



Outbound Love Playbook



Attracting new customers is hard. It takes significant resources to entice prospects and grow revenue. You've felt it, I'm sure, and the numbers don't lie. Outbound marketing is a common method of delivering targeted messages to an audience. Yet, trusty outbound channels, such as email, display, and social media, are becoming less and less effective — even with the expanded use of technology at our fingertips. Outbound channels are saturated, leaving buyers craving real, genuine connections that cut through the digital noise.

So, why is turning up the volume on our outbound activities just not cutting it? The reason is that the standard approach to outbound involves sending unwanted “touches” that create a transactional experience that drives attention at all costs.

However, these transactional touchpoints fail to make the emotional and psychological connections humans crave. Marketing teams are burning through budgets and pools of potential customers faster than you can say “negative ROI.”

We faced similar growth hurdles and discovered a better approach to attracting, closing, and delighting customers. We call it “Outbound Love.” It's a surefire way to lift your outbound conversion rates, find easier routes to market, and outmuscle your competitors with loyal and engaged accounts.

— Greg Segall, CEO & Founder Alyce



THIS GUIDE WILL COVER HOW TO:

• BUILD PIPELINE

Getting responses from key stakeholders at top-tier accounts is increasingly difficult. We'll show you how to break through the noise and connect with key buyers at target accounts.

• CLOSE DEALS FASTER

The sales cycle is moving slower than you prefer with a high-value account. Learn how to get key stakeholders back to the table, create urgency, stay top of mind, and jump-start the opportunity.

• IMPROVE EVENT ATTENDANCE & FOLLOW UP

It's difficult to get the right people to your events and webinars, leaving your sales team frustrated with the quality of your leads. See how to attract key prospects to events with a captivating invitation and provide warmer prospects back to sales.

• BUILD CUSTOMER RELATIONSHIPS

You worked hard to earn the business; don't let up now! Continue to invest in your customers to further drive loyalty with surprise and delight moments that establish a tighter personal bond between you and your customer.

We're here to show you our secrets to turning unwanted touches into memorable marketing moments your customers thank you for. Let's dive in!



TABLE OF CONTENTS

- **1 Ineffective Outbound**
- **2 How Alyce Makes Outbound Loved**
- **3 Effective Outbound**
- **4 Understanding Alyce**
- **5 Outbound Love Ecosystem**



TABLE OF CONTENTS

- 6 **Outbound Love - It's Personal**
- 7 **Outbound Love - It's Relevant**
- 8 **Outbound Love - It's Thoughtful**
- 9 **Putting It Together**

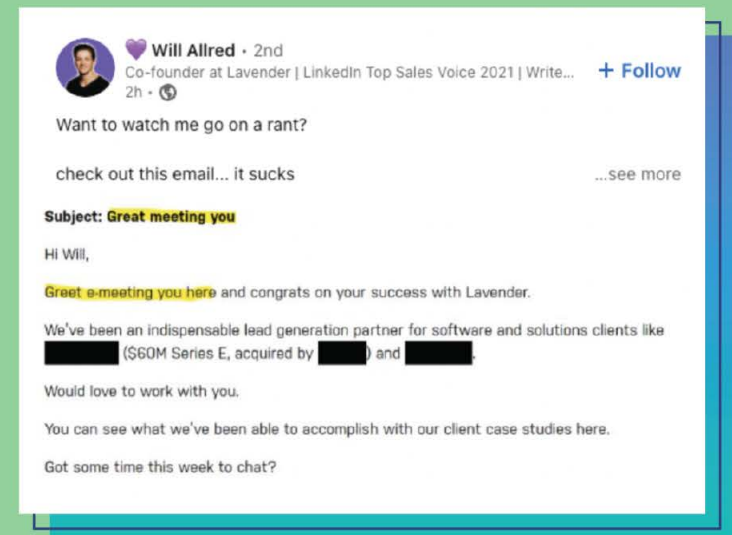


INEFFECTIVE OUTBOUND

HERE'S WHAT WE MEAN WHEN WE TALK ABOUT INEFFECTIVE OUTBOUND TOUCHES:

EMAIL PROSPECTING

This email screams “me, me, me” rather than being personalized to the recipient. It would be more effective if the message was tailored with reference to their 9-to-5 work-based responsibilities and #5to9-based personal interests.





INEFFECTIVE OUTBOUND

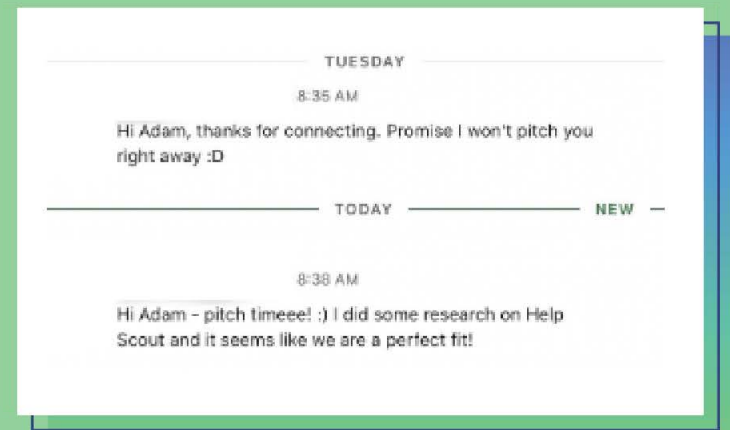
COLD-CALLING SCRIPT

Hi Bob, how are you? My name is {Your Name}. I'm with ACME. The purpose of my call is to schedule 10–15 minutes with you sometime early next week to formally introduce myself and my company. Would you have 10 minutes on Thursday afternoon, say at 1 p.m.?

This script is ineffective because it does not provide value around or cater to the prospect's interests. Further, the sales rep went straight for the meeting without considering the recipient's needs.

LINKEDIN MESSAGES

The sales rep promised not to prospect immediately after being accepted on LinkedIn but then broke that promise, eroding the recipient's trust. Sales require a relationship built on trust with your buyer. Breaking that trust makes it much harder to earn business.





INEFFECTIVE OUTBOUND

DIRECT MAIL MARKETING

SENDING THE SAME THING TO EVERYONE

Gifting shows someone you care about them. But sending the same thing without choice is impersonal and risks being forgettable or burdening the recipient.

USING BRANDED SWAG IN COLD OUTREACH

Don't waste branded swag on cold prospects; save it for eager customers and brand advocates who are more likely to rep your brand.

DELIVERING THE WRONG THING

Sending wine to someone doing Dry January or cupcakes to someone with food sensitivities could result in serious consequences. Sure, they'll remember you — but not with gratitude.

GIFTING ITEMS IN A SPECIFIC SIZE

Just like it's not a good idea to ask someone's age, it's never a good idea to assume their size. Plus, if your item is too small or too big, it'll end up at the local thrift store.

MAILING ITEMS TO AN OFFICE WHEN YOUR RECIPIENT IS WFH

Avoid sending gifts to a company address without confirming your recipient works there as opposed to their home office. When you ask for an address, make sure it's through a secure method, not a Google form.

OFFERING SOMETHING CULTURALLY INAPPROPRIATE

Be familiar with the gifting norms in your recipient's country to ensure your gift makes a positive impression.



HOW ALYCE MAKES OUTBOUND LOVED

Outbound is about seeking out and building relationships with prospects, customers, partners, and employees. At its core, outbound is not spamming and treating people like numbers — it's about creating connections that are loved rather than loathed.

Modern-day marketers and sellers must marry scalability with personal significance to achieve maximum outbound results. An approach focused solely on reaching as many people as possible isn't always the best use of resources. The best go-to-market teams create personal, relevant, and thoughtful customer experiences — no matter what channels they use or how long their sales cycles are.

How do you demonstrate your commitment to providing a personalized, relevant, and thoughtful experience at every point of the customer journey? How do you make the switch from broken to loved outbound methods?

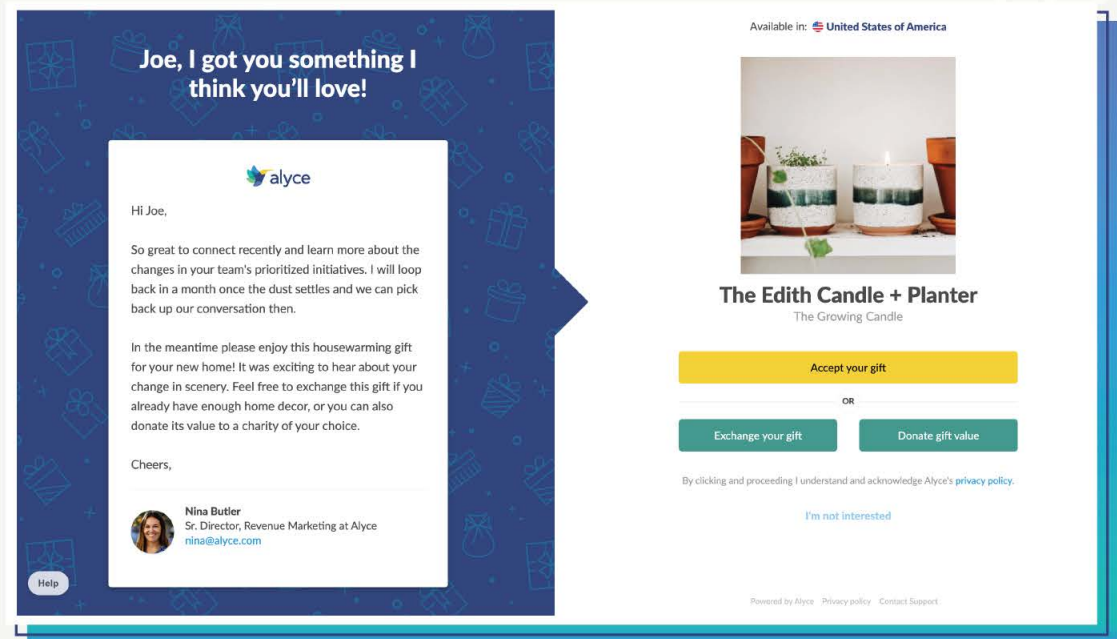
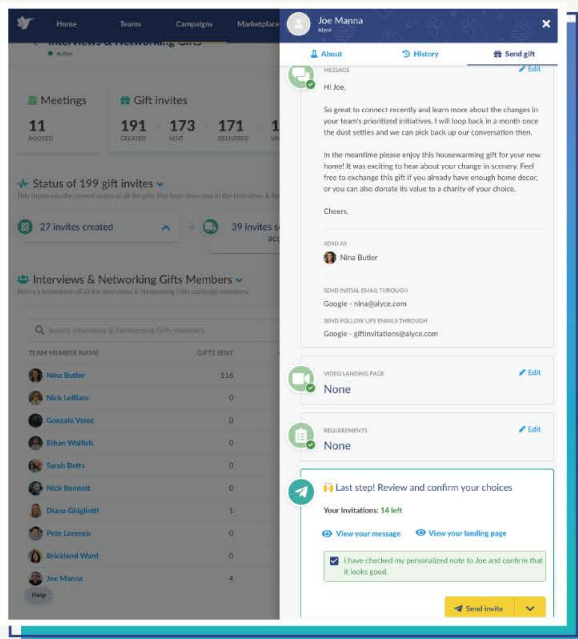


