

WEBINAR

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

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.MarketingAIinstitute.com](http://www.MarketingAIinstitute.com)





# Our Mission

Make AI approachable and actionable for marketers.

[www.MarketingAIinstitute.com](http://www.MarketingAIinstitute.com)



# 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 Drift's Kyle Bastien, Director of Business Value, and Aurelia Solomon, Director of Product Marketing, to discover how AI generates pipeline while helping your marketing and sales team meet their goals.

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

Register



## [On-Demand] AI in Action Event Series

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

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

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.

Get Access



## [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.

Get Access



Industry leaders help you  
understand, pilot and  
scale AI.

Learn more at [bit.ly/marketing-ai-webinars](https://bit.ly/marketing-ai-webinars)



# Agenda

**01** What Really Stands Between Sales and Marketing

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**02** Aligning your teams with Conversational AI

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**03** Takeaways

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

# 65%

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

# We're already seeing a change

## Marketing

Persona-based  
content

Targeted ads

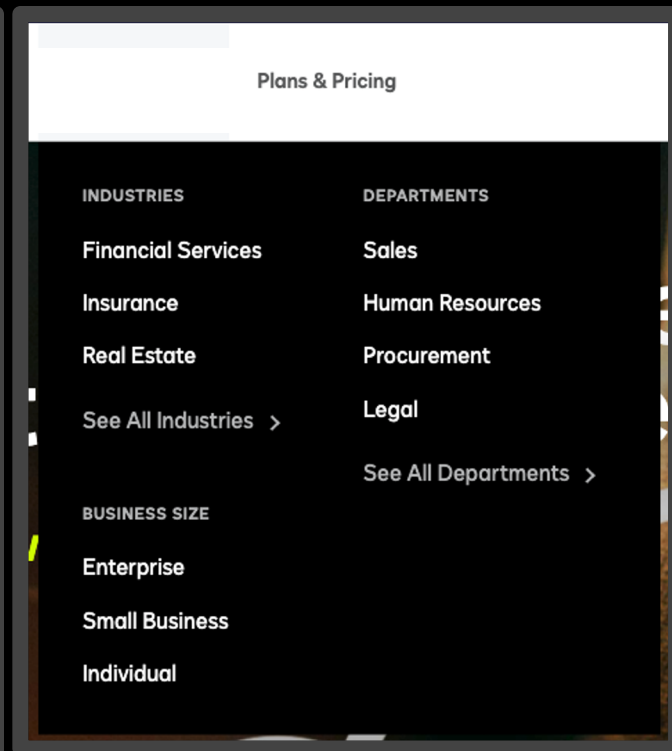
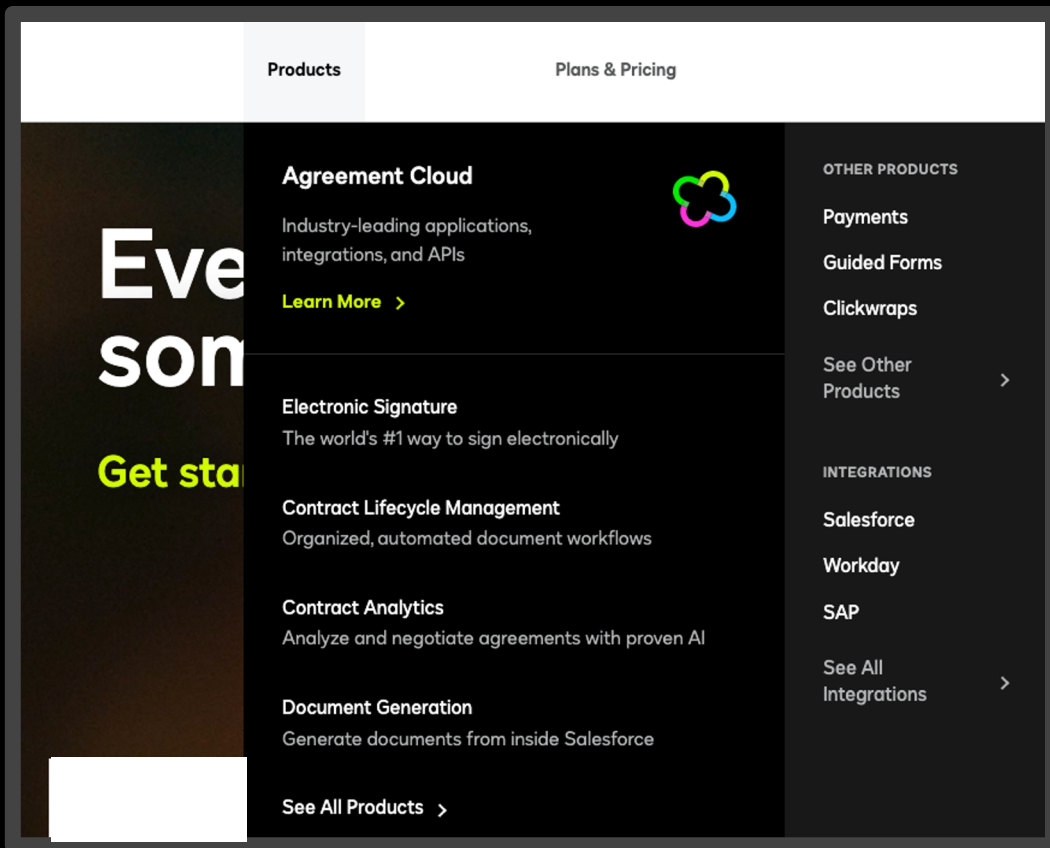
Custom offers

