

Dave Gerhardt:

So I'm gonna talk about how and why to build your audience without gated content, which usually makes marketers get a little uncomfortable. But this is my favorite thing to talk about, so I'm super excited to do this today, and really this whole thing started April 5th, 2016 ... oh my god was that ... that was two years ago! Wow. Okay, two years ago, we made the decision to throw out all of our lead forms and make content free. And since then, we've had over 50,000 businesses use Drift. We've been featured in the New York Times, Harvard Business Review, Fortune, Inc., Entrepreneur, Forbes, all those places. And I'm only telling you this 'cause I just want you to have faith that stick with me, don't get freaked out. What I'm gonna talk about works. We've proven it firsthand. Thousands of other businesses using Drift have proven it as well.

So I just put this up front. This is my social proof slide, to let you know everything's gonna be all right. And since then, honestly, I've seen this topic bubble up across some of the top marketing companies and blogs in the industry. I've seen so many more people talk about no forms, and removing gated content, and doing all that stuff, and so this is super exciting to me, because this is beyond what we're doing at Drift. It's gotten much bigger. It's something that is a huge topic across the industry right now, and really for us, this has become a movement. It's something bigger than Drift. It's not about our product. So I am not here to talk about our product, or our company. In truth, I'm gonna tell you a story about how we got rid of lead forms, and I think for me, the really exciting thing is this has become something bigger than us. It's bigger than our company. It's a movement.

I love these stickers that we made that we gave out, and the response has just been incredible, and so I think there's really something that we hit on there from an emotional perspective, for marketers, which I know is ... people like you are watching this right now. You're a marketer, good chance. Maybe not. Maybe you're in sales, maybe you're in customer success, but I think you'll feel the same way. So this whole thing started in my apartment. I don't live there anymore. That was my wife. She was probably nine months pregnant, eight months pregnant at that point, and I'm in my apartment one day, getting ready to go to work, and I get a call from my boss, Drift CEO David Cancel. This is what I think he was driving to work. This is what I think he looks like. I love this one. Although I used them all. I like this one as well. He liked this one the most, 'cause his arm, look at that arm in that picture.

And this one ... this is my favorite. I don't think he liked this one as much, so anyway, I'm in my apartment, and he calls me, and I knew something was up, because this guy never calls me. He texts me, he Slacks, What's App, Instagram DM's, everything. But he doesn't like talking on the phone. So he never calls me. When he called me, I was like, "Uh-oh, what did I do? What's happening?" And this was actually worse. He's like, "Hey, you got a sec?" I'm like, "Uh-huh," he's like, "We should kill all of our lead forms and stop gating our content." And I was

like, "Excuse me? Hold on," I literally wanted to jump out the window, because I'm like, "Hold on, my job is to generate leads. Literally you pay me on my ability to generate leads. How are you gonna measure me? How are you gonna know if I'm doing a good job? How are we gonna track what we're doing here at drift?"

And he said, "Hold on, hold on, hold on. Before you jump out the window, I'm gonna tell you something." He said, "Look, modern marketing has lost its way," and that's when he got me. I was like what? He said, "Modern marketing has lost its way. Let me explain." And he said, "Think about all the stuff you read about in marketing today. It's all about gaming the system and these get-rich-quick schemes. Everything that we read, all the articles in this industry, all the podcasts, videos, blog posts, everything out there, everyone is just talking about these things. Algorithms, re-targeting, SEO, Facebook ads, nurturing, pop-ups, SEM, conversion rate optimization, right? And that's not to knock any of these things. These things are important, but this is all we have talked about in marketing. We've just over-rotated in this marketing automation world to these very tactical things, and this is what the best in class approach to B2B marketing looks like. Get somebody to a landing page, fill out a form, and then hopelessly email them forever until they either buy, unsubscribe, or die."

We've all been through this, but I'm going to give you this example. So there's this great sales deck out there, I don't want to put anybody ... I don't want to expose anybody, and I don't want to call anybody out, so I'm just gonna tell you a story. There's this great sales deck out there, and when I was writing a deck last summer, I looked it up, and I'm a big fan of keeping the swipe file of inspiring stuff and good content that I should use, and it helps me get the creative juices flowing. So I swiped this ... I use this swipe file to just look at stuff, and I want to use this deck as an inspiration.

