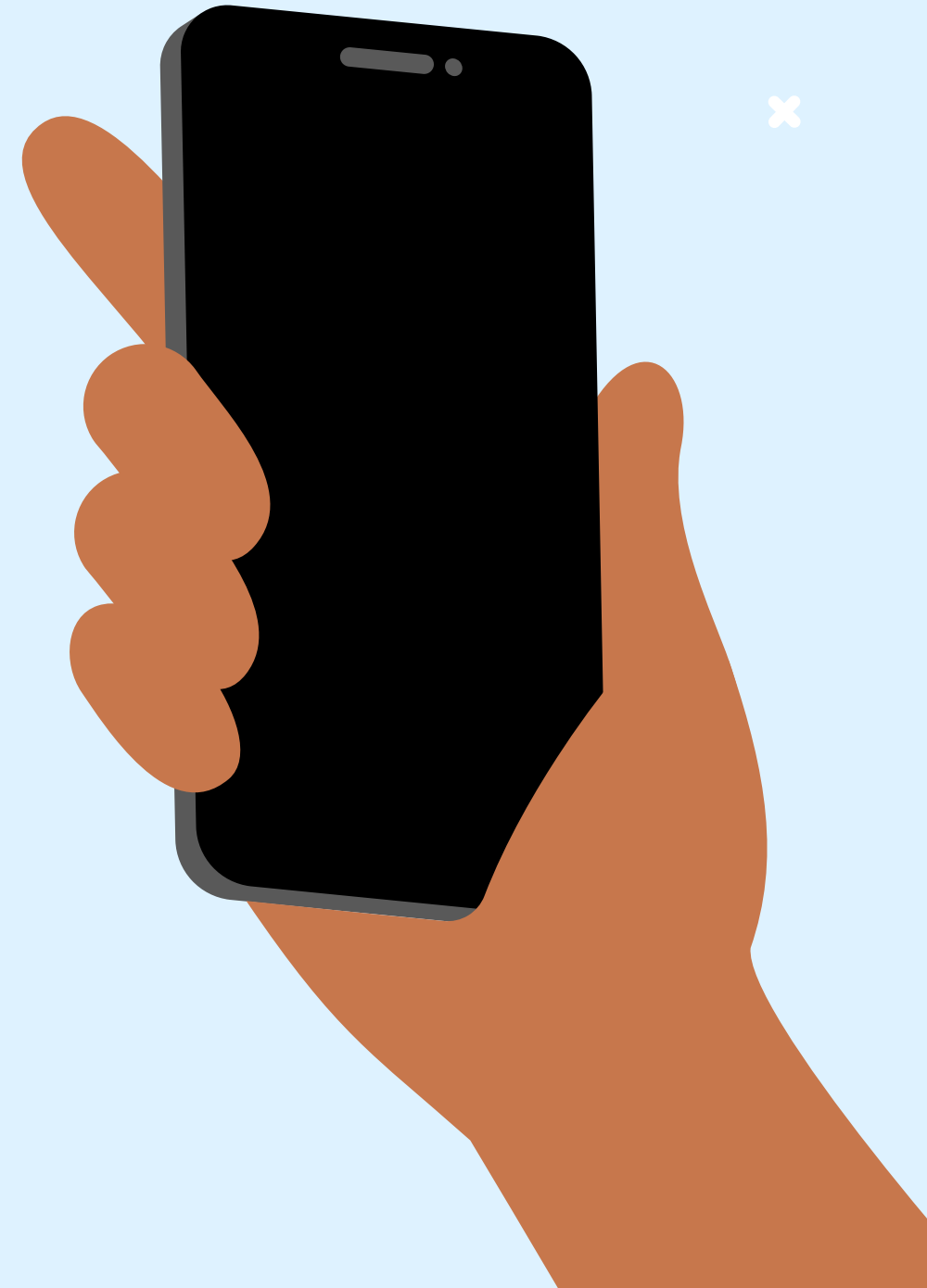
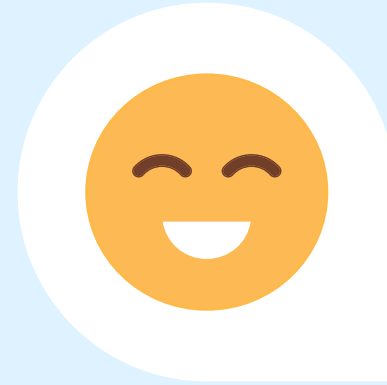


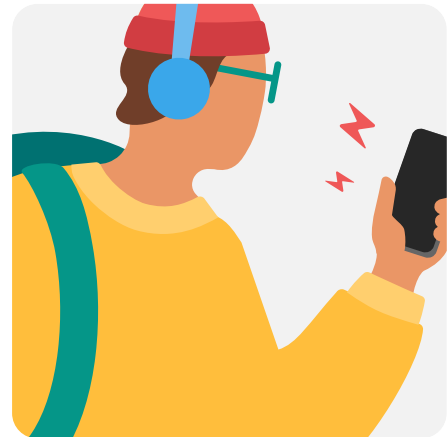
REPORT

# 5 best examples of conversational marketing campaigns across the customer journey



# Index

Select a chapter to explore



## 01

Introduction

Talking to customers should  
feel like talking to friends



## 02

Foundations

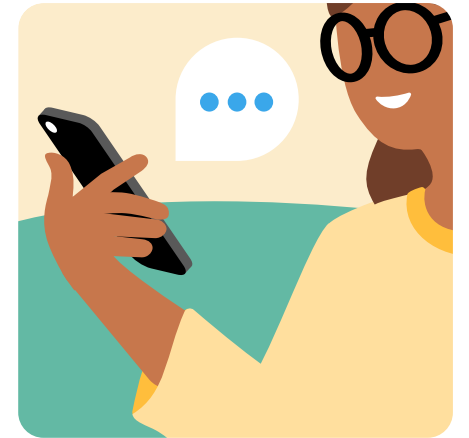
The four pillars of successful  
conversational marketing



