

Leadbot campaigns for SaaS

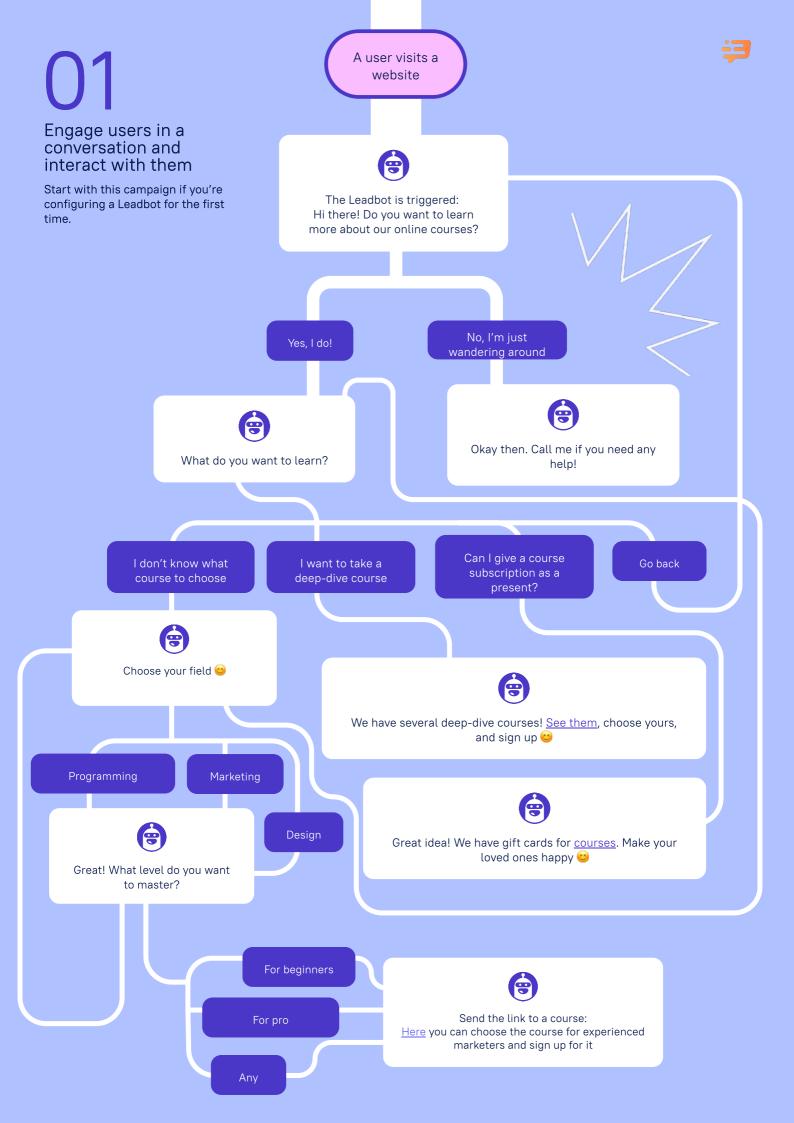
Here you will find 14 ready-made campaigns to configure a chatbot on your website or improve the existing one. These campaigns will help you to:

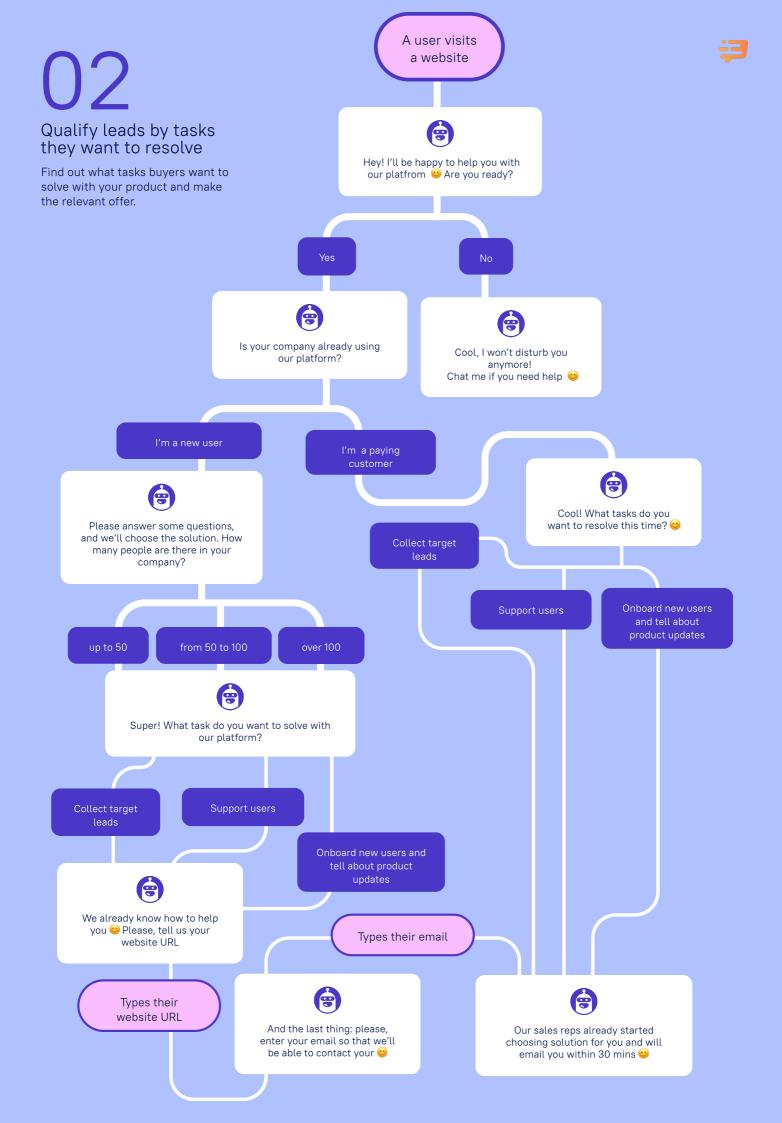
- collect leads 24/7;
- save your time and spend it only on target leads;
- make users perform the target action.



Adjust these campaigns for your website or a product, launch campaigns, test and improve product metrics.









leads

they need.

If possible, segment your audience to give the information



The Leadbot is triggered: Hi there! I have free templates and life

hacks for different industries. Which would you like to get? I'm just wandering For a PR specialist For a marketer For a copywriter around Leave your email, and we'll send them to you 😊 Ok then. You can download our playbooks here if you need them Types their email Send them the playbook

A user visits the website and scrolls the main landing page Qualify leads on your main landing page Don't make users browse your website. Send them links to interesting pages instead. The Leadbot is triggered: Hi there! I'm a helper bot. I can help you save time and pick a course quickly. What's your field? Marketing Programming Design This is our new course and there are How experienced The agent is already coming to available seats for just \$50. Can I help you are you? tell you more about the course sign up? I need to think about I want to learn more I'm only a I've been working as a beginner marketer for over a year I'm a CMO Hurry up before all seats are You can read more about the course gone! You can read more about and sign up for it here :) the course <u>here</u>. Text me if you need any help Go back Cool! Please, leave your email, and we'll send you personal set of courses 😊 😊

