

# Chatbot Marketing

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## ABSTRACT

A chatbot, or bot, is programmed to look for specific text or voice input and reply with preset answers. Rule-based chatbots are a much older form of conversational support, relying on keyword-based if/then logic and structured scripts. Chatbot marketing or bot marketing is a digital marketing strategy that involves using chatbots to promote products, services, or brands. It is based on artificial intelligence or rule-based assistants designed to automate and enhance marketing tasks. It leverages automated messaging to engage customers specifically in marketing and sales processes. It helps brands and customers engage more closely by resolving a complaint or problem. Available 24/7 across a multitude of platforms, chatbots tailor customer conversations with the ultimate goal of generating leads, promoting sales, and providing valuable support and information. This paper presents how chatbots can be successfully implemented in marketing.

**KEYWORDS:** chatbot, marketing, chatbot marketing, automation.

## INTRODUCTION

With automation, customer support teams are under more pressure now to provide fast and consistent help at scale. Companies can use AI chatbots and conversational AI assistants to respond instantly and manage larger workloads, without sacrificing support quality when their customer base grows. Chatbots are automated software programs that simulate human conversation through text or voice interactions. They can be rule-based (following predetermined scripts) or powered by AI to understand and respond to customer inquiries across websites, messaging apps, and social media platforms. AI chatbots use machine learning (ML) and natural language processing (NLP) to understand the intent of the message received and adapt the responses in a conversational manner [1].

We have had chatbots for decades, but only recently has true conversational AI been deployed in the marketplace. Chatbots and conversational AI are related technologies used for automated interactions with users, but they have varying capabilities. Although both chatbots and conversational AI tools hold conversations with users, they are not the same. The difference is how they interpret language and handle complexity. A chatbot can answer a question. Conversational AI is more advanced. A

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conversational AI assistant does not just hold a conversation, it can also understand and adapt to resolve complex problems. Chatbots can reply quickly to simple issues, but conversational AI can interpret more complex problems [2,3]. Conversational AI chatbots help businesses engage with customers instantly, automate lead gathering, and create personalized experiences while chatting with multiple users. Chatbot marketing is a strategy in which businesses use chatbots to automate customer interactions on platforms such as websites or messaging apps.

## CONCEPT OF CHATBOTS

Chatbots are also known as conversational agents, interactive agents, virtual agents, virtual humans, or virtual assistants. Chatbots, as part of AI devices, are computer programs designed to carry on a dialogue with users using natural languages. Healthcare has become an attractive market for chatbot applications. The main purpose of healthcare chatbots is to help patients in less time and for less money than it would take to visit a medical professional. Healthcare chatbots have great potential, but they still have a long way to go to win over consumers.

The first chatbot (Eliza) was developed in 1966 by Joseph Weizenbaum for psychiatric patients. Since then, Chatbots have gained popularity in all the domains such as banking, e-commerce, healthcare, education, and smart homes [4]. A chatbot describes a computer system or the situation in which human is chatting with the robot (computer).

Chatbots may be regarded as mimic systems which imitate the conversations between two individuals. They employ different degrees of human-like appearance and behavior, such as facial expressions, compassion, humor, and tone of voice. Thus, chatbots are computer programs with a conversational user interface capable of emulating natural, conversational interpersonal exchange. Fueled by artificial intelligence (AI), chatbots are becoming a viable option for human-machine interaction.

Chatbots can be integrated into various messaging platforms, websites or mobile apps to interact with customers and prospects in real time. For example, healthcare chatbot can diagnose the disease and provide basic details about the disease before consulting a doctor. It is designed to reduce the healthcare costs and improve accessibility to medical knowledge. Healthcare chatbots depend on natural language processing (NLP) that helps users to submit their health problem [5]. Figure 1 illustrates a chatbot based on three key structures in AI.

