

How To Avoid Ghosting?

Follow-up Cheatsheet to Reengage Stagnant Opportunities

by  Flowla

Who should you follow up with?

While an occasional follow-up or two is ok for all leads that are in your pipeline (they ended up there for some reason, right?), make sure you're chasing [the prospects who are worth it](#) – targeted, top-tier accounts, the ones that demonstrate buying intent, warm leads, etc.

When is the right time to follow-up?

[First follow-up](#): 2-3 days after the initial email or your last interaction. Avoid longer delays to stay on top of the mind.

[Subsequent follow-ups](#) should be spaced a few days apart, at least 1/week.

How many follow-ups are too many?

Depending on the account, the optimal number of follow-ups would be [between 3 and 7](#) (with more follow-ups sent to more relevant, valuable contacts). However, in some cases, we can see responses even after 8+ follow-ups, so it's best to trust your gut feeling here.

Pro tips for an effective follow-up

- 01** Reference previous interactions to make it more evident that you're contacting them for a reason.
- 02** Offer extra value with every touchpoint. This could be a helpful resource or some fresh ideas related to what you've previously discussed.
- 03** Diversify your follow-ups, adding touchpoints across different channels, e.g. email, LinkedIn, SMS, phone calls, personal notes, etc.
- 04** Use soft CTA and make it easy to respond, e.g., "is this still relevant?" instead of "let's catch up tomorrow" + calendar link.
- 05** Mind the timing of your follow-ups. For example, if you see that a prospect opened your email or [digital sales room](#) after a couple of days, it's the perfect time to reach out.

How to avoid getting ghosted?

Here are four simple tactics to transform "not for us" into "let's catch up again next week!"

01 Ditch the facts, make them feel

Instead of overwhelming buyers with data, create a vivid image that resonates emotionally.

Example: When promoting a workspace solution, don't just list features. Show how it turns a messy desk into an organized oasis, letting them experience the calm productivity of a tidy workspace.

02 Tell a story

Narrate a relatable story that pulls at heartstrings and invites empathy.

Example: When marketing a health product, don't just discuss benefits. Share a compelling story of someone's journey to improved well-being. Let the audience feel the impact and emotional connection.

03 A day in the life of

Guide your audience through a day with your product or service.

Example:

BEFORE: 400 touch-points via email, left in the dark, ghosting, chaos!

AFTER: Since using Flowla: all in one link - easy breezy - buyers happy, you happy!

04 From "just a product" to strategic priority

Relate your pitch to the bigger picture by addressing the core issues and emotions that matter to your buyer.

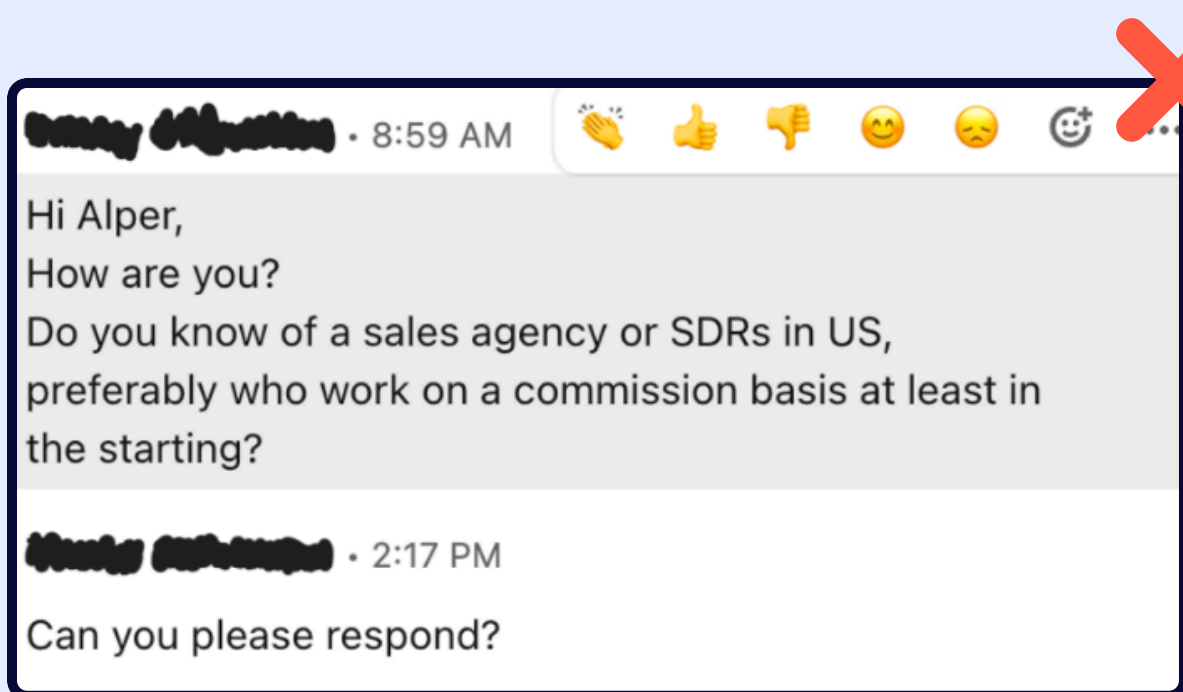
Example:

