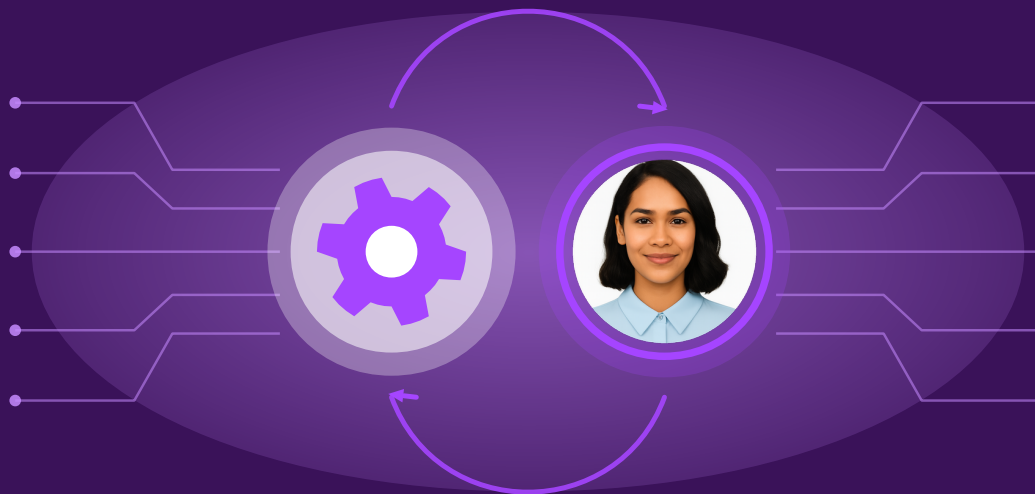




GTM MINI-PLAYBOOK · 01

How Digital Reps Power Inbound-Led GTM

AI opens an entirely new GTM channel, deployed as an interactive digital human that turns the traffic you already pay for into qualified conversations.



START HERE

How to use this playbook

Smooth AI is a buyer-led growth platform for B2B revenue teams. It lets you deploy a Digital Rep: a humanlike, interactive avatar that speaks with buyers in real time, answers their questions from your own knowledge, handles objections, qualifies interest and books meetings. Your Digital Rep can run on your website, on a branded landing page, or behind a shareable link you can put anywhere. Every play that follows assumes you have created, trained and deployed a Digital Rep of your own.

**Sophie**

Smooth AI's own Digital Rep, used as the example throughout this playbook

- ✓ Choose an avatar and a voice
- ✓ Give it a name that fits your brand
- ✓ Train it on your site and documents
- ✓ Set your sales and conversion model
- ✓ Deploy on your site or a shareable link
- ✓ Then run the plays that follow

Sophie is Smooth AI's own Digital Rep and appears here only as the example. Yours carries the name, avatar and voice you choose, so read Sophie as your own branded Digital Rep throughout.

THE PROBLEM

You pay for the click. Then you hand the buyer a form.

Inbound is the most expensive traffic most B2B companies buy, and the moment it arrives the experience stops. A static form collects an email address, a queue decides when somebody replies, and the buyer's curiosity expires long before your rep does.



The click is expensive

Search, social and sponsored placements cost more every year, and most of that spend converts nothing.



The form is a dead end

A form asks the buyer to give before they get. Most won't, and the ones who do then wait hours or days.



