How to Build a Conversational Strategy

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HubSpot ANZ

Today's Agenda

1) What is a Conversational Strategy and Why Bother?
2) Tips for Implementing a Conversational Strategy

Conversational Strategy

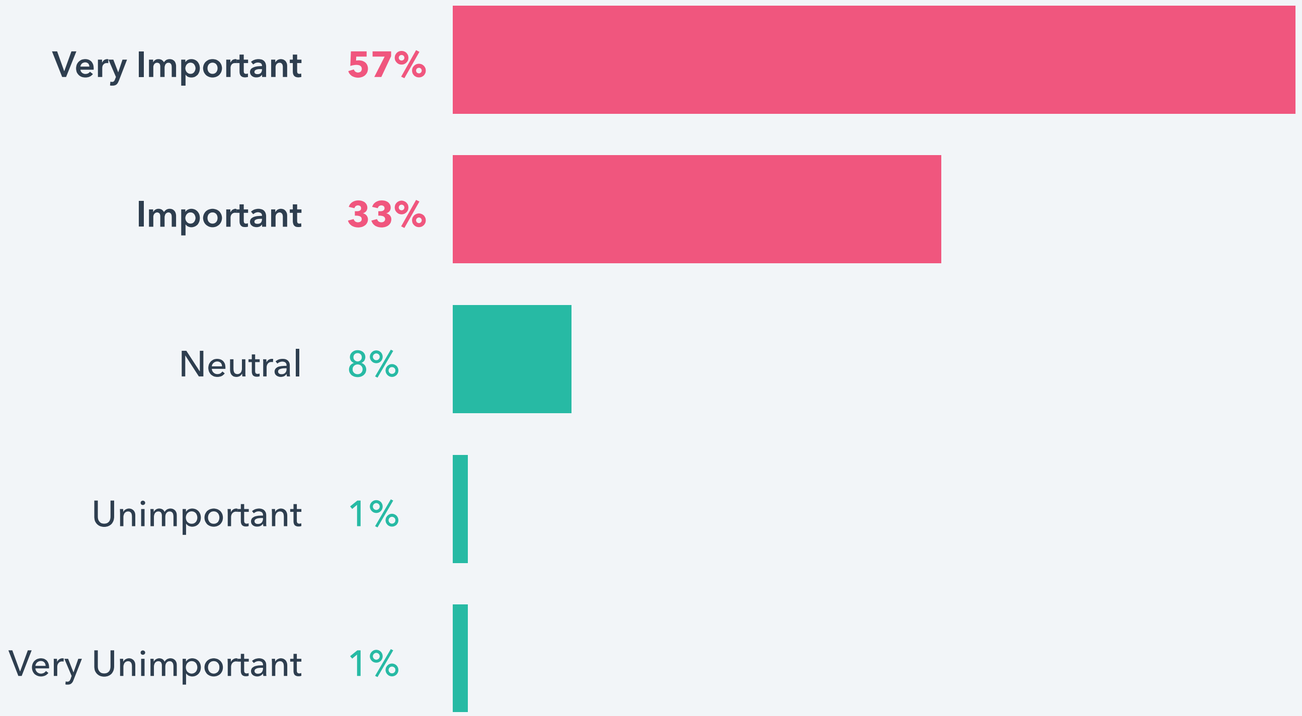
What's the big deal?

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?



Base: 1,000 consumers in the US, UK, Australia, and Singapore
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

Things have become more…

Immediate.

Urgent.

Now-obsessed

They want you always on.

Always there.

Always knowing who they are.

Always ready to help.