So I Google this thing, and of course, it's no longer free. It's behind a lead form, 'cause obviously they found out it was successful, so they gated it, right? And so I'm like okay, whatever, I know what's gonna happen. I know I'm gonna get calls, I know I'm getting emails from this, so I punch in my email address, I put in a fake name, fake email address, well I got the real email address, but fake name, right? And of course, I get the deck, and then within, I'm not kidding, within eight minutes, I'm walking to my next meeting, and my phone rings, but it's a number that I don't know, and I never answer the phone unless it's my wife or my mom, especially if it's a number that I don't know, and I get a voicemail.

I go to the meeting, listen to my voicemail after, "Hey Dave, this is Johnny from so-and-so, I just wanted to follow up with you because I saw you recently went to our website and downloaded an E-Book," and I was like, "Oh my god, people really do this, this is a real thing!" And so I was like this is gonna be perfect for my deck, so I put it in my deck. But I'm sure you know where that went. Then I got the immediate email right after that, "Dave, just tried to leave you a voicemail." Four days later, "Dave, hope your week is going well. Here are times

that I'm available." Two weeks later, "Dave, here are times that I'm available." Not once, and this piece of content that I downloaded was the highest point in the funnel, right, and this guy is saying, "Here's my calendar, here's my calendar, here's my calendar."

I haven't once said that, hey, I'm interested in doing something. All I've done is downloaded this sales deck from their website. It wasn't even about this company, right? And look, I'm not here, speaking to you right now, because I'm preaching, right? I'm not better at marketing than anybody else, or I'm not better at doing this thing than anybody else, but I've done this too, right? This is the only way I knew how to do marketing also. February 1st, 2016, one of the first blog posts I wrote when I was here at Drift, I wanted to make a recap of growth expert. So I literally paid somebody on Up Work to go make a list of the top growth people on Twitter. I put them in a spreadsheet, I gated it, I put the you had to put your email in in order to get it, and I said, "Here, put your email address in, and you can also get this growth list too," right?

So I've done this. This is like here you go sales team, here's some lead. And this is why there's so much beef between marketing and sales, these days. And look, here's the biggest point. You and I, as people, forget ... take off your marketing hat for a second. Just think about yourself as a person, right? You and I are more skeptical than ever. We don't buy this way. It drives me insane. Think about it. We don't answer cold calls, we don't fill out forms, we don't answer cold emails, right? We don't buy this way, so why do we think that our customers will? This is fundamentally what's broken about the marketing world today.

By the way, on top of that, not only are we more skeptical than ever, it's harder than ever to get somebody's attention. I love this chart from James Courier, who writes about network effects. I stole this from Brian [Balfour 00:07:34]'s blog, and he shows all the explosion of all these channels, over the years. So it used to be just word-of-mouth. Then there was email, then Myspace, Twitter, social networks, smart phones, all the new channels today. And what's crazy is I love thinking about the first person, the first company that did email marketing, in the early 2000s, right? They probably had 90% open rates and 80% click rates, because they're the only people sending out email.

But now, today, there's literally more channels that you can market to somebody than you can count. So it's getting harder than ever to get somebody's attention. On top of that, we all have to fight the law of shitty click-throughs. I love this. This is from Andrew [Chen 00:08:18]. I think he's at Andreessen Horowitz now. Yeah, but he's a great thinker and blogger on growth, and he called it the law of shitty click-throughs. And I love this, because basically, what he's saying is, the longer that you're using a channel or a tactic, right, the less likely it is to be effective. And for any of you out there that are running ads, right, you know why you know this, because this is why frequency is so important. There's that sweet spot of frequency. You show an ad to

somebody five times, it's probably good. 50 times, you probably start to see things go down a little bit.

So the law of shitty click-throughs is like the longer you're doing something, the harder it is for it to actually work. So you have all this stuff fighting against you, and for us, at Drift, it all goes back to David's point. For us, at Drift, this is what our competitive landscape look like. There's literally over 7,000 companies. This is the Scott [Brinker's 00:09:09] Martech 5,000. I think it's now more like 7,000. This is every company in our space. So people ask, who do we compete with, and I always show them this. There's literally 7,000 companies out there that we are competing with every single day.

So back to David. His whole point was not that we needed to throw out lead forms because we didn't want leads, but that we had to do things differently, right? His point was the only way we're gonna stand out is if we create a real connection with people. We're not gonna win, if I go back to this slide for a second. We're not gonna win because we got more people to fill out forms than somebody else on this chart here.

