

8 Ways to Supercharge Your Marketing with AI Chatbots



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What is an AI chatbot?

So glad you asked. Simply put, a chatbot is an automated program that communicates with human beings on behalf of a company, business, organization, or institution in ways that compliment human employees. They are made to imitate human responses and behaviors with their words and give customers the impression that they're talking to a customer support agent.

Using artificial intelligence (AI), chatbots “learn” human behavior and responses by chatting with humans, and this trains them to imitate a conversation just as well as a person would. At Bavard, our mission is to develop chatbots that solve customer problems through natural interactions so that the person on the other end doesn't feel like they're talking to a piece of software. We're developing smart chatbots that rapidly learn and train themselves to interact independently.

While chatbots are widely used in businesses to address customer problems and queries, they're also a very effective marketing tool. All that remains is for companies to understand the potential. So, how can you use a chatbot for marketing? Let's take a closer look into the importance of chatbots to support and engage your customers, as well as shorten your sales funnel.

So, what makes chatbots so important?

87%

of consumers have neutral or positive experiences with chatbots.

*Source: Drift

67%

of global consumers had an interaction with a chatbot over the last 12 months.

*Source: Invesp

42%

of consumers use conversational marketing tools for purchases.

*Source: Drift

Chatbots are becoming smarter than ever.

(Especially ours, but we may be biased.)

With chatbots you can reduce the dependence on humans for handling customer support in your business. Chatbots can handle the lower-priority queries and issues that take up a bulk of the time from human support agents. They can reduce the pressure to hire more people, even if you're expanding your business operations.

Since the majority of customers are spending more time online, the need to automate and optimize customer service is greater than ever. Granted, a chatbot still can't do everything that a human can, but there's also no denying the importance of a chatbot to maintain efficiency and productivity.

Chatbots can compliment human interaction.

Integrating a chatbot into your digital platform means you can cater to thousands of people (possibly more) with one application at the same time, 24/7. You'd need potentially hundreds of customer support agents for this otherwise.

With the passage of time and the increase in data, chatbots are being trained to ask and answer complex questions making them much smarter than their early days. Through a concept called Natural Language Processing (NLP), chatbots are made to communicate naturally with a human being. Moreover, they can also be trained to converse in different languages.

Chatbots are crucial in today's tech-driven world, and they can solve many of the efficiency and productivity problems that companies face.

How can chatbots be used in marketing?



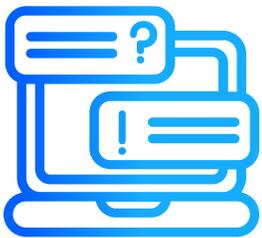
**That's the million dollar question.
And, likely why you're reading this eBook.**

Chatbots aren't just used to support live human agents, but can also be effectively used in marketing. Because marketing is a vast field with many different facets being used to promote businesses and increase sales for companies, the use of AI has become quite popular.

AI lets businesses execute targeted marketing and identify different customer behavior and patterns that can be used to devise an effective marketing strategy. In addition, it can be utilized to guide your potential customers through a personalized sales funnel and compel them to pull the trigger.

Let's take a look at 8 ways in which chatbots can ramp up your marketing game.

Develop a personalized experience



Chatbots offer a much more personalized experience for each customer, which in turn can increase sales.

Every person who opens your website, app and/or browses through your social media pages is a potential customer.

It's your job to make sure they end up at the other side of your sales funnel. A chatbot can be a tool implemented for this purpose. Chatbots can offer a more personalized experience for each customer. And this invariably can increase sales.

Whenever a customer posts a query or question, the chatbot can be programmed to offer the most accurate and suitable answer in mere seconds, whereas a customer agent usually speaks from a repetitive script.

And, once a bot has interacted with a customer, even in a previous session, it can remember names, locations, and more to customize the new interaction.

This will certainly amaze and please your customers, who will be interested in talking further with the chatbot. And, now that the bot has all the information it needs, it can engage with the customer by offering personalized shopping advice and related products according to the customer's buying pattern and shopping history.

If this doesn't woo a customer into a business, then we don't know what will.

Interact with multiple customers, 24/7

Support and engage multiple customers at the same time, even while you sleep.

When it comes to hiring people for customer care and marketing positions, they can only interact with one person at a time, possibly two at best. One of the biggest benefits of using chatbots for marketing is that you can reach out to a very large number of people simultaneously, around the clock!

Since chatbots are driven by data and AI, they have the wonderful ability to learn from all the conversations they have to create a better experience for the next customer. They can personalize an experience with insightful solutions and shopping advice, as well as answer customer queries much quicker than a human would.