The curiosity expires

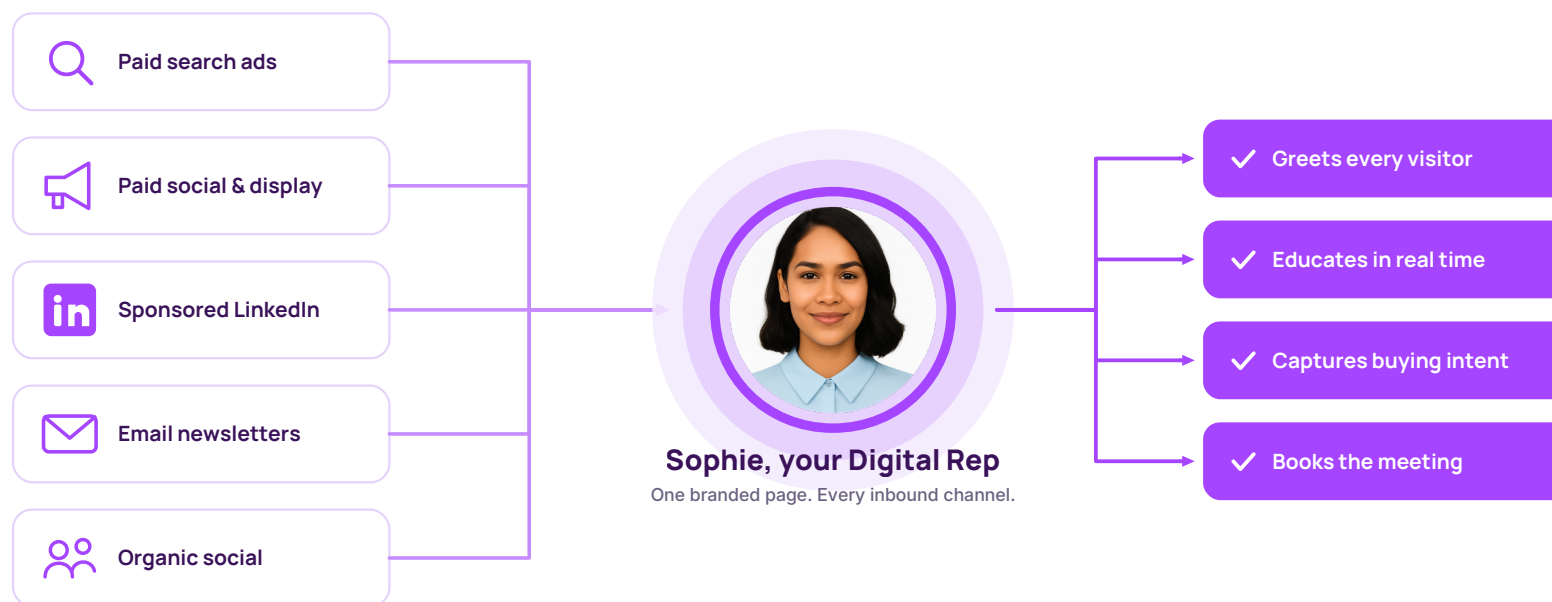
Buying intent peaks in the first sixty seconds. Almost no inbound process is built to meet it there.

Buyers don't want to submit information. They want to understand it.

THE MOTION MAP

One Digital Rep. Every inbound channel.

Smooth AI deploys your Digital Rep, a fully interactive digital human, on your website and on branded landing pages with shareable URLs. Every inbound channel then points at the same live conversation instead of the same static form.