And I love this quote from Ryan Holliday, who is an author, and had a great book out last summer that I read, called Perennial Seller. And he said, "Look, we claim to want to be more than a flash in the pan, but at no juncture do we stop and consider how to increase longevity and shelf life. Instead, we use whatever is hot, cool, trendy, and selling well as our benchmarks. As a result, we have to produce more, market harder, sell out worse. It's a treadmill, and it's getting faster by the day." I love that, because this is exactly where David was going with his comment.

So just think about the Apple Store for a second, right? If I think about the Apple Store experience, my wife just got the new iPhone, and when she got it, here's how she bought it. She asked a bunch of her friends if they got the new iPhone, if they liked it, right? She posted something on her Instagram asking if other people had the iPhone. She read reviews online, and then when she was ready to buy, she went into the store, and they were super helpful. She picked up the phone, she said, "I want to buy this," and then she bought it. This is how we all expect our buying experiences to behave.

But imagine if that happened like it happens for so many B2B businesses. Imagine the Apple Store looked like this. My wife walks into the store, she goes to pick up that new iPhone, and bam, someone's like, "Excuse me, ma'am, before you pick up that new iPhone, I'm gonna need you to fill out this form first. I want to make sure you're qualified." We'd be like, "Are you kidding me? Qualified? I already did all my research. I'm in here to buy your product. Why are you making me go through this?" And it sounds ridiculous, but that is the best in class approach to B2B marketing today.

So I'm gonna tell you about what we've done at Drift to kind of buck this trend, and the two specific things we've done without gated content and lead forms, to grow our company. So number one is a focus on building a brand. Number two is we optimize for conversations, not form submissions. Let's talk about number one. David has this thing, if you listen to our podcast, called Seeking Wisdom, which I definitely recommend you should go and check out, he talks about the three different phases that a business goes through, and this is true for every high growth company. There's three stages.

There's the Edison Stage, which in this space, is all about hey, is there a market here? Can we do something? Is it even possible? Phase two is the Model T Stage. Okay, you've got a little product market fit, but now can you mass produce these things? Can you do it at scale? Can you get the economics to work right? And then the third phase is what he called the P&G Stage, which is here it's all about differentiation, brand building, and really articulating why something is better than another competitor in the space. And so for us, in the [SAAS 00:12:17] world, number three, this third wave, this is where we're at today. Remember that slide I just showed you with all the competition out there? This is what a commoditized industry looks like.

There's 5,000, 7,000 companies in this space. SAAS today, is a commodity. It's easier than ever. I don't even know you right now, but you and I could go start a company tomorrow and do what many of these businesses here are doing. We could copy their features, it'd be really easy to do it. And if you've ever gone on Product Hunt today, it's one of my favorite things. Go on Product Hunt and just scroll down to the second or third comment on a new product, and you're gonna see somebody who says, "Yeah, this is cool, but how is this different than X," and X is something that already exists. You're fighting against competition and noise in every single industry today.

So for us, at Drift, we've thought about this from the beginning, and we really wanted to build a brand and build this emotional connection with people, because this emotional connection would be a moat around our business. So it's not a feature, it's not a feature checklist or some very secret thing, right? For us, our moat, at drift, we've thought about since the beginning, is how can we build an emotional moat around our business, and have that be our brand? And I love this quote from Salesforce CEO, Marc Benioff, and it's probably one of my favorite books about business, which is called Behind the Cloud. It's all about how Salesforce was created and grew and everything.

He said, "A brand is a company's most important asset. A company can't own its facts. If the company's facts, like speed, price, and quality are superior to their competition, any good competitor will duplicate them or improve on them." And I love this because it's so true, right? Anybody can copy any feature today. I can make a feature checklist that's gonna look 90%

the same as any one of our competitors and say, "Yeah, but we do this one thing differently," right?

But what they can't copy is our brand. So our philosophy, as a brand, since the beginning, has been give, give, give, ask. I think Gary [V 00:14:07] has a play on this, which is jab, jab, jab, right hook, but we're not trying to knock anybody out, so I'm gonna use this one. Give, give, give, ask. This is how we think about everything here at Drift, and that's exactly why we don't gate our content. It's all about, for us, it's all about spreading our brand as far and wide as possible. So these are just some screenshots that I took of older content that we have, but I think in any other company, we would have been pushed to gate this, but instead, and this is not like just a blog post. This is in depth research. This is stuff we spent weeks writing, and we're unveiling it to the public for free.

