RingCentral

How to Power Hybrid Teams with Cloud Communications

RingEX

CAMPAIGN IN A BOX

Market Opportunity

According to Gartner, adoption of unified communications as a service (UCaaS) continues to grow across all market segments. From 2022 through 2026, the extent to which organizations deploy cloud telephony will increase from about 35% of overall telephony users to 55%.

As a hybrid working model becomes the norm, companies need a flexible, mobile, reliable communications platform—something on-premises hardware can't provide. Moving to the cloud is essential for modern business success.

RingEX™ brings teams and customers together on the #1 business communications platform, empowering people to do their best work and collaborate from anywhere. Our integrated Message, Video, and Phone platform leads to engaged employees, and therefore, happy customers, helping your clients grow and thrive.

Campaign Prospecting and Content

Components

Email copy	Subject line	Call to action	Asset
#1	7 reasons to switch to cloud communications	Read the infographic or schedule a meeting	7 Reasons to Switch to the Cloud
#2	Buyer's checklist for communication tools	View the checklist or schedule a meeting	Buyer's Checklist for Communication Tools
#3	RingEX™: the solution for hybrid work	Read the datasheet or schedule a meeting	RingEX Datasheet
#4	Why the Golden State Warriors chose RingCentral for their employee and customer communications	Watch the video or schedule a meeting	Golden State Warriors Case Study

Additional Resources

RingEX Discovery Questions
RingEX Landing Page Copy Block
Social Media Carousel

Campaign Implementation Guidelines

The most successful prospecting campaigns include a regular cadence of emails plus follow-up calls. Assuming you have an email system like MailChimp, Act-On, or another email marketing automation tool, it should be fairly straightforward to track and report on your email programs from within the email tool and your CRM system. You can easily identify those who click through to your email offers as "hand raisers" who are interested in learning about switching to RingEX.

You can then call the most qualified people by starting with those who click through to your content.

Steps for implementing this RingEX "Campaign in a Box"

1 **Identify the right list of decision makers. Typical decision-maker titles include:**

Primary:

- IT Manager/Director/VP
- CIO, CTO, COO, or other C-level professionals

Secondary:

- Manager/Director, Unified Communications or Manager/Director, Telecom & Network Services

2 **Import the RingCentral email copy into your email system.**

Set up a cadence of emails that will go out every other week (excluding/working around holidays).

Tuesday/Wednesday/Thursday, early in the morning (between 5:00 a.m. and 7:00 a.m.) are the best times to optimize open rates.

3 **Testing has shown that if an email goes out from a person's name and includes a personal signature with contact information, the response rates are higher than if the email goes out from an anonymous "team" or a company.**

Best practices are also to be sure your email system personalizes the email so the prospect's name appears in the salutation, such as Hello [first name], or Dear [first name, last name].

4 **Be diligent about calling the "hand raisers" within 48–72 hours of their clicks.**

Research shows the majority of activity will occur within the first 48 hours of the email send. Immediate follow-up ensures you reach the prospects before they go cold.

5 **Promote the content via your social media channels such as LinkedIn, Twitter, and Facebook.**

See "Additional Resources" above for a link to a suggested post.

6 **Contact the IGNITE! Partner Assist Team or your Channel Manager to schedule a demo once you have qualified the lead.**

Prospecting Campaign Suggested Schedule:

Schedule	Components
Week 1	Send email #1
Week 1.5 & 2	Follow-up calls: connect with hand raisers
Week 3	Send email #2
Week 3.5 & 4	Follow-up calls: connect with hand raisers
Week 5	Send email #3
Week 5.5 & 6	Follow-up calls: connect with hand raisers
Week 7	Send email #4
Week 7.5 & 8	Follow-up calls: connect with hand raisers
1x/week	Report on opportunities, pipeline, closed/won

QUESTIONS? CONTACT PARTNER SUPPORT
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