

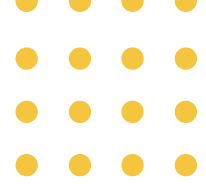
GUIDE TO

CHATBOT MARKETING



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Using Live Chat & Chatbots to convert leads



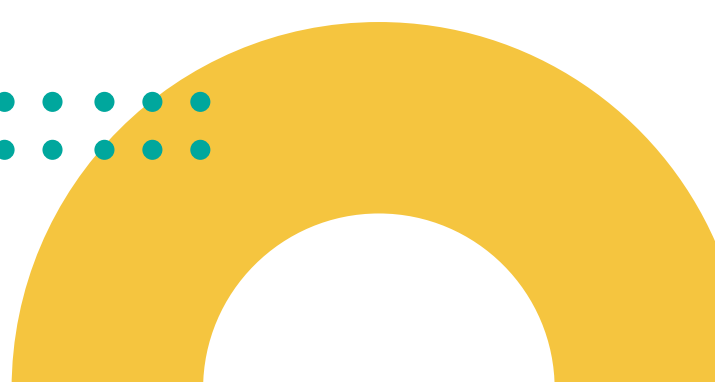
**A sale doesn't
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happens**

When it comes to B2B, there is one irrefutable rule. A sale doesn't get made until a conversation happens. You can have the strongest product out there, the best sales team and great demand, but it will all boil down to the conversations you have with your prospects.

Using chatbots on your website and getting your salespeople into conversations with buyers is a powerful and easy tool. You can use it as an extra to what you're already doing with your marketing.

With conversational marketing, you remove the bottlenecks and hurdles that can get in the way of someone talking to your sales team. This creates a better customer experience, makes it easier for people to buy, and creates a faster path to revenue.

We can testify to the power of conversational marketing, as it has increased our lead generation efforts by nearly 25%. Looking to our clients, we've seen conversational marketing increase revenue by over 16% whilst reducing the sales time by 45%. For another client, it has reduced lead costs fivefold and acts as a safety net for sales and GDPR issues.



What is conversational marketing?

Conversational marketing, or conversation marketing, is the process of having real-time, one-to-one conversations to capture, qualify, and connect with your best leads.

Unlike traditional marketing, conversational marketing uses targeted messaging and intelligent Chatbots to start having conversations that answer the customers' needs instead of pitching to them with — that way leads never have to wait for follow-ups, and can engage with your business when it's convenient for them (like when they're live on your website).

Of course, conversations with potential customers don't just happen on your website, which is why conversational marketing is bigger than any single channel or platform. Combining inbound and outbound tactics, conversational marketing is all about starting a dialogue with the people who can benefit from what you're offering, whether that's via a face-to-face meeting, or a phone call, or an email exchange.

Regardless of the medium, with conversational marketing you're not just blasting your messaging outward, or forcing people to take an action.

Instead, you're answering people's questions, listening to their feedback and then uncovering new ways to help them.

In other words, you're having an actual conversation.

Conversational marketing goes hand in hand with inbound marketing. It's all about being helpful, noninvasive and contextually relevant

Adding Conversational Marketing Widgets to your site

There are multiple platforms that offer chat services. Depending on your needs, you may choose to go for a sophisticated platform like HubSpot, Drift or Intercom. Or, if you need a more basic solution such as Froged and Helpwise.

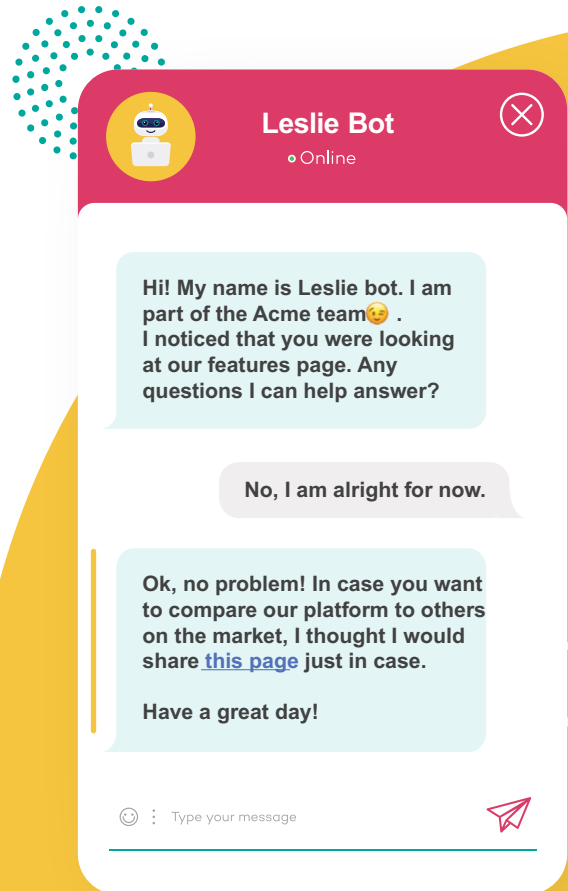
Depending on the platform you choose, you can add a chat widget to your website, Web application and/or desktop application, or even integrate a Facebook Messenger chatbot.

