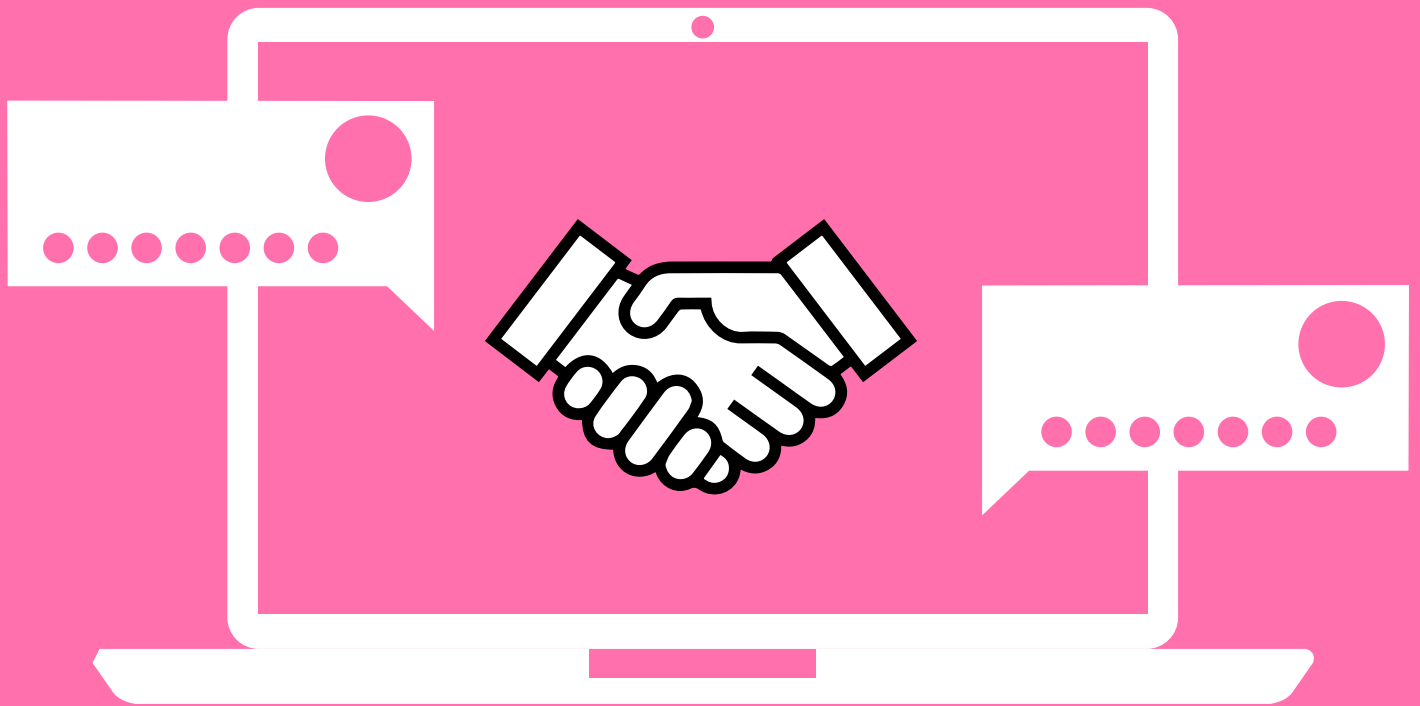


Converting with Conversational Marketing



5 Tips for Increased
Engagement & Conversion

15 min read



**The
Chat
Shop** Taking
conversation
up a level

5 Tips for Increased Engagement & Conversion

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The face of marketing has changed irrevocably in the last two years, and if you're not adapting, you're going to fall behind.

More now than ever, your marketing strategy can't be talking at people, but with people – this is true Conversational Marketing.

In this short guide, we'll give you five actionable, specific examples of how you can use Conversational Marketing to increase engagement and drive conversions.

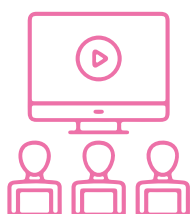
Plus expert insights from:

HubSpot

LiveChat



Turn Webinar + eBook Leads into MQL's in One Action



Webinars convert between 5% and 20% of viewers into buyers.

