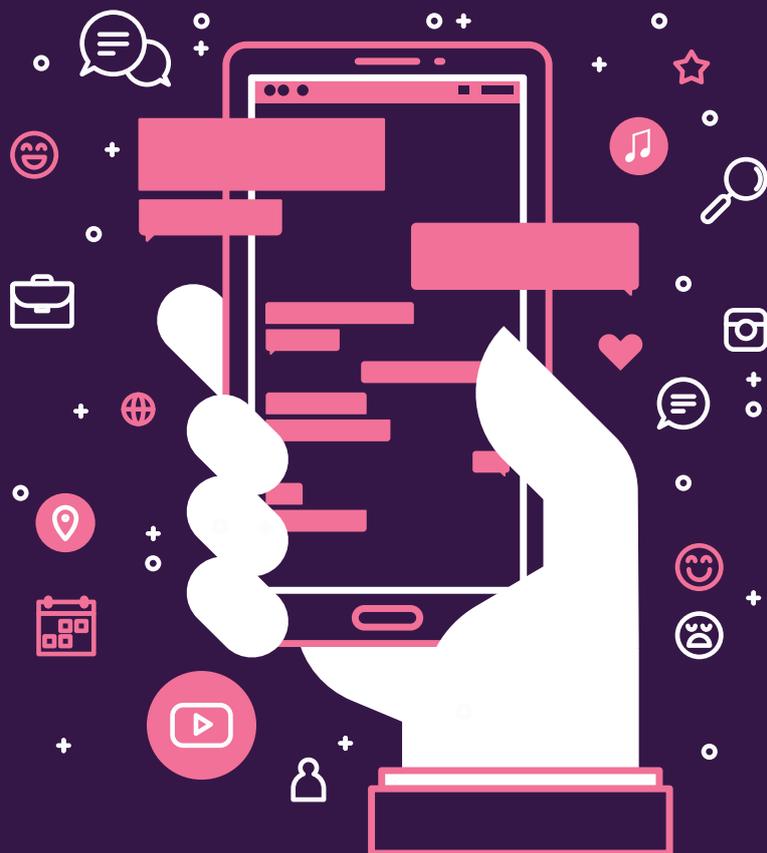


# Get More **Leads**, **Grow Revenue** and **Build** your Brand with a **Mindheros** **Chatbot**



## What are chatbots?

A chatbot is software, that can hold conversations with humans, which lets you partially automate communication with customers, leads and fans inside messaging apps.

Sometimes a bot is powered by rules, sometimes by artificial intelligence and sometimes by both. Unlike apps, chatbots are normally not standalone pieces of software.

Usually, they're built to work inside messaging platforms like: Slack, Kik and Facebook Messenger.

### Representative Use Cases



#### E-commerce

Messenger abandon cart sequences can generate 4-10x more revenue than email. It's easy to engage customers and encourage interaction and generate more UGC



#### SaaS

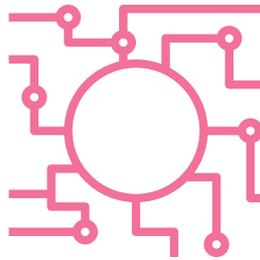
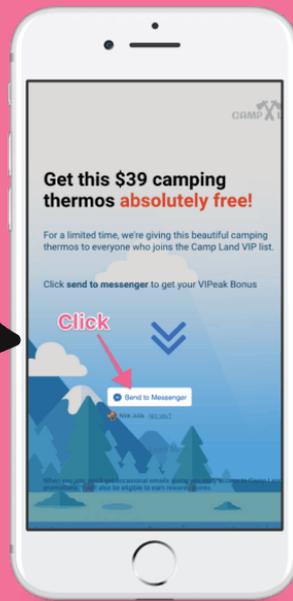
Convert more free trial leads to paying customers with better qualifying and personalized content based on the lead's



#### Influencers

Increase webinar attendance and conversion with messenger follow-up messages at every stage of the funnel.

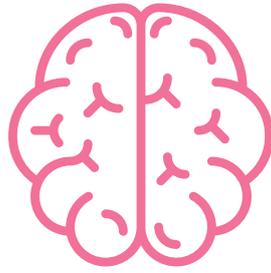
**CLICK HERE**



## Chatbot Messaging opens new doors

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- 47% of consumers would buy items from a chatbot. (HubSpot, 2017)
- 53% of people are more likely to shop with a business they can message
- 26-36 year olds are willing to spend up to £481.15 with a business via a chatbot interaction. (ubisend, 2017)
- 64% believe the top benefit is the ability to get 24-hour service
- 67% of consumers worldwide used a chatbot for customer support in the past year (Business Insider) As long as they can get help quickly and easily,
- 40% of consumers don't care whether a chatbot or a person answers their customer service questions (HubSpot)
- 63% of people are messaging more [now in 2018] than they did two years ago
- 80% of adults and 91% of teens use messaging apps every day
- 1 billion messages are sent to businesses every month
- 1.3 Billion people use Facebook Messenger



