



******Template from February 2021***

Cold Outbound | High Priority | Business Value | Hybrid Events

- **Workflow:** Outbound
- **Role:** BDR
- **Priority:** High
- **Industry:** {{ FILL IN }}
- **Market Segment:** Commercial
- **Region:** NA
- **Persona:** Business Value Buyers - Marketing
- **Total Touches:** 19
- **Automated Touches:** 8 (42%)
- **Duration:** 32 days
- **Channels:** Email (9), Phone (5), LinkedIn (5)
- **{{ INSERT CADENCE OR SEQUENCE RULESET }}**

Step 1: Day 1 - LinkedIn Research:

- Note common connections, interests and priorities
- Remove from Sequence if no longer at company and note in SFDC
- Do not pitch, or invite to connect, or send InMail

Step 2: Day 1 - Automated eMail - New Thread (5 min delay)

Subject Line: Driving hybrid engagement

{{first_name}}, we're more than a year into the pandemic and we've all got our 'How to Get Out of Zoom Meetings' hacks (my personal favorite is "my dog knocked over my Wifi router").

Even though many of us find ourselves trying to get *out* of virtual meetings, engagement rates still matter—and conversion rates, too. 2020 may have thrown us all a curveball, but companies like LexisNexis were still able to see an 81% increase in revenue, and Plante Moran expanded their reach by 700% — at 1/3 of the cost of their typical in-person events.

Are you interested in brainstorming ways of how to create more dynamic hybrid events that don't leave you scrambling to cover your webcam?

-{{sender_first.name}}

Step 3: Day 2 - Phone Call

Hi, {{first_name}}, it's {{sender_first.name}} from ON24. Any chance we could set up a time to discuss improving your engagement rates? It should only take a few minutes.

Step 4: Day 4 - Phone Call

{{first_name}}—it's {{sender_first.name}} from ON24. Still haven't heard back from you about setting a time to discuss improving your virtual engagement rates. Can we get something on the schedule for next week?

Step 5: Day 4 - Automated Email - Reply (10 minutes after Step 4 is completed)

Looks like I just missed you when I called, {{first_name}}—and that's fine, since I'm in the business of digital connections anyway.

Any chance we could set up a conversation for {{weekdays_from_now 3}} instead?

Best,
{{sender.first_name}}

Step 6: Day 7 - Manual eMail - New Thread

[Note: Only personalize for prospects that have previously opened an email. If the prospect has not opened an email, this step is automated.]

Subject Line: Pivot!

{{first_name}},

After 2020, many businesses had to re-assess how they handled their virtual experiences—take Zendesk, for instance.

With their incredible in-person events off the table, a massive (yet rapid) transformation had to take place in order for them to continue driving engagement. [So, that's what they did](#), even finding a way to help a company keep 96% of their customers on their website for a longer period of time.

How did your pandemic pivots impact your business?

Step 7: Day 10 - LinkedIn Research

- Like, Comment, or Share a post - DO NOT PITCH

Step 8: Day 10 - Automated eMail - Reply (10 minutes after Step 7 is completed)

{{first_name}},

Breaking out of old marketing habits is easier said than done—especially if you're not sure of where the future is trending.

At Marketing Breakthroughs 2021, 17 experts from 15 different companies (including the marketing maestro Anne Handley herself), are ready to teach everyone about the digital functions that will carry us into the future of marketing.

Interested in seeing the rest of our 2021 event schedule?

-{{sender.first_name}}

Step 9: Day 12 - Phone Call

{{first_name}}, it's {{sender.first_name}} from ON24. I understand how hard it can be to find a time to connect. Is there any collateral you'd rather have me send over instead?

Step 10: Day 14 - Automated eMail - New Thread

Subject Line: Burn these benchmarks after reading

Webinar benchmarks you need to know:

- 44% of webinars attract more than 100 attendees
- 58% of attendees convert into further business engagements
- 100% of this email's readers are able to get a [full breakdown of webinar best practices](#) *without* having to engage in further conversation with me.

I'll let you check out the list on your own, but please don't hesitate to reach out if you have any questions (and please don't tell my manager about spilling company secrets either).

- {{sender.first_name}}

Step 11: Day 18 - LinkedIn Research

- Like, Comment, or Share a post - DO NOT PITCH

Step 12: Day 18 - Automated eMail - Reply (10 minutes after Step 11 is completed)

Subject Line: 81% increase in revenue

{{first_name}}, what's the purpose of [investing in webinar enhancements](#) if you aren't going to see a return?

At ON24, we believe the same thing.

That's why we make sure our expertise enables our clients to see:

- Up to a 67% increase in registration over traditional live events
- An 81% increase in revenue from digital experiences

- A 29% attendee to opportunity conversion rate.

If you're trying to boost the number of opportunities that come from your webinars, I might be able to help. How about we set up a time next week for a quick discussion?

-{{sender.first_name}}

Step 13: Day 22 - LinkedIn Research

- Like, Comment, or Share a post - DO NOT PITCH

Step 14: Day 23 - Phone Call

Hi, {{first_name}}, it's {{sender.first_name}}. We didn't get a chance to have a conversation yesterday, so I wanted to see if we could set something up for {{weekdays_from_now 3}} instead?

I hope that works for you.

Step 15: Day 24 - Automated eMail - New Thread

Subject Line: How to make webinars that rock

Kitchy subject line, I know. And at the risk of continuing to sound like a third-grade teacher, the easiest way to make a successful webinar is to make one that people [pay attention to](#).

ON24 helps you create opportunities to engage audiences, whether it's for attendee-to-attendee personal development sessions, 1:1 sales meetings, group networking, Q&A sessions and more. No need for bells, whistles, or promises of extra recess—just keeping everyone engaged.

I attached a link above for some of our resources, but I'm more than happy to answer any additional questions you may have about virtual engagement.

My inbox is open,
{{sender.first_name}}

Step 16: Day 28 - LinkedIn Research

- Like, Comment, or Share a post - DO NOT PITCH

Step 17: Day 28 - Automated Email - Reply (10 minutes after Step 16 is completed)

Subject Line: New era just dropped

It's hard to say exactly when things will get "back to normal", {{first_name}}, so it's critical to interact with your consumers to ensure you're still providing the services they want.

Enter: the Era of Engagement. We'll help you go beyond the webinar with a world-leading platform for digital engagement and AI-based personalization. With connectivity hubs and actionable insights provided, there's no guess-work needed--just you reaching your target audience on their level.

With a little more than half the year to go, I could help you boost some numbers by the holiday season. Interested?

-{{sender.first_name}}

Step 18: Day 32 - Phone Call

It's hard to believe, {{first_name}}, but the holiday season is just around the corner.

Any way we could set up a time to make sure you're getting the engagement rates you need in order to hit all of your EOY metrics?

Step 19: Day 32 - Automated Email - New Thread (10 minutes after Step 18 is completed)

Subject Line: Until we meet again

You know how the saying goes, {{first_name}}: emails come and go, but the information you learn about creating interactive webinar experiences stays forever.

I keep reaching out because I know we could [provide serious value](#), but I'm hesitant to keep sending messages because I don't want to become a pest. If your needs change in the future, my inbox remains open.

I hope our paths cross soon.

See you around,
{{sender.first_name}}

