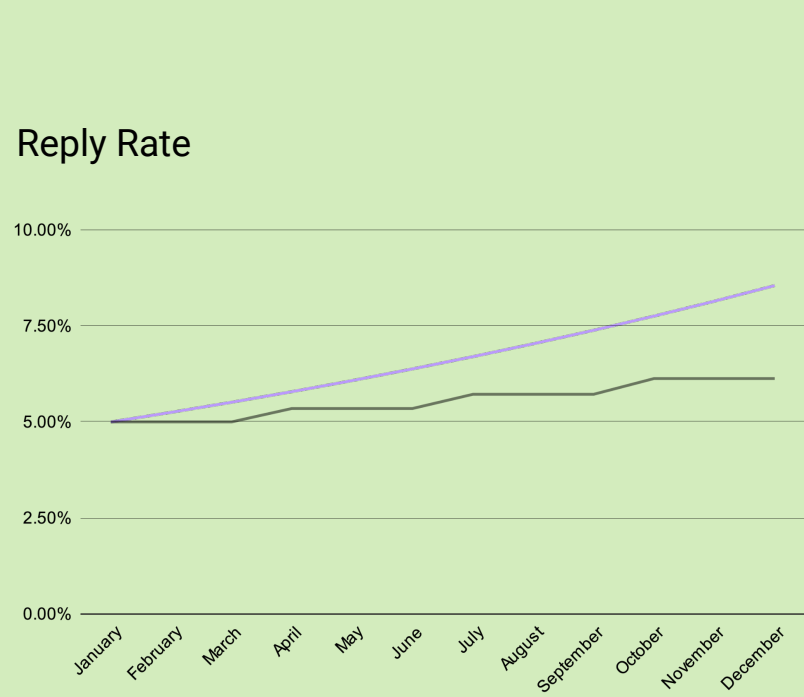


**CONSISTENT
STRATEGY**



WHAT HAPPENS IF...

REPLY & CONVERSION RATE (MONTHLY VS QUARTERLY)



IF YOU GET STARTED NOW VS LATER \$\$

\$236,846
Difference



HOMEWORK



Set a more aggressive optimization schedule



Form the dream team. A sequence analyst, content writer, and strategist.



We have to find profitable ways to generate new leads.

You have to have a Performance Management Mindset in 2023

- Outbound results are only declining
- The longer you wait, the less revenue you'll generate

Questions?

- Talk to me after or meet me at the Skaled table.

RECAP



THANK YOU.

JAKE DUNLAP

January 12, 2023