## 03

In Practice

Our 5 best examples of  
conversational marketing  
across the customer journey



## 04

Connect

Wrap up and get in touch to  
launch your conversational  
marketing campaign

## INTRODUCTION

# Talking to customers should feel like talking to friends

Traditional direct marketing tactics are inherently one-way, without an easy way for customers to reply or ask questions. But with AI-powered natural language understanding, this can change.

Technology has transformed the way we talk to each other. The internet and mobile messaging are two-way channels by nature – this simple fact opens a new world of possibilities for marketers.

Today, companies use digital channels to send well-crafted marketing messages, but most brands treat messaging as a one-way channel. They aren't prepared to field replies, which results in a poor customer experience.

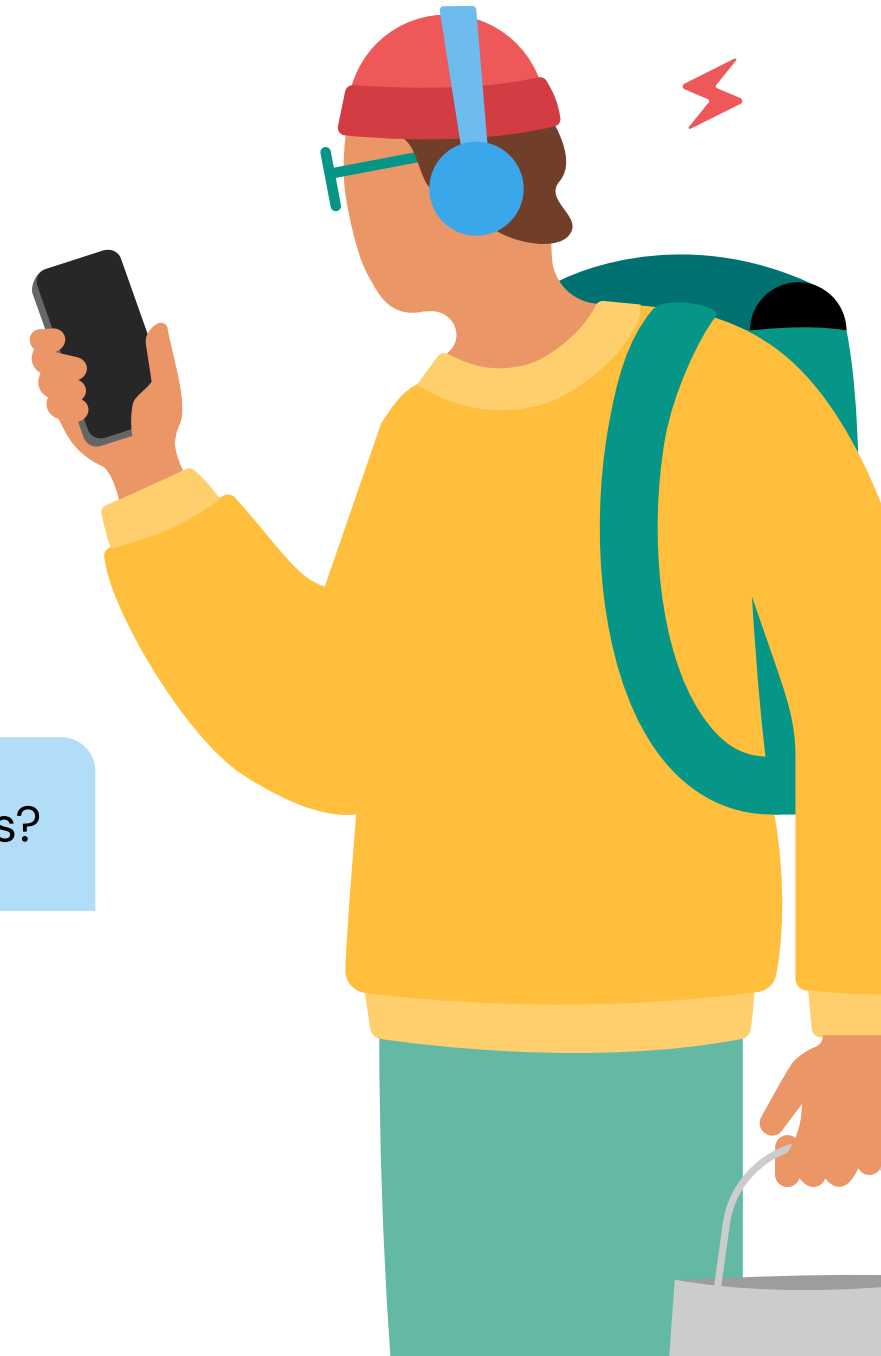


TODAY ONLY – Get 50% off any two clothing items when you shop online!

Does that include shoes?