HOW ALYCE MAKES OUTBOUND LOVED

ENTER ALYCE

Alyce helps you accomplish your marketing and sales goals while delivering memorable outbound experiences for your prospects, customers, partners, and employees.

In this playbook, we discuss the three pillars of Outbound Love: personal, relevant, and thoughtful. These pillars describe how we reimagine the outbound approach through those lenses. We provide insights and takeaways based on your goals for building pipelines, re-engaging and closing deals faster, improving event follow-up, and strengthening customer relationships.





HOW ALYCE MAKES OUTBOUND LOVED

PILLARS OF OUTBOUND LOVE

Before we dive into solutions, let's describe what we mean when we say personal, relevant, and thoughtful.



PERSONAL

People buy from people they know, like, and trust. They buy emotionally first and rationalize later. Being personal in your outbound strategy connects you with buyers on an emotional and psychological level — a #5to9 level — in a way you can't accomplish with a generic email.



RELEVANT

Relevance is about knowing your prospects' and customers' 9-to-5 needs, goals, and joys and giving them perfectly timed value. Investing in a relationship is all about using data to help craft the right message to the right person at a time that's good for them, not just you.



THOUGHTFUL

Customers have more choices than ever before, so it's important to be thoughtful about how you approach them. This way, you both get more out of the experience than you would simply by sending a bulk email or generic gift card.




When you think about outbound marketing that focuses on creating an experience customers love, what do you imagine it looks like?




EFFECTIVE OUTBOUND

EMAIL PROSPECTING

Here are two examples of prospecting emails that recipients loved and why:

 **Kyle Coleman** · 2nd SVP, Marketing @ Clari 7mo ·  [+ Follow](#) 

I guarantee the recipient has never gotten an email quite like this one.


 In their work history on LinkedIn, they claim to be "The Burrito King."




So [Taylor Griffith](#), with his trademark creativity, crafted a perfect email.




Keep having fun, Taylor. It's a true inspiration.




[#sales #sdr](#)

The Burrito King




Taylor Griffith
to 
Hi,
I noticed on LI your successful track record of results by having all the right ingredients to succeed—one might say just like the perfect burrito. Just like a burrito without guac, if your sales team is lacking crucial ingredients it can be hard to hit your numbers. Clari can help you and your team focus on the right deals by giving you instant insight into the health of your pipeline so you can efficiently hit your number. With your new role at [how are you ensuring your sales team has all the right "ingredients" to hit your target and revenue goals so you can always order extra guac?](#) Interested in learning more?

P.s. Enjoy this fun [burrito blanket](#) with the weather getting cooler! ([amazon gift card to purchase](#))
 PINKUA Burrito Towels Blanket Gift 1 Giant Tortilla Novelty Froid Blanket, Double Sided Round Burrito Wrap, Three Funny Gag Fan Gifts for Adults Kids, Soft Microfibre (Boige, 70 Inches)
[RESEARCH](#)   


A perfect email to a self-proclaimed "burrito king."
 Love the research
 Love the transition to value prop
 Love the call to action

   520

56 comments · 4 shares

 **Kyle Coleman** · 2nd SVP, Marketing @ Clari 1mo ·  [+ Follow](#) 

Take a moment to soak up the brilliance.

 This is how you combine research, personalization, resonance, and tasteful gifting.

Thanks for yet another master class, [Chase DeHaven](#)!

[#sales #sdr](#)


The right way to gift

Hi [redacted]

Noticed on LinkedIn that you started your company's fantasy football league and figured you may enjoy a little something before the stress of the season starts.

[Here's an Amazon gift card on behalf of Clari](#)

Maybe you can spend it on this shirt for the draft:




From one fantasy football manager to another, you know how important it is to have the most up-to-date data on your players so you may identify risk and set the lineup that projects you towards success.

Have you ever thought of applying this strategy to your opportunities?

Here @ Clari we allow them real-time insight into pipeline risk so you always understand the true health of your deals weekly, if not hourly. No more leaving "injured" deals in pipeline unnoticed!

Would it make sense to connect in the upcoming weeks about how Clari can support [redacted] to championship-level success?




Chase DeHaven
Revenue Development




Subject: Fantasy Football Commish

Personalization in the first line, so the recipient knows this email is truly for them.

Great segue from personal research to Clari's value prop, **resonating** with the day-to-day responsibilities of the recipient.

Great call-to-action, continuing to call back to the research.



   369

37 comments · 2 shares

PRO TIP: for more inspiration, check out these 20+ Corporate Gifting Email Templates That Work



EFFECTIVE OUTBOUND

COLD-CALLING SCRIPTS

- *Hey Prospect, we've never spoken before, would you give me 43 seconds to explain why I'm calling, and you can decide if it's relevant?*
- *Hey Prospect, admittedly this is a bit of a cold call, hope I'm not keeping you from getting to your next zoom meeting, have a minute to chat?*
- *Hey John—you don't know me, but I sent a GIFT to your inbox. Care to find out why?*

These call-cold scripts put the prospect first by showing them you value their time and come prepared with research. This way, you're more likely to follow up on the call in a relevant manner.

LINKEDIN INMAIL

Hey Cristiana—great connecting with you! I sent you a Vidyard video via email on September 12th but thought LinkedIn might be an easier way to connect. Did you happen to enjoy watching the video that I made for you titled: ACME + AE REP NAME: Video intro? If not, you can view it here: Add link

Why does this strategy work? It redirects the prospect to a personal video you've created that showcases how much time and effort you put into researching what makes your outreach relevant to them.



EFFECTIVE OUTBOUND

LINKEDIN VOICE MESSAGES (MOBILE AVAILABILITY ONLY)

Morgan Ingram 10-30-10 style

First, you need to make sure you are sending this voicemail message to a first-degree connection on LinkedIn

10: Reach out with an insight or trigger that is relevant to the person in the first 10 seconds

30: Next, focus on the value prop or elevator pitch for the next 30 seconds

10: Finally, state your call action in your last 10 seconds

DIRECT MAIL MARKETING

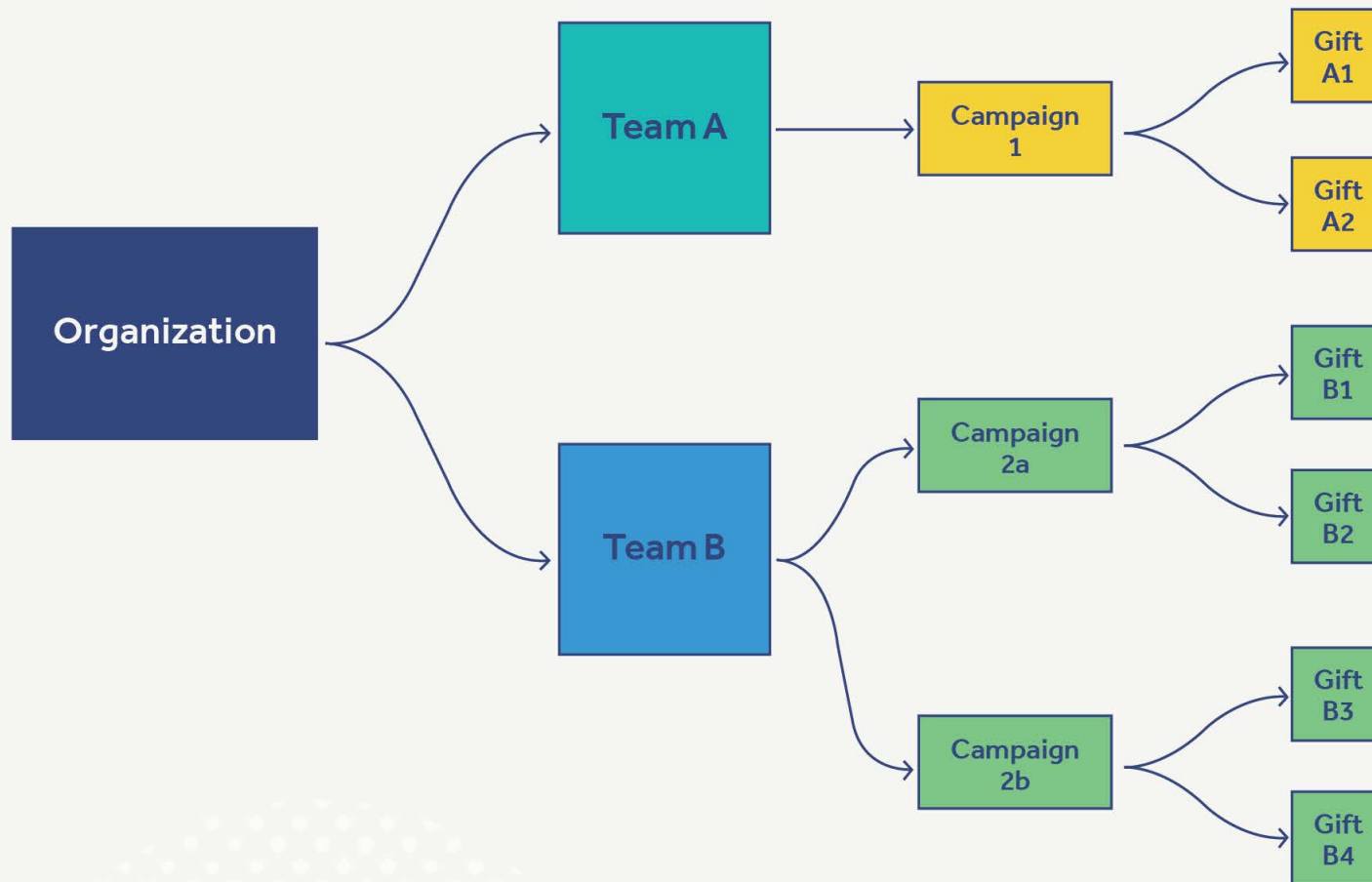
Our approach to gifting means transforming one-to-many touches into one-to-one moments by caring about the person behind the persona. By appealing to a potential customer's #5to9 interests, you build and maintain truly personal relationships. Below is how we think about the three pillars of Outbound Love in our gifting, swag, and direct mail strategy.

