Engage Website Visitors

Book a Meeting Use Case Example

Website Visitor
- UNKOWN
- KNOWN
- RETURNING

Website URL
- Drift.com

Website Page
- PRICING
- PRODUCT
- SOLUTION
- RESOURCE CENTER
- BLOG
- CONTACT US

Engage Options
- Regular Playbook
- Triggered Playbook
- Embedded Playbook
- Conversational Content
- Live Chat
- Email
- Video

Engage Hook
- Want a quick demo on [insert product name]? We'll keep it short and all about you.

Engage Response
- I'd like to chat with someone
- I'd like to learn more about your solutions
- I'm just browsing
- I'm looking for customer support

Primary Call-To-Action
- ROUTE TO SALES
- DROP A CALENDAR

Secondary Call-To-Action
- MARKETING OFFER
- SELF-SERVICE RESOURCE
- ROUTE TO CUSTOMER SUPPORT

Business Outcome
- NEW LEAD
- MEETING BOOKED
- SALES ACTIVITY

Buyer Outcome
- Chat Now
- Chat to Call
- Zoom Meeting
- Book a Meeting
- Education
- Demo Video
- File Support Ticket
- Chat with Support
**ENGAGE HOOKS**

1. Hey there👋 Want to skip the form and chat with someone now?
2. Want a quick demo on {insert product of interest}? We’ll keep it short and all about you!
3. Psst... down here👋 I can help you can skip the form and book a demo now!
4. What’s stopping you from getting started? I can help you set up time to chat with an expert👇
5. Looks like you’re interested in {solution type}. Want to book some time to chat through your use case?
6. Welcome back {company name}! Things must be getting serious😊 Ready to connect with a {your company name} teammate?

**ENGAGE VALUE PROPOSITIONS**

N/A

**ENGAGE RESPONSES**

[Yes, let’s schedule a demo!] [Can I chat with someone now?]
<Routes to Sales>

[Not yet, I’ll let you know when I’m ready]
<Provide Marketing Offer and re-engage with primary call to action>