


Conversations are Critical: Make the Move from Monologue to Dialogue

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A close-up, slightly blurred photograph of a person in a light-colored suit jacket and dark tie, giving a thumbs-down gesture with their right hand. The background is out of focus, showing hints of an office or indoor setting.

**How many of you feel
like this when reading
vendor emails or
content?**

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**Are we
trying too
hard to get
attention?**



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boutique

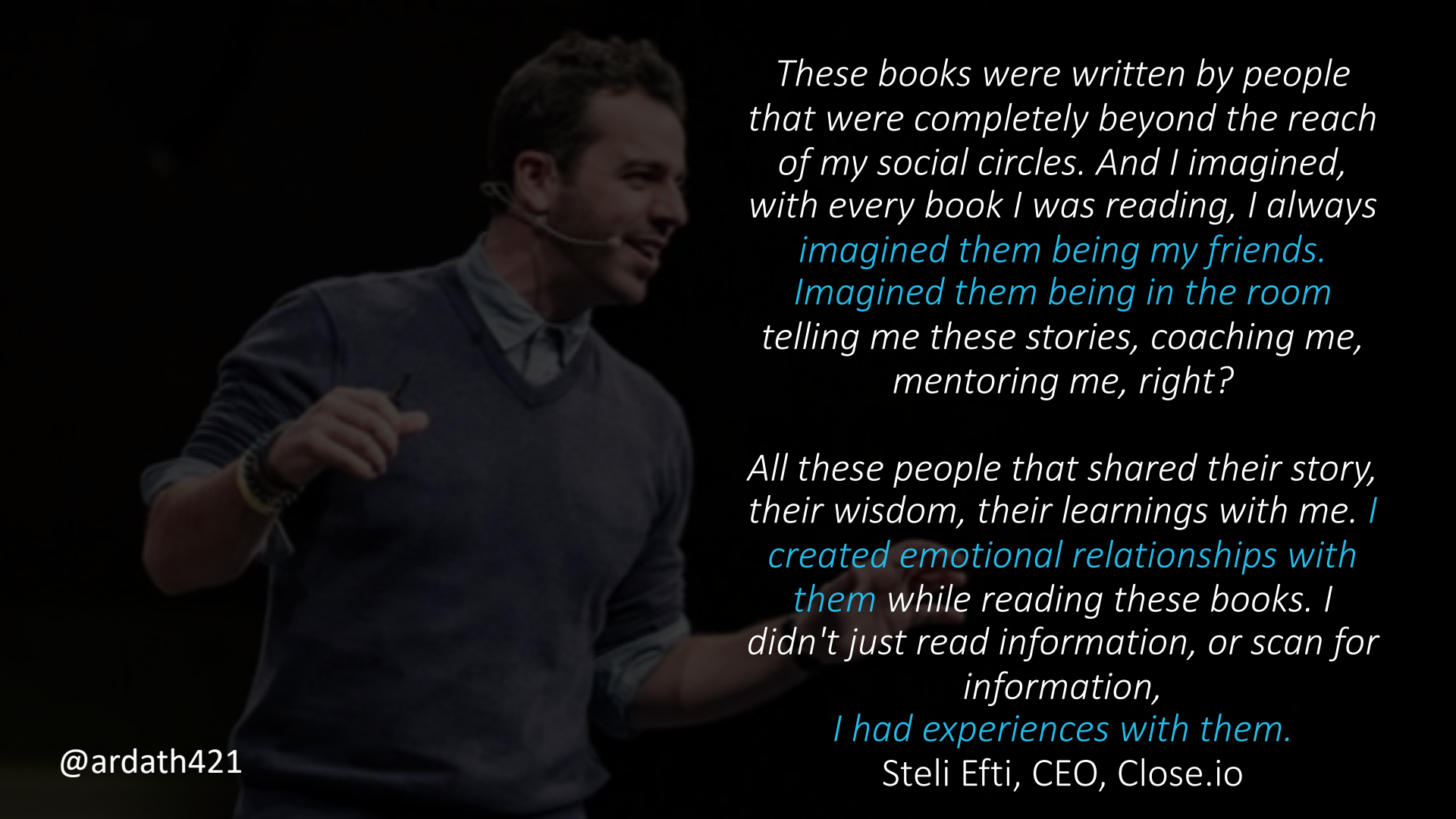
Do vendor communications lack relevance?

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A photograph of a person standing in a forest, looking at a large tree trunk. The person is wearing a blue jacket and dark pants. The forest is filled with tall, thin trees and green grass. Sunlight filters through the trees, creating a warm, golden glow. A white circular graphic with a gold border is overlaid on the left side of the image, containing the text "Maybe we're missing the bigger picture...".

