

B2B Conversational Marketing Playbook

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The traditional B2B funnel is flawed

If you've ever been a buyer of B2B products or services then you're probably very familiar with the conversion journey. The typical flow starts with either search, display ads, social or some other type of traffic source — all leading to the website, otherwise known as the "conversion killer." The website presents prospects with a library of information with hopes that they'll stumble on what they're looking for and ultimately fill out a form to get more information. This traditional funnel is inherently flawed. It doesn't give prospects the opportunity to have a conversation with a business when interest is piqued. Instead, it forces prospects to fill out a form. In the best case scenario, a sales rep responds in a couple of days and 6-8 emails later, a meeting is finally scheduled. And this meeting typically occurs a full week after the prospect expressed initial interest. But more often than not, a business takes too long to follow up and by the time they do, the potential buyer has moved on and doesn't even respond. Sound familiar?

Traditional B2B marketing funnel



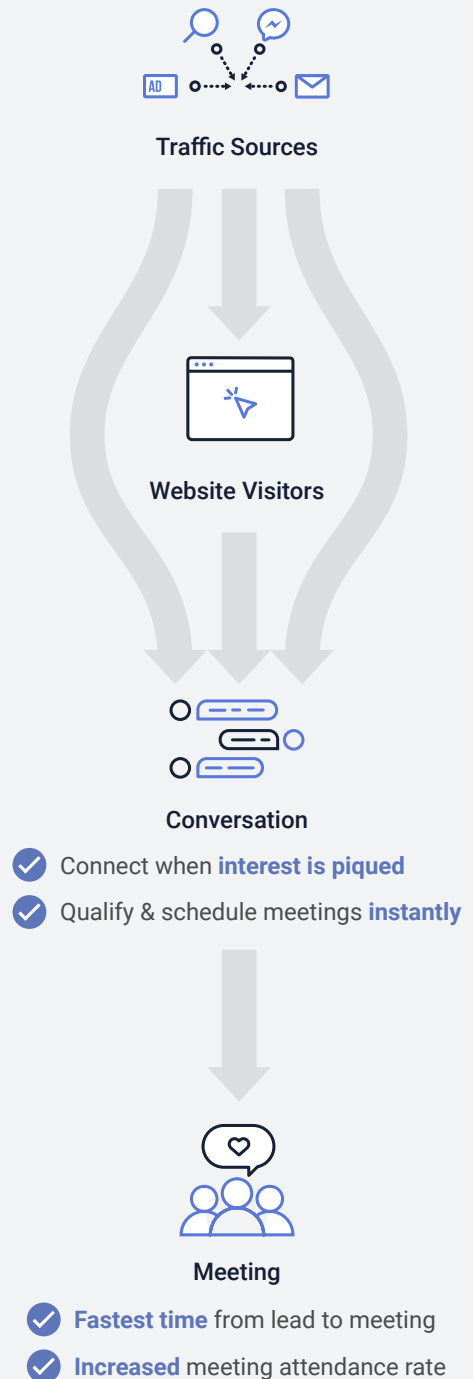
B2B Conversational Marketing is taking over

Conversational Marketing is the use of AI-powered messaging conversations to educate potential buyers on products and services. Conversational Marketing relies on the oldest and most natural way of delivering information — a conversation. Prospects can ask questions and get answers in the messaging apps and channels that they already use every day to communicate with friends and family including SMS, WhatsApp, Facebook Messenger, Apple Messages and more. When compared to the traditional conversion journey that requires prospects to sift through dense web content, fill out forms and exchange numerous emails just to get a meeting scheduled — Conversational Marketing has proven to increase conversion rates by 20% or more, and speed up the sales cycle by up to 30%.

When we take a closer look at the mechanics of the conversational conversion funnel, it's not surprising that businesses are seeing incredible results. The conversational journey starts with the same traffic sources we see in the traditional funnel, which can drive to a website that leads to a conversation. Even better, these traffic sources can drive directly to a conversation cutting out an unnecessary step (the website) in the conversion journey. Once a conversation begins, the prospect can easily get the information they're looking for without having to sift through dense web content. Conversations are a great opportunity to get prospects excited, further qualify them and get a meeting scheduled right then and there. The beauty of Conversational Marketing is that conversations can take place on any messaging channel or app, and can be powered by a combination of both artificial intelligence and humans. The Conversational Marketing approach significantly cuts down the time from initial interest to meeting, reduces drop-off and increases meeting attendance rates.

