



TRAINING

Conversational marketing

LEARNING OBJECTIVES

- Understand the challenges and formats of conversational marketing
- Identify channels and tools adapted to your audience
- Create high-performing automated conversations (chatbots, live chat, messaging)
- Integrate conversational marketing into a global strategy

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, customer relations, freelance professionals or sales teams wishing to engage in large-scale dialogue with their prospects or customers.

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,620 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com



DETAILED PROGRAM

- Introduction to conversational marketing
 - Definition, challenges and benefits
 - History and recent developments
 - Overview of use cases: acquisition, loyalty, customer service, HR...
- Conversation channels
 - Messenger, WhatsApp, Instagram DM, live chat, in-app chat
 - Comparison of channels based on target audiences
 - Choosing the right channel according to the customer journey
- Tools and platforms
 - Presentation of main solutions
 - How they work: scenarios, triggers, blocks
 - Connection to CRM and analytics tools
- Creating effective conversations
 - Principles of good conversation architecture
 - Conversion-oriented writing
 - Variables, conditions and intelligent responses
- Practical workshop
 - Designing a chatbot or conversational scenario
 - Building the flow in a no-code tool
 - Testing and iterations
- Measuring performance
 - Defining the right indicators (engagement, conversion, satisfaction)
 - Analysing the user experience
 - Continuous improvement of the conversational journey

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to implement engaging conversational experiences tailored to their marketing or customer-relations objectives.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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