## Sales

Team  
Segmentation

Role  
Specialization

# Websites for visitors to self-navigate





# But it's not enough

## Marketing

1%

Of hard fought site traffic will ever talk to sales

## Sales

18

Calls or emails to book a single meeting

# **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.**

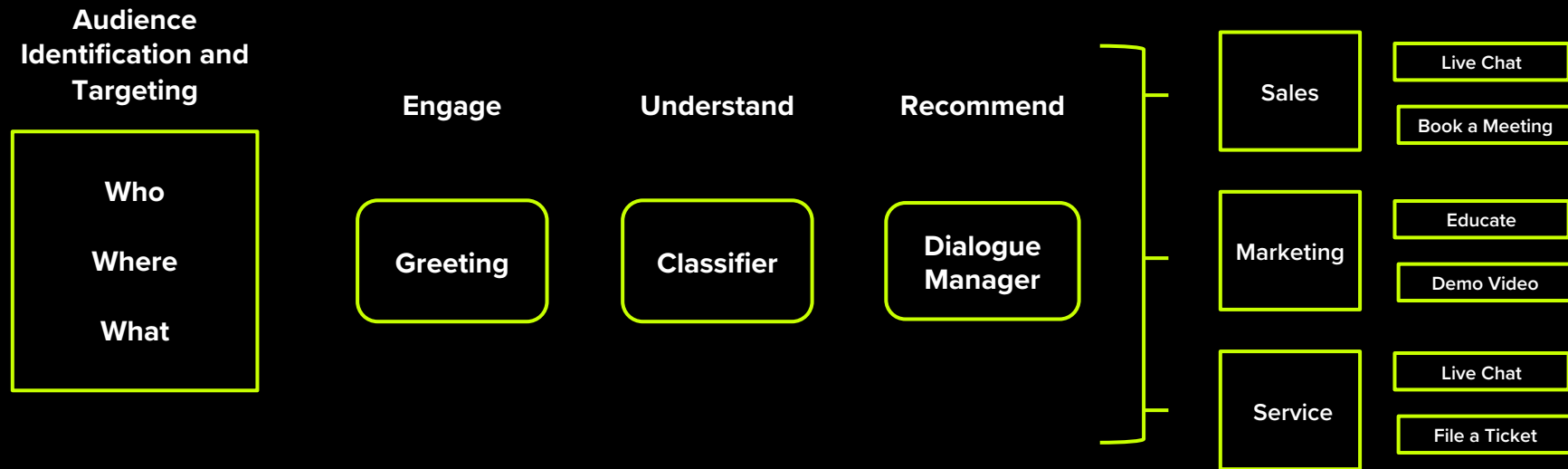
**DRIFT™**

02

# Conversational AI

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

Simple chat  
Few pages available

**\$1M in pipeline**

## Generic

Page relevance  
Broadly available

**\$4M in pipeline**

## Advanced

Path relevance  
