

# Increase Enterprise Client Base with RingCentral Communications



## 1. Overview

Enterprises worldwide are rapidly adopting the cloud-based model for their business communications, with users attracted to the associated low start-up costs and ease of implementation, maintenance, and use. Leaders recognize the importance of enabling their organization's employees and are increasingly understanding how changing the user experience can streamline communications and collaboration so that knowledge workers can apply their undivided attention to the priorities that matter.

With so many factors in its favor, the future of cloud-based communications solutions is very bright—and lucrative. RingCentral partners can sell the two leading integrated enterprise-class cloud communications and contact center systems to provide best-in-breed solutions from one vendor. This creates a win-win situation for you and your customers.

This guide will give you step-by-step assistance in executing a successful RingCentral prospecting campaign targeting enterprise clients. You'll note that the emails are relatively simple; that's because keeping the content aligned with top-of-the-funnel messaging has proven to be most effective for busy enterprise executives.

**Tip:** RingCentral defines "enterprise" companies as those with 1,000+ employees.

## 2. Campaign prospecting and content

Components	Email Type
<b>Email #1:</b> Is your workforce empowered?	General Outreach
<b>Email #2:</b> How are you going to boost productivity this quarter?	General Outreach
<b>Email #3:</b> Sorry yesterday did not work, happy to reschedule	General Outreach
<b>Email #4:</b> Does <day to meet> work?	General Outreach
<b>Email #5:</b> Let the cloud support your enterprise communications	General Outreach
<b>Email #6:</b> Stay connected to every job site with RingCentral's mobile solution <b>Or:</b> Too big for your communications shell? RingCentral offers scalability <b>Or:</b> Stay mobile with limitless internet fax on RingCentral <b>Or:</b> Your customers demand 24/7 support: You can have it too	Construction High Tech Real Estate Retail
<b>Email #7:</b> <Craft subject line and email> Click <a href="#">here</a> for customized messaging samples.	Customized

**Tip:** Use the same words and messaging as your prospect.

### Within this packaged campaign, you will have access to:

- Pre-written business development emails (general outreach and vertical-specific messaging)
- Samples of customized email messaging
- Campaign implementation instructions
- Prospecting campaign suggested schedule
- Tips for successful prospecting
- Discovery call guidance

**Tip:** Do your homework first: studies show that spending even three minutes researching a prospect so you can tailor your communications pays off big time.

## 3. 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, Pardot, Marketo, 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 enterprise-class cloud communications. You can then call the most qualified people by starting with those who open your emails and/or click through to your content. Be sure to review all the components within this packaged campaign to get the most out of your prospecting efforts.

Remember: there are plenty of enterprise clients who are ripe for integrated cloud communications solutions. Be the one to land them by expanding your knowledge with this valuable guidance and information and by implementing this campaign with care.

**Tip: Remember to connect with hand raisers.**

## Steps for implementing this RingCentral Prospecting Campaign

### A. Identify the right list of decision makers.

Typical mid-market and enterprise phone and communications decision-maker titles include:

- IT manager/director/VP, CIO
- Line-of-business director/VP of sales or inside sales, support, operations, HR
- Manager/director/VP of contact center, customer care/experience/support

### B. Set up your email campaign.

- Import the RingCentral html or PDF email files into your email system.
- Set up an automated drip of emails per the following schedule (work around holidays).
- Schedule: Tuesday/Wednesday/Thursday, early in the morning (between 5:00 a.m. and 7:00 a.m.) are best times to optimize open rates.
- Edit any information in the provided email template that should be customized.

**Tip: Highest engagement levels are Tuesdays before 9:00 a.m. and Wednesday afternoons—in prospect's time zone.**

### C. Keep it personal.

- Emails sent from a person's name and that include a personal signature with contact information solicit a higher response than those sent from an anonymous "team" or a company.
- Best practice: personalize the email so the prospect's name appears in the salutation. (For example: Hello [first name], or Dear [first name, last name].)

### D. Be diligent about calling the "hand raisers" within 24–72 hours of their clicks.

## Prospecting campaign suggested schedule

Schedule	Components
Day 1	Send email #1
Day 2	Follow-up calls; leave voicemails
Day 3	Send email #2
Day 4	Follow-up calls; do not leave voicemails
Day 6	Send email #3
Day 8	Follow-up calls; leave voicemails

**Tip: Confirm you're contacting the correct person.**

Schedule	Components
Days 9–14	Pause all communication for one week
Day 15	Follow-up calls; do not leave voicemails
Day 23	Send email #4
Day 28	Follow-up calls; leave voicemails
Day 31	Follow-up calls; do not leave voicemails
Day 35	Send email #5
Day 36	Follow-up calls; leave voicemails
Day 37	Send email #6 (vertical-specific)
Day 40	Send email #7 (customized) plus follow-up calls
Day 41	Report on opportunities, pipeline, closed/won

Tip: Don't overwhelm the prospect.

Tip: Treat every point of contact as a fresh lead—don't complain about how long you've been trying to connect.

### 3. Measuring campaign effectiveness

#### How do I know if it worked?

##### Metrics to track:

- Meetings scheduled with sales accepted leads (SAL)
- Email metrics:
  - Open rate
  - Click-through rate

Tip: Aim for 16%—or eight meetings a month—out of the roughly 50 enterprise companies you're prospecting at one time.

Meetings scheduled with sales accepted leads (SAL) is the most important metric for measuring the success of this campaign. Note that enterprise prospecting is a very long process, so don't be discouraged if you encounter delays in scheduling meetings.

It is advisable that you also track your email campaign open and click-through rates, as those metrics can provide another important measure of success. These rates can be accessed through your email automation platform.

Tip: 1.2% is the standard response rate for cold emails sent to companies with 1,000+ employees.

Note that in a comparable email campaign, a 1.2% overall level of engagement was realized (the industry standard with respect to enterprise-level prospecting) with enterprise-sized clients.

Now that you're clear on how to implement the RingCentral enterprise prospecting campaign, check out the rest of the materials to optimize your chances for success!

Contact RingCentral Partner Support:  
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