Connect with customers emotionally by offering them a thoughtful gift after chatting about their #5to9. For example, if they mention they just got a puppy, you could follow up with a chew toy subscription box. Or if they're interested in something different like a dog bowl set or a \$50 Chewy gift card instead, that's an option too! Giving them a choice makes this direct mail experience more personal and thoughtful. It also doesn't take them by surprise, either!



UNDERSTANDING ALYCE

At Alyce, we want to give you the tools to deliver Outbound Love, especially when it comes to gifting. Here's how B2B sales and marketing teams use Alyce to share Outbound Love.





UNDERSTANDING ALYCE

We like to keep things organized. When you become an Alyce customer, your account is automatically set up as an Organization, and you can start building campaigns right away. Organizations can be segmented into Teams, which allows for more structure when it comes to setting gift budgets and determining who can send gifts and how invitations are sent on campaigns inside of the team. Everything works just the way you want, making it easy to monitor usage and track ROI.

Within Alyce, everything starts with a gift campaign. You can set up many types of gift campaigns. Which one you choose depends on the gifting experience you want to create, the volume of gifts, and how gifting plays into your broader Outbound Love strategy.

1. PERSONAL GIFTING CAMPAIGN

Create a one-to-one gifting motion.

- a. Often used by sales teams looking for an extra personalized, 1:1 gift experience with lower-volume, higher-value gifting
- b. Gifts are fully personalized for a single contact
- c. Gifts are sent via Alyce or through an integration point (e.g., HubSpot, Salesforce, Outreach or Salesloft)
- d. Gift invitations can be sent via email or a URL link share



UNDERSTANDING ALYCE

2. 1:MANY CAMPAIGN

Generate one or more gift links for your team for gifting at scale.

- a. Often used by marketing teams looking for a slightly less personalized, 1:few gift experience, with higher-volume, lower-value gifting
- b. Universal gift message and gift—all contacts see the same message
- c. Contact lists can be uploaded into Alyce, or the campaign can be connected to your CRM and MAP systems with further automation and reporting
- d. You can receive a single gift URL or a unique URL for each person on your team to share with gift recipients
- e. The gift invitation is not sent directly through Alyce—you must copy/paste the generated URL into your own delivery system (e.g., Marketo or Eloqua)

3. MID-FUNNEL PROSPECTING CAMPAIGN

Engage a target audience to drive interest and sales demos.

- a. Campaign creator picks out gift options in advance
- b. Messaging can include custom fields for 1:1 personalization
- c. End-users can send up to 200 contacts a personalized 1:1 gift at the same time
- d. Campaigns must be set up and sent via the Alyce Dashboard



UNDERSTANDING ALYCE

4. GIFT REDEMPTION CARD CAMPAIGN

Invite recipients to choose gifts at in-person events.

- a. Generate redemption codes by themselves, or have Alyce print and ship the codes onto branded business cards to you (allow 2–3 weeks production time)
- b. Hand recipients a special business card with a unique gift code or send it to them via email

Once you've decided on the purpose of your gifting campaign and which strategy to use, it's time to explore how Alyce can help you execute your plan through various features and integrations.



OUTBOUND LOVE ECOSYSTEM

Sales and marketing teams need an entire ecosystem to support an Outbound Love strategy. Most companies today already use a suite of business apps such as CRM, marketing automation, and team communication tools.

Integrating your gifting program with your tech stack is crucial to reducing redundancy and streamlining workflow in your outbound motion.

We've carefully curated partnerships that help marketers create personal, relevant, and thoughtful experiences throughout the buyer journey. This way, you don't have to sacrifice quality for reach. You get both.

Let's look at our partner ecosystem through the lens of our three pillars of Outbound Love: personal, relevant, and thoughtful.



OUTBOUND LOVE ECOSYSTEM

Outbound Love Ecosystem



Personal (#5to9)



Relevant (9-to-5)



Thoughtful (Delivery)





OUTBOUND LOVE - IT'S PERSONAL

The Alyce team is made up of experts who can provide recommendations on trending subjects for gifting, best practices for achieving desired outcomes, and strategies to make your business more successful while delivering a truly personal experience for your gift recipients.

After all, being personal consists of selecting the right gift and delivering it in the right way for your recipient. In addition to leveraging the expertise of team Alyce, below are some of the features in Alyce you can take advantage of in your next gift campaign to up your level of personalization.

1. Alyce offers two research options when gifting, instant and manual, to craft a perfectly personal message and pick a great gift for your recipient.

— Instant research uses data from multiple sources to provide immediate, relevant information and is ideal if you need quick results. It tells you about your recipients and their companies to help you personalize your gift and message.

— Manual [research performed](#) by an Alyce research agent gives you more control over the kind of information used in the personalization process.

2. Tie your gifting outreach back to your broader marketing objectives with a [Custom Marketplace](#).

Setting up a marketplace in Alyce helps you resonate better with recipients and expand their interest in your brand. Looking to set up a breakfast/coffee-inspired campaign? Voila! The possibility is yours in just a few clicks.



OUTBOUND LOVE - IT'S PERSONAL



Hydroflask 12 oz Coffee Mug

Hydroflask

\$32.45



Coffee and Treats Snack Box

Nifty Package Co

\$85.50



Pour-Over Glass Coffeemaker

Chef'd

\$54.95



Coffee Of The Month Club (3 Month Subscription)

Bean Box

\$75.90



Coffee Gift Basket

Alyce Coffee/Tea Break

\$48.95



Coffee Cup Basket

Kirkland's

\$25.55





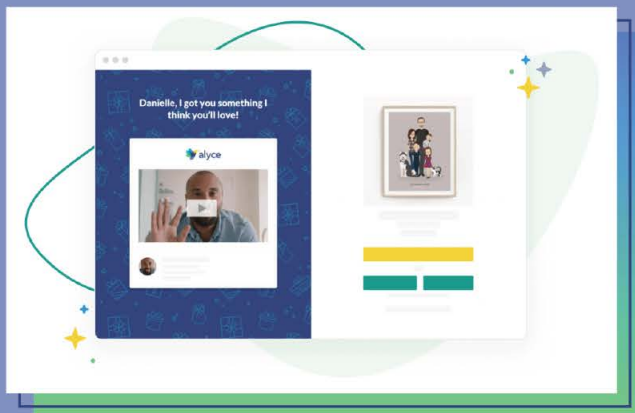
OUTBOUND LOVE - IT'S PERSONAL

3. Another way of personalizing your gift involves setting up a required action.

When you send someone a gift, think about the outcome you want and what actions you want the recipient to take after accepting the gift. For example, if you're looking to grow your pipeline, add a requirement that they book a meeting to accept the gift link. Or if you are looking for some account intel, require they answer a question you pose to them in the gifting flow.

4. Another way to keep your outreach more personal is through video.

Video strengthens the emotional connection you have with your recipient. The greater the engagement, the higher the conversion rate and the more pipeline you generate. With our integration with Vidyard, you can deliver a personal video inside an engaging Alyce gift invitation. Video thumbnails help your message stand out, and the video embedded on the digital gift landing page experience is exclusively available through Alyce.



