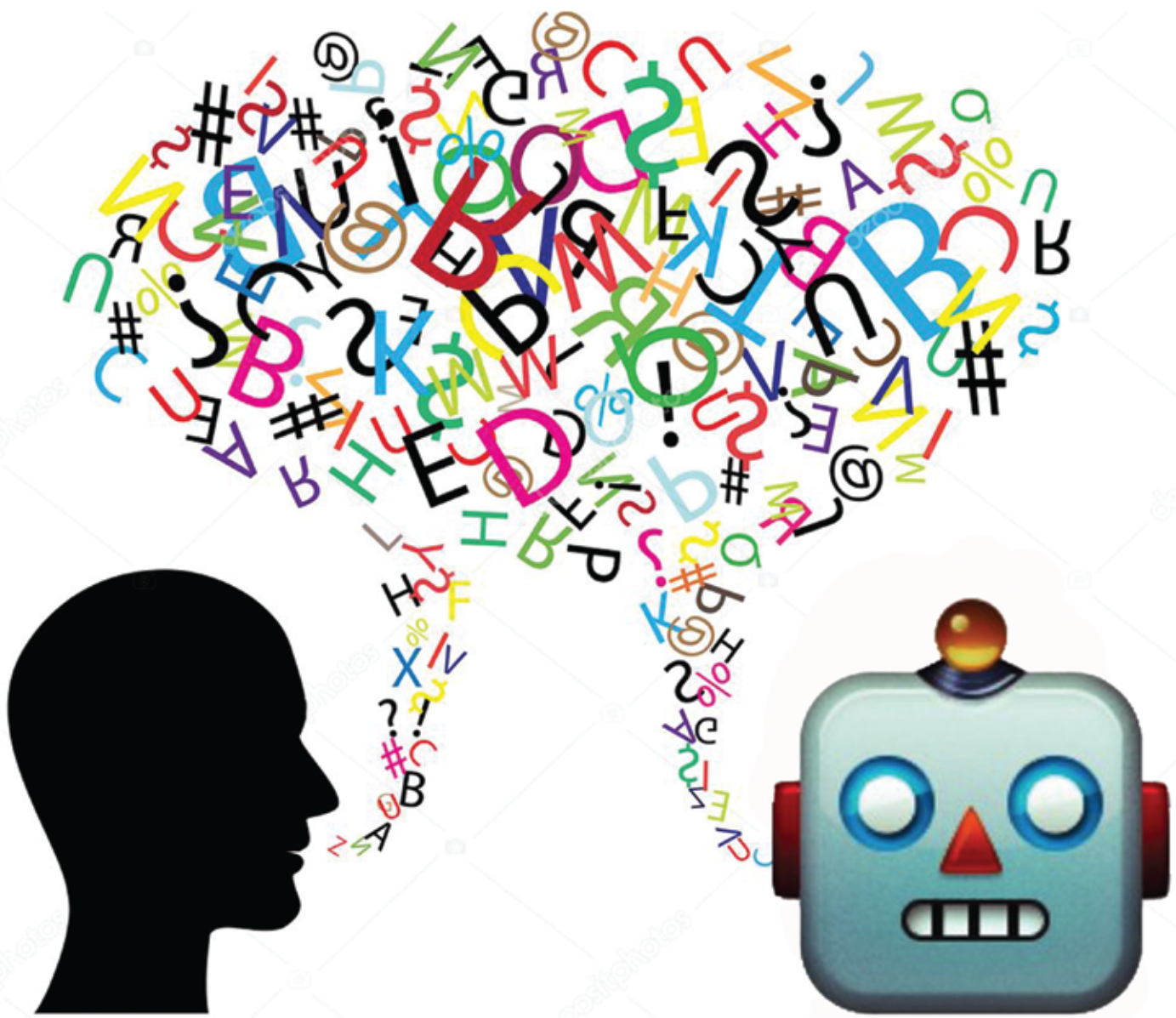


Nutshell



An ISA Publication

Volume 1, January - March 2020



Understanding Conversational Marketing

Why Did Jai's Mom Come Running With A Glass Of Turmeric-Milk And Black Pepper?



**Content Created
By Nestlé Nutrition Experts**



A Pinch of Black Pepper to Turmeric-Milk Aids in Faster Absorption of Curcumin for Faster Healing

SCIENCE BEHIND TRADITION

Curcumin (from Turmeric) has long been used in both Ayurvedic and Chinese medicines as an anti-inflammatory agent, and to enhance wound healing. Piperine (from black pepper) administered along with Curcumin improves the absorption and bioavailability of Curcumin. Visuals depicted above are for the purpose of creative visualisation.

From the Chairman's desk

Dear Member,

Today, we are evolving to marketing which is based on the relationship that customers have with a company. It is all about how much they trust you to deliver value. The best relationships are the ones which are based on good communication and trust. Communication is therefore the heart of this relationship. With communication, you can anticipate your customer's needs based on conversations, the core of Conversational Marketing.

Conversational Marketing is today, the fastest way to move buyers through your marketing and sales funnels, through the power of real-time conversations via messaging platforms. It is helping build relationships and create authentic experiences with customers and buyers.

This issue of the Nutshell attempts to understand the nuances of Conversational Marketing and how best to use it for maximum effectiveness. We would love to hear from you. Do send in your feedback to isa.sg@insocietyad.com

Regards,



Sunil Kataria
Chairman

Understanding Conversational Marketing

Today, we are evolving to marketing which is based on the relationship that customers have with a company. It is all about how much they trust you to deliver value. The best relationships are the ones which are based on good communication and trust. Communication is therefore the heart of this relationship. With communication, you can anticipate your customer's needs based on conversations, the backbone of Conversational Marketing. Conversational Marketing is today, the fastest way to move buyers through your marketing and sales funnels, through the power of real-time conversations via messaging platforms.