Most businesses are falling behind 😬

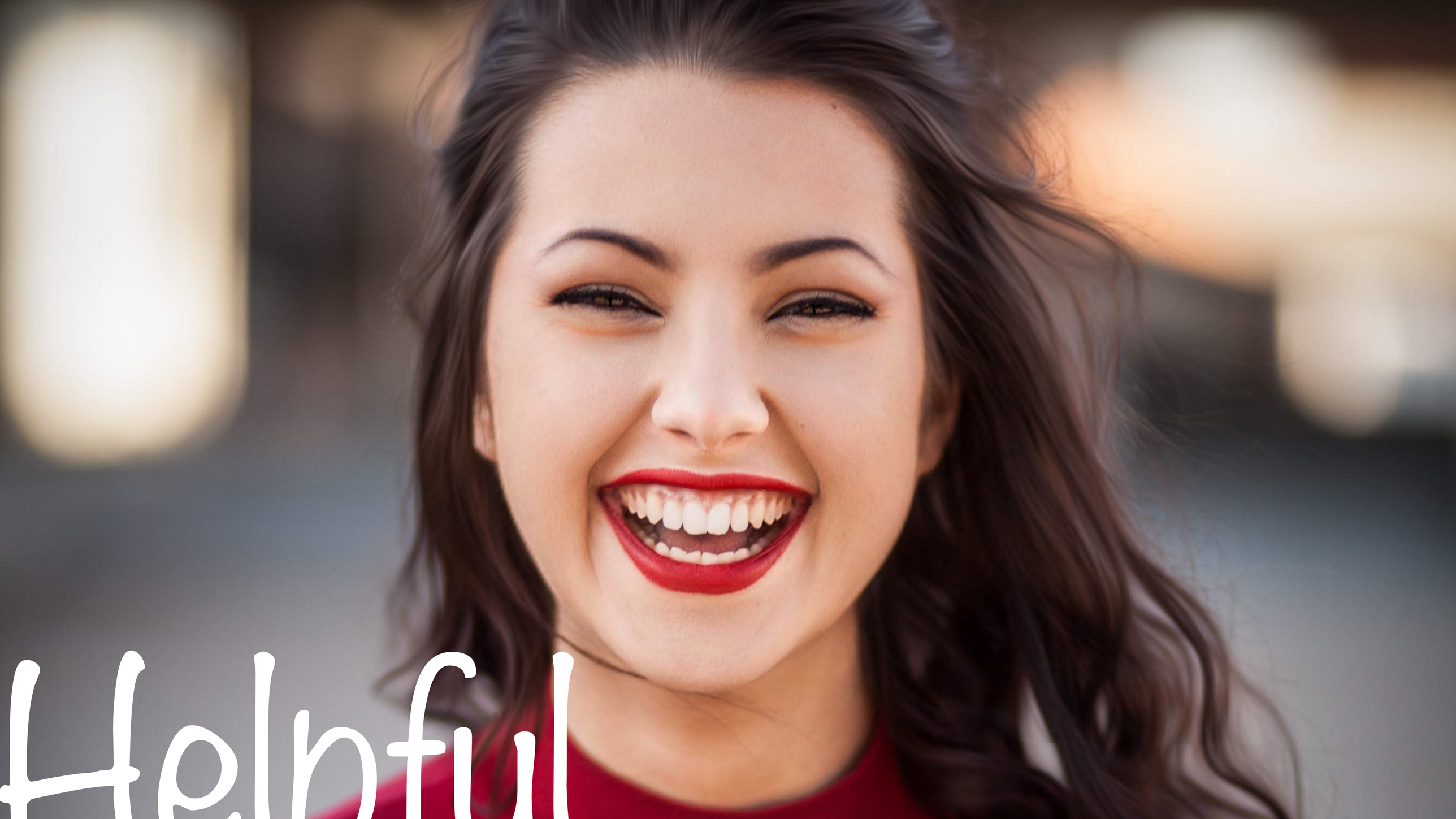
89%

of consumers would like to use messaging to communicate with businesses

Base: 6,000 consumers in seven countries
Source: Twilio Global Mobile Messaging Consumer Report 2016

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

Base: 6,000 consumers in seven countries
Source: Twilio Global Mobile Messaging Consumer Report 2016