Sorry, we did not understand your message. Please try again.



# Conversations that lead to conversions

Your customers have questions! Brands can improve conversion rates by answering their customers' questions in real time, when interest is at its highest.

A global study by Meta showed that almost two-thirds of consumers tried to respond to direct messages sent by brands during the holiday season. Consumers wanted to ask questions but were met with frustrating error messages or no reply. In other words, brands missed the opportunity to guide interested consumers on a path to purchase by answering pre-sales questions.

## 2 in 3

Customers globally responded to messages sent by brands during the holiday season.<sup>1</sup>

<sup>1</sup>Meta Global Study



## Why are shoppers messaging brands?<sup>1</sup>

45%

Product or pricing information

35%

Instant responses at any time

33%

Easy way to shop

31%

Personalized advice

30%

Ability to negotiate prices or offers

Imagine the impact instant, scalable two-way marketing messaging could have on your conversion rates. For large enterprises, a one percent increase could mean millions more in revenue. What would it mean for your bottom line if conversational marketing could turn a 3% conversion rate into 4%, 5%, or 10%?

Conversational marketing allows communication between brands and consumers to happen in real-time. By allowing consumers to respond to marketing messages and talk with brands like friends, marketers can increase KPIs, improve acquisition, boost conversion, deepen loyalty, and ramp up engagement across the entire customer lifecycle!



## FOUNDATIONS

# The four pillars of successful conversational marketing

In today's digital world, customer experience is a priority for both brands and consumers. Creating a stellar mobile experience with conversational marketing helps brands stand out from the competition and win more fans.

Instead of customers feeling like they're just a face in the crowd, conversational marketing campaigns can deliver personalized messages and offer real-time responses to inquiries that make them feel valued.



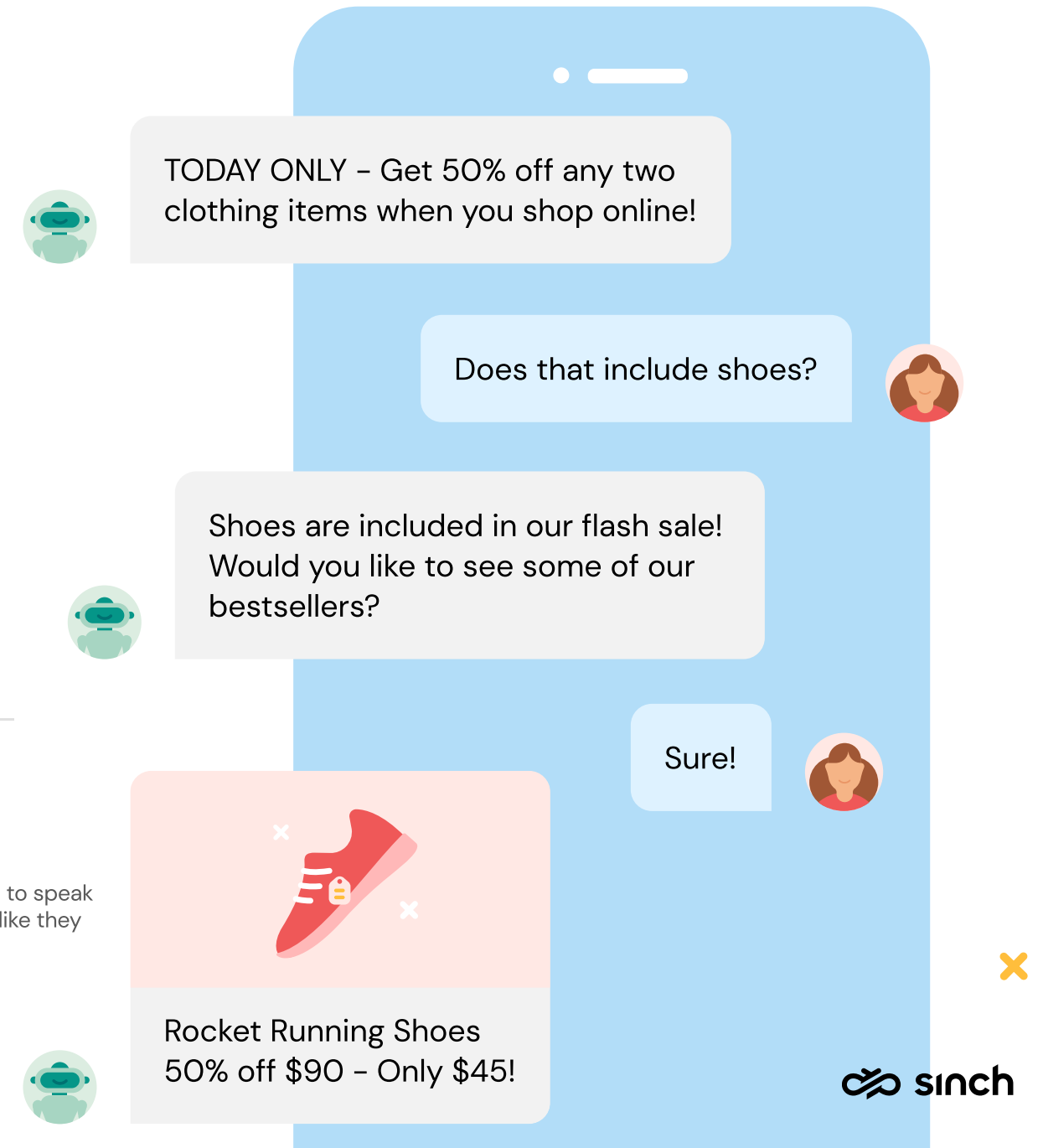
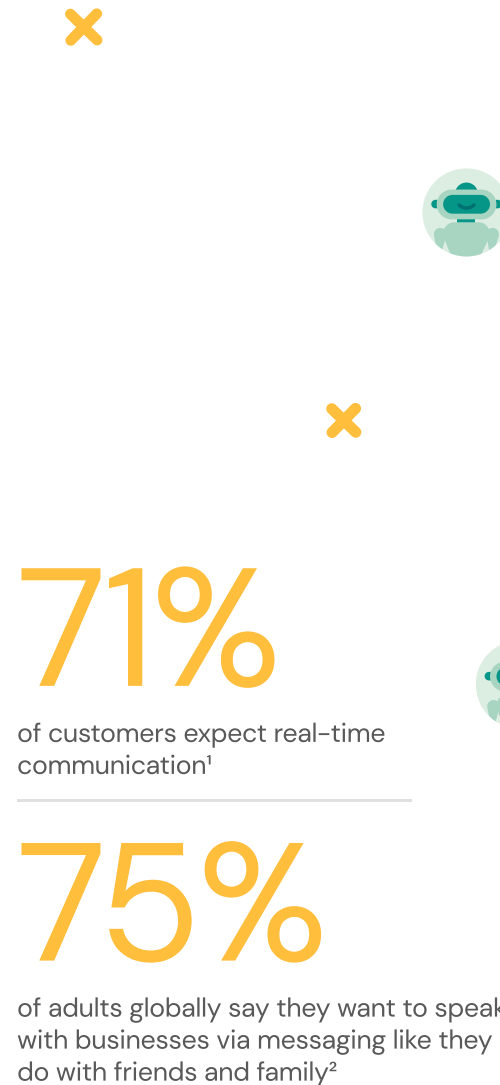
# AI-powered two-way chat

