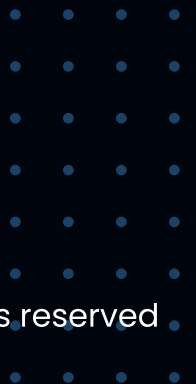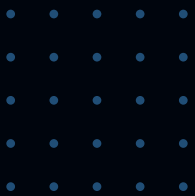regie.ai

Maximizing the Stacking Effect

On average, it requires 12-15 touches to get a response from your outbound campaign - but that's only if you're properly utilizing the stacking effect

What is the Stacking Effect?

> Get familiar with an outreach optimization strategy known as the stacking effect

When it comes to the highest performing outbound campaigns, the whole is greater than the sum of its parts. This is because an effective campaign builds on itself over time, influencing your audience to reply.

Let's consider an example; as a sales leader, you see someone has recently followed you on LinkedIn. Shortly after, you receive a phone call from an unknown number and a follow up email.

Since you don't know the person reaching out, you choose not to answer or engage.

A few days later - you guessed it - you receive another phone call from the same number and yet another thoughtful email.

This same person starts engaging with you frequently on LinkedIn, liking your posts and commenting. Over the next few weeks, you start recognizing their phone number.

Finally, one day they call and you decide to answer. **That right there is the stacking effect in action.**

There's a few reasons why this is effective: you become more familiar with the sales person reaching out, they're engaging with you like a person not just a lead, and over time, you have built a familiarity with them to the point that they're willing to hear you out.

Keep in mind: the stacking effect involves far more than simply sending consistent follow-ups.

The results also come from the architecture of your sequence.

By designing touches around your ideal customer's wants and needs, you can ensure that your sequence builds familiarity, consistency, and leverages reciprocity.

In this guide, we'll show you exactly how to build an optimized sequence architecture for your buyer persona.

3 Ways to Maximize the Stacking Effect for your Audience

To build an optimized sequence architecture for your buyer persona, focus on these three strategies.

1. Master the buyer journey
2. Understand your timing
3. Pace to their urgency

Let's take a closer look at each of these strategies.

01.

Master the Buyer Journey

> By understanding how your buyer spends their day you can design touches that are tailored to *their* setting, schedule and preferences (rather than your own).

Think of your ideal prospect. In most cases, we just stop at title and industry. But mastering the buyer journey involves going one step further: What is their daily schedule? Do they work in an office or out in the field? Where do they connect with peers online?

These are just some of the topics you'll need to have a pulse on in order to master your buyer journey and build a solid infrastructure for your campaign.

While this statement may seem obvious, a CTO of a manufacturing company will embrace different routines and habits compared to someone in the same role at a services company. They live in different places at different times.

So how do you get to know your prospect's routine?

You can seek out market research or you can conduct the research yourself. Consider calling your current customers. You don't need to know how they take their coffee, but it would be helpful to know what social channels they invest their time in, if they prefer to call or email, and their average buying habits for their company or department. Once you believe you have a pulse on your audience, experiment, test, and lean in.

Most people take this step for granted.

While you may be getting decent results with a generalized approach, your lack of optimization could be costing your company conversions.

It may sound like we're splitting hairs here but intention is what makes the difference in your results.

For example, sales leaders live on their phones and take calls from unknown numbers (aka prospects) all day long; therefore phone calls should be one of the primary channels in your sequences when targeting sales leaders.

However, a finance executive spends most of their time in internal meetings (especially if they are in a legacy industry) and rarely answers a phone number they don't know.

They are unlikely to engage with cold calls but are much more likely to engage via email since they spend much more time in their inboxes.

The more you learn and refine your buyer personas, the more tailored your combination of channels can be.

02.

Understand Your Timing

> Let's say that you've learned that the best channels for your buyer are cell phone and email. What's next?

To truly optimize the stacking effect, you need to know not just how to reach your prospects but when to reach them. There is no universal "best" time to reach out---you've got to consider your audience.

For example, let's say your ideal prospect is a refrigerator repairman. He may only stop in the office a few times a week to check his email and his main communication channel is via cell phone while he's out in the field. If you email him at 6pm on a Tuesday he may not even see your message until late in the week; at which point he has two dozen emails to clean out and yours falls to the bottom of his priority list.

However, if you call around 9am on a Tuesday, he's likely just starting his work day; you may be able to catch him before he arrives at his first destination.

This practice is recognizing not just where your prospects spend time, but how they spend time. Again, the prospect knowledge needed to optimize your sequence architecture will require some dedicated market research.

03.

Pace to Their Urgency

Finally, to maximize the stacking effect you need to understand the urgency of your messaging. While it may seem very urgent for you to fill your pipeline, not understanding the prospect's urgency can work yourself out of a deal.

Urgency will help dictate the frequency at which you can contact your buyer and not be a nuisance. This includes understanding the relevance of your offering, the prospect's budget and buying cycle, and who is needed to finalize decisions.

When it comes to relevance, you need to be radically honest about where your product lives in the mind of your consumer.

For instance, if you're selling life-saving medical devices with a known shortage around the country, your prospects will absolutely want to know about your offering.

In this case, your product is a priority to the consumer and frequent touch points will bring that fact back to their attention. However, if you're selling pancakes (or any baked good, for that matter) the need is less relevant and less urgent.

Too frequent our messages will annoy prospects when the urgency is not there. To the same point, if your prospect only needs to buy a service like yours once a year and you're consistently contacting them every week, your relevance decreases and you're burning through good prospects.

Urgency can be expressed in two ways; the frequency at which you contact your prospect and how you're wielding your call to action.

Note not only when and how your prospects buy, but consider their budgetary constraints compared to your prices.

Would a product or service like yours clean out their quarterly budget? Would they need to get additional funding or approval from other departments? Does funding for your product or service only get evaluated annually?

This should influence how aggressive your messaging and timing are throughout your sequence.

A lot of the businesses fall somewhere in the middle (they're neither lifesaving nor pancakes). It's like threading a needle but by leveraging the appropriate urgency, you relate to the needs of your prospects better.

Your touch points are in service of your prospects' needs rather than your own (this is the difference between offering value and offering spam).

Let's
Get
Stacking

When designing a series of touches that are built on the right channels at exactly the right time and frequency, you are leveraging the power of the stacking effect to build familiarity, relevancy, and engagement.

By doing away with a broad approach and building buyer persona focused campaigns, you're able to speak directly to your audience, on their terms, and drive greater engagement.

Creating a custom sequence used to take several hours per buyer persona. With Regie.ai, you can deliver ready-to-use sales messaging within a few clicks.

Try Regie.ai today

If you're ready to put Generative AI to work to let your team focus back on what they do best, selling, it's time to try Regie.ai.

To book a demo, click here.

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