There are essentially two types of chatbots: (1) Fixed chatbots: These are programs with fixed information and hence offer limited help; (2) AI-based: These chatbots thrive on dynamic learning and constantly update themselves using various customer interactions. An AI-based chatbot has three domains: databases, natural language processing (NLP), and machine learning (ML). Mostly chatbots are some kind of computer programs that use natural language processing (NLP) for interpreting the user input and generating the corresponding response. In other words, NLP helps users to submit their problem about the health. The aim of the system is to replicate a person's discussion. Chatbots interact with users using natural languages. Chatbot may ask a review of symptoms and relevant information such as past medical or surgical history. It provides response by use of an efficient Graphical User Interface (GUI). The GUI is an artificial creation invented to enable interactions between human and computers. The chatbot system helps users to freely submit their complaints and queries regarding health by voice since customer satisfaction is the major concern for developing this system [6,7].

One may also regard a chatbot as a software system that allows you to simulate real conversations

between devices and users by means of a conversational interface [8]. Chatbots use three types of conversation styles [9]: static, semi-automated, and fully-automated conversation dialogue. The static conversation style is rule-based and it is easy to build. Automated refers to the generative-based model, which uses deep learning models to build interaction. This is very complex and requires a lot of training data. The semi-automated automates some parts while the rest is handled by a human. Figure 2 shows some examples of what chatbots can do [10].

### CHATBOT MARKETING

The advent of natural language processing (NLP), machine learning (ML), and artificial intelligence (AI) has transformed chatbots, remaking how we interact with software, work, search, and process information. AI chatbots are software that simulate human-like conversations, engaging users through text and speech. They can handle tasks like customer service, booking reservations, providing recommendations, and assisting with sales. ChatGPT is the chatbot that started the AI race with its public release on November 30, 2022. GPT stands for "generative pre-trained transformer." It is designed to answer user questions, including simple queries for facts or complex instructions for generating content and communications.

Chatbot marketing encompasses a wide variety of use cases involving chatbots across the customer journey. It uses automated, AI-powered programs to engage customers 24/7 across websites, apps, and messaging platforms like Facebook Messenger, and WhatsApp. It acts as a virtual assistant to guide users, answer questions, qualify leads, and enhance the overall customer journey efficiently and at scale. It streamlines marketing by offering instant responses, collecting valuable data, nurturing prospects, reducing costs, and freeing up human teams for complex tasks. Chatbot marketing can maximize efficiency in your customer care strategy by increasing engagement and reducing friction in the customer care journey, from customer acquisition to retention. Chatbots are on-site guides for customers and can almost provide every support. As shown in Figure 3, a chatbot is designed to answer questions with proper answers [11].

Chatbot marketing is the use of AI chatbots to promote products, engage audiences, and drive sales across platforms like websites, social media, and messaging apps. It is a technique utilized by businesses to promote products and services with the use of chatbots. These computer software programs can interact with users by applying pre-set scenarios or implementing AI. The most important

differentiator is that a marketing chatbot performs specific marketing tasks. Figure 4 shows a representation of chatbot marketing [12], while Figure 5 presents 10 tips for developing chatbot marketing [13].

### APPLICATIONS OF CHATBOT MARKETING

Common use cases of chatbot marketing include customer assistance, data collection, lead generation, and personalized recommendations. Digital marketing managers, content strategists, and data analysts alike will find chatbot marketing useful. Today, businesses are already using chatbots in areas such as customer service and technical troubleshooting. Here are ways marketers and retailers can use chatbots [14-16]:

- *Marketing Automation:* Today, the world is leaning towards automation. The demand for instant engagement and customer satisfaction is everywhere. Bots and AI-driven automation are now available to help manage processes and, most importantly for marketers, lead generation. Marketing automation refers to the use of software to automate your marketing efforts across multiple channels such as websites, social media, email, and others. It uses software to automate repetitive marketing tasks like emails, social media, and ads, allowing businesses to deliver personalized experiences at scale, nurture leads, and improve efficiency by freeing up staff for strategic work. The software automatically manages repetitive tasks which improves efficiency and reduces the chances of human errors. Chatbot marketing automates customer interactions, improving engagement, lead generation, and overall user experience. Chatbots can quickly and easily manage routine tasks, from tracking or scheduling orders to reminding customers that they still have items in their shopping carts. Figure 6 illustrates marketing automation [17].
- *Personalization:* Personalization remains a top chatbot marketing trend, with bots crafting custom experiences to “humanize” digital interactions. Chatbots can use data from user interactions to provide personalized experiences and tailored marketing messages. Chatbots will leverage AI and machine learning to deliver truly personalized experiences, anticipating customer needs, and offering highly tailored recommendations. This personalization increases the likelihood of conversion and customer loyalty. Chatbots can captivate and retain user attention through interactive and personalized experiences. They use CRM data and AI to tailor conversations, recommendations, and offers.