The way people prefer to communicate with brands is evolving. 71% of customers expect real-time communication<sup>1</sup>. 75% of adults globally say they want to speak with businesses via messaging like they do with friends and family<sup>2</sup>. It's easy to understand why consumers lose the motivation to buy when the support they need isn't readily available.

AI-powered chat solves this problem. Artificial Intelligence (AI) and Natural Language Understanding (NLU) technology can understand the intent behind a customer's message and respond instantly using everyday language, making intelligent 2-way conversations between businesses and customers possible 24/7 — even when human agents are not online to help.

<sup>1</sup>Salesforce Research

<sup>2</sup>Facebook

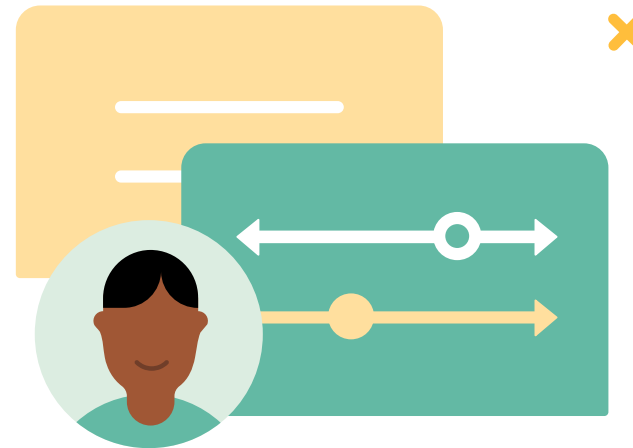


# Personalization

Mobile messaging is intimate by nature: it's where friends and family talk daily. When brands access this privileged space, they should respect it and make messages relevant and personalized. In other words, they should act like a friend.

By personalizing messages with known data, brands can treat customers like individuals. Research shows that most consumers not only expect personalized interactions with brands but become frustrated when they don't get them. In fact, they choose to reward brands who personalize their experience with repeat purchases.

With conversational marketing, brands can collect valuable data via two-way chat by asking customers about budget, preferences, nearest store, etc. This information can then be used to make hyper-personalized recommendations in real-time to build an even more relevant campaign and offers next time.



Name	Jason
Season	Summer
Department	Men's
Favorite sport	Basketball
Favorite store	123 Main St

Jason – Your favs are on sale for the start of summer! Shop 20% off Men's basketball gear in-store or online. Check your local 123 Main St location's stock at [olympicsports.com/store/123main](https://olympicsports.com/store/123main)



# Rich Media

People prefer watching over reading, and marketers are now adapting to modern-day preferences by showing instead of telling. In any direct marketing campaign, video and rich media are more engaging than text alone. It really is that simple.

The same is true for messaging. Images and video create a more compelling, app-like experience inside the messaging channel.



## Case Study

One Sinch for Marketing client ran a test from August 2021 – February 2022 to discover if MMS (rich media) or SMS (plain text) improved customer perception more. The rich media campaign saw 73% more engagement, 12% lower opt-out, and a 114% increase in NPS.

When compared to a plain-text SMS campaign, Rich Media saw...

73%

increase in engagement

12%

lower opt-out

114%

increase in NPS





# Omnichannel

Meeting customers where they are is crucial to customer experience. To reach the biggest audience, brands should create experiences that work across multiple channels.

