

# Engage more prospects, convert more leads

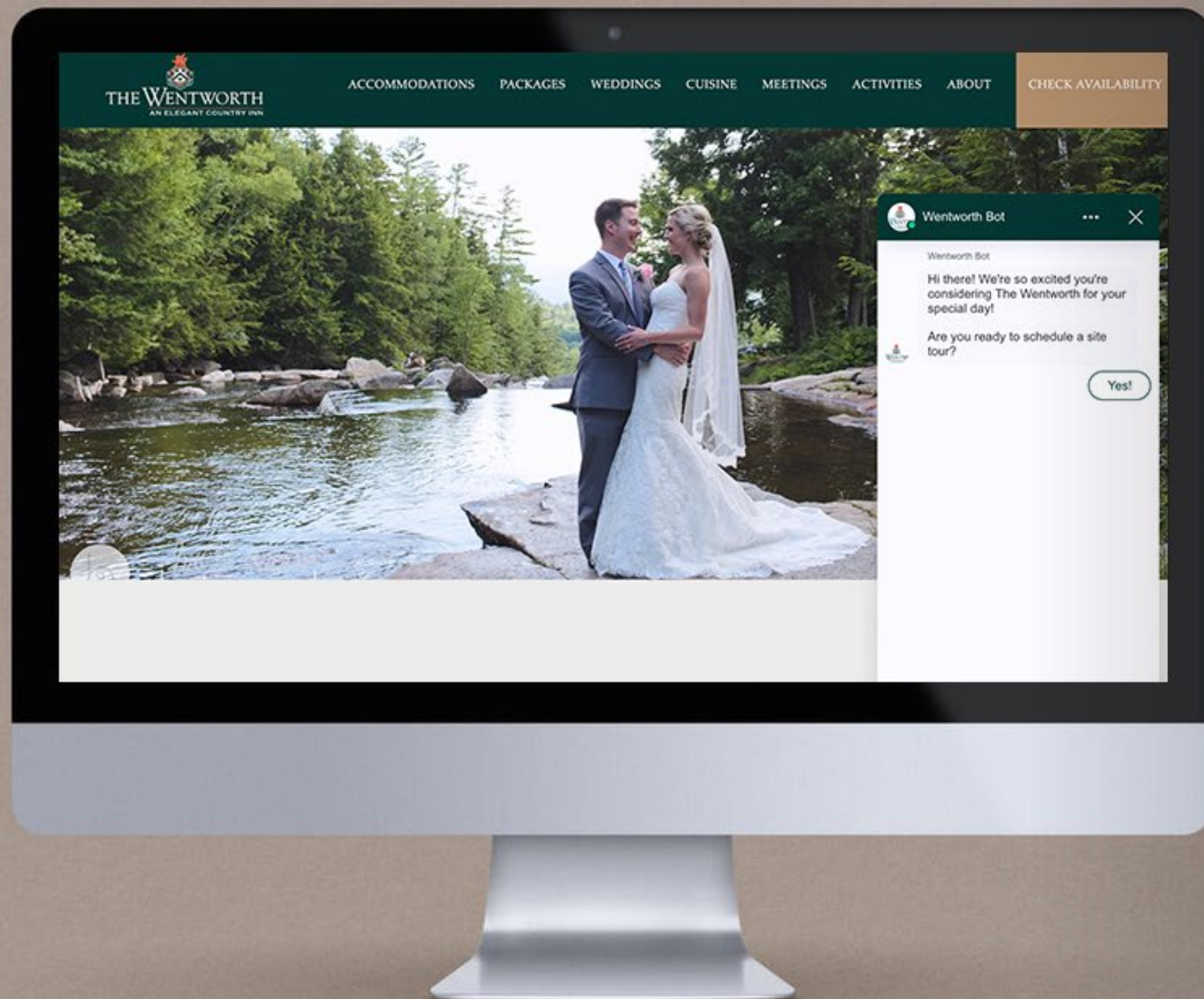
WITH CONVERSATIONAL MARKETING FROM O'ROURKE.

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*Uber did it for riders. Netflix did it for viewers.  
Amazon did it for shoppers. What are you doing  
to put your guests in control?*

- Tom O'Rourke





# Increase your wedding and group business with Conversational Marketing.

Conversational marketing uses the power of automated real-time conversations to engage and qualify prospects, and move them quickly through the sales process.

Instead of forcing people to fill out lead capture forms and wait for a response, it employs intelligent chatbots and targeted messaging to engage them when they're on your website. So prospects can interact with your property in a way that's fast, easy, and actually feels like a conversation. And you can book more site tours and convert more of the right leads, more efficiently.



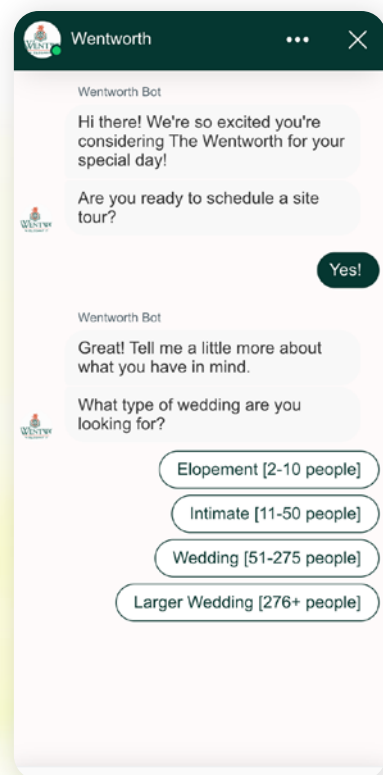
# Meet the on-demand expectations of your prospects and guests.