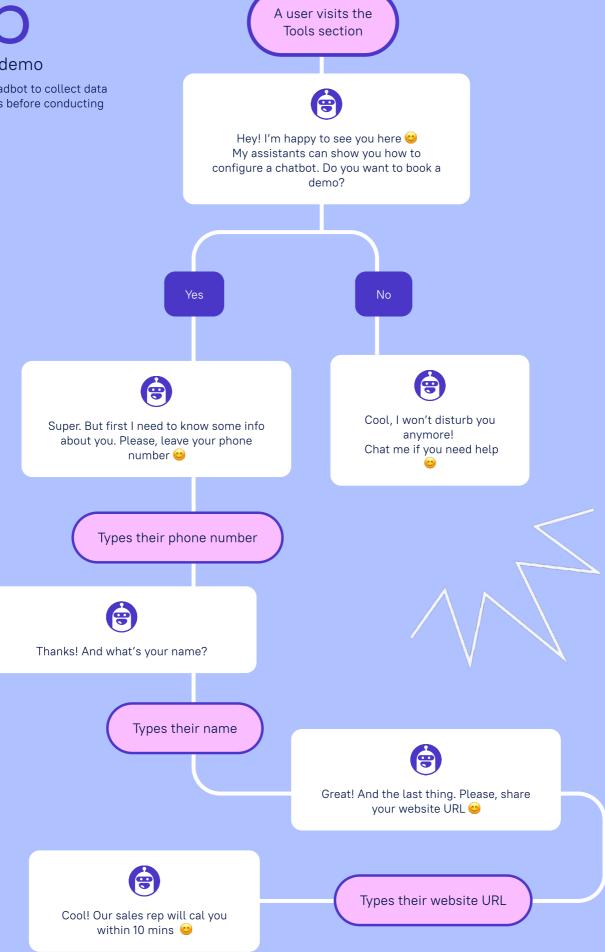
I've emailed you 😊 Write me if you have some questions

Types their email



Book a demo

Use the Leadbot to collect data about users before conducting a demo



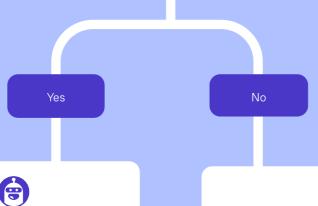


Collect leads in a blog Collect contacts and nurture users with interesting emails.

A user visits the Blog page



The Leadbot is triggered:
Hi there! Do you want to get the latest news weekly and be the first to know about our new webinars?



Share your email, and we'll send you the first email with our latest materials

Enjoy reading! Call me if you need anything!

Types their email



Check your inbox, the email's already in!



Convert them to using a new feature

Users don't always see platform updates. Tell them about your new features and encourage them to use your updates.

A user visits a website



The Leadbot is triggered: Hi there! We've added a PayPal integration. Now it's much easier for your users to pay for their plans $\ensuremath{\mathbox{\ensuremath{\mathbox{\ensuremath{\mathbox{\ensuremath{\mathbox{\m}\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\mathbox{\m$

Great, I want to check it out

I want to learn more

I'm not interested



Go to our <u>blog</u> or the <u>Knowledge Base</u> to learn all about the integration and how to enable it



Wow, you're so brave, I love it! You can enable the integration here



Go back

A user visits Help choose a plan a Plans page Users may need your help when choosing a plan. Find out their challenges and fit them with a suitable solution. The Leadbot is triggered: Our customers start making 1,5x more money on their hobbies in just a month. Do you want to share that success? The Leadbot is triggered: OR We can help you pick the best plan! I want to start I want to I'm not interested learn more right now I'm just wandering around Awesome, let's We like your Where can we determination! First, I'd like to know more Ok then. Call me if email our Sign up here about you. Please share your you need anything materials? email 🤓 Go back Types their Types their email email Thank you! What is the name of your company? Sending an encouraging email: Check your inbox for a success story Types their from us! company name Cool! And one last thing. Tell me, please, what problems you want to You're the first to stay resolve? neutral. Let us tell how we can help you then Storing customer data in Arranging employee **Project** workflow management one place Ok, tell me I'm just wandering around Go back Thank you! My assistant already picked a solution for you. I'm Assigning this chat to