There are more than five billion monthly active mobile users worldwide. SMS and MMS dominate messaging in the US, RCS is favored in Europe, and messaging apps like Facebook Messenger, WhatsApp, and Viber are growing in use worldwide daily. Successful conversational marketing programs need to work across all messaging channels.

Conversational marketing can strengthen customer relationships by creating personal, one-to-one, real-time experiences in their channel of choice while building a better brand experience, increasing ROI, and boosting customer loyalty.

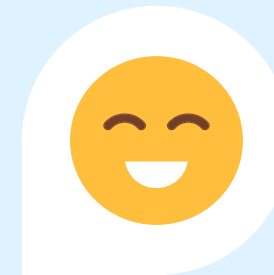
IN PRACTICE

# Successful conversational marketing campaigns at each stage of the customer journey

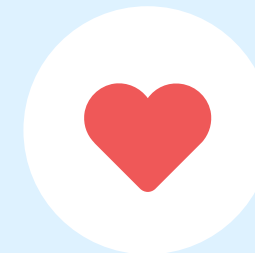
Building a conversational marketing program may seem scary, but it doesn't have to be. We've collected some of our best examples to show how two-way messaging can delight customers and drive engagement across the customer journey.



Onboarding



Acquisition



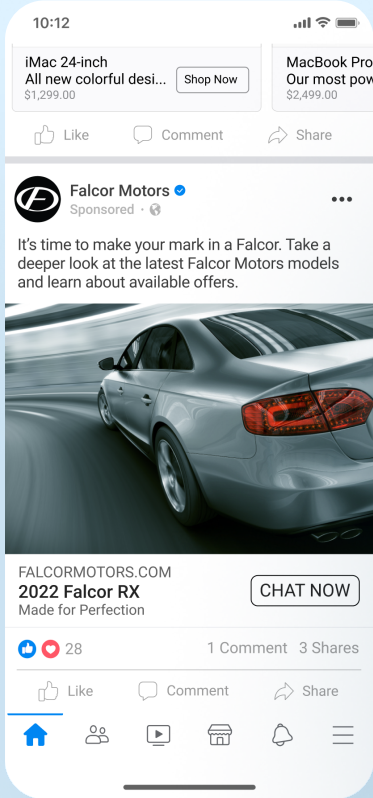
Engagement



Loyalty  
& Service

Conversion  
& Upsell

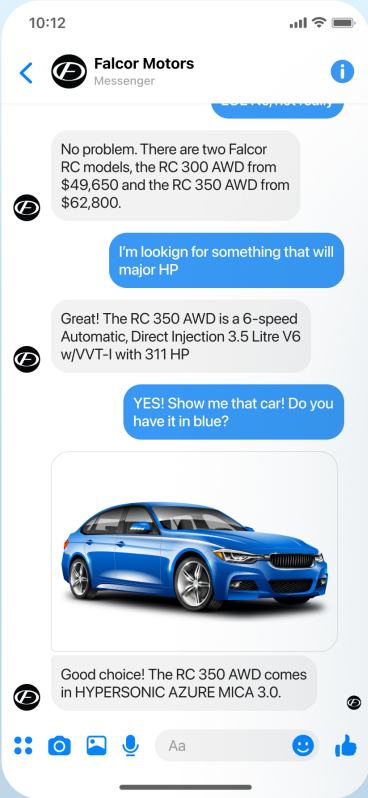




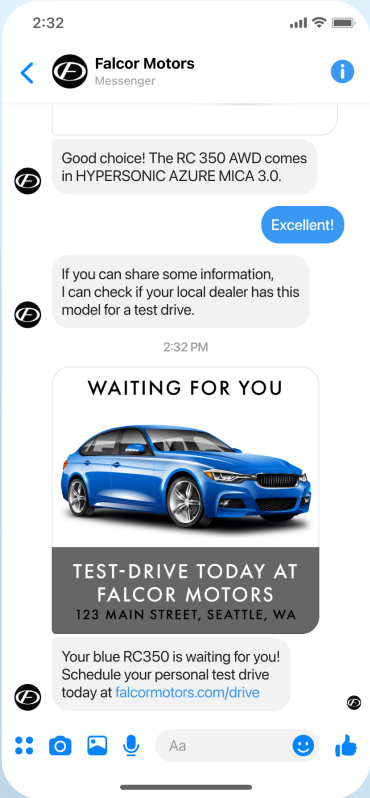
In this example, the buyer clicks on a Facebook ad, which opens Facebook Messenger and prompts a message from a digital assistant.



The virtual assistant responds to the buyer using colloquial language.



The AI is smart enough to decipher spelling and grammatical errors, answer pre-sales questions, and make recommendations. Rich media is deployed for an even more engaging experience.




The next day, the AI retargets the interested buyer with an offer, using rich media personalized to the buyer's known data, like location.

# 01 Acquisition

Customer experience is king, and it all begins during acquisition. At this stage, consumers are shopping around and looking for answers. They need to feel confident spending their money, and unanswered questions can make them hit pause on a purchase.

Digital ads are often used by marketers to pick new customers up. Adding AI-powered chat to these ads invites customers to ask questions and helps them explore what's on offer.

Take a look at this Facebook campaign for an automotive brand. When someone clicks on the ad, they're taken to Facebook Messenger, where they can interact with a digital assistant. Once pre-sales questions are answered, the assistant can retarget the lead with a CTA to schedule a test drive.

