



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.



User actions



Bot actions and replies



Buttons



Campaign path



Chatbot

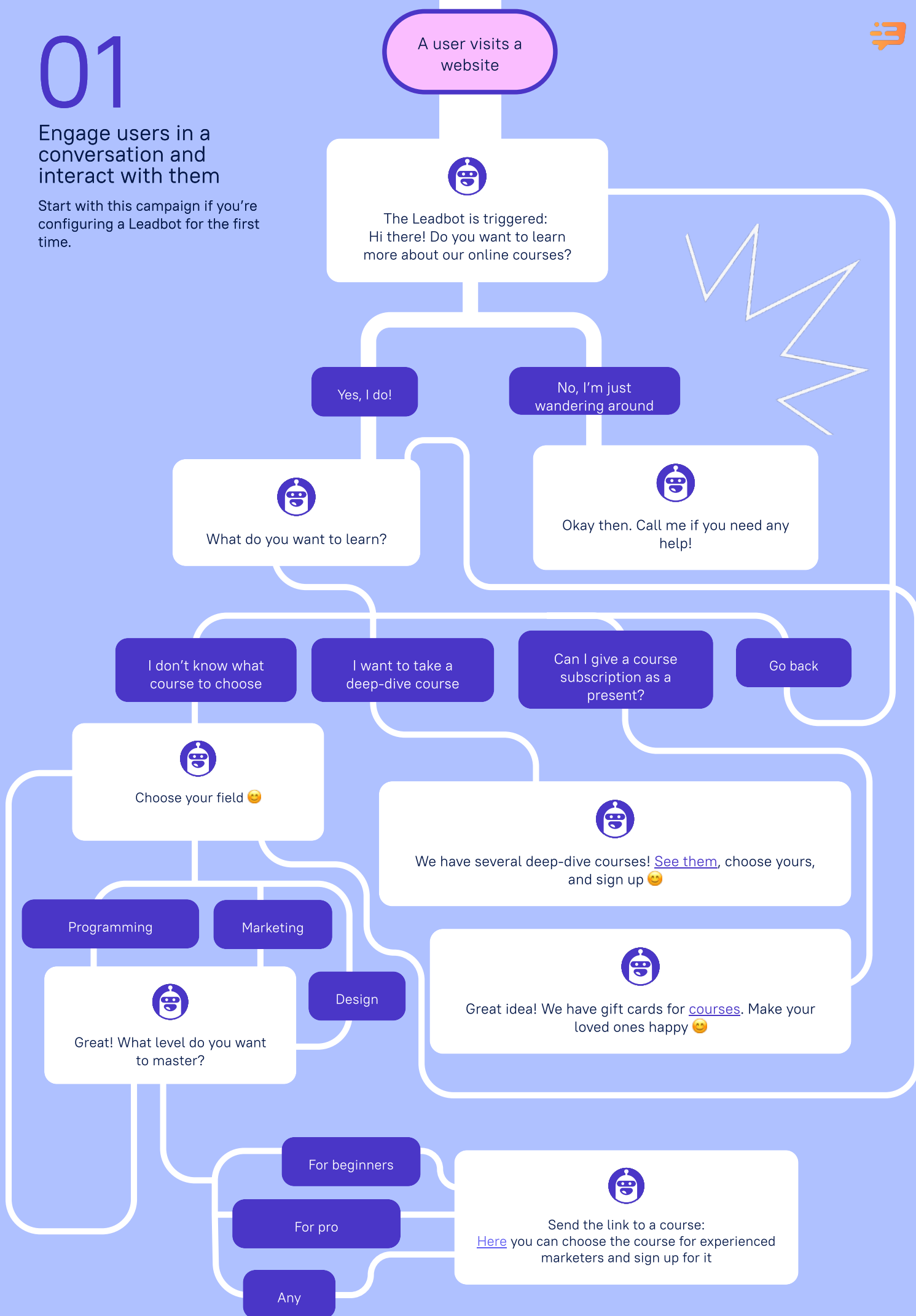


Email

01

Engage users in a conversation and interact with them

Start with this campaign if you're configuring a Leadbot for the first time.