The global economy continues to move decisively from a supply model – think taxi cabs, video stores and other brick-and-mortar retail – to the demand model of Uber, Netflix, Amazon Prime and many others.

Against this backdrop, your current way of engaging group and wedding prospects is very outdated. You probably ask them to fill out a lead form, then send a follow-up email, forward an info packet, maybe connect by phone, maybe book a site tour long after the initial contact. Conversational marketing speeds the process substantially. While prospects are on your website, you can **engage them, qualify them, and book a site tour in minutes.**







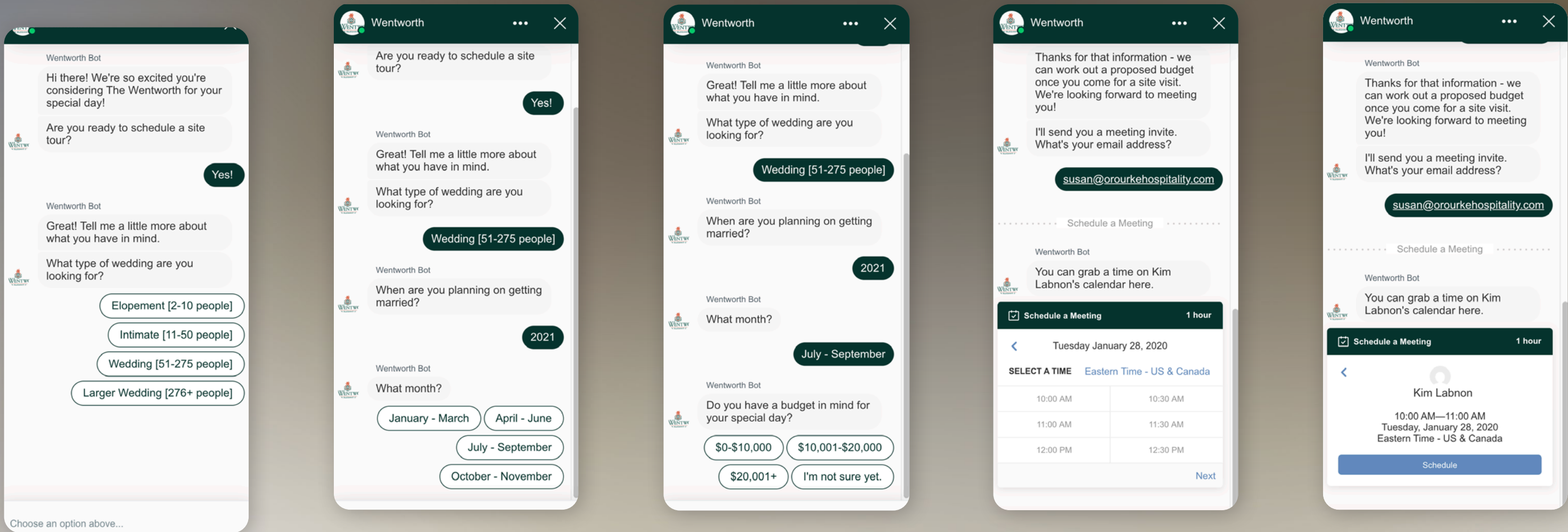
# Our tools help you build relationships and create a more satisfying customer experience

Because intelligent chatbots work 24/7, they allow you to **engage group and wedding prospects on your website whenever they're ready**. That's a key point; according to a study from Harvard Business Review, companies need to respond within five minutes of initial contact to have the best chance of qualifying a lead. Wait any longer and your odds decrease substantially.


Chatbots can ask the same qualifying questions your Director of Sales typically would, such as event dates, number of guests, budget, and more. Based on the answers, a calendar drops down and a site tour can be booked automatically. You can also send targeted messages to selected prospects instead of waiting for them to initiate the conversation.



# Qualify your next Group Customer and Book a Site Tour. Easy as One, Two, Three.





A man and a woman in wedding attire are taking a selfie with a smartphone. The man is wearing a brown suit and a white shirt with a bow tie. The woman is wearing a white wedding dress and a floral crown. They are both smiling and looking at the camera. The background is a blurred outdoor setting with greenery.

# Book more site tours. Win more business. Create more memories.

Our research shows that booking a site tour can increase your chances of hosting the event by as much as 50%. Conversational marketing supports this process in several ways.

***You create a more personal buying experience***

by greeting visitors to your site and inviting them to start a conversation whenever it's best for them.

***You learn a lot about your prospects,***

such as why they came to your site and which factors are most important to them.

***You convert more leads and better leads,***

often from prospects who would never have taken the time to fill out a form.

***You shorten the sales cycle,***

because leads qualified through conversations tend to close faster than traditional methods.

***Ready to get started?*** Let's have a conversation!  
Contact O'Rourke at [hello@orourkehospitality.com](mailto:hello@orourkehospitality.com)