



LEAD GENERATION CHATBOTS

EVERYTHING YOU NEED TO KNOW



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INTRODUCTION

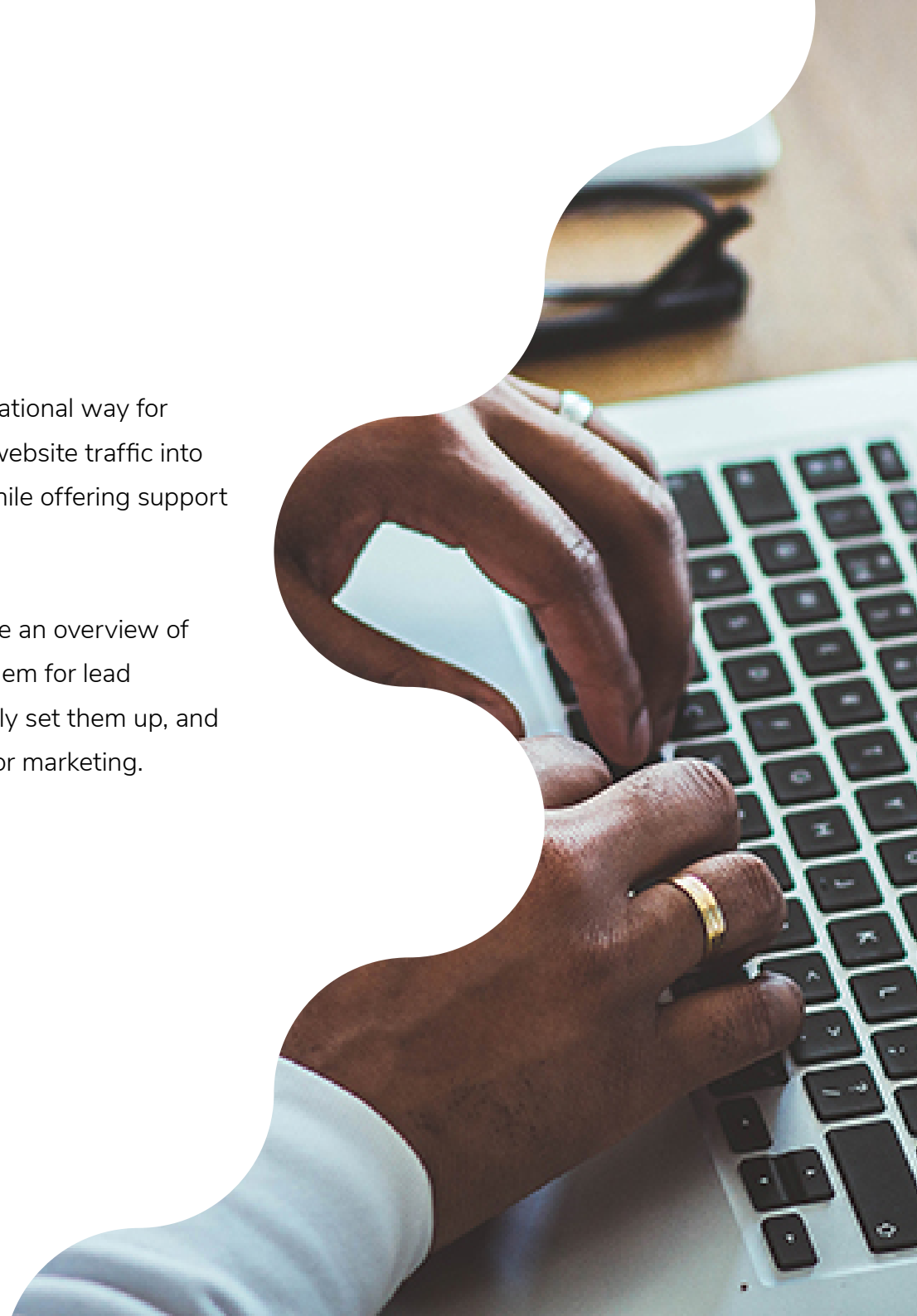
The demand for digital services is constantly rising. Customers increasingly interact with businesses outside of working hours and expect to find solutions to their problems without delay.

At the same time, marketing teams actively look for new ways to optimise customer experiences and boost lead generation online.

This is where chatbots come into play.

They provide a conversational way for businesses to convert website traffic into sales-qualified leads while offering support 24/7.

