Engage Website Visitors

Abandoned Chat Use Case Example

Website Visitor
- UNKNOWN
- 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
100 characters or less
I saw you took a look at our [Website Page Name] recently

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
From: Adrian at Drift <adrian@hi.drift.com>
Subject: Still interested in chatting?

ENGAGE: ASK & ACKNOWLEDGE

Hi {{user.first_name or “there”}}👋,

I saw you took a look at our [Website Page Name] recently, so you know that [Key Value Prop - sending from a personal email address will get you a ton of hand-raisers].

UNDERSTAND: LEARN & RESPOND

How do you track it though?

1. [Traditional Solution #1 - Rely on salespeople] – yeah right!! 😂
2. [Traditional Solution #2 – Have the REPLY-TO be a generic marketing inbox that someone combs through?] Nope! That’s bad for [reason why it doesn’t work – deliverability and makes it easy to miss real replies] ❌
3. [Your Better Solution – Have Drift Email host an inbox for you?] Yep! 🏆

RECOMMEND: GUIDE & SUGGEST

[Link to case study] Take a look at how [Company Name] leveraged this – I’d love to show you how it works.

Interested? Reply to this email to get started!

Regards,
Adrian