Target Potential Buyers
Persona Targeting Use Case Example

Ideal Customer Profiles
- Unknown
- Known
- Returning
- Target Account
- Sales Engaged
- Customer

Channels
- Direct Traffic
- Referral Traffic
- Content Syndication
- Paid Search/Social
- Display Advertising
- Email Marketing
- Organic Search/Social

Offers
- Webinar
- Virtual Event
- Content
- Demo Video
- Newsletter
- Calculator
- Assessment

Website Experience
- URL: drift.com/marketing
- UTM: utm_campaign=CMO

Campaign
- Campaign Name: Nurture_Target_CMO

Engage Options
- Regular Playbook
- Triggered Playbook
- Embedded Playbook
- Conversational Content
- Live Chat
- Email
- Video

Engage Hook
- Hey [name]👋We work with CMOs like yourself to increase marketing pipeline. Want to know how?

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. Hey [insert name] 👋 We work with CMOs just like yourself to help increase marketing pipeline. Want to know how?
2. Technical use cases can be tough. Want to chat through questions with a teammate?
3. We know Enterprise security is important. Interested in learning about how we can help?
4. Did you know teammates at [insert company] use [your website here]? Want to hear more about using us for [insert business unit]?

ENGAGE VALUE PROPOSITION
N/A

ENGAGE RESPONSES

[I’d like to speak with sales]
<Routes to Sales>

[Hm, tell me more about how you can help]
<i’d be happy to! {Insert value proposition here}>
<i>How would you like to learn more?>

[Chat with someone]
<Routes to Sales>

[Read more about this]
<Send marketing offer/asset>