(Quicksprout)

Many of us have heard the phrase “*Content Is King*”; however, a blog article from the Marketing Insider group extended the phrase “Content Is King Only When The Kingdom Is Interested.” As Marketers, we need to ask ourselves: is the content we produce interesting? Will it benefit the audience? And will they find you?

That’s one of the hardest parts - and once you have their attention, how do you keep it? We know they’ve come to seek your expertise and knowledge on a topic. Whether it’s through an eBook, webinar, or blog post, you still need a meaningful connection with them.

There is a bit of a trade-off happening here. You solve your visitor’s problems by providing them insight, and in return, they give you their contact information. Unfortunately, contact information isn’t enough in many cases to know if someone is truly a qualified lead.

It’s not uncommon for the marketing team to pass this information over to the sales team for a follow-up, simply because the person attended a webinar or downloaded a specific piece of content.



However, further prospecting often reveals that these aren't truly qualified leads. This can be frustrating for all parties involved: the prospect receives multiple communications such as an email or call from the sales team, the marketing team has to question the success of their campaign's results, and the sales team wastes their time.

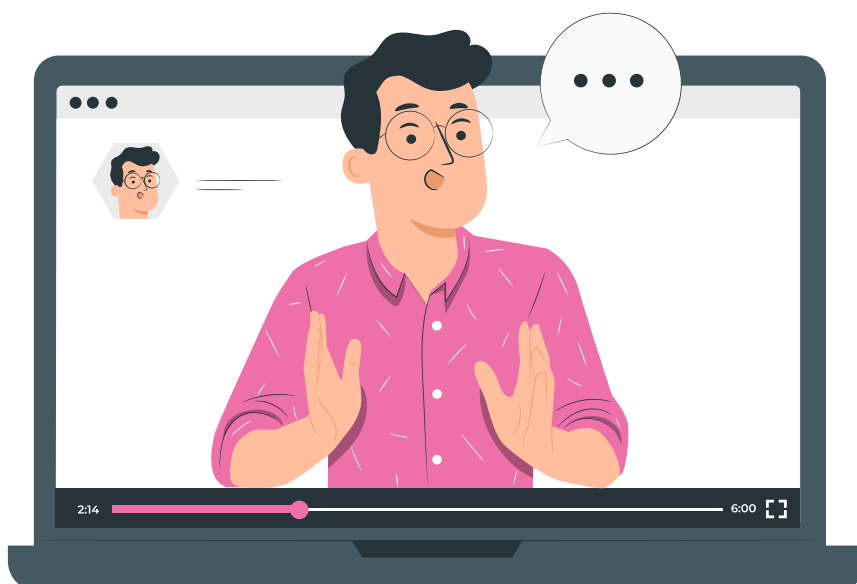


What if you could convert a percentage of these leads before they even joined your webinar. Sounds game changing right?

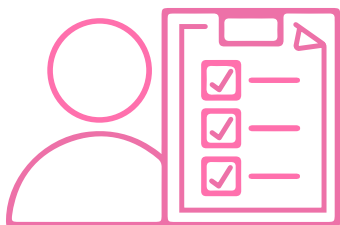
When someone is looking for an eBook or a webinar, they have a problem they're trying to solve right now.

Talk to them when this issue is on their mind. This will help you to learn their exact situation, as well as what it is that matters most to them. This is where Conversational Marketing comes in. This can be through a chat agent or an AI chatbot, but the objective overall is to engage the prospect in real-time. This will allow you to truly identify whether this visitor is a qualified marketing lead. Remember, each prospect is unique.

By using Conversational Marketing, you can have meaningful and helpful conversations that let you begin to seamlessly and authentically pre-qualify these prospects for your sales team.



Pre-qualification is Key



- Pre-qualified leads provide the sales team with a level of confidence.
- Your salespeople spend their time selling; sales revenues typically increase.
- It allows the salesperson to research the prospect prior to a discovery meeting.

This sort of powerful, dynamic qualification is possible with Conversational Marketing.

