Engage Website Visitors
Pricing Page 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**
- **ENGAGE HOOK**
  - 100 characters or less
  - Hey there 😊 Have any questions about plans or pricing?

**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👋 Have any questions about our plans or pricing?
2. We have custom prices for companies like [company.name or {your business}]. Interested in learning more?
3. Pricing can be confusing... want to chat through this with a teammate?
4. You’re back!👋 Glad to see you’re checking out our plans. Need help finding the right plan for [company name]?
5. Back to check out pricing? Things must be getting serious😊 Want to chat through this with a teammate?

ENGAGE VALUE PROPOSITIONS

N/A

ENGAGE RESPONSES

[Yes, I do have a question!]
<Routes to Sales>

[Hmm not at the moment, just checking things out for now]
<No worries! But just while I have you here...>

Check out this [insert resource name and value prop] We really recommend it!
<Send marketing offer>