Chatbots can also be leveraged to work across several social media and web applications. This guarantees that none of your potential customers miss out on receiving valuable shopping advice and can get their queries or complaints resolved quickly.

68%

of consumers like chatbots because they provide quick answers.

A survey conducted by Userlike showed that having a chatbot answer a query quickly is the most positive aspect of a customer's interaction. Respondents also appreciated that the bot could forward them to a real person and help them outside of usual operating hours.

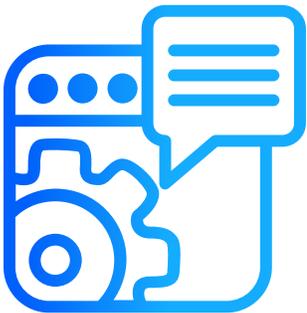
Process customer feedback and data

Data is one of the most valuable resources in the world right now.

Major companies are using data to improve their businesses or make them more customer-centric. You can do the same by using a chatbot.

Along with machine learning algorithms, a chatbot can be used to analyze and process feedback and data, and then present it in a comprehensive and insightful manner that you can use to grow your business. It can instantly gather thousands of customers' feedback, and even organize the data according to a number of quantifiable metrics.

The chatbot's natural and hassle-free approach to gathering customer feedback eliminates the need for human interaction or filling out tedious forms to learn what customers think about your brand or business. With the right questions, they can find out valuable information that can help fix any issues in your business. They can help you restructure your customer service approach, or even help you redesign your marketing strategy.



Did you know?

Chatbots are the fastest-growing brand communication channel. Go ahead, jump on the bandwagon.

*Source: Drift

Send relevant and personalized notifications

Customize your marketing content and campaigns, so your customers don't hit the delete button.

Your customers receive countless notifications on their phones every day, from shopping promotions, to social media notifications, to news updates. In between all of these updates and notifications customers are bound to get frustrated by useless updates that keep spamming their phone.

Often, customers don't even bother to read the first word of your notification, and swipe to dismiss the promotion your marketing team took ages to come up with.

Enter a chatbot. They can be used to send personalized and relevant notifications to each customer, rather than sending out 10 generic messages every day that don't appeal to any customer.

You can program your chatbot to prompt users with certain forms that will collect email addresses, names, locations, interests, demographics, and whatever else you desire. All of this can be used to customize marketing content and campaigns.

35%

is the average response rate for a chatbot. And that is on the low end!

*Source: Matthew Barby

55%

of businesses that use chatbots generate more high-quality leads.

*Source: Drift

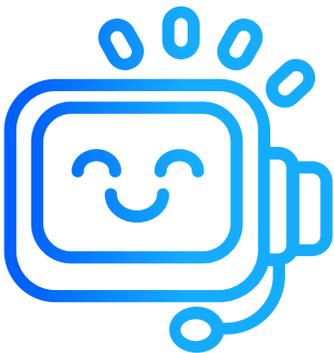
Create a fun and engaging experience

Who says that customer support, marketing, and sales should always be a serious business?

If your brand is lighthearted, then it should also reflect in your company's image, as well as your chatbot. Many creative companies are designing their chatbots to go the extra mile and communicate with their customers like they'd talk to a friend.

Some chatbots are programmed to share jokes and even one-liners with customers, whereas others are trained to talk using movie quotes. Imagine you are a customer on one of these pages, and you open the live chat feature. How cool would it be if a chatbot piques your interest in the brand by talking like a movie character? If you love movies, you're bound to buy something, and even become a repeat customer.

Creating a fun and engaging chatbot experience with certain personality traits and quirks will leave a lasting impression on your customers, and keep your brand front of mind when they're looking to purchase.



Knock, Knock...

Who's there?

Annie.

Annie who?

Annie thing you can do,
I can do better. LOL!

