

# Messaging is the New Conversation for Marketing

**Attract**

**Engage**

**Influence**

In today's world you have less than five seconds to get your prospect's attention. If you don't have their interest by then, they're gone. In one click they've moved on to a new webpage, email or conversation with a more interesting vendor.

That's the primary reason that marketing the way we've always done it, doesn't work anymore. Marketers have to get their prospect's attention quickly and effectively. You won't do that with emails that average less than 10% response rates, or social media posts that are never seen thanks to the overwhelming noise on every platform.

Over 97% of your buyers use messaging every single day.

Marketing has to find a better way to get that first conversation with prospects; a conversation that continues the conversation in the most relevant way possible.

***Fortunately, there's an answer.***

It's called messaging. Over 97% of your buyers use messaging every single day. Over 90% of them would prefer to hear from you via message than any other form of communication. So, give them what they want!

This guide shows you exactly how to capture the attention of your buyers using the power of messaging.

**Using this guide, you will learn how to:**

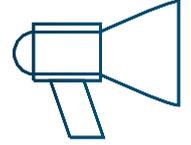
**Dramatically increase your prospect conversations,** both first conversations and continuing conversations through the pipeline.

**Easily create relevant conversations** that drive deeper relationships with every individual prospect.

**Move prospects through the pipeline faster** using key insights that help you better engage them to build powerful and lasting relationships.

Marketers who leverage the power of messaging will attract and engage more buyers. Isn't that what marketing is all about?

## WHY MESSAGING IS THE NEW CONVERSATION FOR MARKETING



Messaging empowers marketing to create conversations that attract, engage, and qualify more prospects. Using our messaging, clients have immediately increased their customer conversations by **600%** over email approaches.

One of the most common challenges that marketers face is engaging with a large number of leads and buyers in the minimum possible time and in a **cost-effective** manner.

Over 90% of buyers would prefer to hear from you via message than any other form of communication.

Research shows that over **64%** of buyers are likely to have a positive perception of companies that converse via messages. That's good news. When you blend relevant stories and information with the power of conversational messaging, you can and will attract prospects and customers to your door and keep them coming back for more.

## ATTRACT MORE PROSPECTS WITH MESSAGING



One of the biggest challenges in marketing is to create awareness about the brand, attract and engage new buyers to increase sales. That's tough in today's noisy markets, with so many brands vying for buyers' mindshare. Given the volume of communication your buyers receive, it's difficult to get above the noise.

Enter messaging. Statistics show that **~ 44%** of buyers would prefer to receive product details and other marketing communications through messaging over any other channel. And that number is growing as **97%** of Americans use messaging every single day.

### Messaging gives you the ability to:

#### Get that first conversation.

Almost 50% of messages get a response from prospects. That means you'll get 9 times the responses you get with emails.

#### Reach prospects you thought were gone.

We all have that list of prospects we thought were hot that disappeared. With messaging, you can quickly re-engage with them, beginning new conversations that drive them back into your pipeline.

#### Qualify leads faster than ever.

We all know we spend too many resources trying to nurture leads that are most likely not qualified. With messaging, you can get to that first conversation, and then quickly move forward to qualify every lead so that you can focus on those most likely to buy.

Here's an example of how our customer, Lewis University, used messaging to attract more prospects into their recruiting pipeline:

### Before messaging

Lewis University ran periodic campaigns to create awareness about the different courses and programs they offer. Prospects were invited for seminars, campus tours and curriculum related discussions with a focussed objective of getting more enrolments. Lewis was using traditional methods of engagement, such as emails and phone calls. They realized that today's students were not responding to any of these channels. Consequently, they weren't attracting a sufficient number of students for their courses.

### After messaging

Lewis University implemented SMS-Magic to attract more prospective students.



They sent out bulk messages to their entire database before important events including campus tours, registration days etc.



They created next-level messages to converse with the students as they responded for specific events, asked questions, or requested more information.



They also offered a phone number for prospective students to call for more information.

### Results

By switching to a focus on messaging for conversations, Lewis was able to quickly and continuously fill their classes.

## GET AND STAY RELEVANT



The number one complaint from potential buyers is the lack of relevance between what they need and what their vendors share with them. It's all too common. The email they receive that has little to do with their specific issue or the ebook that isn't even slightly relevant to helping them solve their problems.

Sharing timely and relevant information will determine the success of marketing and sales efforts. Without relevance, you'll never continue the conversation.

Messaging gives you the power to get and stay relevant with each and every prospect in your pipeline. Specifically you will:

### Create relevant conversations:



The information needs of various buyer personas vary dramatically from one role to another. This is why you can't create one set of conversations and apply it generally. With messaging, you can quickly ask your prospect just what they want to know. Nearly 50% of them will respond to this first message, and the conversation begins.

### Have continuously relevant conversations:



From the moment your buyer sends their first response, you will be relevant. You can create conversational flows for each of your buyer personas. Based on how they initially respond, you can automatically trigger the most relevant communication flow to that specific buyer. With each conversational message, you can go deeper into their specific area of interest.

### Know when they shift their focus:



After a prospect gets the specific information they need, they usually think of another question or area of interest. Messaging makes it simple to take their pulse and know when their focus shifts. With a simple keyword response, they can and will tell you what they're interested in now, and you can automatically shift to respond to that specific area of information. You stay relevant and your relationship grows.

