

What is conversational marketing?

BUZZ MARKETING: entertainment or news to get people to talk about your brand.

WORD-OF-MOUTH MARKETING: giving people a reason to talk about your products.



CONVERSATIONAL MARKETING: giving people **a reason** to talk about ideas, beliefs, issues relevant to your product, organization.

Source: *Word of Mouth Marketing Association*

The two biggest obstacles to conversational marketing.

- 1 **Having something interesting to talk about that provokes conversations.**
- 2 **Knowing how to listen.**

Getting started organizationally

- **CHANGE YOUR ORIENTATION** talking and listening is more valuable than producing “things” like brochures, one-way sales decks. Marketing is a service to customers and prospects.
- **MAKE CONVERSATIONS SOMEONE’S JOB.**
- **EVOLVE TACTICAL APPROACHES TO BE MORE TWO-WAY**
 - From newsletters to blogs
 - From focus groups to online communities
 - From conferences to salons
- **GET ON THE STRAIGHT TALK WAGON** use conversational, plain speak language in all communications
- **HIRE PEOPLE WHO ARE INTELLECTUAL CURIOUS, PASSIONATE ABOUT YOUR BUSINESS, AND ASK GOOD QUESTIONS.**

“The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem of what to say and how to say it.”

— EDWARD R. MURROW