WEBINAR

How to Align Marketing & Sales and Exceed Your Goals with Conversational Al







Aurelia Solomon Director of Product Marketing, Drift Kyle Bastien Director of Business Value, Drift

Meet Your Host



Paul Roetzer Founder & CEO, Marketing AI Institute



Meet Your Speakers





Aurelia Solomon Director of Product Marketing, Drift **Kyle Bastien** Director of Business Value, Drift







The Age of Intelligent Automation

80% of what marketers do every day will be intelligently automated to some degree in the next 3 - 5 years.

www.MarketingAlinstitute.com





Make AI approachable and actionable for marketers.

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The Monthly Webinar Series

[Live - Nov 10, 12pm EDT] How to Align Marketing and Sales and Exceed Your Goals with Conversational AI

Conversational AI can help both sales and marketing and can enhance their relationship. Conversational AI provides personalized experiences for buyers – 24/7 – to help your team scale their activities, qualify buyers, and work more efficiently together.

Join Driff's Kyle Bastien, Director of Business Value, and Aurelia Solomon, Director of Product Marketing, to discover how Al generates pipeline while helping your marketing and sales team meet their soals.

During this November 10 webinar you'll learn:

The secret to aligning marketing and sales around shared goals

- How Conversational AI handles common roadblocks
- · Examples of how you can use AI to engage your buyers around the clock



[On-Demand] AI in Action Event Series

Our Al in Action series is a free, six-part online series - designed to help marketers understand and apply Al

Get a behind-the-scenes look at how AI technology works through educational demonstrations from leading AIpowered technology solutions partners. Learn how to cut through the AI hype to better ved AI-powered marketing technology companies, explore top AI use cases, and discover how to drive real business results through smarter marketing technology.



MileadCrunch

MAICON

The AI in Action series is a MAICON 2021, this series is open at no cost to everyone who wants to learn about AI, and experience how it can reduce costs and accelerate revenue in their business.



[On-Demand] Use AI to Find Your Best Prospects

B2B companies need good leads like people need air to breathe. For sales teams, generating pipeline is a manual, time-consuming and random process. B2B sales has evolved rapidly in the last 20 years, but no one has solved the problem above the funnel - until now.

LeadCrunch CEO, Jonathan Spier, is here to help

In this webinar from Marketing AI Institute and LeadCrunch, we discussed: - Why legacy B2B lead generation and demand generation programs fall short. - How AI can find missed opportunities, reduce waste, and accelerate revenue. - How marketers, BDRs, and sales professionals can use AI to generate better B2B leads at scale.



Learn more at bit.ly/marketing-ai-webinars

Industry leaders help you understand, pilot and scale AI.



Agenda

01 What Really Stands Between Sales and Marketing

O2 Aligning your teams with Conversational Al







Almost everyone we talk to is concerned about personalizing the digital customer journey, especially post-covid



OF CONSUMERS ARE MORE LIKELY TO BUY FROM A RETAILER IF THEY ARE RECOGNIZED, REMEMBERED AND RECEIVE RELEVANT RECOMMENDATIONS.³

We're already seeing a change

Marketing

Persona-based content

Targeted ads

Custom offers

Sales

Team Segmentation

Role Specialization



Websites for visitors to self-navigate

	Products	Plans & Pricing			Plans & Pricing			
Eve son	Industry-le	ent Cloud Stations, and APIs	OTHER PRODUCTS Payments Guided Forms Clickwraps			INDUSTRIES Financial Services Insurance	DEPARTMENTS Sales Human Resources	
SON Get sta	Electronic The world Contract L	Signature s #1 way to sign electronically . ifecycle Management , automated document workflows	See Other Products > INTEGRATIONS Salesforce Workday		•	Real Estate See All Industries > BUSINESS SIZE Enterprise	Procurement Legal See All Departments >	
	Document	Analytics nd negotiate agreements with proven Al : Generation documents from inside Salesforce	SAP See All Integrations			Small Business Individual		
	See All Pro	oducts >					DR	X

But it's not enough

Marketing

Of hard fought site traffic will ever talk to sales





Website inefficiency spills out into the customer experience



Missed questions and hand raisers



No Personalization



Slow Buying Process



It's getting harder to personalize the digital buyer experience

The Death of the Third-Party Cookie: What Marketers Need to Know About Google's 2022 Phase-Out

Written by Pamela Bump @PamelaBump





So what's the solution?



Sales & Marketing must..

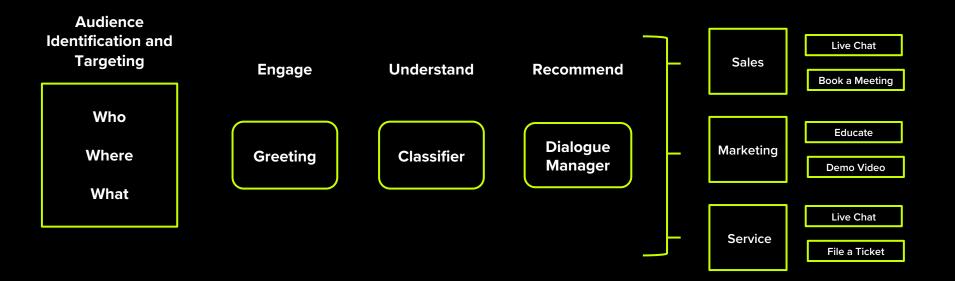
share the responsibility for revenue and your website.