So this content, we've generated a quarter-million views, thousands of shares on this content, because we decided to not gate it. We want as many people to know about Drift, and for our stuff to spread, as wide as possible. And on top of that, it's not just that we don't gate our content, we should give away our product for free, too. So anybody can use the free version of Drift, and this is really a huge decision point for us, early in the company, and the reason why is what I said earlier. You and I are more skeptical than ever. We don't buy this way, so why would our customers? And this is really true.

I'm a marketer, right? I know that I can try any product. I would never buy your product unless I could actually go in and log in and try it. And it doesn't mean I need to use it for months before I buy it, but I need to at least log in and play around and get a feel for it, right? We all expect to be able to try before we buy today, and so this was super important for us at Drift, to not just have content be free, but a free version of our product as well, and to the give, give, give, ask model, we're giving away a ton of value with our free product, but we're getting a ton of value back. In the widget, so if I look at this one on James [Altucher 00:15:47], shout out, I love his stuff, if I look at his stuff, I look at Drift on his site, sorry, the bottom right hand corner of every widget on anybody's site that has Drift, it says "We're powered by Drift."

So they get to use Drift for free on their site, we get virality from this. This drives a third of our traffic, and 30% of our leads, and a countless number of like, "Hey, I saw you guys on so-and-so's website," because Drift is popping up there on all these people's websites. So we get a ton of value back by giving away our product for free, and here, the result is all this virality. So at its core, I love this picture, by the way, at its core, all of our marketing is about treating people like people, and not leads. It's all about being real and being authentic.

One of the ways that we do that, and we deliver on that, is I only send plain text emails. This is something we've done from the beginning. We write like we talk, and we only send these plain text conversational emails. The reason why is

everybody has this, mentally, we all have this A pile and a B pile. This is something from Gary [Halbert 00:16:49] in his book, the Boron Letters, he said "Do you ever go home, you pick up the mail," this might not be as true anymore, but we all know what mail is. We used to get mail. The stuff you get in the mail. You go home, you take the mail out, and you separate it. You immediately separate it. You take all the flyers that look like they're from Bed Bath and Beyond and the GAP and Home Depot, and you put them over here, and then you separate out the white envelopes. The ones that are hand written and look like they're from somebody in your family, sending you 20 bucks for your birthday, or a note. You separate those out, and you read those first. That's your A pile.

So I want all of our messages to look like they're in the A pile. They should all feel like they are personal notes from friends, and that's exactly what we do with our emails here at Drift, and the result has been email responses like I've never seen before. 80% open rate, and 28% click rate. I mean this is from a B2B company sending email. I've never seen anything like that.

On top of that, we only use us in all of our marketing. It's either us, or our customers. It's all about using real people. So we switched to ... we got rid of all the cartoons and icons on our blog. We use real people. That's Pete, one of our engineers. All of our Facebook ads and video ads, it's all us. That's me, and that's Amy, who makes all of our videos here. And all of our product videos, that's Matt, the product manager on a certain product that we launched. We use us, because we want to be real, and we want to be authentic.

It's also why we made a decision, early on, to invest in events. I think a company at our stage, we wouldn't have invested so much in events, but we really care about that personal connection and getting out there and talking to people, so we invested in events really early on, at Drift, because it's so important. To me, an event is ... it's also a reason why I love webinars, because me talking to you, right now, this is one of the most real and authentic forms of marketing. It's the next best thing to a sales call, honestly. But there's none of the pressure, or I'm not gonna ask you to buy anything, or same at these events. So we really focused on in person events early on in our company.

I mentioned authenticity, right? If virality is our number one channel, our podcast is our number two channel. So this is our podcast, Seeking Wisdom, which if you're not subscribed, I would definitely go check it out. It's hosted by our founder, David and I, and we talk about life, business, what we're doing at Drift, lessons we're learning, books we're reading, and it's been an absolute machine, from a marketing perspective. Every single person, I can tell you, who comes to Drift, they say, "Oh, I listen to Seeking Wisdom. I'm a Seeking Wisdom fan." And the podcast has given us an angle like no other marketing channel has.

I mean it's crazy. We have 300 people who have given us five star ratings on iTunes. I'm at a dinner a couple months ago, I sit down at the table, this guy across from me pulls out his phone, and he goes, "Hey, are you that guy from Seeking Wisdom?" He pulls out his phone and shows me that he listened to an episode on the way to that dinner, so I don't know how many other marketing channels have that type of effect on people, where you're literally walking down the street listening to somebody. The podcast has been amazing, and it's all because it's super real and authentic. It's not scripted. It's just us talking about what we're doing, and what we're learning here at Drift.