 [Click to watch the video!](#)  
Password: Sinch





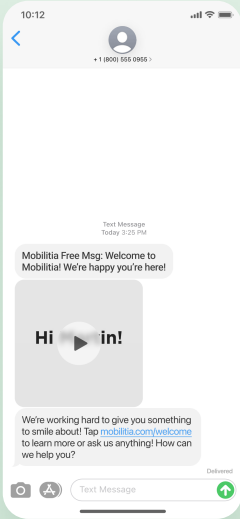
# 02 Onboarding

When a customer signs up for a membership, subscription, or service, they probably still have questions about what to expect. Friction-free onboarding can reassure customers and guide them through the process and pain points they might bump into.

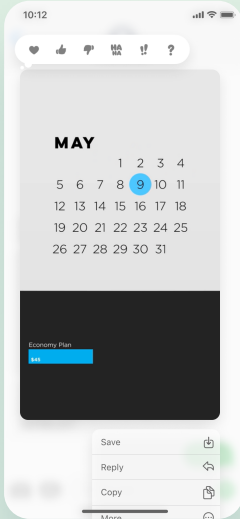
An effective onboarding process has two main benefits. First, if customers feel comfortable, they're more likely to take the next step. This could be anything from buying more to switching subscriptions. Second, it allows companies to discover what's stopping customers from buying more or upgrading.

Let's look at how conversational marketing can improve the onboarding process for a telco company. The welcome message includes a personalized video showing the new customer exactly what is included in their new service, how their bill is calculated, and what day payments are due. The messages also invite customers to ask questions, opening a sales conversation that leads to greater customer lifetime value.

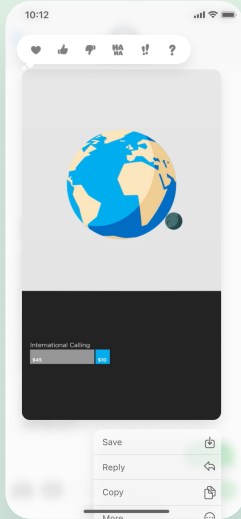
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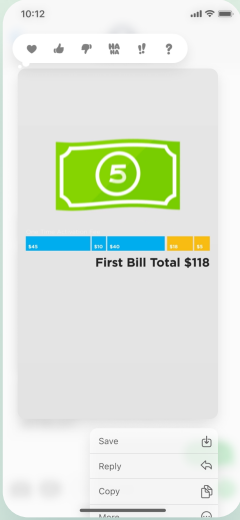
The telco brand sends a personalized welcome video to a new customer.



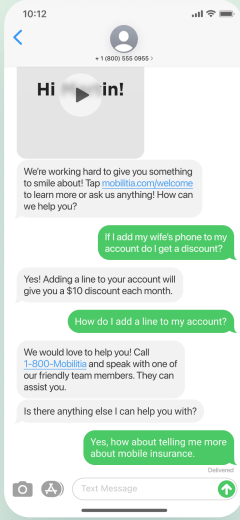
The video explains the customer's bill, using data such as payment due date...



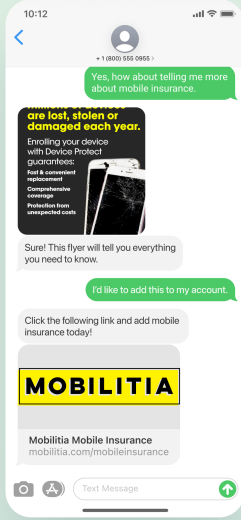
...the amount for each elected service...



...and the total the customer can expect to see on their first statement.



Once the customer watches the video, they are invited to ask questions.



AI-powered chat allows the customer to learn more and upgrade their account with an additional service.

A conversational marketing campaign during onboarding can directly impact many marketing KPIs. Insights into your business can help customers make informed decisions on what to buy.

## Case Study

One Sinch for Marketing customer launched a conversational messaging welcome program for new customers to help improve customer experience and divert calls to their customer care center, resulting in...

19%

conversion rate to an additional service

22%

reduction in opt-out




10:12

73303

Monday • 10:12 AM

Texting with 73303 (SMS/MMS)



BRICK HARDWARE: We've got the tools you need to get the job done. Featuring electric drivers to make your life easier. How can we best help you?

Text message

The retailer sends a marketing message with a video to showcase their featured products.


10:12

73303

Do you have compact drivers?

Yes! Before we begin, can you please tell me your location?

Snohomish WA



Great news, we have a store in your community! Brick Hardware has the widest range of compact drivers in your area. Do you have a budget in mind?

Got anything under \$200?


Text message

The conversation that follows allows the retailer to collect valuable data, such as the type of product the customer is shopping for, their location and budget.

10:12

73303

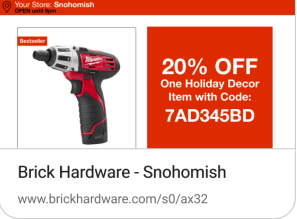
Got anything under \$200?



Yes! We have the Milwaukee Electric Tool 2401-22 for \$189 and they are in-stock at your local Snohomish store. Would you like directions and a special offer?

Yes please!

Your closest location and special offer: <https://vhcl.hd.Ax32>



Brick Hardware - Snohomish  
www.brickhardware.com/s0/ax32


Text message

The retailer then recommends a product using this data and presents a special offer.

