How to *Actually* Build a Conversational Marketing Strategy

Elissa Hudson
Senior Marketing Manager
@HubSpot | #GrowANZ19

Today's Agenda

1) Why Bother with Conversational Marketing?

2) HubSpot's Results

3) How to Implement a Conversational Strategy

Conversational Marketing

What's the big deal?

Consumer **expectations** have never been *higher*

They're **less** patient.

90% of consumers expect an immediate response from customer service representatives.

How important is an immediate response when you need support?

Very Important	**57%**
Important	**33%**
Neutral	8%
Unimportant	1%
Very Unimportant	1%

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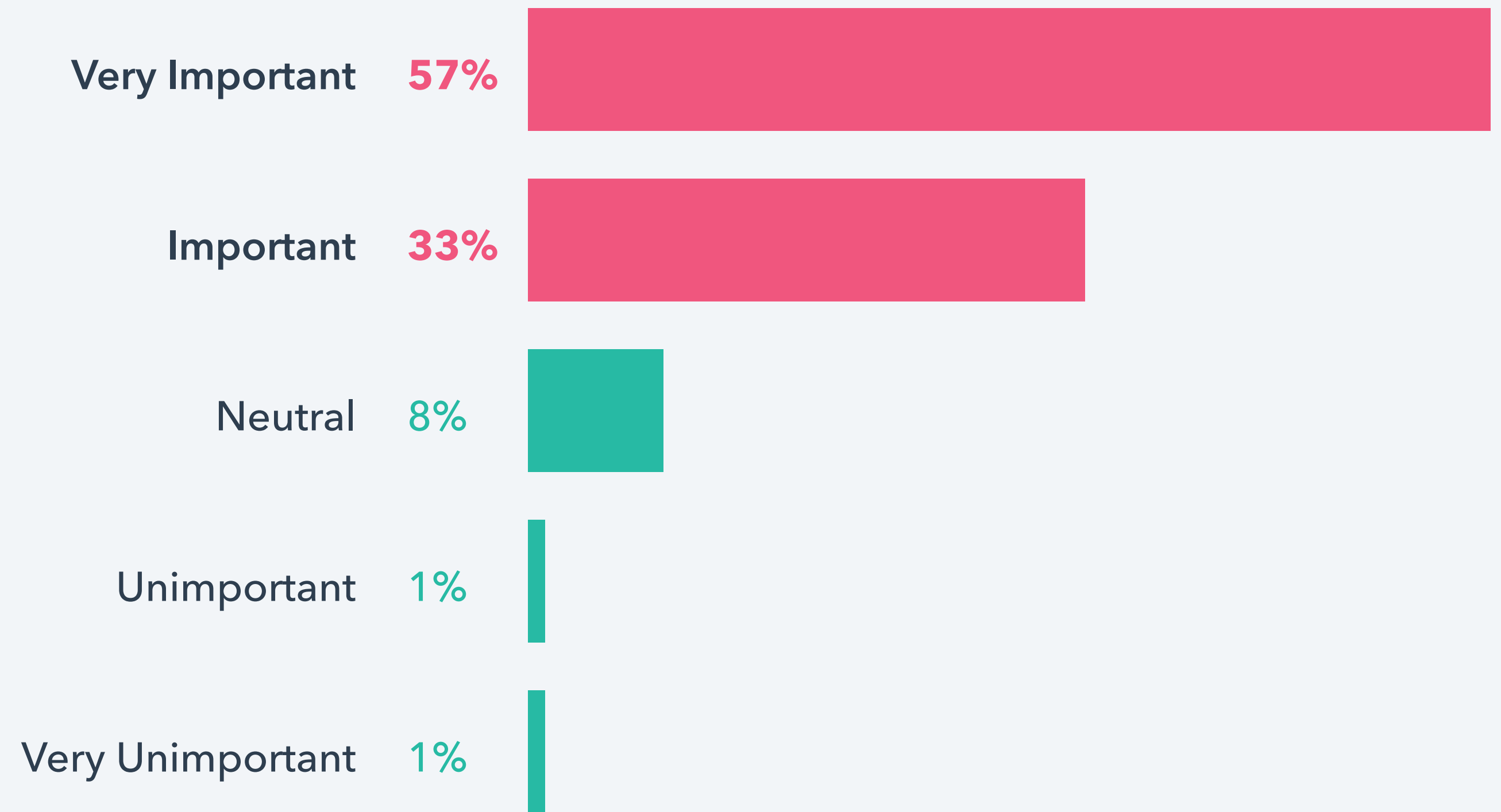
Customers expect more from you

They want you always on.

Always there.

Always knowing who they are.

Always ready to help.

Most businesses are falling behind 😬

Our strategies have remained...

Static.

Our strategies have remained…

Slow.

Our strategies have remained...

Impersonal.

89%

of consumers would like to use messaging to communicate with businesses

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Yet only **48%** of businesses are equipped to connect with customers through messaging

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Helpful

Personal

Authentic

Like this…

Messenger

This is conversational marketing

This is conversational marketing sales
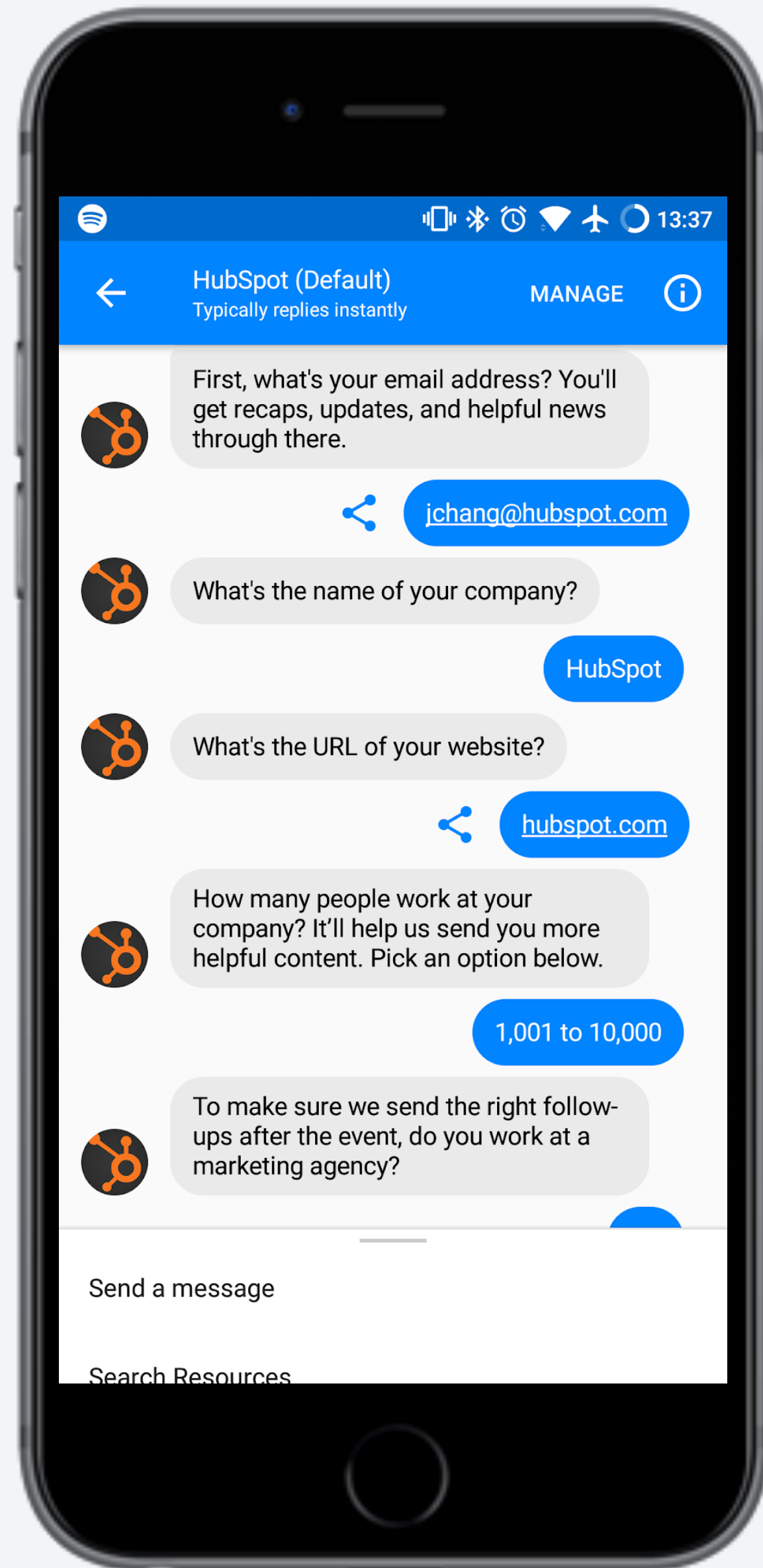
This is conversational marketing
sales
customer service

Sound unrealistic?

SUPPLEMENTING EMAIL
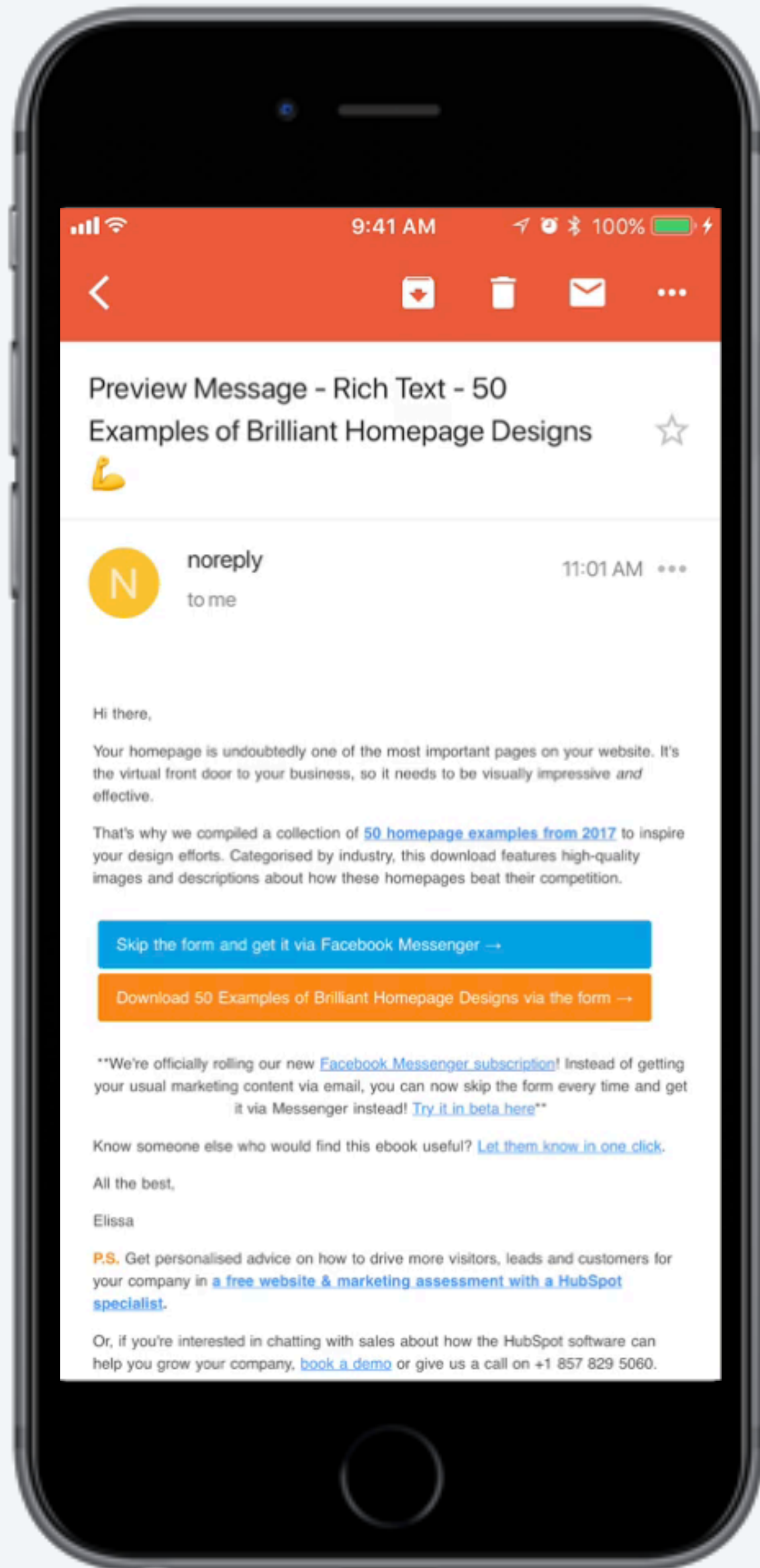
	Messenger	Email	Improvement
Open rate	79.57%	32.82%	242%
Click rate	12.77%	2.10%	609%
MQL	0.07%	0.01%	694%

PAID LEAD GENERATION

	Messenger	Landing Page	Improvement
Click to submission rate	11.21%	3.79%	296%
Cost per lead	$4.77	$22.75	477%
Cost per MQL	$11.69	$46.25	396%

