

5 Reasons Amazon Skills Belong In Your Next Marketing Campaign

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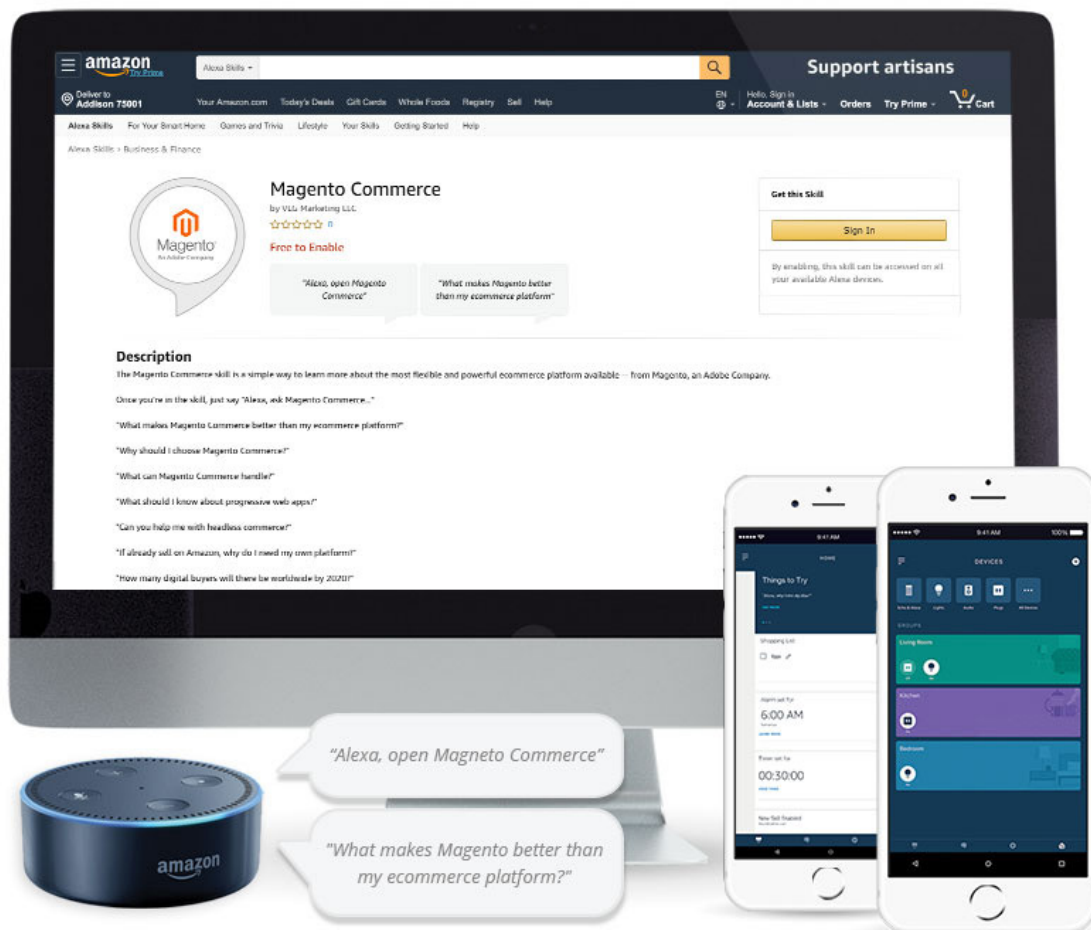
VLG



Did you know *Alexa can make your marketing job easier?*

Amazon Skills makes it possible to create a custom campaign that promotes your brand, educates your audience, generates pipeline, and ultimately convert your prospects into customers.

We will help you create special experiences for your target audience. From onboarding guides for new customers or employees to trivia questions that provide a clever way to educate your audience. That's just the tip of the iceberg. **With a little ingenuity, Alexa can do much more.**



B2B Challenges



Grabbing an advertisement-weary audience and keeping them engaged requires innovation.

By 2025, it's anticipated **80% of B2B sales interactions will occur on digital channels.**¹ That makes now the time to get on top of your marketing game and implement Alexa-powered strategies that keep you there.

¹ Hootsuite.com: Essential Tips and Tools for B2B Social Media Marketing

Five Key Campaign Strategies For Alexa Marketing:



Creating a genuine, human experience



Embracing digital sales



Getting into the ears and hands of targets



Combating marketing fatigue



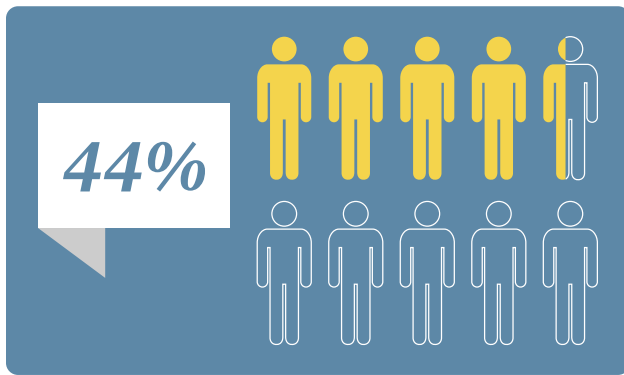
Encompassing hyper-automation

#1: Be Genuine

Top-performing marketing agencies know the secret to big sales is creating an experience that is unique, authentic, and human. Alexa Skills capitalizes on that by allowing you to program a skill explicitly tailored to personas, titles, or even specific targets.

