

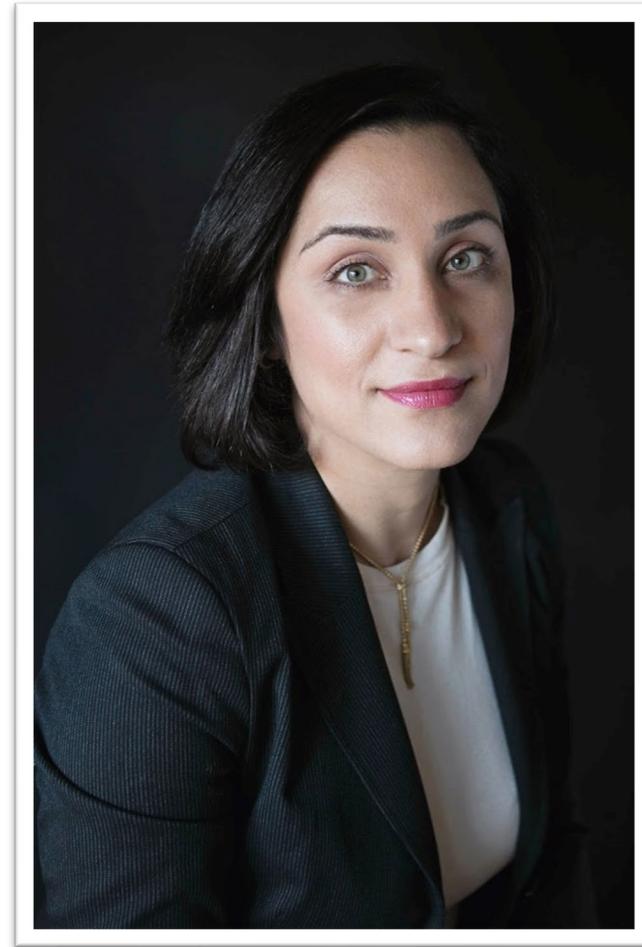


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What is conversation
Marketing?

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Maryam Golabgir is a digital marketer, programmer, and a website guru. She's been a speaker at Grind Up, Aurora and Newmarket Chamber of Commerce and 2017, 2018 and 2019 Women's Summit on SEO. Digital Marketing Experts was nominated as one of the top advertising agencies in York Region last year.



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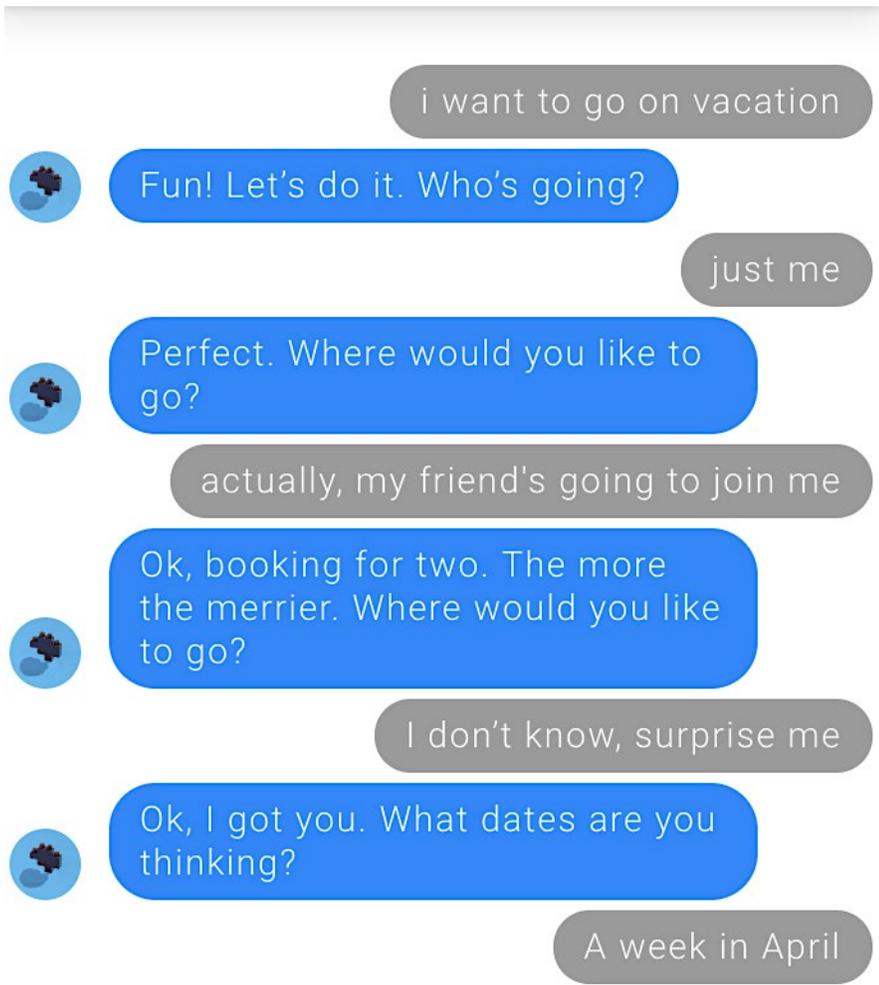
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With all that talk about chatbots, the reality of modern marketing becomes clear: it's more conversational. People want it that way, and so brands are reacting. When consumers have a question, **82%** **want an “immediate” response.**

Conversational marketing facilitates a one-to-one, real-time connection between marketers and customers



Unlike traditional strategies, this form of marketing is now available across multiple channels, allowing brands to meet customers on their terms: on the devices, platforms and time schedules that suit the customer best.

Siri. Alexa. Cortana. Google

Voice search is fast becoming more common, and conversational AI is developing quickly to keep up.

it's estimated that by next year, 50% of all searches will actually be voice searches.

What Is Conversational AI?

Conversational AI is the use of tools like chatbots, messaging apps and voice assistants that use Natural Language Processing (NLP), a subset of Artificial Intelligence (AI), to provide direct answers in a conversational way.

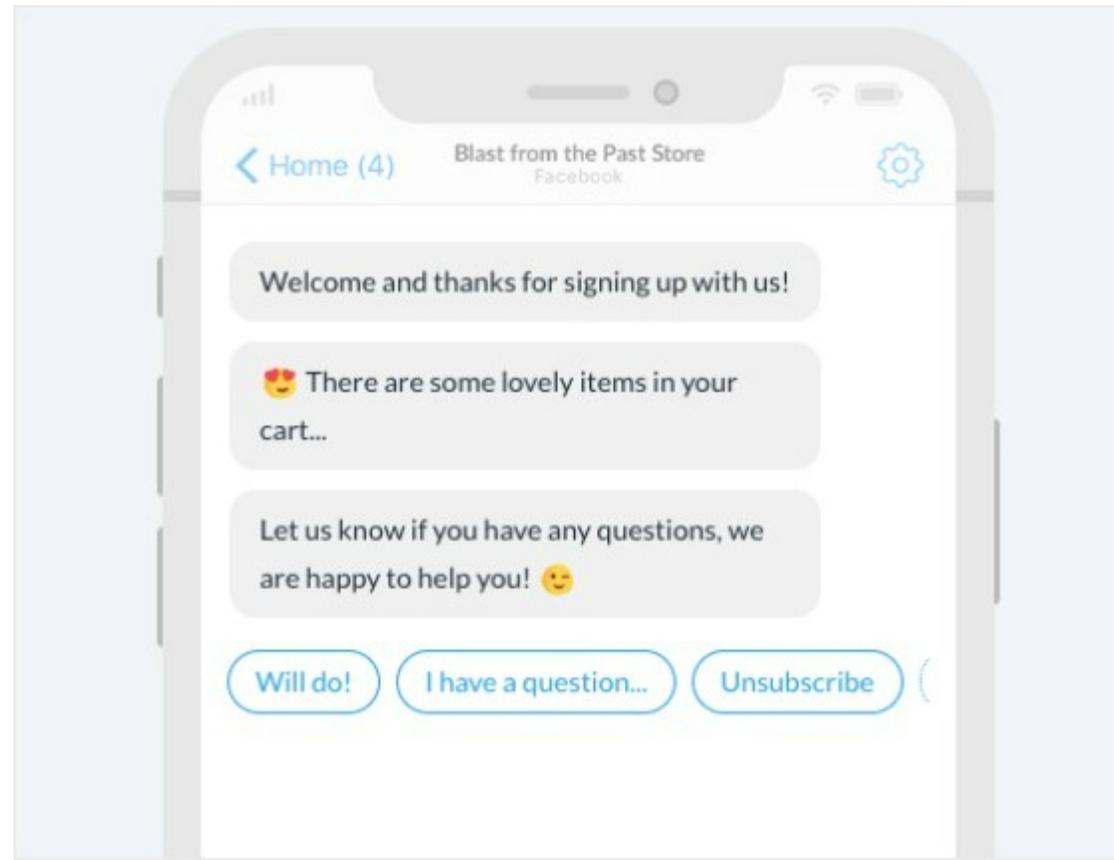
NLP “enables computers to process and understand human language. Recent advances in machine learning and, more specifically, its subset deep learning have made it possible for computers to better understand natural language.”

PEOPLE PRIMARILY VIEW CHATBOTS AS A SOLUTION FOR GETTING ANSWERS

Which of the following would you use a chatbot for?



How Conversation Marketing Will Change Online Traffic



Faster load time –voice recognition software is 3X faster than typing on a mobile screen . 20.4% more accurate than typing (in English) on a mobile screen

Altered customer journey – With voice search, instead of looking up “clothing alterations” and diligently reading reviews of the top ten results, I can just ask Siri for the “highest-rated clothing tailor near me.” She’ll give me one name and ask if I want directions there. So the customer journey will likely be more impulsive, reducing the research stages because you’re only presented with one option (unless you ask for more).

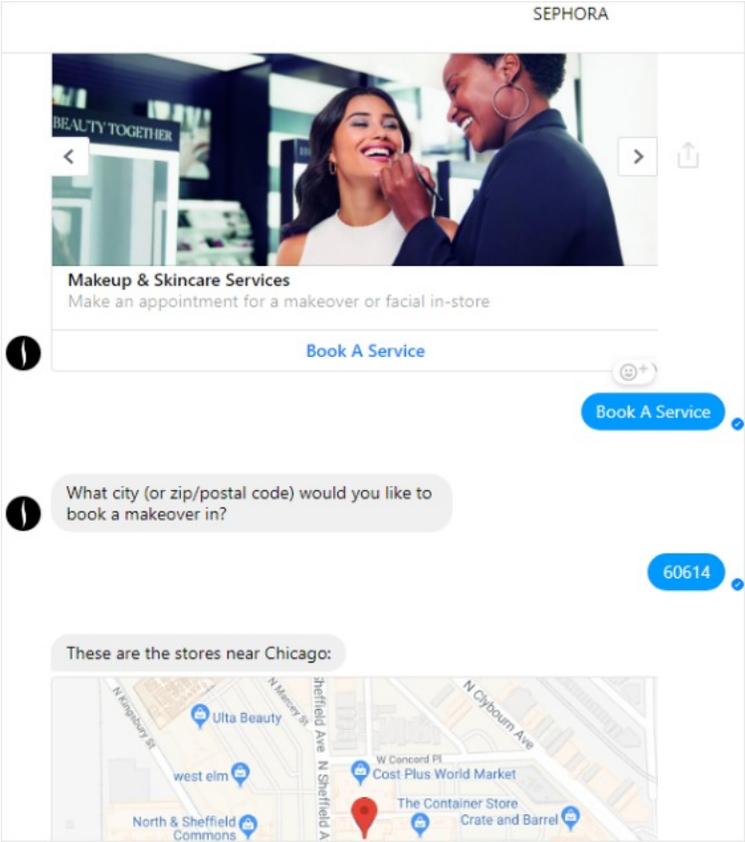
More personalization – Personalized experiences will increase usage, and with AI's evolving deep learning abilities, the conversational AI tools will be able to continually deliver more personalized suggestions along the way.

Long-form content – Google still likes long-form content: The average result that a voice query draws from is 2,312 words. So if you've been putting in a lot of time and effort to create 10x content, keep up the good work!

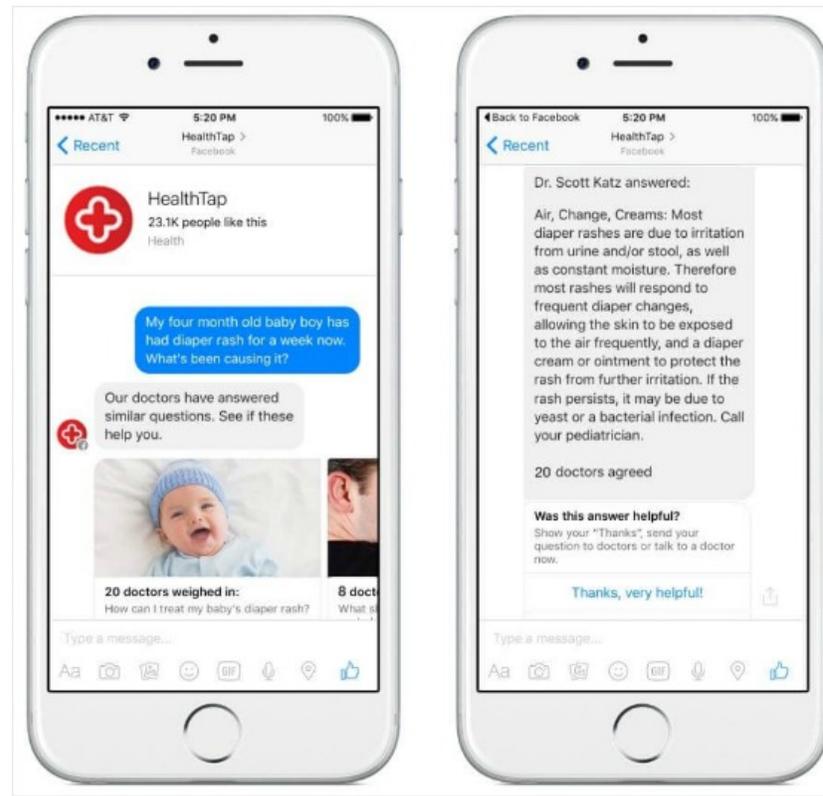


Conversational Marketing Examples

Sephora automatically books appointments through Facebook Messenger. And they use geolocation to bring people into their storefront.



HealthTap also uses Facebook Messenger to help get leads and take care of existing customers. In fact, most of their business is based around this conversational strategy.





MonsterInsights

Take Our Survey!

Please take a minute to take our survey and let us know what you think!

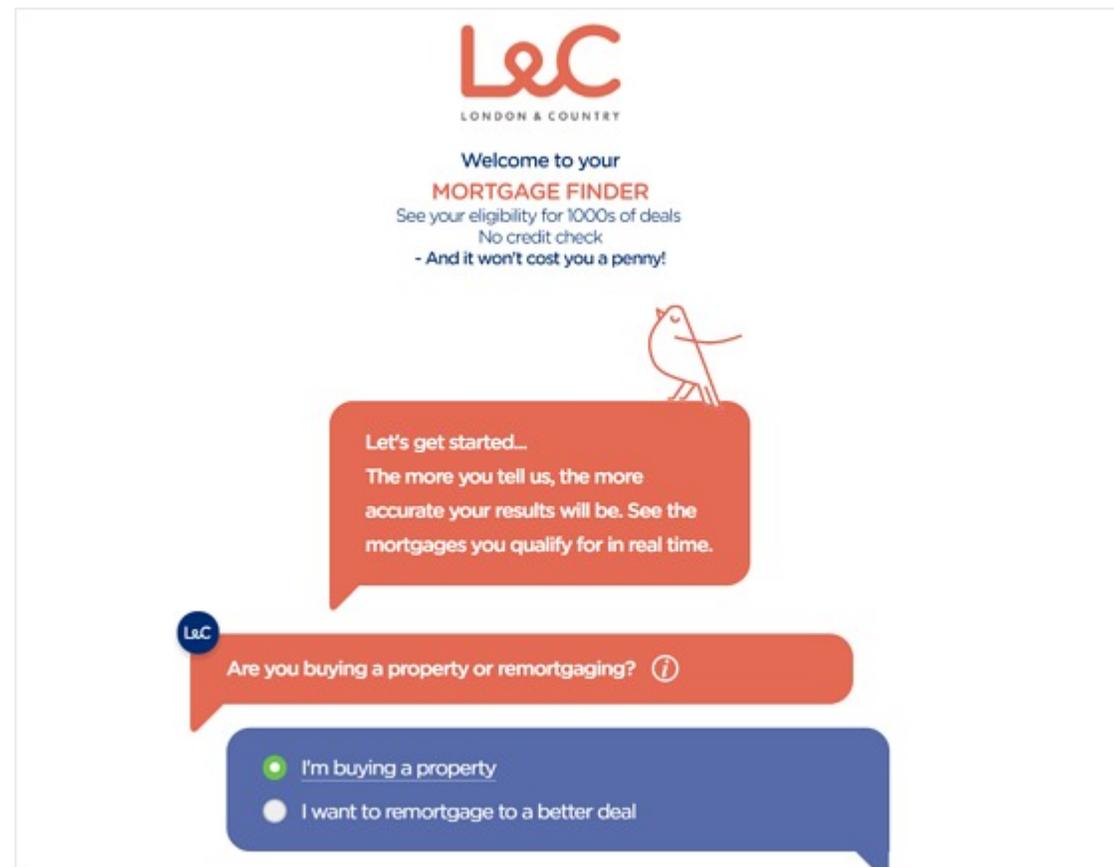
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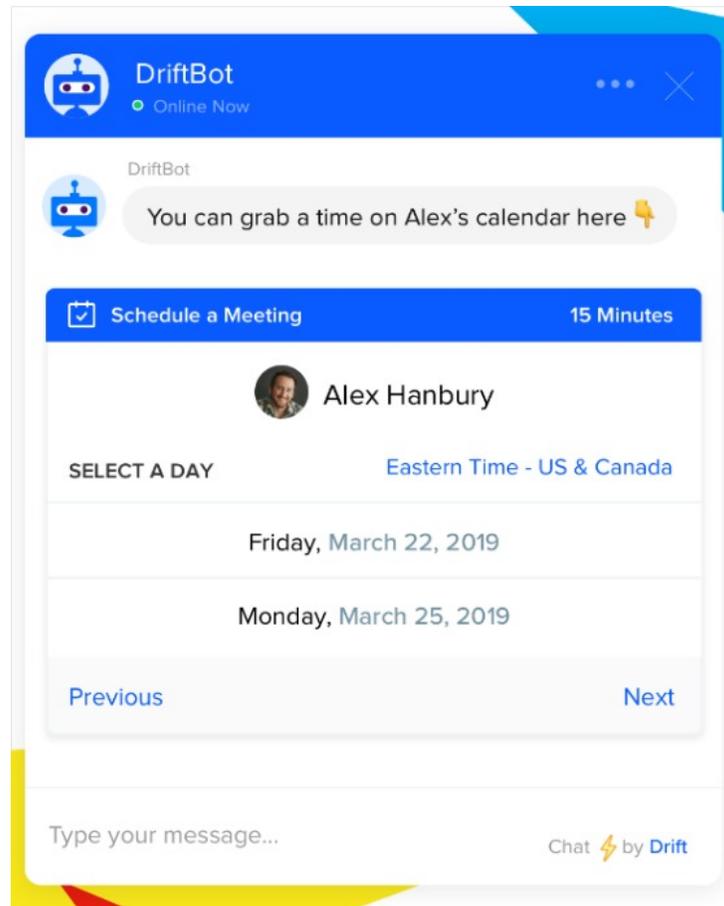
Domino's uses text messages. They want to encourage previous customers to order again with a simple pizza emoji. It doesn't get much simpler.



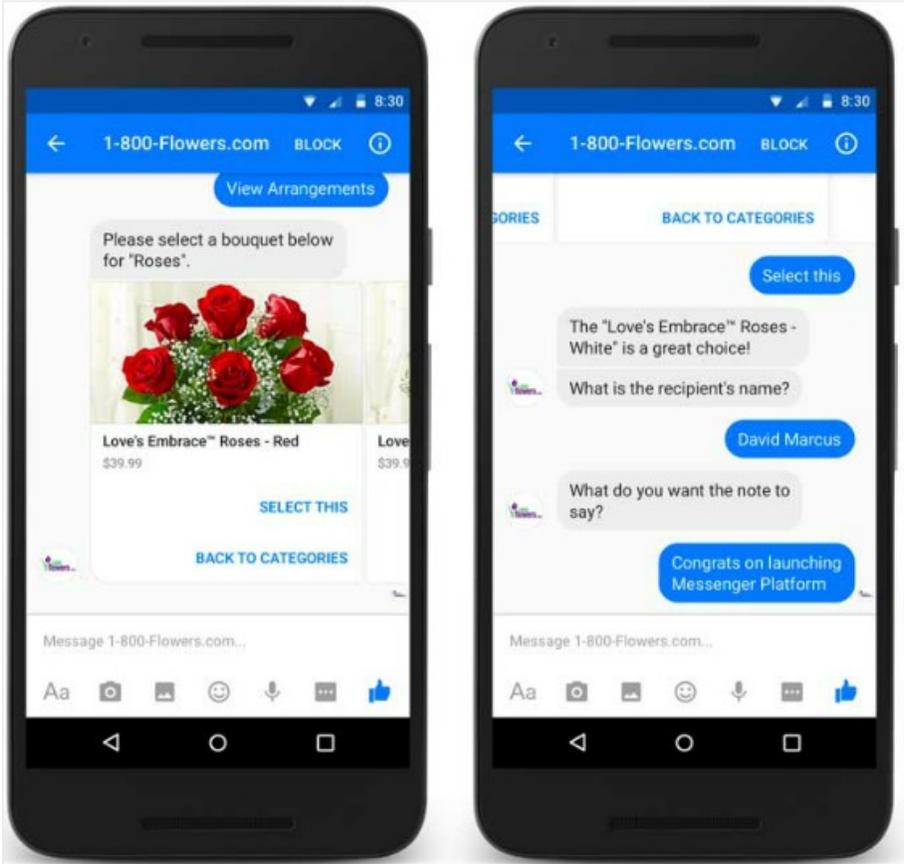
London & Company uses a pretty looking Chatbot for to ask qualifying questions and get new leads from potential customers.



Drift lets customers schedule a meeting with sales team and sales reps themselves.



1-800-Flowers sells their product through Facebook Messenger. And they use bots to walk customers through the sales cycle from start to finish.





Questions?

We're happy to help!