Conversational marketing is a new, personalized approach to doing business online. It moves buyers through marketing and sales funnels by using the power of one-at-a-time questions, a lot like a real-time conversation.

In other words, Conversational Marketing is an automated conversation with your website visitors. You can ask them different questions based on their previous answers, so they can give you specific details about them. That way, you get the exact information you need from your website visitors. And it happens at the same time that they engage with your business.

Conversational marketing is therefore the fastest way to move buyers through your marketing and sales funnels through the power of real-time conversations. It builds





04M 3350

RICHER. DARKER. CREAMIER.
THE GROWN UP CHOCOLATE.





relationships and creates authentic experiences with customers and buyers.

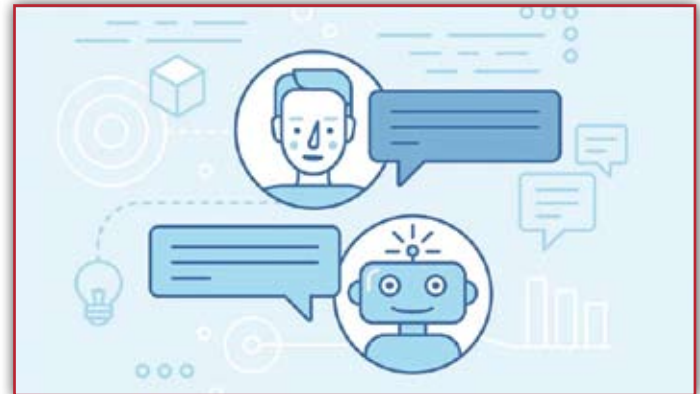
Conversational Marketing is effective because it builds relationships with customers through the experience of a conversation instead of asking people to go through lead capture forms and wait for a response.

And it's been proven as a successful way to use marketing to drive user engagement. It can also help expand your customer base, develop loyal customers, and grow your income.

So by making it easier for people to engage



with your business, you can convert more of the right leads faster. Meaning that conversational marketing doesn't just bring you customers, it brings you relevant ones as qualified leads.



What are conversational marketing chatbots?

Chatbots are artificially intelligent software programs. They use natural language and pre-programmed responses to have a conversation.

And they do this by using conditional logic, which you get to set up and control.

Chatbots are a popular way to use conversational marketing. That's because they don't require anyone to actually be there, responding to the user. That's why using a Chatbot is such a budget-friendly way to get started.

Instead of forcing people to go through lead capture forms and waiting days for a response, conversational marketing uses targeted messaging and intelligent chatbots to engage with people when they're on your website, making it easier for people to engage with your business. This will help you convert more of the right leads faster. Which means happier customers and a happier company.

People love communicating with messaging because it's fast, easy, and actually feels like a conversation. So it's not surprising that 90% of

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consumers want to use it to communicate with businesses (and the majority prefer it over email) according to a recent survey. But most businesses are still forcing people to jump through endless hoops before a conversation takes place.

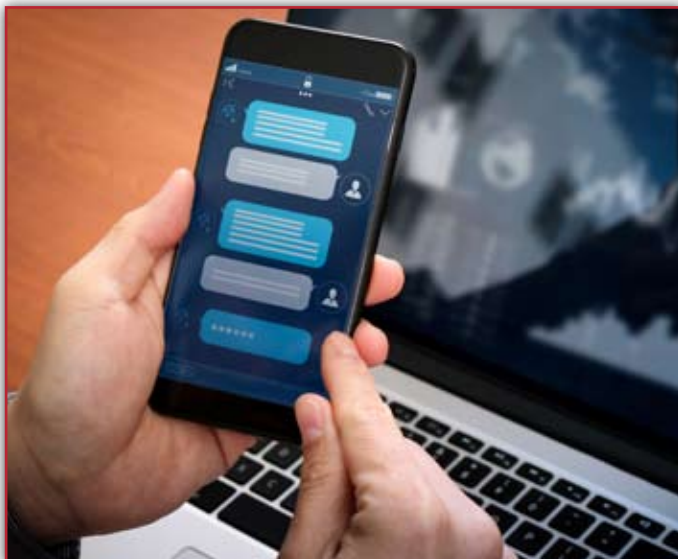
What is conversational marketing live chat?

Live Chat is a software or an app you can add to your business website. It lets users send a message directly to you or a team member in real time. Live Chat is popular because visitors can get answers to their questions right away. But, it requires a real human to be available to help. Both Chatbots and Live Chat aren't just for troubleshooting and customer support, either. They can both provide content that helps nurture your audience.

Conversational Marketing is more than just chat. Similarly, it can be used in tons of different areas of your business, including:

- Email Marketing
- Forms
- Landing Pages
- FAQs
- Voice Applications (Alexa, Google Smart Assistant, etc.)
- And more...

Buyers and consumers don't have time



anymore, and the numbers show it:

- Only 43% of people answer cold calls.
- The average email open rate has fallen to 20%
- The average landing page conversion rate is only 2.35%

The B2B buying process has become cold, impersonal, and way more painful for the buyer than it needs to be. The fix?

Conversational marketing builds relationships and creates authentic experiences with customers and buyers.

How do you (actually) do conversational marketing?

Implementing conversational marketing doesn't force you to blow everything up and start from scratch. It's the fastest way to move buyers through your marketing and sales funnel.

Doing Conversational Marketing is more like turning on a new lead-gen channel that complements your existing marketing efforts, boiled down into a simple framework called the Conversational Framework.