In this guide, we provide an overview of chatbots, how to use them for lead generation, how to easily set them up, and examples of chatbots for marketing.



WHAT ARE LEAD GENERATION CHATBOTS?

Chatbots are used to automate conversations between companies and their customers.

They are often built on AI and machine learning or using simple drag-and-drop interfaces such as [giosg Interaction Designer](#).

Lead generation chatbots use a conversational approach in order to gather customer information, guide customers in the buying process or qualify leads.

They allow website visitors to navigate through a tree of options and enable businesses to actively engage with prospects thus keeping them from leaving your website unconverted.

An efficient tool throughout the purchasing journey, chatbots help build relationships with customers and prospects, and engage with them 24/7.

64% of customers claim that 24/7 service is the best feature of chatbots ¹

Chatbots ensure you never miss a lead by assisting your website visitors outside of working hours, when your sales team or live chat operators are not available.

¹ <https://thechatbot.net/statistics-chatbot-ai/>

HOW TO USE CHATBOTS IN LEAD GENERATION?

Chatbots can have multiple roles in lead generation.

They help companies connect with more prospects, gather valuable contact information and nurture prospects through the marketing funnel.

But they can also help generate more quality leads by making it easier to reach and select the prospects who are most likely to make a purchase or convert into a lead.

Generate more leads

When a new or returning visitor enters your website, a lead generation chatbot can be triggered with a proactive message welcoming visitors to the site.

To activate a potential customer the bot can appear to offer a discount for a first time visitor or promote a company newsletter subscription.

Chatbots can also invite a curious prospect to sign up for a webinar or engage with visitors to stop them leaving the website.



HOW TO USE CHATBOTS IN LEAD GENERATION?

Qualify more leads

Lead generation chatbots not only help convert website visitors, but can be used to gather selected information from leads.

This information can be analysed and help determine how sales qualified leads are or how far they are in their buyer journey.

To do this, a lead generation chatbot will be set up with qualifying questions. These questions should be specific to your company's sales process as well as MQL and SQL definitions.

There might be a clear 'gatekeeping' question that immediately qualifies a prospect for you, while others have to go through more extensive questions.

A lead generation chatbot can, for example, initiate a conversation with a prospect by asking for their budget range and availability. Based on the answer, we can either:

1. Send them directly to the sales team
2. Continue the conversation by asking further qualifying questions.



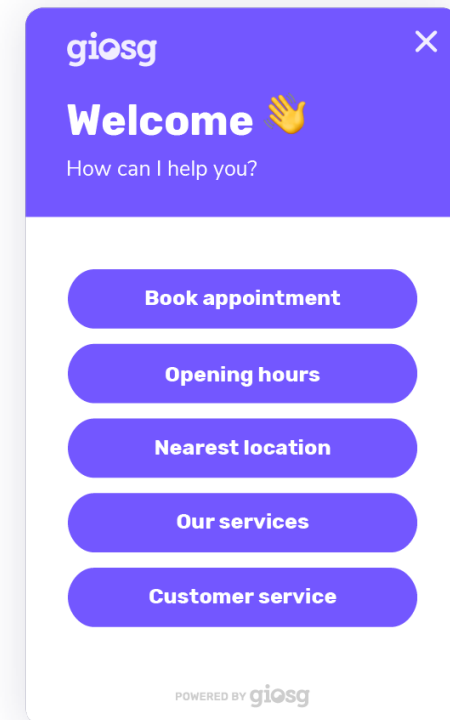
HOW TO USE CHATBOTS IN LEAD GENERATION?

Based on the answers to specific questions, a chatbot can also be used to showcase products or services that are relevant to the prospect.

Furthermore, by gathering your most frequently asked questions in a chatbot, customers are able to get assistance with simple inquiries as well.

Chatbots can successfully solve **80%** of customer problems ².

The data gathered in your bot can further help you understand your target audience and update your website content to improve your conversion rate.