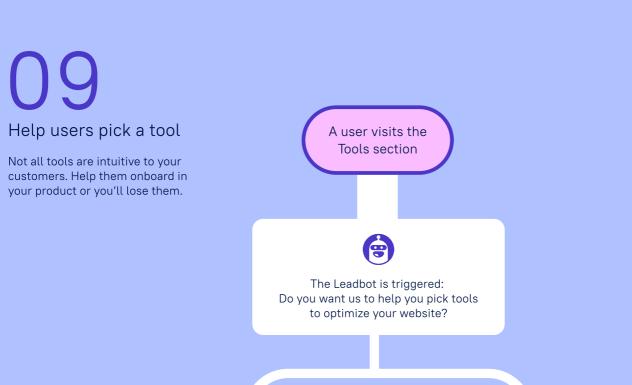
an agent:

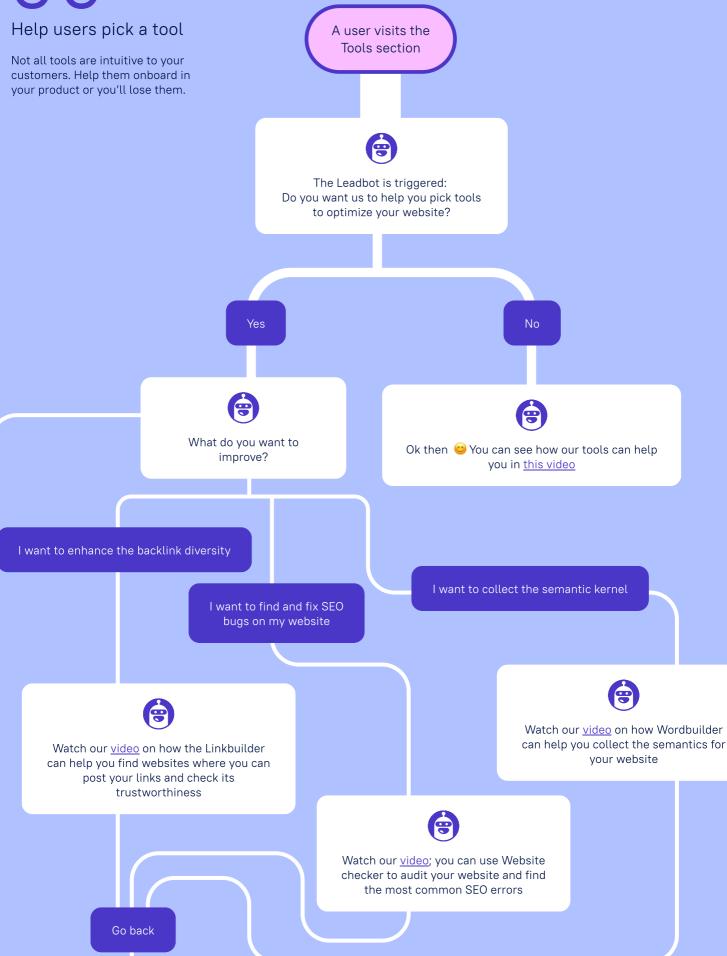
My assistant is already joining!