The Conversational Framework can be broken into three steps:

1. **Engage**
2. **Understand**
3. **Recommend**

It's how you have conversations now and build relationships in today's world. It's not a new marketing and sales funnel. It's a new way to move people through your funnel.

Let's understand each step.

Step 1: Engage more leads with chat instead of forms.

What happens when you give visitors ways to instantly start conversations on your website instead of forcing them to fill out forms before they can talk to anyone? For most businesses, it means higher conversion rates, more opportunities, and a more personal experience for the customer.

When visitors click to download now, contact sales or book a demo, you can use a bot to start that conversation. But it doesn't have to end there — you can keep the conversation going and continue moving people through your funnel instead of forcing them to wait for a follow-up email, if that's what they want.

You can't have someone operating chat on your website 24/7. That's the role of intelligent chatbots that make conversational marketing work for your business no matter the time of the day. You can engage people on your website now when they want to engage with you.



You can also send targeted messages to the visitors who seem most likely to buy instead of waiting for them to initiate the conversation. Whether you want to offer assistance to people browsing your pricing page or check in on repeat visitors, you can proactively reach the people who are serious about buying.

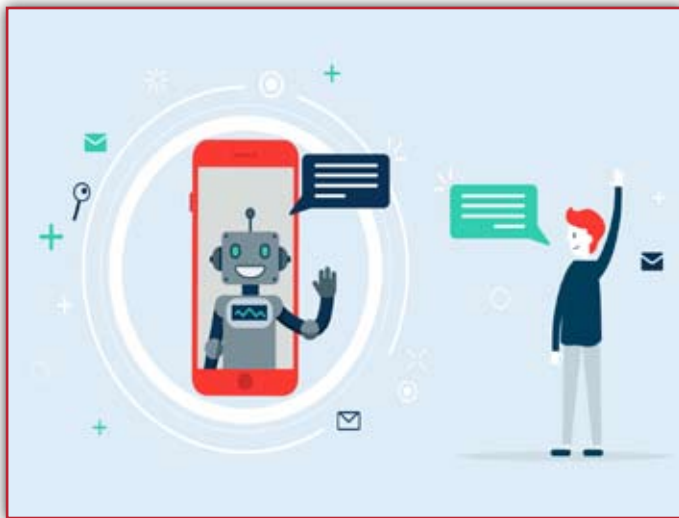


Step 2: Understand leads and what they want in minutes instead of days.

The typical approach to qualifying leads takes days of marketing automation and nurturing emails. But according to a study from Harvard Business Review, companies need to respond within five minutes of initial contact to have the best chance of qualifying a lead. Wait any longer and your odds of qualifying the lead decrease by 400%.

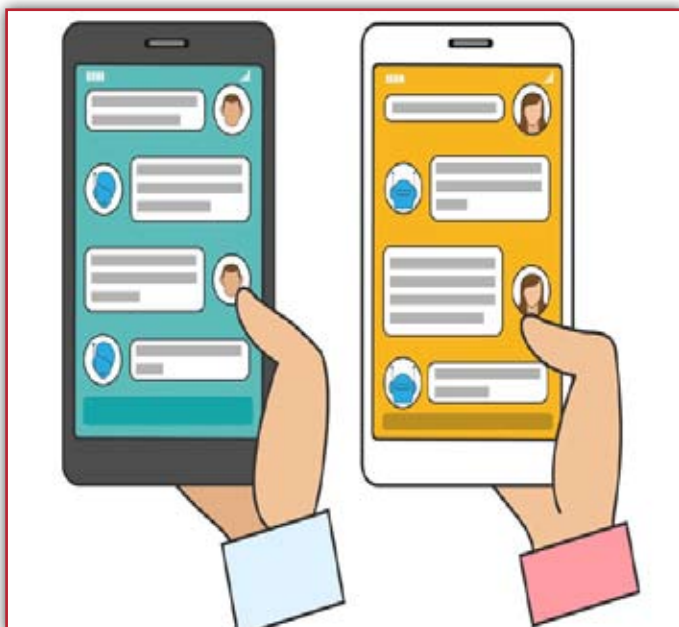
With conversational marketing, bots keep you available 24/7 to engage with new leads instantly. Chatbots can understand who those leads are and what they want by qualifying those leads for you in real-time instead of forcing them to wait on follow-up emails.

Let bots ask qualifying questions for you.



Build your bot using questions similar to the ones you already ask on form fields or initial qualifying calls. The bot will then have a conversation with the lead to understand them better. This will also help the bot recommend the next steps for the person engaging with it. You'll speed up response time and ensure your reps talk to the right people at the right time.

Bots can understand who might not be ready for a sales conversation and can disqualify visitors, saving your reps valuable time. Whether someone should be talking to support instead of sales or just isn't a good fit for your product, Bots make sure sales is spending time with leads who are interested in buying.



Step 3: Recommend the right next step to move leads through your funnel.

Bots are great at engaging and understanding leads, but nothing beats human-to-human interaction once it's time to close the sale. That's why bots use intelligent routing to connect leads to your sales team and even book meetings for them automatically—so your reps can focus 100% on selling.

Hi, I am looking for a one bedroom apartment in Montreal. My budget is \$500k. I need an indoor parking.

