STAGE 1
Engage Website Visitors
Contact Us Use Case Example

Website Visitor
- UNKNOWN
- KNOWN
- RETURNING

Website
- 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
- Hey there 😊 Want to skip the form and speak to a human right now?

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 speak to a human right now?
2. Any questions or requests I can help you with? I can grab a human!
3. Want to skip the form and book a meeting right now?
4. Let’s take the fast lane and skip the form! Want to talk to someone now?
5. How much time do you want to spend on a form? Speak with someone now! 🛑

**ENGAGE VALUE PROPOSITIONS**

N/A

**ENGAGE RESPONSES**

[That’d be great!]
<Route to sales>

[I’m good for now]
<No worries! While you’re here, I can pass over the latest from our team>
<Send marketing offer>

[I’m looking for customer support]
<Send to customer support>