

**COLD
EMAIL**

VS.

**COLD
CALL**

BY THE TAG TEAM



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Cold calls can be more personal.

It can garner an immediate response and lets you deal with a prospect saying "no" right away. Cold calls are also more dynamic than cold emails because they allow you to adjust your strategy to fit a prospect's needs as your conversation with them progresses.

Calling prospects out of the blue can be invasive.

Cold calls, by nature, are intrusive. People often aren't receptive to receiving them consistently, and many will get frustrated when you use one to reach them.

Cold emails are easier to scale.

They're cheaper and more efficient, making them more scalable. In the time it would take to make a single cold call, you could send several cold emails. You can also attach more visually appealing and informative content to a cold email – better capturing figures and concepts that might be harder to convey over the phone.



Cold emails can be easier to distribute and track.

A cold email is also less intrusive than a cold call, so prospects might be a bit more polite in response to one – even if they're saying "no." That might not seem like much, but it can be a big help to morale long term. They can also be automated, tracked, and forwarded – making them easier to distribute and keep tabs on.



Emails are easier for prospects to ignore.

Prospects can be inundated with dozens of cold emails every day. The competition is stiff and abundant. In many cases, cold emails get blocked, go unopened, or are flat-out deleted. And if one is compelling enough to generate a response, there's no telling when it will come.

Whether you contact a prospect via phone or email, if you're conducting cold outreach all communication needs to be handled with care. Make sure you carefully vet new contacts to see if they're a viable candidate for your offer and be mindful of any boundaries they establish.