**Maybe
we're
missing the
bigger
picture...**

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A man with short brown hair, wearing a blue V-neck sweater over a light blue collared shirt, is speaking on a stage. He is wearing a headset microphone and has a yellow wristband on his left wrist. He is gesturing with his right hand, pointing towards the audience. The background is dark and out of focus.

*These books were written by people
that were completely beyond the reach
of my social circles. And I imagined,
with every book I was reading, I always
imagined them being my friends.
Imagined them being in the room
telling me these stories, coaching me,
mentoring me, right?*

*All these people that shared their story,
their wisdom, their learnings with me. I
created emotional relationships with
them while reading these books. I
didn't just read information, or scan for
information,
I had experiences with them.*

Steli Efti, CEO, Close.io

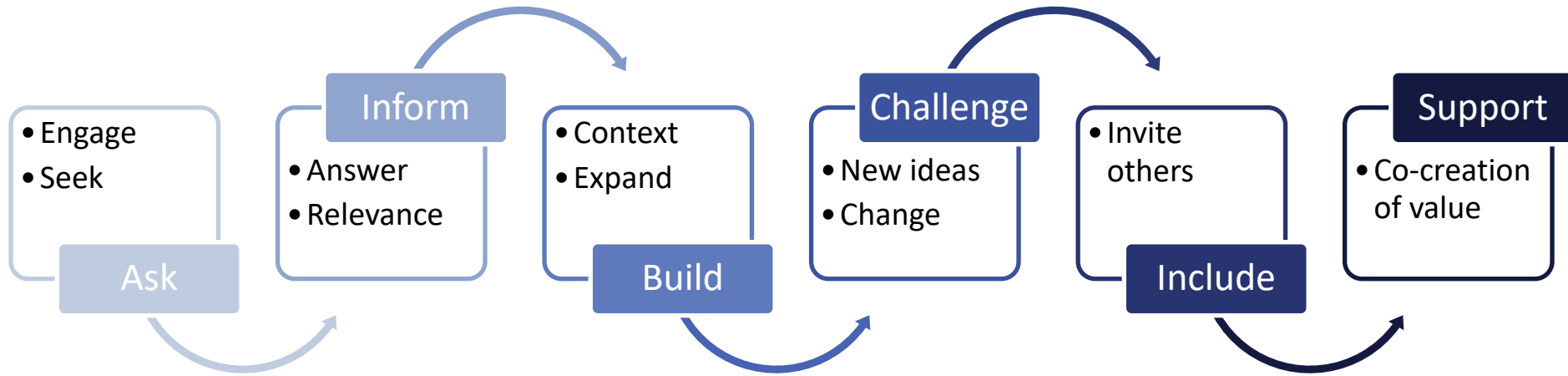


Conversation

- A talk, especially an informal one, between two or more people, in which news and **ideas are exchanged**.

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The Conversational Content Flow



A conversation is a system of engagement.