EVENT ENGAGEMENT
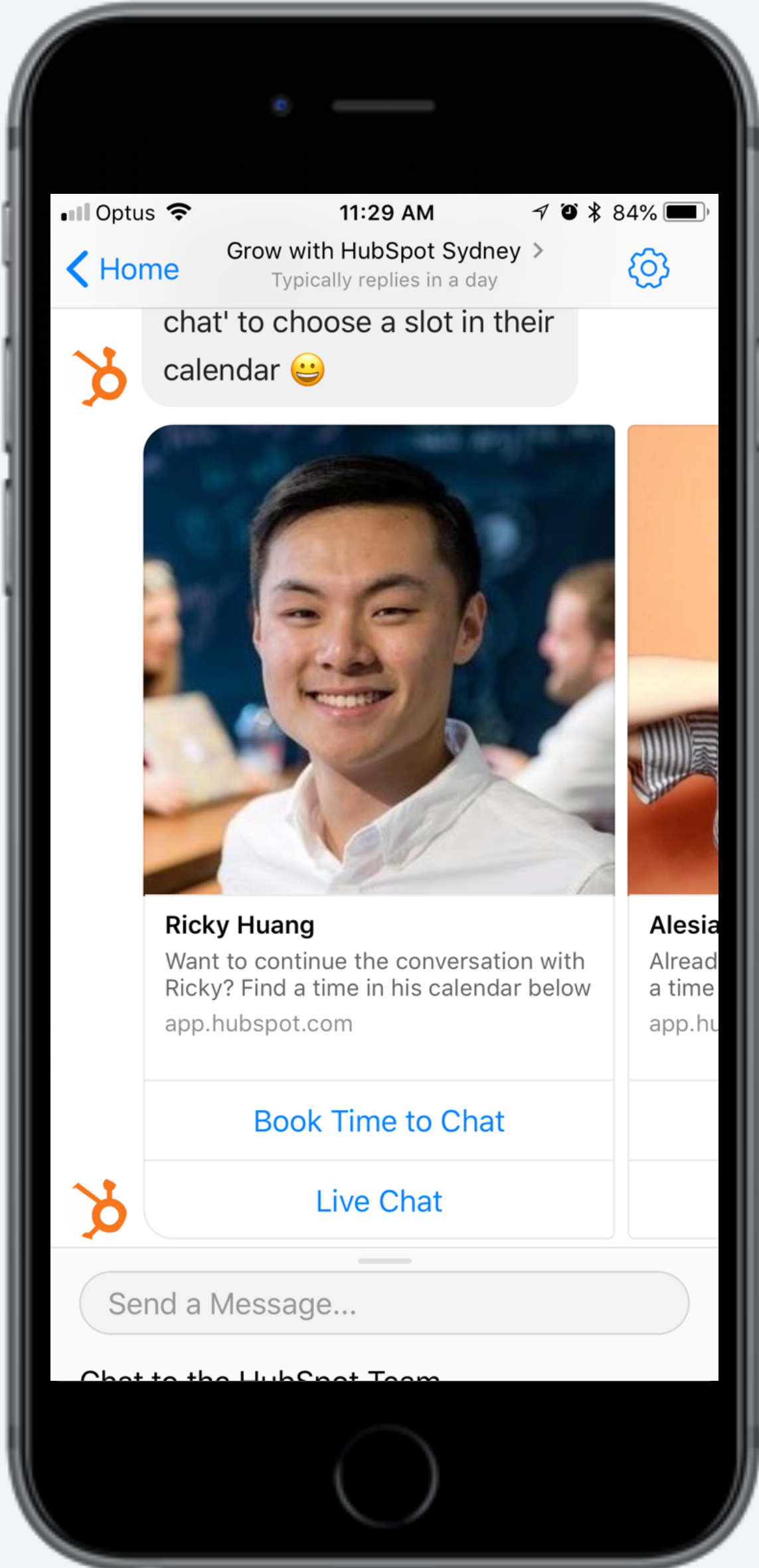
	Grow with HubSpot Sydney 2017
% of attendees enrolled	47%
Avg. open rate	93.5%
Meetings booked with sales	46

10.8% of attendees that used the Messenger bot booked a meeting with a salesperson during the event
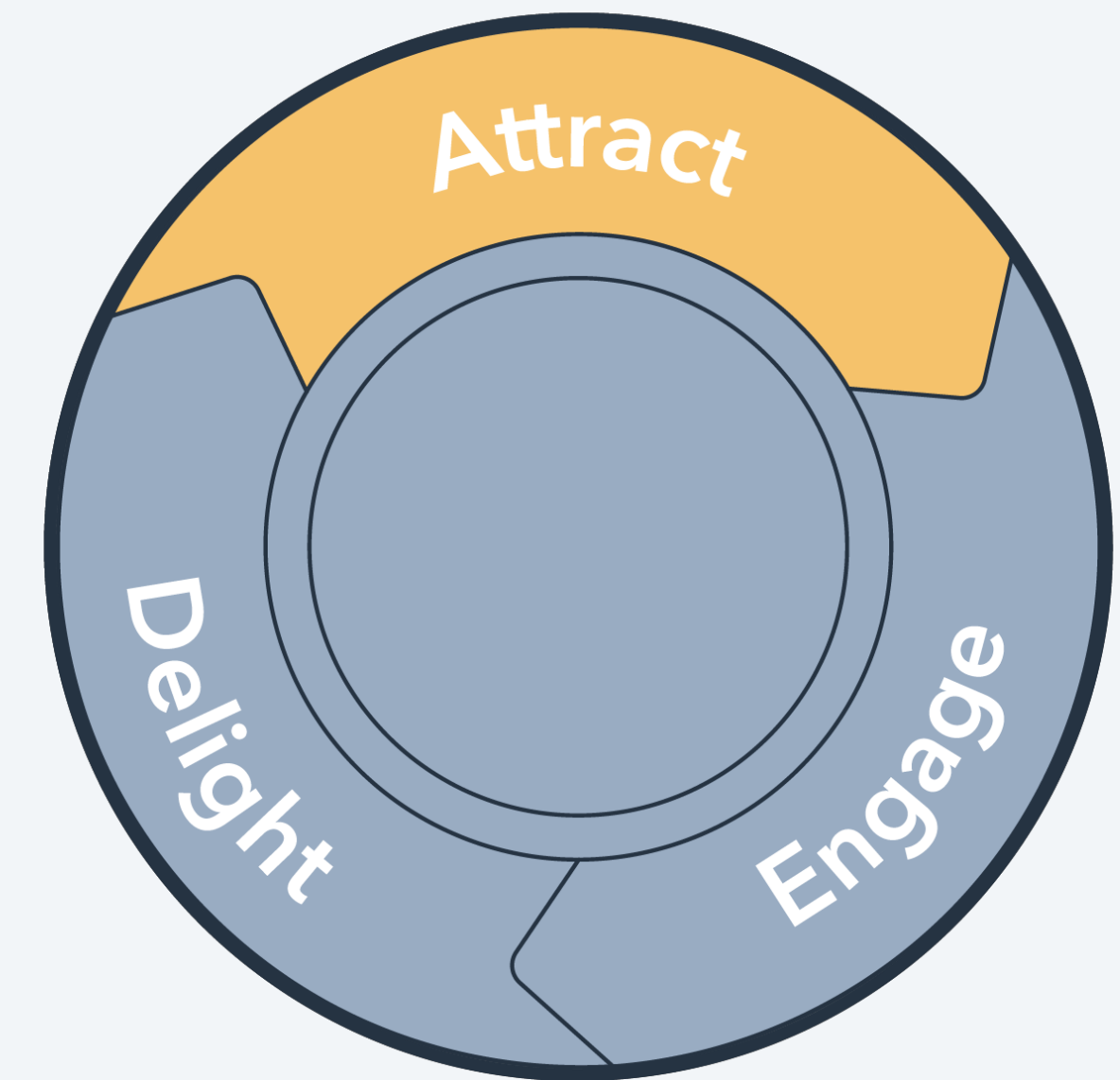
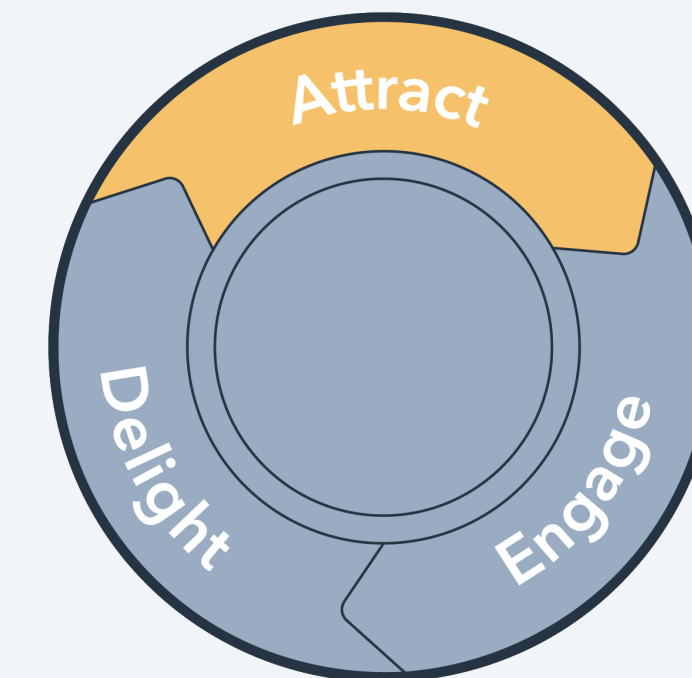# How to Implement a Conversational Strategy
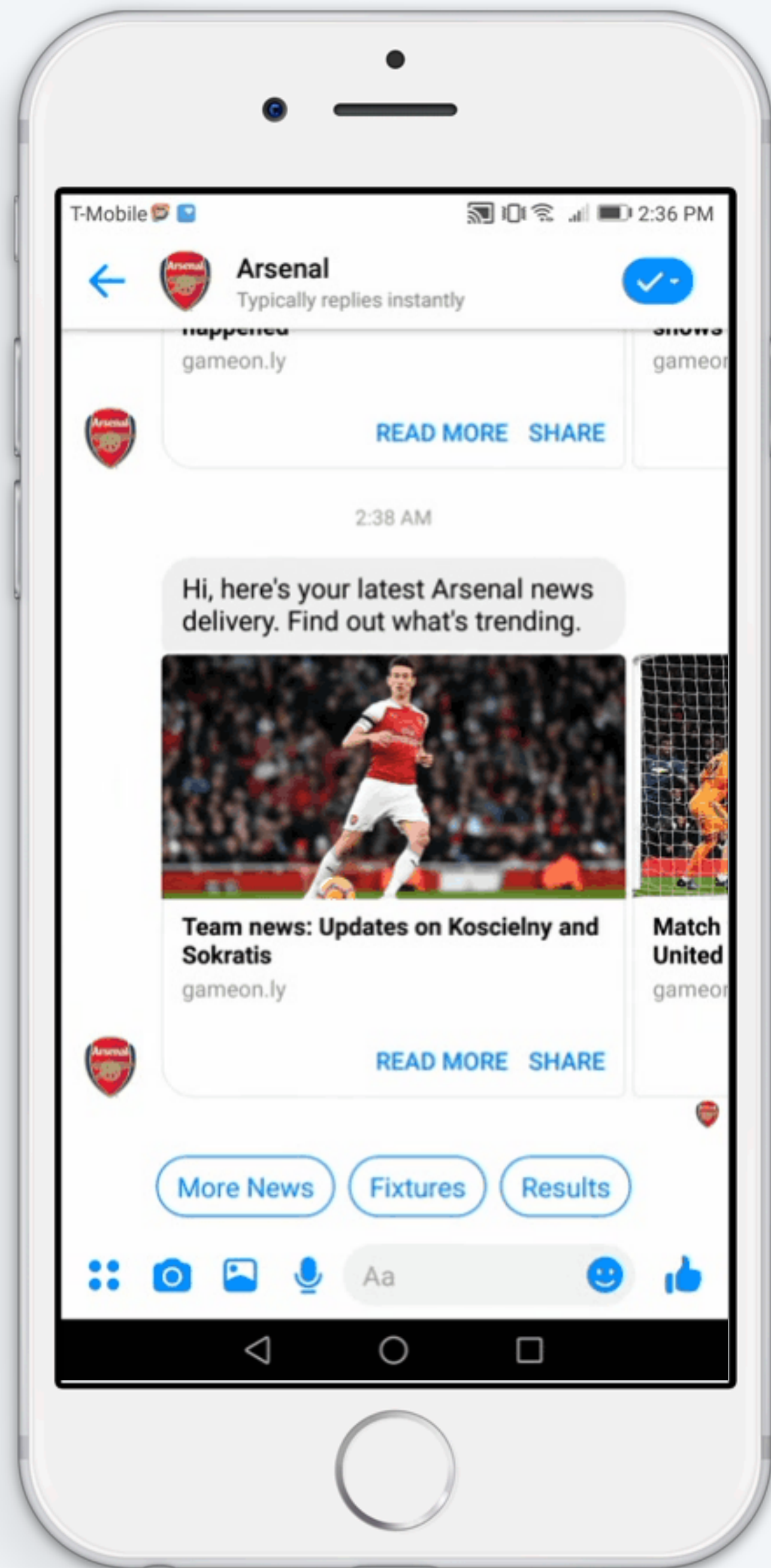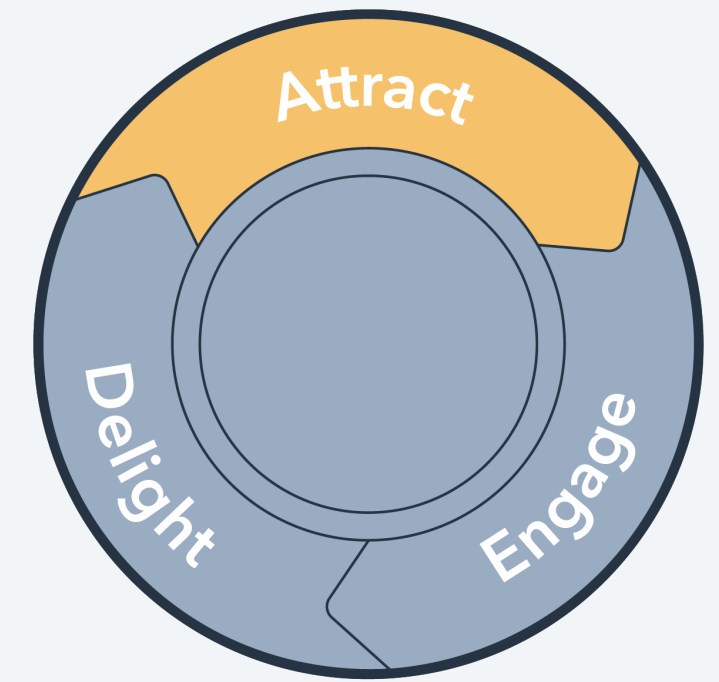
Step #1
Define your goal
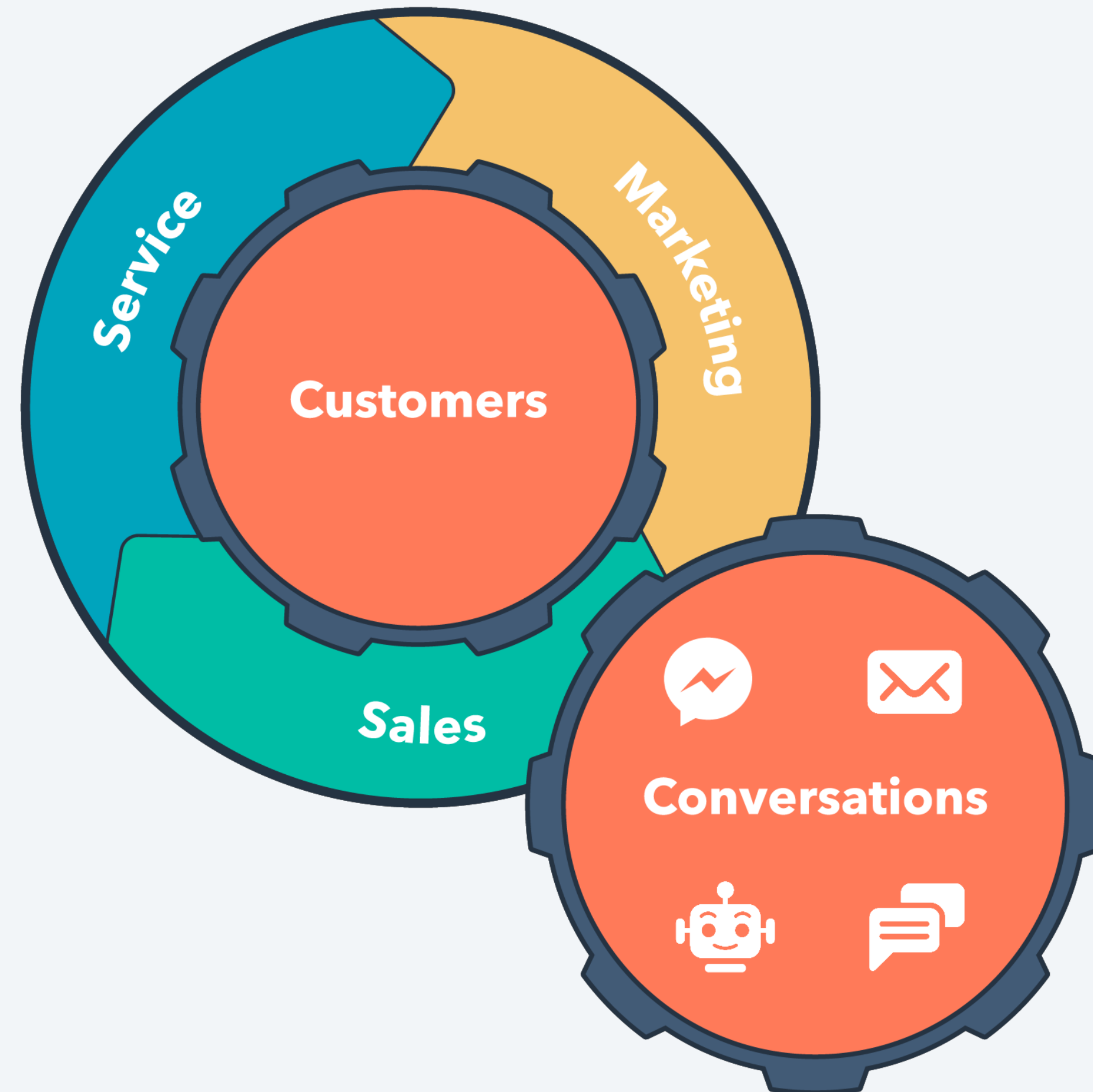
Goals for the 'attract' stage

