



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

The Booking.com logo, featuring the text "Booking.com" in a blue sans-serif font, with ".com" in a lighter blue.

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Which channel do you find most effective for building real-time conversations with your customers?



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Question 1



Q&A

Where does your organisation currently stand in its conversational marketing journey?

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Question 2

**What's something you tried that didn't work as expected?
What did you learn from it?**



Q&A

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Question 3

How can brands create meaningful, long-term conversations by aligning marketing with the entire customer journey?



Q&A

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Question 4

What are your best methods for truly understanding your audience?



Q&A

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