

3 Inbound Sequence Templates You Can't Sell Without

- Ramp up your inbound lead response with three
- campaigns designed to convert leads and
- optimize the seller's time

Introduction

Just because a lead raises their hand doesn't mean your work is done. Successful inbounding means focusing on what matters most - the clearly signaled interest of your lead.

In this short guide, we'll talk about three battle-tested sequence templates to help you maximize every touch point and curate your lead's experience.

In this guidebook you'll find the following campaigns:

- 1. Standard Inbound Lead Response pg.2
- 2. Respond to Content Downloads pg.6
- 3. Respond to Demo Requests pg.10

Standard Inbound Lead Response

A campaign with a touch pattern that's optimized for general use. Regardless of how that lead ended up in your CRM, a webinar or organic search, this tested, tried, and true campaign can help structure your outreach and maximize conversion.

Respond to Content Downloads

A healthy inbound marketing strategy means offering content for both your users and potential customers. When someone comes to your site looking for answers, make sure you're there to follow up with the support they need in real-time.

Respond to Demo Requests

Inbound selling requires quick, yet personalized responses that are dictated by the inbound lead's quality and priority level. When it comes to demo requests, your follow-up needs to be top-notch so you can make the most out of the opportunity.

Keep reading to view the touch patterns for each campaign as well as industry benchmarks and added tips for extra guidance.



01.

Standard Inbound Lead Response

A mix of calls and automatic emails to keep you top of mind with your prospects, without the pressure of writing every single email from scratch.

Use Case

For ramping up inbound sales. This inbound marketing campaign is designed with a touch pattern that's applicable to any type of content marketing and inbound follow-up.

Tips and Tricks

This sequence is a sure-fire way to handle interest in your products or services and respond quickly with genuine curiosity about your lead's inquiry.

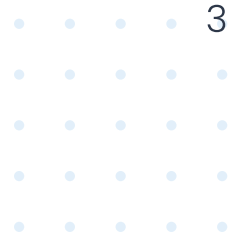
Keys to Making This Work

Making yourself available immediately through multiple channels, asking the important questions and being politely persistent early on.

Consider providing content that adds value in each of your emails as well. Whether you share guidebooks, white papers, blogs, or other forms of content, your goal is to maintain the momentum behind your lead's interest.


The Specs

Standard Inbound Lead Response





 **12 Steps**

 **15 Days**


 **Roles**
BDR / MDR
AEs who handle inbound

 **Target**
Inbound leads

 **Engagement Channels**
Email
Phone

 **Benchmarks & Goals**
Current benchmarks for inbound campaigns are as follows:

- 36% Open rate
- 3.9% Reply rate
- 3.9% Click rate

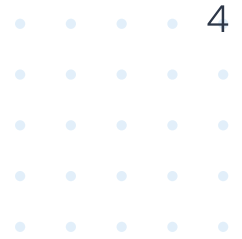
 **Bonus Tip**

- Start campaign no later than 1 day after the inbound conversion to leverage the stacking effect
- Use automation rules to trigger inbound leads directly into this campaign





How It Works

12 steps over 15 business days





Day 1

 **Step 1 • Email - Intro**
Start a new thread with messaging related to the lead source. Use an interest-based CTA.


 **Step 2 • Call - Voicemail**
Double tap on your initial email with a phone call and voicemail.

Day 2


 **Step 3 • Email - Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of the list of the prospect's unread inbox.

 **Step 4 • Call - No Voicemail**
Follow up with a phone call.


Day 3

 **Step 5 • Email - Referral - Threaded**
Use the same thread to ask if there is someone better in the org to direct your questions to.


