

CallTower Partner Drip Campaign for Webex

Topic 2: Webex Calling by Cisco — Powered by CallTower, Voice & Advanced Workflows

Audience: IT leaders, Cisco customers, regulated industries, enterprise environments

Ideal Use Case: Hybrid cloud, legacy PBX migrations, mobile-first workforces

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.

The 4-Email Drip Campaign

Email 1 – Awareness

Funnel Stage: Top of Funnel

Subject: Is Webex doing enough for your business calling?

Preheader: Collaboration is easy—enterprise calling takes the right partner.

Body Copy:

Hi {{First Name}},

Webex by Cisco is a powerful collaboration platform trusted by organizations worldwide. But when it comes to **enterprise-grade calling**, the experience depends heavily on how Webex is deployed and supported.

Many organizations don't realize Webex Calling can replace traditional phone systems entirely—while still supporting global users, legacy environments, and mobile workforces.

With the right carrier partner, Webex becomes more than meetings and messaging.

 **See how organizations modernize calling with Webex and CallTower**

CTA: Learn More

Suggested destination: PDF: [Webex One Pager](#)

Email 2 – Engagement

Funnel Stage: Early–Mid Funnel

Subject: One calling platform. Global reach. Webex with CallTower

Preheader: Enterprise voice without on-prem complexity.

Body Copy:

{{First Name}},

Modern organizations Webex Calling—when paired with CallTower—delivers:

- Cloud-connected PSTN across global locations
- Flexible deployment options (multi-tenant or Dedicated Instance)
- Enterprise-grade reliability, resiliency, and support

Whether you're migrating from Cisco UCM or starting fresh in the cloud, CallTower simplifies the process while preserving critical workflows.

👉 **Explore how** organizations deploy Webex Calling successfully **CTA:** Watch Overview

Suggested destination: [Certified Calling Provider - Webex Calling Consultation](#)

Email 3 – Consideration

Funnel Stage: Mid Funnel

Subject: Webex is powerful. Execution is everything.

Preheader: The difference is in how the platform is delivered and supported.

Body Copy:

Webex Calling is a powerful platform—but success depends on execution.

CallTower extends Webex with:

- Business SMS/MMS
- Compliance call recording
- Webex Go for mobile-first users
- Advanced analytics and contact center integrations

Instead of juggling multiple vendors, organizations get **one provider for voice, support, and strategy.**

👉 **Discover what CallTower adds to Webex Calling**

CTA: Explore the CallTower Difference

Suggested destination: PDF: [Webex One Pager](#)

Email 4 – Conversion

Funnel Stage: Bottom of Funnel

Subject: Ready to modernize your Webex calling strategy?

Preheader: Let's map the right deployment for your environment.

Body Copy:

{{First Name}},

Every Webex environment is different—legacy systems, global locations, compliance needs, and mobile users all matter.

CallTower helps organizations design, deploy, and support Webex Calling in a way that fits their business today—and scales for tomorrow.

Schedule a Webex Calling consultation

CTA: Book a Webex Consultation [Certified Calling Provider - Webex Calling Consultation](#)

Suggested destination: Partner or CallTower consultation page

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**