assigning this chat to an agent

Ok then. Call me if you

need anything 😊



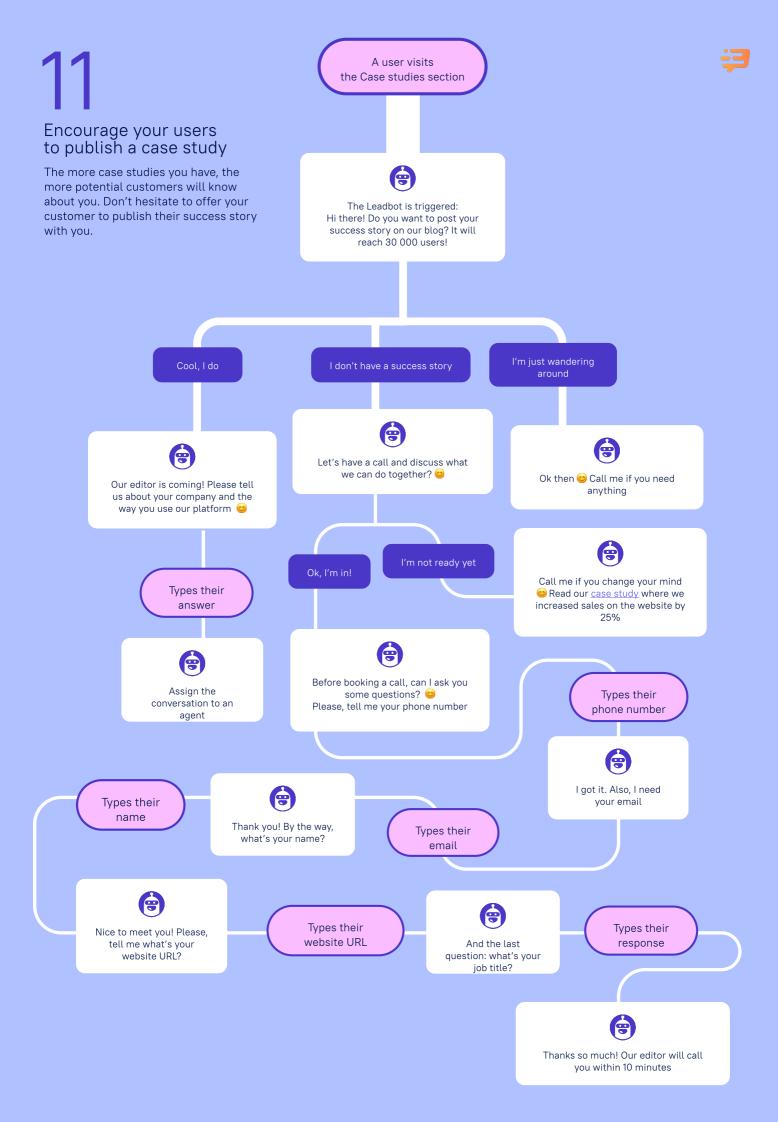




Support and

platform features and help

A user visits an Analytics page in their account persuade to sign up Adjust users' tasks to your users deal with your platfrom. The Leadbot is triggered: Hi there! I can help you master your ads' analytics 😊 Great, come on I'm just wandering around What do you want to master? 😊 Call me if you have questions 😊 See our success story where we increased the ads ROI by 350% How to calculate the conversion rate to a lead How to calculate profits I want to talk to an agent Assigning this chat to an agent: My assistant is already joining! You can easily master it with this article from our knowledge base 😊 Go back We've recently posted a detailed article about it 😊



A user visits their Account when the trial Convert users to making payments and collect feedback from trial users Help your user decide on the plan purchase or find out why they are willing to leave. OR The Leadbot is triggered: The Leadbot is triggered: Do you like the platform? Your trial is expiring. Do you want to pick a paid plan? Yes It's great, I don't quite I don't like it I love it understand You can pick your Please tell us what went plan <u>here</u> and enable wrong. We'll do our best to it in two clicks Please tell us what went Let us help you help you and fix bugs in wrong. We'll do anything pick a plan! the platform. Types their response ••• I'm here to help you 😊 Assign the conversation to an agent What do you find difficult? I don't have time I can't pick enough data for to try all the tools a plan Ok, sure making a decision ready yet Please leave your phone number, Assigning this chat to Lucky you are! We have a and our sales reps will help you to special offer and can give you an agent: pick a plan 😊 My assistant is here more trial days. Click here to and ready to help 😊 learn more 😅 Types their phone number Assigning this chat to an agent: In this article we've collected the best tips You don't know how cool they are! that will help you to measure the tools' My assistant is ready to tell you performance 😊 everything about them Thanks! Our sales rep will call you within 10 minutes

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#3

Convert users to making payments and collect feedback after the trial

Care for your customer after the trial so they don't leave you. Offer bonuses for picking a plan so it's easier for them to decide.

