8 Steps to Build a Voice Skill That Aligns With Your Brand’s Vision

If you’re a producer, designing a conversational experience for voice may lead you into uncharted territory. While we can’t fully protect you from a few sleepless nights of quality assurance testing, these eight pointers may help you get to where you need to go with this new and burgeoning marketing tool. Start by identifying the… http://www.adweek.com/digital/8-steps-to-help-build-a-voice-skill-to-align-with-your-brands-vision/