Advancements like those seen in Google’s Gemini are expected to make interactions more human-like and personalized. Users will have greater control over chatbot voices, conversation styles, and integration with other tools.

- *Social Media Management:* Chatbots integrate with platforms like Facebook Messenger or Instagram to manage customer inquiries, provide automated responses, and ensure timely engagement. They help brands maintain consistent communication without manual intervention. Social media dominates communication – so why would not your chatbot live there? Chatbots drive marketing by capturing leads, qualifying prospects, promoting events, delivering personalized content, and engaging users on social media and websites. Integration with platforms like Facebook Messenger or Instagram allows your chatbot to engage with users directly where they spend the most time.
- *Event Promotion:* Chatbots simplify event promotion by answering FAQs, sharing registration links, and sending reminders. They ensure attendees have the information they need and increase participation through timely follow-ups.
- *Localized Marketing:* Chatbots can tailor marketing messages to specific regions or demographics by recognizing user location or language preferences. This allows businesses to deliver content, promotions, or recommendations that resonate with local audiences, enhancing relevance and engagement. Use chatbots to complement your offline efforts. For example, you might provide links in emails that open chatbot interactions.

### BENEFITS

Using chatbots for marketing offers several benefits that can help businesses streamline their operations, enhance customer engagement, and improve overall marketing efforts.

Key benefits of chatbots include 24/7 availability, cost efficiency, instant responses, and personalized customer interactions at scale. Chatbots can also proactively collect relevant insights through intelligent social listening. Social media chatbots can streamline social media interactions, improve customer engagement, and automate repetitive tasks. Other benefits of chatbot marketing include the following [1,15,18]:

- *Automation:* With rules-based, AI-enabled or hybrid chatbots, which combine rule-based and AI algorithms, you can automate many

interactions with customers and prospects to ensure there is no lag in response time. AI marketing bots can ask the awkward qualifying questions upfront, segmenting leads automatically. This saves sales teams from wasting time on people who have no intention of making a purchase.

- **24/7 Availability:** Marketing chatbots are marketers that are always on. Platforms can operate round the clock, ensuring that customers can access information or support at any time, even outside regular business hours. Chatbots can provide instant responses to customer inquiries, leading to faster query resolution and improved customer service. Chatbot provides instant support and engagement anytime, improving customer satisfaction.
- **Cost-efficiency:** Chatbots can handle repetitive and routine tasks, reducing the need for human agent intervention. This can lead to significant cost savings in marketing operations, as businesses can allocate human resources to more complex and strategic tasks. Chatbot handles numerous conversations simultaneously, reducing need for large support teams.
- **Scalability:** While one-to-one human interaction is invaluable, it does not scale. Chatbots can handle multiple conversations simultaneously, making them highly scalable. They can personalize these interactions based on user history, behavior, or demographics. As your customer base grows, chatbots can accommodate increased interactions without a proportional increase in costs or staff.
- **Improve Customer Retention:** Chatbots help drive customer retention by offering instant, personalized support that keeps users engaged. They respond to queries in real-time, send proactive follow-ups, and provide tailored product recommendations based on individual preferences. This fun, interactive experience helps customers make confident purchases and improves overall engagement by making shopping more immersive and enjoyable.
- **Omnichannel Capacity:** Marketing chatbots can be made available for live chat on websites, social media, mobile apps, SMS messaging, and more. Wherever the customer shops online, the chatbot is there to help.
- **Customer Support:** Chatbots are available for 24-hour automated support and are a great tool for customers to clearly and concisely access your FAQs. They are also available to customers

across the world in different locations and time zones. For example, if your US business also operates in India, a chatbot could stop you from having to double up your customer service teams or arrange double-shifts for your support teams.