² <https://www.giosg.com/customer-success-stories/s-bank>

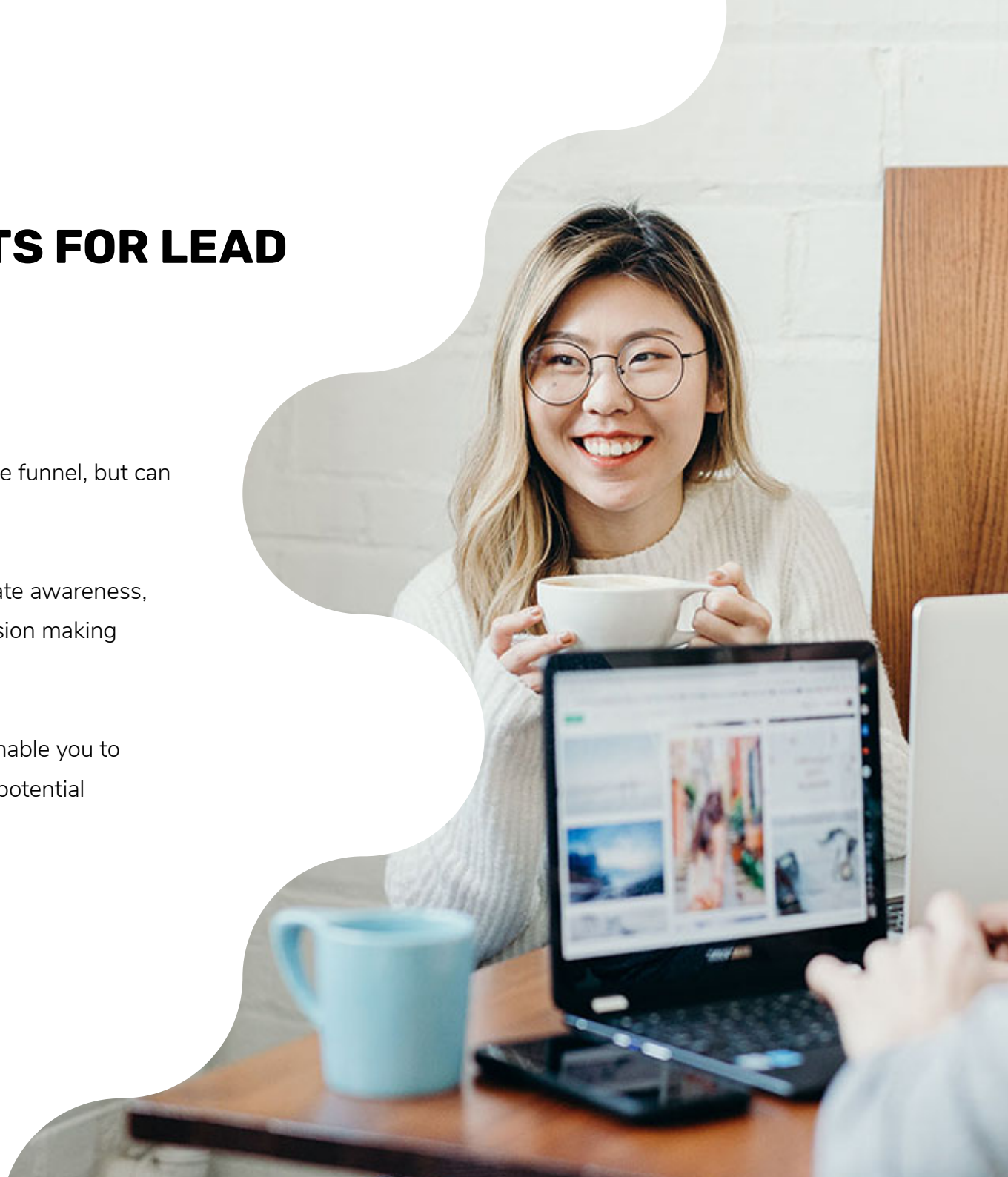
WHEN TO USE CHATBOTS FOR LEAD GENERATION?

Supporting the buyer's journey

A chatbot doesn't only take care of your bottom of the funnel, but can be used to support your entire conversion journey.

While lead generation is the goal it can also help create awareness, educate your website visitors, and support their decision making process.

As lead generation chatbots gather data, they also enable you to better understand your target audience and identify potential customers by gathering useful information on them.



WHEN TO USE CHATBOTS FOR LEAD GENERATION?

Replacing static forms with interactive bots that are proactive help you engage and cultivate a relationship with your potential customers.

Here are a few different ways to utilise chatbots throughout your marketing funnel:

Top of the Funnel

Use a lead generation chatbot to promote content downloads and improve your lead capture in the awareness stage.