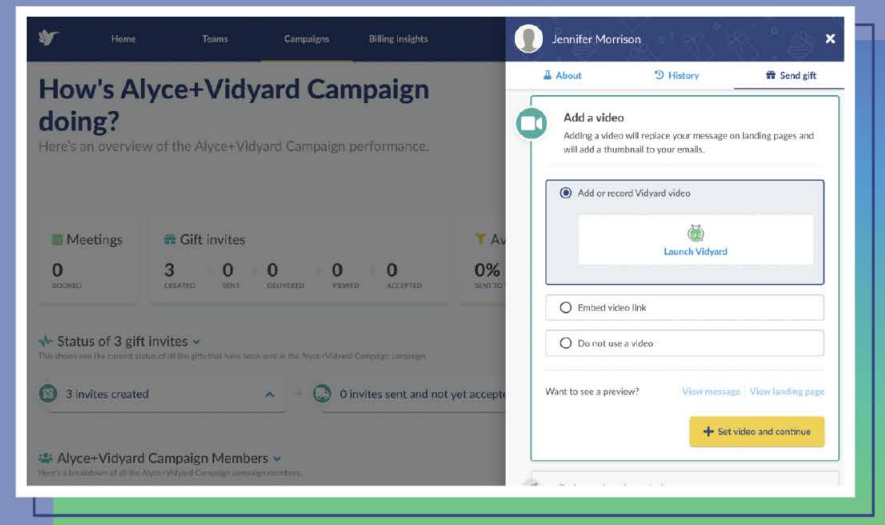


OUTBOUND LOVE - IT'S PERSONAL

You can use Alyce + Vidyard in Prospecting, 1:Many, and Personal Gifting Campaigns:

ALYCE + VIDYARD PERSONAL GIFTING CAMPAIGN:

Video is great for 1:1 gifts because it lends just the right level of personalization. Alyce gift invitations with videos deliver an up to 50% increase in click-through rates compared with generic or automated outreach.



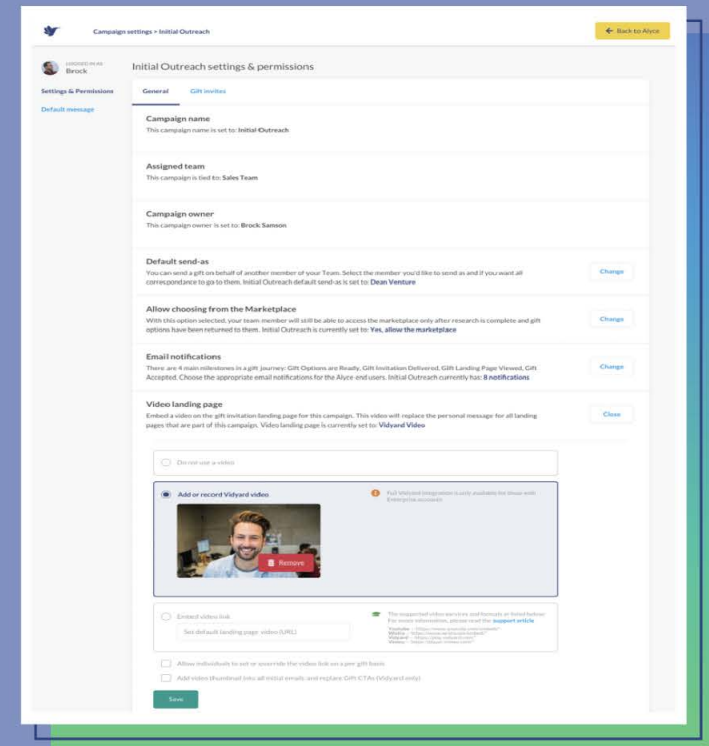


OUTBOUND LOVE - IT'S PERSONAL

ALYCE + VIDYARD 1:MANY CAMPAIGN:

Alternatively, rather than setting a personal video on individual gifts, set a universal video on the campaign level for more of a 1:many experience. This helps you share the same message across all your campaigns, no matter the use case. Marketing teams love to do this when sending out pre-event gifts with embedded videos from the keynote speaker or customer onboarding gifts with a video from the CEO.

Looking for some video best practices?
We got you! Read on...



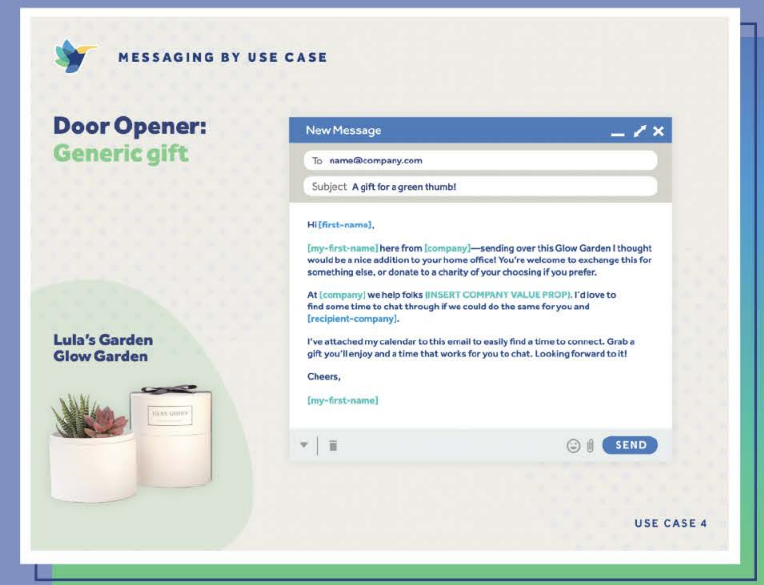


OUTBOUND LOVE - IT'S PERSONAL

Now, let's put all we've learned into practice—remember, everything starts with building a campaign in Alyce!

BUILD MORE SALES PIPELINE:

- Build a Prospecting Campaign in Alyce.
- If you have a prospect list, identify the segment that is most interested in your product, and send them a gift related to their interests. This helps ensure they notice your gift and continue learning about what you have to offer.
 - The Alyce Difference: Set up a required action for your prospect to book time in your calendar before accepting a gift.
 - Vidyard: Show off your personality in the video to get your relationship with your prospects off to a great start.



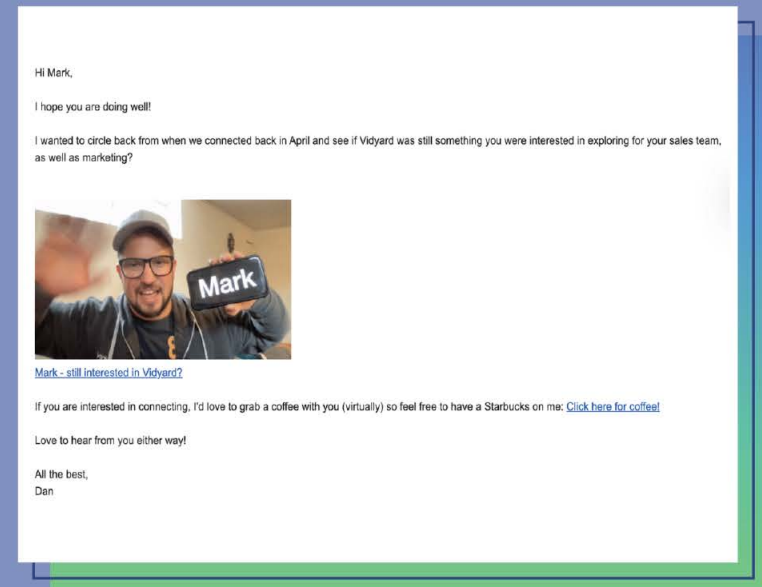
PRO TIP: If a prospect hasn't opened your video email, repurpose that personalized video in a LinkedIn outreach.



OUTBOUND LOVE - IT'S PERSONAL

REVIVE STALLED OPPORTUNITIES:

- Build a Personal Gifting Campaign in Alyce.
- If you're getting ghosted, re-engage a sales lead by sending them a gift to reintroduce yourself and jump-start momentum in the relationship.
 - The Alyce Difference: Use a Custom Marketplace with a themed gift that mirrors your re-engagement campaign language.
 - Vidyard: Include an embedded video introducing new information to the deal.





OUTBOUND LOVE - IT'S PERSONAL

CLOSE DEALS FASTER:

- Build a Personal Gifting Campaign in Alyce.
- Accelerate an open opportunity by sending a gift to keep the deal active or open top of mind.
 - The Alyce Difference: require the recipient to answer a question before accepting a gift (e.g., “When can we expect to hear back about next steps?”).
 - Vidyard: embed a video summarizing the contract, next steps, and other considerations.

MESSAGING BY USE CASE

Pipeline Progression:
Question to be answered

Question to be answered in required action:

Who else from your team would benefit from joining the conversation?

When can we expect to hear back about our contract?

New Message

To: name@company.com

Subject: A gift for you because you deserve it!

Hi [first-name],

It's been so great chatting with you about [INSERT WHERE YOU ARE IN THE SALES PROCESS]. I'm looking forward to continuing the conversation about how [company] and [recipient-company] can work together!

I wanted to send a little something your way I thought you'd enjoy! Hope this [gift-name] suits you—please feel free to exchange or donate it if you prefer.

Excited to keep the conversation going—looking forward to connecting soon!

Cheers,

[my-first-name]

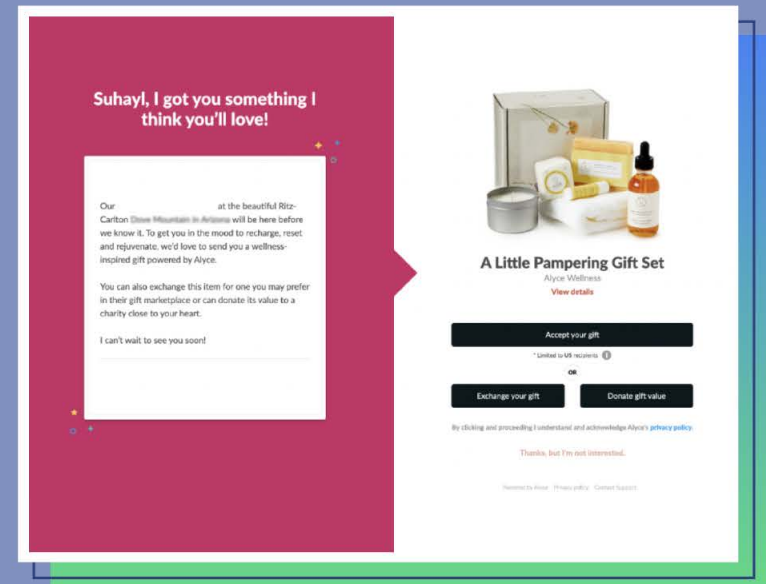
★ USE CASE 7



OUTBOUND LOVE - IT'S PERSONAL

IMPROVE EVENT ATTENDANCE RATES:

- Build a 1:Many Campaign in Alyce.
 - The Alyce Difference: Boost attendance by sending a thematic gift from a Custom Marketplace to get registrants excited pre-event and remind them of the upcoming date.
 - Require recipients to answer a question before accepting a gift to provide great in-person event content (e.g., “What questions do you have in advance for the keynote speaker?”)
 - Vidyard: Embed a video from the event’s keynote speaker that says how excited they are for everyone to come to the event.