Once a visitor has registered for a webinar or downloaded a piece of content, we can engage with them using a custom proactive way to start a conversation.

We'll already have some basic information about the lead such as the name, email address, company and job title – but that is barely scratching the surface.

Through conversation, we'll uncover:



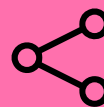
True pain points



What stage of the buying cycle



If they've looked into your competitors



What other content you can share

In some cases, after qualification, the customer will realise that they're actually further into the buying cycle than they thought, and be open to a demo of your product.

Having this information, which can only be obtained through conversation, adds a level of enrichment that can guarantee a truly qualified lead. B2B buyers have limited time, so if you can meaningfully engage them in the moment, you can even reduce the sales cycle.

Increase the Duration on your Page



According to Contentsquare's 2021 Digital Experience Benchmark report, The average time on page across all industries is 54 seconds.

You spend a great deal of time developing your website so that it's eye-catching, fast, and includes meaningful content and testimonials – so, let's keep those prospects engaged on your page!

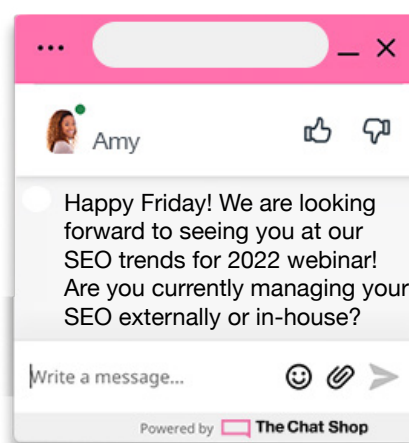
Longer engagement with your website increases the likelihood that the visitor will look to take that ever-important next step to explore more about what makes your products and services unique.

Many B2B brands see a high exit rate after a prospect downloads a piece of content or registers for a webinar – is that true for you?

Take a look at your user journey. Are you immediately displaying a generic 'thank you' message while the content is automatically sent to their email address? This almost always results in the prospect leaving your site, never returning.

By taking a different, more proactive approach, you can engage with the visitor before and after they have completed their action. This gives you the opportunity to converse with them and guide them through your site.

Here's just one example of a **proactive message strategy**: Let's say this visitor has completed a form fill and registered for your upcoming "SEO trends for 2022" webinar. Rather than having a bland "Thank You" page pop up, you can send a message like:



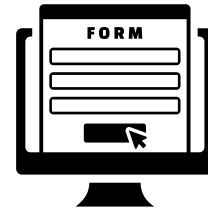
By asking this question, you'll not only increase engagement, but you'll reduce the opportunity for that prospect to leave your site and check out what your competitors offer. You can also uncover what stage the prospect is at in their buying cycle.



Take Action:

Do you have an upcoming webinar or piece of content that you are looking to launch? Get in touch and we can look at how we can enrich those leads.

Revamp Your Lead Generation Forms



Having gated content is one of the most common approaches to generating leads. The key to this strategy is to make certain the content is relevant and insightful for the reader, or else they won't want to hand over their contact details to access it.

Additionally, if you create content that's tailored toward the different stages of your buyer's journey, you can also get a high-level idea of what stage of the journey your prospect is in.

As useful as lead generation forms are, they don't come without their limitations. For example, we want as much information about a prospect as possible, but the more fields you add to a form, the less engagement you'll receive. The constant tug of war between getting information, and making the process seamless for the prospect is a challenging situation.

In today's market, you can't rely on a generic lead form to do the same thing as Conversational Marketing. There are definitely people who aren't interested in conversation, so lead forms should still exist. These need to be a fallback, not a primary strategy.

Already using a chatbot for lead generation but not seeing great results?

Consider a hybrid approach! Use the chatbot to collect some basic information, then let a live agent pick up the conversation for an in-depth consultation.



Speed is Everything



After receiving a form submission, it is critical to act quickly to keep the prospect engaged. You don't want them to move on to other things, such as meetings, personal tasks, or even worse, checking out your competitors' offerings. This can be a challenge for any sales or marketing team who are often busy, and you don't want slow response times as it can erode qualified leads and impact revenue forecasts.