- Share information or content

- Generate leads

- Gather more context

Attract

Delight

Engage

- **Share information or content**

- Generate leads

- Gather more context
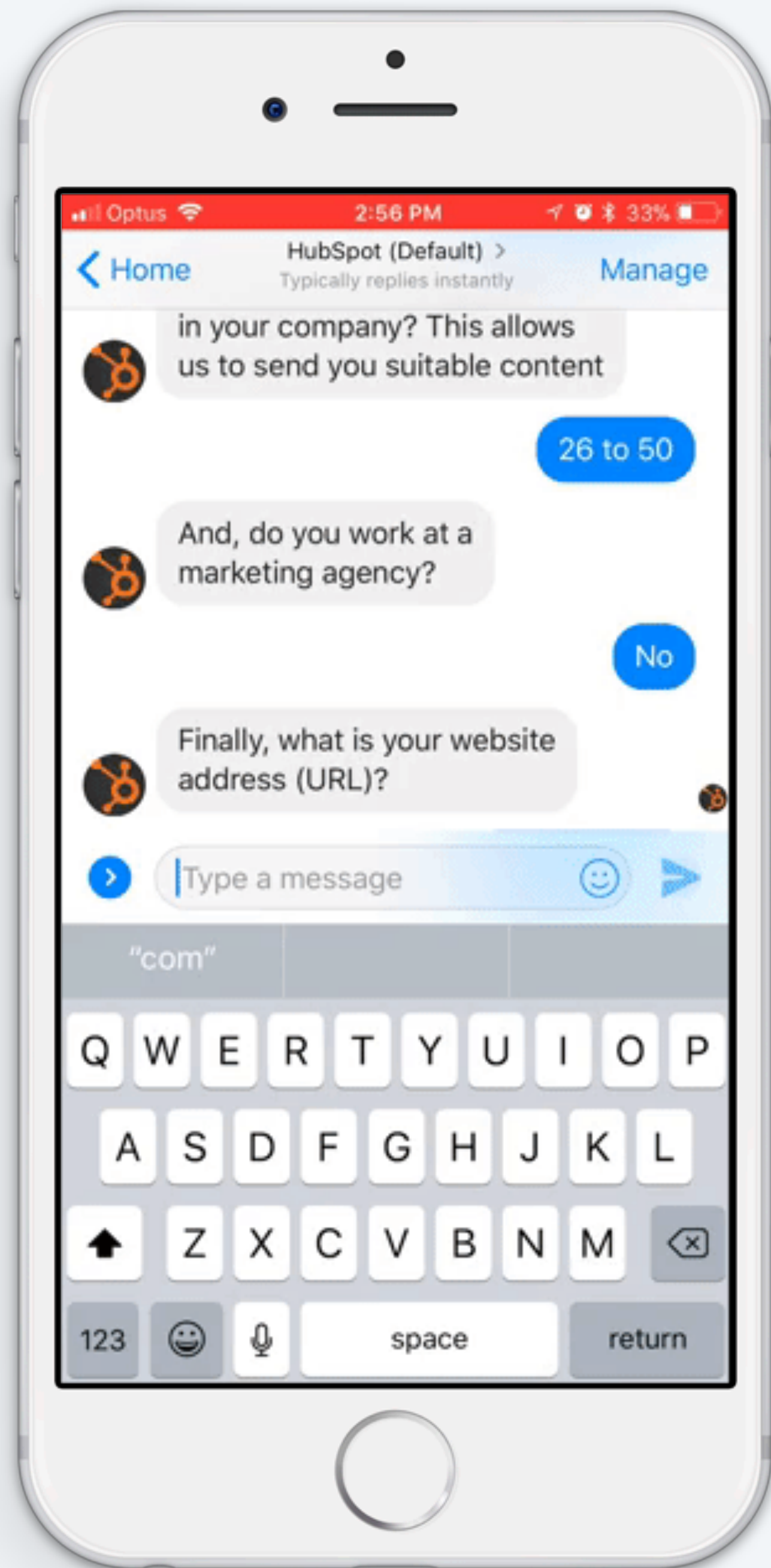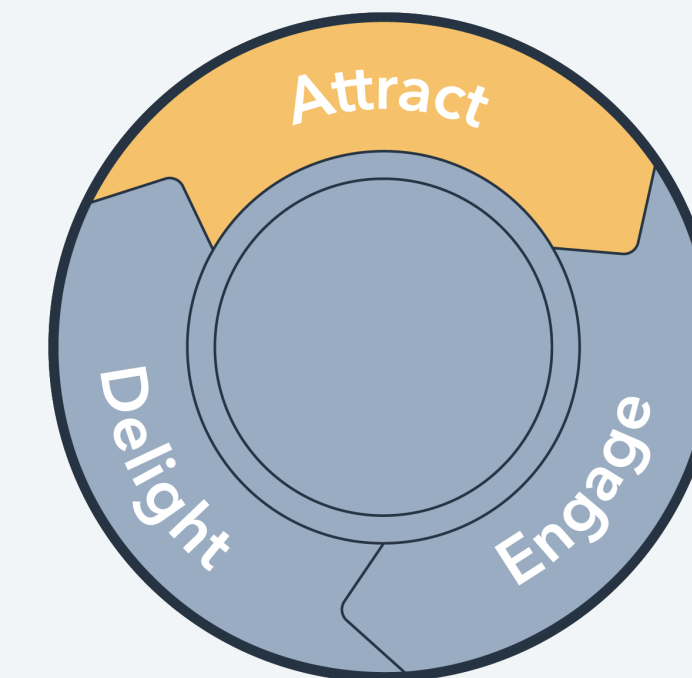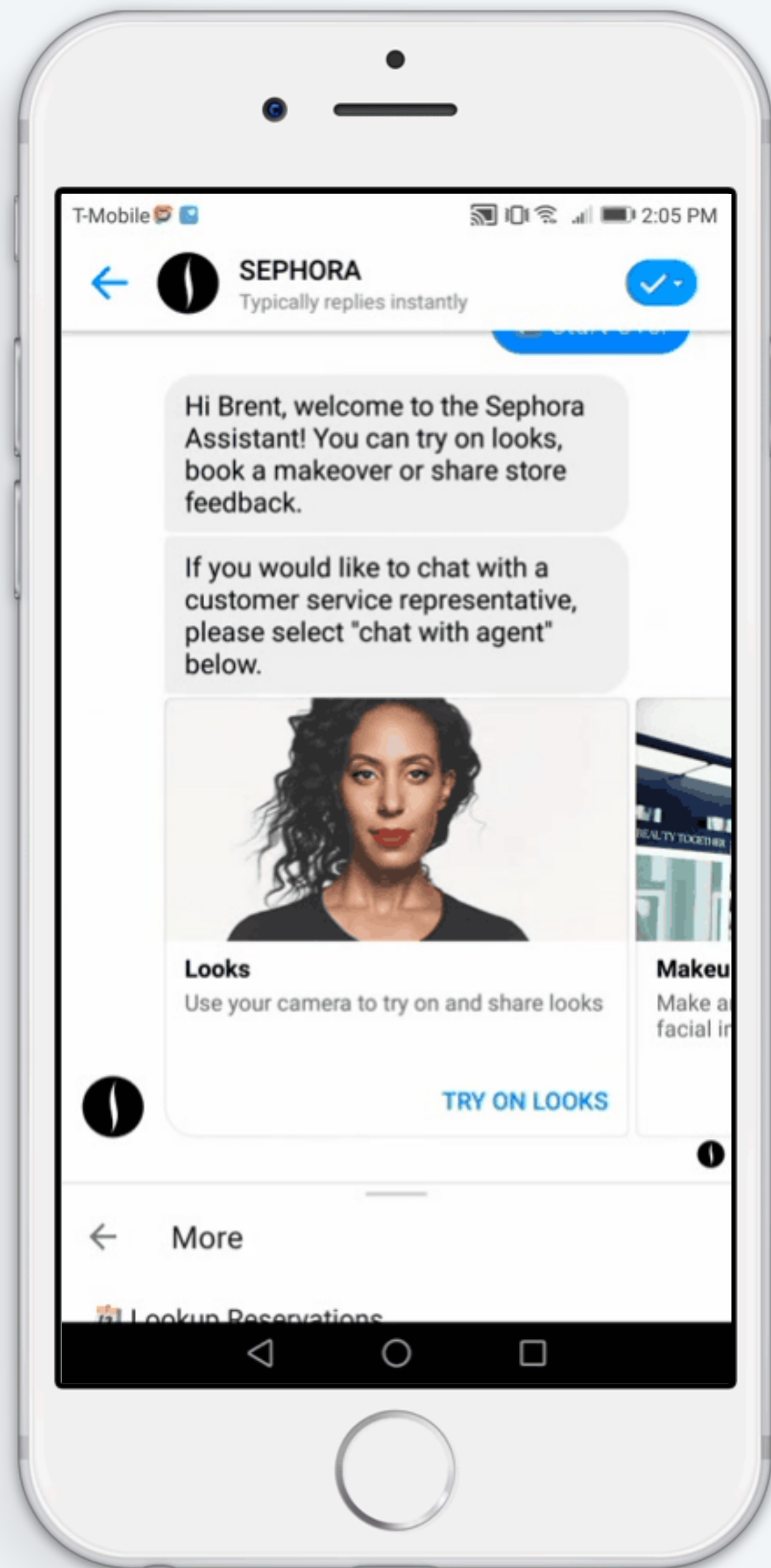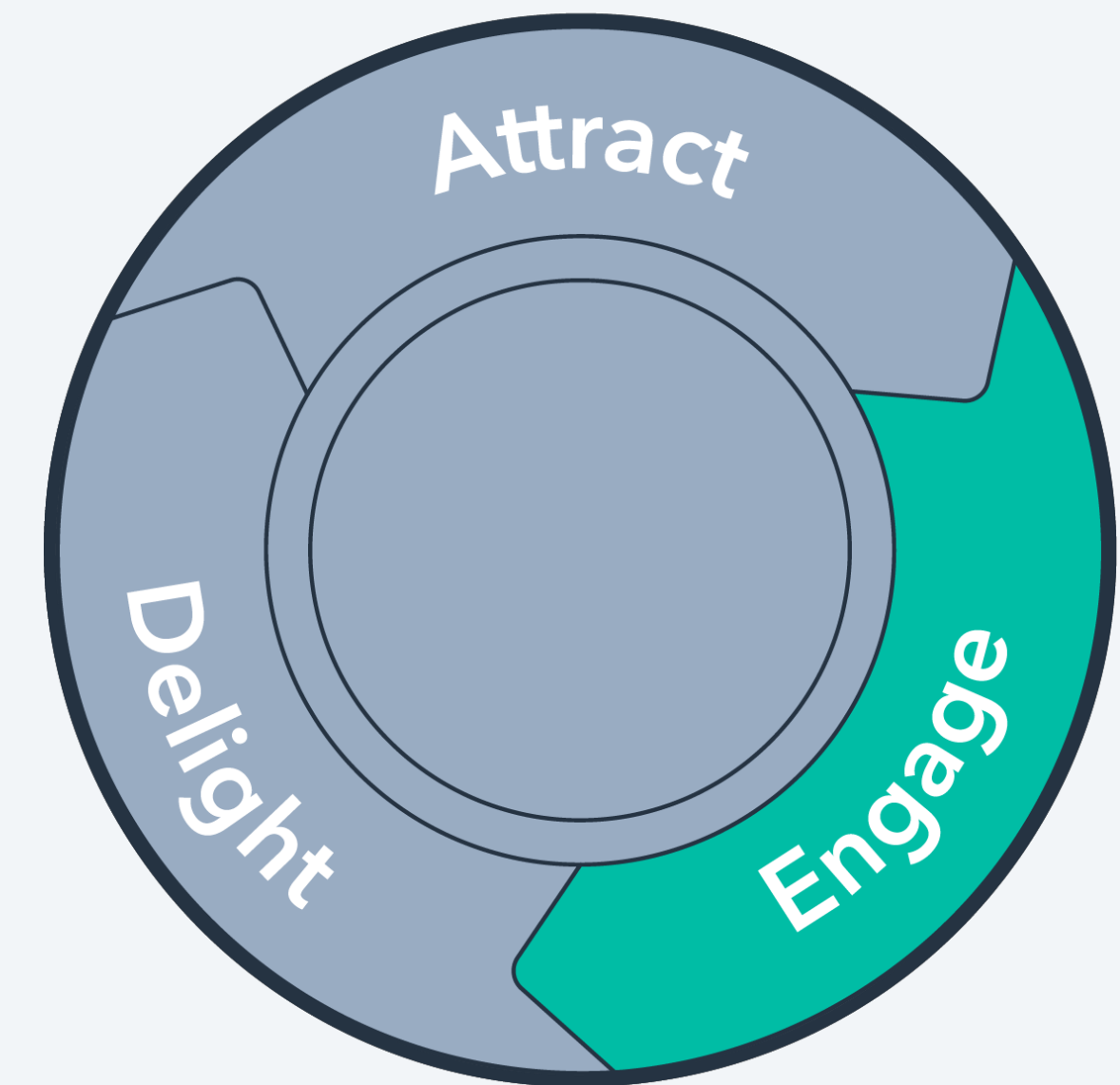
- Share information or content
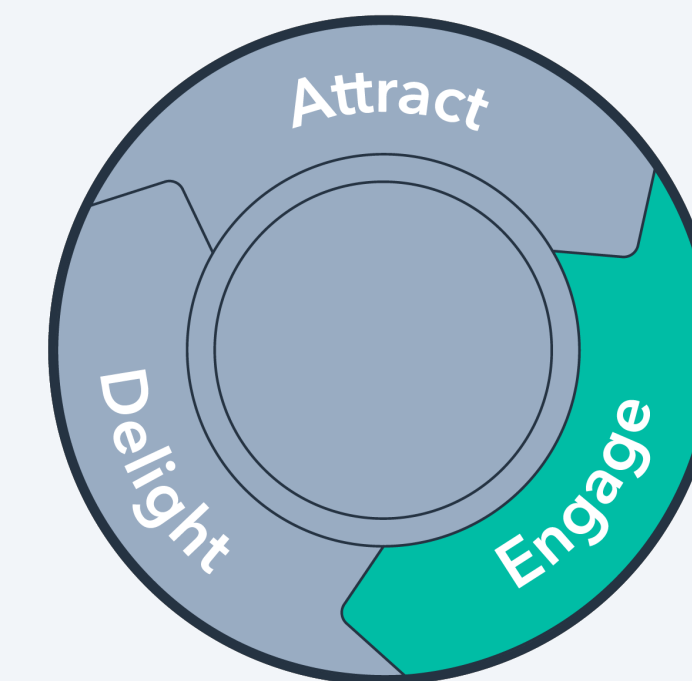- Generate leads
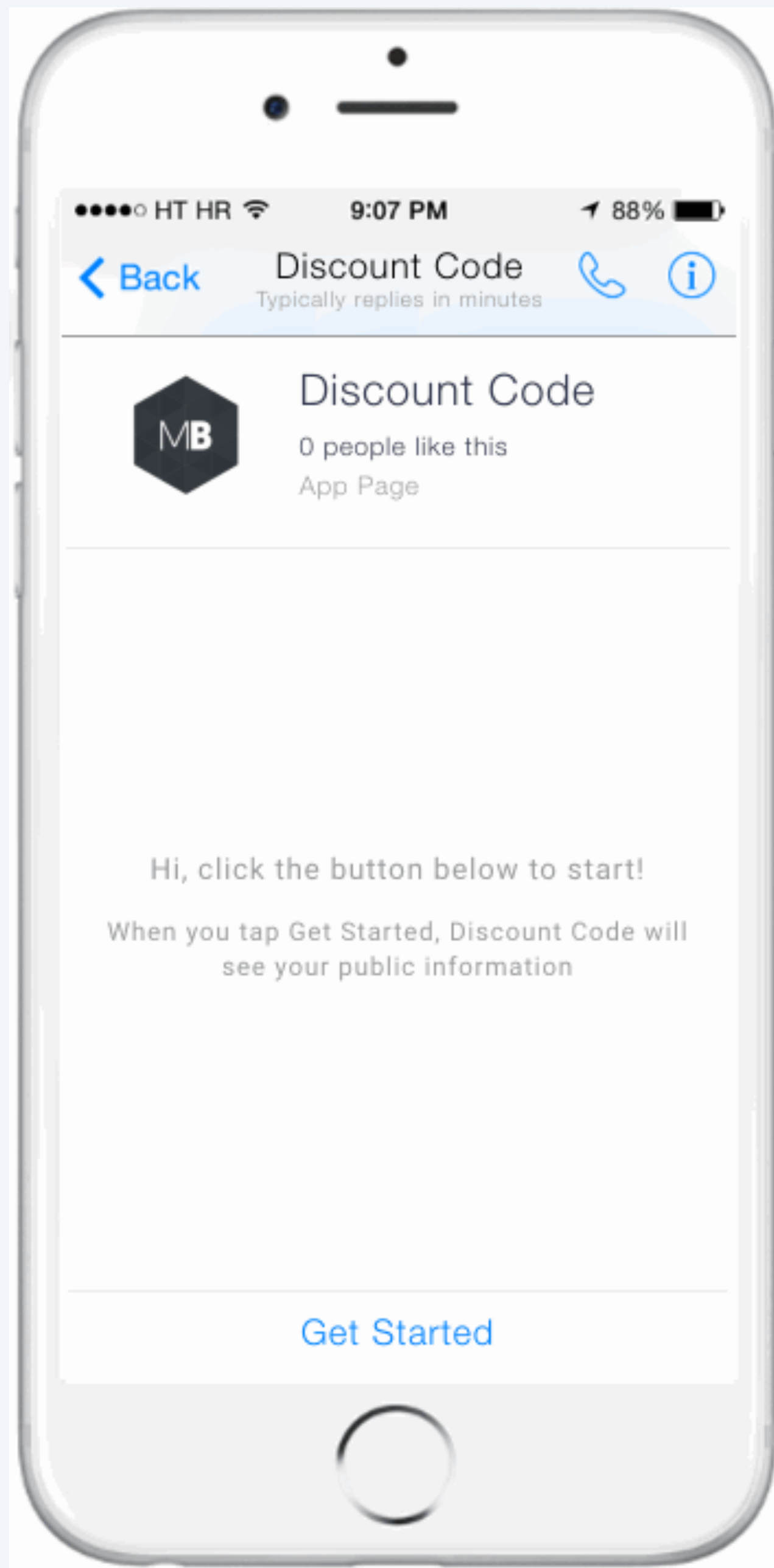- Gather more context