Here's what one of our customers says about the power of SMS-Magic to attract and engage prospects with relevant, compelling information.

*"The most powerful feature in our opinion is the SMS workflow, which allows us to send relevant messages based on workflow rules/ triggers, including time-dependent workflows. We are currently sending out automated messages for marketing to our clients, to gain more business, as well as many other custom alerts to let our customers know the progress on their orders/ transactions. This system is truly magic! We love it."*



- Dale Purdon, Director, IMAGINE Property Investments

## MOVE PROSPECTS FASTER THROUGH YOUR PIPELINE



We've all had prospects stall in our pipeline. With messaging, you can understand why they stall and then engage them in the best way to move them forward. You can also keep your new leads moving through the pipeline effectively with the best messaging strategies.

Advanced analytics empower you to know exactly what is working in your marketing, and how to take advantage of what your buyers want, to accelerate them through your pipeline.

### Using analytics you can:

#### Recognize a hot lead and move them directly to sales.

Gauge open rate, response rate, and click through rate to differentiate between hot and cold leads.

#### Know what's working and what's not.

You may love that new ebook or video, but what if it's not compelling to your prospect? You'll know that quickly when you analyze the responses and behaviors around the conversations using that new content. You can also easily survey prospects to learn what they like and what they don't.

#### Identify your most successful conversation flows for each persona.

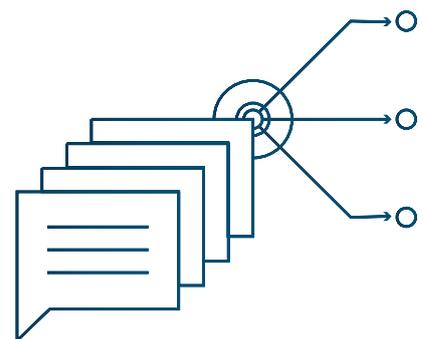
It's easy to test conversation flows to see which specific flow and content converts better than others. You can tune your content across and within buyer personas to ensure you're attracting and engaging buyers in the most effective manner.

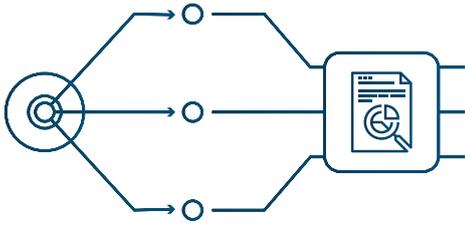
One of our customers, a large consumer technology company, needed to better understand what type of information triggered customers to recommend or buy their products. They were spending significant marketing budgets on a variety of campaigns, with diverse results. No single campaign seemed to get the responses they wanted, nor did any single flow on its own drive the prospects to recommend or buy their products with any consistency in behavior.

### Using SMS-Magic, they:

#### Created three conversational flows for each persona.

Each flow contained different content pieces, or content ordered in a different fashion.



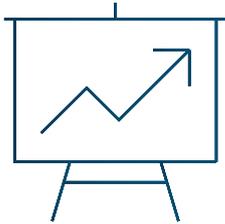


**Tested these flows.** They tested these flows across their lead database. A variety of leads within a persona type were given each flow.

**Analytics showed them the results.** They quickly learned that 2 specific pieces of content were the drivers for the economic buyers to want to know more, moving them quickly into the pipeline. They also learned that user and technical buyers were more interested in videos, while economic buyers were more interested in quantitative results.



**Shift for Success.** The company shifted their conversation flows based on the content they found to be most compelling. At specific points, they asked the prospects if they were getting what they needed to confirm the shifts.



The company moved 25% more prospects into the sales pipeline in 50% of the time, thanks to analytics that helped them increase the relevance of their messaging.

*“As an IT analyst who has viewed many different products and integrations, this is one of the cleanest tools I have seen. The team at SMS-Magic has really managed to take something that needs to support complex use cases and create an amazingly simple and easy to use tool.”*

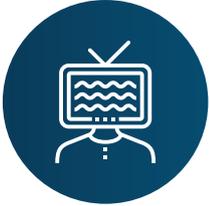
- Jeb Garrott, Full Sail University



## SUMMARY



It's obvious that messaging is the new conversation for marketing. Our customers attract more prospects and engage them with highly relevant messaging which drives more qualified leads through their sales pipelines.



Attract more prospects by engaging with them in their preferred channel of communication.



Get and stay relevant by adapting message flows to what your buyers want.



Optimize your marketing ROI by understanding what's working and refining your messaging on the fly

## ABOUT SMS-MAGIC

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients accessing 59 direct carriers. SMS-Magic enables Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is the most positively reviewed messaging application on Salesforce AppExchange.

## LEARN MORE

Sales converts 40% more prospects to customers using messaging. After all, the majority of prospects prefer to engage with their sales representatives using messaging conversations.

➔ Read our **Sales Guide** to Messaging as the New Conversation to learn how messaging can accelerate your time-to-revenue.

Research finds that more than 50% of customers would prefer messaging over their current form of communication for support.

➔ Read our **Service Guide** to Messaging as the New Conversation to learn how messaging will increase your customer satisfaction with each and every support interaction, building loyalty that creates competitive advantage.



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## Messaging is the New Conversation

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