Live Chat

Marketing is about sending the right message, to the right person, at the right time, and in the right place. Live chat offers the ability for businesses to easily connect with customers and build long-lasting relationships.

Live chat is a messaging channel that is added to your website, SMS or social media channel to connect with existing customers and prospects. Using live chat in combination with chatbots and automation enables your business to offer 24/7 support, route complex messages to the right team, and take a person from visitor to customer.

When it comes down to it, prospects need to chat with a human on the other side. Live chat enables your team to showcase your brand culture and product knowledge.



Chatbot marketing



A chatbot is designed to deliver personalised experiences to your buyers. They live on your website via a widget, social media pages, and via SMS with the purpose of guiding your customers and answering their questions. They use AI to answer a set of questions, and over time improve their responses.




Why do chatbots work?

In the same way we're attuned to open an SMS (yet ignore an email), chat is inherently part of our modern psyche. It forces us to take notice and has changed the psychology of our communication habits as a whole.

With chat, we've learnt to appreciate the speed, the conversation, the ability to combine groups of people into one conversation. As a marketer or salesperson, a one-to-one or even in a one-to-few relationship has always been sustainable. But what happens when you start widening your scope of influence? Is it still scalable? That's where chatbots come into play.

Creating High-Converting Chatbots.



Chatbots are easily-accessible, customisable and sit as the perfect marketing solution for businesses to consider as part of a wider conversational marketing strategy.

A high-converting chatbot will do more than just sit on your website pages. They will engage with your customer at a personal level

Keep it simple.

People like to overcomplicate chatbots and the implementation process. It's really quite simple; imagine a front-of-house receptionist at a business that you visit. They can answer your questions, direct you to where you need to be, put you in touch with other people and generally help you do what you need to do, in real-time.

That's the basic principle of chatbots. They're front-of-house for your website and social presence. Instead of somebody spending time searching your website, browsing an FAQ for your returns policy (getting frustrated while doing so) and getting in touch with a member of the team, a chatbot can provide them with a solution almost instantly, leaving them satisfied and giving your team time to handle more serious complaints.

Chatbots are helping businesses across the globe grow faster because they represent an incredible, interactive support system designed to give you and your customers the absolute best service possible.

Whether you develop your own in-house or use a plug-in third-party provider as part of your marketing strategy, chatbots will improve those bottom-line metrics that businesses care most about

How to build a high-converting chatbot.

When building a chatbot strategy, the key to success is building a chatbot that has personality. Your audience must feel comfortable interacting with the chatbot, but also retain value immediately. The key to success is adopting best practices by:

1 Learning about your audience.

Identify your audience's traits such as where they spend their time online, how they like to interact with brands, the language they use to communicate with people and much more besides. The better a grip you have on your audience and its trends, the more receptive and interactive they're likely to be with your chatbot strategy.

2 Discover their pain points

Chatbots can be a great way to relieve pressure on your team by solving simple problems your customers are facing. Talk to them and conduct some research; use data to identify the common questions people are asking your team, and find out what they dislike about the industry in general with a view to providing solutions to their pain points.

3 Use copy that flows naturally

Some call it micro-copy. When scripting a chatbot (and therefore it's an evolutionary process) you need to create simple conversations that flow. Don't make interactions too 'wordy'; they can frustrate people and turn them away from your brand. Don't make responses too complicated; be simple, clear and personable with the solutions your chatbot is set to provide.

4 Include call to actions

Chatbots don't just offer solutions to people. They can be a key part of the lead generation and nurturing process, especially if you nail the conversational aspect. Calls to action implemented at certain points of the conversation can help to increase traffic to key points on your site and help people along your sales funnel. You can introduce links, buttons and more such as contact CTAs through a chatbot.