Targeted  
Limited Availability

**\$8.0M in pipeline**

## Strategic

Persona & Account  
relevance  
Highly targeted  
Available everywhere

**\$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



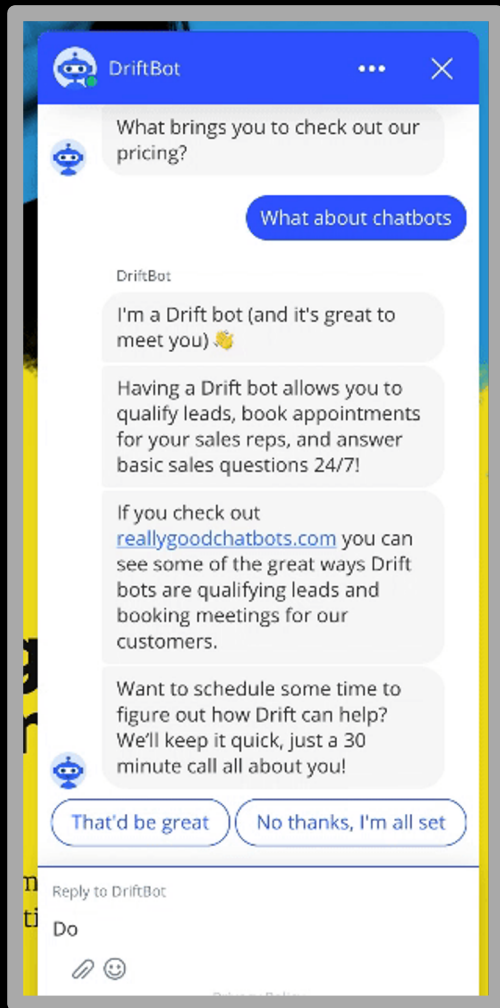
Generate more qualified  
pipeline, faster



Improve efficiency to lower  
the cost of sale

# What might it look like?

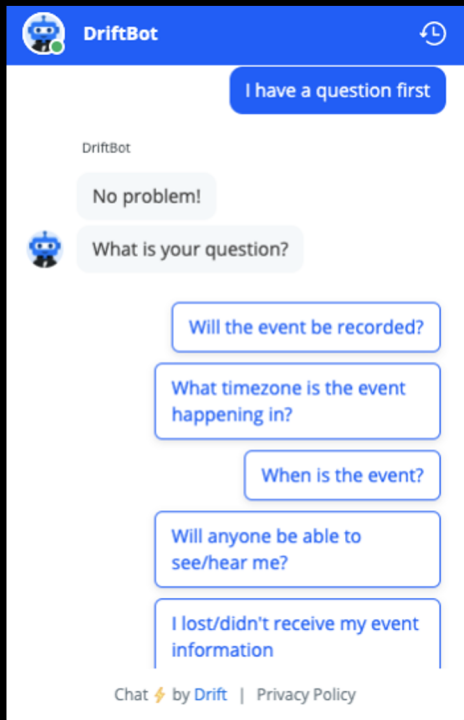
Conversational AI in action on your website.



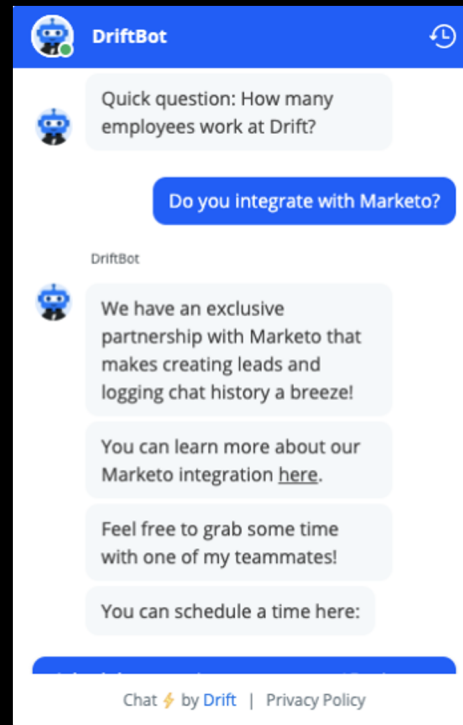
**AI lets you give  
customers a voice with  
open text...**

