Conversational Content Quickstart Guide

How Click-to-Human™ technology will shape the future of communication
2019 Check-Up:
Is Your Content Working?

Your content marketing “machine” is finally running smoothly. The strategy is documented, the calendar is in motion, the content is gaining traction. Today, the marketing team’s focus is on optimizing content to be more useful, more engaging, more interesting, and more effective in surpassing benchmarks. Still, there are questions that remain unanswered, and the big one is this: Are you seeing the return that you expected?

According to the Content Marketing Institute, 63% of enterprise marketers say their organization has used content marketing successfully over the last 12 months to generate leads, but fewer than half of them track ROI. What’s more, three out of four of them struggle to coordinate content efforts across departments and brands.¹ When it comes to the methods of effective content marketing, there’s a lot left to discuss.

Ready to talk now? Ping us.

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Click to Human (C2H) technology enables your customers to get to the right person in your company through the channel of their choice at the moment they’re ready to engage.

Conversational Content expands on that idea by making it possible to bring a more human connection into every interaction.

¹ 2019 B2B Content Marketing Research
Conversational Content creates value through context, timing, and purpose across all your sales, marketing, and customer support touchpoints.

Meet your customers in their preferred channel and start implementing conversational content by leveraging these five quickstart tips.

1. Put yourself out there
2. Guide conversations through discovery
3. Lower your guard (and your gates)
4. Be reachable anywhere
5. Ensure conversation continuity with integration
Social media influencer and personal branding guru, Goldie Chan, also known as “The Oprah of LinkedIn” has leveraged a conversational strategy to build the longest-running daily video channel to explosive numbers, growing her audience over 1900% in the first year. Chan’s #DailyGoldie videos often ask simple questions, such as, “What is your purpose?” to engage her audience in two-way conversation.

Leverage thoughtful content, live QAs, and open-ended questions to get the most chatter out of these platforms.

“*If you build it, they will come*”— but they might not stick around for long. Many brands today are personalizing their content experiences and ensuring that their audience continues to discover content that is relevant to them. In 2017, bundled content within a resource hub produced a 3x increase in lead-to-pipeline ratio, according to a report by DemandGen.³

Microsoft built their *Real Stories of Digital Transformation* content hub with their customers in mind. Not only does their content engage audiences by making customers the hero of every blog, video, or graphic on the hub, but it’s constructed leveraging the Uberflip platform, crafting an experience of deeper discovery and continued conversations.

Allowing the audience to personalize the experience with custom filters and suggested content, the platform encourages more engagement.

Making sure your audience feels like they are seen and heard as soon as they land on your site gives them more control over the experience and lets them feel comfortable exploring the information you provide.

Considering 47% of audiences consume, on average, 3-5 pieces of content before they’re ready to engage a sales professional⁴, encouraging content discovery should be your first priority.
3 Lower your guard (and your gates)

Email is the most effective channel for demand gen?
While 79% of marketers say that email is the most effective channel for demand gen, 15% don’t regularly review email opens and clicks and only 23% say they are tracking what happens after a click.

While content is certainly the way to build relationships and encourage conversations, we’re leaving a lot of potential qualified leads at the door. And then there’s the gate. Nothing quite ruins a conversation like someone asking for your email address before they continue their story. **What happens after you remove the gated lead form? How do you keep the conversation going without receiving the customer data?** While chatbots can certainly serve as a starting point for real-time response, keeping the data from getting lost is still a challenge.

That’s where newer innovations like PingPilot, a communication platform that allows you to embed a contact center right into your content or other sales and marketing touchpoints, can change the game.

4 Be reachable anywhere

The key to making conversational content work is to make sure that when the audience is reaching out to your brand, someone is on the other side. **Effective conversational content can’t be one way:** you can’t send content into the conversational ether, and your audience can’t reach out to your brand without a successful connection. It has to be a two-way experience.

Today’s customers are always on, which means that your sales and support teams should be as well. With today’s workforce becoming increasingly reliant on mobility, your employees need to be connected to customers on the go. However, mobile call centers and their infrastructure challenges aren’t often top of mind for companies.

We’re moving toward a higher caliber customer experience, where technology will help us connect easily where before we struggled for a solution. **Conversational content marketing changes everything about the customer journey and how we develop content.** Ping us to learn more about C2H.

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5 The State of Email Marketing by Industry
6 Meeting The Demands Of A Mobile Workforce
Ensure conversation continuity with integration

Information alignment and continuity is the glue that holds your relationships with customers together, helps continue the conversation, and fuels the journey to conversion.

That’s where it becomes vital to find and onboard teams onto integrated platforms. The more your platforms and systems share the same data, the more efficient and aligned your sales, marketing, and support teams will be.

Disparate systems create unnecessary redundancy

Think of when you call customer support and explain your problem to the representative on the other end of the line. You’re often bounced over to another person, and have to tell the whole story over again—it’s frustrating and impersonal. Not to mention, being on hold sucks!

The same can happen digitally when several people reach out to the same lead multiple times with similar messaging. Have you ever received a message, email, and a phone call, all from different people within the same company? Your customers are paying attention to how well you know them and are able to adjust based on their interest and purchase behavior.

According to LinkedIn research, 60% of organizations believe that sales and marketing misalignment can damage their financial performance.

As we’ve learned, it’s not enough to throw content into the void, we have to be there to ensure we’re creating the best possible relationships. Creating a content architecture is part of that. Sales and marketing working in tandem to craft better ABM strategies, instead of working in their own silos at opposite ends of the funnel will help bring in the best quality leads and nurture those relationships to see higher conversions.

Look for a solution that integrates marketing, sales, and support tools, such as Marketo, Salesforce, and JIRA Service Desk. This can ensure sales, marketing, and support teams have greater alignment, flexibly nurturing high-quality leads through their customer journey in informed, data-driven harmony.
To begin achieving effective conversational content marketing, implement these five steps and you'll be on your way to delivering a click to human experience in your company. If you'd like to chat with us directly about your specific use case, we'd love to hear from you!

PING A CONVERSATIONAL CONTENT SPECIALIST NOW

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The best thing about developing a conversational content marketing mindset is that it gets everyone across your departments to look at the customer journey in the same light. Not only does it help departments share goals, but it allows them to focus on doing what they do best. Without great content strategies, you can't begin a relationship with your customers. Without a sharp, empathetic sales team, you can't close deals. As we've seen, these two departments together, along with customer success teams, are a tour de force.

By collectively shifting our awareness to the customer experience and giving the customer the power to create on-demand engagements, we are building the future of communication and truly becoming not just marketers, but content and customer journey architects in the process.

SCORCH is a global content marketing agency that partners with the world's most recognized brands to fuel brand activation. The team formulates ideas that demand attention, ignite action, and builds measurable results by redefining what's possible in content marketing. For more info, visit scorch.co or call, chat, or email the SCORCH team at ping.me/scorch

PingPilot is a unified communication platform that connects customers to your best representatives in the channel of their choice with voice, SMS, chat, email and video. Never miss an opportunity to delight your customers with a click-to-human experience. For more info, visit pingpilot.com or call, chat, or email the PingPilot team at ping.me/pingpilot