Creating a Chatbot Script



Chatbots are only as good as what they are told to say, so when crafting your Chatbot you need to make sure that you are aware of what your consumer wants. This is where our old friend the persona comes in.

Building personas

Personas and Chatbots are symbiotic. A great chatbot can identify your persona quickly for the benefit of your sales team, but with a bit of smart planning, your persona can give the chatbot a lot of direction to nurture these contacts.

When it comes to writing your script, make sure to have clearly defined pathways based on your data-driven personas.

To help in this process, we have developed this handy workbook structure for you to identify and map out your Chatbot.



PERSONA

Who is the person you're trying to speak to & why?

J

common queries?

CONTENT

What content do you

PURPOSE

what is the reason for this person interacting?

C

to use in the chat bot?

ANALYTICS

Is there analytical proof to back up the purpose?

JOURNEY MAPPING

What are the 3 most

PATHWAY

Where do you want this prospect to end up?

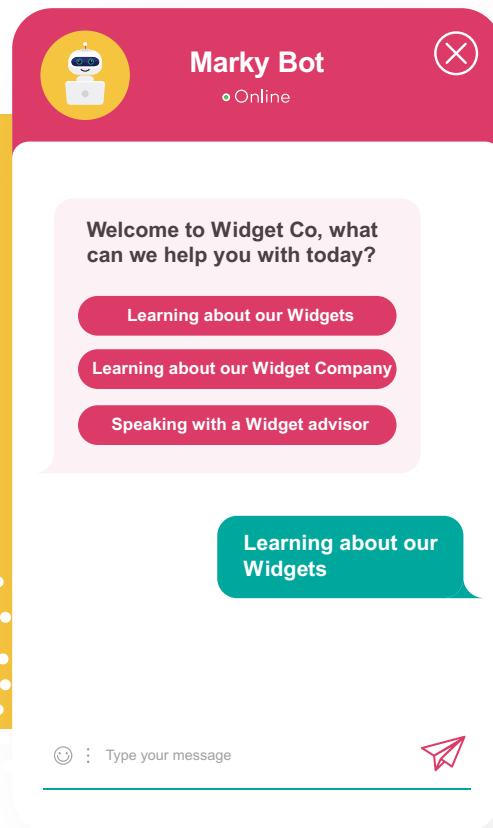


Writing the script

A chatbot script is linear.

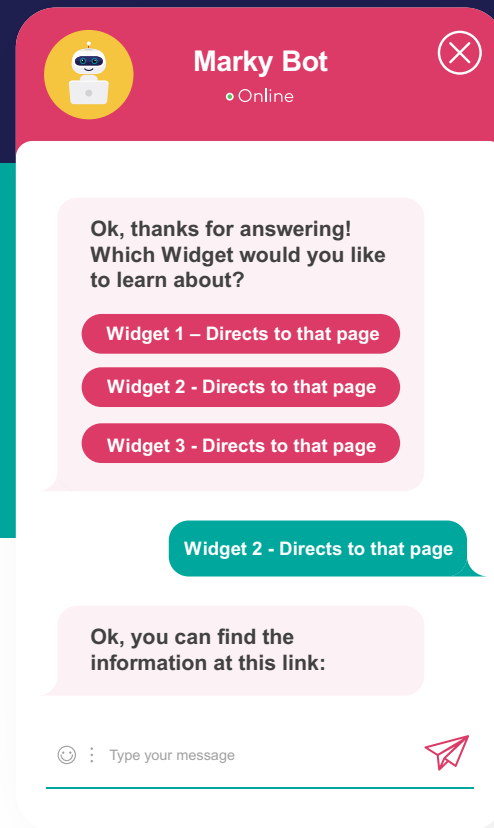
1. Opener
2. Understand their needs
3. Call to action.
4. Qualify

Start with a friendly introduction



A simple opening with 3 clear pathways takes the guesswork out of the equation for the consumer. It allows your team to understand their purpose for navigating to your site and what their needs are.

Next, we isolate one answer and expand on the outcomes.