03

x


Engagement



One of the biggest benefits of conversational marketing is higher customer engagement. One-way direct marketing talks at customers, but two-way messaging invites a response. Using rich media via messaging also builds an opportunity to start and close the sales cycle in messaging.

Check out this campaign for a hardware retailer. The series begins with a video to instantly grab attention. It follows with a question inviting engagement. Throughout the conversation, the AI builds a picture of the type of product the customer is interested in, their location, and budget. Using that data, the retailer makes a personalized recommendation and sends a link to purchase with a special discount.

The whole conversation maximizes impact by grabbing attention and responding to questions in real-time. Engaging existing customers with two-way chat and rich media is a powerful strategy for boosting engagement and conversions.



[Click to watch the video!](#)  
Password: Sinch

x


sinch.com

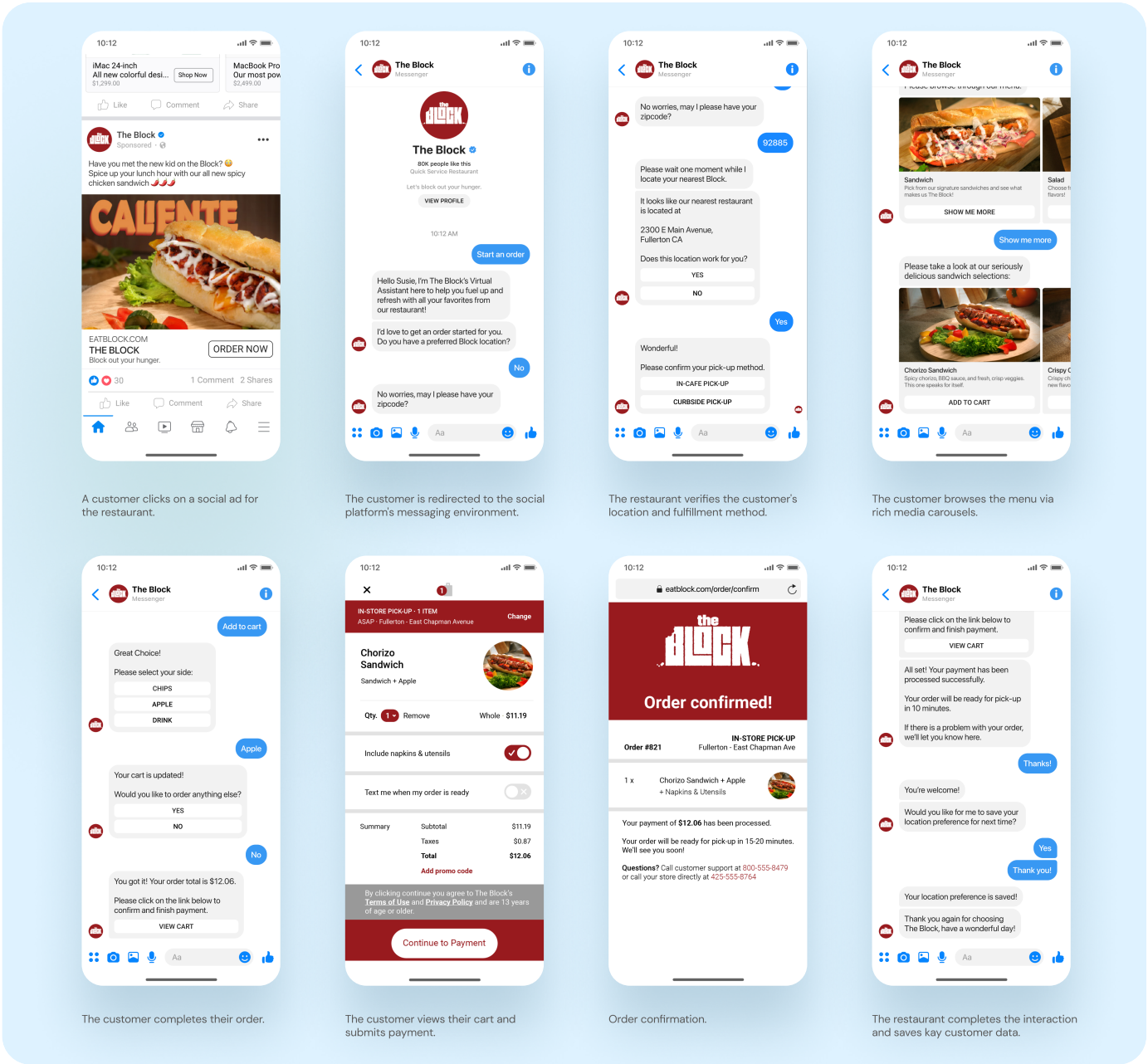
# 04 Conversion & Upsell

Brands are increasingly using messaging to interact with customers in all kinds of ways, whether it's support, marketing, or even commerce. We call this last one "conversational commerce" because it's where messaging apps meet shopping.

This means consumers can use chat to browse and select a product or service, learn about it, and complete payment inside the messaging app. The opportunity to complete transactions in the messaging channel means brands can remove barriers to purchase and create a more frictionless shopping experience.

Check out this restaurant campaign example. Here, the customer clicks on a Facebook ad, which opens Facebook messenger. The virtual assistant finds the nearest store and confirms pick-up options. The customer then browses the menu, places their order, and makes payment in the messaging app.