02

Qualify leads by tasks they want to resolve

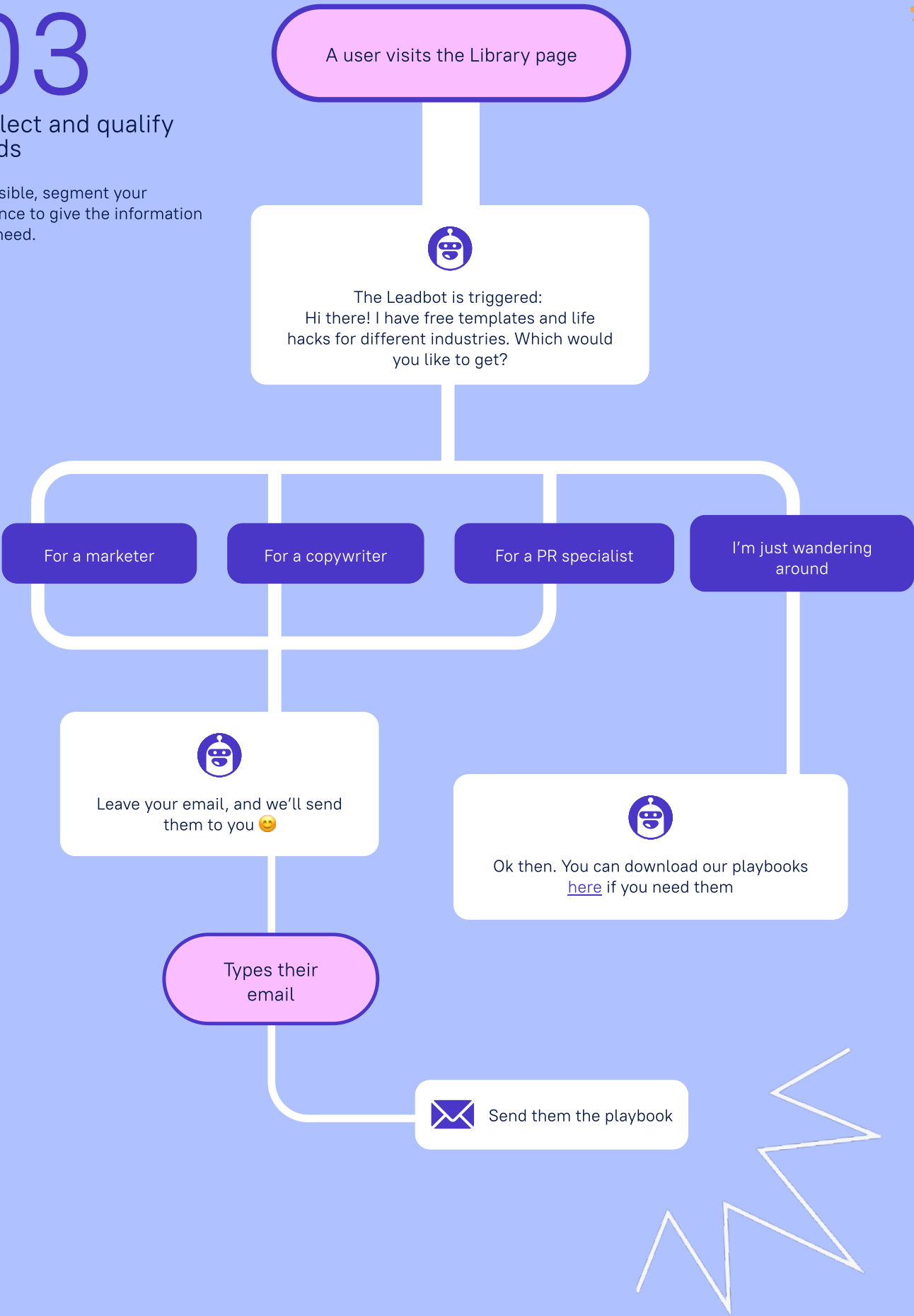
Find out what tasks buyers want to solve with your product and make the relevant offer.



03

Collect and qualify leads

If possible, segment your audience to give the information they need.