When selling a training solution, don't just focus on the training itself. Understand what keeps your buyer awake at night—performance, attrition, low team morale? Highlight how your product not only offers a point solution but also enhances overall performance, fosters team culture and belonging, and promotes positivity.

...Or better yet — [send a flow](#) to keep the prospects engaged and easily guide them through their journey.

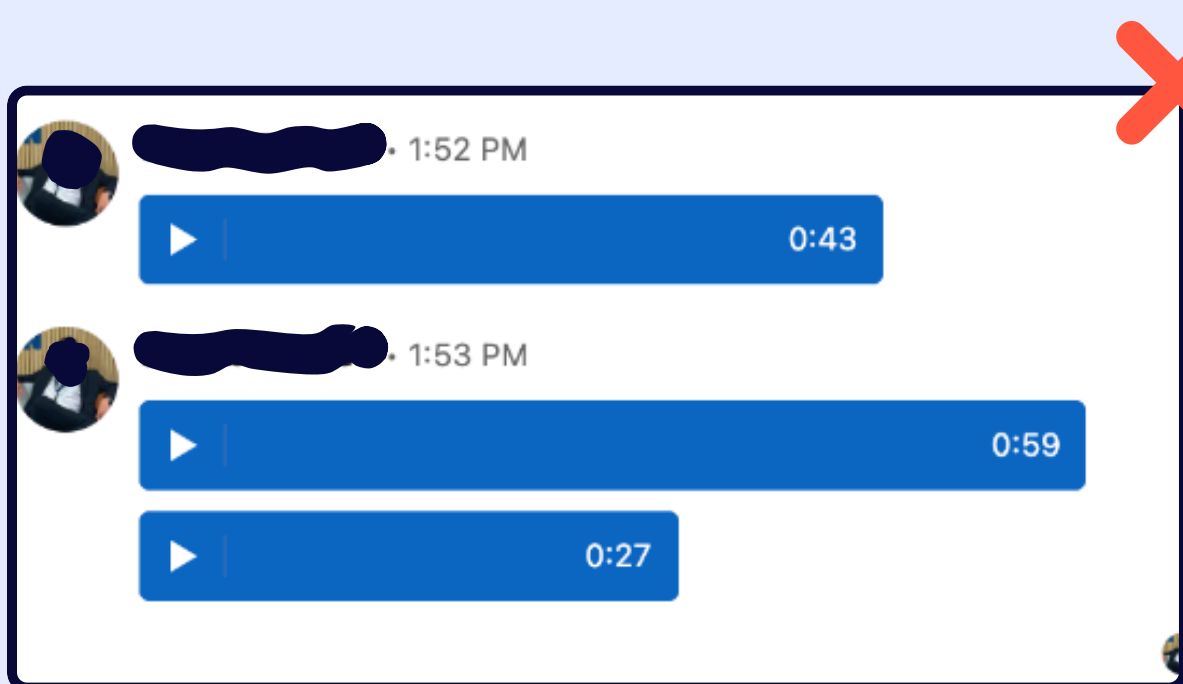
Do's & Don'ts of a sales follow-up

Avoid making typical mistakes with good and bad follow-up examples in follow-up messages.



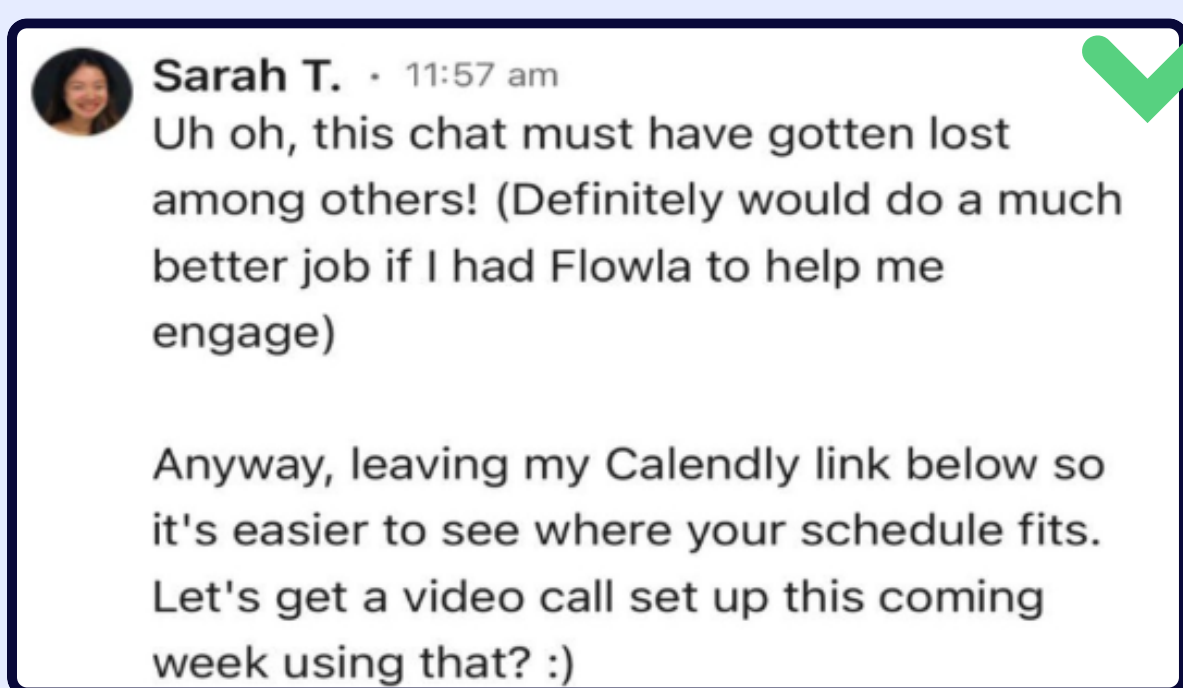
Texting "Can you please respond?" not even a day after your first message is not the best follow-up method and can seem a bit rude.

Instead, consider using a [softer and more open-ended tone](#) to encourage a response.



People rarely enjoy listening to voice notes from strangers. If you can't bother to write a few lines, a minute-long voice note won't do the trick.

Instead, [put some more effort into your follow-up](#) and consider [recording a short personal video](#).



This definitely caught our attention – a [lighthearted and smart follow-up](#) subtly [complimenting our product](#) followed by a [Calendly link](#) would work anytime.



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See which content your customers are looking at and when. Know exactly when to push to close more deals.