Helpful

Personal

Authentic
THIS WORLD
FULL of HOPE
BEGIN TO
PROCEED

Like this…

Messenger

This is conversational marketing

This is conversational marketing sales

This is conversational

marketing

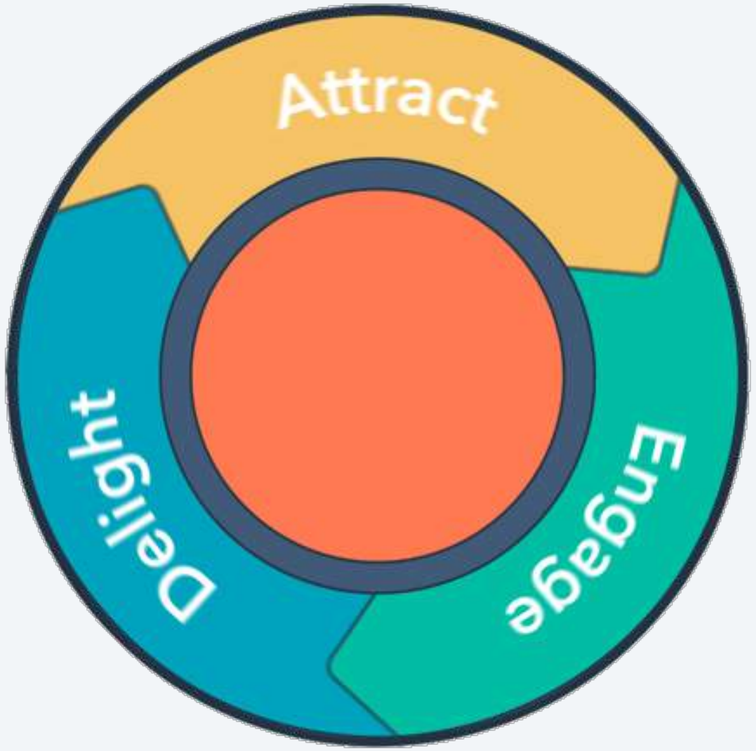
sales

customer service

Tips for Implementing a Conversational Strategy

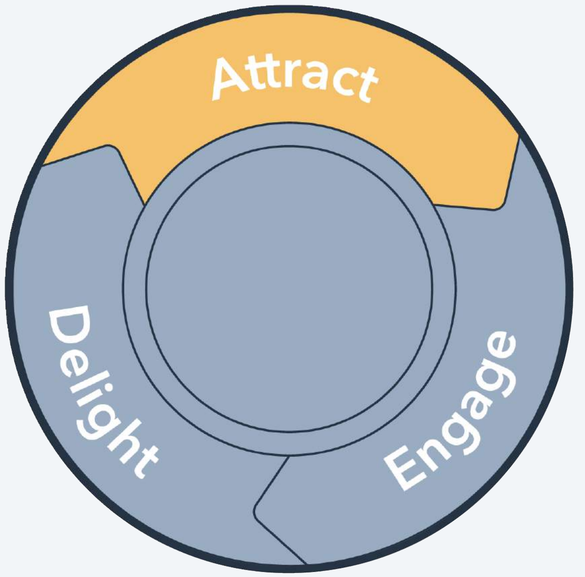
Step #1

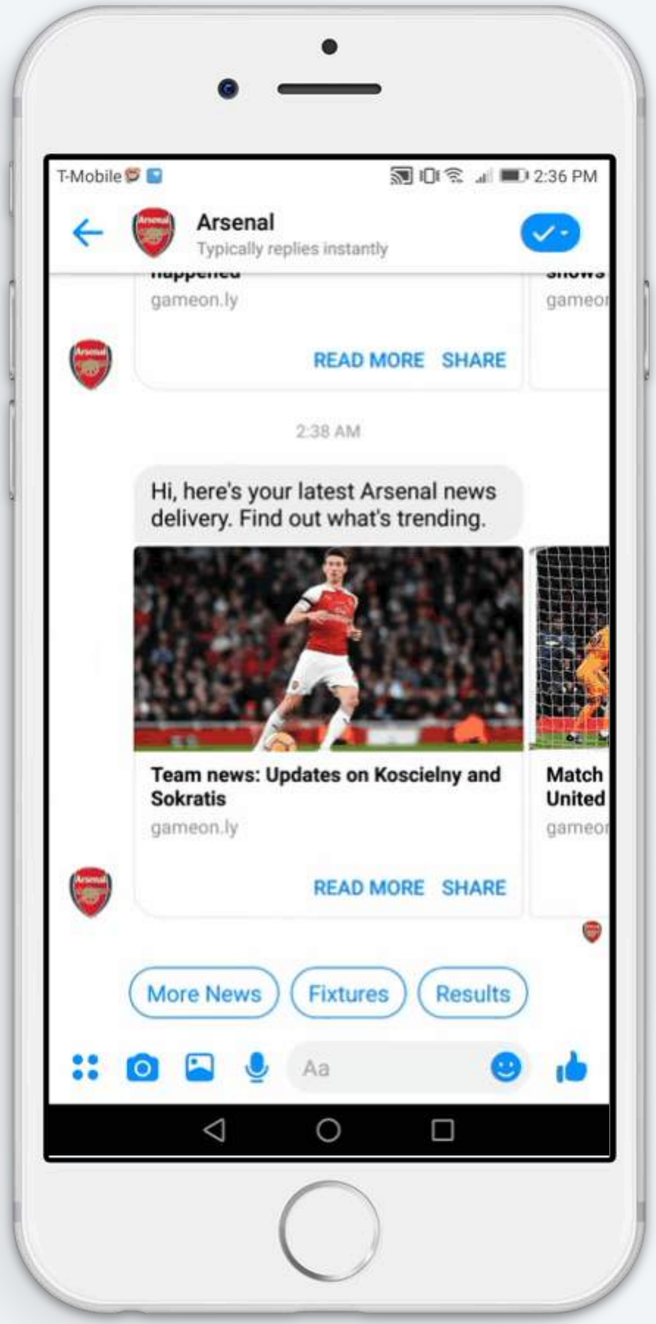
Define your goal

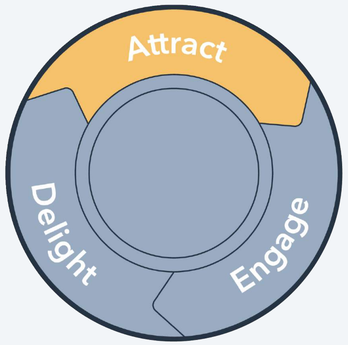


Goals for the ‘attract’ stage

