



# Soundpath Legal Nurturing Program

BOFU Email Sequence

November 21, 2014



# Soundpath Nurture Track Flow + Timing



## **BOFU Email #1**

Soundpath Legal BOFU #1 Video Testimonial

### **Subject Line:**

[Video Testimonial] What do law firms like about Soundpath?

## BOFU Email #1

Soundpath Legal BOFU #1

Video Testimonial



## Web Conferencing for Law Firms "Soundpath® just makes it easy."

Dear [First Name],

Attorneys are busy - we get that. You don't always have the time to learn how to make a conference call on a new system, and you don't want to have to call your IT department for help. Well, you don't have to.

We invite you to [view this video](#) and hear what law firms are saying about Soundpath Legal's online collaboration tools. Mobile, scalable and with a specialized billing system that captures costs and integrates with the firm's accounting system, the service provides attorneys with the features they need the most.

Soundpath Legal, a PGI company, offers the only audio, video and web conferencing solutions designed exclusively to meet the needs of law firms. Because we come from a legal background ourselves, we understand what you and your support staff need on a day-to-day basis: simple, on demand tools that are always available when you need them.

Want to learn more? We're here to help.

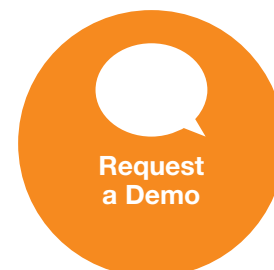
*Jenna Cohen*

### Soundpath Legal Customer Testimonials



[Watch the Video](#)

### Additional Soundpath Legal Resources:



© Premiere Global Services, Inc. and/or its affiliates | PGI | 3280 Peachtree Road, N.E., Suite 1000 Atlanta, GA 30305.  
All contracted rates and charges apply to your service usage per your Agreement.

You received this email because you are subscribed to [email type] from PGI.  
If you prefer not to receive emails from PGI you may [unsubscribe](#) or set your [email preferences](#).

Keep in Touch



## **BOFU Email #2**

Soundpath Legal BOFU #2 Video

### **Subject Line:**

[Soundpath Video Overview] What makes Soundpath right for you?

**BOFU Email #2**  
Soundpath Legal BOFU #2  
Video



## Soundpath® Legal Simply fits the way you communicate today.

Dear [First Name],

As an attorney, you know that your clients are very high touch and high maintenance, and uncomplicated, reliable online meeting tools can make your job a whole lot easier. Conferencing and face-to-face interaction is a huge priority.

We invite you to [view this video](#) to learn about Soundpath Legal, a PGI company. Law firms around the world are gaining a collaborative advantage for building relationships and maintaining essential communications with their clients as well as other attorneys.

Used by over 70% of the AMLAW 100 and AMLAW 200, Soundpath Legal is the only audio, video and web conferencing service designed exclusively for law firms. With over 10 years of experience serving the legal community, we understand your needs.

Still have questions? We're here to help.

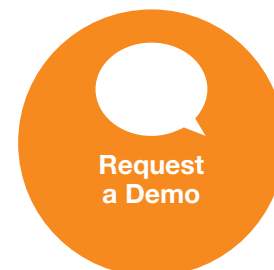
*Jenna Cohen*

### Soundpath Legal Overview



[Watch the Video](#)

### Additional Soundpath Legal Resources:



Request  
a Demo



Request  
a Collaboration  
Consultation



© Premiere Global Services, Inc. and/or its affiliates | PGI | 3280 Peachtree Road, N.E., Suite 1000 Atlanta, GA 30305.  
All contracted rates and charges apply to your service usage per your Agreement.

You received this email because you are subscribed to [email type] from PGI.  
If you prefer not to receive emails from PGI you may [unsubscribe](#) or set your [email preferences](#).

Keep in Touch



## **BOFU Email #3**

Soundpath Legal BOFU #3 Consultation

### **Subject Line:**

[Consultation] Do you want to talk to us?

**BOFU Email #3**  
Soundpath Legal BOFU #3  
Consultation

## Online Collaboration, Customized Virtual Meeting Technology for Law Firms

Dear [First Name],

Soundpath® Legal, a PGI company, is the only audio, video and web conferencing service designed exclusively to meet the needs of law firms. Designed by lawyers, our solutions are simple, reliable, scalable and customized to meet the unique needs of the legal profession.

With over 10 years of experience, we've developed a deep understanding of the challenges attorneys face every day. You need to increase revenue and billable hours, keep administrative costs down and keep communication channels open with partners, support staff and clients. Our web conferencing tools can help.

Let us find the collaboration solution that's right for your firm. If you would like to know more about Soundpath Legal, we'd love to talk to you.

We're here to help.



[Request Consultation](#)

*Jenna Cohen*

### Additional Soundpath Legal Resources:

