

Conversational Marketing

Now that you know the basics of how to use conversational marketing to drive more sales, use the insights from Sabine Schmidt, Implementation Specialist from HubSpot, to turn conversational marketing into the tool your business needs.

- Do you have a chat strategy? (In other words, do you know your goals for implementing conversational marketing?)
- Have you clearly defined the criteria for sales qualified leads at your organisation?
- Have you trained everyone engaging in your chat platform in inbound sales? Everyone handling a chat should be able to act as a consultant to the prospect or customer.
- Have you personalised your chats? (You can do this by using their name, refer to any information they've given and asking questions that are relevant to that person.) Avoid a 'copy paste' approach to your conversational marketing.
- Does your team know what disqualifies a lead?
- Do you have regular smarketing meetings between departments to share resources and ensure everyone is on the same page when it comes to lead qualification?
- Do you know how many chat enquiries you expect?
- You should think about a strategy for following up on people who go through the chat and don't purchase. For example, you could set up a workflow.