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

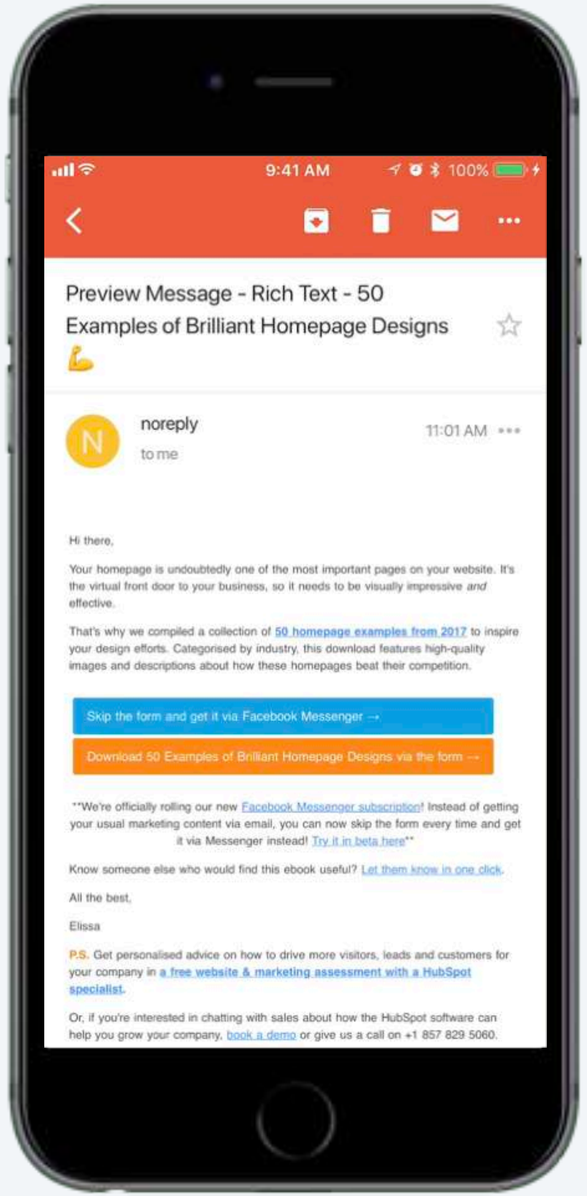




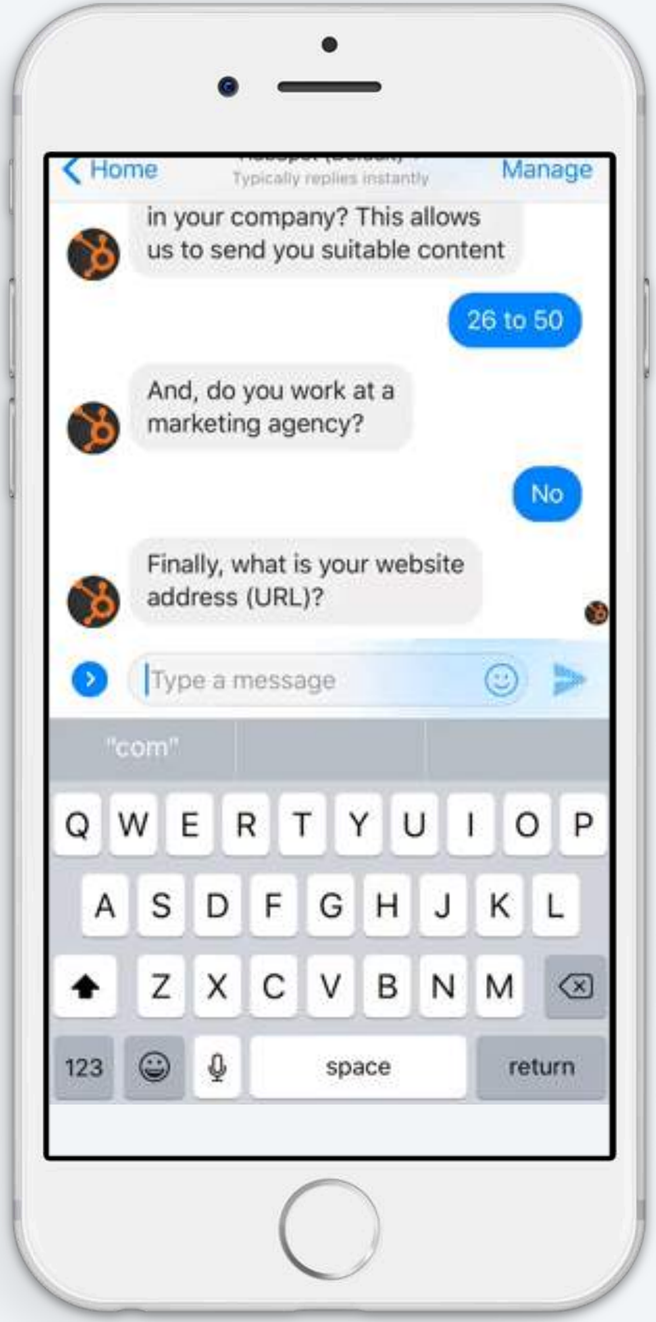


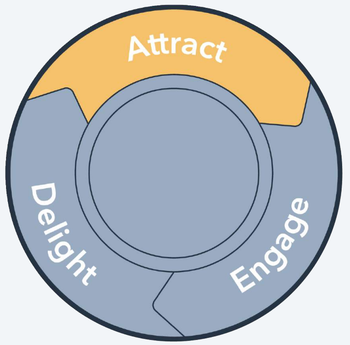
- Share information or content
- Generate leads
- Gather more context

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%





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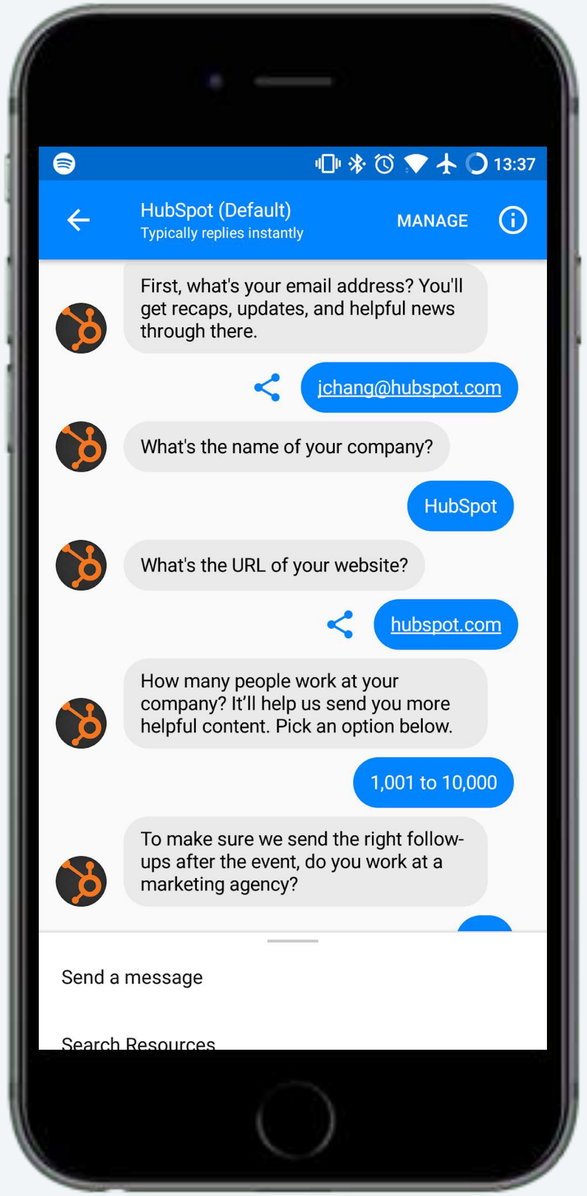
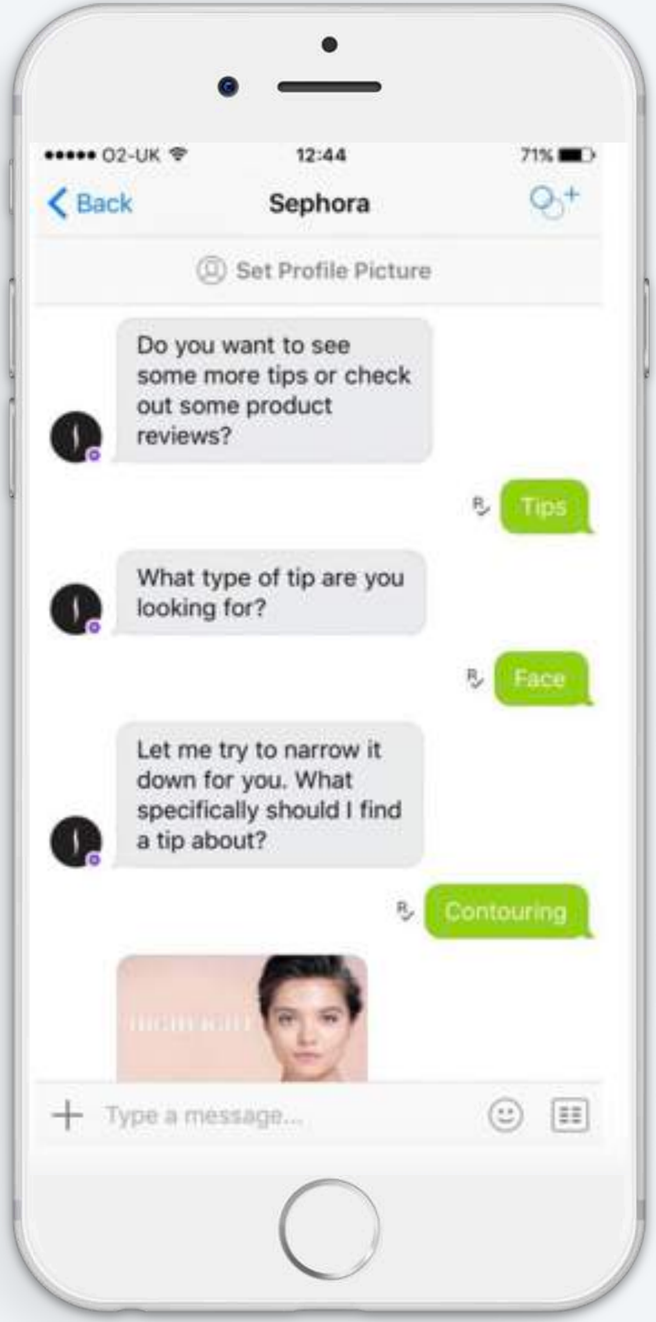
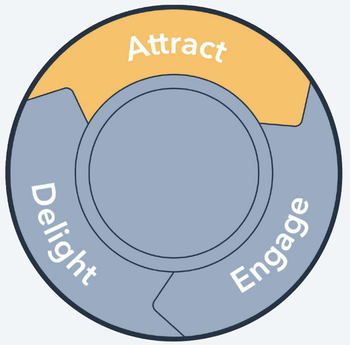
PAID LEAD GENERATION



