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MD V5.1 Conversation Manager
Marketing should be a series of conversations

MarketDeveloper V5 (MD V5.1) is a cloud based CRM and marketing automation application designed to be at the hub of a brand's customer conversations.

Conversation Manager from MarketDeveloper helps marketers achieve real, authentic, ongoing, two way communications with each customer. As an online place for Brands and customers to have a personalised dialogue, Conversation Manager directly connects these conversations to the rest of the MD V5.1 marketing platform. Now you can ensure your interaction is effective, authentic and reflects the conversation in the marketing communications they receive, the classic-

'right message, right channel, right time'

MD V5.1 is more than a Preference Centre; you can publish, share and collect any information between you the marketer and each consumer or contact, and capture it directly into your database. Subscriptions, transactions, orders, offers, opinions and preferences, all readily available.

The relationship between the Brand and customers has changed

In the past marketers could unwittingly barrage customers continually with unwanted sales messages and inappropriate offers with little regard for the impact or indeed their own Return on Investment. After all, budgets were healthy and any customer complaints were kept as internal information with little impact on the public perception of a company. However, with tightening budgets and the rise of customers using social media to express their opinions, things have dramatically altered.

Your customers **want** to hear from your brand. However they want to do so on **their** terms. 67% of consumers opt out of email programmes due to irrelevant content[1]. They may choose to hear from you through a social network, an email inbox, their mobile device or their letterbox. But the decision has to be theirs.

The MD Conversation Manager

An online place for Brands and customers to have a personalised dialogue, Conversation Manager directly connects these conversations to the rest of the MD V5.1 marketing platform, feeding and publishing valuable information directly to the database, automatically in real-time.

Example uses of Conversation Manager

For higher-value (durable goods) products, the Conversation Manager presents the ideal opportunity to capture product registration and drive service and accessory offers.

For retailers, travel and leisure organisations, the Conversation Manager offers the opportunity to showcase highly targeted offers, cross-sell efforts, and new product launches, based on individual customer profiles.

For B2B organisations, prospective customers can be engaged at the right time through the lead funnel, so their interests are recognised and responded to by effective relevant communications.

For FMCG organisations, multiple competitions and on pack offers can be easily serviced and integrated with Conversation Manager to capture consumer information and preferences and begin the relationship

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Conversation Manager can be the foundation upon which you build a system of **customer choice**.
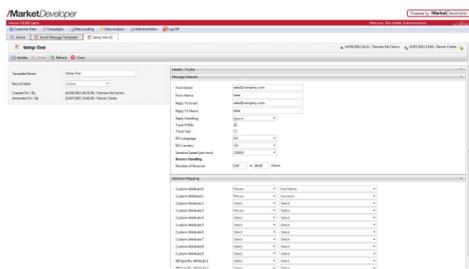
Benefits of Conversation Manager

In a world of increasing message volume, the biggest benefit of Conversation Manager is the ability to listen to what the consumer wants. The revolution that began with Permission Marketing is now taken to the next level with Conversational Marketing. Key benefits Include:

Capture and integrate customer social media channels

Increased value of your database- higher opted in audience participation

Increased opportunities to cross-sell brands and products (complementary partners too)

Gained customer satisfaction data through surveys or polls

Amplified loyalty programs (rewards or coupon offers)

Low-cost interaction with user through self-service

Increased quality of customer data

Increased customer satisfaction through increased relevance of communication

Increased revenue from higher response rates to communications with lower cost

In addition to increasing customer satisfaction, enabling customers to self-select enables them to update their own data, keeping inbound-request management costs down as the Conversation Manager is available 24/7.

Rather than spending huge amounts of money trying to predict what a consumer wants, why not listen to them and tailor your efforts accordingly?

Features...

Automatically build and publish- dynamic, configurable Customer Portal information sites
Extend individual relationships, and trust, with your brands
Two way- create as many online Portals as required
Flexible- Directly publish information you wish customers to see, such as offers, buying history, products bought, loyalty info, contact history etc.

Define what information you would like to collect- surveys, competitions etc. such as:

Address update (physical, email, mobile number, phone number)
Communication type preference selection (i.e., topics, offers, news)
Channel preference selection (i.e., email, mobile)
Frequency selection (i.e., monthly, or max number of messages per week)
Direct, consumer driven data collection:
Topical offers
Public reaction to news/issues
Loyalty offers
Product registration
Social media interface
Educational information

Engaging- customers tell you what interests, channels and the frequency they want communications from the brand

Efficient- directly updates the marketing database for more informed campaigns. No delay, no administration, no transfer errors.

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