Harvard Business Review completed a study that analysed 2,241 B2B sales teams' responsiveness after a prospect had submitted a lead generation form.

The results revealed that, on average, it took 42 hours to respond to the enquiry.

26% were in contact in just under 5 minutes, quite a variation. Such variation is due to several factors, such as varying internal processes, team sizes, and operating hours.

A quicker response to inbound leads can help reduce lengthy sales cycles drastically. Using conversation instead of a lead generation form allows the chat agent to respond almost immediately, and qualify those prospects in real-time. Chat agents can ask a series of open questions to dig deep in the qualification phase and eliminate a lag time of 4.3 days.

These conversations will help you reach that understanding of the prospects' purchasing journey. They also often give ample opportunities for the agent to share additional content like case studies or webinars to support the conversation that's occurring, keeping prospects engaged.

Potentially, your prospect could share insight into the market that you operate in. This could uncover marketing demand that you didn't know existed, in turn shaping future product offerings.

Once the sales team does respond (typically by email), it takes on average 4.3 days of back and forth correspondence before booking a first meeting.

Sales Focus on Closing Not Prospecting

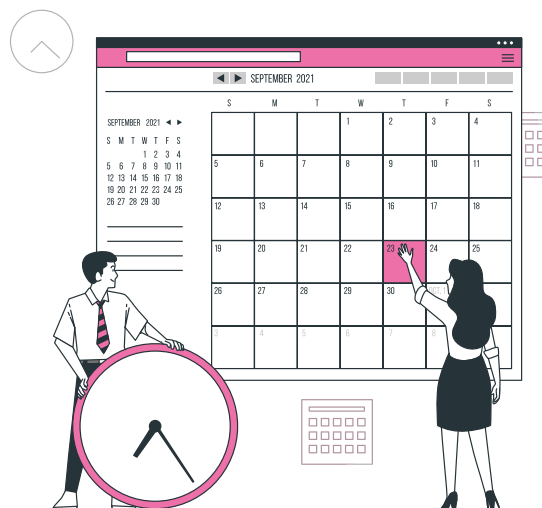


Keep your sales team focused on selling, not admin work, by giving them pre-qualified leads and meetings scheduled in their diaries. How? Through Conversational Marketing.

For leads that meet the qualifying criteria, the chat agents can capture all the relevant information. Through integrations, plug these MQLs with buyer's insights directly into your CRM system.

These buyer insights can enrich any lead scoring system you currently have in place within your CRM system.

For those ready for a demo or meeting, the agents can book this directly and share the calendar invite with the sales team. This frees up resources for marketing or sales who can focus on closing deals instead of lead qualification.



Confirmed

You are scheduled with Alexandra at Fastly.

Discovery call

 11:00 - 11:30, Thursday, March 10, 2022

 UTC Time

 123 Main Street

A calendar invitation has been sent to your email address.



Take Action:

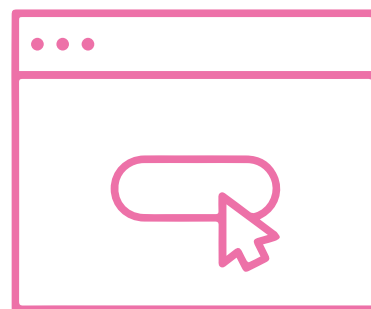
Lead forms have their place, but they should not be the only method for generating leads. Let's enrich these forms further by adding conversation.

Dynamic CTA's That Actually Convert

When was the last time you experienced your website from your prospects' point of view?

Considering the exact way that prospects explore and use your website is essential to identify sticking points and ways you can improve conversions. If the user journey is complex or challenging, it makes it difficult for prospects to find the information they're looking for. You'll lose them, and they'll exit the page.

Review a few of the following approaches you can apply to improve your website's journey and drive conversions.



“For me, a key word in digital marketing is *relevance*. More relevant targeting or messaging leads to better campaign results. Your Call To Action (CTA) should be designed to stand out and grab your attention, it's your rockstar. If you can personalise your CTA further and make it more appealing to specific persona's, both logic and conversion data show your CTA will perform better, yielding results of up to 202% improvement in performance. What would that increase in conversion rate mean for your company?”

