DR⚡FT ®

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The Assignment

Overview

Drift created the Conversational Marketing category in 2015. Since then, we've evolved our solution from just chatbots to so much more, serving Marketing, Sales, and Service teams. Over the years, chat has become commoditized with more competitors in the space. It's now harder to differentiate our solution and value when buyers evaluate conversational marketing tools. This is the landing page for our platform. The page shares our value proposition and features to help businesses connect with people at the right time, in the right place, with the right conversation. This page was written to resonate with Marketers. Now, we'd like to update it based on the current macroeconomic shifts, what buyers care about, and our competitive differentiation. Help us understand how you think about messaging and positioning with the exercise below.

Exercise

Market Impact:
Analyze a recent market trend(s) you think impacts (or will impact) Drift. What are the potential risks and how can we get ahead of them through marketing and product development?

Competitive Assessment and Positioning Statement:
With the Drift product & messaging in mind, research a key competitor and write up competitive positioning vs the competitor. Be ready to present your reasoning as to why you believe the company is a key competitor, as well as your findings on their market positioning, strengths, and weaknesses.

Innovation Pitch:
Based on your market and competitive research, pitch a new product or feature idea that addresses an unmet need. Be prepared to share the why, proposed solution, target audience, value proposition and how it fits within the current product ecosystem.

Landing Page Rework:
Create a recommendation for the Platform landing page to help us see what you would use as the updated messaging. What messaging should we have above the fold as well as below the fold? What should we keep from what we have and what should we eliminate?

Delivery
The goal is to have insights, copy and recommendations to talk through (not a designed result). We will set up a meeting with you for 60 mins to walk through your output. The expectation is to talk through your content for no more than 30 min and to leave the rest of the time for Q&A so, you can walk us through your thoughts and messages as well as anything else you want to convey about the changes we need to make to drive success.

Added Information for Your Knowledge:
Over the years, Drift has grown from a one-product company, serving a single persona, and selling to small businesses -- to now offering a suite of products (4), serving multiple personas, and selling to mid-market and enterprise organizations.

Drift's Product:
An AI-powered buyer engagement platform that automatically listens, understands and learns from buyers to provide individualized and human experiences at every touchpoint of the buying journey.
Drift Solutions:
● Conversational Marketing
● Conversational Sales
● Conversational Service

MARKET IMPACT

THE EVOLVING MACROECONOMIC LANDSCAPE PRESENTS *CHALLENGES* AND *OPPORTUNITIES* FOR DRIFT

- With increasing prevalence of remote work/virtual interactions, there's a heightened demand for digital communication tools that facilitate personalized engagement. **FlexJobs** reports that remote work has grown by 159% since 2005, with 4.7 million Americans working remotely at least half time.

- As businesses adapt to remote/hybrid work models, they seek innovative and creative ways to connect with customers effectively in the digital realm. In a survey conducted by **Gartner,** 82% of company leaders have allowed employees to continue working remotely at least part time post Covid-19 pandemic.

- While the trend towards remote work expands Drift's potential market reach, it also intensifies competition in the conversational marketing space.

- To mitigate risks and capitalize on opportunity, I propose a strategic approach that emphasizes product innovation, targeted marketing efforts, and customer education initiatives.

OPPORTUNITIES

INCREASED DEMAND: Businesses are seeking more efficient and nimble ways to engage with their customers online, creating a higher demand for conversational marketing tools like Drift.

GLOBAL REACH: Remote work allows businesses to engage with customers across the globe, in different time zones, geographical locations, expanding Drift's potential market reach.

DATA INSIGHTS: With more interactions happening online, Drift can gather richer data insights about customer behavior and user preferences, enabling more personalized engagement strategies.

CHALLENGES

INTENSIFIED COMPETITION:

As businesses prioritize online engagement, the conversational marketing space may become even more crowded with competitors, making it harder for Drift to differentiate itself.

TECHNICAL INFRASTRUCTURE:

Meeting the increased demand for digital communication tools may require investments in infrastructure to ensure scalability, reliability, and data security.

USER ADOPTION:

Remote work introduces new challenges for user adoption and training, as seasoned teams may need to adjust to using virtual communication tools more effectively

TO GET AHEAD OF THESE CHALLENGES DRIFT CAN FOCUS ON

PRODUCT INNOVATION:

Continuously evolving the platform to offer unique features and capabilities that address the specific needs of remote teams and enhance the user experience

TARGETED MARKETING:

Tailoring marketing efforts to emphasize Drift's ability to facilitate seamless virtual interactions and support remote work initiatives.