	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%





- Share information or content
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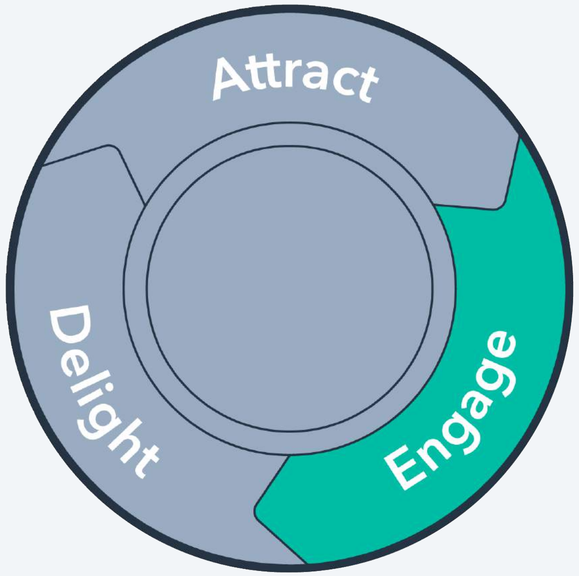
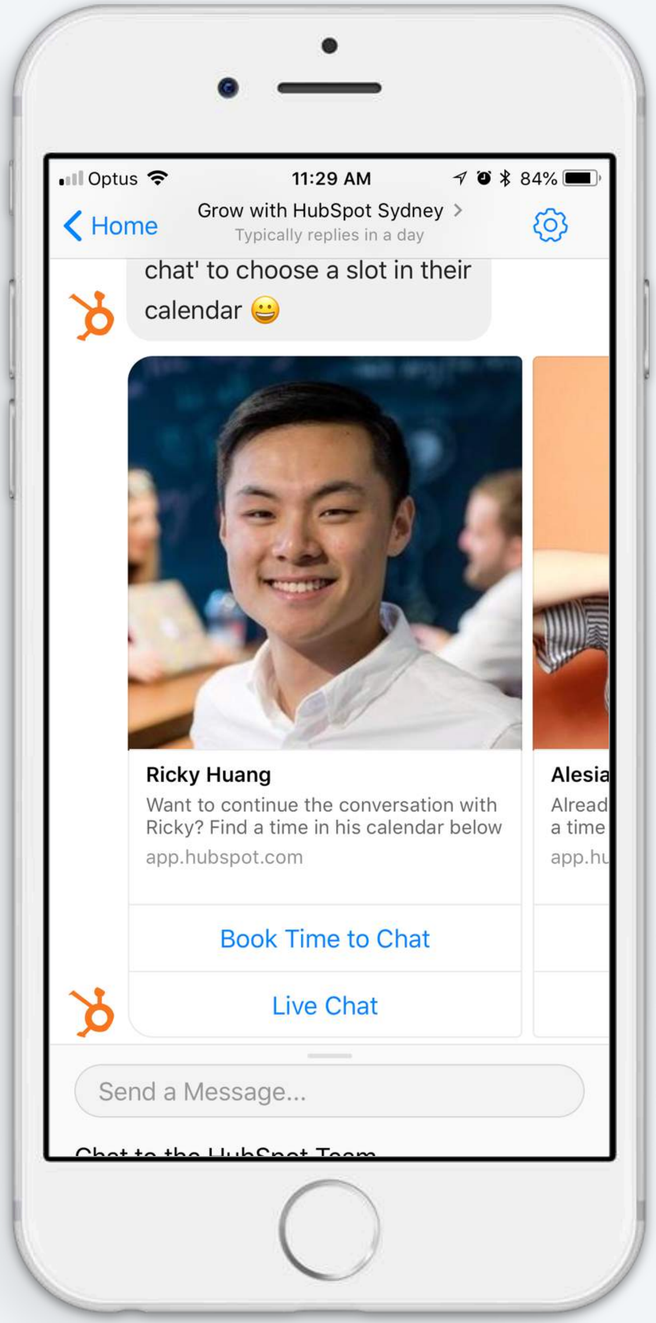
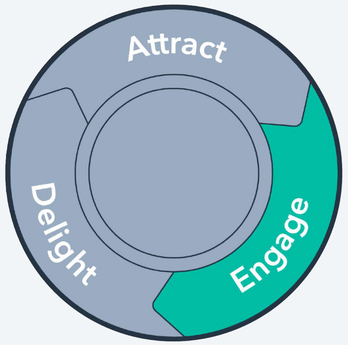
- Gather more context