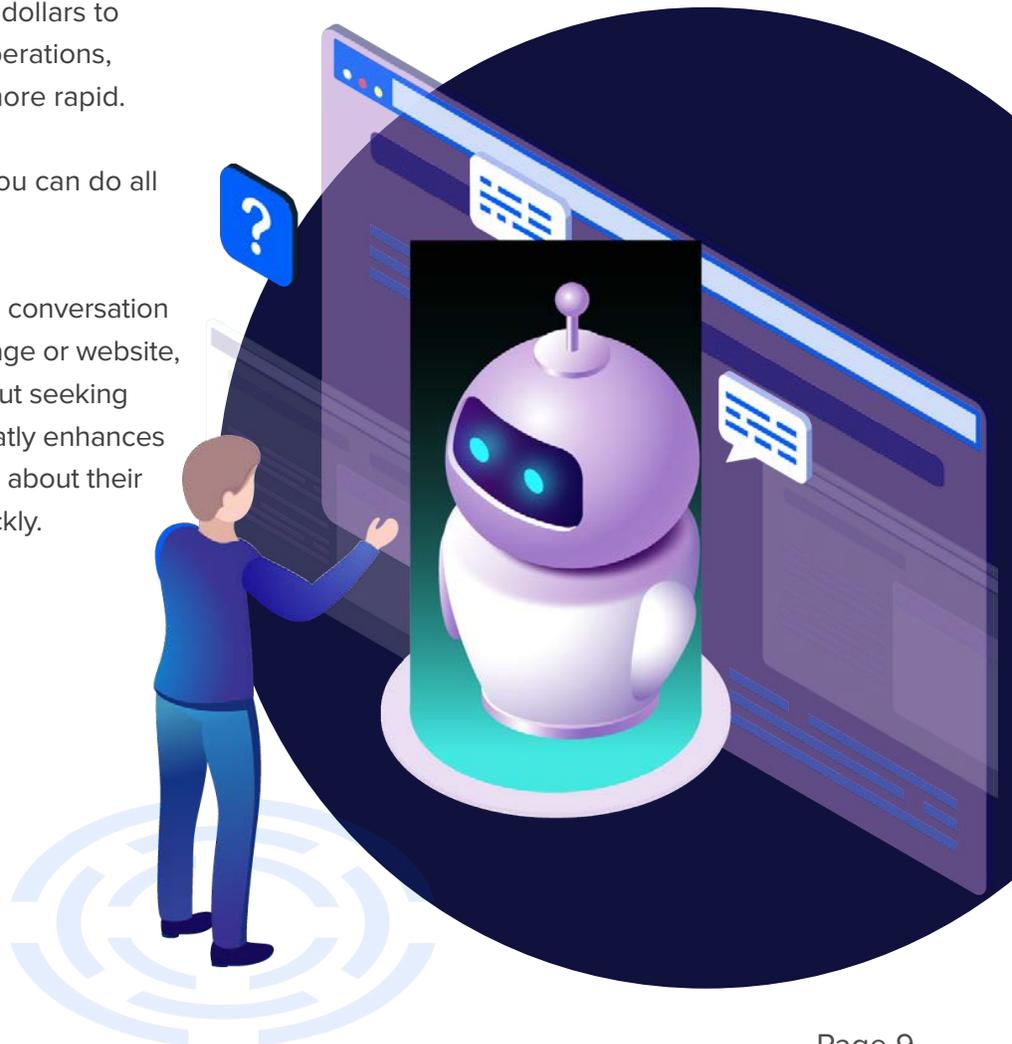
Encourage proactive communication

Optimize your business operations, without spending a fortune.

It's the dream of every business to be able to solve their customers' problems proactively, before the customer can even express what the problem is. This is why companies spend millions of dollars to automate and optimize their business operations, and make problem identification much more rapid.

Now, with the evolution of AI chatbots, you can do all that without spending a fortune.

Chatbots have been trained to initiate the conversation as soon as the customer lands on your page or website, and even before the customer thinks about seeking assistance through the live chat. This greatly enhances your brand image as someone who cares about their customers and solves their problems quickly.



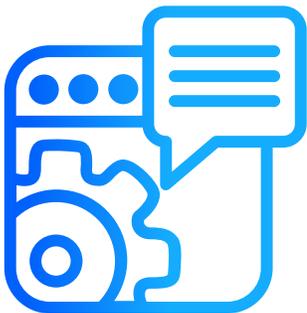
Guide customers through the sales funnel

Generate quality leads and turn them into paying customers.

The sales funnel is the foundation of any business' operations, and it refers to the process followed by sales and marketing teams to generate leads and turn them into paying customers. Different companies have varied approaches for this, but lead generation and conversion remains one of the most time-consuming processes in any business.

Streamline this process through the introduction of a chatbot that offers a personalized experience to every customer by addressing them directly, contacting them first, understanding their problem, and providing them with shopping insights based on their buying behavior.

With a chatbot you won't be restricted to a "one size fits all" lead conversion process. Instead, customers will be naturally inclined to make a purchase from your online store or page.



Did you know?

Chatbot eCommerce transactions are projected to total \$112 billion by 2023. That's a lot of Benjamins.

*Source: Juniper Research

Be a leader in the social media game

Actively listen and respond to your followers, even while out walking the dog.