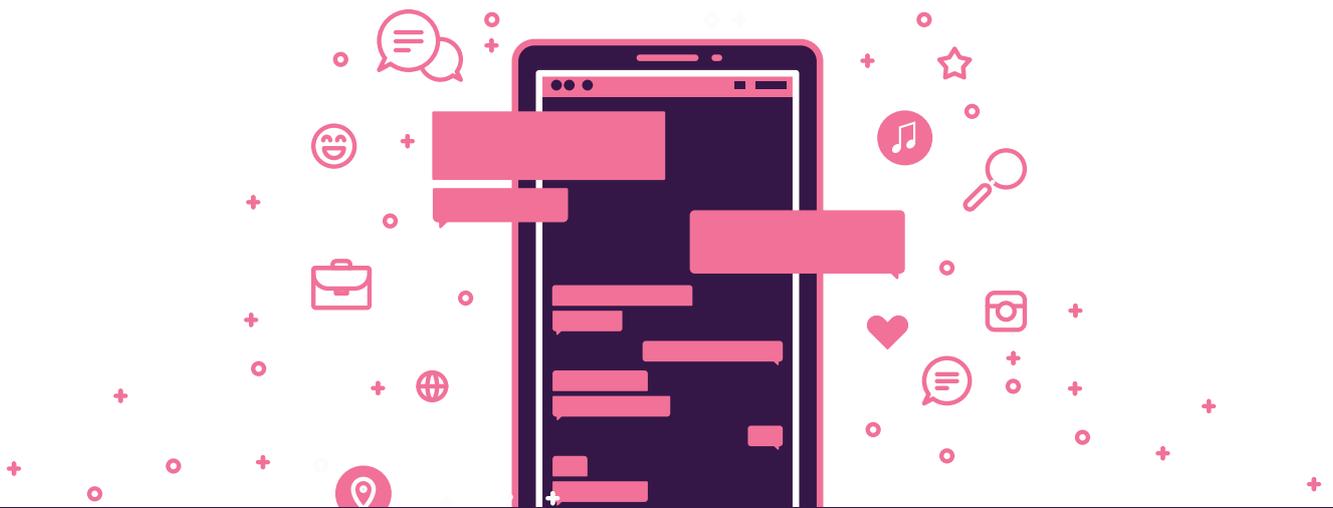
## Why Chatbots are too big an opportunity to ignore

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The way we want to communicate has changed. And business are playing catch up. Anyone under 44 years old spends almost 1.5x more time in messaging apps than they do in email.

In fact, in the under 24 crowd, for every hour they spend in email, they spend 8 hours in messaging apps! This shift in the way we reach one another has carried over to we want to speak to businesses.

Think of Chatbots like email marketing on steroids. You can reach your customers where they already are, in a way that they love. And you can continue to market to them after the initial interaction. All right inside of Facebook Messenger.



Messaging apps now have the largest numbers of active users, having overtaken social media apps in 2015.

9 out of 10 consumers globally want to use messaging to interact with businesses.

For customer support the telephone is losing popularity as social media and web chat are taking over.

“Messaging is one of the few things that people do more than social networking”

– Mark Zuckerberg

# 5 main ways that chatbots can get you make more sales and have happier customers



## 1 Helping to get you better qualified leads & more customers

Leads and customers have no problem answer questions inside messenger about the services and price range they're looking for and when they're looking to purchase.



## 2 Let you understand more about your pocket of people

People enjoy taking quizzes inside your bot. They'll tell you about their preferences and give you more insight into what products they love and want to buy. And what they won't.



## 3 Educate people about your offerings and deliver helpful content / tools to make their lives easier

Consumers want to get the right product without feeling "sold". Instead of selling you can teach about your product and the benefits of using it. Or you can create a helpful tool like PerfectKeto. Who stays top of mind by helping bot users determine if a food is on the diet or not.



## 4 Remove barriers to the sale and help with customer service (pre and post sale)

Often there's just one unanswered question standing in the way of a sale. Or maybe it's hard to find the exact right fit for your product. A bot is an easy way to answer objections 24/7, instantly. And to help your customers pick the right product for them so they'll feel confident in purchasing.



## 5 Encourage repeat purchases and loyal customers

By checking in post sale, sending reminders based on preferences that you determine in a messenger quiz and rewarding customers with coupons and or loyalty incentives, you'll get customers coming back for more.

**Have a question...  
Reach us by messenger**



**Send to Messenger**