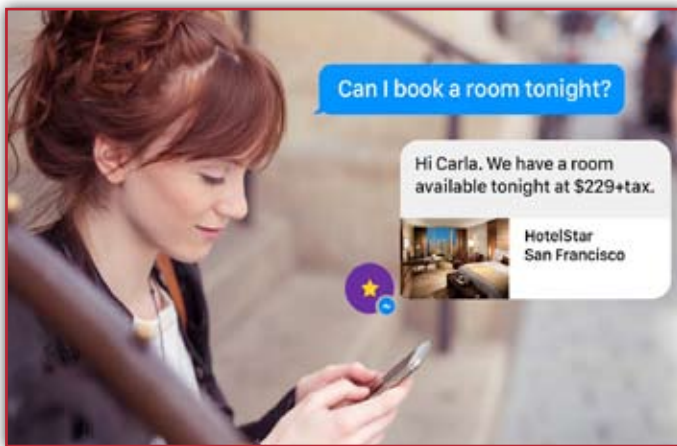
Hi! I'm Roof the real estate bot. When are you looking to move?

I want to move by the end of February!

Awesome! One of my colleagues will be with you shortly 😊

With intelligent routing, bots will always make sure the right leads go to the right reps. If you have multiple reps in the same territory, leads can be assigned on a rotating basis. Once sales reps connect their calendars, bots can book meetings for qualified leads directly from conversations. Your sales team will appreciate waking up to calendars full of high-quality meetings.

Bots can guide leads to pieces of content or collateral that will answer their questions or suggest personal solutions. And they can nurture leads to the next stage by further qualifying who they are and delivering relevant content over time. This is one of the key differences of conversational marketing vs. traditional inbound marketing.



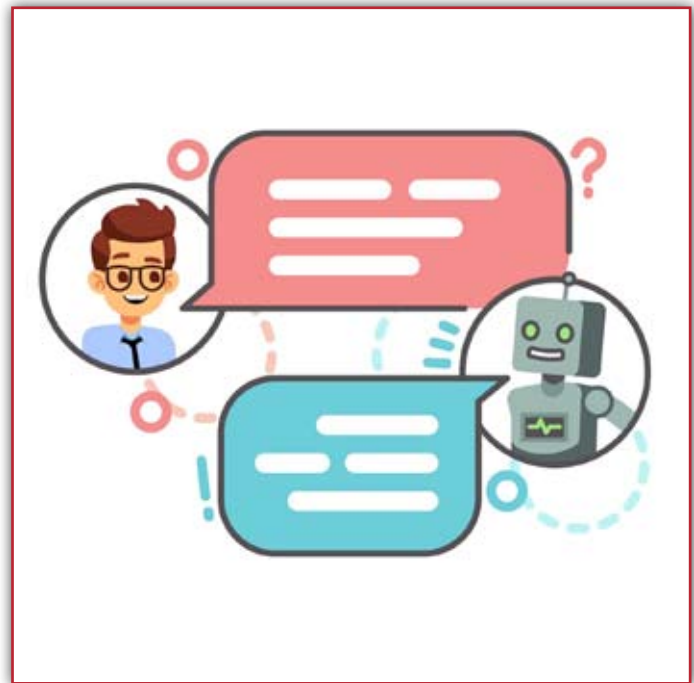
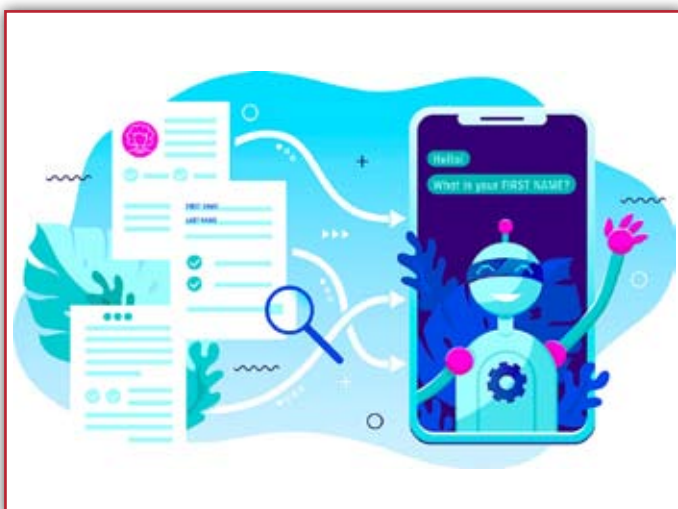
The Five Key Benefits of Conversational Marketing

You've already read about some of the positive results many different businesses have been able to achieve through conversational marketing. But those aren't the only benefits you can expect. Here are the five biggest benefits of using conversations to capture and qualify leads:

1) You create a more humane buying experience

With conversational marketing, your website no longer feels like an empty store or generic catalogue, where the only thing to greet shoppers were lead forms.

Now you can actually say "hello" to the people taking time to visit your site, allowing them to start a conversation when it's most convenient for them.



2) You learn a ton about your buyers and customers

Lead forms can collect contact info, but they're not great at providing context. Conversations can easily show you why a buyer came to your site in the first place, what their biggest pain points are, and which product features are most important to them.

3) You convert more and better leads

You can add more leads to the top of your funnel with conversational marketing. Those leads might never have gone to the trouble of filling out a form before you gave them an alternative.

4) You shorten your sales cycle

Leads qualified through conversations (called CQLs, or conversation qualified leads) tend to close faster than leads qualified through traditional methods.

5) You grow your sales pipeline

Since implementing conversational marketing, RapidMiner, a leading data science platform, has influenced 25% of their pipeline with conversations—an amount worth well over \$1 million to them.