Conversational B2B funnel

20% increase in conversions &
30% faster sales cycle

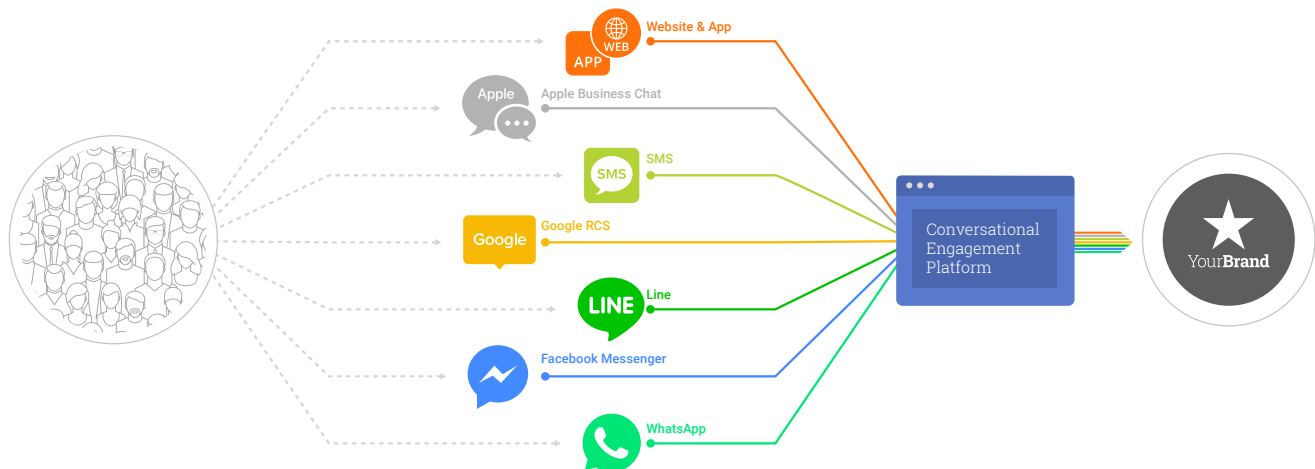


Getting Conversational Marketing right

Conversational Marketing done right can have enormous business benefits. Here are five important tips that are critical to a successful Conversational Marketing strategy.

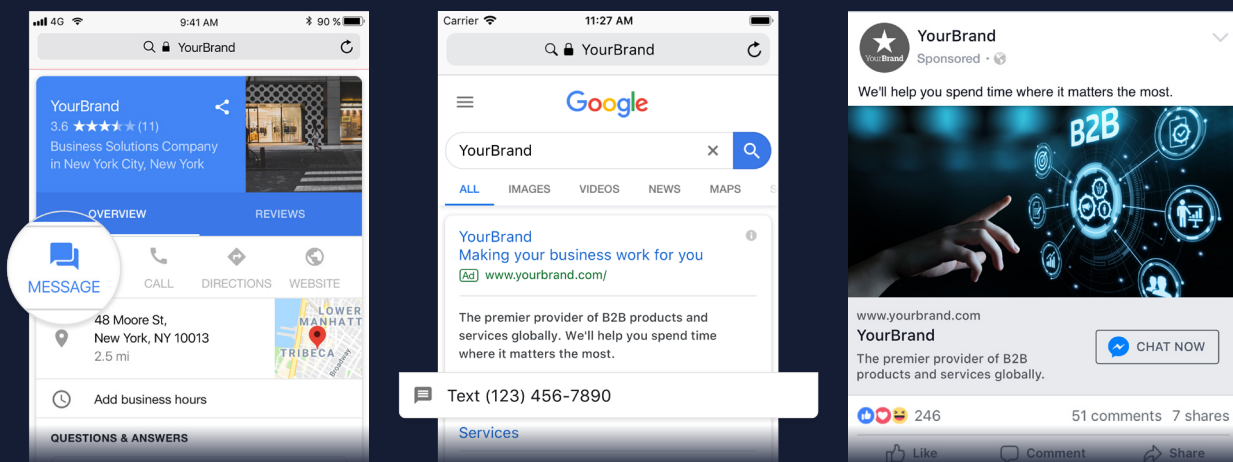
1. Engage with your prospects and customers where they already are

Don't force conversations on a specific messaging channel or app. Whether it's messaging on your website or mobile app, SMS, Apple Business Chat, WhatsApp or Facebook Messenger — everyone has their channel of choice. Not giving prospects the ability to connect with your business when they want and where they want means missed opportunities. Operationalizing a wide variety of messaging channels both effectively and efficiently requires a business-grade conversational platform.



2. Skip the website and drive traffic directly to a conversation

Don't make it harder for your prospects to get to a conversation. Google and Facebook, two of the biggest sources of paid and organic traffic, are making this possible with new ad extensions and capabilities. Google introduced the ability for businesses to offer the messaging option directly from their Google business listing along with AdWords and display advertisements. Facebook is also embracing the Conversational Marketing approach by making it easy for businesses to run ads that drive directly to a Facebook Messenger conversation.



3. AI & Automation make it possible to scale without hiring an army of agents

Tasks like answering basic product questions, capturing lead information and scheduling meetings can easily be automated using AI-powered bots. Bots need continuous monitoring and optimization so it's important that your conversational engagement platform makes it easy for non-technical professionals (e.g. agents) to accomplish both.

Bots can handle infinite conversations at a tenth of the cost



4. Conversational design expertise is a must-have

In every conversation where automation plays a role, there needs to be a very thoughtful design and structure. Conversational design expertise is necessary to create conversational experiences that guide prospects through their educational journey, ask the right questions at the right time, and optimize conversation flows for the right intents. This will ensure a high-quality experience and maximize the business benefits of a Conversational Marketing strategy.

The screenshot shows a mobile chat interface for 'YourBrand'. The chat history includes a welcome message, a self-introduction as a 'concierge bot', and a user request for a demo. The bot responds by confirming the intent and providing three specific time slots for Thursday. Annotations on the right side of the chat provide design guidelines:

- Be clear it's a bot - avatar and text:** Points to the bot's self-introduction message.
- Information in small chunks - like a human:** Points to the bot's response structure.
- Mirror language to confirm intent:** Points to the bot's confirmation of the user's request.
- Use structured content to streamline scheduling and increase accuracy:** Points to the list of time slots.
- Indicate "typing" to convey human-like rhythm:** Points to the typing indicator at the bottom of the chat.

5. Reporting and analytics

Building a high-performing lead generation machine is an iterative process and requires real-time visibility into metrics. Having the capability to measure every aspect of the conversational demand generation funnel is absolutely critical for determining breakpoints and identifying what needs fixing.