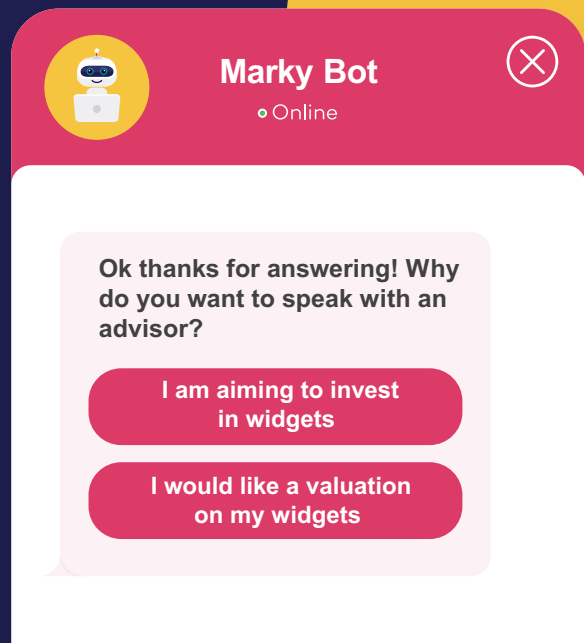
We then go into a quick closing and a helpful share for the consumer.

Option 1.1.1.1 – We hope this helps. If you need anything else, just let me know! If you would like more information, then read our “guide to Widgets” at this link.

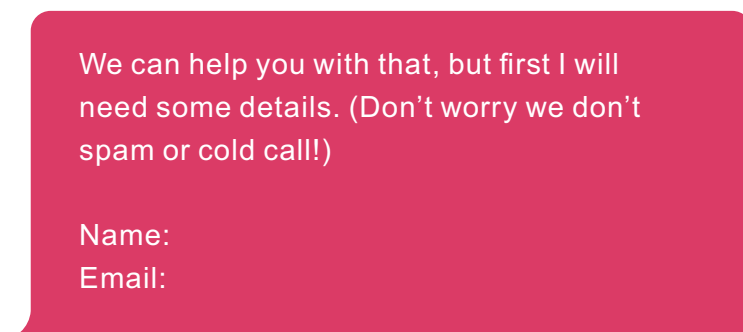
This is a simple script that has given the consumer necessary attention and then shared some helpful information with them. We are nurturing the lead to be an MQL.

Qualify and guide the lead to convert

Oftentimes, Not always, but oftentimes you can convert an MQL to a SQL in the same chat. It is important to give them direction in what they want, provide helpful advice and then collect their details.

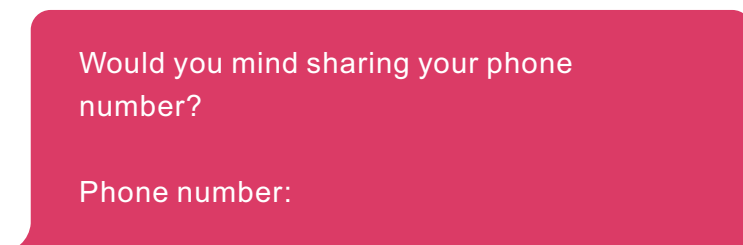


Then we continue with a simple answer and statement to build trust:



Type your message

We continue with a simple question statement to reassure the consumer:



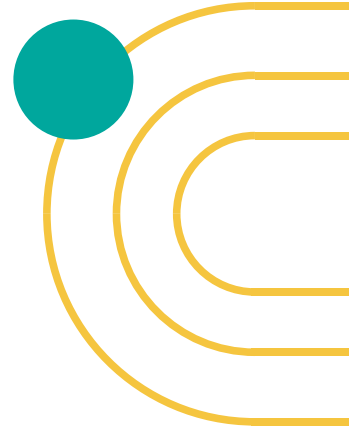
Now we follow up with a clear direction of next steps:

Ok thanks for that.

I will be in touch in the next 24 hours. Until then why not have a read through our widget guide – [link here](#)

Even if we can't solve the issue, we still offer help.

Unfortunately we do not currently do those specific widgets. However, if you would like to leave some contact details we will get back to with suggested partners who can help you. First I will need some details. (Don't worry, we don't spam or cold call!)



When done correctly chatbots provide answers to customers questions **in real time, at scale, and for low cost.**



Chatbot call to actions

The call to action you choose for your chatbot should be determined by which stage your buyer is at in their journey.

