



ConnectionModel

Introducing Conversational Marketing

Harnessing the power of automation and dialogue to dramatically improve lead generation online.

We have a problem.

The process of sales and marketing is *broken*.

Every time we think we have it fixed, the *market changes*.

We've seen it break before.

Officially Dead

cold calling

direct mail

print advertising

radio advertising

yellow pages

And now email is showing its age.



As consumers, our tolerance for patiently waiting for
information has gone from days...
to hours...
to minutes...
to seconds...

to I WANT IT NOW!

Based on research from InsideSales.com and HBR, to increase odds of a qualifying a lead, you need to respond within five minutes of them reaching out.

5 min

7%

Unfortunately, a recent survey of 433 B2B companies found that just 7% responded within five minutes. And 55% took five or more days or never responded at all.

With traditional advertising and marketing, no one was there to “hello”.



Anyone interested in buying something from your website had to enter contact info and wait for follow-up.

With Conversational Marketing, you have the ability to say “Hello” and respond in real-time, *well within that five-minute window* with a chatbot, online, asking questions, 24/7/365.

From there, a conversation is started and the opportunities unfold as a direct result.

We've also seen the sales and marketing process become incredibly data-driven, instead of being *personal, needs-based* and *customer-driven*.

How do potential customers
– *consumers and business prospects* –
respond to the *data-driven methods* in use today?



THEY
COMPLETELY
TUNE
US OUT

The number of people who take cold calls: **43%**

20% is the average email open rate.

The average landing page conversion rate: **2.35%**

What's next?

We need to learn to engage in dialogue again.

The sales and marketing process needs to once again become a conversation, a dialogue, asking and answering questions, listening to feedback, uncovering and suggesting ways to help.

Enter Conversational Marketing

Conversational Marketing is the process of having *real-time, one-to-one conversations* to capture, qualify, and connect with leads – *while they're on your website* – using targeted messaging and *intelligent chatbots* instead of lead capture forms.

Conversational Marketing leverages what we've learned from both inbound and outbound marketing. But Conversational Marketing is NOT about blasting messages outward, or forcing people to take an action; It's about *answering questions, listening to feedback, and uncovering ways to help.*

It's conversational, and it works.

Five Distinguishing Features of Conversational Marketing

#1 Real-time

The rise of messaging means you no longer have to force people to fill out forms and wait for follow up.

#2 Scalable

Thanks to chatbots, even small companies can have 1:1 conversations at scale and qualify leads 24/7/365

#3 Engaging

Conversations are the perfect touch point to send traffic from outbound and inbound marketing campaigns

#4 Personalized

Even before a conversation starts, you can personalize the experience and tailor the message using context and available data

#5 Feedback

Conversations provide a built-in feedback loop you simply can't get anywhere else

With Conversational Marketing, you replace static web forms with conversations, independent of your busy schedule.

Specifically, we help companies implement real-time dialogue via an intelligent chatbot. Designed to ask and answer the questions that move your business forward.

Chatbots are the *automation layer* of the conversational world. Automation allows you to *scale profitably*.

The Conversational Marketing Sales Funnel

#1 Capture

- Replace web forms with context-sensitive dialogue
- Bots give immediate feedback and provide a sign of progress toward the inquirer's goal
- Bots run playbooks designed to help visitors move down the sale funnel

#2 Qualify

- Because chatbots can read and react to input, they help marketers qualify leads
- Valuable prospects get priority attention
- Visitors “just looking” are directed to where they can get information they seek from the website

