

Fireside Chat | **[Conversational Marketing]** How to Build Conversations across Multiple Channels & Funnels that Keep You Closer to Your Customers



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slido



Do you use conversational marketing across your marketing funnel?

ⓘ Start presenting to display the poll results on this slide.

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Question 1

The What

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Question 2

The How

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Question 3

Top Learnings

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Key Takeaways

- **Chloe's Takeaway:**

Use technology to bring your customer closer to a human interaction, rather than to replace it.

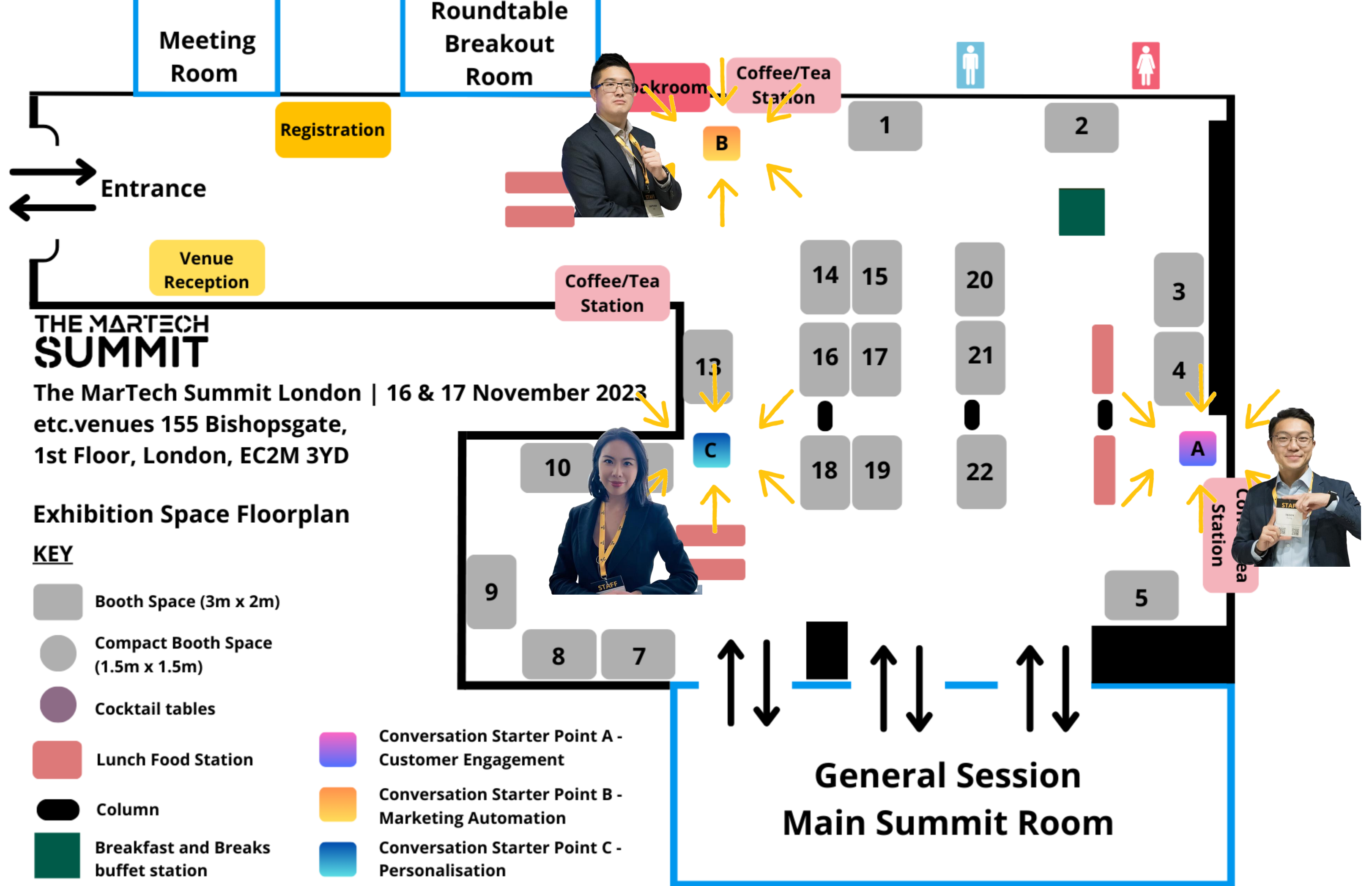
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Q&A



Scan here to submit your questions!



THE MARTECH SUMMIT

The MarTech Summit London | 16 & 17 November 2023
 etc.venues 155 Bishopsgate,
 1st Floor, London, EC2M 3YD

Exhibition Space Floorplan

KEY

- Booth Space (3m x 2m)
- Compact Booth Space (1.5m x 1.5m)
- Cocktail tables
- Lunch Food Station
- Column
- Breakfast and Breaks buffet station
- Conversation Starter Point A - Customer Engagement
- Conversation Starter Point B - Marketing Automation
- Conversation Starter Point C - Personalisation