## Target Potential Buyers

LinkedIn Video Follow-up 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><strong>UNKNOWN</strong></td>
<td><strong>Direct Traffic</strong></td>
<td><strong>WEBINAR</strong></td>
<td><strong>URL</strong></td>
<td><strong>Campaign Name</strong></td>
<td><strong>ENAGE HOOK</strong></td>
<td><strong>I’d like to chat with someone</strong></td>
<td><strong>ROUTE TO SALES</strong></td>
<td><strong>MARKETING OFFER</strong></td>
<td><strong>MEETING BOOKED</strong></td>
<td><strong>Chat Now</strong></td>
<td></td>
</tr>
<tr>
<td><strong>KNOWN</strong></td>
<td><strong>Referral Traffic</strong></td>
<td><strong>VIRTUAL EVENT</strong></td>
<td><strong>UTM</strong></td>
<td>LinkedIn_Followup</td>
<td>Thanks so much for connecting</td>
<td><strong>I’d like to learn more about your solutions</strong></td>
<td><strong>DROP A CALENDAR</strong></td>
<td><strong>SELF-SERVICE RESOURCE</strong></td>
<td><strong>OPPORTUNITY CREATED</strong></td>
<td><strong>Chat to Call</strong></td>
<td></td>
</tr>
<tr>
<td><strong>RETURNING</strong></td>
<td><strong>Content Syndication</strong></td>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>I’m just browsing</strong></td>
<td></td>
<td></td>
<td><strong>ROUTE TO CUSTOMER SUPPORT</strong></td>
<td><strong>Zoom Meeting</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TARGET ACCOUNT</strong></td>
<td><strong>Paid Search/Social</strong></td>
<td><strong>DEMO VIDEO</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>I’m looking for Customer support</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Book a Meeting</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SALES ENGAGED</strong></td>
<td><strong>Display Advertising</strong></td>
<td><strong>NEWSLETTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td><strong>CUSTOMER</strong></td>
<td><strong>Email Marketing</strong></td>
<td><strong>CALCULATOR</strong></td>
<td></td>
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<td><strong>Demo Video</strong></td>
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</tr>
</tbody>
</table>

- **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, UTM
- **Campaign Name**: LinkedIn_Followup
- **Engage Hook**: Thanks so much for connecting
- **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
- **Secondary Call-To-Action**: Marketing Offer
- **Business Outcome**: Meeting Booked
- **Buyer Outcome**: Chat Now, Chat to Call, Zoom Meeting, Book a Meeting, Education, Demo Video, File Support Ticket, Chat with Support
How to Use Video to Engage, Understand, and Recommend

**ENGAGE: ASK & ACKNOWLEDGE**

**Timeframe:** within 24 hours of getting connected  
**Video to Record:** Face only  
**Title:** Hi [first name]!  
**Video Script:**

Hey {{first name}}👋  
Thanks so much for connecting!

**UNDERSTAND: LEARN & RESPOND**

Not sure if this is why you accepted [insert relevant post or content] but I wanted to connect because I saw [insert recent activity or related experience] on your profile.

**RECOMMEND: GUIDE & SUGGEST**

Please share your feedback on this video using the chat, **cue pointing your right hand to the left** or better yet, would love to chat, if you could use the bot to book a time on my calendar.  

Thank you for watching [first name]!