

AI Prompts for HubSpot and LinkedIn Prospecting Emails

Step by Step Guide How To Create Prompts That Will Help You In Email Prospecting

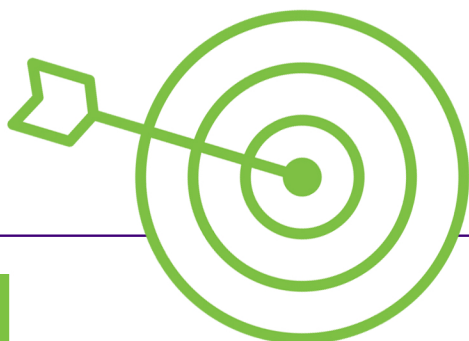
This handout is a practical tool for sales and marketing professionals, offering ready-to-use AI-driven prompts crafted for prospecting emails using data from HubSpot and LinkedIn. Streamline your outreach process, enhance personalization, and boost engagement with prospects by leveraging the data available on these platforms.

Preparing Your Data:

Step 1: Identify Your Data Sources

Determine which data sources you will use, such as HubSpot and LinkedIn.

These platforms provide valuable insights into your prospects' behaviors, interests, and professional backgrounds.



Step 2: Collect Data from HubSpot

Website Interactions: Gather information on which pages your prospects have visited, how often they visit, and the duration of their visits. This data helps you understand their interests and level of engagement.

Content Downloads: Identify which resources (e.g., whitepapers, eBooks) your prospects have downloaded. This indicates their specific interests and challenges.

Step 3: Collect Data from LinkedIn

Job Roles: Record the job titles of your prospects to tailor your messaging to their specific responsibilities and challenges.

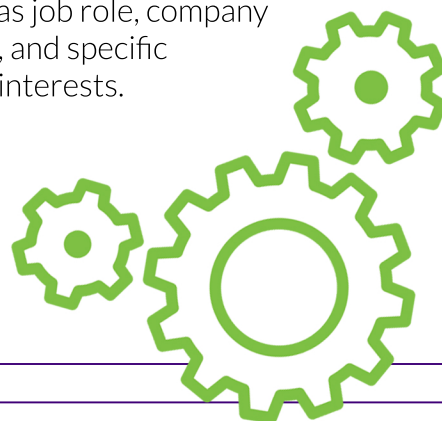
Company Size and Industry: Gather information on the size of the companies and the industries your prospects work in to segment your audience effectively.

Recent Activities: Note any recent posts, interactions, or changes in job roles that could be relevant to your outreach.

Step 4: Organize Your Data

Compile the collected data into a structured format (e.g., a spreadsheet or CRM system).

Categorize the information by key criteria such as job role, company size, industry, and specific behaviors or interests.



Step 5: Prepare Your Data for Upload

Ensure your data is clean and formatted correctly for easy upload to ChatGPT or any other AI tool you're using.

This might involve converting files to the appropriate format (e.g., .doc, .csv).

HubSpot-Based Email Prompts

☐ **Prompt 1:** For a prospect who has shown interest in a specific product or service.

“Using the uploaded HubSpot data, write an email to a [Job Title] at [Company Name] who frequently visited our [Product/Service] page. Highlight their interest and suggest a follow-up discussion on how we can meet their needs.”

☐ **Prompt 2:** For a prospect who has shown interest in a specific product or service.

“Create an email for a [Job Title] at [Company Name] who recently downloaded our whitepaper on [Topic]. Reference the whitepaper and propose a call to discuss how our solutions can address their challenges.”



Share Your Tips

What AI email prompts do you recommend? Let us know and we'll share them in our Weekly Sales Tip! info@klagroup.com

LinkedIn-Based Email Prompts

- ☐ **Prompt 1:** For a prospect actively engaging with your LinkedIn content.

“Using LinkedIn data, draft an email for a [Job Title] at [Company Name] who engaged with our recent posts on [Topic]. Mention their engagement and suggest a meeting to explore how our offerings can benefit their business.”

- ☐ **Prompt 2:** For a prospect with recent career advancements.