- Share information or content

- Generate leads

- Gather more context

Goals for the 'engage' stage
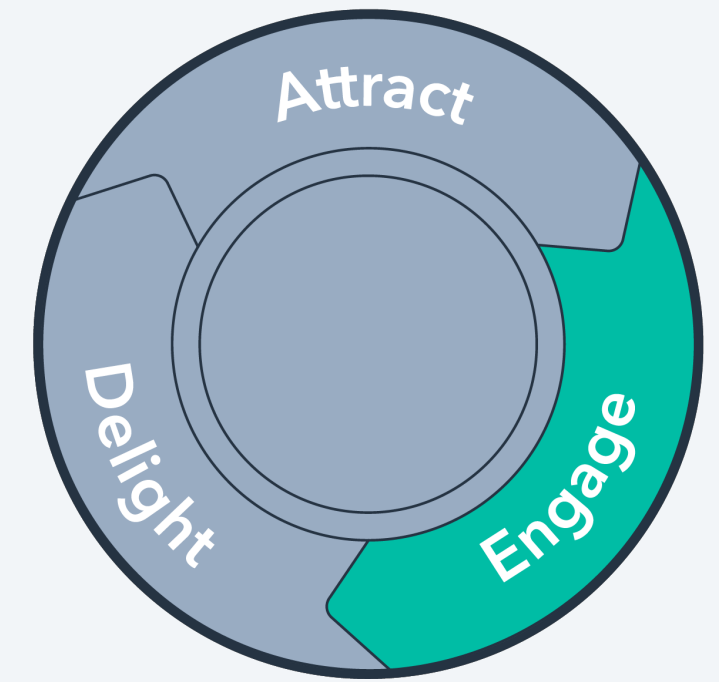
- Nurture leads to MQLs