- **Multilingual Support:** Chatbots provide responses in multiple languages, adapting to the user's preferred communication style. While human representatives might encounter translation issues when providing service (resulting in abandoned conversations), chatbots are multilingual. This means they can service a greater number of customers while speaking to them in their preferred language.

Figure 6 shows some benefits of chatbot marketing [13].

## CHALLENGES

In spite of their potential, chatbots face several challenges. No matter how useful chatbots are, they are not human. Giving your chatbot a real name and a stock profile photo of a person will only serve to confuse prospects. Chatbots can be distracting and downright intrusive if they appear too quickly or in the wrong places. Other challenges include the following [13]:

- **Consumer Skepticism:** Many consumers harbor negative perceptions of AI chatbots, particularly in customer service. Frustrations stem from lack of empathy, inability to understand complex issues, and difficulty reaching a human representative when needed.
- **Technical Challenges:** The high computational and power resources required to deploy advanced AI chatbots present a significant barrier. These limitations impact chatbot capabilities and speed, potentially hindering wider adoption.
- **Accuracy:** Ensuring unbiased and brand-safe responses is essential, but chatbots struggle with delivering accurate information and are prone to "hallucinate," making up false answers.
- **Ethical Concerns:** With the increasing sophistication of AI, ethical considerations surrounding data privacy, bias, and transparency will become paramount in chatbot development and deployment.

## CONCLUSION

The world of digital marketing is evolving at a breakneck pace, and businesses need to adapt quickly to stay competitive. There is no shortage of marketing techniques that promise to capture and retain the customer's attention. Marketing techniques are changing, and chatbots have taken over. Chatbot

marketing is a technique utilized by businesses to promote your business and services with the use of chatbots. It automates the marketing of your products, collects leads, and takes orders on a chosen messaging app or your website.

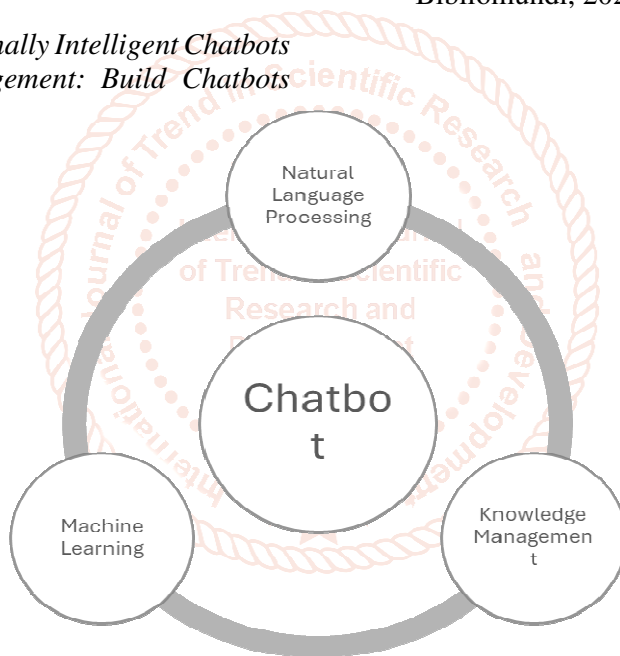
The rise of AI chatbots is set to change how consumers search for information online. Chatbot marketing is a marketing technique that employs computer programs to automate interactions with prospects and customers, either on your website or in your app, for the purpose of generating sales. It uses AI-powered conversational interfaces across digital platforms to engage customers, sell products, and provide information. While many chatbots operate on messaging platforms like Facebook Messenger or WhatsApp, the rise of generative AI has expanded their capabilities and improved interactions. With the right setup, a chatbot can power your marketing as well so you never miss a lead. When used strategically, chatbots can be a game-changer in marketing. They can help build stronger brand presence and trust.

Soon, chatbots will evolve into voice bots and have more human-like features. The updates in the future shall create self-learning bots with emotional intelligence too. Chatbot marketing is here to stay, providing businesses with scalable, AI-driven solutions for more efficient and personalized marketing. More information about chatbot marketing can be found in the books [20-25].