OUTBOUND LOVE - IT'S PERSONAL

IMPROVE EVENT ENGAGEMENT:

- Build a 1:Many Campaign in Alyce.
- Increase attendance at event sessions by communicating during the opening session that everyone who watches or receives a certain event engagement score will receive a gift.
 - The Alyce Difference: You can set the gift sender in Alyce as the person who gave the session as a nice continuity point.
 - The Alyce Difference: Include a post-gift CTA redirecting the attendee to an NPS survey.
 - Vidyard: Embed a video from the speaker thanking everyone for attending the event.

Before we jump in... Gifts await you!

We'd love to see everyone participate in today's session! We will be giving out **5 Alyce Gift Kits to the people who are most engaged in today's event**, as calculated by:

- Time spent in sessions
- Session chats
- Questions submitted in Q&A

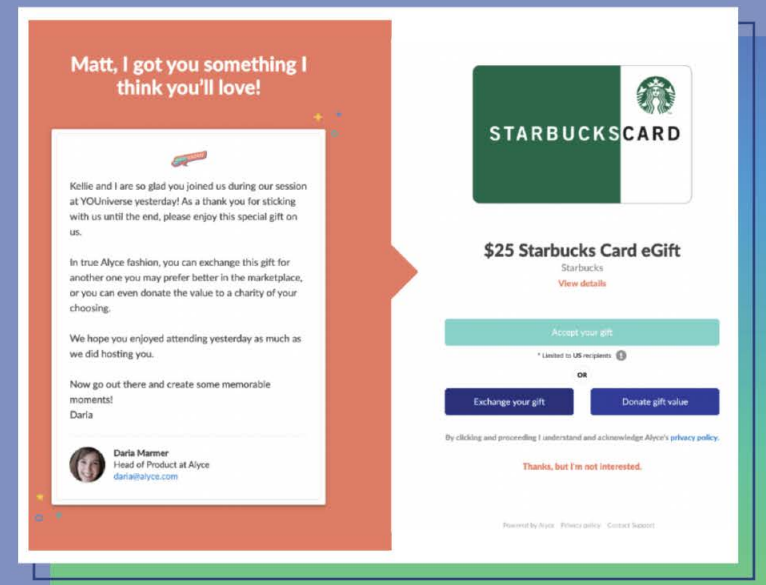




OUTBOUND LOVE - IT'S PERSONAL

IMPROVE EVENT FOLLOW-UP:

- Build a 1:Many Campaign in Alyce.
 - Surprise and delight community members and customers for their engagement after a webinar, roadshow, conference, or another event.
- The Alyce Difference: Direct gift recipients to additional resources or follow up with a post-gift CTA.
- Vidyard: Include a personalized video expressing your gratitude for their attendance. This can be from your CEO, event organizer, or another individual.

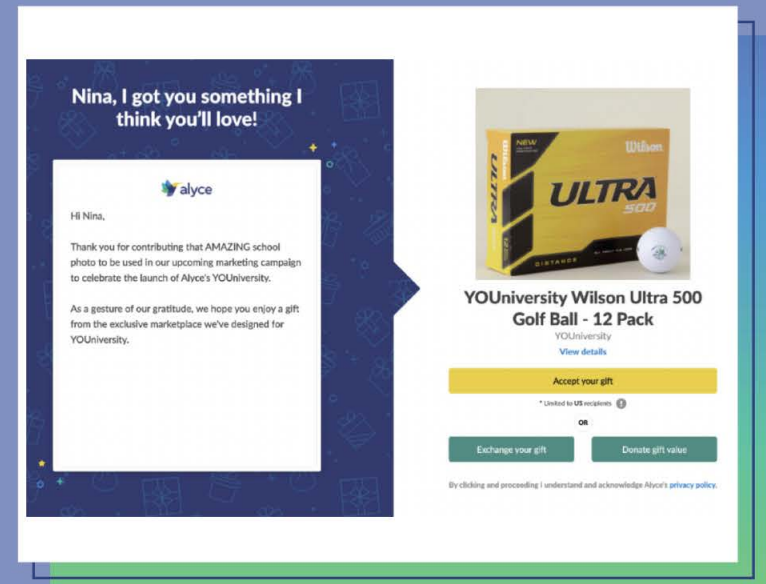




OUTBOUND LOVE - IT'S PERSONAL

STRENGTHEN CUSTOMER RELATIONSHIPS:

- Build a 1:Many Campaign in Alyce.
 - Thank customers who give their time to do a case study, customer spotlight, reference call, or interview.
 - Since these are brand enthusiasts, it's a great time to gift branded swag.
- Vidyard: Embed a video from the CEO (or whoever owns the relationship) on a campaign level to thank the customer for their support.

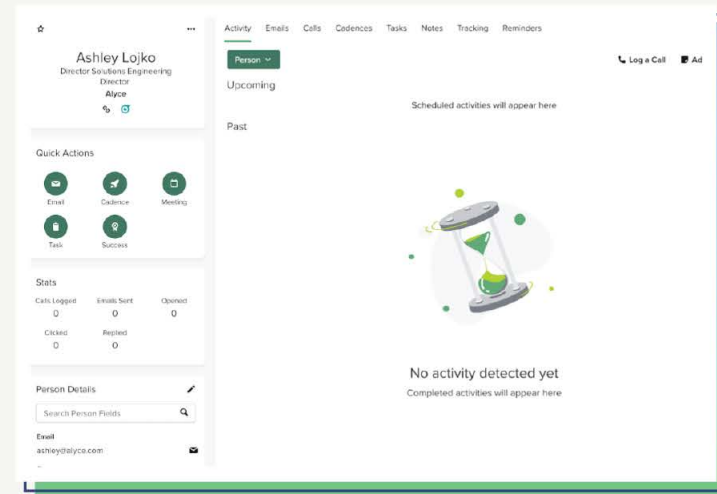
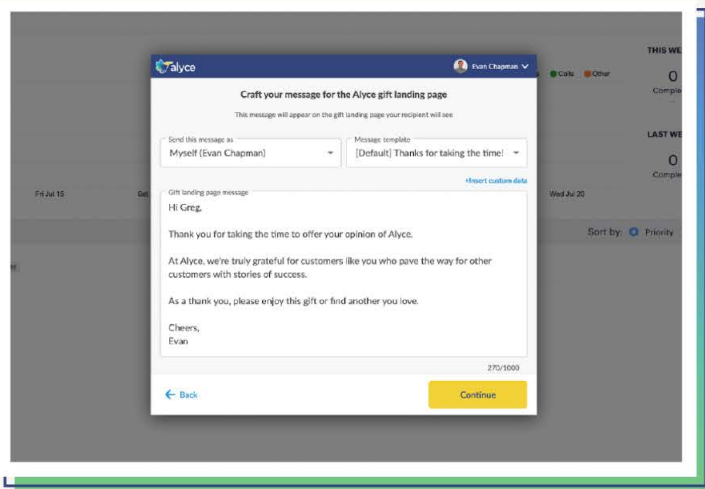




OUTBOUND LOVE - IT'S RELEVANT

Now that we dove deep into being personal with our audience, the next pillar to uncover is relevancy. Relevancy is all about reaching the buyer in the right place at the right time. Alyce integrates with marketing automation, CRM, and sales engagement platforms to unlock relevancy at scale, allowing you to send personal gifts without switching tabs or systems.

Let's dive into our capabilities with your favorite sales engagement tools. Alyce lets your team send gifts directly from within Salesloft or Outreach. They can access the extensive Alyce marketplace of physical gifts, gift cards, swag, subscriptions, and more through their Personal Gifting Campaigns. Within this flow, reps can choose gifts that resonate with their target audience and personalize the message before sending.





OUTBOUND LOVE - IT'S RELEVANT

Now, let's look at some use cases.

BUILD MORE PIPELINE:

- Build a Personal Gifting Campaign in Alyce.
- Assign which team members to send Alyce gift invitations.
 - The Alyce Difference: Set a required action with a meeting and send emails from your email domain securely to avoid the spam folder.
- Embed Alyce as a step within your sales engagement cadences, so you ensure your team knows at which step in the funnel they should use gifting.

PRO TIP: During your cold-call cadence steps, reference the gift waiting for them in their inbox and use it to open the conversation and catch their attention!

CLOSE DEALS FASTER:

- Build a Personal Gifting Campaign in Alyce.
- Assign which team members can send gift invitations.
 - The Alyce Difference: In Salesloft, explore the Alyce marketplace, view the full gifting history for your contacts to optimize engagement and follow-up motions, and when your contact has reached the desired stage, reach out to them with the perfect gift.
- The Alyce Difference: In Outreach, leverage **Alyce triggers** based on the various gift statuses, so you enroll the relevant people in the right cadences at the right time.

