

How to Implement a Cross Channel Communications Strategy with MessageMedia

Starting Shortly!



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

Unconventional Business can be found on Apple or Spotify, or at unconventionalbusiness.com.au

who
gives a
crap

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koala



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 [HubSpot & Message Media landing page](#) to see SMS live in action.

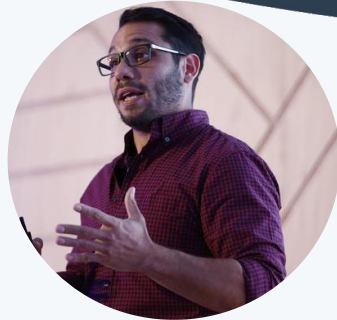


Today's Agenda

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



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

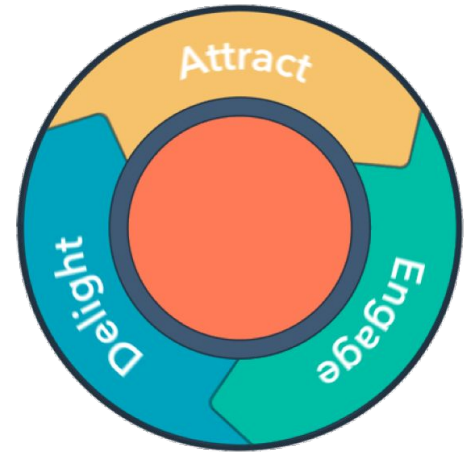


Tips for Creating a Cross-Channel Communication Strategy



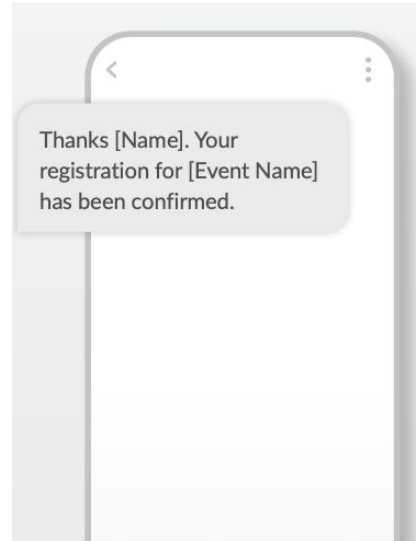
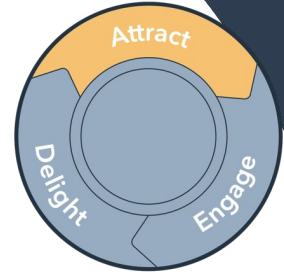
#1 Define Your Goal

Use Cases for SMS



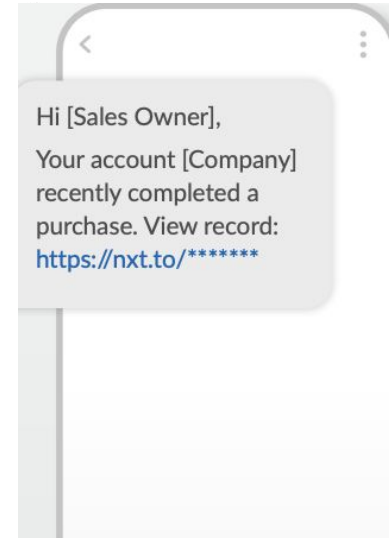
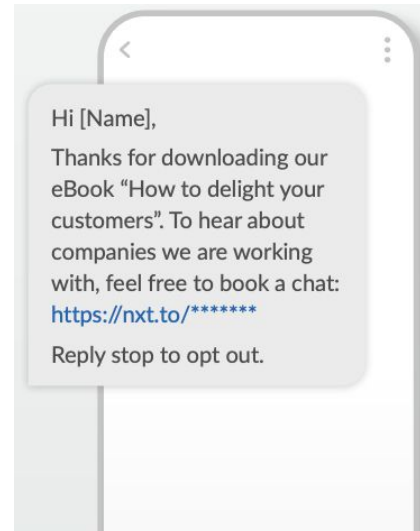
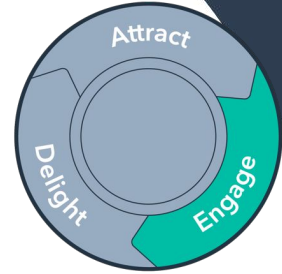
Attract - Marketing Use Cases