1. Transition from bot to sales

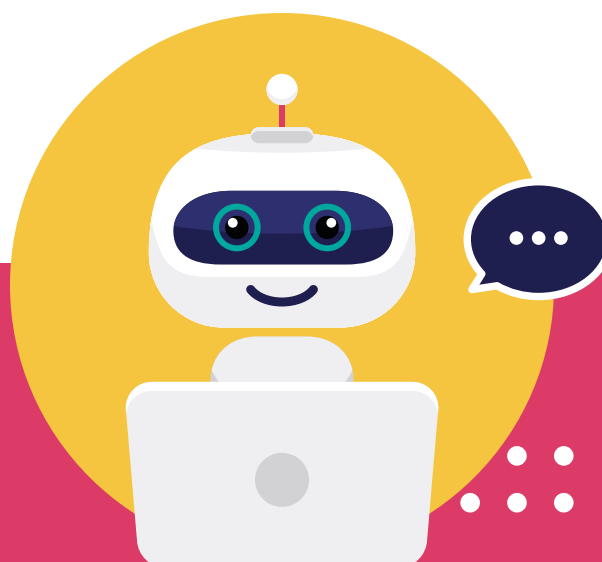
There will reach a certain stage in your chatbot automation where the lead should be handed off to your sales teams. This can be accomplished both when your team is online and offline.

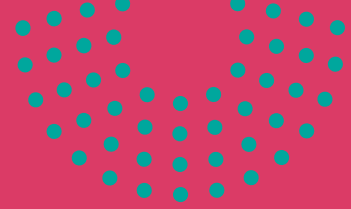
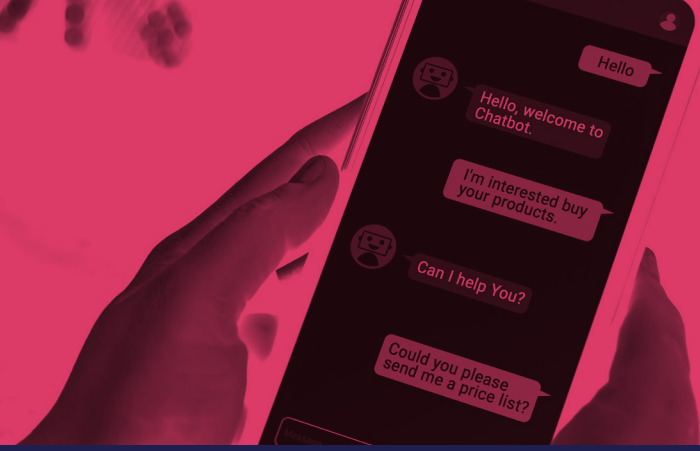
2. Transition from bot to marketing

On your website, you are going to have buyers at different stages. Not all of these leads will be ready to buy. Some may need more information. At this stage, you should use chatbots to guide your lead to supporting materials they might find helpful.

3. Transition from bot to support

Your customers may choose to interact with you via the chatbot on your website. During these cases, you may need to forward them helpful materials or transition them to your support team.





Building a Chatbot Strategy

1. Who will the bot be engaging with?

For this, you should lean on your buyer persona and targeting information.

2. What page or pages will the bots be sitting on?

You should have different bots for different pages because the information you give will likely be different.

3. Where did the person come from to get to your bot?

Did they come from one of your other web pages or via a search engine or other page. This will again change how the conversation is built

4. Technical set up

Once you've got your conversations designed and you know which pages the bots are going on, you need to install the chatbot widget onto the relevant web pages.

5. Team training

Make sure you spend some time training your sales and support teams on how to use the tools effectively. It might take some practice but chatbots can't just be turned on and then left. They take ongoing development. Plus, it's not going to put you in a good light if people use your bots and get no replies.





The different stages of bot sophistication:

Stage 1: Introduce chatbots on high intent pages.

This action item will result in an uptick in conversations between prospects and your team, helping to generate more opportunities. Tactics to include:

- Conversational starter bots
- High intent page bots - (Pricing page, Home page)

Stage 2: Build more chatbots and improve meeting & lead conversion rates.

In order to improve conversion rates, you need to begin introducing more bots and conducting experiments. Some of the bots you may choose to use include:

- Returning Visitor bot
- Email List bot
- Conversational Landing Pages

Stage 3: Make data-driven decisions to improve your chatbots.

You now have a lot of data and results under your belt. Using the data collected from the chatbots, it's time to build more sophisticated bots to decrease lead response time, improve lead velocity, and improve lead quality. At this stage, you may want to build the following chatbots:



- Retargeting bot
- Demo bot
- Paid Ad Converter bot
- Page-specific targeting

Stage 4: Offer personalised experiences

You can begin to offer personalised experiences once you have chatbots deployed across your entire website. You can now personalise the entire customer experience. Tactics you may want to introduce include:

- Cross country bot automation
- Bots embedded into all marketing programs and campaigns
- Conversational ABM targeting





Interested in building your chatbot strategy? Get in touch.

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