- Connect with salesperson
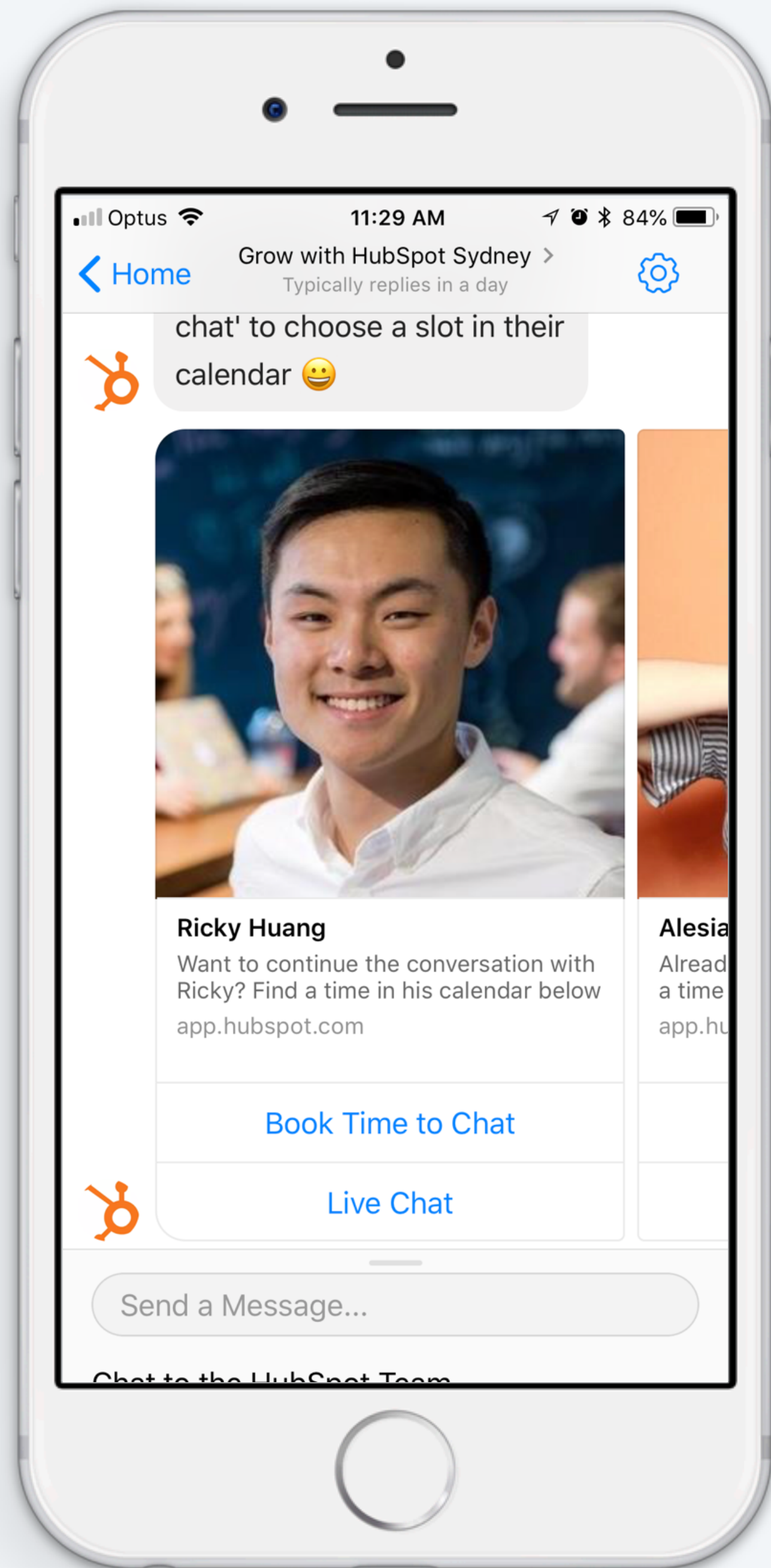
- Complete purchase
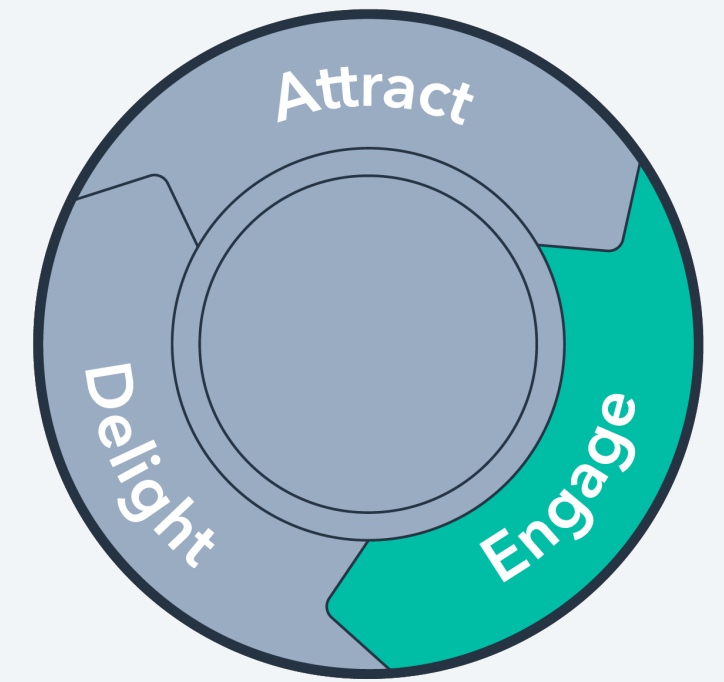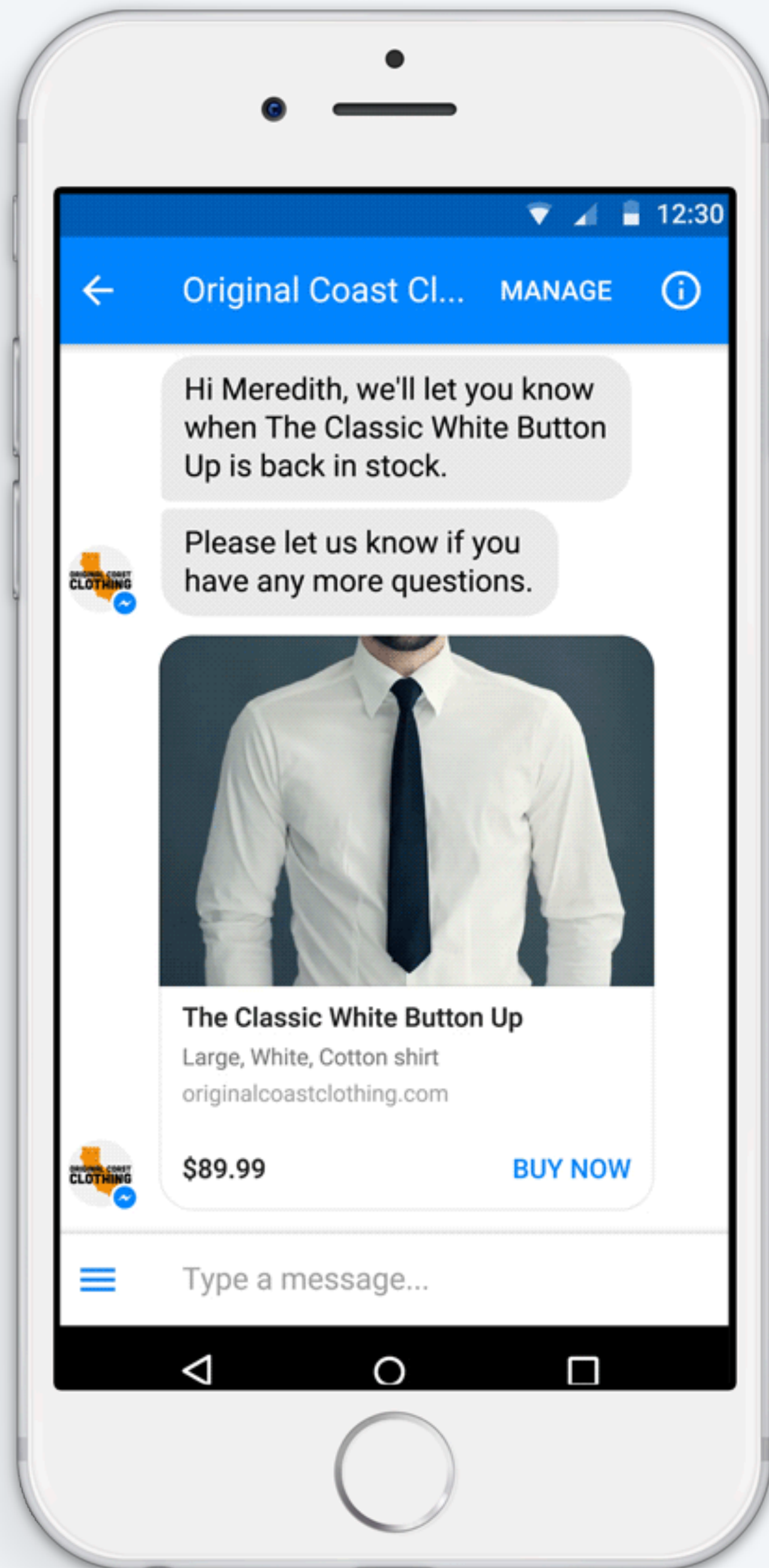
- **Nurture leads to MQLs**
- Connect with salesperson
- Close customers

- Nurture leads to MQLs
- Connect with salesperson
- Close customers

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90%

of companies take **more than 5 minutes** to respond to a sales enquiry

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- Nurture leads to MQLs

- Connect with salesperson

- Close customers

HubSpot

Software ▾   Pricing   Resources ▾   Partners ▾   About ▾

Grow better with the right plan.

All plans are built on top of the free HubSpot CRM.

Chat has the second highest close rate on hubspot.com

| Products & Plans | 25% OFF Growth Suite | Create a Bundle |

⦿ **HubSpot CRM** + ⚡ **Marketing Hub** + ⦿ **Sales Hub** + ♥ **Service Hub**

Our Growth Suite bundle includes all the marketing, sales, customer service software your growing business needs — fully integrated and discounted at 25% off our standalone prices. See bundled pricing details here. ⧉

Want some help understanding our pricing or choosing the right package? I'm here for you.

Starter Growth Suite

Every Starter product bundled together and discounted 25% off standalone prices.

Talk to Sales

Goals for the 'delight' stage

- Improve customer support

- Increase lifetime value

- Remove friction in customer experience
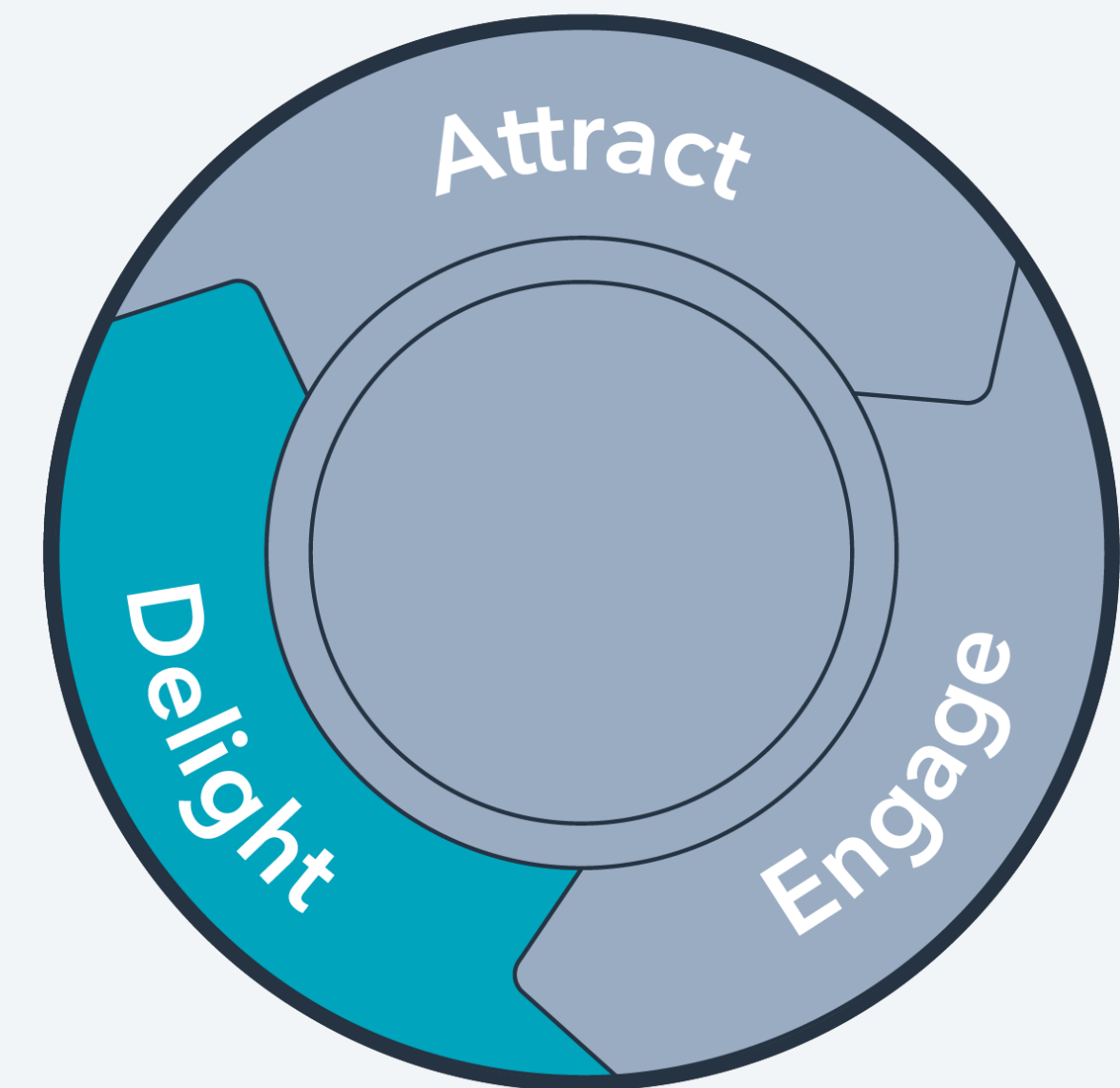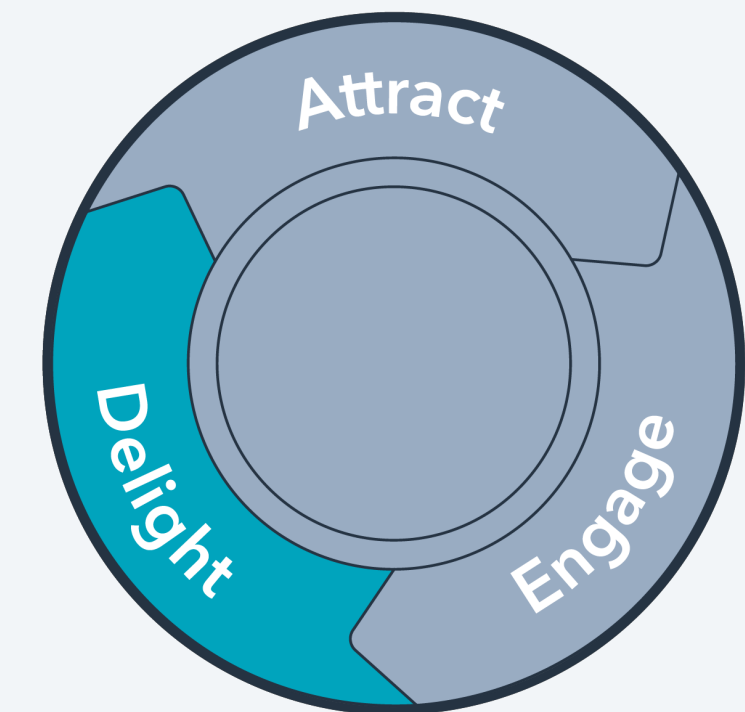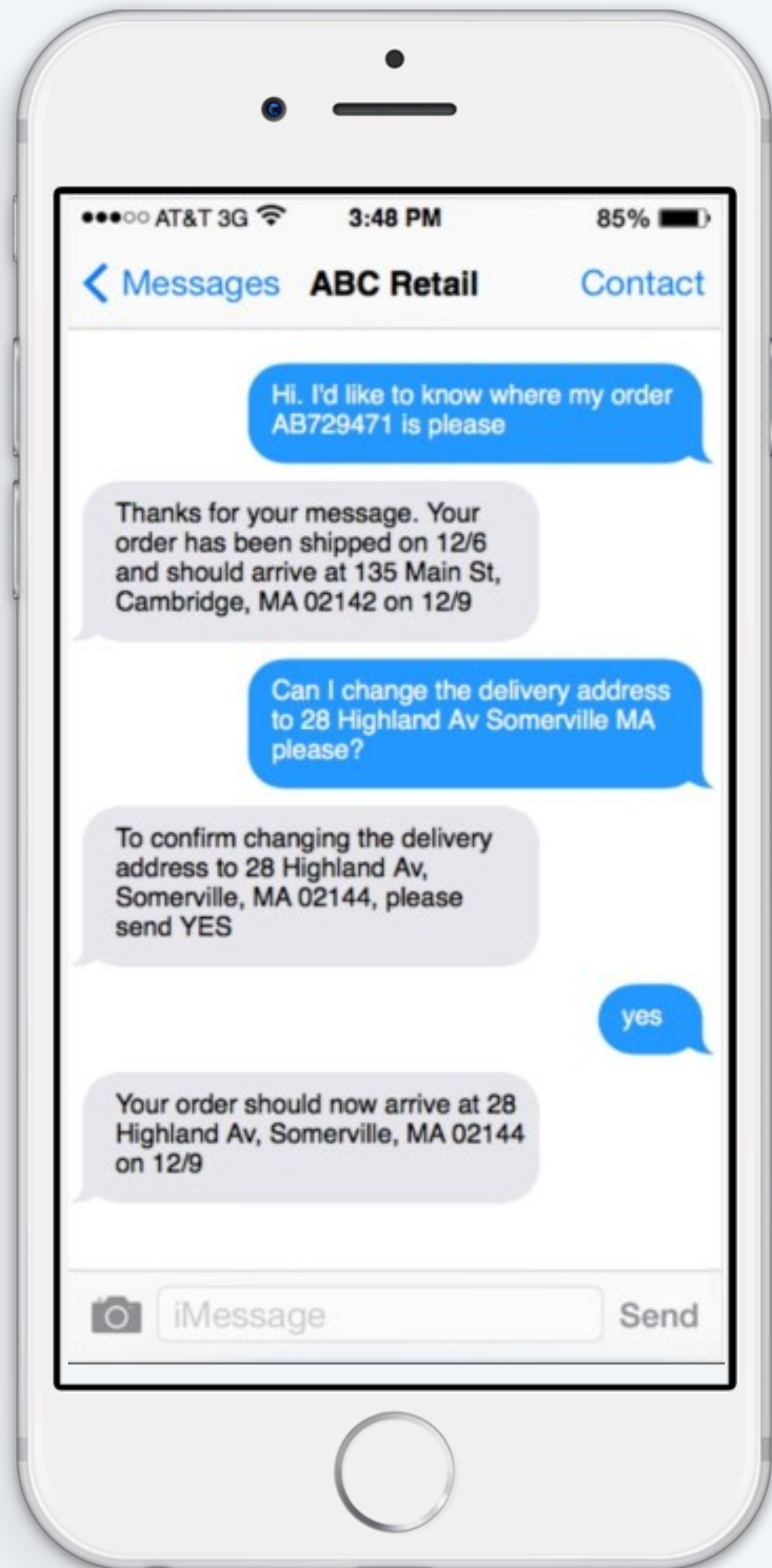
- Improve customer support

- Increase lifetime value

- Remove friction in customer experience

Amongst HubSpot customers, chat is the preferred way to get help

In fact,

10-15%

of the website chats HubSpot receives every month are support related

Help!