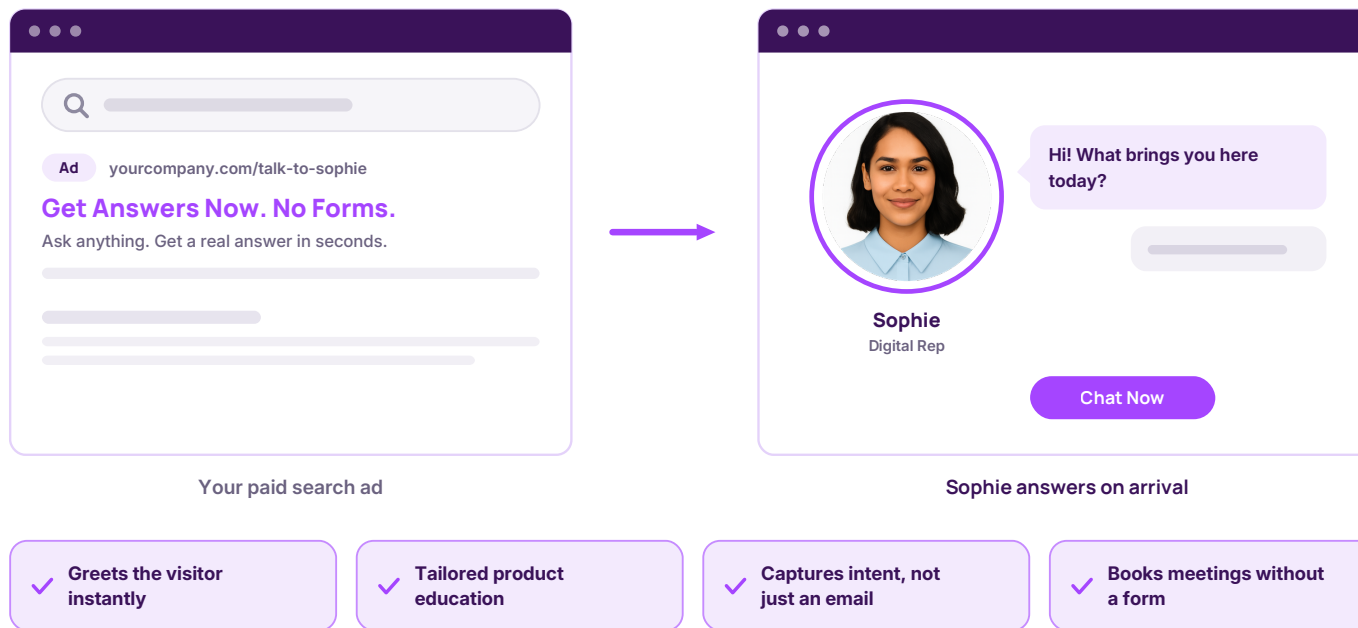


Add a channel, not another landing page template. Every source feeds one experience.

PLAY 01

Paid search: convert the click you already paid for

Point your highest-intent keywords at a Digital Rep landing page instead of a lead-gen form. The searcher arrives with a specific question already formed, and Sophie answers it inside the first ten seconds, then qualifies, then books.

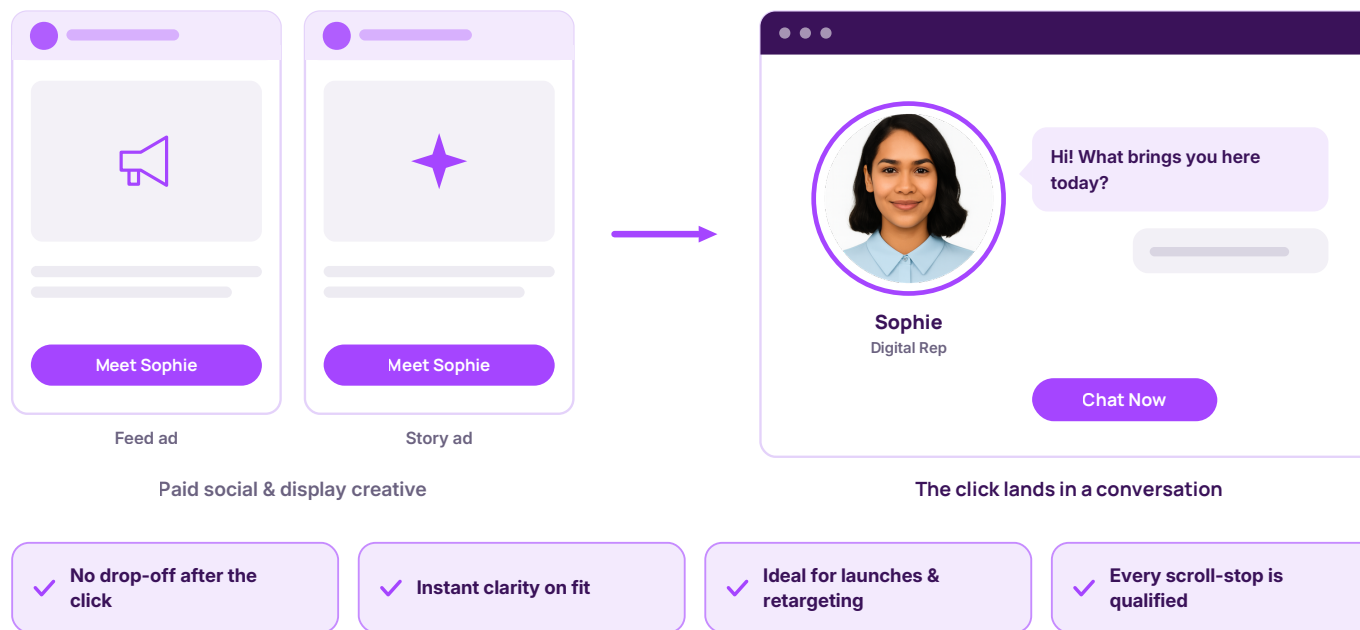


Dramatically improves ROAS by converting more of the expensive clicks you are already buying.