Goals for the ‘engage’ stage

- Connect with salesperson
- Complete purchase







- Connect with salesperson
- Close customers

35% - 50%

The number of sales which go to the vendor who responds first

Base: 512 B2B companies
Source: Drift Lead Response Report 2018

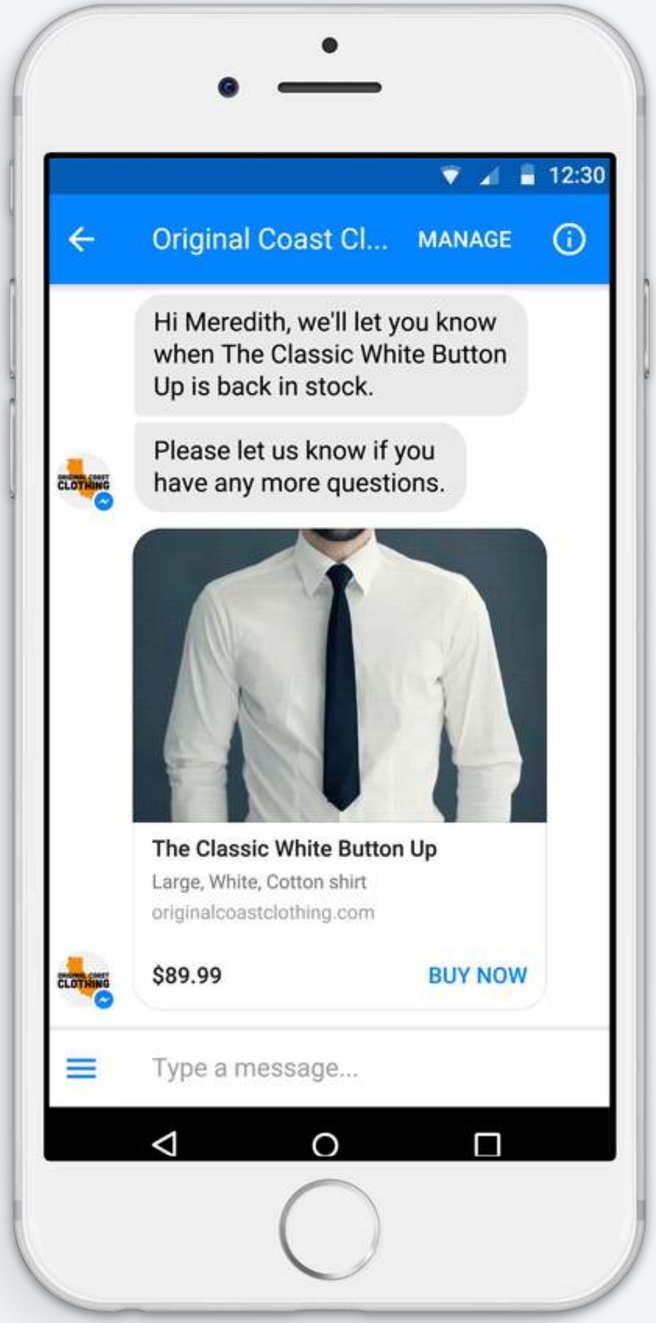
35% - 50%

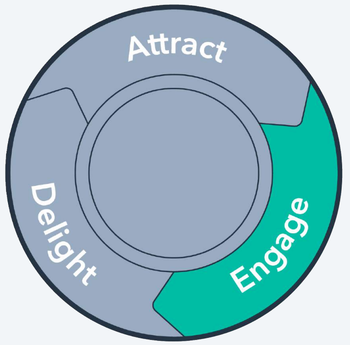
The number of sales which go to the vendor who responds first

90%

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

Base: 512 B2B companies
Source: Drift Lead Response Report 2018





- Connect with salesperson
- Close customers

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Chat has the second highest close rate on hubspot.com

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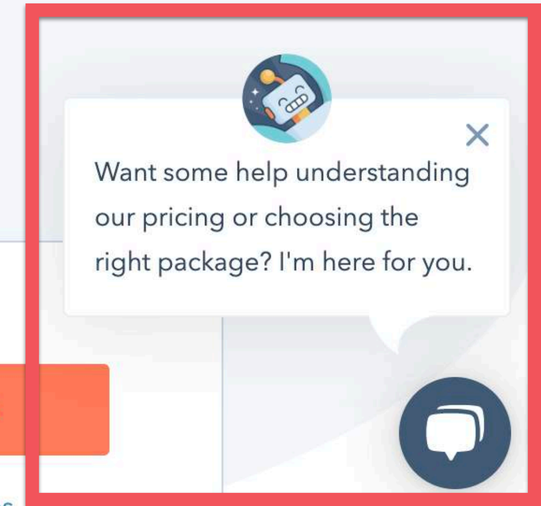


Starter Growth Suite

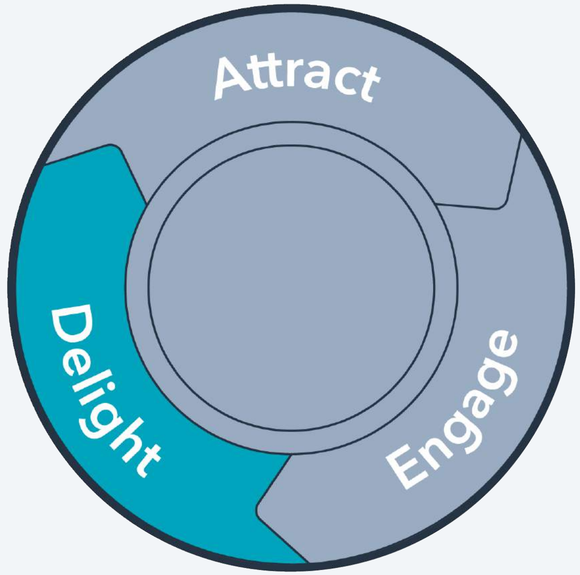
Every Starter product bundled together and discounted 25% off standalone prices.