Think about how to best help customers looking for support via messaging channels:

- Chatbot for answering FAQs

- Surface articles from knowledge base

- Assign complex cases to chat agents

- Book a meeting if further support is needed
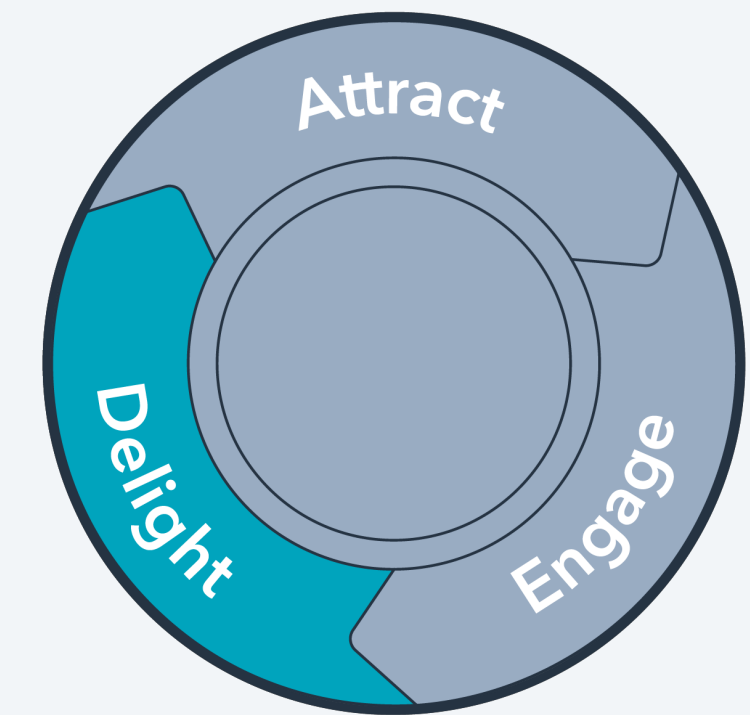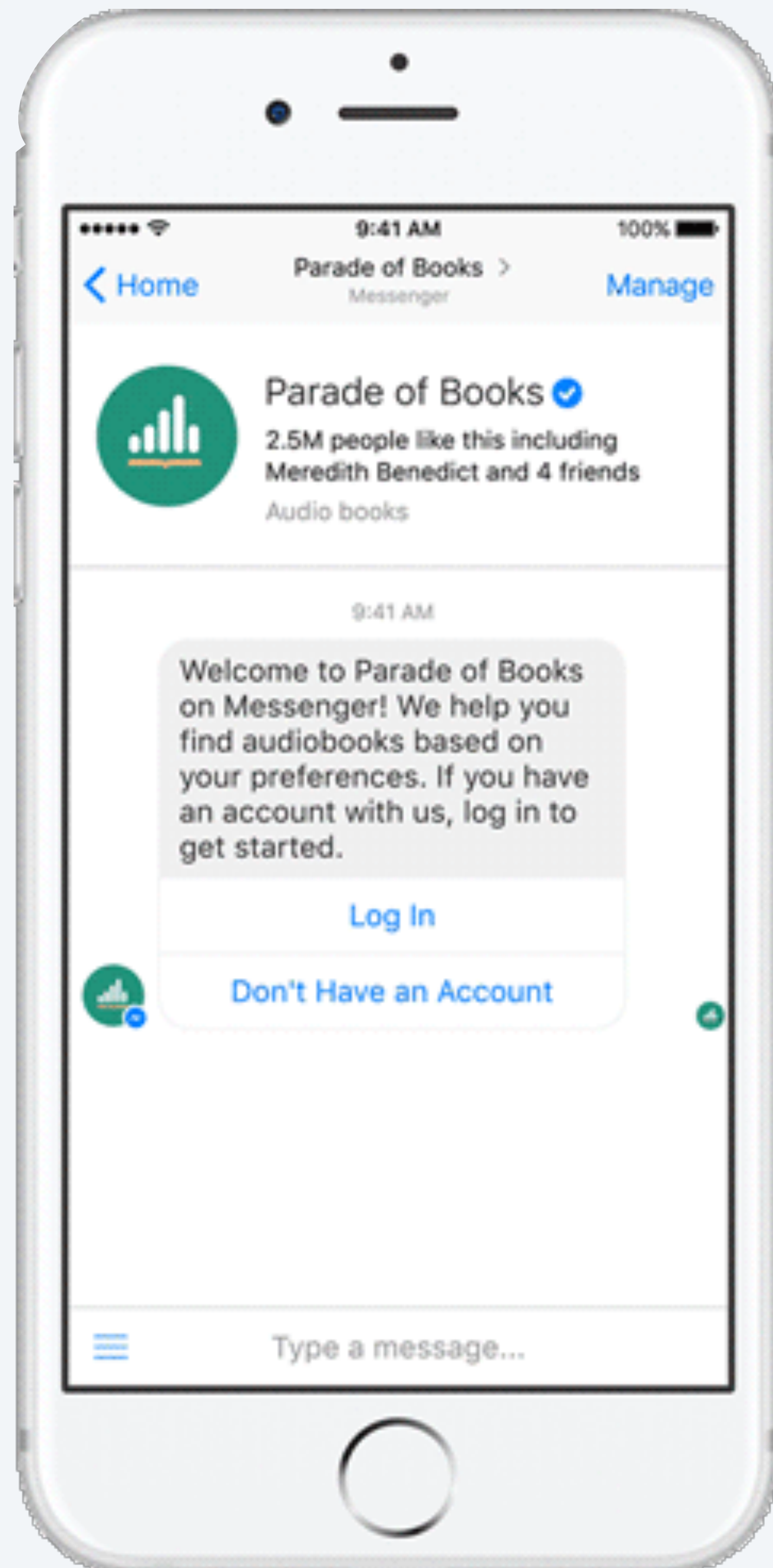
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- Improve customer support

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- Remove friction in customer experience
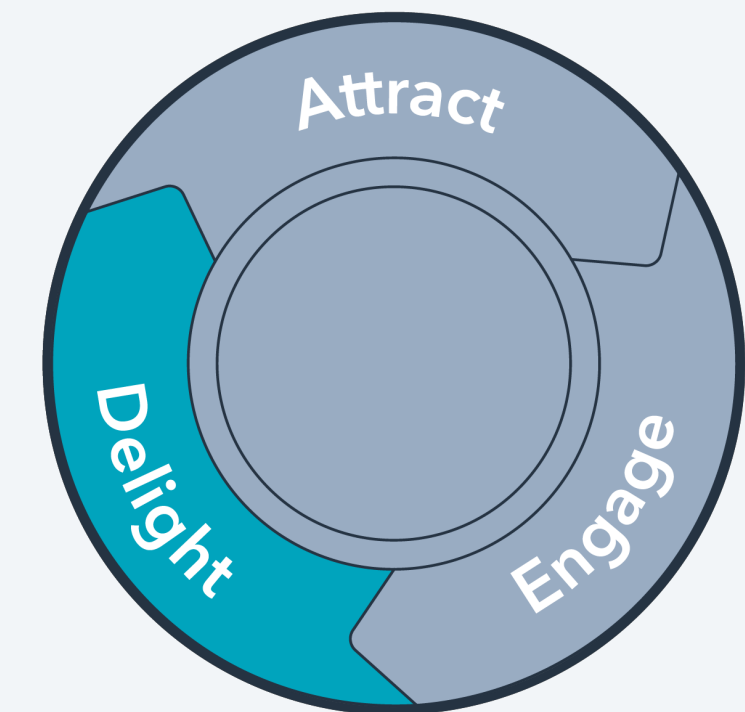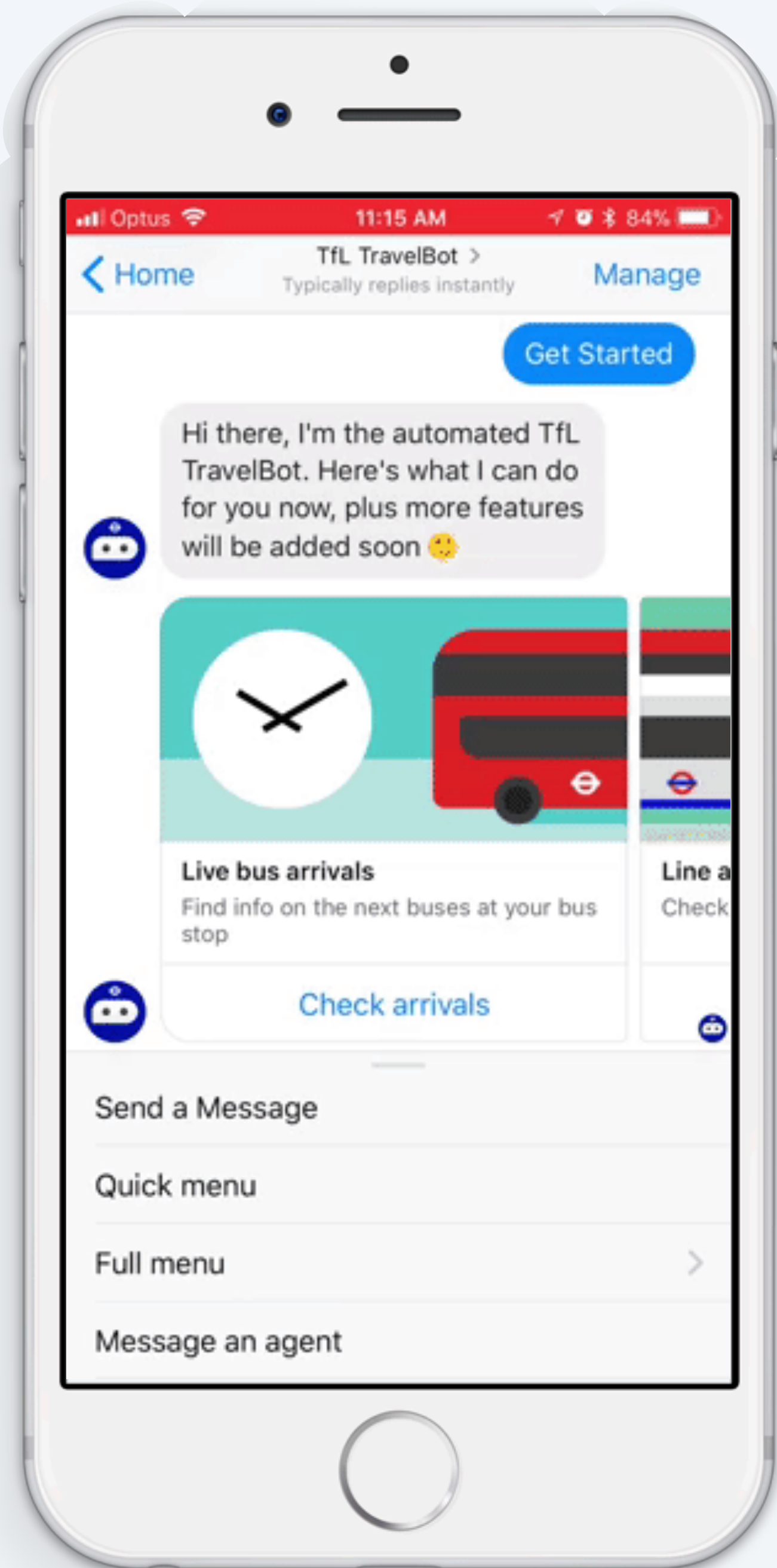
- Improve customer support

- Increase lifetime value

- Remove friction in customer experience

Step #2
Build chat into your existing 'tech stack'

chiefmartec.com Marketing Technology Landscape ("Martech 5000")   April 2019

CRM + Chat =

- ✓ Personalised
- ✓ Helpful
- ✓ Efficient

conversations at scale

Step #3
To bot, or not to bot?

Good use cases for bots...

✓ Automate common interactions

✓ Solve a problem or streamline a process

✓ Remove friction in the customer experience

✓ Add real value to your business

DAN
Online

Hi. I'm the chatbot assistant for Dr. Dan Gardner. How can I help you

Hey, what about your fees!

My fee is $275 for a 45 minute office visit. Payement is due at the time of the visit.

Thanks for helping   Not my question

You are welcome!

