



ACCELITY
MARKETING

MQL FOLLOW-UP BEST PRACTICES



WHEN SHOULD I FOLLOW UP?

When a marketing-qualified lead (MQL) requests contact or a consultation, the best practice is to reach out within 10 minutes or less. Getting in touch right away gives you a better opportunity to catch them live on the phone.

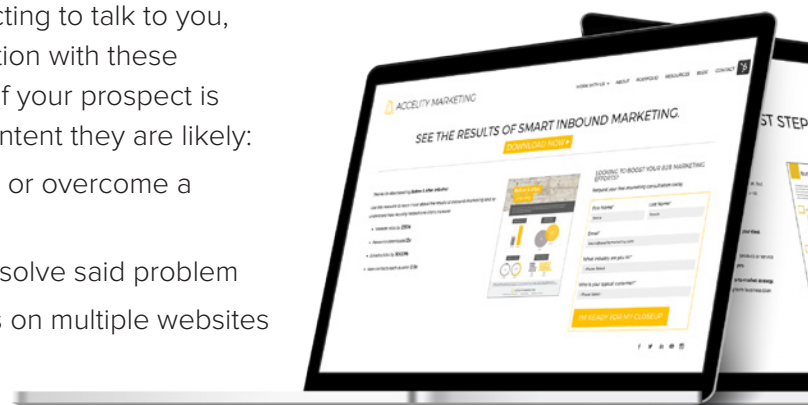
When someone hits MQL, but hasn't requested contact, reach out to them within 24 hours of becoming an MQL (while their engagement with your content is still on their mind).

TIP: DON'T WAIT TOO LONG TO FOLLOW UP!

The effectiveness of converting an MQL to a sales opportunity drops by about **15% every day you don't reach out.**

Remember, while MQLs aren't expecting to talk to you, you want to have a quality conversation with these prospects **before** your competitors. If your prospect is doing research and downloading content they are likely:

- Attempting to solve a problem or overcome a challenge
- Setting aside valuable time to solve said problem
- Researching multiple solutions on multiple websites





HOW MANY TIMES, AND AT WHAT CADENCE, SHOULD I REACH OUT?

To increase the likelihood of contact with MQLs, you should reach out via email, phone, social media or another channel **at least 6 times**.

For an inbound lead, 6-10 attempts is the industry standard, but use your best judgement.

Keep in mind that **80% of MQLs take more than 4 touches to close**, so be persistent and keep following up even if you don't get a response right off the bat.



WHAT DAYS AND TIMES ARE BEST TO REACH OUT?

The best times to call prospects in their time zone are **8-9am and 4-5pm**. The worst time to call is between 1-2pm.

The best days to make contact are Wednesday and Thursdays.



WHAT ARE BEST PRACTICES FOR SALES OUTREACH CADENCE?

One respected sales professional, SalesHacker CEO Max Altschuler, recommends the following cadence (however, don't forget to incorporate other channels, such as social media, text messaging, etc.):



Day 1: Email/Inmail



Day 3: Email in the morning
Call in the afternoon



Day 5: Call in the morning
Call with a voicemail in the afternoon



Day 7: Email in the morning
Call in the afternoon with a voicemail



Day 10: Email and call in the morning





WHAT KIND OF MESSAGE SHOULD I USE DURING THIS REACHOUT?

When you connect, you should focus on providing value instead of overtly selling your product or service. Consider doing the following:

- Sending a relevant industry articles or content offer
- Referencing a mutual connection (prospects will be 5x more likely to connect with you)
- Responding to a social media post, or emailing prospects in response to a post
- Providing a smart suggestion, like a blog idea
- Sending a case study that shares a customer story



WHAT ARE THE NEXT STEPS FOR MQLs?

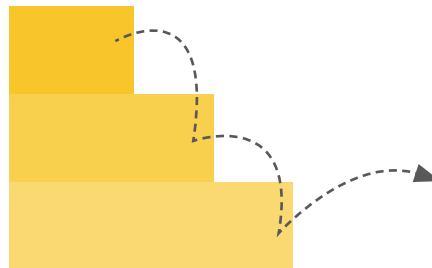
After talking to an MQL:

BOOK A MEETING

SCHEDULE A DEMO

OR

DISQUALIFY THE LEAD



If the lead is a good fit, but the timing isn't right, consider continuing to nurture them in order to gain additional account information.



NEED HELP CONVERTING YOUR CONTACTS INTO QUALIFIED LEADS?

Learn more about [Accelity's process](#) or [request a consultation](#) today.

