# **Conversational Al for Digital Marketing**

w.www.versa.agency

e. hello@versa.agency

**f.** www.facebook.com/versavoiceexperience



## campaign

AUSTRALIAN/NEW ZEALAND DIGITAL AGENCY OF THE YEAR

## FINANCIAL REVIEW

**TOP 50 AFR BOSS MOST INNOVATIVE COMPANIES** 

## **Great Place To Work**

**NO 7 GREAT PLACES TO WORK (1-100)** 

FAST@MPANY

**TOP 50 BEST WORKPLACES FOR INNOVATORS** 



## Conversational Alisan entirely new way for brands to build valuable relationships with consumers & for them to interact with brands.

THE DATA Market Trends

## "83% of consumers contact a business over messaging to learn about a product or service, 76% to get support and 75% to make a purchase"

Forbes 2019

"This shift in behavior and advances in NLP technology have created the perfect environment for conversational commerce to gain momentum"

Business Insider, Jan 2020



"Retailers aren't failing at fulfillment. They're failing at engagement."

Forrester, 2020



**WELCOME TO VERSA** 

## **Conversation centric**

## At VERSA, we are Conversation specialists helping brands to have conversations with their customers right where they are.

Conversation moves us forward, drives our relationships and helps to establish meaningful interactions.

Being able to have a conversation with customers on whatever medium they spend their time is the future of digital customer interactions.

At VERSA, we help our clients with an omni-channel, digital communications strategy and platform, enabling their customers to engage on in the language and channel most natural to them because conversations don't just happen on websites.

All your customers should need to do is ask.



#### **CONVERSATIONAL AI - DIGITAL MARKETING**

## Half-Day Workshop Overview

#### **Discovery**

• Project overview, goals and conversational strategy for Digital Marketing

### Ideate

- Identify intended audiences
- Creative Exercises i.e HMW's/Crazy 8's

### Define

- Business Needs and challenges/opportunities
- Use-case definition Alignment with overall business value
- Technology discovery

#### **Delivery Feedback & Inform**

- Top-level technical discussion
- Top-Strategy rollout plan (completed post workshop)

## **Optional**

- Prototype Delivery
- Technical design



**CONVERSATIONAL AI FOR DIGITAL MARKETING** 





#### Workshop

Define customer goals and desired outcomes

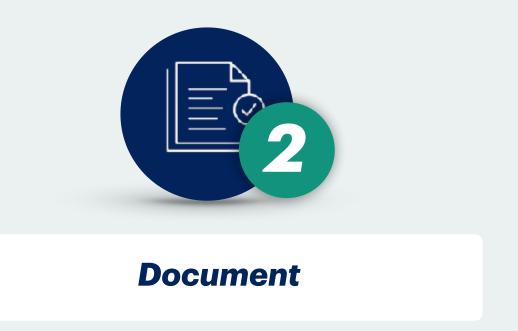
Identify intended audiences

Understand user needs and challenges

Align with business needs and opportunities

Creative exercises (HMWs)





Review existing documentation, data, and research

Record and refine the outcomes of the stakeholder workshops

Detail actionable insights that can be further developed into an implementation roadmap

Human Centered Design roadmap

Customer journey mapping / storyboarding