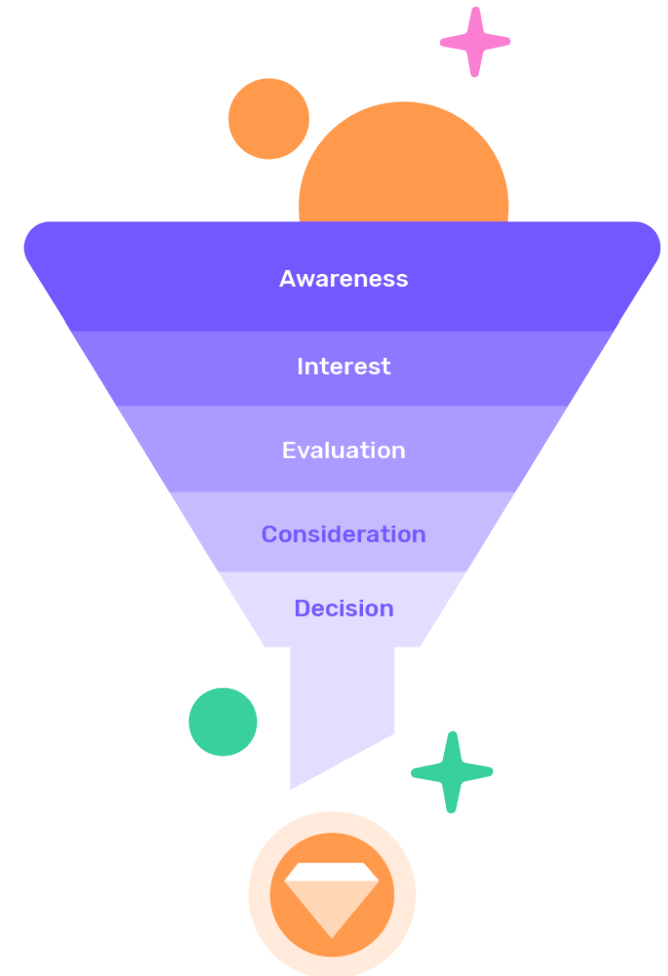
Middle of the Funnel

Chatbots can help to promote your newsletter sign-ups, webinars and other consideration level content.

Using interactive content such as chatbots to promote newsletters can increase subscriptions by 4X.

Bottom of the Funnel

After identifying high-intent leads, chatbots can be used to book a demo, meeting or start a free trial. Valuable lead contact information can also be sent from the chatbot directly to your sales team.



WHEN TO USE CHATBOTS FOR LEAD GENERATION?

Building positive customer experiences

It's clear that chatbots are an effective marketing automation tool for straightforward approaches like booking an appointment for a demo session with your prospect.

They are not only designed to support marketing and sales efforts but also help customer service teams assist existing customers.

However, chatbots are rarely capable of answering complex questions or completing the final steps of the sales process.

Therefore, a human touch is usually required.

At best, chatbots and live agents can work as a team supporting one another in building positive customer experiences.

Even though your chatbot is designed for lead generation purposes, it shouldn't come at the expense of a positive customer experience.

After all, the better the experience, the more likely your visitors are to hand over their contact details and convert into a lead.



SETTING UP A LEAD GENERATION CHATBOT

There are a number of things to take into consideration when **designing and setting up a lead generation chatbot**:

1. Start by defining your objectives

Your company's business goals and objectives should define what you are ultimately trying to achieve with the chatbot.

2. Decide what qualifies a lead

In order to formulate the questions your chatbot will ask, consider what information your sales team needs to qualify a lead. What questions and answers should your chatbot cover?

This will depend on your objectives and should be adjusted according to your marketing funnel.

At the top of funnel you may only want to collect email. But as leads make it further down your funnel, the bot can gather more specific data.



SETTING UP A LEAD GENERATION CHATBOT

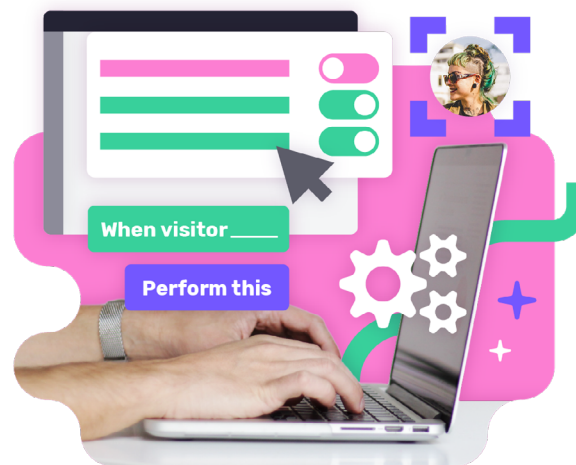
3. Define your chatbot tone of voice

Knowing your audience is also key in defining the tone of voice and terminology of your chatbot.