04

Qualify leads on your main landing page

Don't make users browse your website. Send them links to interesting pages instead.



A user visits the website and scrolls the main landing page



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



How experienced are you?



The agent is already coming to tell you more about the course



This is our new course and there are available seats for just \$50. Can I help you sign up?

I'm only a beginner

I've been working as a marketer for over a year

I need to think about it

I want to learn more

I'm a CMO



You can read more about the course and sign up for it [here](#) :)



Hurry up before all seats are gone! You can read more about the course [here](#). Text me if you need any help



Cool! Please, leave your email, and we'll send you personal set of courses 😊😊

Go back

Types their email

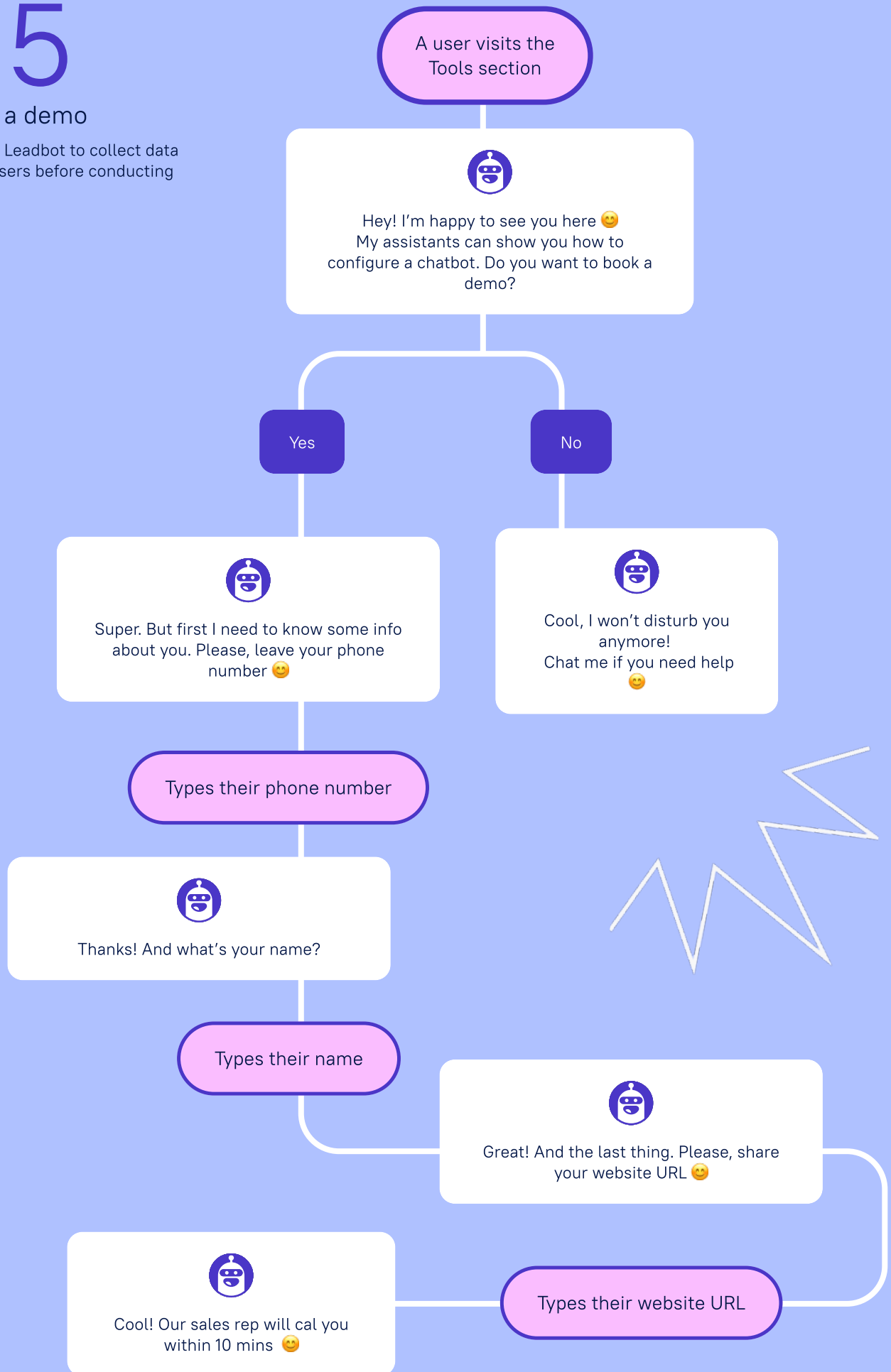


I've emailed you 😊 Write me if you have some questions

05

Book a demo

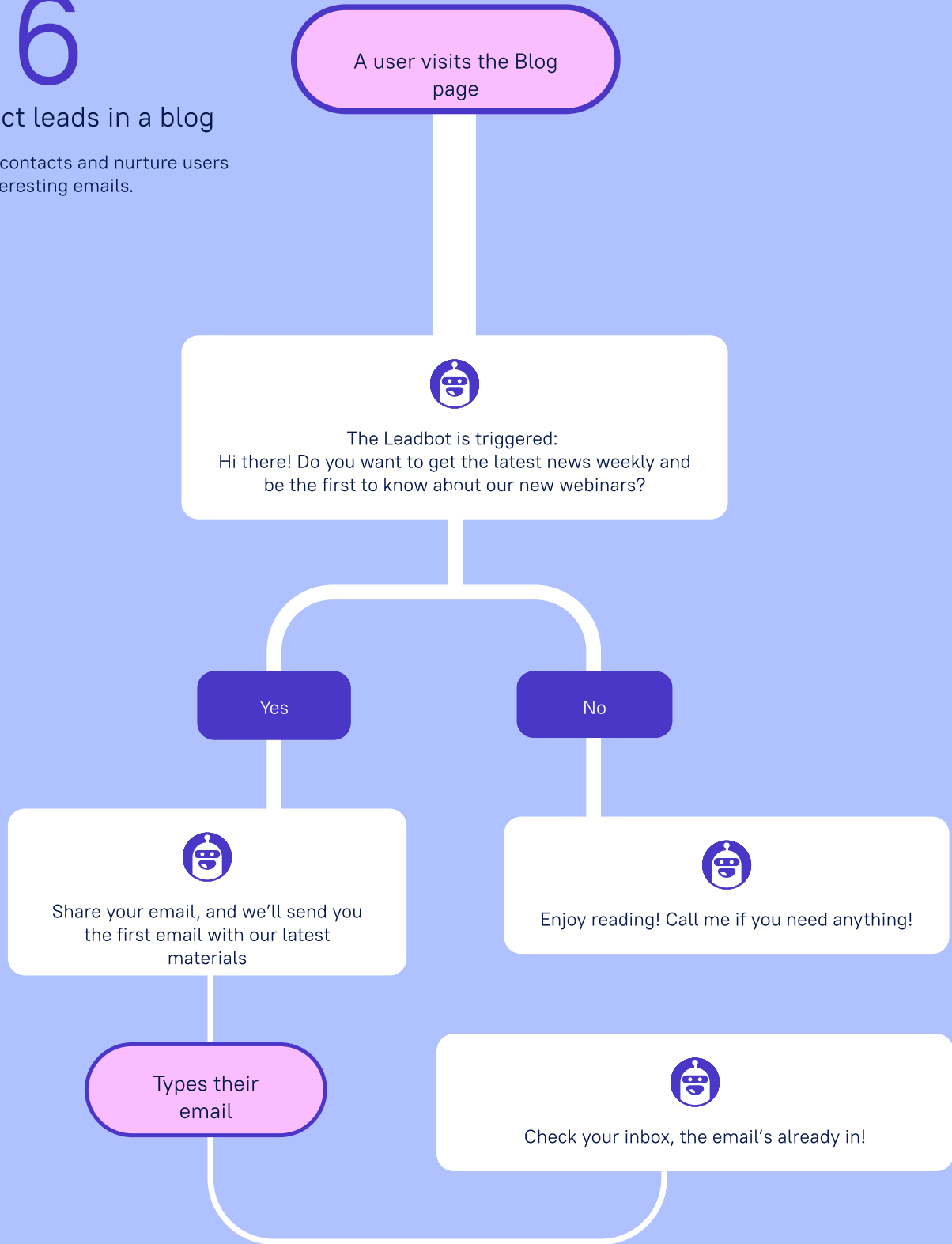
Use the Leadbot to collect data about users before conducting a demo



06

Collect leads in a blog

Collect contacts and nurture users with interesting emails.



