TOP OF FUNNEL

Intent Signal Type: Company viewed **Category/Grid** page or saw **Ad (Sponsored Content)** on competitor profile

- **Template #1**

  Subject: Finding the best {G2 Category Name} software doesn't need to be hard

  Hi {{first_name}},

  I know companies like {{prospect company}} struggle with {pain point}. I read an interesting article that speaks to {pain point}: (link to thought leadership).

  {G2 Vendor Name} can help you with {pain point} but don't just take my word for it.

  [Name], a fellow [title] at [company], left us a review about their experience with our product: [insert review text].

  Are you available [insert date] to discuss how we might be able to do the same for {{company_name}}}?

- **Template #2**

  Subject: How to find the best {G2 Category Name} software

  Hi {{first_name}},

  In a crowded market, it can be hard to trust one {G2 Category Name} software over another. It's sometimes impossible to find objective data on the features you actually need.

  We're here to help. G2, the largest software reviews marketplace, has named {G2 Vendor Name} a {G2 Grid Position} -- meaning we're one of the best {G2 Category Name} solutions out there for {Enter Prospect Role/Title} like you.

  I'd love to set up a time to walk through why that is. Do you have time next week to discuss?

- **Template #3**

  Subject: {{company name}} and {G2 Vendor Name}

  Hi {{first_name}},

  I heard through my network that {{company_name}} is looking into [insert competitor]. If you are a part of that evaluation process I'd love the chance to introduce {G2 Vendor Name} to you and your team.

  We are extremely familiar with most of the folks in the {G2 Category Name} landscape and would confidently put our solution up against any of them. [insert a pain point and how you solve]

  For reference, {{similar customer}} uses the platform to accomplish {{insert goal}}

  Any interest in setting up a call to get a few more details?

BOTTOM OF FUNNEL

Intent Signal Type: Company viewed **Profile** page, **Compared to competitor(s)** or a **Competitor/Alternative** page

- **Template #1**

  Subject: How to find the best {G2 Category Name} software

  Hi {{first_name}},

  When looking for a new {G2 Category Name} solution, understanding what features a product offers isn't everything. People need to rate those features highly as well!

  I wanted to share with you a reference page that shows what a few customers have said about using {G2 Vendor Name} and its features.

  Hope this helps you in your evaluation!

- **Template #2**

  Subject: Why customers choose {G2 Vendor Name} for {G2 Category Name} software

  Hi {{first_name}},

  We hear you may be in the market for {G2 Category Name} software and that we're in the running. With 90% of B2B SaaS buyers completing their research before ever filling out a lead form, I thought the following may be helpful!

  {G2 Vendor Name} is recognized as a {G2 Grid Position} {G2 Category Name} solution -- meaning we're one of the very best out there for {Enter Prospect Role/Title} like you.

  We know deciding who (and where) to buy is a big one. I'd love to set up a 30-minute call to share why we're the right partner for you.

- **Template #3**

  Subject: {G2 Vendor Name} vs. [Insert Competitor] - How do you decide?

  Hi {{first_name}},

  It's no surprise that {G2 Vendor Name} and [Insert Competitor] are two of the most commonly-known leaders in the {G2 Category Name} space, but when it comes down to making a decision on which one is best for {{prospect company}}, the full story matters.

  Our customers love us so much that they come to G2.com to share their unbiased and honest opinions of why they picked {G2 Vendor Name} : {INSERT REFERENCE PAGE}.

FOLLOW-UP

G2 Resource Type: Reference Page

- **Suggested Messaging**

  Hi {{first_name}},

  Thanks for the call today! As discussed, here's a reference page full of reviews from customers in industries just yours to check out.

  I thought you'd be interested in reading about how other companies use {G2 Vendor Name} - check out this reference page from real, unbiased reviewers on G2!

  Since you're interested in [insert feature], I've included a few G2 reviews that specifically speak to it on that reference page - here you go!

G2 Resource Type: Review

- **Suggested Messaging**

  Hi {{first_name}},

  [Name] is a fellow [title] at [company] and left us a review on their experience working with us - check it out!

  See what [name] has to say about using [product]: (insert review text)

  Hoping this helps paint the picture of how {G2 Category Name} software users just like you use {G2 Vendor Name} to [insert problems we solve].