

Introduction to Conversational Messaging

LEARN HOW TO ATTRACT, ENGAGE & RETAIN
MORE PROSPECTS AND CUSTOMERS

Introduction to Conversational Text Messaging

This lesson is designed to give you an overview of conversational messaging for business. In it you'll find an overview of messaging capabilities and applications in business, as well as some of the results you will enjoy when you use conversational messaging to drive marketing, sales, and service success.

What is Conversational Messaging?

The way we prefer to communicate is shifting. Thanks to the digital age we're quickly becoming a mobile world. With that shift, comes the rise of text messaging as a primary channel of communication. Indeed, more than 80 billion messages are sent every day.

Conversational text messaging is the fastest growing conversational medium on the planet. Why? Because it's a natural way to converse. Here are just a few research statistics that demonstrate the rise of messaging in our personal and business world.

- Over 99% of your customers use messaging every single day. Over 90% of them would prefer to hear from you via message than any other form of communication.
- Over 64% of buyers are likely to have a positive perception of companies that converse via messages.
- ~ 50% of buyers would prefer to receive product details and other marketing communications through messaging over any other communication channel.
- 80% of people use texting for business.

Why does messaging drive more conversations across every measurement in the market?

Because it's simple to use and enables an immediate response, it's a more natural conversation than any other electronic communication medium. It's this simplicity that's made mobile conversations the standard of communication for the majority of people in the world.

Advanced conversational messaging solutions provide the ability to:

- Send, receive, respond to and manage a large volume of messages to individuals, select lists or your entire database.

- Intelligently prioritize responses, making it simple for users to quickly respond to queries no matter where you are or when the requests come in.
- Trigger responses and campaigns based on keywords used by your prospect or customer to tell you what they want.
- Automate and schedule multi-touch campaigns, then track and report on their success.
- Simplify and automate complex tasks, such as the documentation and signatures required for a mortgage or real estate contracts.
- Identify the most important topics for your prospect, then deliver information that is relevant and high-value.
- Quickly and easily analyze your conversations across your pipeline to understand what compels your prospects to convert.
- Implement best practices that drive optimum results and that are compliant with diverse international regulations.
- And more.

Read on to learn why and how conversational messaging will help you attract, engage, and retain more buyers.

Why Use Conversational Messaging In Business

Conversational messaging solutions empower businesses to use the convenience of text and other messaging to create compelling conversations with prospects and customers.

Businesses that use messaging to communicate with their markets are generating impressive results, including:

- Beginning 400-600% more conversations with prospects than with email or voicemails. They also move more of these prospects into a nurturing or sales pipeline.
- Regularly converting 40% more prospects into customers.

When you consider the increase in total prospects, combined with the increase in conversions, the impact on revenues and bottom line is significant.

Aside from growing your business, conversational messaging can enhance your competitive advantage.

For example, with conversational messaging, you will:

- **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.
- **Improve your brand reputation** by initiating conversations in a channel that is convenient for your prospects and customers. This increases their satisfaction in the moment and their impression of your brand.
- **Strengthen relationships.** You'll build stronger relationships thanks to relevant, simple, and timely conversations that create a trusted connection between your company and your audience.

The value of messaging is being demonstrated by early adopters, driving the increased use of messaging across all industries.

The applications are virtually limitless, as you'll find in the next course documents, Use Cases for Conversational Messaging in Marketing, Sales and Service.

About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. 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.



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