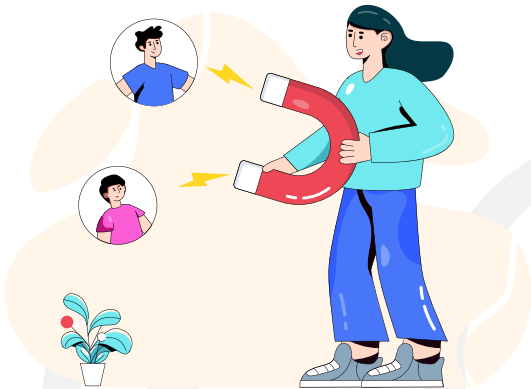


Inbound Lead Email [Template]



An inbound lead is a person who has shown interest in your company's product or service by taking an action on your website - such as registering for a webinar, signed up on the web form, downloading some content, or requesting a demo.

These leads have visited your site, clicked around for a while, and maybe even downloaded content. Use the information you have from that prospect's history on your site to tailor your email to their interests.

Use this sales email template on inbound leads you know are a great fit for your company.



Template 1: Inbound Lead from Content

Hi [Contact Name],

Hope you are doing well.

My name is <YOUR NAME> and I work as a <YOUR PROFILE> at <YOUR ORG.NAME>. <YOUR ORG. NAME> is a <PRODUCT/SERVICES>company designed to help <Target Audience> <CHALLENGE>.

We offer <Target Audience>-

- < High-level benefit/Service 1>
- < High-level benefit/Service 2>
- < High-level benefit/Service 3>

We noticed you have recently visited our website and downloaded [Name of Content]. We would love to know if you downloaded the piece just to learn more about [topic], or, are you looking for a cost-effective solution to [topic]?

I actually did some research on [Lead Company] and have the following tips for your business:

- [Tip 1]
- [Tip 2]

» CTA

Would you have time for a call tomorrow at [time you are available]? [Don't be presumptuous and ask for a time, date. The customer will connect with you if they wish.]

I'm looking forward to connecting,

Regards,

[Name]



Template 2: Quick Lead Introduction

Hi [Contact Name],

My name is <YOUR NAME> and I work as a <YOUR PROFILE> at <YOUR ORG.NAME>.

<YOUR ORG. NAME> is a <PRODUCT/SERVICES> company designed to help <Target Audience> <CHALLENGE>.

We offer <Target Audience>-

- < High-level benefit/Service 1>
- < High-level benefit/Service 2>
- < High-level benefit/Service 3>

You recently visited our [Title of Page or Post]. I thought I would quickly check-in and ask if you found what you were looking for?

I also have additional resources for you:

- [URL to resource 1]
- [URL to resource 2]

I've actually looked at your company and am happy to share with you.

Do you want to talk tomorrow at [time you're available]?

Best regards,

[Name]



Template 3: Repeat Website Visits from Company

Hi [Contact Name],

My name is <YOUR NAME> and I work as a <YOUR PROFILE> at <ORG.NAME>.

<YOUR ORG. NAME> is a <PRODUCT/SERVICES> company designed to help <Target Audience> <CHALLENGE>.

We offer <Target Audience>-

- < High-level benefit/Service 1>
- < High-level benefit/Service 2>
- < High-level benefit/Service 3>

We noticed that you and your colleagues at [Lead Company] have visited our website and [action on website].

I was wondering whether they were trying to figure out how you might [business solution]? So, I did some research and found some areas of opportunity for you.

One idea I have is to [your suggestion based on research]. If you have 15 minutes for a quick call, I look forward to better understanding your needs and how we can help you grow your business.

I would love to connect with you.

Hope to hear from you,

[Name]

Template 4: Comments/ visits on blogs

Hi [Contact: First Name],

My name is <YOUR NAME> and I work as a <YOUR PROFILE> at <YOUR ORG.NAME>

<YOUR ORG. NAME> is a <PRODUCT/SERVICES> company designed to help <Target Audience> <CHALLENGE>.

We offer <Target Audience>-

- < High-level benefit/Service 1>
- < High-level benefit/Service 2>
- < High-level benefit/Service 3>

I noticed you recently visited our [Title of Web Page or Post]. I thought I'd check-in to see if you found what you were looking for?

If you found that page useful, you might also like:

- Link to Resource #1
- Link to Resource #2

If you're looking for more information on [topic they were researching] I'd be happy to share some personalized tips with you.

Would you have time to chat tomorrow at [two times you're available]?

I'm looking forward to connecting,

[Your Name]



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