#3 Connect

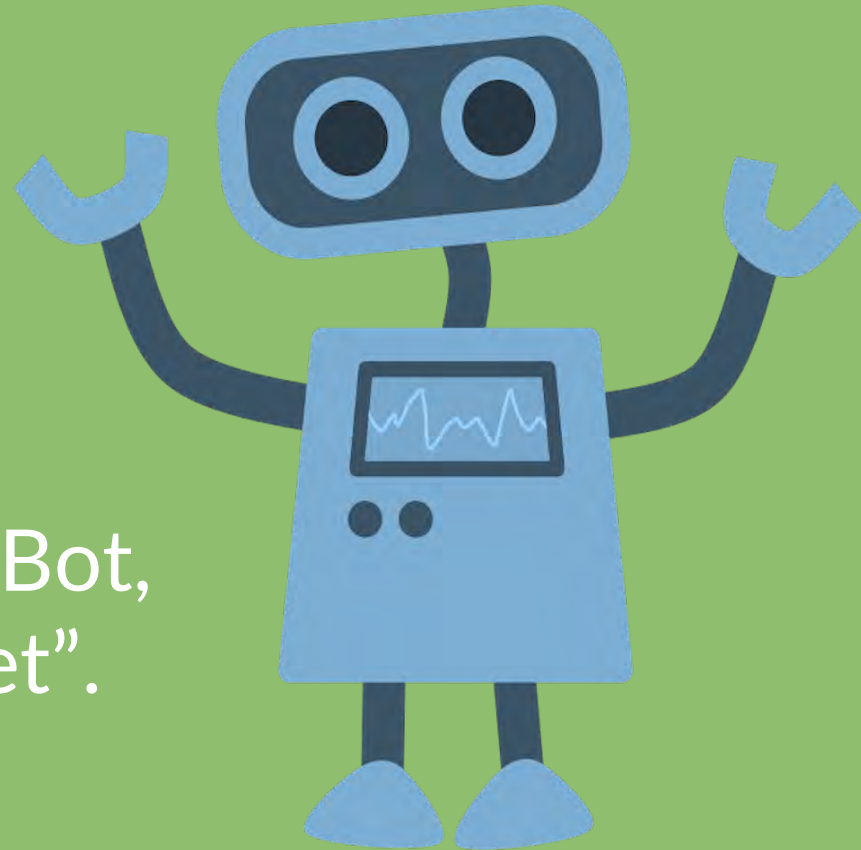
- Intelligent routing connects leads to the correct company representatives based on territory, vertical or geographic market, website behavior or even company domain (e.g. Fortune 500)



How does it work?

Introducing the chatbot.

Ours is called ConnectionBot,
and you likely already “met”.