07

Convert them to using a new feature

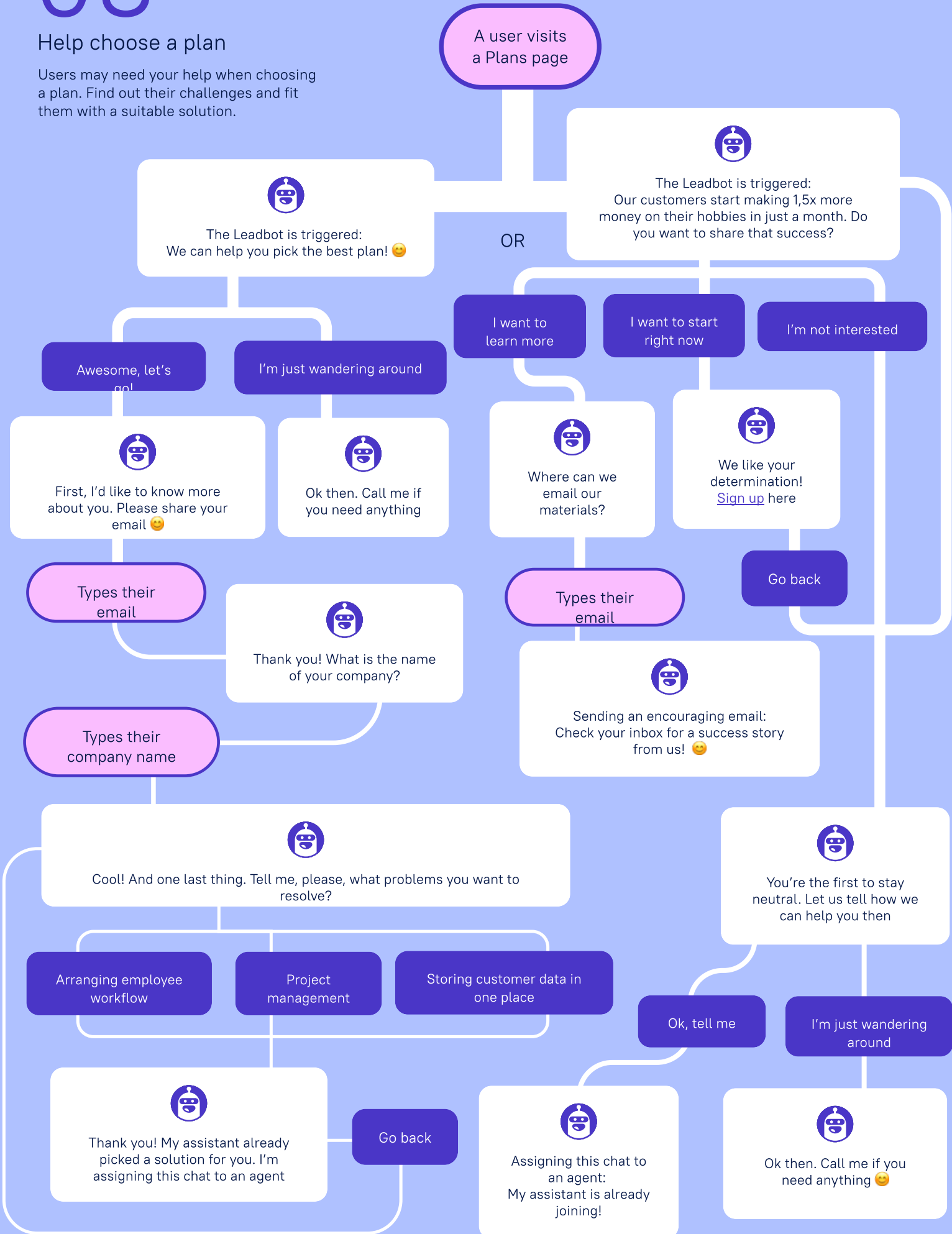
Users don't always see platform updates. Tell them about your new features and encourage them to use your updates.



