

CHATBOTS BY

*Ed Elkins*  
S E O

*Affordable Digital Marketing for The Small Business*

# What Are Chatbots?

A Chatbot is a service, powered by rules and artificial intelligence, that your visitors can interact with on your site via a chat interface. They are used to provide your visitors with a better experience and to help you increase your website conversions.

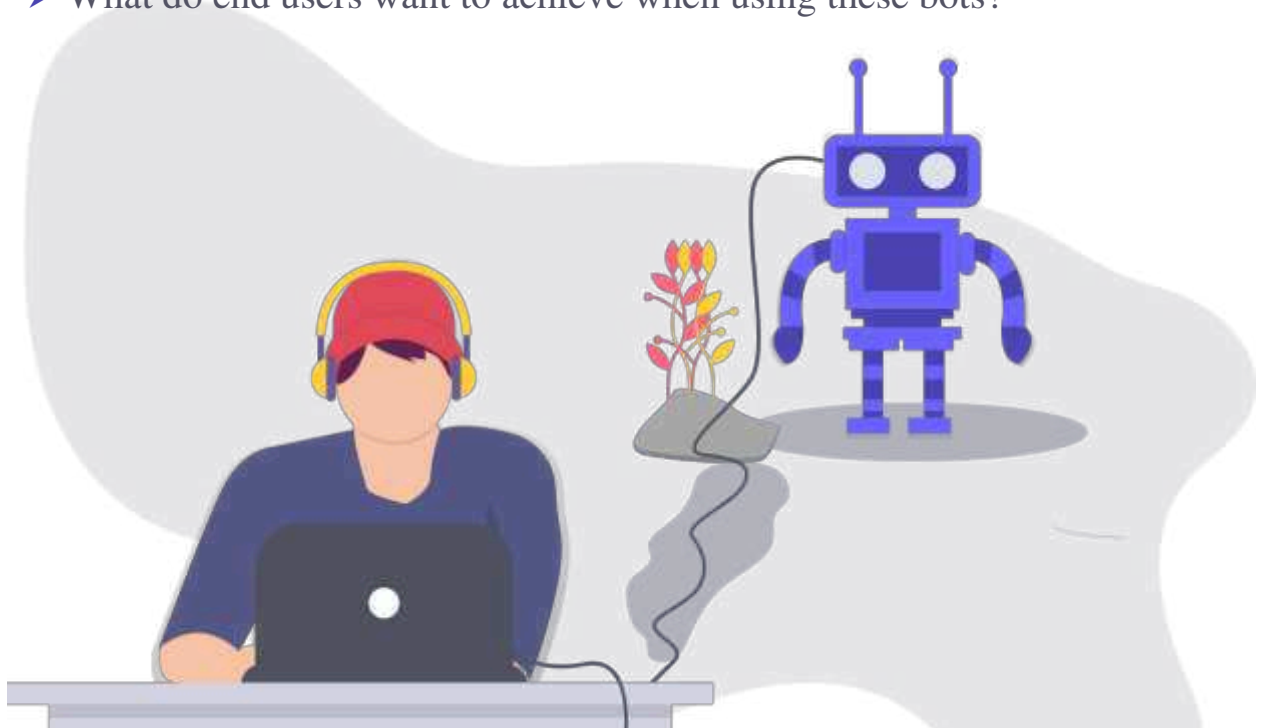
Awareness around Chatbots is starting to grow and we're seeing more and more platforms move to integrate Chatbot facilities.

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

"Bot experiences with more engaged audiences are getting 80-90% response rates. While even the least favorable experiences are in the 35-40% range"

## But the questions then become:

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



# Chatbots Tools For Business

*The data shows that you need to start leveraging Chatbots to streamline customer communications, success and sales.*

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

- To get a quick answer to questions
- A more streamlined buying experience
- To resolve a complaint or problem
- To get a more detailed answer to a query

*Chatbots are not just convenient for your 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 to improve visitor experience



# Automate Your Business With Chatbots

By Ed Elkins SEO

*One way to stay competitive in modern business is to automate as many of your processes as possible in order to:*

## 1. Save Time & Money

By automating conversations that would otherwise require an employee to answer, organizations save time and money that can then 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.

## 2. Generate Leads & Revenue

Chatbots use direct messages used to qualify your visitors and direct them to where they want to be, to increase your chance of a conversion. For example, asking visitors just a few questions will help qualify if they are a hot prospect or not. If they are you can send them straight to your sales team or to a product you want them to buy! Alternatively, the Chatbot can take their contact details and automatically add them to your email subscriber list.

