



# Q1 Joburg HUG | 6 March 2019

Conversational marketing by Sabine Schmidt



# Welcome to the Q1 #JoburgHUG

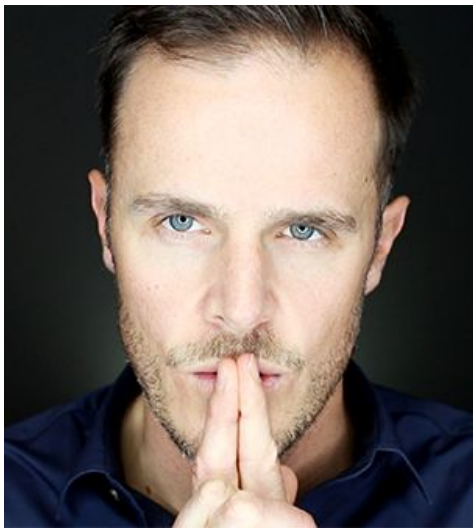
**Darren Leishman**

**MD Spitfire Inbound & JHB HUG Leader**



# Announcements!





# Welcome to the New Co - Hug Leader

**Luke Marthinusen**  
Founder & CEO of MO Agency



Coming Q2

# HubSpot User Groups Pretoria





# Introducing speaker

**Sabine Schmidt**  
**Implementation specialist, HubSpot**



# Hello There!



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# Conversational Marketing for boosting Sales

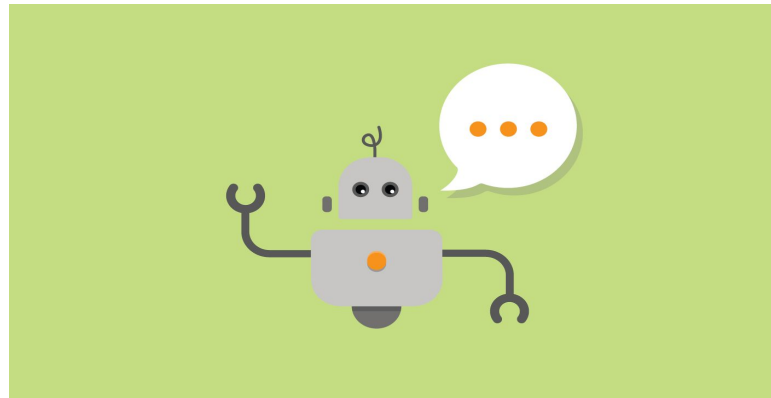






Live Chat

Chatbot



**38 %** of consumers are more likely to  
buy from a company offering a Chat  
functionality



**79 %** of businesses say offering a Chat functionality has had a positive effect on revenue, sales and customer loyalty



What's the deal with chat?




- 
- A decorative graphic on the left side of the slide, consisting of a vertical line with several circles of different sizes and colors (light blue, dark blue, and white) arranged along it.
- It's fast



**82%** percent rate an immediate response  
from a business “important” or “very important”  
when having Sales or Marketing questions



- 
- It's fast
  - It's customized
  - It's personal
  - It meets the prospect where he is, at the channel of his choice



Over **55%** prefer messaging over email to  
contact a business







# Live Chat for Lead Generation



Why can Live Chat help with  
Lead Generation?



# Why Live Chat?

- Improved team efficiency
- More Cost-Effective
- Increased influence on buying process







Hello. I want my gym training to be more effective and am interested in some protein supplements..dont know whats best though.

Hello Bill, thanks for writing in! I am happy to help. Would you like to buy some Whey Powder?

Uhm, I actually don't even know what this is, but I like natural supplements in general...

Oh no problem, then you should take our NatureEat Peanut Protein Bars. If you like I can take your order right here!

I'm allergic against peanuts!



# EIM Model

- Explore: discover wants.
- Identify: discover needs.
- Match: deliver perfect solution.



# Inbound Sales

focus on the prospect's pain points,  
act as a trusted consultant and adapt  
the sales process to the buyer  
journey.











e

BOOTS

HARNESSES

LIFE JACKETS

PACKS

SAFETY

hart

Choose the smallest size.

See our [Paw Measurement Chart](#) to find the proper measurement of your dog's paw.

1.5 in  
38 mm

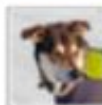
1.75 in  
44 mm

2.0 in  
51 mm

2.25 in  
57 mm

2.5 in  
64 mm

Live Chat



**Sequoia:**

Need help choosing the best boot for your adventure buddy? Check out our [Boot Comparison Chart](#) here! - [ruffwear.com/Boots-Comparison...](#) If you have any questions please let me know!

Type your message here and press [enter] to send...



# Chatbots for Lead Generation



How can a Chatbot help your  
Sales Team?



# Why Chatbot?

- **Pre-qualify Leads before handover**
  - Route Lead to the right Chat Agent
  - Save Chat Agent's time
  - Save important Lead information in the CRM
- **Connecting with MQLs**
  - Save Sales Reps time for most valuable conversations







The personality must match your brand &  
your Buyer Persona!





**38%** increase in demos booked  
within six months of implementing a  
chat bot.





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# Conversational Marketing in HubSpot



# Question Time



# Feedback is welcomed!

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# Feedback is welcomed!

angela-merkel@gmail.com



# Resources

- [10 Graphs that show the immense power of messaging apps](#)
- [2018 Customer Service Messaging trends report- Nuance](#)
- <https://blog.hubspot.com/sales/how-to-set-up-a-lead-bot>
- <https://www.livechatinc.com/livechat-resources/complete-guide-online-sales/>
- <https://blog.hubspot.com/marketing/companies-using-live-chat>
- <https://blog.hubspot.com/service/live-chat>

