

## RM Reseller Nurture Campaigns by funnel stage

\*\*Recommended to send 1 week apart on Wednesdays at the same time

### Top of Funnel (TOFL) - Introduction Stage

- Direct emails to content
- Discuss high level benefits / features

### Middle of Funnel (MOTF) - Warming Up Stage

- Content becomes more informative
- Start to show the value

### Bottom of the Funnel (BOTF)- Point of Sale Stage

- Ask for demo
- Include case studies & testimonial content

## Top of Funnel

### EM1 TOFL

#### **Subject Line: Know the Difference Between Route Planning vs. Route Optimization**

Do you know there is a difference between route planning and route optimization software? Route planning inputs a list of orders and maps out a path to touch each of your stops in whatever order is the shortest. Route optimization takes into account many more variables besides distance. True route optimization software provides you with greater control over your business, ensuring that even your most complex needs are met.

Read below to understand the difference between route planning and route optimization.

<https://insights.workwave.com/industry/logistics-distribution/route-planning-vs-route-optimization-whats-the-difference/>

### EM2 TOFL

#### **Subject Line: Route Planning Software 101**

Are you as efficient as possible across all areas of your business? Would you like to see improved results in routing that allow you to add more stops per day, generating revenue and valuable time savings?

To streamline your route planning and ensure that everything is working as smoothly as possible, you need software that you can count on. Read more to see how the right route planning software can improve your business operations.

[link to RM buyer guide](#)

#### Middle of the funnel

##### **EM1 MOFL**

##### **Subject line: Explore the Efficiency That Sets Route Manager Apart**

When you make decisions for your business, you always have the bottom line in mind. Curious about just how much WorkWave Route Manager can help you save? Our [ROI calculator](#) shows you everything you need to know.

With just a few clicks, you can see how much money you're letting slip away with manual route planning—as well as just how much you can save with WorkWave Route Manager.

Click through to try it for yourself and take the first step toward optimizing your efficiency.

<https://www.workwave.com/route-manager/roi-calculator/>

##### **EM2 MOFL**

##### **Subject Line: Intuitive Routing Solution**

Routing is complex, but your software user experience shouldn't be. Route Manager offers intuitive software that saves you time and optimizes routes based on cost efficiencies for your business. When looking for a routing solution, you need to ensure that you're getting the best solution for your business needs.

Explore the efficiency that sets Route Manager apart [here](#).

Click here to schedule your demonstration today.

## Bottom of Funnel

### **EM1 BOFU**

#### **Subject Line: Learn About the Route Manager Difference**

Want to **increase your efficiency by up to 30%**? With WorkWave Route Manager, you can compare planned vs. actual routes to help **make route adjustments and fleet modifications, plan and modify multiple stops with a wide selection of time-windows**, and keep your customers in the know by providing alerts regarding their orders. Our software allows you to:

- Increase your route planning efficiency by up to 30%
- Plan up to 20% more deliveries
- Dispatch routes directly to your drivers' mobile devices
- Make route adjustments to accommodate requests in real-time
- Reduce your mileage and vehicle wear and tear
- Compare planned vs. actual routes to help coach your drivers

Contact us today to learn more about how Route Manager can increase your business' efficiency!

### **EM2 BOFU**

#### **Subject Line: The Right Tools Help Drive Success**

#### **Did you know?**

Having the right tools can make all the difference in a company's success. The right routing software should:

#### **Increase Your Profitability**

Provide delivery suggestions for multi-drivers and multi-vehicles that are based on your vehicle and order constraints, business rules, and cost reduction.

#### **Increase Your Operational Efficiency**

Automatically build, simulate, and dispatch optimized routes to delivery drivers and vehicles.

#### **Improve Your Service Quality**

Empower your customers with visibility into their delivery status and reduce your liability when orders get lost.

[Read](#) and [watch](#) why Recker and Boerger chose WorkWave's Route Manager for their routing and tracking needs.

Contact us today to learn more about how WorkWave's Route Manager software could be the right solution for your business.