## 3. Guide Users to Better Outcomes

Not all visitors are hot prospect and many don't always know where to go to find the information they're interested in. In fact, some may not even know what it is they're interested in. Maybe they just heard your brand name in passing and decided to explore. By asking a series of qualifying questions, you can route visitors to the best place for them to find the information they want without 'selling' to them.



# Market Use Of Chatbots

## HUGE companies like:

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

## Are using this New “AI” Technology

## Our bot can explode the conversions on any site

- Affiliate Review Sites
- List-Building Pages
- Sales Letters
- eCommerce Websites
- Local Business Sites
- Webinar Registration Pages
- Consultancy Websites
- Freelance Websites



*Almost ANY Website you can think of...*

## **Our sophisticated Bot Code works with:**

- Wordpress
- ClickFunnels
- Leadpages
- Shopify
- JVZoo
- ClickBank
- and hundreds of other programs.

## **It's also fully integrated with Email Autoresponder services like:**

- Wordpress
- ClickFunnels
- Leadpages
- Shopify
- JVZoo
- ClickBank
- and hundreds of other programs.



# Did You Know?

A staggering 85% of customer interactions won't be with a human!

*That's because of the rise of a powerful NEW "AI" Technology...  
**CHATBOTS.***

You might have heard about Chatbots on major news channels like CNN and Fox News.

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

Billion dollar companies like Amtrak are already using Chatbots to get ROIs of 800% or more.

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

By next year, the average person will have more chats with Bots than with their spouse!

## But how can the average Website owner use this "AI" 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

By Ed Elkins SEO

*The ONLY Chatbot built for Businesses of all sizes!*

Objective 1) Decrease your visitor response time

Objective 2) Increase your conversions

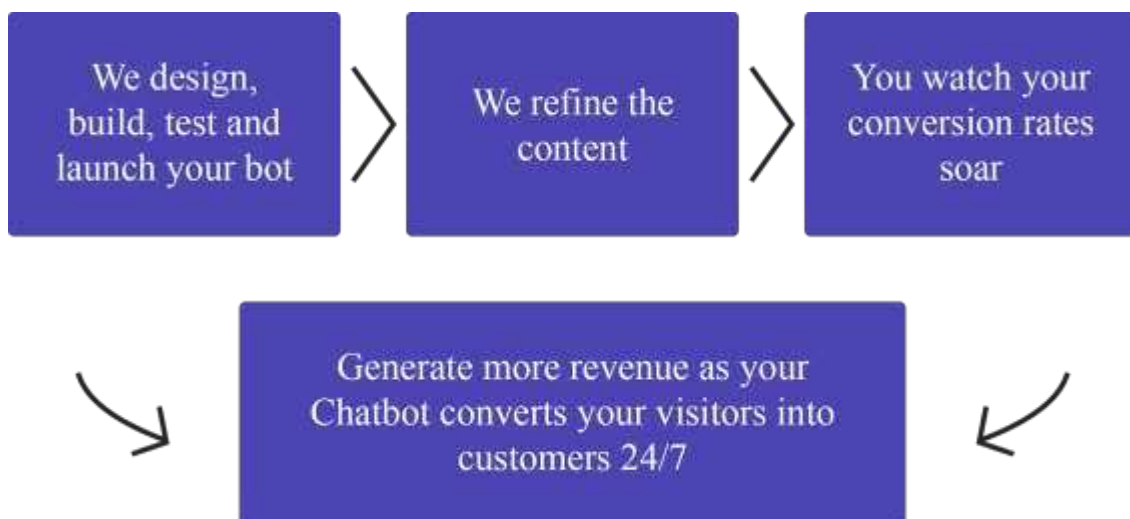
Objective 3) Improve customer service

Objective 4) Reduce the cost of marketing

Objective 5) Increase your overall revenue

*Effective Chatbots can take a very long time to design, build, test and launch. We'll do that for you!*

- You DON'T need any human sales agents.
- You DON'T need to know a thing about coding.
- 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, you are sure to lose a few that would have purchased. This is where we come in.

Using our state of the art Chatbot allows you to respond to your customers instantly, providing them with a much quicker and smoother buying experience, which will result in higher conversion rates and a bigger subscriber list.

Then we design, build and maintain it for you, so all you have to do is add one line of code to your website and your bespoke Chatbot will be live.

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

*Next Step...*

**For a Free Consultation, please reach out to our Rep;**

Company Name: **Ed Elkins SEO**  
Contact Name: **Ed Elkins**  
Phone: **480-331-5458**  
Email: ***Sales@EdElkins.com***

***Add OUR Line of Code to your site,  
and you've got our Chatbot to do the heavy lifting***