Day 4

 **Step 6 • Call - No Voicemail**
Continue the stacking effect by calling the prospect on a day without an email.


Day 5

 **Step 7 • Call - Voicemail**
Follow up the next day with a phone call and a second voicemail.


Day 7

 **Step 8 • Email - Re-Introduction**
Start a new thread and try a different angle to engage your prospect.


Day 9

 **Step 9 • Call - No Voicemail**
After one day off from new steps, follow up with a phone call.


Day 10

 **Step 10 • Email - Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of the list of the prospect's unread inbox.

Day 14

 **Step 11 • Call - No Voicemail**
After 3 days off from new steps, follow up with a final phone call.

Day 15

 **Step 12 • Email - Breakup - Threaded**
Say 'goodbye for now' as a final effort to engage your prospect. Breakup emails generally produce above average replies.

Example Email

SUBJECT LINE

Your interest in {{sender.company}}

BODY TEXT

{{ contact.firstname }},

Thanks for reaching out for more info on {{sender.company}}.

It looks like you're looking for more about how we can help {{recipient.company}} with [[painpoint]]. Let's find some time to chat {{timeframe}} or find time using my calendar link in my signature.

In the meantime, check out this quick [[demo/video/overview/blog post]] that'll give you some more info.

Looking forward to meeting,
{{ owner.firstname}}

Make It Yours

With this sales campaign taking a more general approach, take into consideration your entry criteria (how the lead came in) for a relevant subject line, and your exit criteria (what the goal of the sequence is) when tying together a call to action.

02.

Respond to Content Downloads

When someone comes to your site looking for answers, make sure you're there to follow up with the support they need in real-time.

Use Case

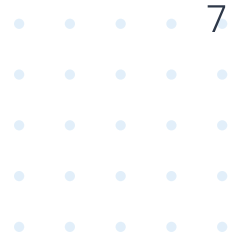
Take a quick and streamlined approach when responding to prospects who have downloaded your content with this speedy inbound response campaign.

Tips and Tricks

Incorporate the context of the content your lead downloaded and add 1:1 personalization to fuel the quality of your outreach.


The Specs

Respond to Content Downloads




 **4 Steps**

 **16 Days**


 **Roles**
BDR / MDR
AEs who handle inbound

 **Engagement Channels**
Email

 **Target**
Inbound leads

 **Benchmarks & Goals**
Current benchmarks for inbound campaigns are as follows:

- 36% Open rate
- 3.9% Reply rate
- 3.9% Click rate

 **Bonus Tip**

- Start campaign no later than 1 day after the inbound conversion to leverage the stacking effect
- Use automation rules to trigger inbound leads directly into this campaign

How It Works

4 steps over 16 business days



Day 1



Step 1 • Email - Introduction

Start a new thread with messaging related to the content they downloaded.

Day 4



Step 2 • Email - Follow up - Threaded

Use a short, contextual bump email to jump to the top of the list of the prospect's unread inbox.

Day 9



Step 3 • Email - Follow up - Threaded

Use the same thread to ask if there is someone better in the org to direct your questions to.

Day 16



Step 4 • Email - Breakup

Start a new thread and say 'goodbye for now' as a final effort to engage your prospect. Breakup emails generally produce above average replies.



Example Email

SUBJECT LINE

Need more on {{!! KEYWORD}}?

BODY TEXT

{{ contact.firstname }},

Glad to see that you downloaded our {{!! COLLATERAL TITLE}}{{!! COLLATERAL TYPE}}.

As far as {{!! SUBJECT OF COLLATERAL}} goes, it's one of my favorite reads.

What sparked your interest in downloading it? Are you looking at different solutions to {{!! KEYWORD}}?

Thanks,

{{ owner.firstname}}

Make It Yours

A helpful exercise for choosing the most impactful keyword to use in the subject line and body copy of this email is to start by summarizing the content your lead downloaded. What is the main idea or message communicated by the content? Get your summary down to one sentence, then choose the most powerful or compelling word in it. Now you have a keyword.

03.

Respond to Demo Requests

An engagement heavy campaign to help you maintain the interest of leads requesting demos and prioritize getting them on the calendar.

Use Case

Use this campaign to convert a demo request to a scheduled demo.