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Conversational Marketing FAQs

Here are the most common questions related to conversational marketing:

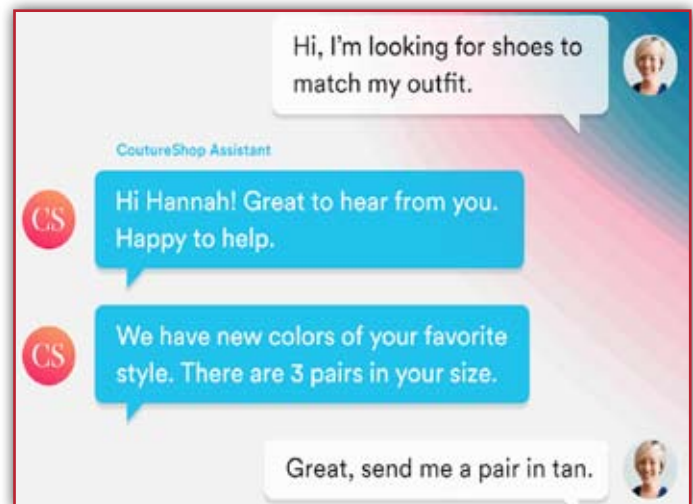
Do I have to completely remove all of my lead capture forms?

Getting started with conversational marketing isn't an "all or nothing" decision. Rather than removing all of the forms from your site, you could start by simply adding real-time messaging and bots as a second net—an alternative to forms for leads who are ready to talk to someone immediately. It's like opening a new way for your prospects to engage with you that's more natural and personal.

How do I measure the effectiveness of conversational marketing?

You can measure your conversational marketing efforts just like you would measure any other marketing channel.

Various conversational marketing platform gives you dashboards that show you how many leads you've captured and qualified with conversations, how many meetings you booked and scheduled, and how much revenue and pipeline your conversations are driving. You can even see the total amount of sales opportunities influenced.



What types of people are having conversations with businesses?

When data from the 50,000+ businesses was analyzed for conversational marketing, it was found that people in key decision-making roles are often the ones choosing to connect with businesses via real-time messaging.

In terms of seniority, 41% of the people having conversations were executives. CEOs made up 7.1%.

Can I use conversational marketing and chatbots for customer support?

Yes! One of the most popular applications of conversational marketing is to help reduce the friction of customer support experiences, finding the right support documentation to self-help, and improve all-around customer experience.





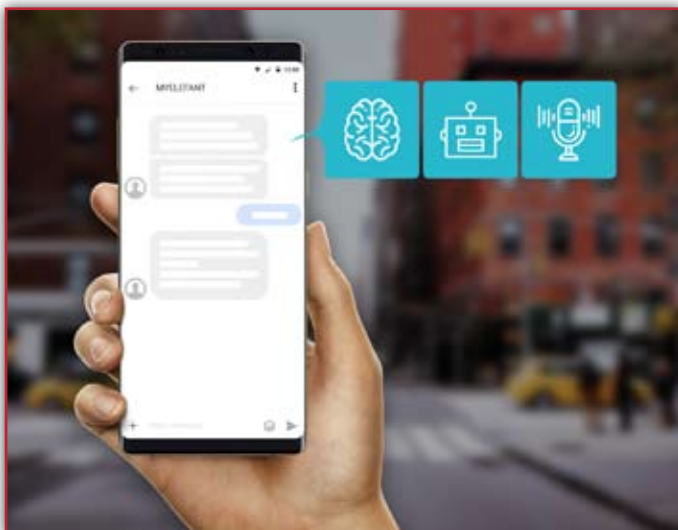
How do I scale conversational marketing?

Bots allow you to offer fast responses to visitors 24/7, even while your team is sleeping. Since they can ask the same qualifying questions your sales reps normally would, they can figure out who's qualified to talk to sales and connect them to the right person. Chatbots have become very effective at these types of conversations.

Conversational Marketing Stats

Information overload happens pretty quickly. Especially when filling out long forms. But conversational marketing is helping reduce form abandonment, one of the biggest pain points for business owners with websites.

Here are some astounding conversational marketing stats that prove why this type of marketing is becoming so popular:



- By 2020, conversational marketing will be a recognized channel for revenue in both B2B and B2C businesses.
- When asked about the next big marketing trend, people answered with consumer personalization (29%), AI (26%), and voice search (21.23%).
- Half of U.S. adults (46%) now use voice assistants to talk with smartphones and other devices.
- More people use messaging apps than social media.
- Virtual chat reps will count for the majority of customer interactions with businesses by 2020.
- 86% of online shoppers prefer proactive customer support.
- By 2021, more smart speakers will be owned than tablets.
- 58% of B2B businesses haven't adapted to modern consumer behaviour.
- Nurtured leads increase sales opportunities versus neglected leads.
- 79% of top-performing businesses have



been using marketing automation to get leads for 3 or more years.

- Using a quiz-like form to capture information has the potential to triple your conversion rate.
- Mobile is growing past desktops as the most popular device to use online.
- Companies automating lead management see a 10% increase in revenue after 6-9 months.
- People finish conversational forms 3.5 minutes faster on mobile.
- Conversation marketing will replace a combination of different parts of marketing, sales and service activities.

To sum up, these conversational marketing stats are part of why so many businesses are focusing their energy on this new form of marketing. Next, let's talk about the conversational marketing strategy.

Conversational Marketing Strategy

So we all know that the way we communicate online is changing. Today's consumer doesn't want to be coldly sold to or marketed to. They want to be honestly helped. And they want that help right away! So get ready to help your customers and grow your business by understanding Conversational Marketing Strategy.