Type your messages ...   Send

faqbot.co
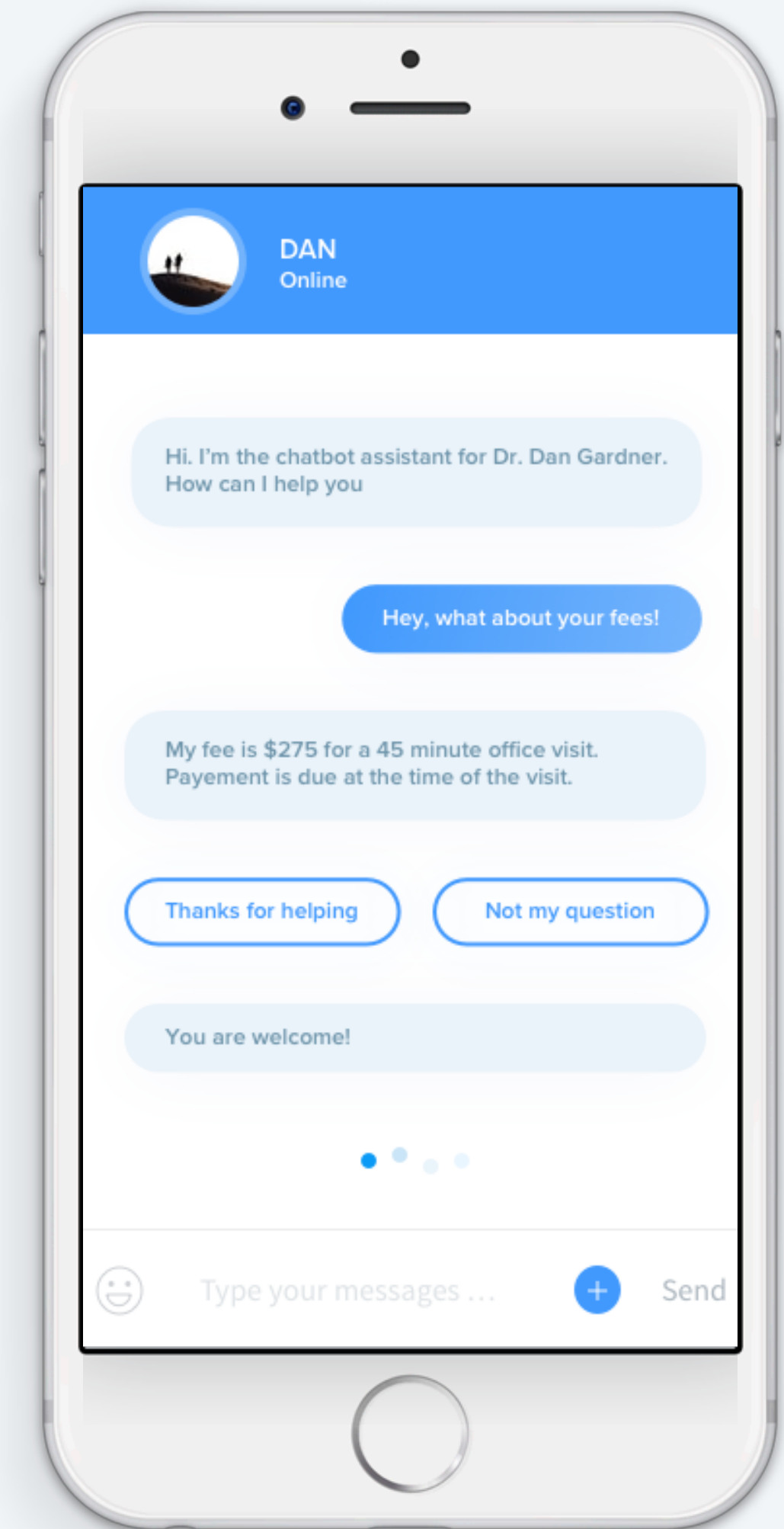
Bad use cases for bots...

✗ Redirect user to another channel

✗ Complex, unpredictable interactions

✗ Adding friction to customer experience

Which is the best cafe in Mumbai?

10:32 am

Let me find it. Give me 2-3 minutes 🕐

10:32 am
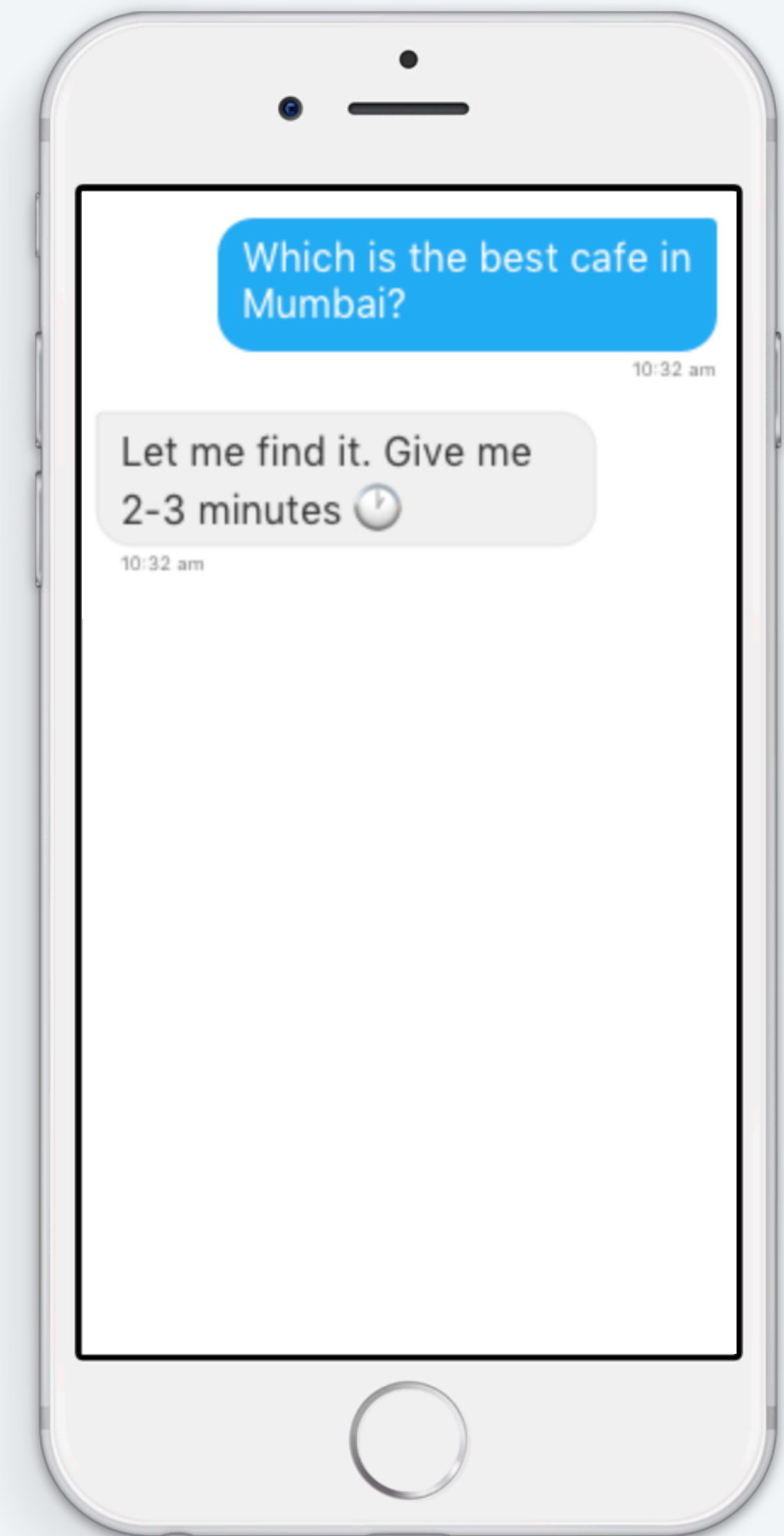
Step #4
Choose the channel / tool

Messenger   WhatsApp   Slack   Onsite Chat

Things to consider…

✓ Can it help you meet your goal?

✓ Is it a channel your audience uses?

✓ Can it integrate with your CRM?

✓ Will you need dev support to build it?

✓ Is it easy for teams to adopt across your business?

Step #5
Segment your audience

Strangers

Attract

Prospects

Promoters

Delight

Engage

Customers

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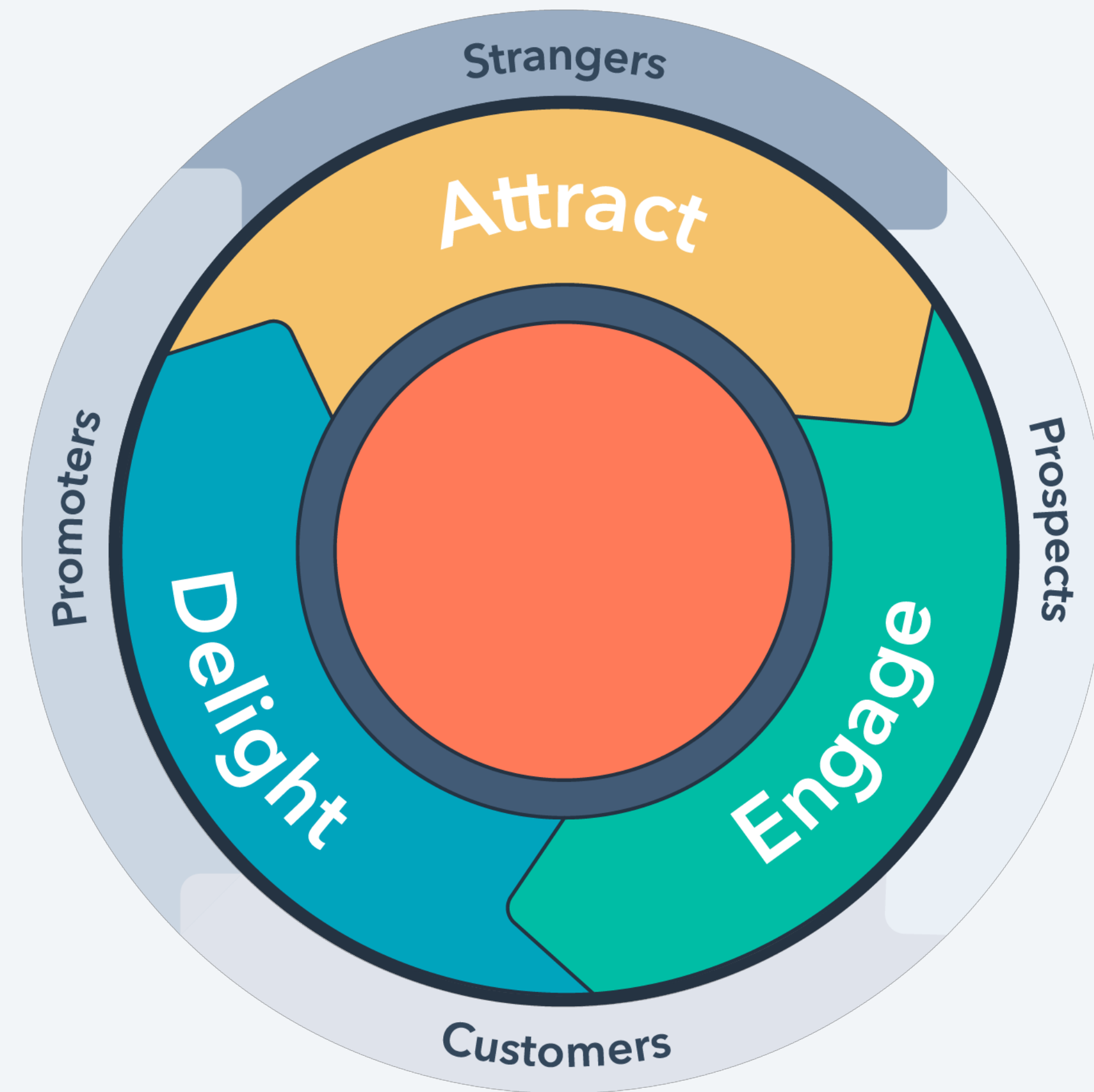
Why segment your audience?