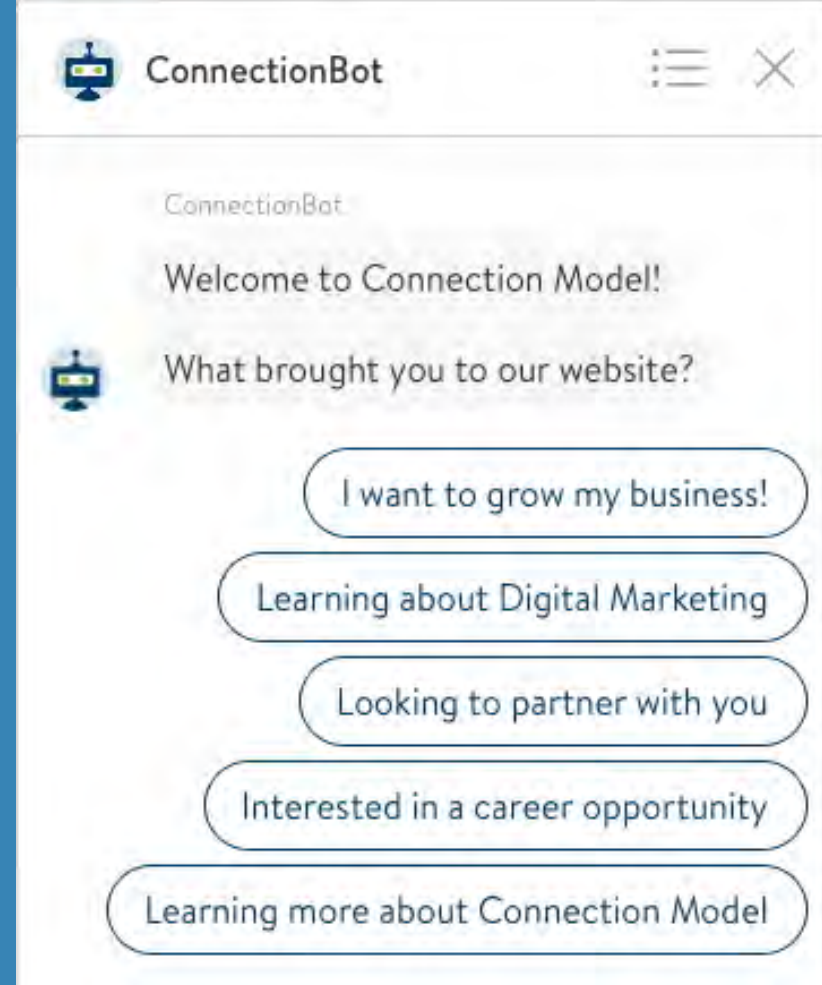


What brought you to our website?



ConnectionBot staffs our website round the clock and serves as a friendly tour guide, able to start conversations on topics like...

- New business
- Education
- Partnership opportunities
- Employment inquiries
- General business information

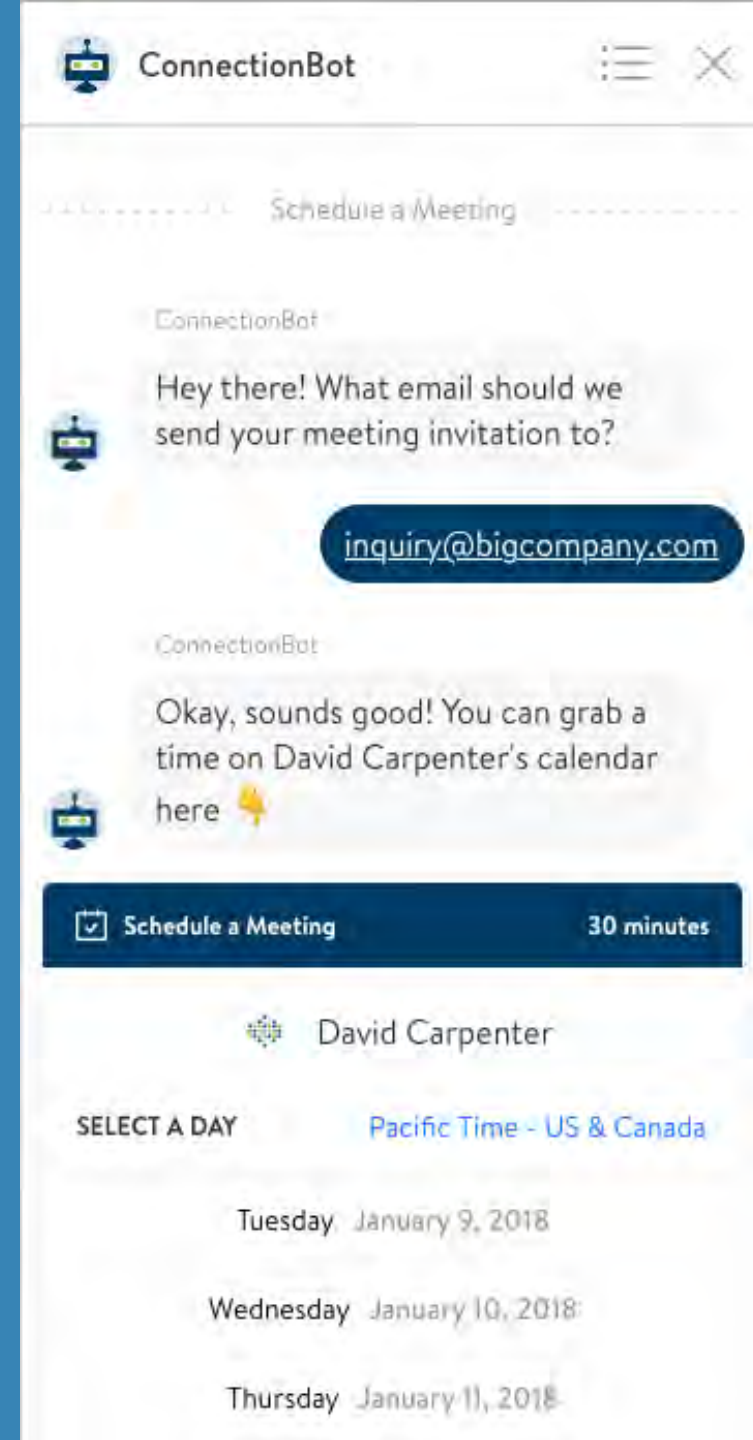
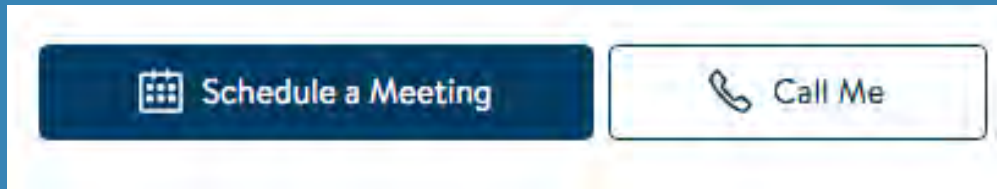