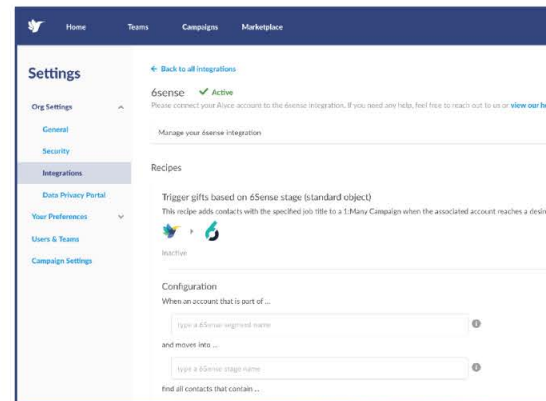


OUTBOUND LOVE - IT'S RELEVANT

Keeping relevance in mind, we want to make sure you provide gifting moments at the most valuable time for your prospects. This is where our integrations with intent data platforms, such as 6sense, Demandbase, and RollWorks, come in. Gifting high-intent prospects fortify connections with potential buyers, drive more action from outbound efforts, and build more pipeline by delighting your prospects at precisely the right point in their buyer journey.



- Create hyper-targeted gift experiences using 6sense intent signals
- Add Salesforce contacts to Alyce campaigns based on 6sense intent signals
- Configure your recipe to match your ABM strategy

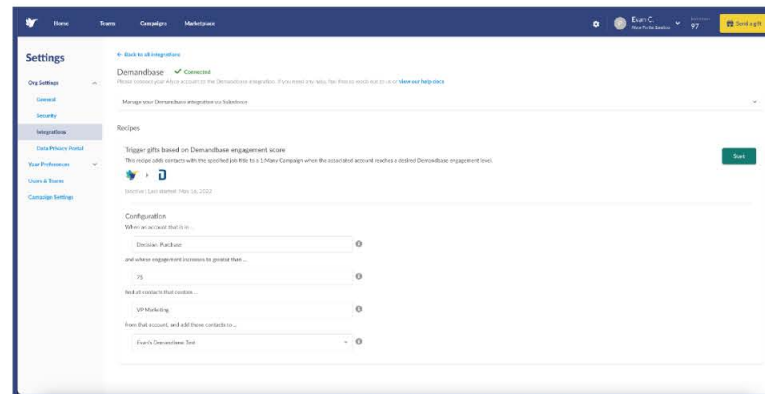




OUTBOUND LOVE - IT'S RELEVANT

Alyce + DEMANDBASE

- Create hyper-targeted gift experiences using Demandbase engagement signals
- Add Salesforce contacts to Alyce campaigns based on Demandbase engagement
- Configure your recipe to match your ABM strategy



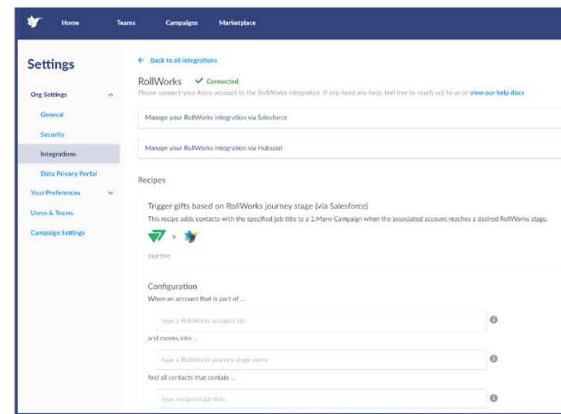


OUTBOUND LOVE - IT'S RELEVANT

Alyce +

RollWorks

- Add Salesforce or HubSpot contacts to Alyce campaigns based on RollWorks stages
- Configure your recipe to match your ABM strategy





OUTBOUND LOVE - IT'S RELEVANT

Below are some use cases of gifting using intent signals.

BUILD MORE PIPELINE:

- Use intent data from your account-based marketing (ABM) platform to create a segment of relevant prospects or customers to gift.
- Enroll qualifying members of that segment into an Alyce 1:Many Campaign.
— The Alyce Difference: Use intelligent automation to gift qualifying individuals.

CLOSE DEALS FASTER:

- When an account advances in your funnel according to your ABM platform, trigger a gift to the key decision-makers to build on that momentum and accelerate your deals.

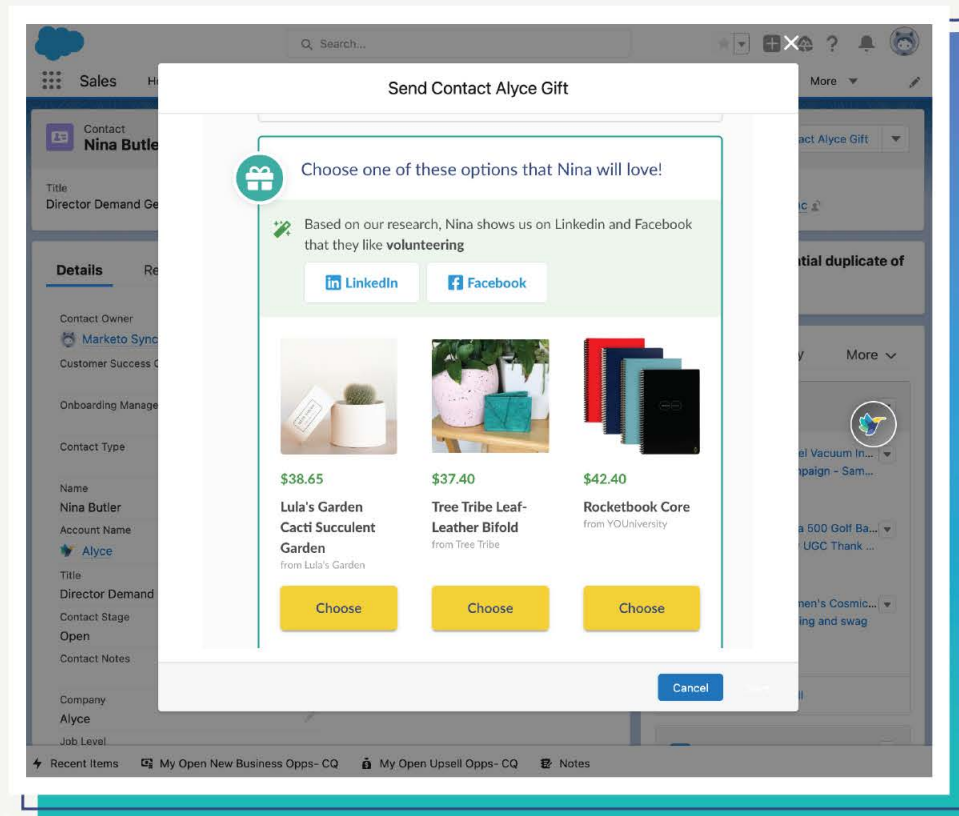
In addition to our sales engagement and intent platform integrations, Alyce plugs directly into your CRM of choice.

Our HubSpot integration allows you to dynamically add your campaign contacts to Alyce campaigns and send them gifts. Use Alyce-specific contact properties to report on your gifting performance and ROI within HubSpot, then send gift invitations through the familiar personal gifting flow without leaving the platform.



OUTBOUND LOVE - IT'S RELEVANT

Our Salesforce integration provides bidirectional syncing of gift and campaign data in real-time. This allows you to trigger gift sends when a contact reaches your desired campaign member status, ensuring each outbound interaction is relevant and timely.





OUTBOUND LOVE - IT'S RELEVANT

Below are some use cases of gifting from Salesforce.

BUILD PIPELINE:

- Easily send personal gifts without leaving the Salesforce platform to streamline the sending experience and ensure you engage with the right recipients.

CLOSE DEALS FASTER:

- Easily send from the contact or lead page within Salesforce to connect your buying committee effectively and accelerate your deals.
- Know exactly who is driving the most revenue impact with pre-built reports with context to your gifting activities.

Next, let's explore how marketing technology can help you deliver relevant outbound experiences to your prospects and customers. Trigger Alyce campaign gift sends within your preferred Marketing Automation Platform without leaving the likes of [Eloqua](#), [Marketo](#), or [HubSpot](#).

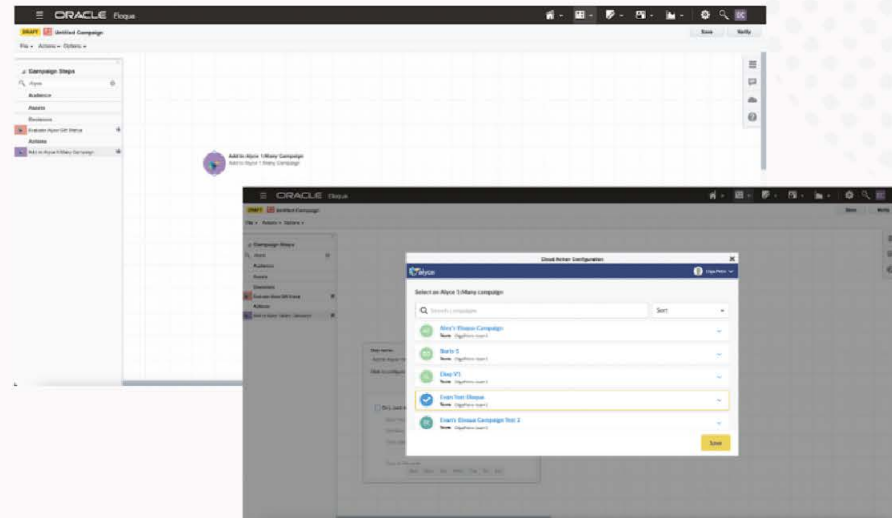


OUTBOUND LOVE - IT'S RELEVANT

ALYCE IN ELOQUA

How It Works

- 1 Dynamically Add Eloqua Campaign Contacts to Alyce Campaigns
- 2 Route Eloqua Campaign Contacts According to Alyce Gift Status
- 3 Automate Eloqua Campaigns with Alyce Action and Decision Services
- 4 Scale Up Your Alyce Gifting Motion with the Alyce + Eloqua Integration