While the tone of voice should follow your brand guidelines to deliver a consistent message and build trust among the audience, the terminology should match the words your audience typically uses.

4. Decide how to target your chatbot

What pages should your lead generation chatbot pop up on? What's the right moment for it to be triggered?



You can target your chatbot according to:

- Which page the visitor is on
- Where they came from: previous page, campaign URL, traffic source
- The geographical location of the visitor
- What device they are using – desktop, mobile or tablet
- The number of times they have been on your website

SETTING UP A LEAD GENERATION CHATBOT

5. Use A/B testing to determine which targeting is the most effective

Testing will show you which leads respond to your chatbot messaging, on which page and at what moment of time, allowing you to consistently optimise your bot.

6. Design the flow of your chatbot while keeping your business goals in mind

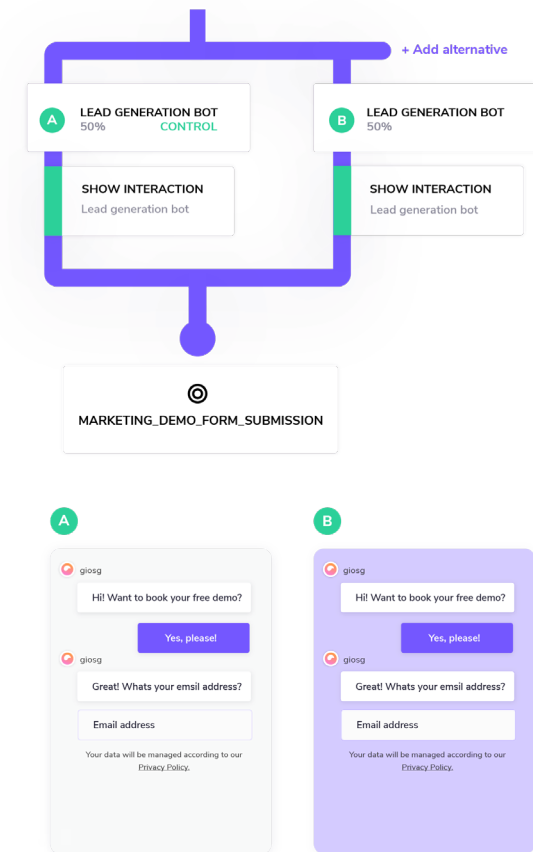
We recommend to focus on the essentials, keep the flow simple and make each question lead to the same number of paths.

7. Decide where your chatbot leads are sent to

Do you want them to go directly to your sales team? Which department will handle lead nurturing?

Integrating your chatbot with your existing CRM and marketing automation systems will help create a smooth handover process.

Now you are ready to build your bot!



SETTING UP A LEAD GENERATION CHATBOT

Creating a lead generation chatbot should be easy

With giosg, creating, publishing and modifying your chatbot is simple.

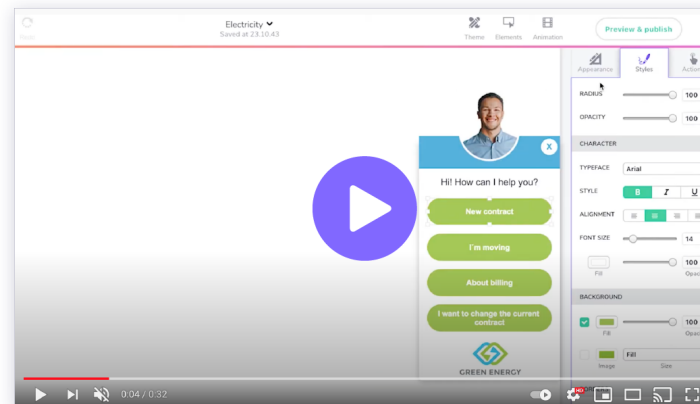
After you've published your lead generation chatbot, you can always go back and edit it in real-time. No need to rely on your tech team or a marketing agency.

You can modify your chatbot content and targeting according your A/B tests results, new campaigns or updated business objectives.

