# Target Potential Buyers

## Contact Us 2.0 Use Case Example

<table>
<thead>
<tr>
<th>Ideal Customer Profiles</th>
<th>Channels</th>
<th>Offers</th>
<th>Website Experience</th>
<th>Campaign</th>
<th>Engage Options</th>
<th>Engage Hook</th>
<th>Engage Response</th>
<th>Primary Call-To-Action</th>
<th>Secondary Call-To-Action</th>
<th>Business Outcome</th>
<th>Buyer Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNKNOWN</td>
<td>DIRECT TRAFFIC</td>
<td>WEBINAR</td>
<td>URL</td>
<td>CAMPAIGN NAME</td>
<td>I'd like to chat with someone</td>
<td>ROUTE TO SALES</td>
<td>MEETING BOOKED</td>
<td>Chat Now</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KNOWN</td>
<td>REFERRAL TRAFFIC</td>
<td>VIRTUAL EVENT</td>
<td>UTM</td>
<td></td>
<td>I'd like to learn more about your solutions</td>
<td>DROP A CALENDAR</td>
<td>OPPORTUNITY CREATED</td>
<td>Chat to Call</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RETURNING</td>
<td>CONTENT SYNDICATION</td>
<td>CONTENT</td>
<td></td>
<td></td>
<td>I'm just browsing</td>
<td></td>
<td>SALES ACTIVITY</td>
<td>Zoom Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TARGET ACCOUNT</td>
<td>PAID SEARCH/SOCIAL</td>
<td>DEMO VIDEO</td>
<td></td>
<td></td>
<td>I'm looking for customer support</td>
<td></td>
<td></td>
<td>Book a Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SALES ENGAGED</td>
<td>DISPLAY ADVERTISING</td>
<td>NEWSLETTER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CUSTOMER</td>
<td>EMAIL MARKETING</td>
<td>CALCULATOR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Demo Video</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

## Stages

### Stage 2

- **Contact Us 2.0 Use Case Example**

#### Engage Hook

Let's get you connected with the team!

#### 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

- MEETING BOOKED
- OPPORTUNITY CREATED
- 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. 🙋‍♂️ Let's get you connected with the team!
2. 🙋‍♂️ Thanks for reaching out! Just a few questions before I get you in touch with a teammate.
3. Need more information or help with something specific? I'm here to help!
4. Unfortunately, the team is offline at the moment but they would love to schedule a call with you as soon as possible! I just need to ask a couple of questions

ENGAGE VALUE PROPOSITION

N/A

ENGAGE RESPONSES

<Just so my teammate gets more context, what are you looking for today?>

[I’d like to learn more about your solutions]
[I want to book a demo]
[I have a question about pricing]
<Routes to Sales>

[I’m looking for customer support]
<Got it>
<Route to Support>