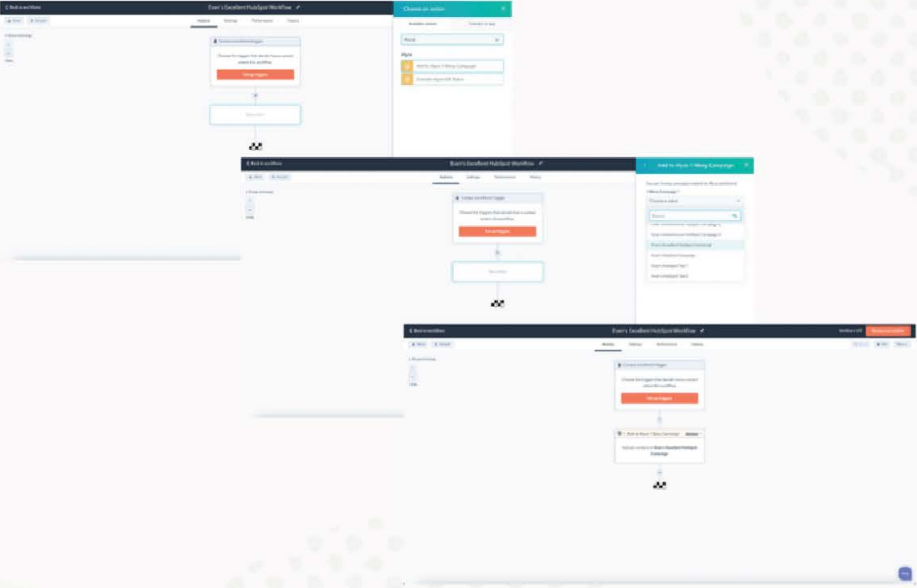


OUTBOUND LOVE - IT'S RELEVANT

ALYCE IN HUBSPOT

How It Works

- 1** Dynamically Add HubSpot Contacts to Alyce Campaigns
- 2** Route HubSpot Contacts According to Alyce Gift Status
- 3** Send Gifts from HubSpot Using the Familiar Alyce Gifting Flow
- 4** Browse the Alyce Gift Marketplace to Send a Gift Your Contacts Will Love





OUTBOUND LOVE - IT'S RELEVANT

ALYCE IN MARKETO

How It Works

- 1 Create a new Program Status for each Alyce Gift Status
- 2 Build Alyce Engagement Data Into Lead Scoring Models
- 3 Build A Marketo Campaign Using Alyce Engagement Actions

The screenshot displays three overlapping Marketo interface windows. The top window, titled 'New Channel', shows configuration options for a 'Personal Gifting' channel, including 'Applies to: Default' and 'Analytics Behavior: Include (regardless of period)'. Below this is a table for program steps:

Status	Step	Success
Gift Created	10	
Gift Invitation Sent	20	
Invitation Delivered	30	
Invitation Viewed	40	
Gift Accepted	50	

The middle window, 'Views Alyce Gift Invitation', shows a 'Campaign Name' field with the value 'is' and a placeholder '(insert campaign name)'. The bottom window, '1 - Send Alert', shows an email configuration with 'Email' set to 'Alyce_2020_Q1_Enterprise East BDRs.Alyce Gift Viewed- R...' and 'Send To' set to 'Sales Owner'. A dropdown menu is open showing options: 'Engagement1.FullEngage', 'Engagement1.Not Full Eng', 'Program22:Em2333', and 'Program22.Email1111'.



OUTBOUND LOVE - IT'S RELEVANT

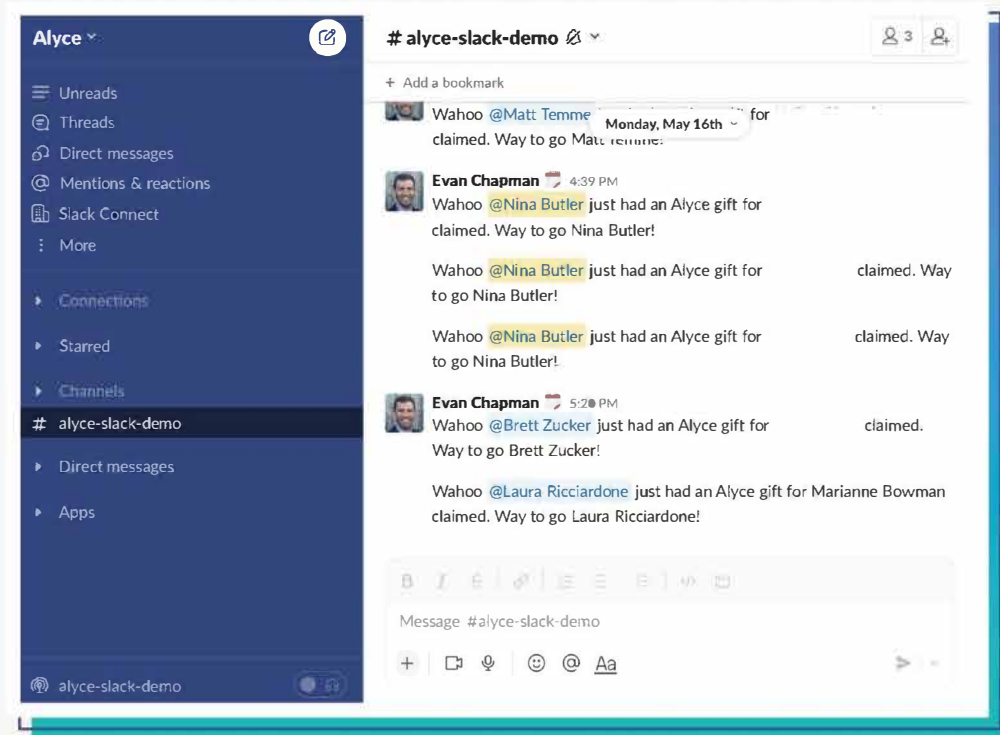
IMPROVE EVENT ATTENDANCE AND FOLLOW-UP:

- Trigger gifts to send automatically before or after an event to engage with event registrants or attendees via gifting in a timely and relevant manner.



OUTBOUND LOVE - IT'S RELEVANT

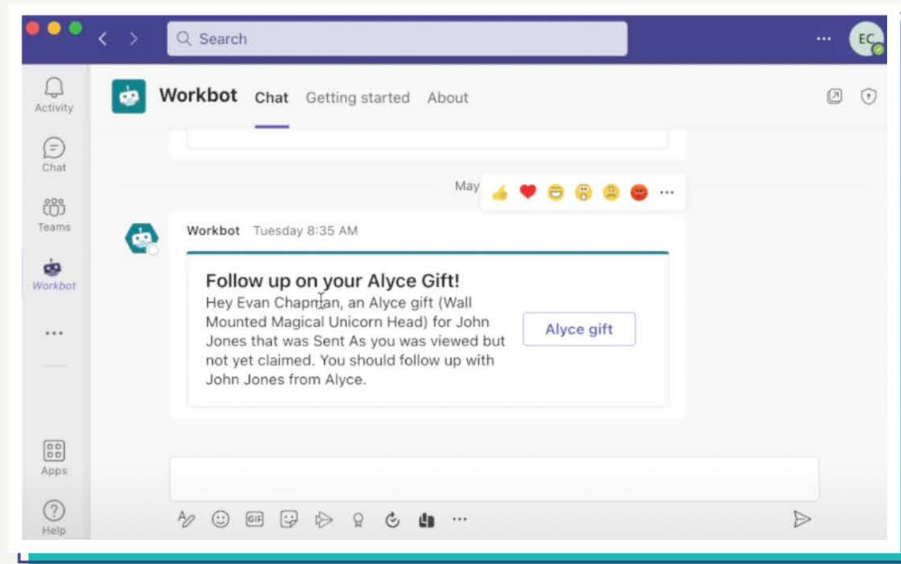
Finally, in addition to these relevant integrations, Alyce can also help you with instant gift follow-up via our [Slack](#) and [Microsoft Teams](#) integrations. You can use Alyce for real-time notifications in Slack to monitor how recipients are engaging with their gifts so you can optimize your follow-ups with recipients. You can send a Slack message when a gift recipient views an Alyce gift but doesn't accept it and post messages on Slack when a gift changes status.





OUTBOUND LOVE - IT'S RELEVANT

In our Microsoft Teams integration, an automated feature sends a direct message to a person who sends an Alyce gift when the recipient views it. This optimizes your gifting follow-up by staying informed about gift status updates.



BUILD PIPELINE:

- Optimize your follow-ups by staying informed on the messaging platforms you use most and drive higher gift acceptance rates to initiate more conversations.



OUTBOUND LOVE - IT'S THOUGHTFUL

Let's look at the last pillar of our Outbound Love values—being thoughtful. Being thoughtful means giving your prospect or customer a gift they'll actually use and delivering it in a way that resonates with them. With Alyce, offer recipients the Power of Choice, meaning your recipient can choose to donate the equivalent dollar value to a charity or exchange the gift you'd like to send them for something else in our extensive marketplace of over 30,000 options. Best of all, you only pay for gifts recipients accept.