Monitoring your engagement reports in giosg will also help you see what needs to be improved and how you could adjust your chatbot to boost conversions.



Click the play button below to watch how to build a chatbot in minutes



EXAMPLES OF CHATBOTS FOR MARKETING

Chatbots can be used in many ways to communicate and engage with your audience to generate leads. We have gathered a few chatbot examples to inspire you to get started:

Conversational Lead Generation Chatbots

Lead generation bots can be created easily by using a decision tree logic. This means the lead follows a predetermined path by clicking on the options provided by the chatbot, instead of typing their own query or question.

These simple chatbots will improve the quality of your lead capture helping segment and gather more information on leads, before you send them to your sales team.

The image displays three chatbot interface examples:

- Example 1:** A chat window with the message "Welcome to our website! 🍌 How can I help you?". Below the message are three purple buttons: "Book a demo", "Information about solutions", and "Customer support". A purple chat icon is positioned below the buttons.
- Example 2:** A chat window with the message "What solutions would you like to know more about?". Below the message are six purple buttons: "Solutions for marketing", "Solutions for customer service", "Chat services", and two others. A purple chat icon is positioned below the buttons.
- Example 3:** A chat window with the message "Thank you! Fill out your contact details and we will be in touch with you shortly! *". Below the message are four input fields: "Name*", "Email*", "Phone number*", and "Any message for us?". A purple chat icon is positioned below the fields. At the bottom, there is a purple button labeled "Send contact request" and a small text note: "*Your data will be managed according to our Privacy Policy."

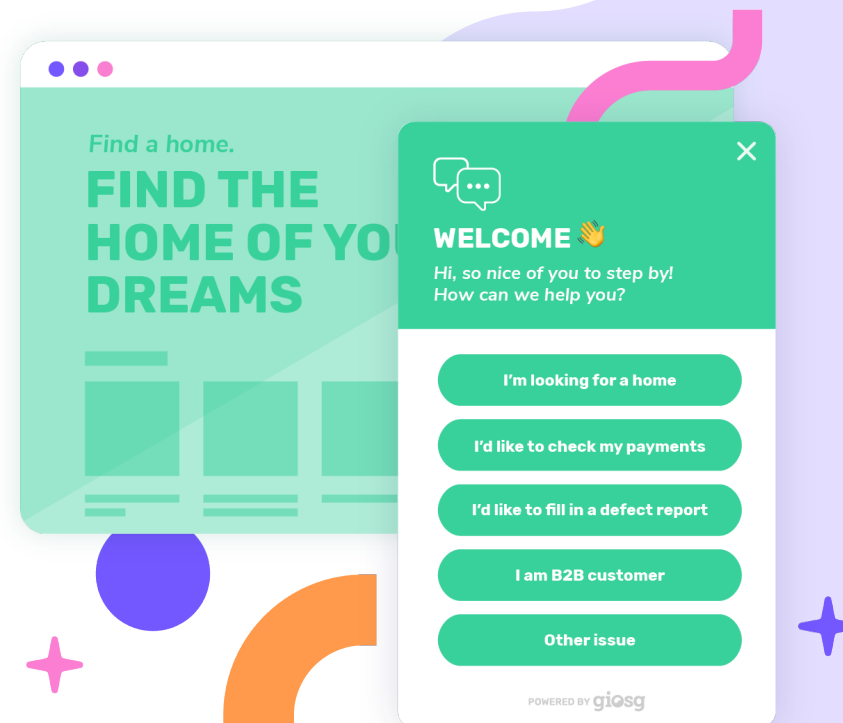
Below the chatbot examples is a lightbulb icon and a call-to-action box with the text: "Want to try this bot? [Click here to get the template](#)".

EXAMPLES OF CHATBOTS FOR MARKETING

FAQ bots

FAQ chatbots can have multiple purposes. They not only help you guide website visitors to the right content on your website but can also be used to generate leads.

FAQ chatbots gather all frequently asked questions into one place and provide visitors the option of self-service.