# You get the power of learning exact intent.

Approximate  
Intent



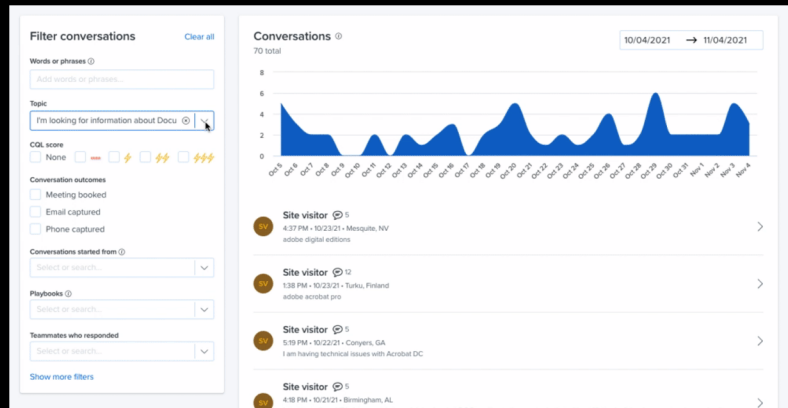
Without AI



Exact Intent

With AI

DRIFT™



# Creates a database of 1st Party Intent

# Use Case: More Qualified Convos

Insight:

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

## Site visitor



Site visitor 9:29 PM • 6/10/21

Yes! I'd like to chat with sales



9:29 PM • 6/10/21

The team is currently offline, but we want to connect with you!



9:29 PM • 6/10/21

What business email address should we follow up with?



Site visitor 9:29 PM • 6/10/21

how much is this app?



9:29 PM • 6/10/21

Can you reply again? I'm expecting something like "name@company.com"

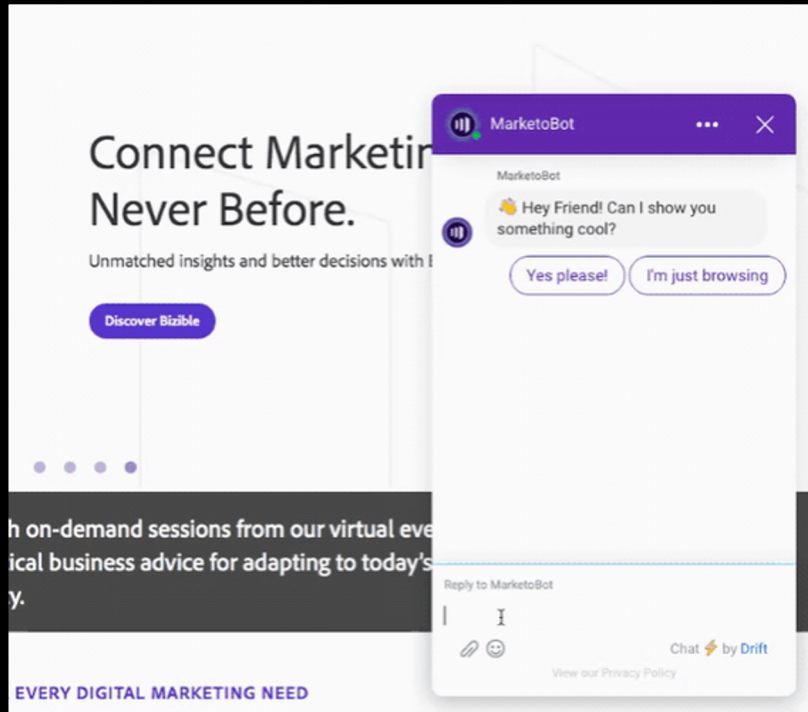


9:29 PM • 6/10/21

What business email address should we follow up with?



# Marketo Example - Qualification



# Use Case: Rep Productivity

Litigation Paralegal

Holly

CB 3:13 PM • 6/28/21

Someone will be with you shortly!

SW Sara W. 3:13 PM • 6/28/21

Hi Holly, how can I help?

**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

Holly 3:16 PM • 6/28/21

thank you

SW Sara W. 3:17 PM • 6/28/21

You're very welcome! Have a good day!

Insight:

*Customers will ask for sales when seeking faster service*

# Zenefits Example - Support Deflection



# Takeaways

**REVGROWTH**  
VIRTUAL SUMMIT

December 02, 2021  
12pm ET | 9am PT

RevGrowth Virtual Summit: Better Together

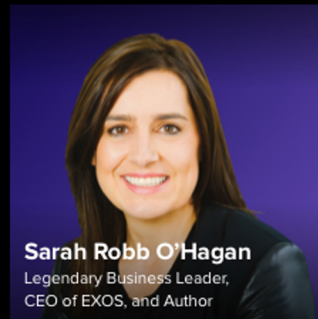
# Align to drive *pipeline.*

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



**Ginny Clarke**  
Former Director, Executive  
Recruiting at Google

# Thank you!