Expert Insight

Alec Barrett

Senior Customer Success Manager



Let's take a blog article for example. What is the specific action you are looking for the user to take once they've read the content? Without a clear and direct call to action (CTA), the visitor will take their own route – and it won't typically be the route you would like them to take. Do the CTAs that you're using truly get prospects to take the next step in their buying journey?

"Combining your CRM data with your CMS is a really exciting space. In HubSpot for example, in addition to smart content (limited to 8 key CRM properties) we recently launched a CRM module in our CMS whereby you can personalise the experience based on CRM data, offering more scope to personalise than ever before."

Expert Insight

Alec Barrett

Senior Customer
Success Manager

HubSpot



You can set-up Smart CTAs in Hubspot to cater to your audience, however these can only be created once the visitor is a contact in your database.

What Visitors See:



Free Guide: 17 SEO Myths to Leave Behind in 2014

Separate SEO fact from fiction & stop wasting your time on SEO strategies that don't work.

[Get My Free Guide](#)

What Leads See:

Test Out The SEO Panel In HubSpot's Blog Tool

[Start Your Free Trial Now >](#)

What Customers See:

The SEO Optimization Worksheet

a guide to

Optimizing Keywords, Increasing Traffic, and more!

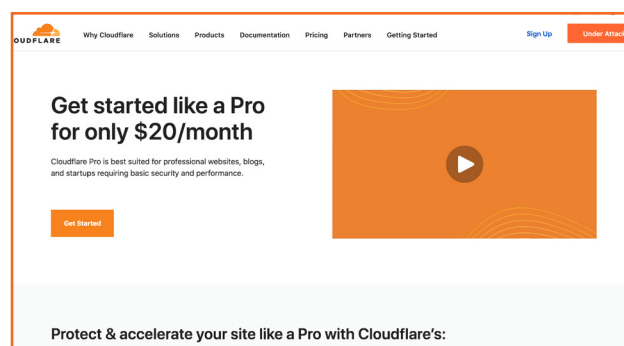
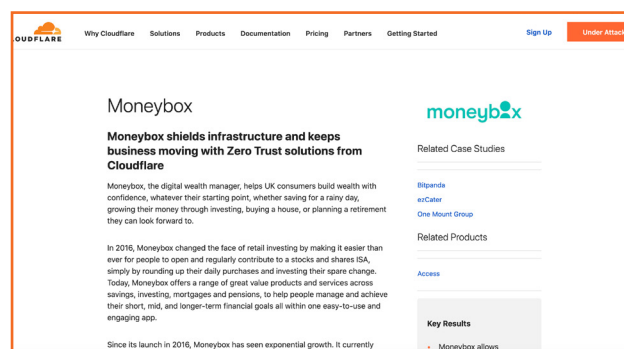
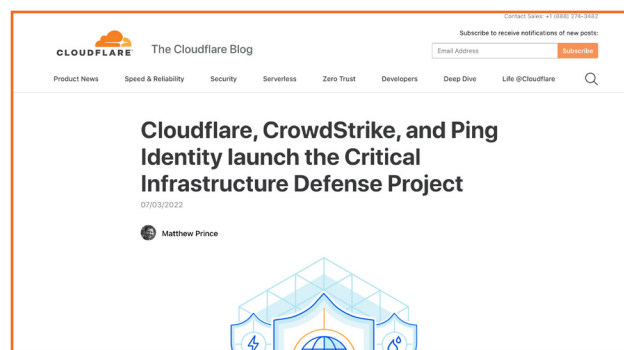
[Download Now >](#)

What about those customers who are not already a contact in your database, or those curious buyers who are still researching your product/service? How can we adapt our CTAs to engage with them?

We have created proprietary internal software that can dynamically see what pages prospects have visited, the actions they've taken, and present them with the perfect call to action that matches their buyer journey.

Let's take this user journey from a software company as an example. If you have a user that you know has read a specific blog post, downloaded a case study, and has also viewed your pricing page, the software will automatically send them a customised message asking if they would like a demo of your software. This proactive approach will increase your session to contact rate conversion.