- Controls demand

- Ensures only the intended people can engage

- Improves customer experience
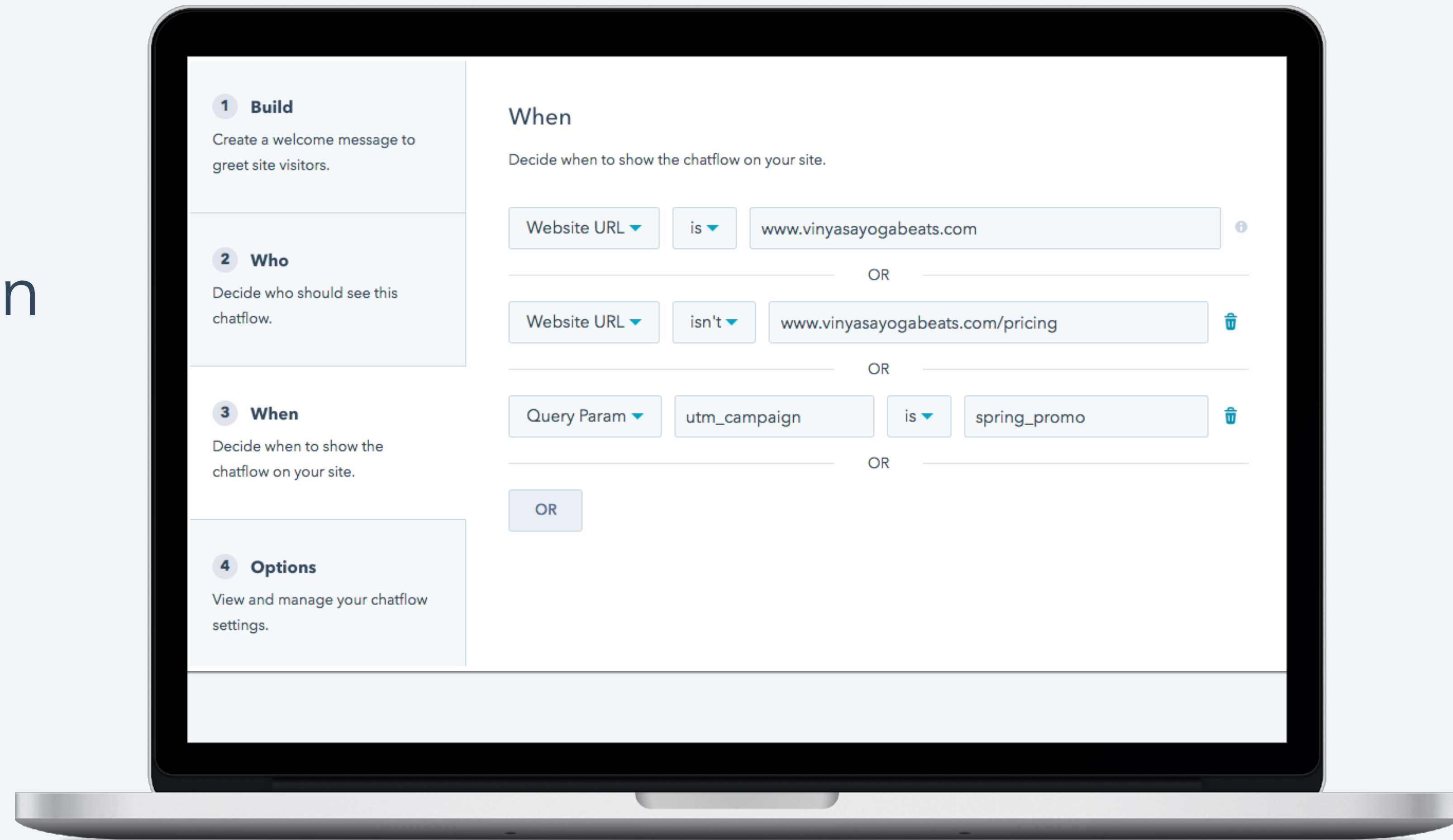
Step #6
Plan to drive demand
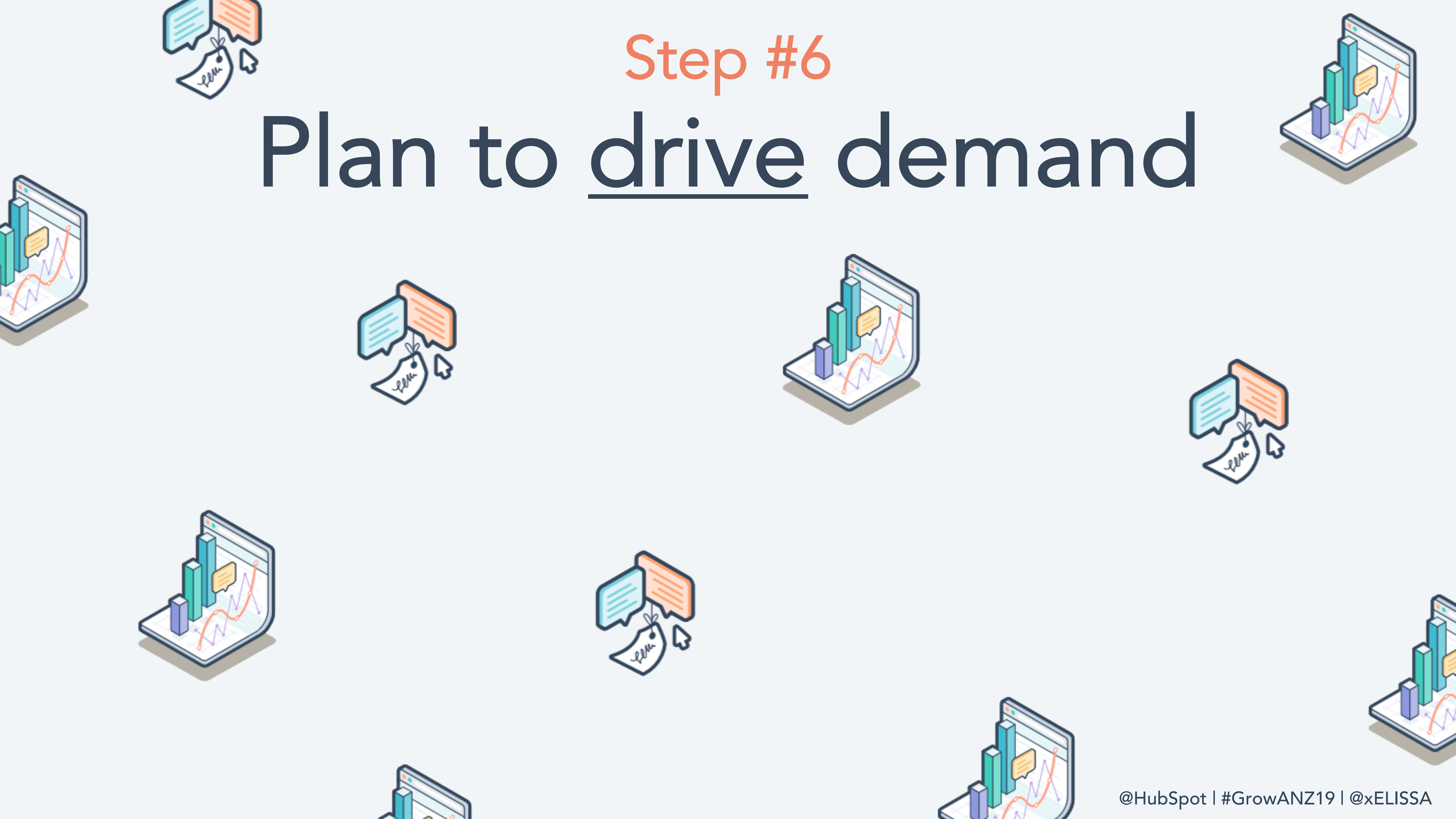
Onsite chat

Stage in Flywheel	Goal	Source of Demand
Attract	Generate leads	Blog
Convert	Connect with salesperson	Pricing page Product page
Delight	Improve customer support	FAQs page Knowledge base

Offsite chat
Using Messenger as the example...

Stage in Flywheel	Goal	Source of Demand
Attract	Generate leads	Messenger Ads

Offsite chat
Using Messenger as the example…

Stage in Flywheel	Goal	Source of Demand
Attract	Generate leads	Messenger Ads
Convert	Connect with salesperson	Retargeting via Messenger Ads

Offsite chat
Using Messenger as the example…

Stage in Flywheel	Goal	Source of Demand
Attract	Generate leads	CTAs on your website Messenger Ads
Convert	Connect with salesperson	Retargeting via Messenger Ads
Delight	Improve customer support	'Send message' button on Facebook page

Step #7
Plan to <u>meet</u> demand

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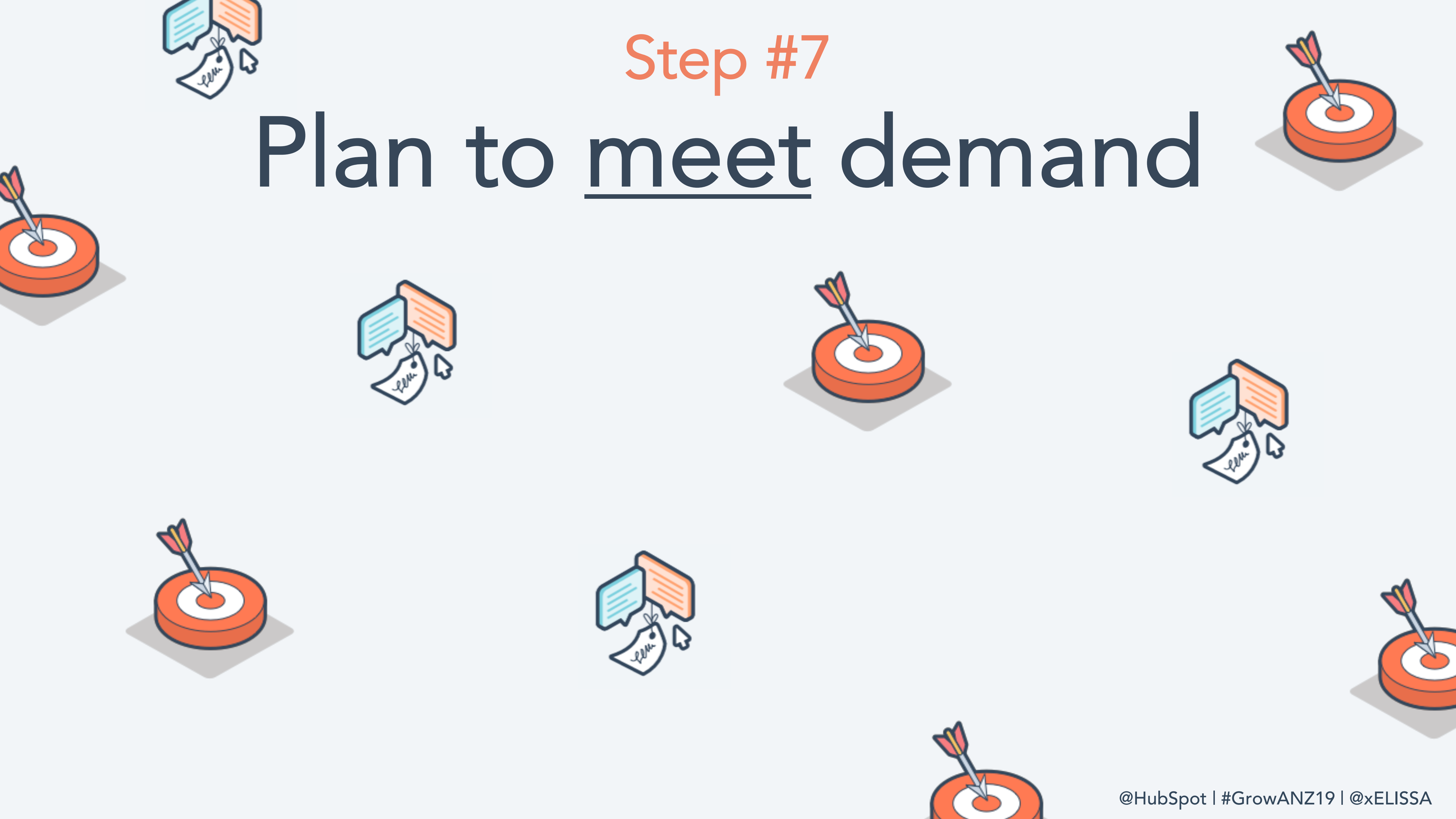
What's worse than not having chat?

Not responding to it!

Don't be one of those companies...

Chat Session Queued.

All of our product experts are currently unavailable. One will be with you as soon as possible.

All of our product experts are currently unavailable. One will be with you as soon as possible.

All of our product experts are currently unavailable. One will be with you as soon as possible.

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Tips for Meeting Demand via Chat

- Start small

- Estimate demand based on traffic / ad spend and staff accordingly

- Consider office hours and time zones

- Plan for anything that may increase demand for a certain period of time

- Train your staff thoroughly

If you only remember three things...

1

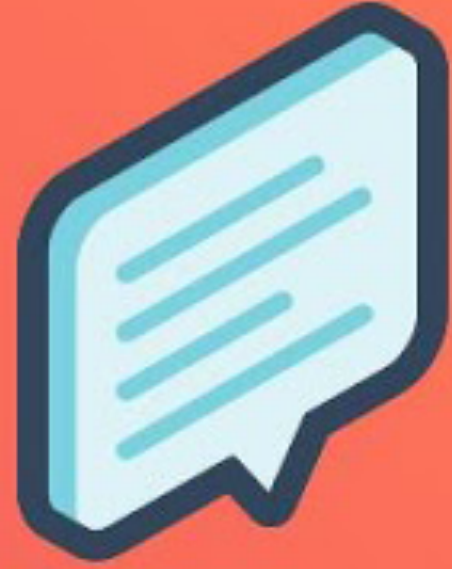Define your goal. What friction point can you remove?

2

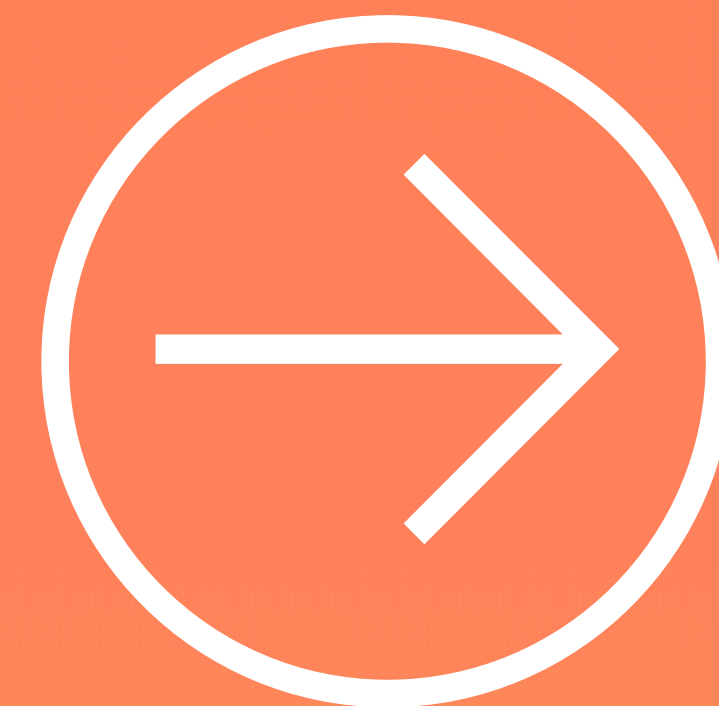Pick the best tool for the job and integrate it with your current systems.

3

Plan to meet the demand, or you'll make things worse!

Thank you!

NEXT UP →

Still to come...

1:20 - 1:50

Grow Better Panel: Attract, Engage, Delight: Building an (Employer) Brand That People Love

Keynote Room

A Model for Success: Atlassian's Research on Building High Performing Teams

Breakout Room 3, Mezzanine Level

2:00 - 2:30

HubSpot Customer of the Year Award

Keynote Room

A Closing Conversation: Lessons in Leadership, Resilience, and Forging Your Own Path

Olivia Ruello
CEO

Ronni Kahn AO
Founder & CEO

Sabrina Bethunin
Co-Founder & CEO

Business Chicks

OZHARVEST

made Comfy

NETWORKING LUNCH