PLAY 02

Paid social and display: no drop-off after the scroll-stop

Creative that stops the scroll usually lands on a page that starts the story over from the beginning. Sending that click to a Digital Rep preserves the momentum: the buyer picks up exactly where the ad left off, with a CTA like “Meet the Digital Rep” or “Get personalized answers now.”

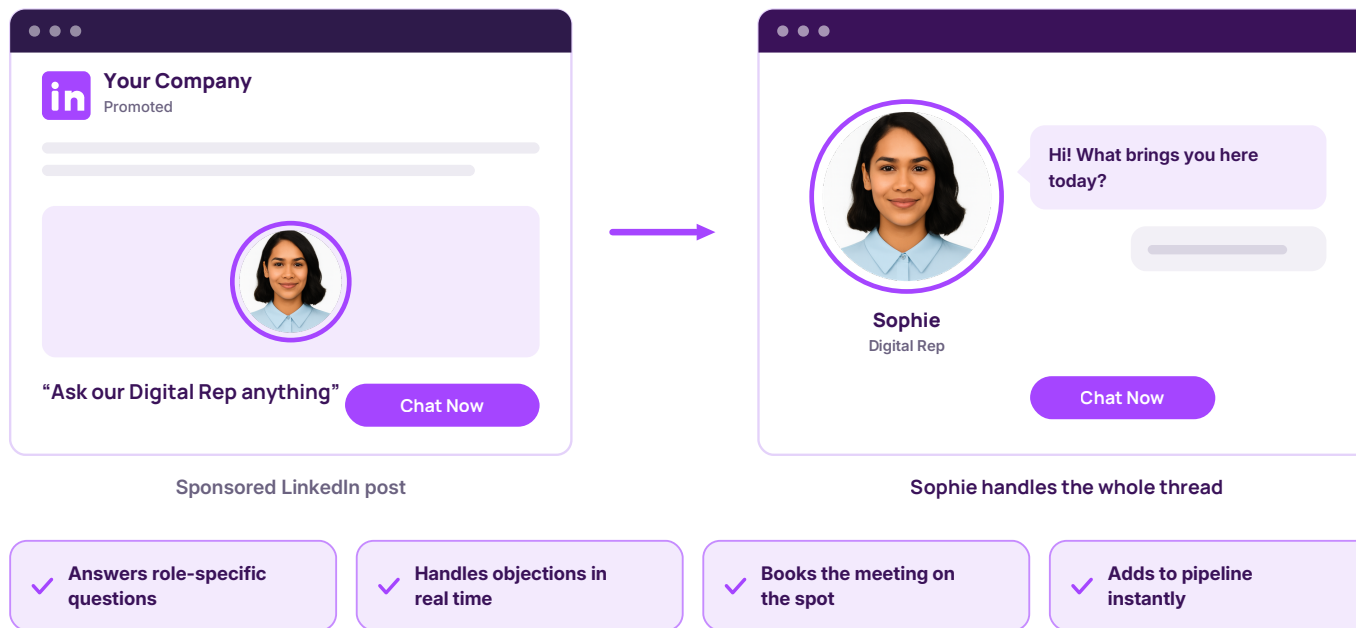


Ideal for new product education, feature launches and retargeting sequences.

PLAY 03

Sponsored LinkedIn: a conversation, not a content download

LinkedIn delivers your most valuable audience at your highest cost per click. A gated asset captures an email address. A Digital Rep captures the actual question, the role context and the objection, then books the meeting while the interest is still live.