02 Conversational Al

And how to use it to align your GTM teams

Conversational AI Framework





Personalized Buying Value

The business outcomes realized by moving through the journey

Basic	Generic	Advanced	Strategic
Simple chat Few pages available	Page relevance Broadly available	Path relevance Targeted Limited Availability	Persona & Account relevance Highly targeted Available everywhere
\$1M in pipeline	\$4M in pipeline	\$8.0M in pipeline	\$9.5M in pipeline



Key Benefits Conversational AI gives you insights you need to personalize the buyer

experience



Voice of customer insights fuels a better customer experience



Generate more qualified pipeline, faster



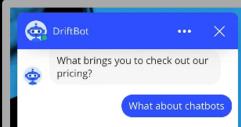
Improve efficiency to lower the cost of sale





What might it look like?

Conversational AI in action on your website.



DriftBot

l'm a Drift bot (and it's great to meet you) 👋

Having a Drift bot allows you to qualify leads, book appointments for your sales reps, and answer basic sales questions 24/7! Al lets you give

open text...

customers a voice with

If you check out reallygoodchatbots.com you can see some of the great ways Drift bots are qualifying leads and booking meetings for our customers.

Want to schedule some time to figure out how Drift can help? We'll keep it quick, just a 30 minute call all about you!

That'd be great) (No thanks, I'm all set

Reply to DriftBot

Do

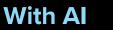
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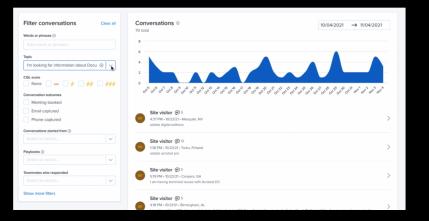
You get the power of learning exact intent.

-	DriftBot	:	4	Ð		DriftBot	Ð
	DriftBot		have a question first		-	Quick question: How many employees work at Drift?	
	No prol	blem!				Do you integrate with Mar	keto?
÷	What is	your quest	tion?			DriftBot	
			event be recorded?		**	We have an exclusive partnership with Marketo that makes creating leads and logging chat history a breeze!	
		(When is the event?	ון		You can learn more about our Marketo integration <u>here</u> .	
		Will anyo see/hear	ne be able to me?			Feel free to grab some time with one of my teammates!	
		I lost/didi informati	n't receive my event on			You can schedule a time here:	
	Chat	🦻 by Drift	Privacy Policy			Chat 🐓 by Drift Privacy Policy	

Without AI

In





Creates a database of 1st Party Intent



Use Case: More Qualified Convos

Site visitor

sv	Site visitor 9:29 PM • 6/10/21	
	Yes! I'd like to chat with sales	
СВ	9:29 PM • 6/10/21	
	The team is currently offline, but we want to connect with you!	
СВ	9:29 PM • 6/10/21	
	What business email address should we follow up with?	
sv	Site visitor 9:29 PM • 6/10/21	
	how much is this app?	
СВ	:29 PM • 6/10/21	1
	Can you reply again? I'm expecting something like "name@cor	mpany.com
СВ	9:29 PM • 6/10/21	
	What business email address should we follow up with?	

Insight:

Buyers will not let you qualify them until they qualify you first



Marketo Example - Qualification

Connect Marketir Never Before. Unmatched insights and better decisions with I Discover Bizible	MarketoBot MarketoBot MarketoBot MarketoBot Something cool? Yes please! I'm just	••• X you It browsing
on-demand sessions from our virtual eve cal business advice for adapting to today's	Reply to MarketoBot	
EVERY DIGITAL MARKETING NEED	Chi View our Privacy Policy	at 🐓 by Drift



Use Case: Rep Productivity

Litigation Paralegal					
	Holly				
СВ	3:13 PM • 6/28/21				
	Someone will be with you shortly!				
SW	Sara W. 3:13 PM • 6/28/21				
H	Holly 3:15 PM • 6/28/21 Is there a way to change my subscription to monthly?				
sw	Sara W. 3:16 PM • 6/28/21				
_	Being a sales chat I can assist with adding licenses to an existing account. For billing questions, please reach out to our customer support at 1.800.441.3453 and select the option for billing				
н	Holly 3:16 PM • 6/28/21				
	thank you				
sw	Sara W. 3:17 PM • 6/28/21				

Insight:

Customers will ask for sales when seeking faster service



You're very welcome! Have a good day!

Zenefits Example - Support Deflection





Takeaways





December 02, 2021 12pm ET | 9am PT

RevGrowth Virtual Summit: Better Together

Align to drive *pipeline*.

Bring marketing and sales together to accelerate revenue.

GET YOUR FREE TICKET

https://www.drift.com/events/revgrowth-align/



Sarah Robb O'Hagan Legendary Business Leader, CEO of EXOS, and Author





Thank you!