Engage Website Visitors
Solution Pages Use Case Example

Website Visitor

Website

Website Page

Engage Options

Engage Hook

Engage Response

Primary Call-To-Action

Secondary Call-To-Action

Business Outcome

Buyer Outcome

Looks like you're interested in [solution name], that's great! Want to chat now?
ENGAGE HOOKS

1. Hey there👋 Want to learn more about our solutions?
2. Looks like you’re interested in [solution name], that’s great! Want to chat now?
3. Hey there[ wave] Want to make your life easier with [solution name]? Let’s talk with a human right now!
4. Hi! Companies like {insert} are already using [solution name]! Ready to get started?
5. Hey there👋 It looks like you’re interested in [solution name]! How can I help you?

ENGAGE VALUE PROPOSITIONS

N/A

ENGAGE RESPONSES

[Yes, take me to a human]
<Routes to Sales>

[Not yet, I’d like to learn more first]
<No problem>
<Wwould you like to check out some useful resources about our solutions?”>

[Yes please]
<Rself-service resource>

[I’d rather chat with a human]
<Routes to Sales>

[I’m good for now, thanks]
<Marketing offer>