

# CallTower Partner Drip Campaign for Microsoft Teams

## Topic 1: Microsoft Teams Calling, Voice & Advanced Workflows

**Audience:** SMB–Mid-Market IT & Business Decision Makers

**Goal:** Educate → Engage → Qualify → Convert

**Format:** 4-email campaign with progressive funnel depth

**Cadence Recommendation:** 5–7 days between sends

## Partner Best Practices: How to Run This Campaign Successfully

### 1. Campaign Setup & Tools

Partners can deploy this campaign using common email and CRM tools, including:

- **Email platforms:** HubSpot, Mailchimp, Constant Contact, Marketo
- **CRM integrations:** Salesforce, Microsoft Dynamics, HubSpot CRM
- **Landing pages:** Native tools in your email platform

#### Setup tips

- Create **one master workflow** with conditional branching (opens/clicks)
- Personalize with:
  - First name
  - Company name
  - Industry (if available)
- Use **plain-text buttons** or strong hyperlinked CTAs (often perform better in B2B)

## 2. Targeting & List Strategy

- Start with **existing customers or warm prospects**
- Suppress:
  - Competitors
  - Internal domains
- Segment if possible:
  - Microsoft-heavy organizations
  - Remote/hybrid workforces
  - IT-managed environments

## 3. Optimization & Testing

- A/B test:
  - Subject lines (clarity vs. curiosity)
  - CTA phrasing (Learn More vs. Watch Now)
- Send emails during:
  - Tuesday–Thursday
  - 9–11 AM local time

## 4. KPIs to Track

| Funnel Stage  | Key Metrics                    |
|---------------|--------------------------------|
| Awareness     | Open Rate, Bounce Rate         |
| Engagement    | Click-Through Rate             |
| Consideration | Time on Page, Webinar Views    |
| Conversion    | Demo Requests, Meetings Booked |

Use click behavior to **trigger sales follow-up** after Emails 3 and 4.

## 5. Sales Follow-Up Recommendations

| Trigger | Recommended Action |
|---------|--------------------|
|---------|--------------------|

|               |                                          |
|---------------|------------------------------------------|
| Email 1 Click | Add to nurture sequence                  |
| Email 2 Click | Marketing-qualified follow-up            |
| Email 3 Click | Sales outreach within 48 hours           |
| Email 4 Click | Immediate sales outreach within 24 hours |

## The 4-Email Drip Campaign

### Ideal Audience

- Microsoft-centric organizations
- Hybrid and remote workforces
- SMB to Mid-Market IT leaders
- Businesses evaluating Teams Phone or Operator Connect

### Campaign Goal

Educate → Engage → Qualify → Convert

### Email 1 – Awareness

#### Funnel Stage: Top of Funnel (Education)

**Subject:** Is Microsoft Teams doing *everything* your business needs?

**Preheader:** Most organizations only scratch the surface of what Microsoft Teams can do.

#### Body Copy:

Hi {{First Name}},

Microsoft Teams has become the center for modern collaboration—bringing chat, meetings, and productivity together in one platform.

But when it comes to **business calling**, most organizations aren't aware that Teams can go far beyond basic voice.

With the right strategy, Teams can become a **fully integrated phone system**—with enterprise calling, global reach, and advanced features built directly into the platform your team already uses every day.

Curious what that looks like in practice?

👉 **Learn how businesses are extending Microsoft Teams for real-world calling and communication.**

**CTA:** Learn More

*Optional link destination:* PDF - [Microsoft Teams One Pager](#)

## Email 2 – Engagement

### Funnel Stage: Early–Mid Funnel

**Subject:** Extend Microsoft Teams beyond meetings and chat

**Preheader:** Voice, SMS, and enterprise calling—all inside Teams.

**Body Copy:**

{{First Name}},

What if Microsoft Teams could replace your phone system entirely?

Many organizations are consolidating tools by enabling:

- Enterprise-grade calling inside Teams
- Global phone numbers and PSTN connectivity
- Built-in reliability, support, and scalability

CallTower helps businesses turn Microsoft Teams into a **true unified communications platform**—all without disrupting users or workflows.

Want to see what's possible?

👉 **Watch how organizations are transforming business calling with Microsoft Teams.**

**CTA:** Watch the Webinar

*Optional link:* MP4 - [Making the Call on Teams - CallTower Webinar](#)

## **Email 3 – Consideration**

### **Funnel Stage: Mid Funnel (Problem/Solution Validation)**

**Subject:** Teams voice is easy to start. Harder to scale.

**Preheader:** The platform matters- but the provider matters even more.

#### **Body Copy:**

Microsoft offers multiple ways to enable calling in Teams—but choosing the right approach makes all the difference.

Organizations working with CallTower benefit from:

- One provider for Teams voice—globally
- Direct routing or Operator Connect options
- Integrated features Teams alone doesn't provide (like business SMS and advanced support)

CallTower has been voice-enabling Microsoft platforms for over a decade and continues to set the standard for Teams calling deployments worldwide.

👉 **Explore what sets CallTower apart for Microsoft Teams Calling**

**CTA:** Explore the Teams Advantage

*Optional link:* PDF - [Enhance Your Communication with Operator Connect for Microsoft Teams](#)

## Email 4 – Conversion

### Funnel Stage: Bottom of Funnel (Action)

**Subject:** Ready to simplify your Microsoft Teams phone strategy?

**Preheader:** Let's design a Microsoft Teams voice solution that fits your business. **Body Copy:**

{{First Name}},

If Microsoft Teams is central to how your business communicates, your calling strategy should be just as seamless.

Whether you're:

- Replacing legacy phone systems
- Expanding globally
- Improving reliability and user adoption

CallTower helps organizations build a Teams calling solution that fits their business—not the other way around.

 **Schedule a Microsoft Teams consultation**

**CTA:** Book a Teams Consultation

*Optional link:* [Microsoft Operator Connect for Teams - Schedule a Consultation Today!](#)

### Final Notes for Partners

- All copy is **fully editable**
- CTAs can be swapped for:
  - Partner-branded landing pages
  - Shared CallTower assets
  - Partner-hosted webinars or demos
- Sales teams should engage **after Email 3 or 4 clicks**