Target Potential Buyers
Webinar Invite 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/webinars
- UTM: utm_medium=email

Campaign
- CAMPAIGN NAME: Webinar_Invite

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

Engage Hook
- ENGAGE HOOK: Let’s be real - 2020 has brought a lot of new and unexpected challenges

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

DRIFT
Hi {{“first name” or “there”}},

ENgAGE: Ask & Acknowledge

Let’s be real – 2020 has brought a lot of new and unexpected challenges.

UNDERSTAND: Learn & Respond

While we don’t know what the new normal will be yet, it’s safe to say that [Your Industry] will be changed forever. How will your team adapt?

Join us on [Webinar Dates], for a [link] virtual summit discussing the current state of [Your Industry], and how to prepare for the future.

We’ve invited senior executives from [Speaker Companies] for a series of roundtable discussions to share their perspectives and provide actionable insights to help your organization.

We’ll cover 👇

• [Topic 1]
• [Topic 2]
• [Topic 3]

RECOMMEND: Guide & Suggest

We’ll send along the full agenda to all registrants.

Just reply “yes” to this email to claim your spot!

–Caitlin