So all of those marketing channels for us, today, they have one thing in common, and that's trust, right? We're more skeptical than ever. You have to be real. You have to be out there really connecting with people, and it's even why we spend so much time making videos and creating videos on LinkedIn, 'cause I want you to know, hey, I'm Dave. Right? I'm the guy that's gonna try to market to you and sell to you, but I'm me. I'm a real person. I go to work every day. I have a family. Here's what I'm doing. We all believe in authenticity, and being real.

So the channels for me, that I get super fired up about, are these ones today. Instagram, Facebook Live, YouTube, podcasts. I really believe that you don't have to pick between generating leads and building a brand anymore. It used to be that building a brand was on one side of the house, and they were focused on the vests, and the hoodies, and the branded pens, and the demand gen was on the other side of the house. But I'm here on this webinar telling you, today, that I don't think you have to pick between brand and demand gen anymore. I think those two things are one and the same. This is a really, super important trend, I think, for 2018, is that brand drives demand.

So for role models for me, just if you're interested, if I'm talking or interviewing marketers, I don't care if they're reading SAAS marketing blogs, that's the industry that we're in. I want them studying people like Gary V, right? Love him or hate him, this guy's a genius. All of his stuff, podcasts, videos, the daily vlogs, emails, blogs, he is the best person that I've seen that is consistent across all these different channels. I'm also obsessed with Russel Brunson and Click Funnels right now. That's a huge inspiration for a bunch of stuff that we're doing. And then Noah [Kagan 00:21:33], I think he did an awesome job with what he did with his podcast and video on YouTube, so this is just a quick heads up on some people, I think that are really interesting, that are doing the brand plus demand gen thing really well.

So that was part one is building brand, and now I want to talk to you about, okay look. You're probably with me, nodding along, but now we've got all these people coming to your website, and we don't have lead forms, so what the heck do we do to actually capture them? So I'm gonna tell you about that. So it really



comes down to this. We optimize for conversations, right? Now that we've gotten people to our website, we optimize for conversations, and look, at the end of the day, a sale can't happen unless somebody's having a conversation, so everything that we do is designed to drive conversations with the people interested on our business.

The alternative is the old lead form and gated content approach is like you're driving all these people into your store, which is your website. Think of your website like a store, and maybe if they're lucky, somebody will talk to them. But for most people, there's a book on the back of that dusty table there, and you can leave your name, and somebody will follow up with you after you've left, and that's crazy, because that's like literally getting somebody into your store, and then sending them a postcard to come back. So last year, we did a survey of 433 B2B SAAS companies, and we wanted to see how long it took them to respond to new leads. The way that you and I all communicate is real time on demand today, right? So what's the deal? What are B2B companies actually doing with responding to new leads today? This is specific to B2B, but I've seen this across every industry.

So we did a secret shopper study. We wanted to see how long it took. We found that only seven percent of those 433 companies actually responded within five minutes, and more than half of them took over five days to respond at all. So this is what keeps me up at night, as a marketer. You're getting qualified people to your website, but sales is not following up with them, or you're not even able to capture them. I think getting traffic today is table stakes. It's about starting conversations. That's what's gonna separate the good marketing teams this year.

This is crazy, because think about it, think about five minutes, or not responding in a week. We live in this world where you and I literally are glued to our phones. We sleep with our phones. My phone is next to my bed, I should probably get rid of it, right? But if I get up to go to the bathroom in the middle of the night, guess what happens. All of a sudden I check my phone, and it's two in the morning and I'm five pages deep on Twitter, right? We are literally glued to our phones.

On top of that, in our personal lives, we're all on Slack. Not in our personal lives, at work. We're all on ... well is there even a blend between work and personal life anymore, right? We're all on Slack 24 seven. We are all communicating with each other in our personal lives and our professional lives in real time 24 seven. But the big problem is most businesses haven't actually changed to match the way people want to buy today, right? You go to a website, you fill out a form, and you wait. Why does business have to be so different than what we're actually doing in our personal lives, right? So that's why we're focused on conversations at Drift. That's why everything you do, you hear from us, is about conversational marketing, and real time conversations, because that's how you

and I expect to communicate, except when we're talking in business, and that's gotta change, right? That's the biggest thing that we've bet on, and that's the biggest thing that I'm passionate about is I know this is gonna happen. It's already happening now with over 50,000 businesses at Drift.