Once ConnectionBot gets input, the next play in the playbook is presented, and the interactive dialogue continues... often resulting in a *booked appointment in one of our calendars*.

The screenshot shows a chat window titled "ConnectionBot" with a menu icon and a close button in the top right corner. The chat history includes:

- A system message: "ConnectionBot"
- A system message: "Welcome to Connection Model!"
- A bot message: "What brought you to our website?"
- A user message: "I want to grow my business!"
- A system message: "ConnectionBot"
- A system message: "And we want to help you!"
- A bot message: "What is your biggest challenge with growing your business today?"
- A list of five user response options: "Generating the right website traffic", "Generating qualified leads", "Acquiring customers", "Being found in your market", and "Your website is holding you back".

ConnectionBot knows our calendars, as it syncs in the background to Office 365, Google and other services

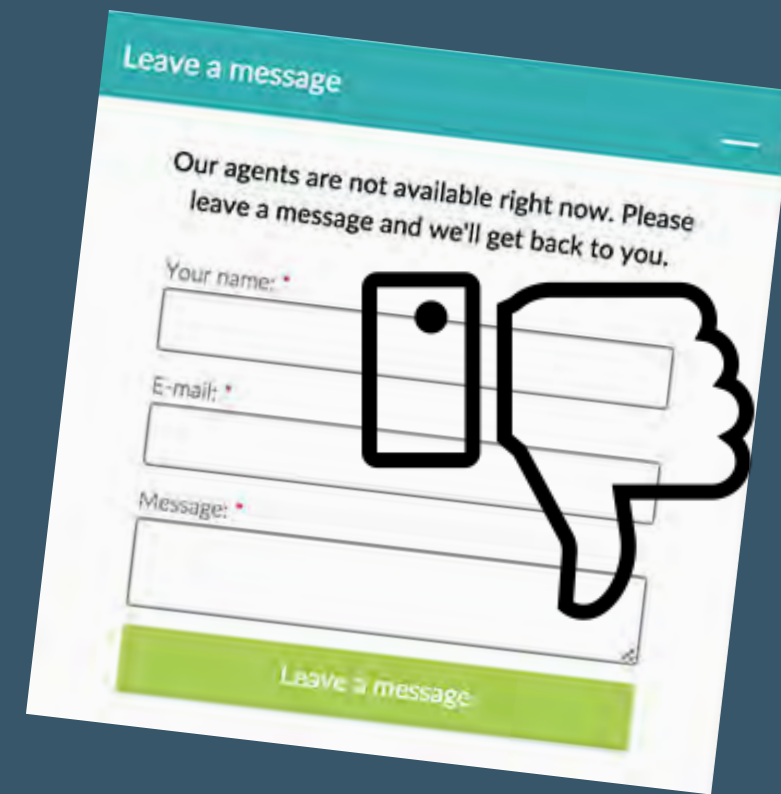


In case you're thinking this sounds just like Live Chat...

Our experience with Live Chat was dreadful.

Live chat fails in most businesses because:

- There's *not enough traffic* to keep a chat operator busy and profitable, or the person staffing live chat is *not sufficiently knowledgeable* about the business
- Since it's hard to justify a full time and well-versed chat staffer, *the chat window is often left unattended*
- The *user experience suffers* as a result of neglect
 - In these situations, Live Chat is worse than a static web form because *unattended or uninformed chat* implies that a business is not listening and does not care



What kind of business can benefit from Conversational Marketing?