“Write a personalized email for a [Job Title] at [Company Name] who was recently promoted, using LinkedIn insights. Congratulate them and discuss how our [Product/Service] can support their new responsibilities.”

Combining HubSpot and LinkedIn Data

Prompt: “Using both HubSpot and LinkedIn data, craft an email for a [Job Title] at [Company Name] who visited our site and engaged with our LinkedIn posts. Mention their specific interactions and propose a tailored solution to their needs.”

Using Prompt Stacking Techniques

Prompt stacking involves using multiple, sequential prompts to guide AI tools like ChatGPT in creating more refined and targeted email content. By layering prompts, you can break down complex tasks and build more personalized, effective emails that resonate with your prospects.

Step 1: Draft an Initial Follow-Up Email

Start with a broad prompt to create a basic follow-up email for a prospect who engaged with your LinkedIn content.

Prompt:

"Write a basic follow-up email for a [Job Title] at [Company Name] who recently engaged with our LinkedIn post on [Topic]. Mention their engagement and express interest in discussing how our [Product/Service] can help with [Relevant Issue]."

Final Email Example Using Prompt Stacking:

Dear [Prospect's Name], I noticed you recently engaged with our LinkedIn post on [Topic]. It's great to see your interest in this area! I'd love to discuss how our [Product/Service] could help address [Relevant Issue].



Step 2: Incorporate HubSpot Data

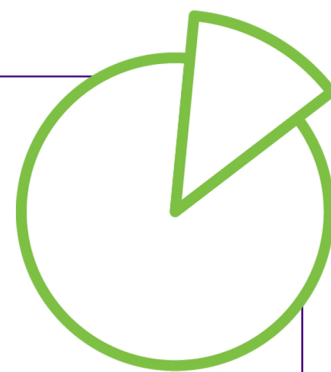
Refine the initial email by adding specific details from HubSpot, such as the prospect's recent site visits or content downloads. This makes your message more relevant and shows that you've done your research.

Prompt:

Using the uploaded HubSpot data, modify the follow-up email to include a reference to the [Product/Service] page that the prospect recently visited on our website. Suggest a meeting to explore how we can assist with their needs.

Final Email Example Using Prompt Stacking:

Dear [Prospect's Name], I noticed you recently engaged with our LinkedIn post on [Topic] and visited our [Product/Service] page. It's great to see your interest in this area! I'd love to discuss how our [Product/Service] could help address [Relevant Issue].



Step 3: Add a Personalized CTA

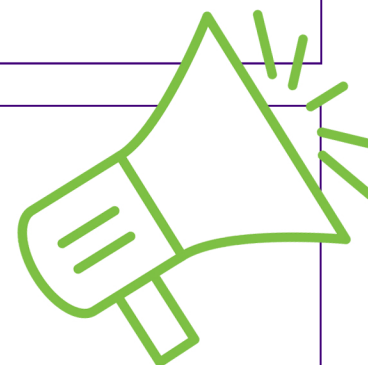
Conclude the email with a strong, personalized CTA that invites the prospect to take the next step, such as scheduling a consultation or demo. This CTA should be directly related to the insights gathered from LinkedIn and HubSpot.

Prompt:

Enhance the email by adding a personalized CTA inviting the prospect to schedule a consultation to discuss how our [Product/Service] can specifically address the challenges they've shown interest in, based on their LinkedIn activity and site visits.

Final Email Example Using Prompt Stacking:

Dear [Prospect's Name], I noticed you recently engaged with our LinkedIn post on [Topic] and visited our [Product/Service] page. It's great to see your interest in this area! I'd love to discuss how our [Product/Service] could help address [Relevant Issue]. Please reply to this email or book a time directly through my calendar [Insert Calendar Link] for a consultation to explore how we can support your goals.



By using AI to leverage data from these platforms, you can enhance your outreach efforts, drive better engagement, and ultimately increase conversion rates.

We're Here to Guide You

If you or your team need help with crafting AI Prompts or crafting sales emails, contact KLA Group at **+1-303-741-6636** or **info@klagroup.com**, and let's talk.



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