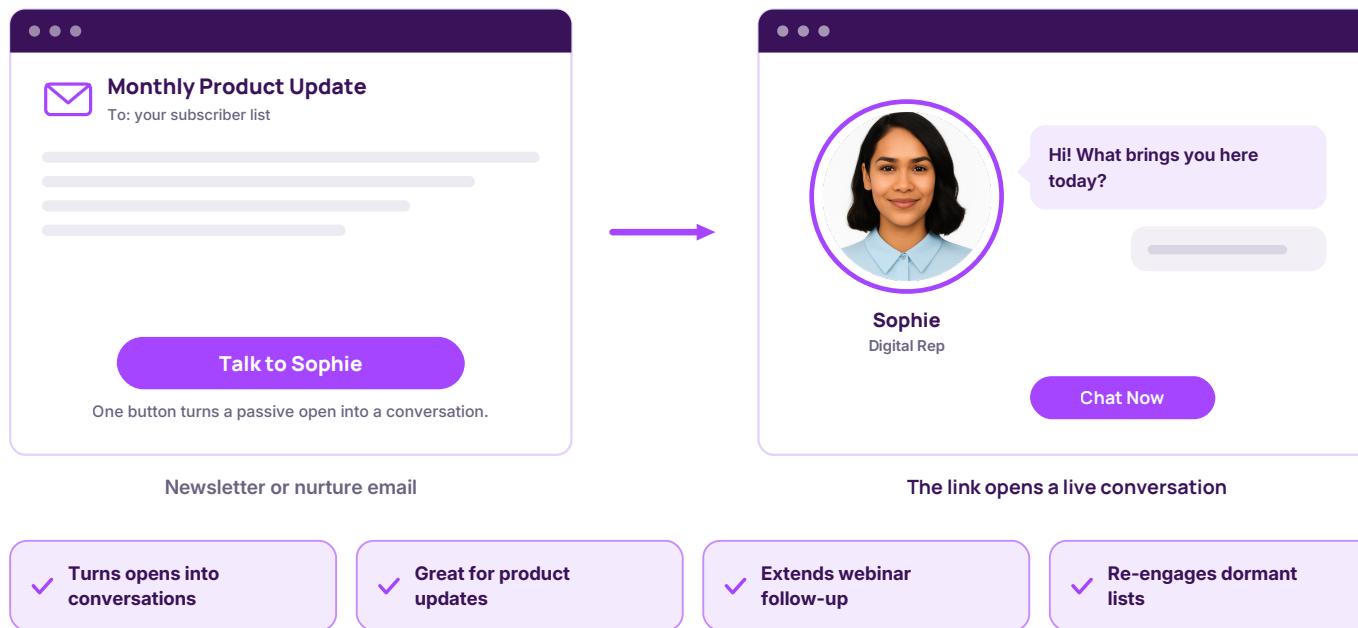


Leads click, Sophie handles the conversation, meetings are booked and pipeline is created instantly.

PLAY 04

Email: turn passive opens into active conversations

Your newsletter already reaches people who chose to hear from you. Replacing “read more” with “talk to Sophie” converts attention that would otherwise dissipate at the bottom of the email, and it gives every send a measurable conversion path.