An Alexa experience can include purchasing guidance, value adds, and a unique product narrative, just select the blueprint you think will deliver your message in a way that works best. You can address specific challenges, pain points, and current events, as well as recent awards and publications. You can even minimize uncertainty over competing perspectives and alternate actions. Additionally, this personal experience shows targets that you are knowledgeable about recent tech trends and that you are willing to invest time and energy into the customer experience.

#2: Embrace Digital Sales



According to Gartner, "44% of millennials prefer no sales rep interaction at all in a B2B setting."³

The shift towards digital sales began well before the Covid-19 pandemic, but now that shift has accelerated to warp speed. Gartner research shows a steady shift of customer preferences from in-person sales interactions to digital channels. They predict by 2025, **"80% of B2B sales interactions will occur on digital channels."**²

Consumers prefer the ease and convenience of digital sales and cite a skepticism regarding sales representatives. Plus, younger members of the workforce are just plain used to it.

² Gartner: The Future of Sales 2025

³ Gartner, Future of Sales EBook, page 3

#3: Get In Your Target's Ear

Marketers are challenged by the remote worker's security concerns and reluctance to give their home mailing addresses. However, chances are Alexa is already in your target's home. **In 2020, there were 83.1 million smart speaker users, representing year-over-year growth of 13.7%, and an estimated 70% of those devices are Amazon Echos.**⁴

Use of audio-based technology will continue to rise. "Smart speakers were designed as entry-level devices to get more people used to voice-controlled technology," says Victoria Petrock, a principal analyst at eMarketer. "Over time, we'll see slowing growth in the number of smart speakers as people turn to voice assistants built into other things within homes, vehicles and on-the-go."⁵

With big plans for voice-controlled technology in our future, now is a good time to become well-versed in Amazon Skills before the competition catches on. Program questions and answers and targets can interact with Alexa like they can with a human sales rep, all from the comfort of their zone.



#4: *Combat Marketing Fatigue*



If you want to reach an audience that is sick and tired of being bombarded with visual advertisements — don't give them something on a screen.

To break through the burnout, harness the power of voice. Let them talk and engage using a sense besides sight. Change it up. Give them a different format with a unique voice experience. You can blend “digital-first” technology with a custom, genuine voice interaction that engages your targets and creates a high-level of interaction with your brand.

#5: *Go Hyper Automated*

Businesses need the right technology and the best skills to not only remain relevant in the marketplace, but to stand out from the competition. B2B marketers are leveraging Alexa to identify, vet, and automate business and IT processes. A hyper-automated experience that delivers value through a self-learning paradigm is a smart way to market.

As B2B buyers migrate to digital and self-service channels, borrowing from the hallmarks of B2C interactions proves useful. Sales teams can deliver value through Amazon Skills models that guide targets toward more confident decisions through an easy to use, automated voice-command experience⁶

Not only do customers desire the self-learning process that hyper automation provides, but it's also an effective method to showcase your savvy understanding of new media channels available to marketers today. The range of options for Amazon Skills are varied, but all of them support the consumer's self-education on your products, services, and how to facilitate change for the better.

⁶ Gartner.com: Future of Sales 2025: Deliver the Digital Options B2B Buyers Demand



Find Your Voice, Boost Your Sales

As the world of advertising continues to evolve, it's important that we as marketers initiate strategies that evolve with it. Break through the burnout with these five strategies and steer your business towards a successful future with custom, compelling, and relevant campaigns.

Get started by browsing the various Amazon Skills we can build to meet your company's specific needs.



Onboard Guide

Create an educational guide for your organization geared towards newcomers that explains any product or service.



Business Q&A

Leverage this skill as an educational tool to convey general information about your product, company, or both.



Trivia Game

Custom build your own multiple choice trivia game and provide prospects an entertaining way to interact with your brand.



Flash Briefing

Design a routine around daily or weekly content to keep your prospects engaged with personalized news stories, weather reports, and updates from particular websites.



Birthday Wishes

Create a unique birthday card with custom images and personalized messages for a special target.



Adventure Story

Interested in a skill that will stand out? Compose a memorable adventure story where your target is the hero.



Yes, No, Maybe

Inject some fun into your campaign with the Alexa version of the Magic 8 Ball. Targets can ask Alexa any yes or no question and get a selected random response.



Countdown

Do you have a live event you want to promote? Enable a skill that will track the event and countdown the days for the target.