CUSTOMER EDUCATION:

Providing resources and training to help customers maximize the value of Drift in a remote work environment, highlighting best practices for virtual engagement

COMPETITIVE ASSESSMENT

- Data from **Statista** shows **Intercom** as one of the leading players in the conversational marketing space, with a market share of over 20% as of 2021. G2's Grid Report for Conversational Marketing Software ranks **Intercom** as a top competitor, highlighting their strong feature set and customer satisfaction ratings.

- While **Intercom** offers similar conversational marketing solutions, targeting similar personas and offering comparable features, Drift's competitive positioning against Intercom could emphasize its AI-powered capabilities for more personalized engagement, its focus on serving mid-market and enterprise organizations, and its reputation for delivering exceptional customer experiences. Drift could position itself as the preferred choice for businesses seeking advanced AI capabilities and scalability.

- A case study published by **Forrester Consulting** found that companies using Drift experienced a 10% increase in sales productivity and a 5% increase in customer retention.

- According to **TrustRadius,** 85% of Drift users reported an improvement in their ability to engage with website visitors and capture leads.

Drift	Intercom
Live Chat	Live Chat
Knowledge Base	Knowledge Base
Email Management	Email Marketing
Customizable Branding	Customizable Branding
Shared Inbox	Shared Inbox
Offline Forms	Meeting Scheduler
Meeting Scheduler	Chatbots
Chatbots	Product Tours
Video Messaging	-
4.4/5 (G2)	4.5/5 (G2)
4.5/5 (Capterra)	4.5/5 (Capterra)

INNOVATION PITCH

An innovative product or feature idea for Drift could be a Virtual Sales Assistant. This feature would leverage AI to automate routine sales tasks, such as lead qualification, appointment scheduling, and follow-up emails, allowing sales teams to focus on high-value interactions. The Virtual Sales Assistant would integrate seamlessly with Drift's existing conversational sales solution, providing a frictionless experience for both sales reps and prospects. The target audience would include sales teams, particularly Sales Development Representatives (SDRs) and Account Executives, looking to streamline their workflow and improve efficiency. The value proposition would be to increase sales productivity, accelerate the sales cycle, and deliver a more personalized experience for prospects.

Automation Impact on Sales Efficiency:

Research from **McKinsey & Company** estimates that sales representatives spend only 36% of their time on actual selling activities, with the rest dedicated to administrative tasks.

Salesforce's "State of Sales" report highlights that high performing sales teams are 1.5x more likely to use AI than underperforming teams.

Demand for AI-Powered Solutions:

A study by **Gartner** predicts that by 2025, 50% of high-touch B2B sales activities will be automated using AI, freeing up sales reps to focus on relationship-building and strategic activities.

Markets and Markets reports that the Global AI in marketing market size is expected to grow from $6.5 billion to $40.1 billion by 2025, at a compound annual growth rate of 44.9%.

LANDING PAGE REWORK

Headline: "Empower Your Marketing, Sales, and Service Teams with Conversational Intelligence."

Sub headline: "AI-Powered Engagement for Every Step of the Buyer's Journey."

Call-to-Action: "Request a Demo" or "Learn More."

BELOW THE FOLD

Features Overview: Highlight key features such as AI-driven lead qualification, personalized messaging, and real-time analytics.

Customer Testimonials: Showcase success stories from CMOs, VPs of Sales, and Revenue Operations Leaders who have experienced tangible results with Drift.

Value Proposition: Reinforce Drift's value proposition of delivering individualized and human experiences at every touchpoint of the buying journey.

CTA (Continued): Encourage visitors to explore Drift's solutions for conversational marketing, sales, and service.

KEEP

Value Proposition: Focus on Drift's ability to help businesses connect with people at the right time, in the right place, with the right conversation.

Customer Persona Alignment: Tailor messaging to resonate with personas such as CMOs, VPs of Demand Gen, and Marketing Operations Managers.

Clear CTAs: Prompt visitors to take-action, whether it's scheduling a demo or accessing more information.

ELIMINATE

Generic Messaging: Avoid generic statements about the benefits of chatbots and instead emphasize Drift's unique value proposition and differentiation.

Jargon: Minimize technical jargon and focus on communicating Drift's value in a clear and compelling manner.

Overly Detailed Information: Streamline the content to prioritize the most impactful messaging and keep visitors engaged.