A clear call-to-action can enhance the prospect's journey, but we should also consider the start of their journey. Let's take a look at proactive messaging.



Take Action:

Let's walk through your CTAs together and analyse where we can make them stronger and more dynamic.



Proactive Messaging - Engaging B2B Buyers at the Right Time

The New B2B Buyer

Previously in a B2B environment, buyers would engage directly with sales representatives. **The landscape has shifted, and now according to research from Forrester, 68% of B2B buyers prefer to collect information online independently.** As these considerations are in the early stages of the purchase decision process, it is vital that, as Marketers, we communicate that we understand buyers' pain points and that our value proposition overcomes this.



The new B2B buyer acts more like a B2C buyer in terms of a personal connection to the sale. At the end of the day, B2B buying decisions aren't just professional decisions, they're personal decisions. No matter how professional, humans carry their thoughts, attitudes, and emotions into their buying decisions.

And while B2B purchases ultimately have to benefit the buyer's business, it's almost impossible not to consider how it will also benefit them personally.

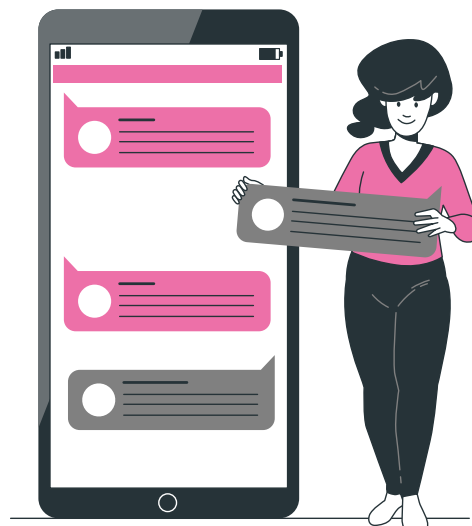
A recent study showed that people making B2B buying decisions are nearly 50% more likely to buy when they have personal confidence in the purchase. If that wasn't enough, they're also almost ten times more likely to pay a premium.

Many companies are experts when it comes to their products and businesses, but can sometimes struggle mapping out a conversational flow that connects with the average customer who is doing research. These flows can be delivered through live agents or chatbots and to truly get results, they not only require ongoing optimisation, but an expert level of precision.

Getting the Message Right

We can analyse when the best time to engage with a prospect on your site is. You are starting a relationship with everyone on your site and you want to get that right from the beginning.

Just like any relationship there are certain behaviours that are expected at certain times, and you don't want to get that wrong or you can prematurely ruin the relationship.



Timing is key, but the perfect message at the perfect time gets results. Asking for a demo straight away without understanding your prospect's journey and challenges may not be the best approach.

Shifting from Reactive to Proactive

Using proactive messaging on certain pages can also boost conversions. If a customer is on a specific page you can engage them in a discussion about that subject.

For example, if a prospect is browsing X product or service, an agency can say:

"Hey, I see you are interested in X, would you like to hear more about how we do that better than anyone else?"



Take Action:

By using the perfect message at the perfect time, you can get incredible results that also give your customers the best experience possible. Let us help you find your perfect mix.

“The days when pushing products at customers was enough to make sales are over. You need to make the first move and start an open conversation with the customer to be successful. Applying the proactive messaging strategy lets you do that — guide customers on your website, solve their pain points before they grow, and amaze them with your service. As long as your messages are personalized, helpful, and to the point, they can help influence their decision-making and drive conversion.”

Daria Zaboj

Product Content Writer

Expert Insight



You spend time crafting the perfect message to engage your potential buyers in a way that’s meaningful. You optimise your CTAs, and you make your offerings valuable so they’ll give you their contact info. You did everything right, and on the surface, these people who give you their contact details seem like truly marketing qualified leads. So what could go wrong?



The truth is that visitor behaviour analytics and contact info don’t tell the entire story of each visitor’s true feelings about your offering. In fact, some of your “prospects” aren’t as committed as you think they are (and some even give you incorrect contact info so you can’t reach them). These poor quality leads aren’t even close to the MQL you thought they were judging by contact info and website analytics alone... so how can you overcome this?