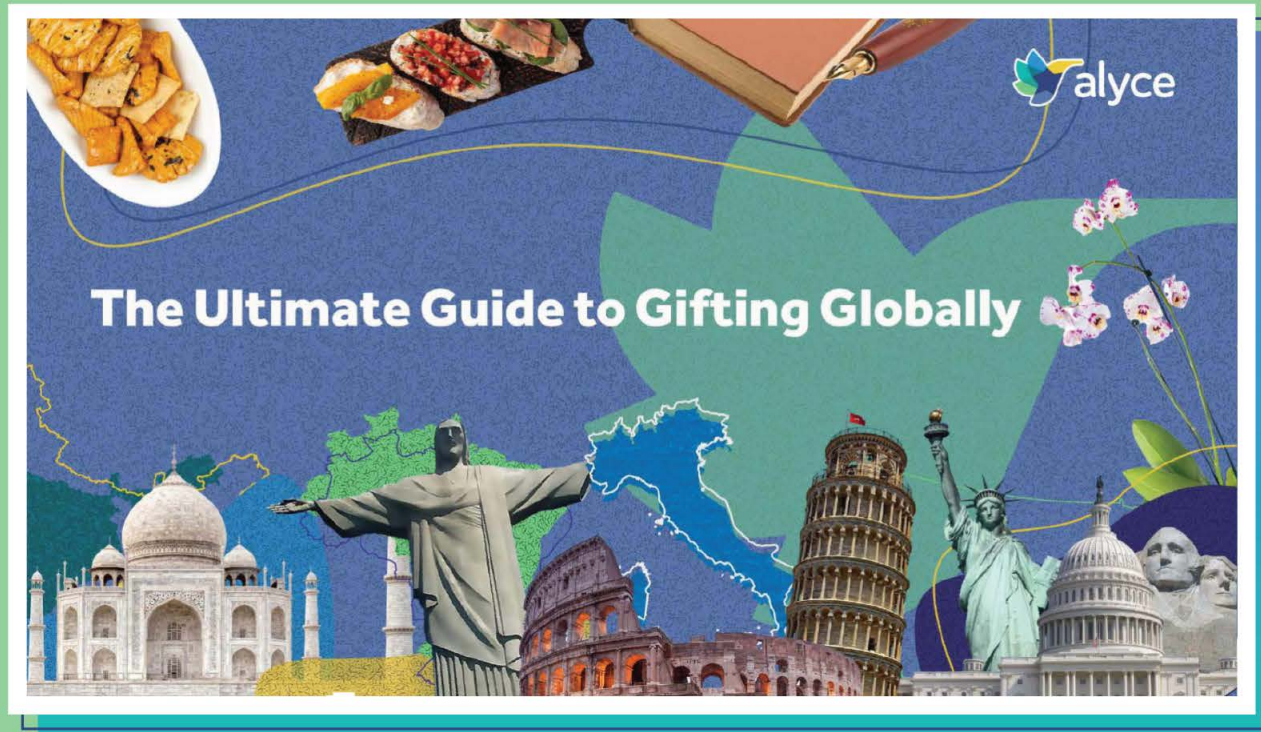
Looking for some inspiration on thoughtful gifts?

1. Impress attendees and attain a higher ROI by setting up a Virtual Swag Booth at your next in-person event or conference.
2. Alyce's Gift Redemption Card Campaign makes it easy to create a list of unique gift codes and print them on business cards you can take to your next customer meetup. You can set this Alyce campaign up alongside a Custom Marketplace and dazzle your customers with options. No wasting any inventory or asking them to make room in their carry-on for your gift. 😊
3. Create an unforgettable gift experience for your recipients and use the Post-Gift CTA to direct them to curated content that primes them for the next step in your relationship. This allows you to customize the experience specifically for each recipient and send them anywhere you want!



OUTBOUND LOVE - IT'S THOUGHTFUL

In addition to being thoughtful and considering *when* and *what* you gift, you should also think about *where* you gift. It can be difficult to know whether an item is appropriate when sending internationally. Rest assured, our [Global Gifting Guide](#) provides recommendations on trending gift ideas, international best practices, and strategies to help your business be socially and culturally mindful of what to send versus what to skip.





OUTBOUND LOVE - IT'S THOUGHTFUL

Speaking of thoughtfulness and international gifting, our partnership with [Overture Promotions](#) gives you end-to-end swag, kitting, and direct mail capabilities, both locally and internationally.

Procurement and distribution of swag can be tricky, often causing late deliveries, out-of-stock notifications, and high fees which can negatively affect the relationship with your customers and the success of your swag campaigns. Overture is a global expert in executing and fulfilling swag orders; a one-stop shop that helps you design, procure, produce and distribute swag without any hassle.

Many suppliers do not have the expertise to source and ship branded goods or manage existing inventories. Overture has invested in warehouse automation and a large team of sourcing specialists who are able to find the right product at the right price for any campaign you want to execute. With Alyce and Overture's partnership, you can create a customizable marketplace with low inventory commitments. This way, you'll have plenty of swag at an affordable rate that will never run out!



PUTTING IT TOGETHER

To put a bow on the Outbound Love Playbook (get it?), below, we've selected five comprehensive plays from our ebook to make sure you have the steps to make your outbound loved again.

IF YOU WANT TO BUILD MORE PIPELINE:

1. Create a list of target accounts.
2. Identify key prospects within the accounts and upload them to Alyce. Intent data services such as 6sense identify hot accounts and the strongest personas.
3. Embed Alyce in your sales engagement cadences to ensure your team is aligned on which step in the funnel they should send out gifts.
4. Record a video mentioning the gift and showing off your personality to kick off the relationship with your prospect with a personable experience.
5. Choose a perfectly matched Alyce gift with a personalized gift note and the required action of booking a meeting.
6. Gifts of \$25 – \$50 are optimal for cold prospects. Use the research functionality from Alyce to create personal, relevant, and thoughtful moments, and include a clear ask in your message.
 - a. Prospect accepts gift — meeting is booked, and sales rep confirms meeting.
 - b. Prospect does not accept the gift — sales rep adds to a follow-up cadence.



PUTTING IT TOGETHER

IF YOU WANT TO CLOSE DEALS FASTER:

1. Identify influencers and champions, and request gift research from Alyce.
2. Leverage Alyce triggers based on gift status in your sales acceleration tool, so you enroll the relevant people in the right cadences at the right time.
 - a. Salesloft helps you manage your sales process by automatically adding prospects to the corresponding Alyce campaigns when they achieve a certain prospect stage. This way, you're notified when your prospect or customer moves into the desired stage, so you can act accordingly using Alyce's marketplace within Salesloft. You can also use gift Required Actions in Salesloft to book meetings directly in the gift experience.
3. Send gifts, including a personalized video to communicate new information. If the champion is a fan of your brand, send them a premium branded swag box. This can deepen your relationship with the champion and let them know you're excited to connect with them and continue the conversation.
4. Use a post-gift CTA to redirect the recipient to a relevant piece of content once they accept your gift.
5. Once a meeting is booked, send a personalized follow-up email and loop in (and gift!) new stakeholders.



PUTTING IT TOGETHER

IF YOU WANT TO RE-OPEN STALLED OR CLOSED LOST OPPORTUNITIES:

1. Identify lost opportunities for re-engagement.
2. Identify previous champions and new team members.
3. Create an Alyce gift campaign with the required action of booking a meeting.
4. Easily send the gift from the contact or lead page within Salesforce without leaving the platform you are already using when researching the account.
5. Send a prospecting gift to motivate re-engagement. Tell them why you're reaching out and reference the previous relationship. Make sure your outreach stands out from the crowd with a personal video message that leverages the research insights so your gift is relatable and impactful.
6. Voila, the meeting is booked!



PUTTING IT TOGETHER

IF YOU WANT TO BOOST EVENT ATTENDANCE & ROI:

1. Select a list of ideal attendees, and upload it to an Alyce 1:Many Campaign (or link to a campaign inside your Marketing Automation Platform to dynamically add people). Creating a list of prospects who register for your event and are ideal fits for your business is perfect for this play.
2. Choose a gift that thematically compliments your event through a Custom Marketplace you create. Or choose a gift that could help the recipient enjoy the event experience more comfortably, such as a pair of headphones or a journal. Bonus points if you embed a video from a keynote speaker or event host.
3. Include a post-gift CTA directing the recipient to the event schedule if the gift sends before the event or to an on-demand recording if the gift sends after the event.
4. Just before emailing out the gift, send a note letting them know a gift is on the way while teasing the ask (if there is one).
5. Integrate your Marketing Automation Platform (like **HubSpot**, **Marketo**, or **Eloqua**) to send gifts automatically before or after your event to registrants and attendees via gifting in a timely and relevant manner.



PUTTING IT TOGETHER

IF YOU WANT TO BUILD CUSTOMER RELATIONSHIPS:

1. Identify customers you want to surprise and delight around renewal time. You can also round up your best-in-class customers and thank them for things such as providing a case study, interview, or quote.

2. Leverage Alyce's research to find the perfect gift, or work with Alyce and Overture to create a custom-branded kit.

3. Record a personalized video, or embed a video from the CEO thanking them for their loyalty.

4. Customer accepts gift—smile delivered! Investing in your customers is a full-time job. Continue to deliver surprise and delight moments when they least expect it.

5. Customer does not accept the gift—CSM or AM follow-up cadence. Don't worry if you don't get an "accept" right away. It's also helpful to let them know they can exchange or donate their gift to a cause they care about, too!

6. Continue to nurture the relationship and always remember to create personal, relevant, and thoughtful Outbound Love moments.



PUTTING IT TOGETHER

At Alyce, our mission is to improve how marketing and sales professionals approach outbound. We've worked with customers from all over the world, in various industries and companies, and we see that the best ones make outbound their most loved strategy through a combination of personal, relevant, and thoughtful experiences for their customers.

The Outbound Love Playbook is your cheat sheet for how to make your outbound marketing and sales loved, too. With these templates and plays at your finger tips, you're set up for success. As you create your own version of Outbound Love, we hope you'll share it with us on [LinkedIn](#) or directly with one of our team members.



**Happy gifting,
The Alyce Team**