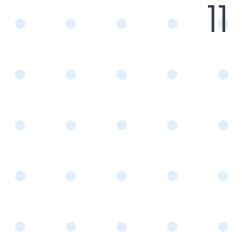
Tips and Tricks

Aim for a warm, genial tone throughout this campaign's messaging.

Many buyers expect and resent the impersonal pushiness that often accompanies demo request follow-ups. Work to offset this expectation by welcoming your lead with the opportunity to ask questions and by providing additional resources before suggesting they schedule time with you.


The Specs


Respond to Demo Requests




 **15 Steps**

 **27 Days**


 **Roles**
BDR / MDR
AEs who handle inbound

 **Engagement Channels**
Email
Phone
LinkedIn

 **Target**
Inbound leads

 **Benchmarks & Goals**
Current benchmarks for inbound campaigns are as follows:

- 36% Open rate
- 3.9% Reply rate
- 3.9% Click rate




 **Bonus Tip**

- Demo requests should be your highest priority inbound leads. Focus on quick response times
- Use automation rules to trigger inbound leads directly into this campaign



How It Works

15 steps over 27 business days



Day 1

- 
Step 1 • Call - Voicemail
 Leave a voicemail and call within 5 minutes of the request coming in.
- 
Step 2 • Email - Introduction
 Double tap on your initial phone call with an introduction email.
- 
Step 3 • LinkedIn
 To cover even more ground, send your lead a connection request on LinkedIn.



Day 2

- 
Step 4 • Call - Voicemail
 Keep the momentum going from the day before with a phone call and voicemail.
- 
Step 5 • Email - Follow up - Threaded
 Use a short, contextual bump email to jump to the top of your lead's inbox.


Day 3

- 
Step 6 • Call - No Voicemail
 Follow up with a phone call.
- 
Step 7 • Email - Follow up - Threaded
 In the same thread, ask your lead if they'd like to see a case study from a similar customer.



Day 5

- 
Step 8 • Email - Follow up
 After a few days off, start a new thread to stay present in your lead's inbox.
- 
Step 9 • Call - Voicemail


Day 10

- 
Step 10 • Email - Re-Introduction
 Start a new thread with messaging related to the demo request.



Day 15

- 
Step 11 • Email - Follow Up - Threaded
 Use a short message to try a different angle for engaging your lead.
- 
Step 12 • Call - No Voicemail
 Follow up with a phone call.

Day 21

- 
Step 13 • Email - Referral - Threaded
 Use the same thread to ask if there's someone better to schedule the demo with.

Day 27

- 
Step 14 • Call - No Voicemail
 Follow up with a final phone call.
- 
Step 15 • Email - Breakup - Threaded
 Say 'goodbye for now' as a final effort to engage your prospect. Breakup emails generally produce above-average replies.

Example Email

SUBJECT LINE

{{sender.company}}- Your Demo Request

BODY TEXT

{{ contact.firstname }},

Excited to be able show you {{sender.company}}'s product in action! A little information for you before we talk scheduling.

Our demos run for{!! NUMBER OF MINUTES}} minutes and cover{!! DEMO AGENDA}}. My calendar is linked below, if you'd like to use it for scheduling or you can let me know if there's a time that works better for you.

Look forward to meeting,
{{ owner.firstname}}

Make It Yours

If you've had trouble with non-qualified leads requesting demos, swap out a demo agenda with a few qualifying questions instead. Choose two or three questions that will help you determine if there's an applicable use case for your solution. Question angles could include understanding the problem they are trying to solve and what they have tried in the past.

Final Word

With any sales campaign template, the results are only as good as what goes into them.

Feed quality inputs into your campaigns by ensuring your contact data is clean, your copy is relevant to the persona you're targeting, and your reps follow the touch patterns to maximize the stacking effect.

Want more prospecting tips?

[Visit Regie.ai to learn how to write sales sequences and emails with best practices.](#)