Here's the framework to Conversational Marketing Strategy:

- Engage
- Understand
- Recommend
- Repeat

Successful digital marketers use conversational marketing for lots of different things to build their business online:

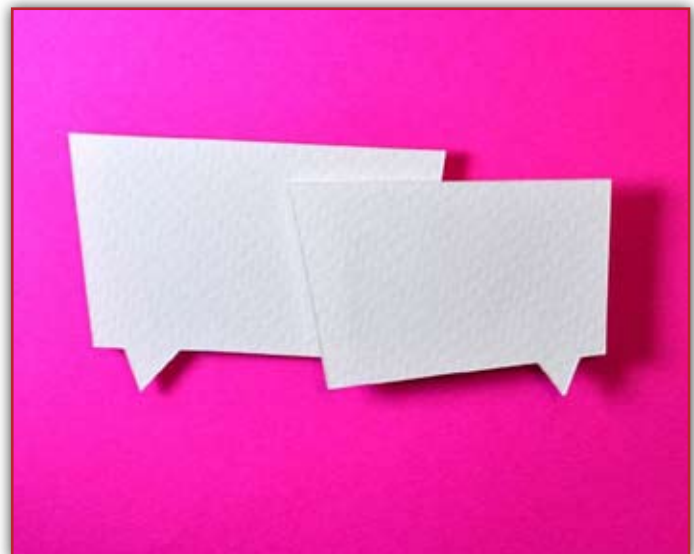
- Email Marketing
- Customer feedback
- Support
- Sales
- Lead Generation
- And more...

And your conversational marketing strategy will look a little different in each area of your business.

For example, let's take a look at a common sales conversational marketing strategy:

- Qualify leads
- Route conversations to reps
- Book meetings
- Increase revenue

Notice that there's both an automated and human element to this strategy. As you can see, the modern way of using conversational



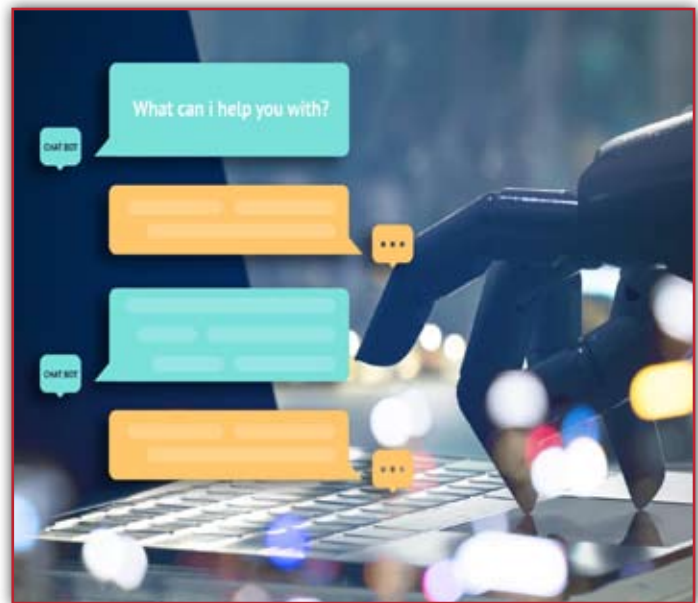


marketing means sales reps spend time only dealing with the best leads, as people qualify themselves through interactive forms.

And what's really great about conversational marketing is that it's not an all-or-nothing kind of marketing strategy. In short, you can use your conversational marketing strategy alongside traditional marketing strategies. You'll quickly see the benefits of using automated technology on top of conventional marketing.

How to implement conversational marketing without annoying customers and prospects?

Just as every other form of marketing, conversational marketing has to be treated with care. Implementing this marketing tactic without thought can lead to more harm than benefit. For instance, some marketers set chatbots to immediately pop-up on websites asking "How may I help?" How would a website visitor know what to ask before getting enough time to explore the website? This is a common rookie mistake. Think



through your chatbot prompts carefully. Before conversational marketing is explored further, let's discuss tips to implement conversational marketing without annoying website visitors.

- Give website/social media page visitors enough time to explore your display content before engaging them through chatbots. Carefully consider the time/trigger to set-off your chatbots.
- Listen carefully to what customers want before making any assumptions. Customers' issues may be different from what initial market research indicates. Customers' issues and questions could also evolve over time. This is where social media monitoring technologies can make an appearance.
- Refrain from using chatbots to replicate lifeless, sale-y conversation. Instead of asking "How may I help you?" experiment with "Where do you work?" or "What's your current biggest hurdle?" This could personalize the conversation more effectively.
- Ask customers for feedback where possible. Give them options. People deeply appreciate when you ask them how they would prefer to continue their engagement with your brand. For instance, Sujana Patel, and Mailshake used the app's Resources

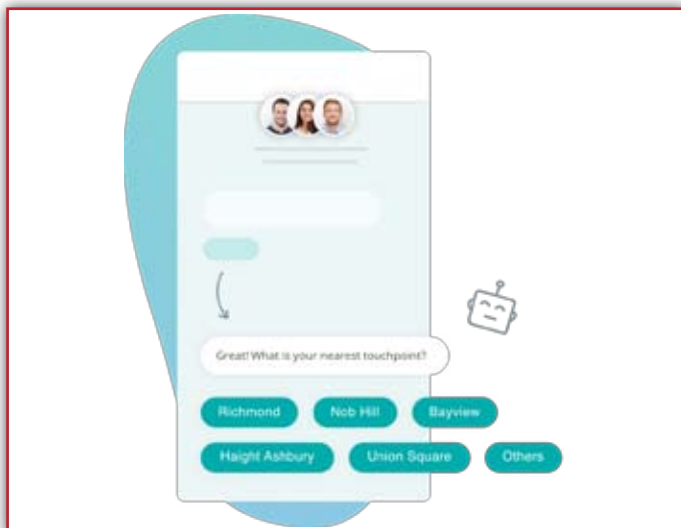


Page to both give away free resources and gauge website visitors' interest in products so they can be directed to a sales funnel.