08

Help choose a plan

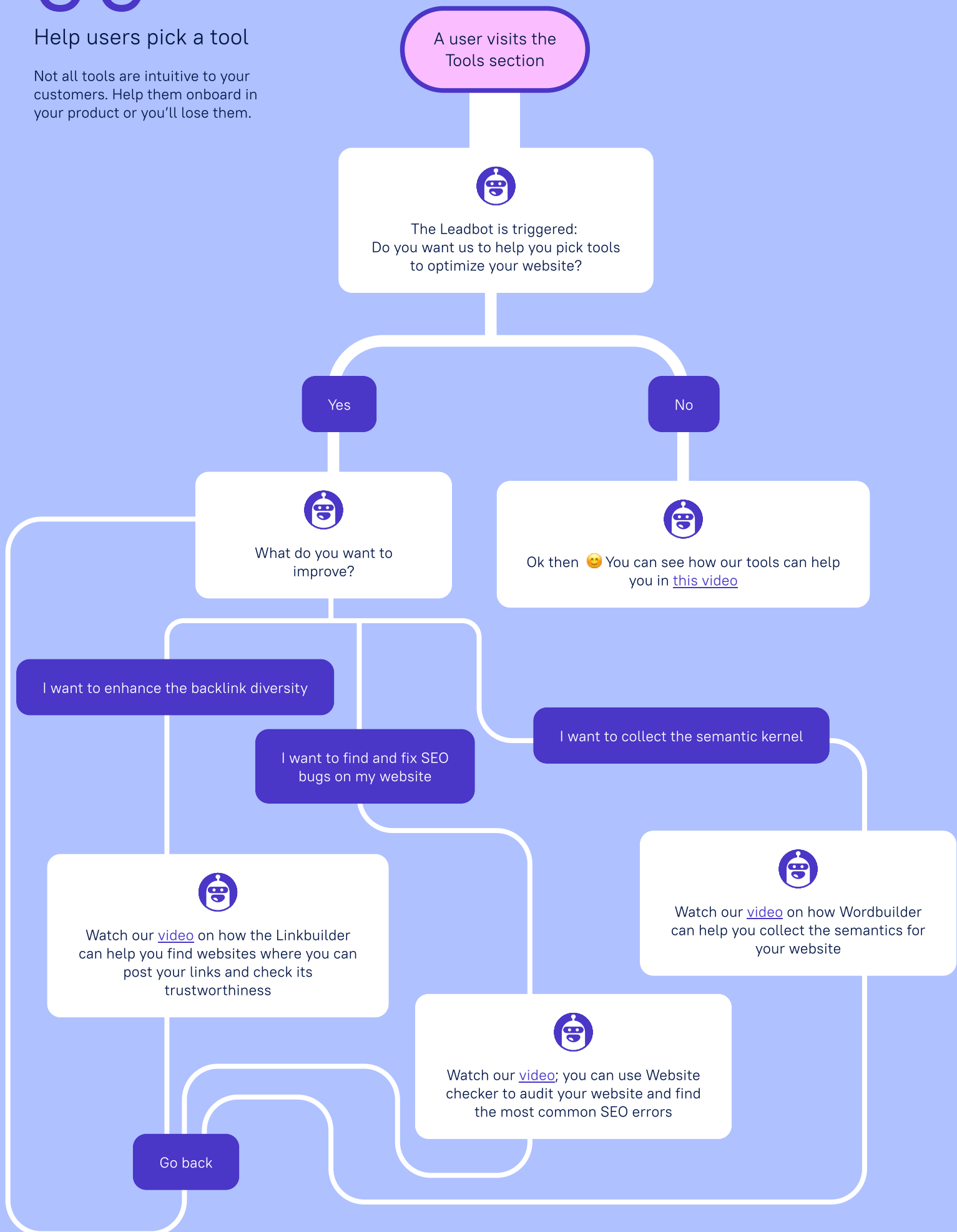
Users may need your help when choosing a plan. Find out their challenges and fit them with a suitable solution.