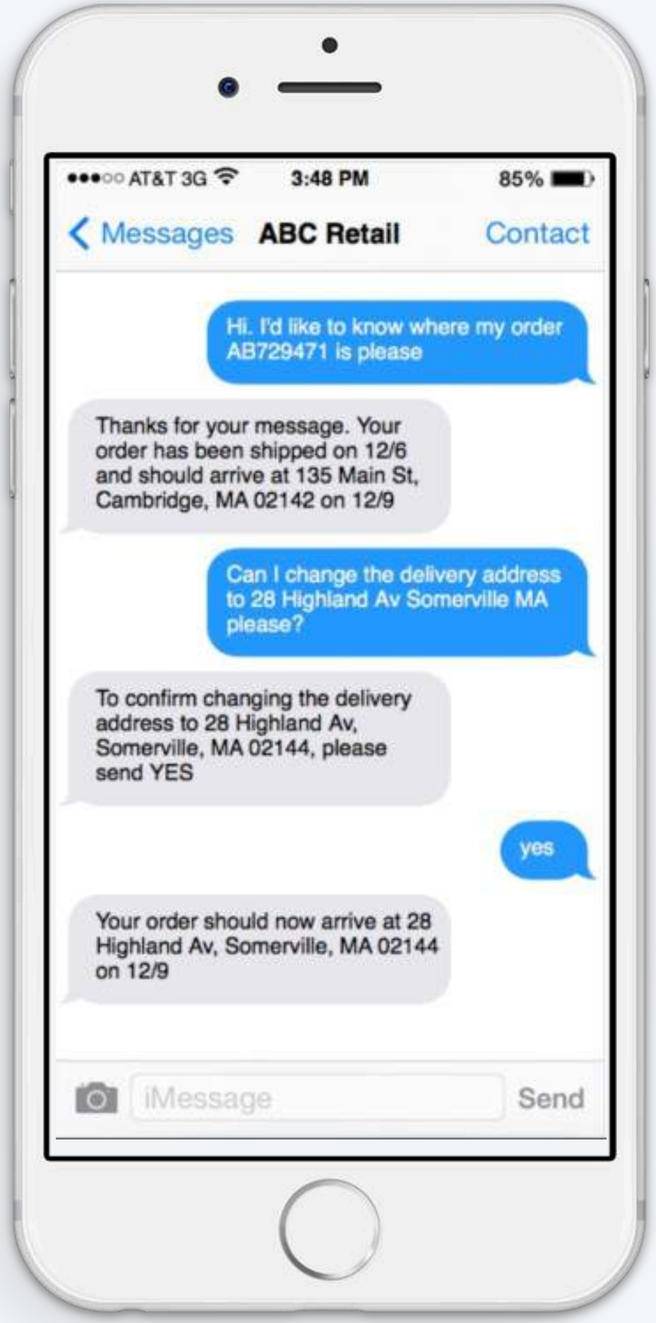
Talk to Sales

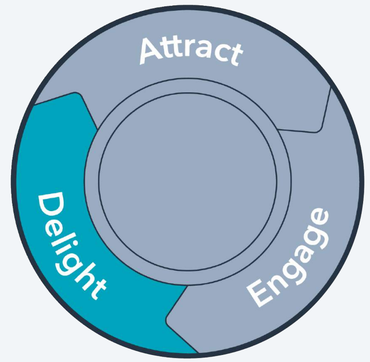
See all features

Goals for the ‘delight’ stage

- Improve customer support
- Increase lifetime value
- Remove friction in customer experience