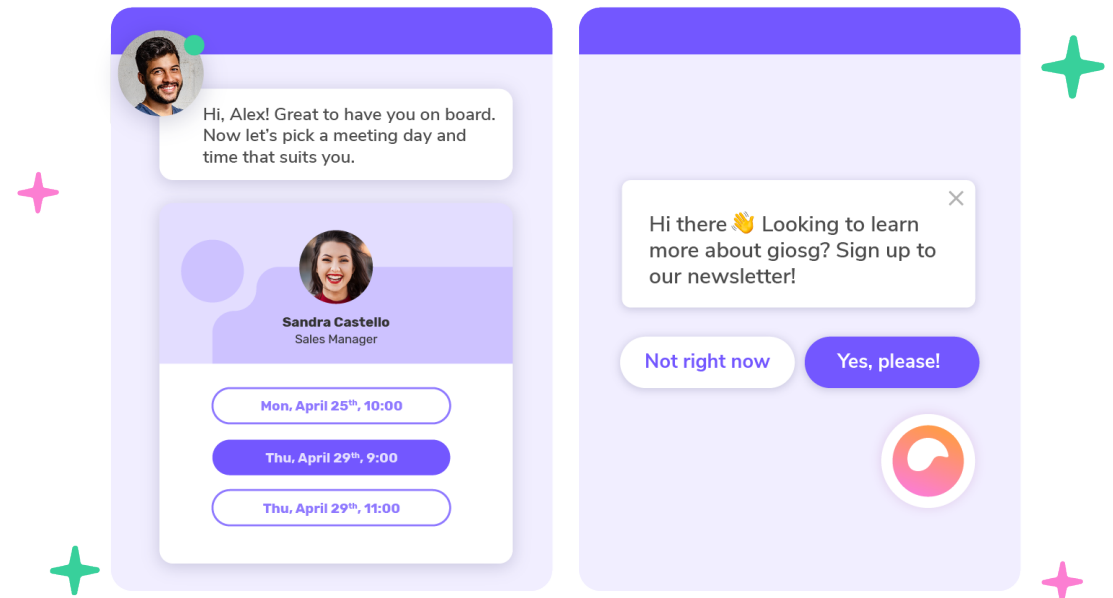
EXAMPLES OF CHATBOTS FOR MARKETING

Chatbots for scheduling appointments

These chatbots provide real-time visibility into calendar availability. Customers and prospects can directly schedule a demo, book an appointment or make a reservation in the chatbot.

Newsletter chatbots

With newsletter bots you can turn a simple pop-up window into a friendly, conversational bot that allows you to collect feedback on your communication and lets the audience rate your content.



EXAMPLES OF CHATBOTS FOR MARKETING

Chatbots for content downloads

Make your content download forms conversational.

Chatbots allow you to collect more information in exchange for content, without overwhelming leads.

Customers or prospects give their information to the chatbot to receive gated content such as guides, whitepapers or webinar recordings.

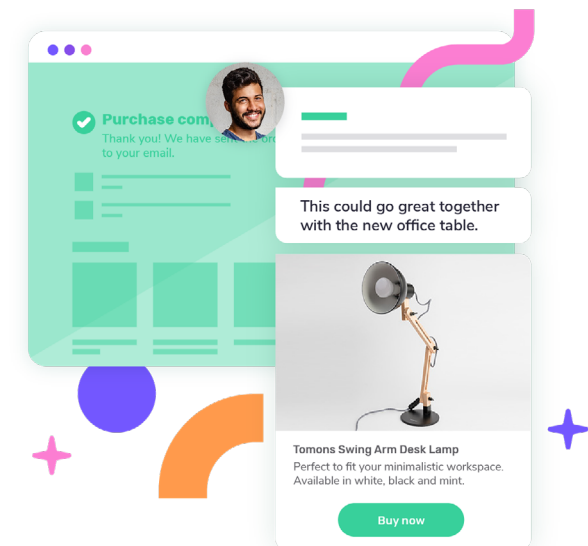
Product promotion chatbots

Chatbots can be used to promote your new products or campaigns. They can work as excellent promoters, and help your visitors take advantage of deals.

If you're having a special sale, you can use your chatbot to communicate your new offers to the visitor.

Better yet, you could use promotions as incentives and reward website visitors.

The reward could be a discount on a product or service or a similar benefit. This is a great way to provide visitors with a positive customer experience while also improving your conversions.



SUMMARY

There are several reasons to start using chatbots for lead generation.

First of all, chatbots can help you simplify and streamline lead generation and personalise user interactions.

They can help you deliver information effectively to the right visitor at the right time and continue to generate leads 24/7.

All these benefits can help you to improve customer experience and boost your operational efficiency, and thus give you an advantage over your competitors.



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