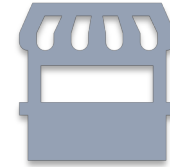
Ask: Seeking Information



Search



Referrals &
Reviews



Vendor
Outreach

Inform: Enriching the Experience



Provide Answers



Relevant
Application



Expose the Real
Problem

Build: Continue with Context



Reference Last
Touch

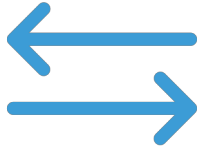


Expand with
Context



Invite Response

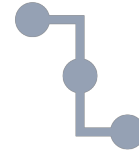
Challenge: Bring New Ideas



Address Change



Suggest
Alternatives



Expose the Path

Include: The Buying Committee



Invite Others



Address Obstacles



Create Urgency

Support: Co-Creation of Value



Lend Strength



Prove Outcomes



Instill Confidence

Conversational Content Elements

Turns

- They ask
- You answer

Context

- Before
- Next

Shared Goals

- Problem
- Solution



How You Stop the Conversation

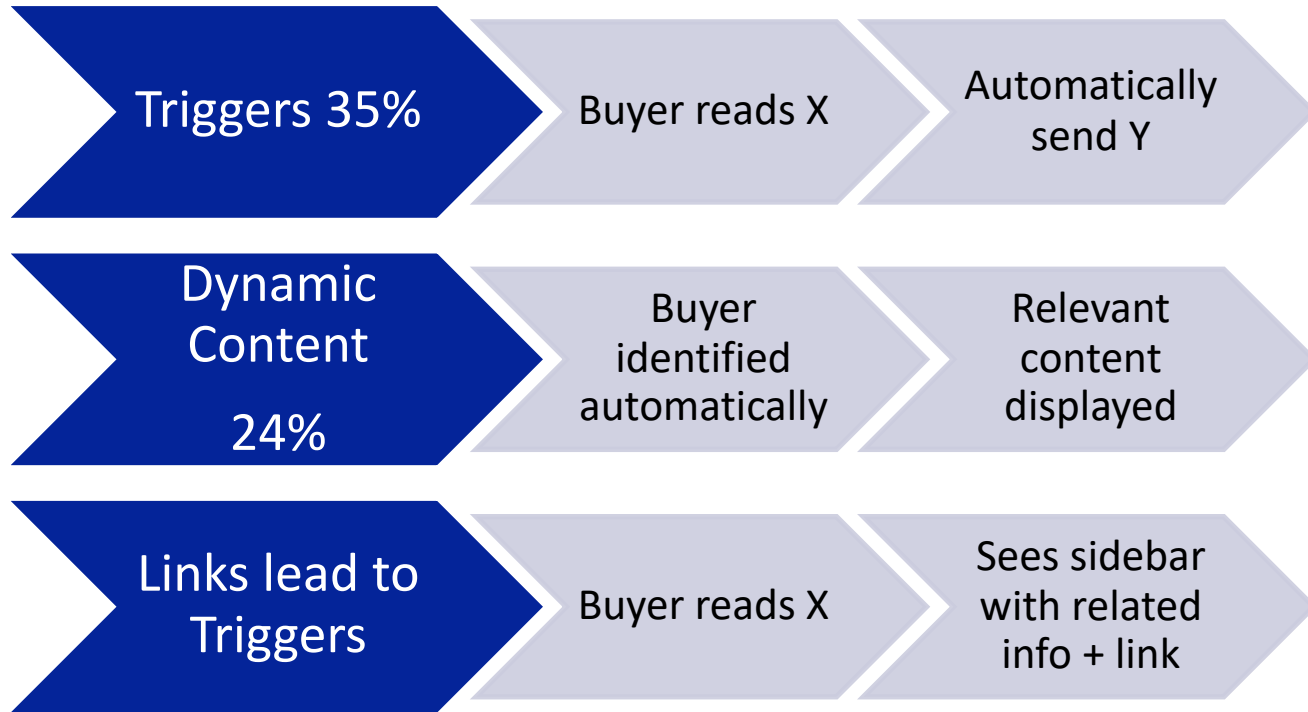
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A pair of hands is shown from the side, with fingers extended to form a square frame. The hands are positioned against a background of a sunset or sunrise over a body of water, with the sun low on the horizon creating a warm, orange glow. The text "Visualize the exchange" is centered within the square frame formed by the hands.

Visualize the exchange

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2 Ways to Automate Conversations



Other Automated Conversation Starters

- SMS text messaging platforms – like marketing automation for messaging
 - Customer onboarding and retention programs
- Chat Bots
 - Simple FAQs
 - Lead Qualification, content sharing, demo scheduling
- Pre and Post Event – Idea Sharing Before, Answering Questions After
- Interactive Content – Assessments, Quizzes, Surveys
 - Make sure to continue the conversation after completion



71% of customers say that inconsistent cross-channel messaging negatively affects the experience (Forrester)

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 #B2BMX

Cross-Channel vs. Multi-Channel

- Same experience across channels
- Seamless transitions
- Repetition of message / value
- Customized messages for each channel and buyer within overall brand story
- Using more than 1 channel
- Any combination to connect with the audience
- No coordination between channels
- Can result in confusing your audience

What works where...

LinkedIn

- How posts
- Long-form, 2k words
- Neutral tone
 - If you take a stand, go positive

Twitter

- Create mini campaigns for long-form content
- Use Twitter Polls
- Visuals
- Blog posts
- Breaking news
- GIFs

Facebook

- Videos
- Visuals
- Curated content
 - Customer news
 - Industry news
 - Events

A man with a beard and a woman are standing in front of a dark blue chalkboard. The man, on the left, is wearing a blue and white plaid shirt and is gesturing with his right hand while laughing. The woman, on the right, is wearing a yellow sweater and has her hands clasped near her chest, also laughing. On the chalkboard behind them is a large, hand-drawn white speech bubble. A white horizontal banner with a thin black border is positioned across the lower third of the image, containing the title text.

Turn Monologues into Dialogues

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Steps to Conversational Content

- Assess what you have
 - How does it fit in the Conversational Content Flow?
 - Who will engage? And why?
- What comes next?
 - How does it come? Embedded link, triggered send...
- Storyboard the conversation – Visualize the exchange
- Where are all the places you can connect the dots to create a relevant exchange of ideas from problem to solution?
- How does sales step into the conversation?
 - When and where?

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DIGITAL RELEVANCE

DEVELOPING
MARKETING CONTENT
AND STRATEGIES THAT
DRIVE RESULTS



Thank you!

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