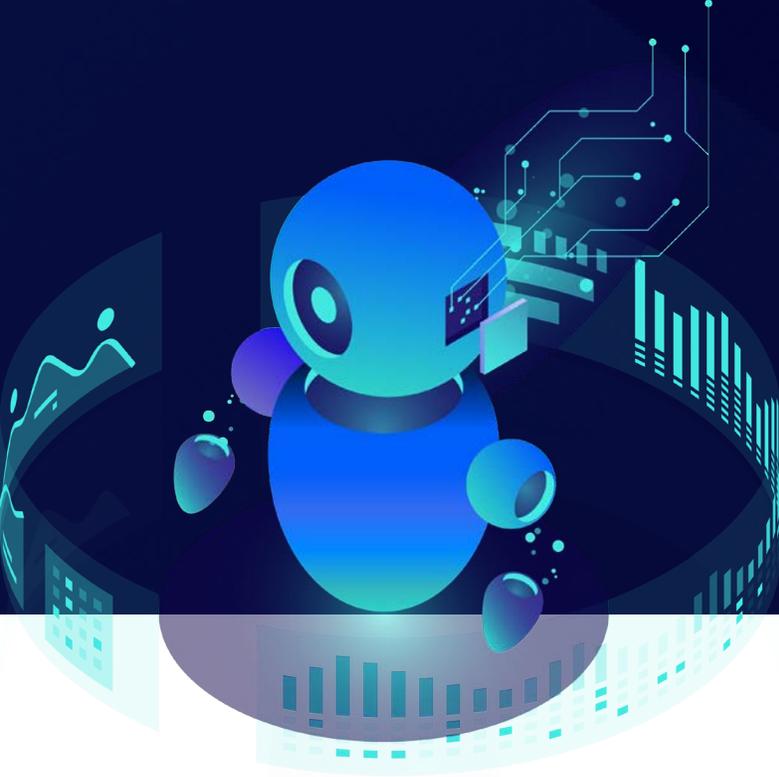
As you may have noticed, businesses that enjoy the limelight have a strong social media presence. They actively engage with their followers giving the impression that they're always present and listening to their customers.

However, it's mostly a chatbot that's doing the listening and talking.

You simply can't rely on a team of human beings to answer each and every comment, post, question, or personal message that pops up on your social media pages. Something is bound to get missed.

Chatbots are the natural solution that can drive your engagement up and guarantee your company is available to customers 24/7. Not only is this an effective approach, but it also helps you save time and money.



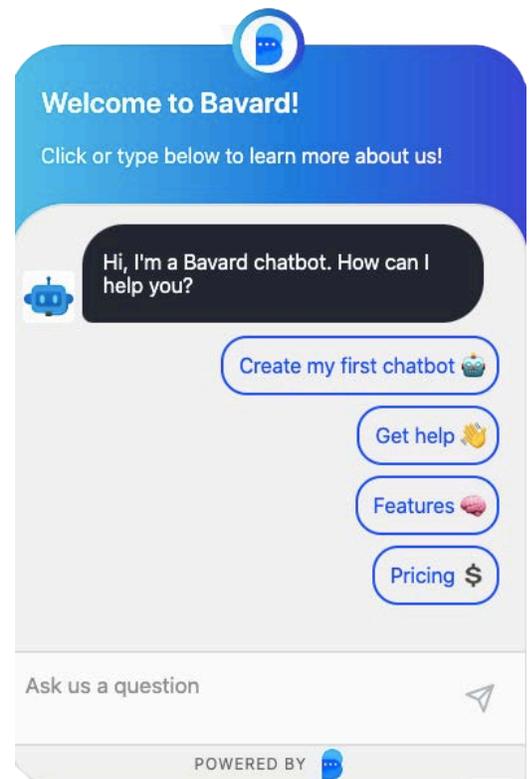


Ready to build your chatbot?

At Bavard, our mission is to develop conversational chatbots and platforms that engage with customers 24/7 through natural interactions so they don't feel like they're talking to a piece of software. Easily leverage our smart platforms to improve your business's efficiency. Answer frequently asked questions, shorten the sales funnel by showing embedded videos about your products and making recommendations on related items, and easily connect customers with a live agent. **Conversations are better with Bavard.**

What makes Bavard chatbots different?

- **No Coding Necessary**
Build a custom, branded chat widget and effortlessly deploy it without any coding. You're welcome IT department.
- **Streamline & Personalize Your Sales Funnel**
Lead users down a sales funnel and easily collect customer data to improve marketing. You're welcome sales department.
- **Increase Conversion Rates**
Proactively engage with visitors 24/7 and never miss another sales opportunity. Embed videos, send links of related products and much more. Cha Ching!
- **Work Smarter with Natural Language Processing (NLP)**
NLP, a complex form of AI conversation, learns questions your customers may ask, gives answers, and engages in several languages. Now that's impressive.



Build a FREE conversational chatbot today! Your customers will thank you.

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Conversations are better with Bavard.
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