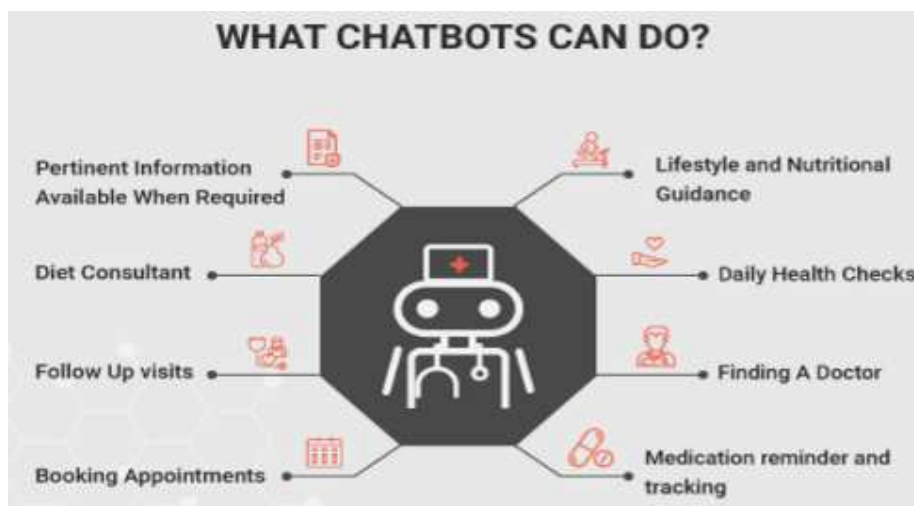
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**Figure 1 A chatbot based on three key structures in AI [5].**



**Figure 2 Typical examples of what chatbots can do [10].**



Figure 3 A chatbot is designed to answers questions with proper answers [11].



Figure 4 A representation of chatbot marketing [12].



Figure 5 10 tips for developing chatbot marketing [13].

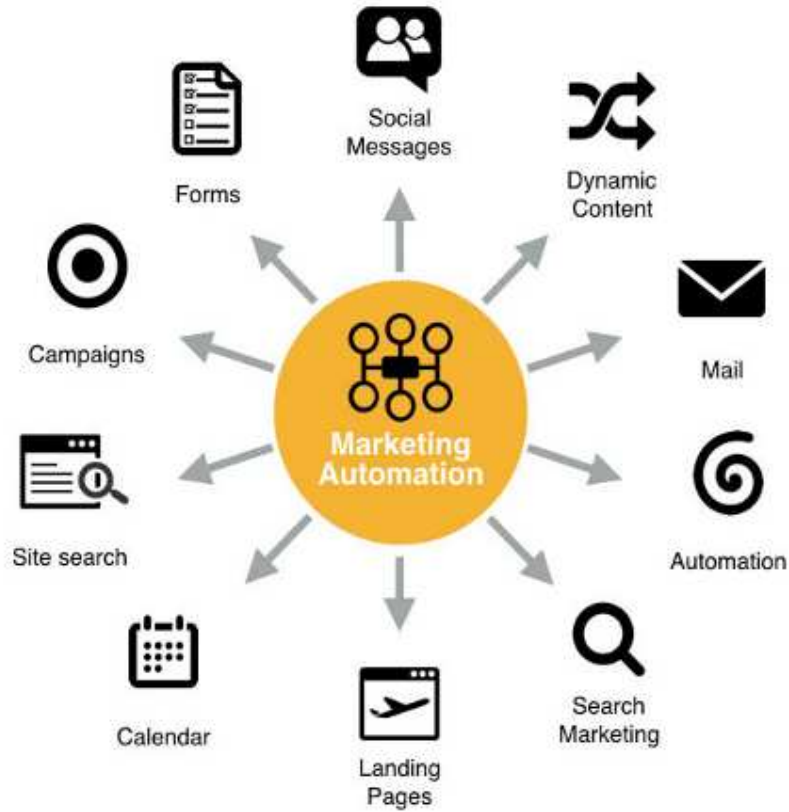


Figure 6 Marketing automation [17].



Figure 7 Some benefits of chatbot marketing [13].