 [Click to watch the video!](#)  
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# 05 Loyalty & Service



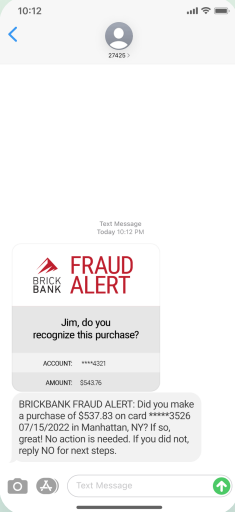
Relationships between brands and consumers don't end with a purchase. Loyalty drives real customer lifetime value, and excellent customer experiences build loyalty. It should come as no surprise that 80% of companies that invest in customer experience outperform those that don't<sup>1</sup>.

Conversational messaging can help build loyalty. With AI-driven chat, brands can offer instant service and support 24/7 in a customer's favorite channel. That's a massively better experience than calling a helpline and waiting on hold for a live agent!

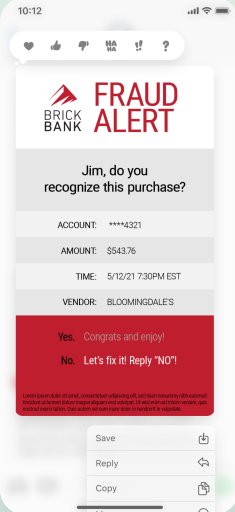
And that's not the only way brands can use messaging to offer a top-class service. From order tracking to personalized offers to time-sensitive alerts, the opportunities to engage with conversational messaging are as varied as your customer base.

 [Click to watch the video!](#)  
Password: Sinch

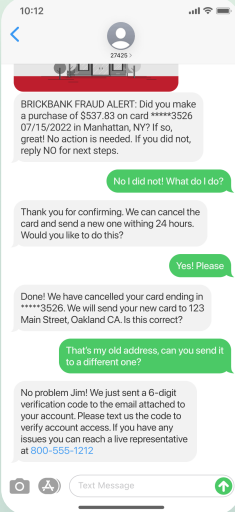
<sup>1</sup>Forbes



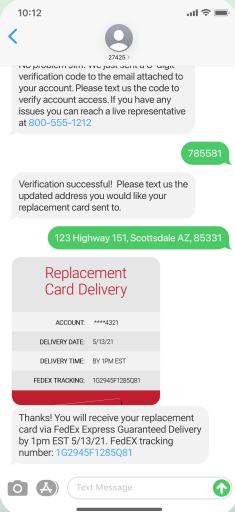
The bank sends a fraud alert message with a personalized image.



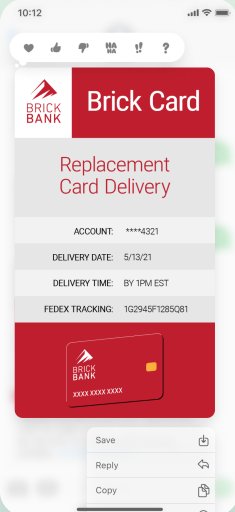
The customer taps the image to enlarge.



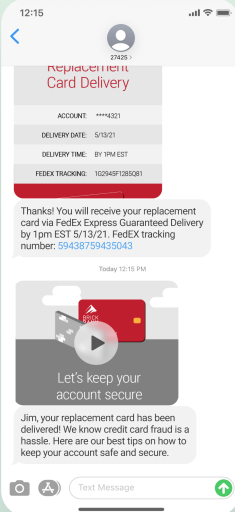
The customer responds, and the bank guides them through next steps.



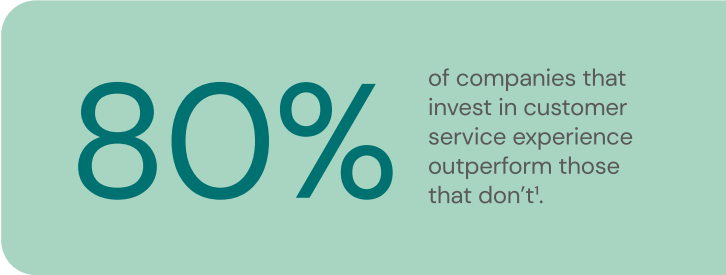
The bank resolves the customer's problem without having to place a service call.



Replacement Card Delivery details.



Finally, the bank sends a video with tips to prevent the problem in the future.



Let's look at a banking industry use case. This example uses two-way chat to verify a fraudulent transaction and quickly put things right.

The messages use personalized rich media to clearly communicate important information. Finally, the virtual assistant sends a video with tips to prevent the same issue from happening again..



Conversational messaging builds loyalty via excellent experiences: instant, 1:1 communication, and support enhanced with personalization and rich media, all in the customer's channel of choice.



One-way marketing messaging used to be enough, but customers now demand more. Brands are built on the experiences they provide, so personalized, conversational, and convenient communication is critical to remain relevant. With innovation at an all-time high and competition greater than ever, marketers must stay ahead of industry trends to beat challenger brands.

Conversational marketing is an untapped opportunity to differentiate and dramatically improve KPIs across the customer journey. From acquisition to lifelong loyalty, conversation is a powerful tool to drive business results at any lifecycle stage.

At Sinch, we believe connecting with customers should feel like talking to friends. With our advanced conversation API, you can engage consumers with 1:1, personal, instant interactions at scale to inspire action and build lasting relationships.

**Get in touch**

