



Saint Johns, FL

Conversational Marketing

What Are Chatbots?

A Chatbot is a service powered by a set of specific rules that your visitors can interact with on your website via a chat widget or embedded within your website. They are used to provide your visitors with a better experience and to help you increase website conversions.

Awareness around Conversational Marketing is starting to grow and we are seeing more and more platforms move to integrate Chatbot assets.

The implementation of Chatbots has certainly gained momentum in the last few years. data from Google Trends shows that over the last five years, search volume around "Chatbots" grew 19 times as individuals and businesses began to realize their value.

Chatbot experiences with engaged audiences are getting 80-90% greater response rates. Even the least favorable experiences are still in the 35-40% range.

But the questions then become:

- What types of business chatbots exist?
- How do chatbots save time and create a better experience
- What do end-users want to achieve when using these chatbots?

Chatbot Assets for Businesses

Data shows that your business needs to leverage Chatbots to streamline customer communication, engagement and sales.

Individuals are messaging Chatbots for many different reasons. However, the key outcomes your customers want from Chatbots are:

- To get quick answers to questions
- A more streamlined buying experience
- To find information quickly
- To move through the discovery process without feeling pressured to buy.

Chatbots are not just convenient for consumers, they're also great for your business!

- Qualify your website visitors and direct them to what they want
- Increase your website conversions
- Build a bigger email subscriber list
- Collect valuable feedback data and improve your visitor's experience

Automate Your Business With Chatbots

One effective way to remain competitive in modern business is to effectively automate as many as your processes as possible in order to:

Save Time & Money

By automating conversations that would otherwise require an employee to answer, companies save time and money that can be allocated to other efforts. A Chatbot can also be deployed for 24 hours a day, every day of the week, so your website is never offline.

Generate Leads and Grow Revenue

Chatbots use direct messages to qualify your visitors and direct them to where they want to be while increasing the chance of conversion. For example, asking visitors just a few questions will help identify if they are a hot prospect or not. If they are, you can send them straight to your sales team or to the product they want to buy! Alternatively, your Chatbot can take your visitors' contact information and automatically send them to your email Inbox.

Help Users Get to Better Outcomes

Not all visitors are hot prospects and many don't always know where to go to find the information they are interested in. In fact, some may not even know what it is they are interested in. Maybe they just heard about your company in passing and decided to explore. By asking a series of qualifying questions your company will be better positioned to satisfy every visitor.

Market Use of Chatbots

HUGE companies like:

Facebook	Pizza Hut
Spotify	Amtrak
Starbucks	Disney
Staples	H&M
The Wall Street Journal	Mastercard

Are using this new technology

Did You Know?

More and more customers will prefer not to interact with a human!

That's because of the rise of a powerful new technology... CHATBOTS.

You might have heard of Chatbots on major news channels and other media outlets.

Mark Zuckerberg revealed that Chatbots will be the secret to Facebook's success over the next TEN YEARS.

Billion dollar companies like Amtrak are already using Chatbots to dramatically increase ROI.

By 2021, 50% of companies will spend more on Bots than on mobile apps.

But how can you, as the owner of your company's website, can take advantage of this technology....

- WITHOUT being a \$500 Billion tech giant
- And WITHOUT having to spend THOUSANDS of dollars on programmers or Live Chat agents?

Our Chatbot Service

The ONLY Chatbot built for Businesses of all sizes!

Objectives:

- 1) Increase your website response time
- 2) Increase your website conversions
- 3) Improve customer service
- 4) Reduce marketing costs
- 5) Increase overall revenue
- 6) Potentially grabbing every new lead lurking in your website

Effective Chatbots can cost a lot of money and a very long time to design, build, test and launch. We'll do that for you and more!

- You DON'T need any customer service agents to qualify prospects
- You DON'T need to know anything about programming
- You only need to add one line of code to your website

Conclusion

Response times can have a massive impact on your conversion rates. If you leave your visitors waiting too long, they may go somewhere else who is positioned to connect with them 24/7. *This is where we come in.*

Using our state of the art Conversational Marketing technology allows you to respond to your customers instantly, providing them with a much quicker and smoother experience; which will result in higher conversion rates and a bigger sales funnel.

We design, build, optimize and maintain all of this for your business. All you have to do is add one line of code to your website and your made-for-you Chatbot will be live.

Contact us today to see how we can reduce your marketing costs, improve customer engagement and increase your sales!

And remember, with our lead-capturing chatbot you don't pay anything upfront. We will only bill you for the qualified leads we deliver to your Inbox.

Get in Touch to Get Started

www.marlexdigital.com