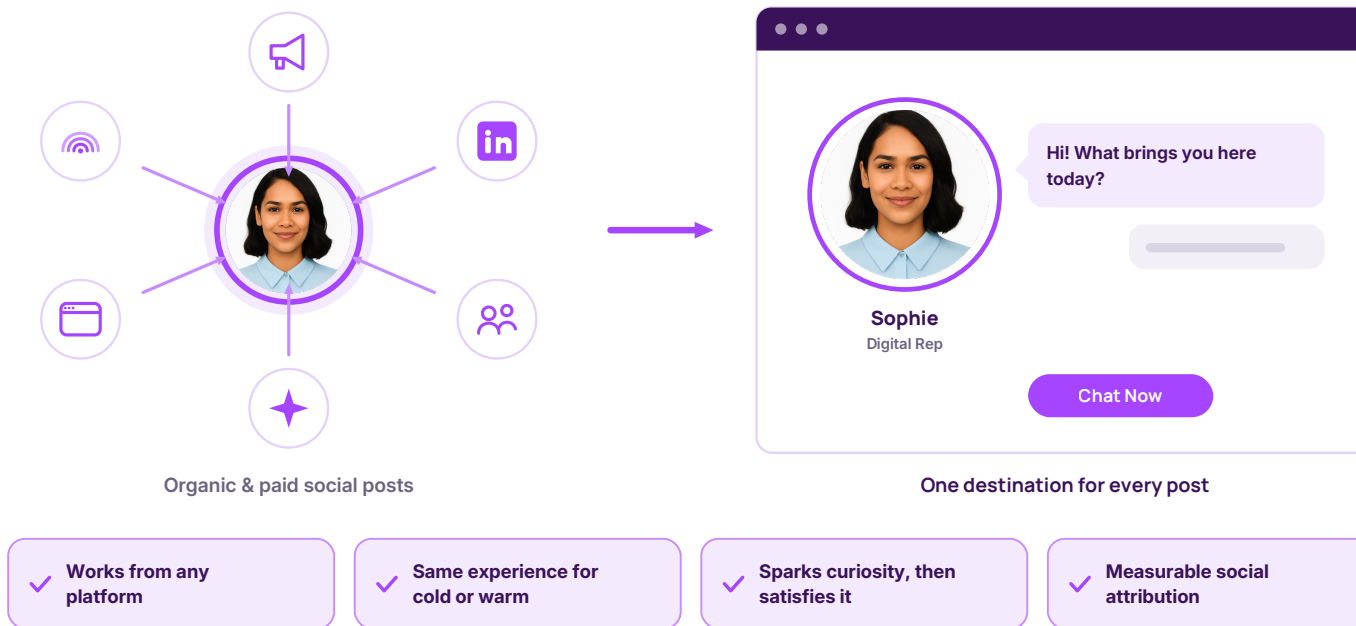


Works for product updates, webinar follow-ups and analyst report distribution.

PLAY 05

Organic and paid social: one destination for every post

Any post on any platform can carry the same shareable URL. Fans, followers and completely cold audiences all get an identical frictionless experience, and social attribution finally means something, because the click ends in a tracked conversation rather than a bounce.

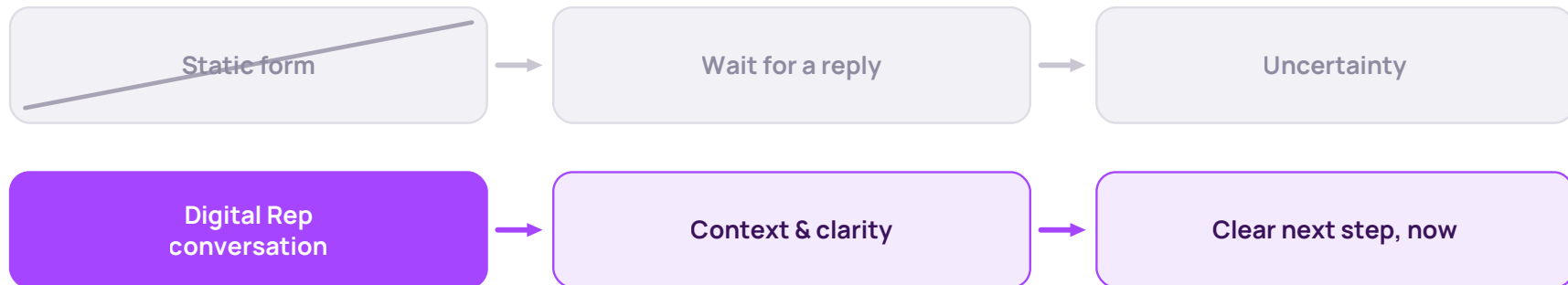


Fans, followers or cold audiences all get the same frictionless experience.

WHY THIS WORKS

Buyers want to understand information, not submit it.

The traditional inbound path asks the buyer to trade certainty for uncertainty: hand over your details, wait an unknown period, and perhaps receive an answer. A Digital Rep inverts that trade. The buyer gets context, clarity and a next step inside the same session, which is precisely when they were willing to act.



Inbound-led deployments convert passive traffic into qualified conversations. It is a decisive speed-to-value win.

THE IMPACT

What changes when inbound stops ending in a form

The spend does not change. The traffic does not change. What changes is the share of that traffic that reaches a human-quality conversation on the day it arrives, and the quality of the intelligence you keep afterward.

**Higher conversion**

More of the traffic you already paid for turns into conversations.

**Speed to value**

Answers arrive in seconds, not in a follow-up queue.

**Stronger ROAS**

Expensive clicks convert instead of bouncing off a form.

**Question intelligence**

Every visitor question is captured, tagged and analyzed.

**Cleaner qualification**

Reps inherit warm, educated, pre-qualified buyers.

**Always-on coverage**

Nights, weekends and time zones are fully covered.

Same budget, same traffic, with a far larger share of it reaching a real conversation.



Ready to transform your inbound?

Deploy your Digital Rep today.

Try it free at www.getsmooth.ai

Deploy your Digital Rep today.

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