How to Implement a Cross Channel Communications Strategy with MessageMedia

### Starting Shortly!

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Did you know HubSpot recently launched its first podcast for Aussies and Kiwis?

Unconventional Business can be found on Apple or Spotify, or at <u>unconventionalbusiness.com.au</u>

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# How to Implement a Cross Channel Communications Strategy with MessageMedia



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# Housekeeping

- We're recording the session and will send it to you, along with the slides and other assets.
- There will be time for questions at the end and we'll get to as many as we can
- Make sure you use the Q&A box, not the chat box, as that isn't being monitored.
- If you do have any follow-up questions after the session, book time in with your Inbound Growth Specialist and they'll be happy to answer them.
- To make this demo as interactive as possible, make sure to fill out the <u>HubSpot & Message Media landing page</u> to see SMS live in action.



# Today's Agenda

- 1. New partnership announcement
- 2. Tips for creating a cross-channel communications strategy
- 3. Demo Time
- 4. Case Study with Vinomofo and Message Media
- 5. Q&A



# Meet Our Guests!



Mariano Favia Head of Marketing



UNITED BY WINE.

Tara Salmon CMO





## A New Partnership

# HubSpot





Buyers should be able to kick off a conversation over live chat, follow up with email, talk through details over the phone, and get updates and personalised offers via SMS— all without skipping a beat.



# 89% of consumers want to engage with your business via messaging

Base: 6,000 consumers in seven countries Source: Twilio Global Mobile Messaging Consumer Report 2016

# **90%** of SMS are read within 90 seconds.

MessageMedia

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# Tips for Creating a Cross-Channel Communication Strategy



# #1 Define Your Goal

# Use Cases for SMS





## Attract - Marketing Use Cases

- Email Double Opt-In
- Event reminders
- Content offers that allow you to gather more contextual information





## Engage - Sales Use Cases

- Increase sales with promotional offers
- Nurture lead to get them to connect with sales
- Improve meeting attendance with reminders
- Improve the sales process with internal notifications



#### Hi [Name],

Thanks for downloading our eBook "How to delight your customers". To hear about companies we are working with, feel free to book a chat: https://nxt.to/\*\*\*\*\*\*

Reply stop to opt out.

Hi [Sales Owner], Your account [Company] recently completed a purchase. View record: https://nxt.to/\*\*\*\*\*\*

# Delight: Customer Support Use Cases

- Create seamless onboarding journeys
- Reduce churn with re-engagement campaigns
- Send NPS and customer feedback Surveys

Hi [Name], We are here to help! One of our team members will be in touch in the next 48 hours. To unsubscribe: https://nxt.to/\*\*\*\*\*\*

#### Hi [Name],

Thanks for your feedback. Could you tell us why you chose your rating? Simply reply to this message.

Simply reply to this message.

Your team provided excellent customer service!



# **#2 Integrate** Build all your channels into your existing tech stack







# CRM + SMS = Personalised Helpful Authentic conversations at scale

52% of consumers say they'd switch brands if they didn't feel they were getting a personalised experience

- Create a deal in the CRM
- Create a support ticket
- Segment based on lifecycle stage
- Notify about wishlist items
- Personalise with contact details
- Make product recommendations based on previous purchases



# #3 Channel

Choosing the right channels for your audience







# Channel Mix

- Ask your audience what channels they would prefer to engage with your brand on
- Experiment! A/B test communications in different channels and measure the engagement
  - Open Rates
  - Survey completion

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# It's Demo Time!



# Case Study Vinomofo

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## Results



50% improvement on customer re-engagement

21% increase in sales conversion

120% ROI



A seamless experience for the customer



# Questions?





# Up Next: How to Kickstart an ABM Strategy in HubSpot

Monday 26th October, 12:00 PM (AEDT)



Casey McGaw





Tom Watson



Lilian

Beh

Linked in



Andrew Thorn

DIGITALMAAS

# Thank you