But the biggest trend is we're all communicating one way in our personal lives, and another way in the business world, and that's not gonna last much longer. So the biggest feedback that we had gotten in the early days was "Yeah, I get it, so you're gonna have people chat with you. I know what live chat is." But it's actually not traditional live chat. The reason live chat didn't work for sales teams in the past is because it'd be too much noise. There would be no way to filter out the quality.

So for us, we're actually able to go in, it's not more work for the sales team, because we can actually filter out the noise. We can make sure they're only having the right conversations, and so on our website, we use a bot, a chat bot will actually go in, and qualify people to make sure they're the right fit. So somebody's gonna come and say, "Hey, I want a demo." "Okay, great, what's your role?" "I'm a VP." "Okay, great, what are you interested in using Drift for?" "I want marketing."

The bot can actually do all of the qualification, to still ensure that our sales team is only getting the in conversations that they want to have. And if you look in that example of Kevin, one of our sales reps at drift, right, all he has to do is connect his calendar and then sell. This completely changes the game for marketing and sales, because as a marketer, I can focus on what I'm good at, which is getting people to the website, and Kevin can focus on what he's good at, which is selling, and we can automate the rest. That's where bots can be an absolute superpower for your marketing and sales team.

So let's talk about, I want to wrap up and talk about the results, because it's obviously great, good story Dave, totally with you, but it's nothing without the results, so let's talk about that for a second. So first, once we made the decision to get rid of our lead forms, this is when things really changed for us. We generated 20% more leads via conversations than forms on our website. So 20% was the lift that we saw. But on top of that, it's not just that they're leads, it's our number one source of demos. So there's the good leads. 43% of our demos come from conversations on our website. But they're not just demos. They're the good demos. So half of our pipeline. So out of our number one source of opportunities created comes from people that come in via real time conversations via Drift.

On top of that, they convert twice as fast. This is really the most important one to me. It's all about speed. It's not necessarily about the conversion rate jump. It is the speed. It takes three days from a conversation to demo on our website. Now compare that to a traditional sales cycle, I don't know what your sales cycle

is, but I bet you it's not three days unless you're selling socks on your website, right?

And this matches how people want to buy. They come to our website with very specific questions in mind, and then they want a demo. That's how you and I behave. I'm not gonna just casually browse another business's website. I'm there for a reason, right? Today, most conversations happen off of somebody's website, and so when somebody actually is on your website, they're there for a reason. So we've found it takes three days from initial conversation to a demo.

And last, but this is the most interesting I think, the bigger the company, the less likely they are to fill out forms. We've found that the bigger the company size, the more likely they were to actually come in via chat and talk to us first. So really, what I think about, is the reason why is I think about this. I think about Starbucks. I love coffee, I love Starbucks. That's where I go. It makes no sense, now, to wait in line for Starbucks. This is what a traditional Starbucks location looks like. All these people waiting in line. But once you get the Starbucks mobile app, you'll never go back to that way. I know right now, I could press a button on my phone, and my coffee will be there when I'm waiting. So what we realize is that this is really, from a business perspective, being able to talk to people in real time and using bots on our website, it's created a fast lane for our best leads, and made it really easy for customers to buy from us, and that's really what it comes down to.

David said it the best in his talk to me at the beginning, and you should go tweet at him, by the way, if you're listening and paying attention right now, he loves this quote. I love this quote too, but he loves Twitter, so tweet at him. He said, "Today's marketing tools leave you perfectly suited for a world that no longer exists." And that quote punched me right in the gut. Every time I read it, it punches me right in the gut, because if you think about it, that's why I have Blockbuster up here, right? Most of the marketing and sales tools out there were built for this last generation that relied on forms, emails, cold calls, and followups, right? Today, the world is happening in real time, and a sale doesn't start until a conversation actually happens, and so you have to focus everything that you're doing on having conversations with the people who are on your website.

So look, you can take a lot out of this session, and a lot of other things that you're gonna learn, but one thing that I want you to take away from this is that you don't have to settle for the traditional way of doing marketing. I'm not asking you to go use Drift. I'm just asking you to rethink what you're doing in your marketing job every single day and that you don't have to settle for the traditional way of doing things, so thank you so much. You should have all of my contact information, I'm DG@Drift.com if you want to email me. I will reply, I promise, and I'm at Dave Gerhardt on Twitter. Thank you so much, and definitely don't hesitate to go check us out, and see if we live up to it. Go to

Drift.com and say, "Hey, I'm coming here from Dave's webinar, and I want to learn more." So thank you so much, and I'll talk to you soon.