Qualified & Verified Leads - Not Just Contact Details.

When your sales team is going into each meeting with nothing but a name and some contact details, it can be challenging for them to find success. It's also virtually impossible to gauge how important or qualified a lead is by looking at a name and contact info alone.

Some companies set up lead scoring systems, which can help – but only if the scoring system is strong and accurate. If the scores are meaningless or inaccurate, lead scoring can do more harm than good. Additionally, lead scoring must be used consistently or results will be skewed, and it will be impossible to know where to spend time and effort.

There's also something to be said about inaccurate – or false – information. One of the most deflating things as a salesperson is to spend time and effort only to find out that the lead is worse than unqualified... they're erroneous or uncontactable.

Conversational Marketing: The Best Qualifier

Through our tech integrations, we can qualify and verify those leads and provide you with all the buying insight related to that opportunity. In some cases, where a meeting is required, we can even book that directly into the salesperson's calendar. Saving time for the sales team so they can focus on closing opportunities.



Take Action:

Get qualified leads you can trust. Our pricing is based on how well we deliver qualified leads and meetings for your sales team, so there isn't much risk in letting us go to work for you. All we need is a bit of your time to show you how we can make this work for your company. Would you like to hear more?

How The Chat Shop Drives Conversions With Conversational Marketing



Strategy Backed, Insight Led

We understand that each business is unique with its own challenges and goals. Our in-depth consultation ensures we understand your full customer journey and organisational ambitions. We'll create your personalised data-driven lead generation strategy combining our knowledge and expertise, ensuring better outcomes from day one. Continuous optimisation is at the heart of what we do, and we take the time to listen to you and your customers in true partnership



The Partnership Begins

As part of onboarding, our launch team will take time to fully understand your company's macro and micro environment. In order to effectively engage and convert prospects, we work to develop a deep understanding of your tone of voice, values, USP's, and other critical information about your company. This all occurs in a kick-off meeting with your dedicated account manager, who will take a deep dive at Google Analytics to understand your goals and how we can optimise.



Getting Your Ideal Customer

We'll know confidently what a good, qualified lead looks like for you and what details are important to capture. Additionally, if there are top products you want to promote, we can build a proactive strategy to put those at the forefront of what we're talking about in chat. We will capture all lead details and book meetings with buyer insights. Our team work with you to ensure all leads are fully integrated into your CRM system.



Technology Powered by People

Our team never stops optimising your account based on the data we are seeing. With every chat we have, we're gathering insights to improve the ratio of conversations to qualified, verified leads. Having brilliant tech is only one side of the picture - our focus is on the execution of the technology, and our tech team will never stop developing new approaches to optimise.

"We've been driving qualified leads for market-leading brands for the last 10-years. If you're looking for a competitive edge, get in touch and we'll explore your options."

Joe Bush - CEO at The Chat Shop



Conversational Marketing: Are You Ready To Start Your Journey?

Conversational Marketing is not something new-- the term has been around for the best part of a decade. What is new is the technology that delivers it. Combining this with a shift in B2B buyer behaviour and delivering conversational marketing at scale, it is now a crucial part of any inbound lead generation strategy. Just like blogging or email marketing, you can provide value and engage when you have the audience's attention.

Take steps to have conversations with your customers now before your competition does.

Whether you are just getting started implementing Conversational Marketing, optimising your current approach, or simply unsure if your strategy is generating the best quality leads for you, we can help.

Trusted

Our expertise is built on years of experience. We've been at the forefront of the chat industry since 2012. During this time we've completed over 3 million chats across 20+ industries, and companies of all sizes.

What sets us apart?

A tailor-made, conversational approach to each client. Over the years we've constantly evolved our offering, helping our clients to drive ROI by developing innovative new solutions. From billion dollar PLCs and major global firms to fast growth startups, we've supported the rapid growth of some of the biggest and best brands worldwide.

97%

Chat satisfaction

60k

Join the conversation every month



**The
Chat
Shop**

Taking
conversation
up a level

Contact Us