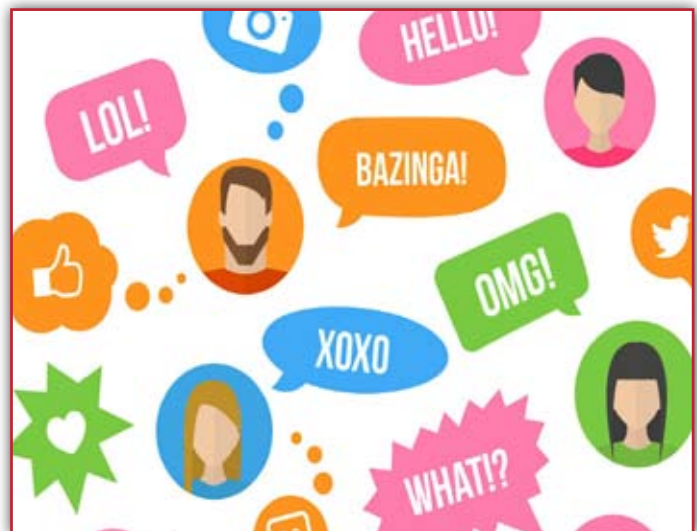
Conversational Marketing Best Practices

There's a lot of excitement around conversational marketing. So when getting started it's important to follow these conversational marketing best practices:

- Pick the right places. Focus on the most popular areas of your business.
- Keep your old marketing. Conventional methods still work great. Use both traditional and conversational marketing.



- Plan. Map out the customer journey and build around it.
- Be human. Talk to your customers, not at them.
- Think about the visitor. Your goal should be to make your customer experiences easier and more pleasant.
- Keep it simple. Remember that visitors expect an easy and quick process.
- Experiment. Test everything and tweak when necessary.
- Follow-up. Even if you're relying on marketing automation software, always route people to a real human at some point.



Conversational Marketing Tools

Conversational marketing is skyrocketing in popularity. So more and more tools are being created to help you grow your business online. Here are some popular conversational marketing tools:

1. WPForms Conversational Forms Addon





You can easily create an amazing form in just a few minutes without writing any code. Start with pre-built form templates to save even more time. WPForms is 100% responsive, meaning it works on mobile, tablets and desktop. With WPForms, you can respond to leads quickly with instant form notification feature for your team.

Skill Level: Beginner

Cost: WPForms Pro starts at \$199.50 a year

2. Facebook Messenger Bot



Big businesses like Nike, Sephora, and Pizza Hut use Messenger bots. And they are free to set up. However, they are very complicated for everyday business owners to create without help.

Skill Level: Advanced

Cost: Free (but you'll need to pay a developer to set it up, or use a paid software)



3. Chatfuel

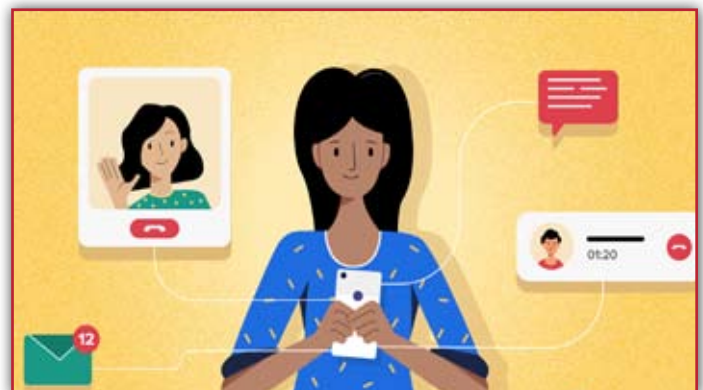


Chatfuel is a plugin that helps you build bots for Facebook Messenger. However, it doesn't work with other platforms (like WordPress).

Skill Level: Mid

Cost: Starts at \$180 per year

4. Botfuel



Botfuel is a platform that lets you build and manage conversational Chatbots based out of info in your database. And it gives you analytics to check out to see how your chatbots are doing.

Skill Level: Mid

Cost: Free to start and has a limit of 5,000 messages per month.

5. Drift



Drift makes it easier for people to buy from your business by using conversations. So when you connect Drift's conversational marketing platform to your site, you can get more qualified leads using bots. And bots also help book meetings with your team members.

Skill Level: Mid

Cost: Starts at \$4,800 per year

Other conversational marketing tools that are enterprise-friendly include:

- Hubspot
- Intercom
- Conversica
- Siftrock
- Manychat



Examples of effective conversational marketing in action

The easiest way to create effective marketing plans is by seeing good examples of them in action. Here are a bunch of examples of successful conversational marketing that you could use as inspiration when creating yours.

1. DOMINO'S

Domino's has always been invested in the latest technology, giving it an advantage over competitors like Pizza Hut. Domino's CEO J. Patrick Doyle has constantly raised the bar for customer experience by enabling pizza eaters to order from all devices, both wearable and otherwise. While it's mind-blowing to be able to order through smart watches and your car, it's even more thrilling to be able to tweet pizza orders.

This extent of convenience is only possible because of Domino's unwavering pro-technology stance.

2. LYFT

Of late, there has been a lot of innovation driven through Facebook messenger bots. Lyft's Facebook bot is a classic example of how



new technology can revolutionize an existing service. Lyft basically pairs car owners driving in the same direction as people looking for rides. This carpooling app which was already user-friendly became even more so when it enabled ride-matching through Facebook. Any user can hire a ride simply by clicking on the car icon within Facebook Messenger. Facebook's ad platform and data collection may be under fire, but that has clearly not deterred marketers from investing in Messenger bots.

3. HELLOFRESH

Meal kit providers have become popular in recent times, owing to the growing trend of people with no time to prepare food. HelloFresh is one such company that was founded in 2011 and has since expanded to serve across three continents. It's no surprise that this massive global player would be interested in exploring messenger bots to elevate customer experience. Using HelloFresh's bot who's named Freddy, customers can explore meal options, ask questions about them and set reminders to place orders.