- Business to Business
- Considered Purchase (long sales cycle)
- Companies that sell by generating leads
- Those with complex lead assignment rules
- Companies who market to the Fortune 500

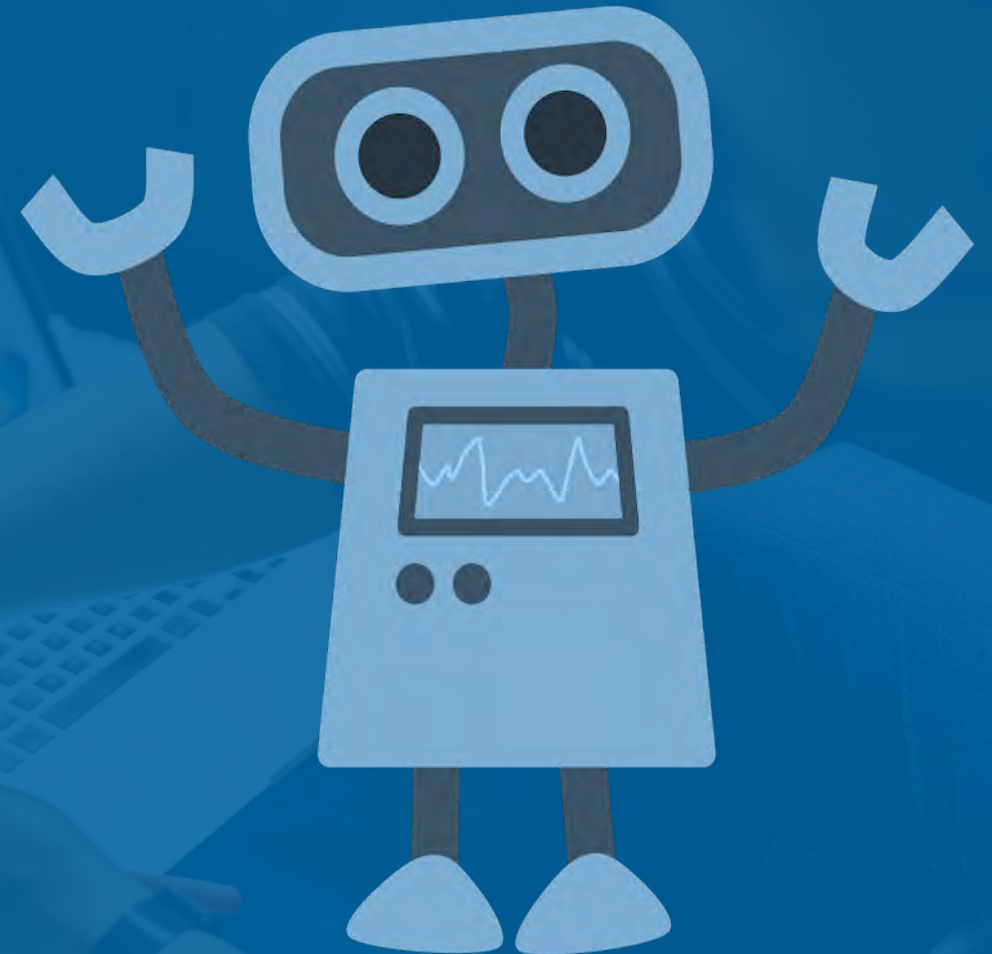
Conversational Marketing is taking hold and proving to be effective by generating remarkable results... in our experience *multiple times better* than traditional web forms on landing pages.

Schedule a conversation with us if you'd like to learn more about chatbots and how you can introduce Conversational Marketing into your sales and marketing process.

So why not give it a try?

You likely have already met ConnectionBot, who delivered this eBook.

Grab a colleague and give it another try at BeConversational.com



Ready to book time to have a *real conversation* with us?

Visit

www.connectionmodel.com/calendar
and pick a day and time that work
best for you.

We'll look forward to *conversing!*