A user visits your website after their trial expired



The Leadbot is triggered:
Your trial expired. Shall we keep studying together?

Sure



Great! Which format do you prefer?

I'm not ready yet



Please tell us what went wrong

Individual classes

Group classes



Perfect! You're so close to being a professional singer! Pay for your plan here and you can take your next class tomorrow

Everything's okay, I'll take classes later

Online classes are hard for me

It's expensive for me



Great, looking forward to welcoming you again 😊



Send a reminder email and encourage a user to pay for a plan

Other



Please tell us what went wrong

Types their response

Assign the conversation to an agent



Please tell us what you find most difficult. We may be able to adjust the course for you



We've recently added more programs! Take a look, you'll find the one that suits you (a)

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#3

Collect feedback on your product features

If a user enabled a feature but doesn't use it, find out why. Maybe this feature needs some development.

A user visits your website; they recently enabled the "Individual class" module



The Leadbot is triggered:
Hi there! You enabled Independent classes but never took them. Could you please tell us why? 😊

I don't have time



Be sure to try them in the future! If something remains unclear, go to our Knowledge base for this article on using the module 😊

It's inconvenient for me



Please tell us why this format is inconvenient for you. We want our platform to be useful for you!

Other



Please tell me what went wrong

Types their response



Assign the conversation to an agent



15 Find beta-testers to test new feature

Tell your users about the update and offer to test it

A user visits an Analytisc page



Hi! Recently we've released an update in the Conversations section. Now you can tag converstions and easily sort them.

We need to understand whether this feature is convenient for users. Do you want to test this?

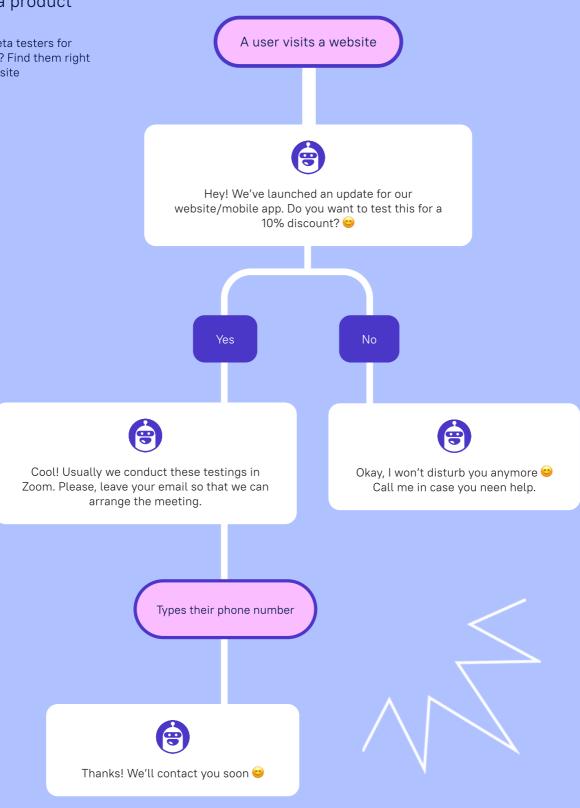




Thank you! We'll call you within 10 minutes 😊

Testing a product update

Can't find beta testers for your update? Find them right on your website





Dashly helps you solve two major tasks of an online business:

- selling more with the same traffic;
- · optimizing customer support.

Tools to skyrocket your sales



Personalized live chat with audio and video calls



Chatbot for generating and qualifying leads



Behavior based pop-ups



Website visitors data tracking



Triggered email campaigns for customer retention

Tools for customer support optimization



Personalized live chat with audio and video calls



Conversation channels for the distribution between agents



Knowledge base for customer selfservice and accelerating agents' work



Email, messengers, and socials merged together not to lose a single customer



User base with all data on customers in one platform

Launch the choosen chatbot scenario in Dashly. 7-days free

Test it yourself

Book a demo