Apps that need to be used on a regular basis require bot-like experiences so they can converse with services without having to wait for on-call assistance.

4. 1800-FLOWERS

Most of us rely on Facebook for birthday reminders and wishes. That's what makes 1800-Flowers a remarkable service to have on

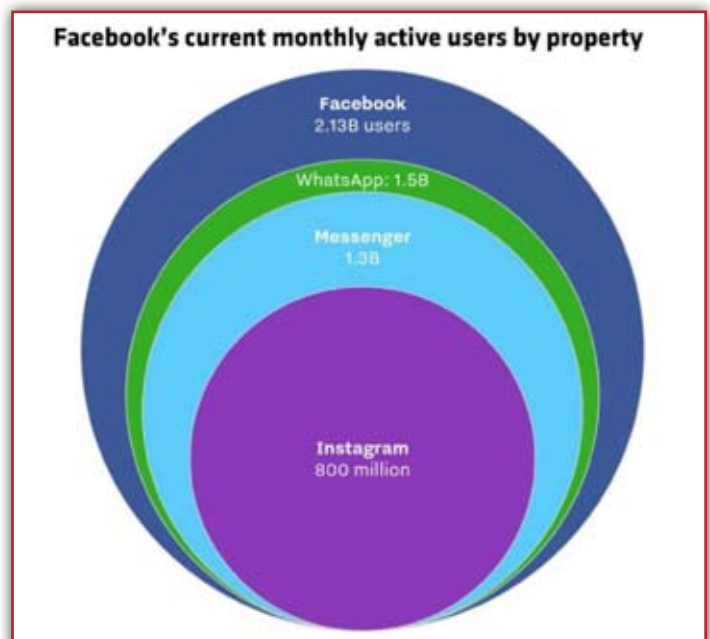


the social media platform. Using 1800-Flowers' Facebook Messenger bot, one can explore and order flowers without ever leaving the chat platform or format. Additionally, you can even access customer support from the messaging app should you need to provide specifications.

Connecting the right services through Facebook messenger can result in a significant increase in business.

5. AUSTRALIAN OPEN

Sometimes, incorporation of conversational marketing can result in a substantial increase in revenue. Take the Australian Open for instance. The official Australian Tennis body experimented with Facebook ads and bots to enable easy booking for last-minute ticket





buyers. This method increased conversions by 170% and yielded a return on investment of 25X. The assumption that last-minute buyers would pay for convenience paid off for the brand.

One of the smartest ways to increase business is by reducing the hurdles between a customer and his or her purchase.

What's Next for Conversational Marketing?

The major impact that conversational marketing has made in the B2B marketing world is even more impressive when you

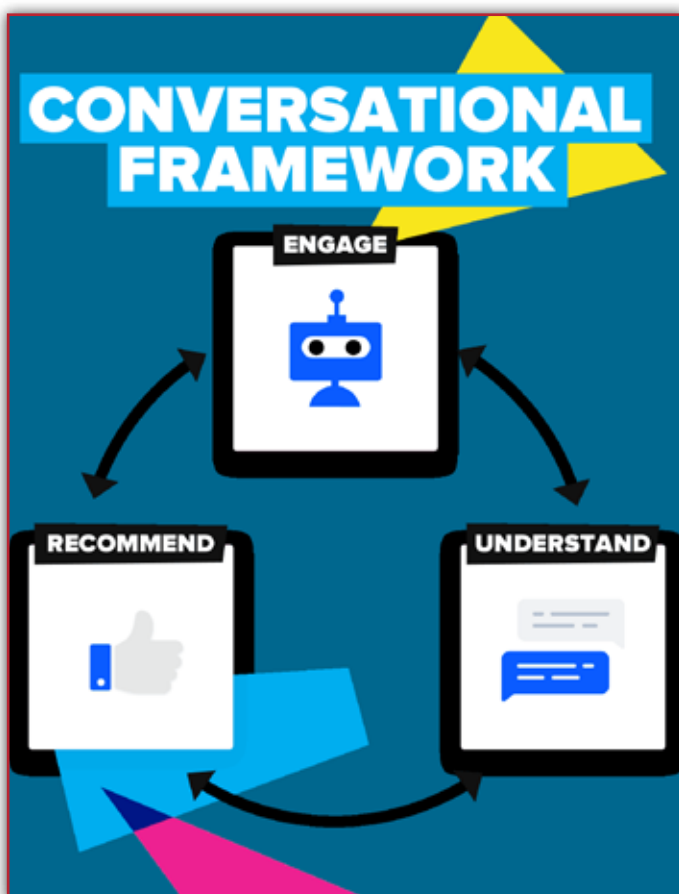


consider the fact that chatbots are really still in their infancy.

Since a one-to-one, human conversation has the ability to branch off in so many different directions, the interface used to program chatbots can get a little complicated. In the future, these interfaces will likely become more intuitive and streamlined, allowing marketers to program the logic of their chatbots more quickly and easily.

But for now, the best way to effectively program your chatbot is to work backward. Start by defining the goal of a given conversation — whether that's to get the visitor to convert, book a demo with sales or subscribe to your blog — then think about the different ways you might be able to reach that goal through a natural, human conversation. It is recommended that you read your bot's script out loud as you're designing it to make sure it sounds natural, friendly and human.

No matter your business, conversational marketing can be a fresh and highly effective tool for engaging with your prospects and customers. As chatbot technology continues to evolve, experiment with the different ways that you can use conversational marketing to shorten your sales cycle, learn new information about your prospects and enhance the empathetic element of your brand.



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