



SAMPLE WELCOME SCENARIOS FOR B2B MARKETING

Preamble

LeadSeed thanks you for downloading this scenario template! Below you'll find 4 customizable emails to welcome and engage your new leads.

To use this template, go to File > Create a copy.

How to use these models?

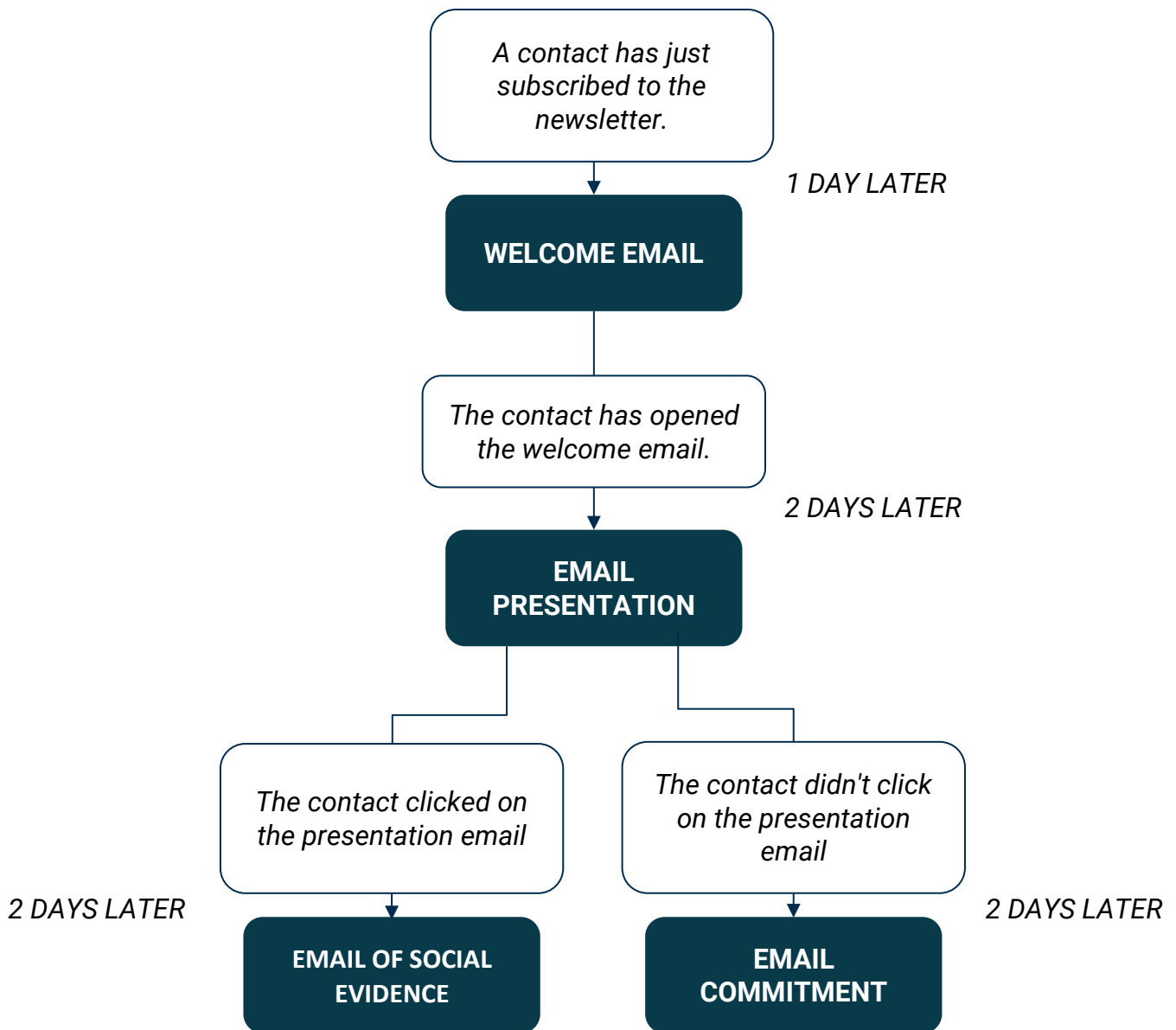
Each email is accompanied by our various suggested email subject lines, as well as our suggested parameters, to help you structure your welcome scenario.

Texts written in italics in the suggested templates must be personalized with your information. Texts between [italics and square brackets] are dynamic elements that can be directly personalized by your marketing automation solution. This includes the first name of your contacts, to create a more personalized relationship with them.

How to structure this workflow?

The aim is to welcome your new subscribers, introduce them to your company and guide them through the purchasing process, all within a relatively short timeframe, usually one week.

This workflow template is designed as follows:



The welcome email is designed to welcome new subscribers, and the presentation email aims to demonstrate the added value of your company.

If the contact clicks on the appointment or video link in the presentation email, this indicates a higher level of interest, and they will then receive the social proof email, which is more commercial in nature.

If the contact doesn't click on the link, they'll receive the engagement email, which will give them access to various resources to help them progress little by little in their decision-making process.

For the format of these emails, we advise you to choose a "branded" format, i.e. recognizable as an email sent by a company.

Example:



How can LeadSeed help you?

Bonjour ,

Welcome to LeadSeed!

Our mission is to provide you with the most effective tools and strategies to grow your business by generating highly qualified leads.

We understand how crucial it is for your business to find interested prospects and convert them into loyal customers. That's where we come in as your trusted partner.

Find out how LeadSeed can help you achieve your goals!

