# Engage Website Visitors

## Engage All Use Case Example

<table>
<thead>
<tr>
<th>Website Visitor</th>
<th>UNKNOWN</th>
<th>KNOWN</th>
<th>RETURNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website URL</td>
<td>Drift.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Page</td>
<td>PRICING</td>
<td>PRODUCT</td>
<td>SOLUTION</td>
</tr>
<tr>
<td>Engage Options</td>
<td>Regular Playbook</td>
<td>Triggered Playbook</td>
<td>Embedded Playbook</td>
</tr>
<tr>
<td>Engage Hook</td>
<td>Hey there👋 Can I ask you a quick question?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage Response</td>
<td>I’d like to chat with someone</td>
<td>I’d like to learn more about your solutions</td>
<td>I’m just browsing</td>
</tr>
<tr>
<td>Primary Call-To-Action</td>
<td>ROUTE TO SALES</td>
<td>DROP A CALENDAR</td>
<td></td>
</tr>
<tr>
<td>Secondary Call-To-Action</td>
<td>MARKETING OFFER</td>
<td>SELF-SERVICE RESOURCE</td>
<td>ROUTE TO CUSTOMER SUPPORT</td>
</tr>
<tr>
<td>Business Outcome</td>
<td>NEW LEAD</td>
<td>MEETING BOOKED</td>
<td>SALES ACTIVITY</td>
</tr>
<tr>
<td>Buyer Outcome</td>
<td>Chat Now</td>
<td>Chat to Call</td>
<td>Zoom Meeting</td>
</tr>
</tbody>
</table>
**ENGAGE HOOKS**

1. Hey there 👋 Can I ask you a quick question? *recommended
2. Hey, {insert company}! Can I help you find something?
3. Hi there 👋 Want to know something cool? ••
4. Hey {company name} 👋 Quick question! What would you do with 40% more leads?
5. Thanks for stopping by! 👋 Looking into [solution type]?
6. Ready to take [solution tech] to the next level?
7. Can I help you with your research?
8. Hey there 👋 Have any questions? We have humans available to chat now! *For low traffic

**ENGAGE VALUE PROPOSITIONS**

[Sure!]

<Did you know that businesses using [solution name] are achieving [insert metric] year over year?>

<Companies like [insert Customer Name 1], [Customer Name 2], [Customer Name 3] trust [Company Name] to achieve [solution purpose]. Can’t wait to see you join the club! >

[Just taking a look for now]

<No worries! Great to have you here>

What brings you to our site today?

**ENGAGE RESPONSES**

[I’d like to speak with Sales]

<Routes to Sales>

[I’m just browsing for now]

<That’s okay!>

<Can I help you find something?>

[Yes please]

<Self Service Resource>

[I’m good, thanks!]  

<Marketing offer>

[I’d like to learn more about your solutions]

<Got it!>

<What solution are you interested in?>

<Would you like to speak to an expert and learn more about {solution name}?>

[Let’s do it!]

<Routes to Sales>

[Not yet, I’d like to learn more first]

<Self Service Resource>

[I’m looking for Customer Support]

<Thank you for being a loyal customer, we truly appreciate your business!>

<Route to Support>