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

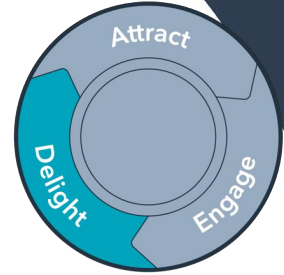


Engage - Sales Use Cases

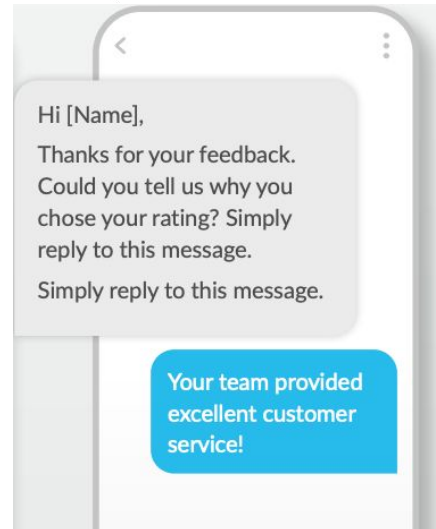
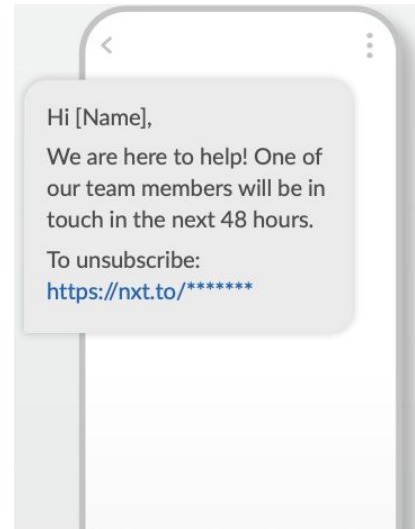
- Increase sales with promotional offers
- Nurture lead to get them to connect with sales
- Improve meeting attendance with reminders
- Improve the sales process with internal notifications



Delight: Customer Support Use Cases



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



#2 Integrate

Build all your channels into your existing tech stack



CRM + SMS =

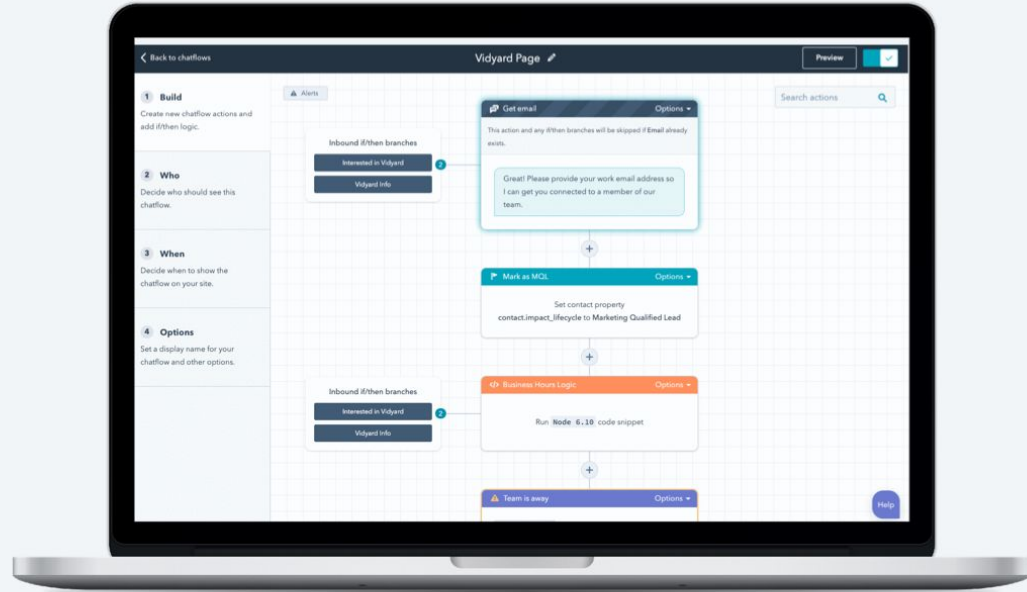
- ✓ Personalised
- ✓ Helpful
- ✓ Authentic

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



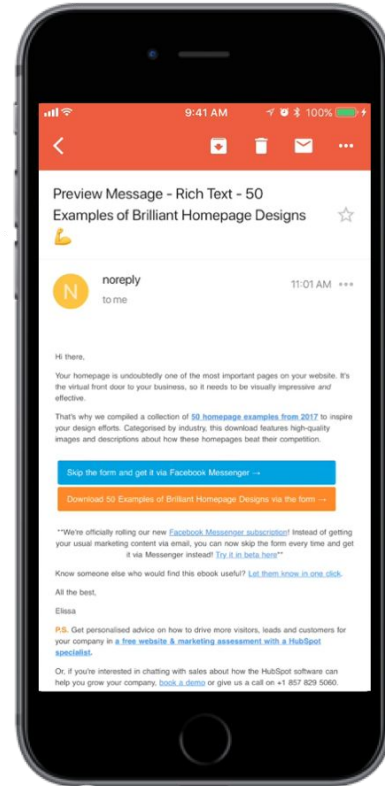
#3 Channel

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



It's Demo Time!



Case Study Vinomofu

Back New sequence

Steps Settings

3 steps | 14 days to complete

A con

1. Automated email

When this task is created, you can make changes to the email template before you send it.

Template: Inbound lead from

Subject: Checking in

Hey **Contact: First name**

I just got a note that you'd requested some more information about X PRODUC as your main point of contact.

See more

Choose step

- Automated email
Send an email automatically.
- Email
Create a task to send an email yourself.
- Call
Create a task to call a contact.
- To-do
Create a task for an action item.

LinkedIn Sales Navigator **NEW**

- Sales Navigator - InMail
Create a task to send InMail.
- Sales Navigator - Connection request
Create a task to send a connection request.

Cancel



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



Andrew
Thorn



Thank you