Lead acquisition

+30% more leads on average than traditional campaigns.

Lead conversion

Increase conversion rate by focusing on high-potential leads.

Data data

management
Collect, export or synchronize your data with the right integrations.

Customer loyalty

Improve customer satisfaction by providing valuable content.

Innovation and adaptation

Benefit automatically of new features.

ROI measurement

Measure your results in real time.

If you'd like to find out more about our company, our solutions, or if you have specific questions related to your objectives, we strongly encourage you to contact us.

We also invite you to visit our website www.leadseed.io to find out more through our **customer demos**, which will give you a glimpse of what we can achieve together.

[Live Demo](#)

We look forward to hearing from you soon!

Best regards,
The LeadSeed team.

How to create this workflow?



1 Welcome email

Settings	
Goal	Welcoming new members
Trigger	Just subscribed to your newsletter
Action	Send this email 1 day later

Object examples:

- Welcome [FIRST NAME], we've been waiting for you!
- You've just made the best decision of your day [FIRST NAME], congratulations!
- You're all registered! And now what?
- [FIRST NAME] + [COMPANY] = the start of a long story...
- We're proud to have you with us [FIRST NAME]!
- Welcome [FIRST NAME]! Here are a few links to get you off on the right foot.
- A surprise awaits you in this e-mail [FIRST NAME]!

Text :

Hello [FIRST NAME] and welcome!

You've recently [downloaded one of our contents / participated in one of our webinars / joined our newsletter] and I hope you found it useful! Like more than XXXX professionals, you are now officially a member of the [COMPANY] newsletter.

Congratulations!

What to expect from this newsletter?

Every [newsletter frequency], you'll receive our latest articles, events, video content, to help you achieve your goals.

As [COMPANY] specializes in [your pitch], our aim is to provide you with the resources you need to progress!

Helpful resources

Can't wait for the next newsletter? Here are a few links to keep you busy until then!

- [Our blog](#), where we talk about your issues, industry trends and expert opinions.
- [Our vidéo guides](#) to help you improve your skills.
- [Customer demos](#) to find out how they've tackled the same challenges as you.

Is there a theme you'd like to see addressed by our team? Let us know by replying to this e-mail, and we'll give it our full attention!

Would you like to find out more about our solution? You can make an appointment with our team [right here](#).

See you soon,
[SIGNATURE]



2 Email presentation

Settings	
Goal	Introduce yourself in detail to new members
Trigger	Similar to previous step
Action	Send this email 2 days later
Condition	Opened the welcome email

Object examples:

- How about getting to know [FIRST NAME] better?
- Introductions are in order
- What exactly do we do at [COMPANY]?

Text :

Hello [FIRST NAME],

It's about time we got to know each other better! I'm [FIRST NAME] and [JOB TITLE] at

[COMPANY], and I'm in charge of this newsletter.

So what exactly do we do at [COMPANY]?

Our aim: to help you to [your prospects' issues], by:

- benefit #1 of your offer
- benefit #2 of your offer
- benefit #3 of your offer

And to achieve this, we have the advantage that makes you unique in your market.

Want to know how we can help you? You can [make an appointment with our team here!](#)

In the meantime, you can also watch [this video](#) which explains in detail what we do at [COMPANY].

I'll be happy to discuss it with you, so don't hesitate to reply to this email.

See you soon,
[SIGNATURE]



3a Social proof email

Settings	
Goal	Legitimize your expertise
Trigger	Similar to previous step
Action	Send this email 2 days later
Condition	Clicked in the presentation email

Object examples:

- What [COMPANY] can do for you
- Our customers say it best
- Would you like to achieve XXX results?

Text :

Hello [FIRST NAME],

"Rave quote from one of your customers."

That's what one of our XXX customers thinks when he asks us to help him exceed his goals. In fact, on average, our customers generate XXX more results after one year with our services!

Find out how we can help you by exploring [our online demos](#).

See you soon,
[SIGNATURE]



3b The commitment email

Settings	
Goal	Encouraging interaction
Trigger	Similar to the previous step
Action	Send this email 2 days later
Condition	Did not click on presentation email

Object examples:

- A little reading for you
- Our live demos
- Our most popular articles
- Advice just for you

Text :

Hello [FIRST NAME],

In X years, we've had plenty of time to write about our expertise! So to help you get to know our world better, we've compiled a few of our readers' most popular articles here:

- [Revolutionize Your B2B Marketing Strategy with LeadSeed Solution: A Step-by-Step Approach](#)
- [Improve engagement and satisfaction by creating customized surveys that deliver personalized content to B2B customers](#)
- [How to Build an Opt-In E-List of Customers and Prospects?](#)
- etc.

And to make sure you don't miss the next ones, join us on [twitter](#) and [linkedin](#)!

Enjoy your reading,
[SIGNATURE]

We hope this sample scenario has inspired you to create your own! Don't hesitate to send us your feedback at contact@leadseed.io!

About LeadSeed

Unleash the power of your marketing with LeadSeed.

The game-changing CaaS (Conversation as a Platform) solution that enables marketers and sales specialists to get highly qualified leads by creating personalized, engaging and omnichannel content.

Come and discover the future of marketing automation and explore the LeadSeed platform, its interface, advanced logic capabilities and automated generation of personalized content.

Also discover our latest innovation - a seamless integration with ChatGPT artificial intelligence, enabling consultants to use it as a wizard to build better questionnaires for optimal results and engagement.

Visit [our website](#) to see real-life examples from our customers and book a personalized demonstration.

[Discover how to generate qualified leads with LeadSeed!](#)