

Use Cases for Conversational Messaging in Marketing

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

In today's world marketing has a tough job. Markets are filled with noise, from emails to voicemails to social media and more. You must get your audience to notice, then pay attention to, your insights and information. That's a challenge.

You won't get your prospect's attention with emails that average less than 10% response rates, or social media posts that are seen by a small percentage of your prospect base.

Marketing needs a better way to get that first conversation with prospects; a conversation that continues in a relevant way.

That's where conversational messaging comes in.

Integrating messaging as part of your marketing programs gives you the ability to:

- **Get that first conversation.** Almost 50% of messages get a response from prospects. That's versus less than 5-10% from emails and lower rates from voicemails. That means you'll get 5-10x the responses you get with emails and voicemails. Being the first to start the conversation with a prospect has been proven to increase the probability of ultimate sales conversion.
- **Reach prospects you thought were gone.** All businesses have a list of prospects we thought were hot that disappeared. With text messaging, you can easily re-engage with these prospects, beginning new conversations that nurture their interest, establish a trusted relationship and bring them back into your pipeline.
- **Qualify leads quickly.** Spending resources to sell to leads that are most likely not qualified is expensive. With text messaging, you get the first conversation, then move forward to qualify every lead so that you can focus on those most likely to buy. The rest you can move into a nurture campaign.
- **Get and stay relevant.** Lack of relevance is the number one complaint prospects have about the sales and marketing information they receive. You can use the natural style of a conversation to ask what your prospect wants to know, through a survey or a simple question. When they respond, you'll know what they need and deliver exactly that information. As the prospect moves through your pipeline, you can check in to learn what else they want to know, so that you are always having relevant conversations.

These are a few of the benefits you'll get from conversational messaging in marketing. As you continue to review this course, we'll expand on these benefits and discuss more opportunities.

Messaging Applications for Marketing

In the following segments you'll find an introduction to some of the ways you can use conversational messaging in marketing.

1. Segmenting and Managing Lists

The complexity of managing different lists for different email campaigns can be time consuming. Sorting the contact information, importing it to the mail provider's application, and re-segmenting that list for a different angle on another campaign are just a few examples.

Advanced conversational messaging solutions can take the complexity out of managing your lists. Here's how:

- First, your solution should be fully integrated with your CRM application so that you can easily access your list information directly through your CRM.
- You can sort and segment your leads and contacts in any way you want, right in your CRM database. Sort on a single contact object or on a combination of fields.
- Once you define your contact list for a single message or for an automated workflow of messages, simply start the message campaign and your conversational messaging system does the rest.

Avoid messaging solutions that don't provide full integration with your CRM. You'll save yourself frustration and expense, and get better results with an integrated solution.

2. Create Content for Conversational Messaging

Advanced conversational messaging solutions should make it flexible for you to creating the messaging/conversations and the content you can send. For example:

- You should be able to create any type of message content you want. Whether it's text, video, a document, a web link or an image.
- Advanced solutions will retain preferences for your prospects and send the message type that

your contact prefers. Multiple message types can be sent as part of a single conversation. For example, you create a message announcing a new webinar. Your messaging solution should send the message type each contact prefers.

- You can send a single message to an individual or a list. Or you can create automated workflows (of multiple messages) to create campaigns or automate business processes. For example, workflows can be used to deliver a series of messages related to a topic or event, or to automate the delivery of content in support of a process or service (e.g., confirming a bank account or new insurance policy or the time for a service appointment.)

3. Using Messaging for Nurturing Conversations

You can use messaging for nurturing campaigns, with better responses and results than email campaigns. You can also mix messages and emails for a blended campaign, depending on the content you wish to offer.

Here are some examples.

- Let's say someone downloads a whitepaper but then there's no more activity. You can set an automated workflow to trigger a "nurturing" conversation to stay in touch with that contact. For example, you might ask their opinion of the download, offer another relevant piece of content or send a survey.
- When they take another action that implies a different area of interest, you can automatically stop that nurturing conversation and start a workflow that matches the action they just took.
- You can also automate a business process using messaging. For example, contracts. You can create a workflow to deliver documents, disclaimers, and contracts in an automated fashion. Each step is triggered when the previous step is completed. This makes the process more efficient—for both you and your customer—and saves resources and time spent manually tracking progress.

4. Improving Relevance

How do you know exactly what your buyer wants to know? Messaging gives you the opportunity to learn their preferences and to stay in sync with their focus.

Here's how:

- **Ask them.** Simply send them a message asking what they're interested in. Make it easy for them to reply with a keyword or associated reference (number, letter, etc.). Once they reply, your conversational messaging solution should automatically trigger the appropriate messaging workflow that's related to that area of interest. You don't have to do a thing.
- **Adapt to their behavior.** Let's say someone responds to your message asking for information about one area of interest (topic 1). But then, they take an action that points to another topic (topic 2). You can stop the initial conversational messages focused on topic 1 and transition to a message flow focused on topic 2.
- **Flexible content, cross-channel control.** You can send hyperlinks and graphics or other rich content in your messages. Or, you can automatically trigger an email to be sent that contains a longer content piece. You should be given the option to send the right content through the best channel, automatically.

5. Marketing and Sales Alignment

One of the big complaints from sales is that they don't know enough about leads passed from marketing. Conversational Messaging solves that.

Messaging applications that enhance sales and marketing alignment include:

- **Immediately alert sales to new prospects.** Use a simple workflow to send the appropriate sales agent a message with information about a prospect when they enter a specified position in your funnel. Or alert them as soon as you hear from that prospect.
- **Be responsive.** You can immediately send your prospect a message introducing them to their sales agent. Then, you can ask about their interests, trigger the appropriate automated conversation and/or let the rep take over and personally converse with the prospect.
- **Give sales deeper insights on your prospect or buyer.** Advanced conversational messaging solutions include 360-degree conversational histories. This means your sales agents and marketing users can easily learn about the prospect's preferences, their past conversations, and understand the next phase to move them forward in the pipeline. You should also be able to view the 360-degree history of an overall account by aggregating multiple contacts and conversations from that organization.

6. Optimizing Your Campaigns

Advanced Conversational Messaging solutions feature analytics that provide insights to optimize your conversations and content for your audience. For example, you can:

- **Learn what's working and what's not.** Analyze a messaging conversation to see whether it's driving prospects or customers further into your pipeline. Analyze a piece of content that's been delivered to see whether your prospects acted on it or not. Track buyer behavior from a conversation to a mobile landing page so you can learn exactly which conversations move them to action.
- **Analyze on an individual contact, group of contacts, account or group of accounts.** You can flexibly segment your contacts to analyze what's working and what's not. For example, is a certain account type more responsive to one conversation than another account type? Or perhaps each individual within an account is responding differently to your conversations or content. Advanced messaging gives you the insights you need to improve your campaign results.

Summary

Marketing organizations benefit in a number of ways from conversational messaging. The above examples represent an introduction to how you can use messaging within marketing campaigns.

Read **Driving Value with Conversational Text Messaging for Marketing** in this course for deeper insights into how you can drive high value with messaging in your marketing organization.

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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