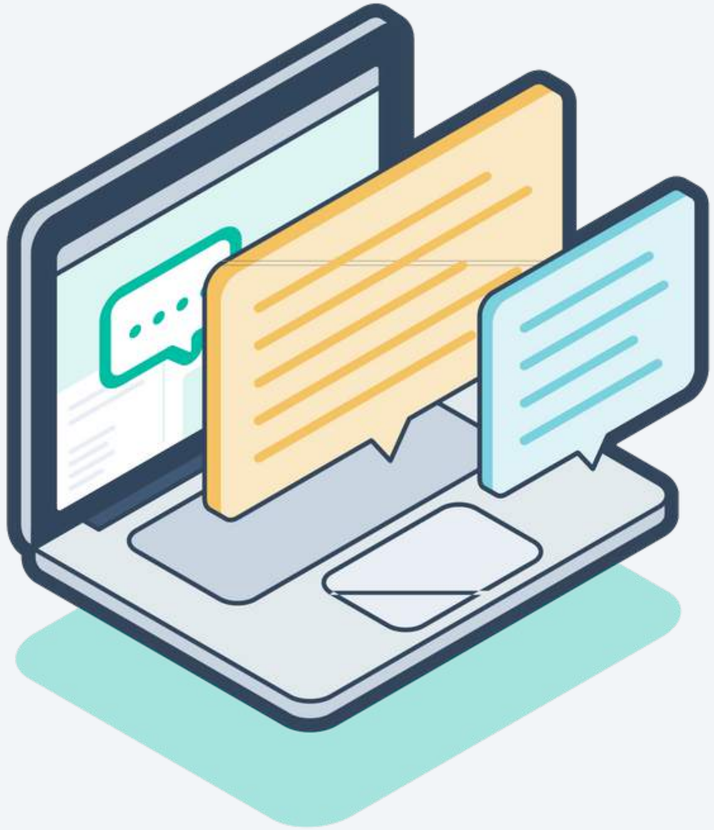




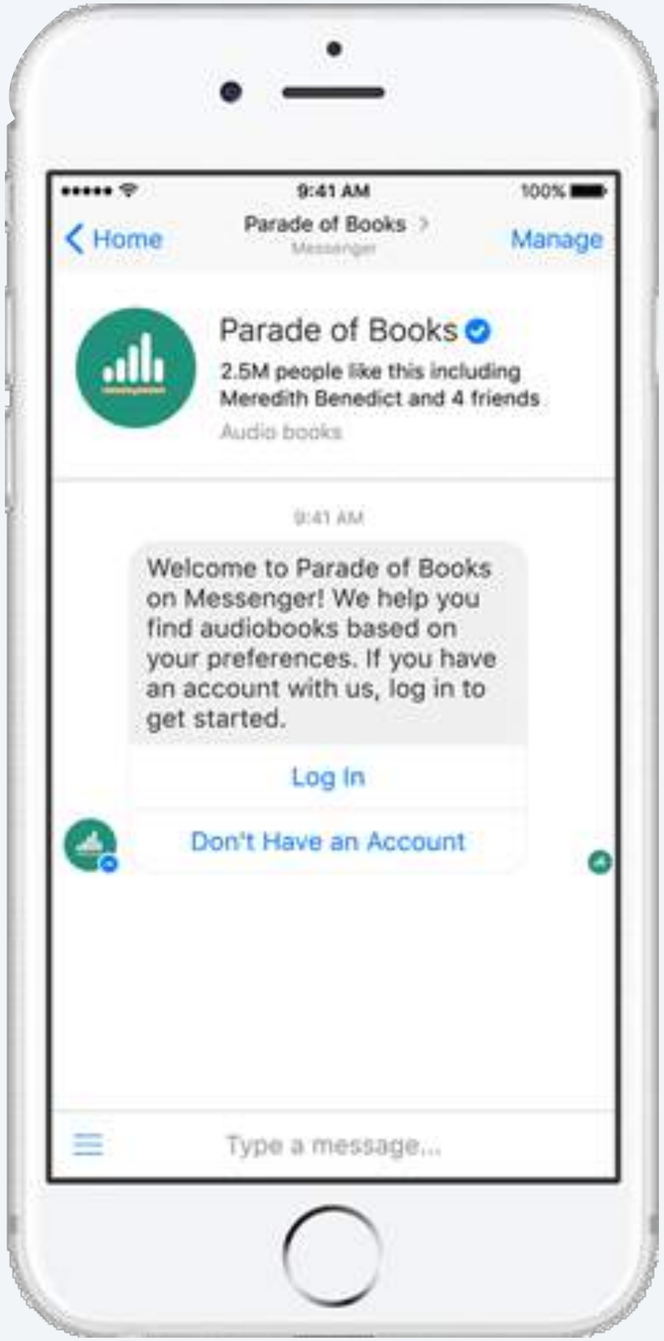


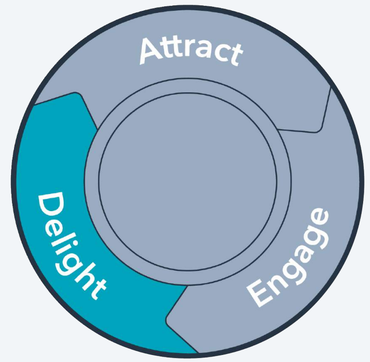
- Improve customer support
- Increase lifetime value
- Remove friction in customer experience

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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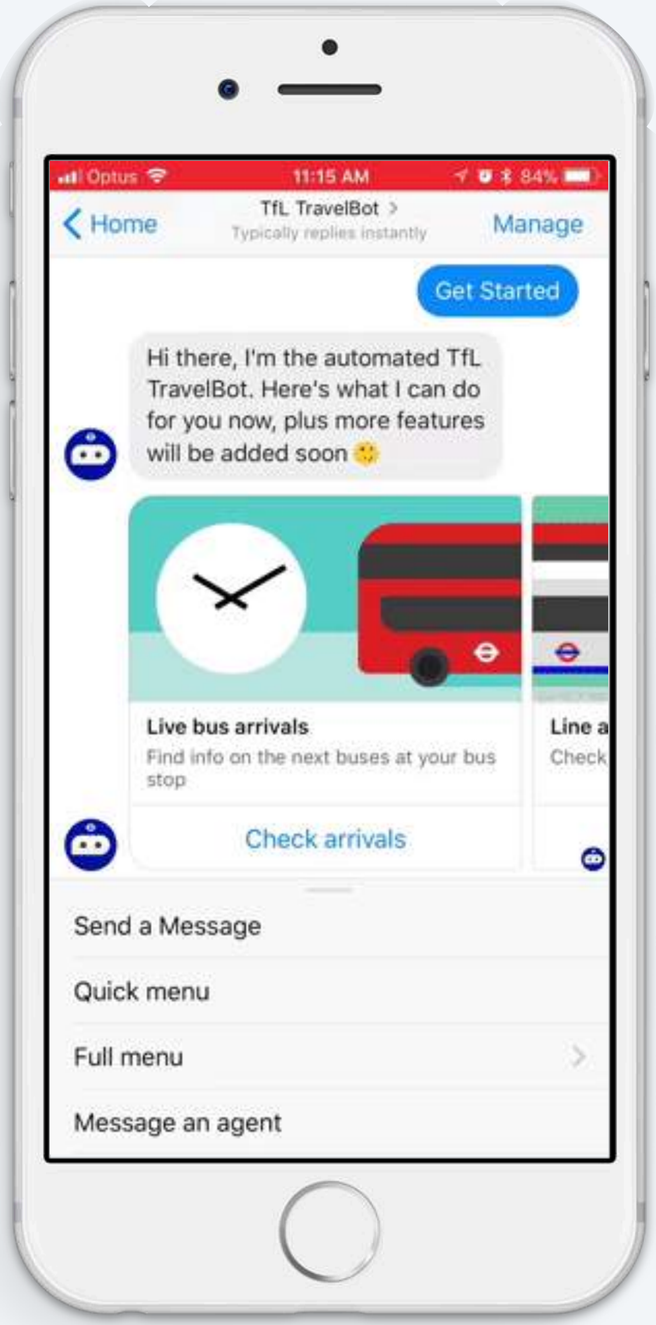

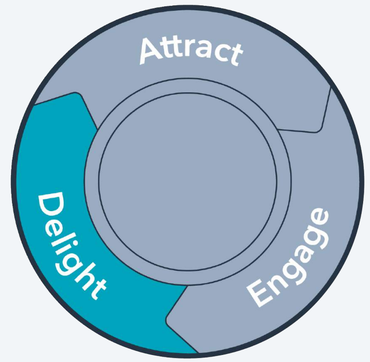

- Improve customer support
- Increase lifetime value
- Remove friction in customer experience

Step #2

Choose the channel / tool

Messenger

WhatsApp

Slack

Onsite Chat and bots

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 #3

Build chat into your existing ‘tech stack’

CRM + Chat =

✓Personalised

✓Helpful

✓Authentic

conversations at scale

If you only remember three things...

1

89% consumers would like to use messaging to communicate with you.

2

Define your goal. What friction point can you remove?

3

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

Thank you!