



Conversational Marketing in a Global Online World – Free Webinar August 2nd, 2018

Join experts from Drift, Rapport International and Consilium Global Business Advisors to learn about emerging best practices for global conversational marketing

BOSTON, MA, USA, July 10, 2018 /EINPresswire.com/ -- If your business has a website and social media profiles, you're a global company. The convergence of a growing global middle class and content marketing have accelerated export sales of US Small & Mid-sized Businesses (SMBs).

Rather than the expensive and speculative process of researching a market and investing in building awareness for years hoping for some long-term revenue, today companies often receive inquiries, leads, projects and orders from international buyers who find them online – from all corners of the globe. The same digital marketing that's important to create awareness and leads at home also attracts international buyers.

At the same time consumer habits, buying journeys and customer expectations are evolving as dynamic content, mobile optimization and technologies focused on improving customer experience, like live chat and chatbots, change the way we buy.

These changes are happening quickly, and agile companies are implementing quickly and adapting their use as best practices emerge.

[Conversational marketing](#), sales, and service create a complex set of cultural, language, compliance and sales considerations. Join a panel of experts to learn about the challenges and the early evolution of best practices.

Moderated by Ed Marsh, consultant, digital marketer and international business advisor, the expert panel will include Wendy Pease and Alyssa Donahue. Wendy is the CEO of Rapport International, a Boston based multilingual marketing and language translation service provider. Alyssa is the International Conversational Marketing lead at Drift, "the world's first and only conversational marketing platform."

"This is such an important and dynamic topic," commented Marsh. "I've seen an explosion of SMBs that have entered export markets in response to global buyers finding them. But chat and conversational marketing, while key to domestic user experiences, are creating new challenges for US companies with international website traffic. I'm so excited to join the panel for this timely conversation."

While Drift technology makes chat functionality easy, real-time multi-lingual communication always creates complexity. "It's so new, nobody really can even define if we're talking about written translation or spoken interpretation. It's a fascinating hybrid," says Wendy Pease. Wendy will join the panel with both 18 years of language industry experience, and the perspective of a tech entrepreneur who's creating content marketing workflow management tools for companies with global content.

Drift's Alyssa Donahue concurs. "The whole concept of 'conversation' reflects widely varying cultural

norms and expectations," she says. "Add to that differences in how buyers shop, openness about sharing information and even the interaction with a 'bot,' and it's a fascinating opportunity to help shape the best practices of something that will seem commonplace in the near future."

The free webinar will explore big concepts and technical details of adapting conversational marketing to US SMBs with traffic, inquiries and [international sales](#). It will be appropriate for management, marketing and sales team members who have responsibility for revenue growth, lead generation and customer experience. Companies with aggressive revenue growth plans are particularly encouraged to participate.

The webinar will be held on Thursday, August 2nd at 1pm EDT. Anyone interested should [register in advance](#) at www.consiliiumglobalbusinessadvisors.com/global-conversational-marketing-webinar-with-drift-and-rapport-international to secure one of a limited number of attendee spots.

About Ed Marsh: Ed has 25 years of experience in industrial marketing, sales & management. He's a HubSpot tiered partner and has helped a number of B2B companies achieve revenue growth success by coaching and developing their internal teams using this model. He's a graduate of Johns Hopkins, a former Army Airborne Ranger, NACD Board Director Fellow and member of the Association for Corporate Growth. He's also an experienced international businessman and Export Advisor to American Express's Grow Global program.

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