09

Help users pick a tool

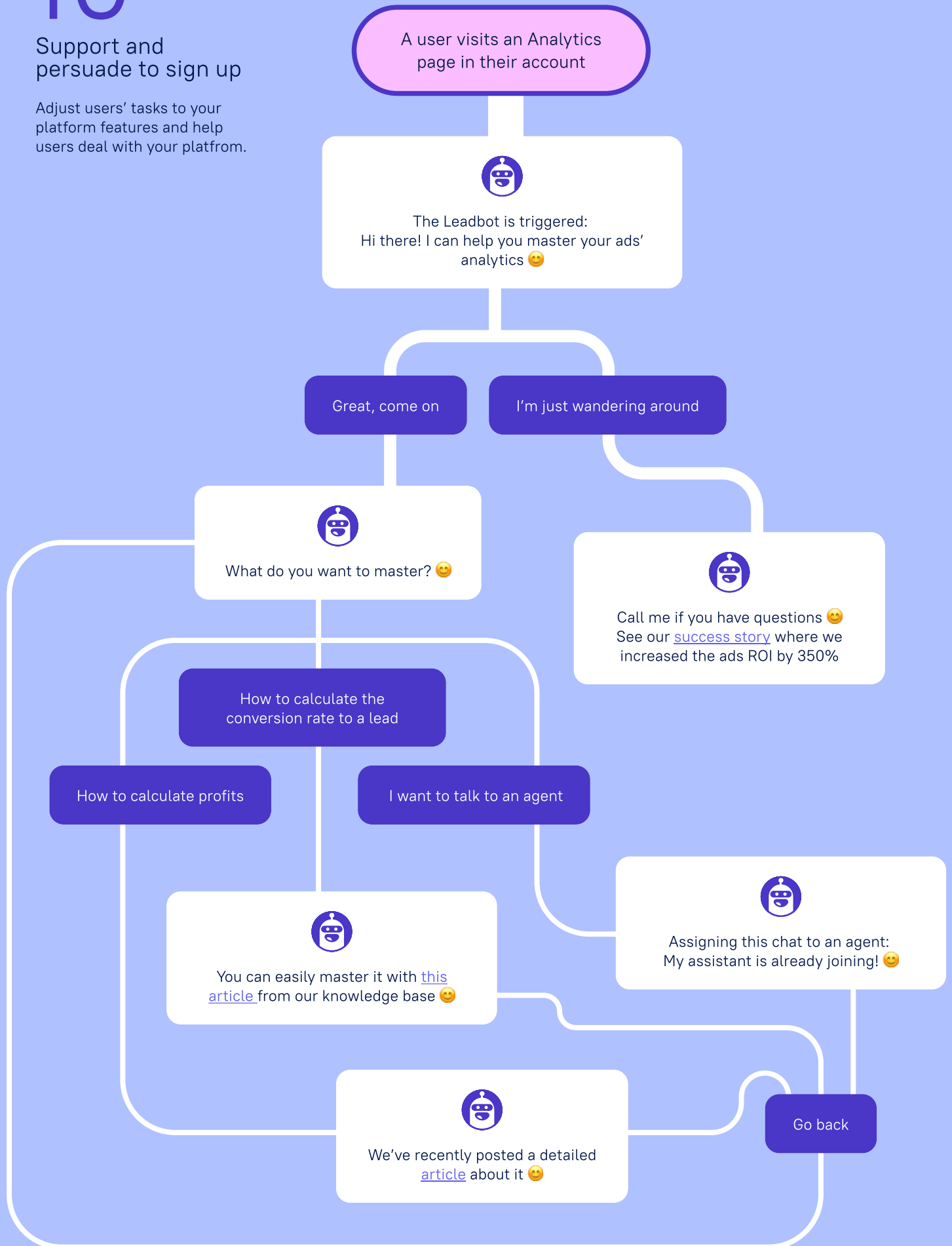
Not all tools are intuitive to your customers. Help them onboard in your product or you'll lose them.



10

Support and persuade to sign up

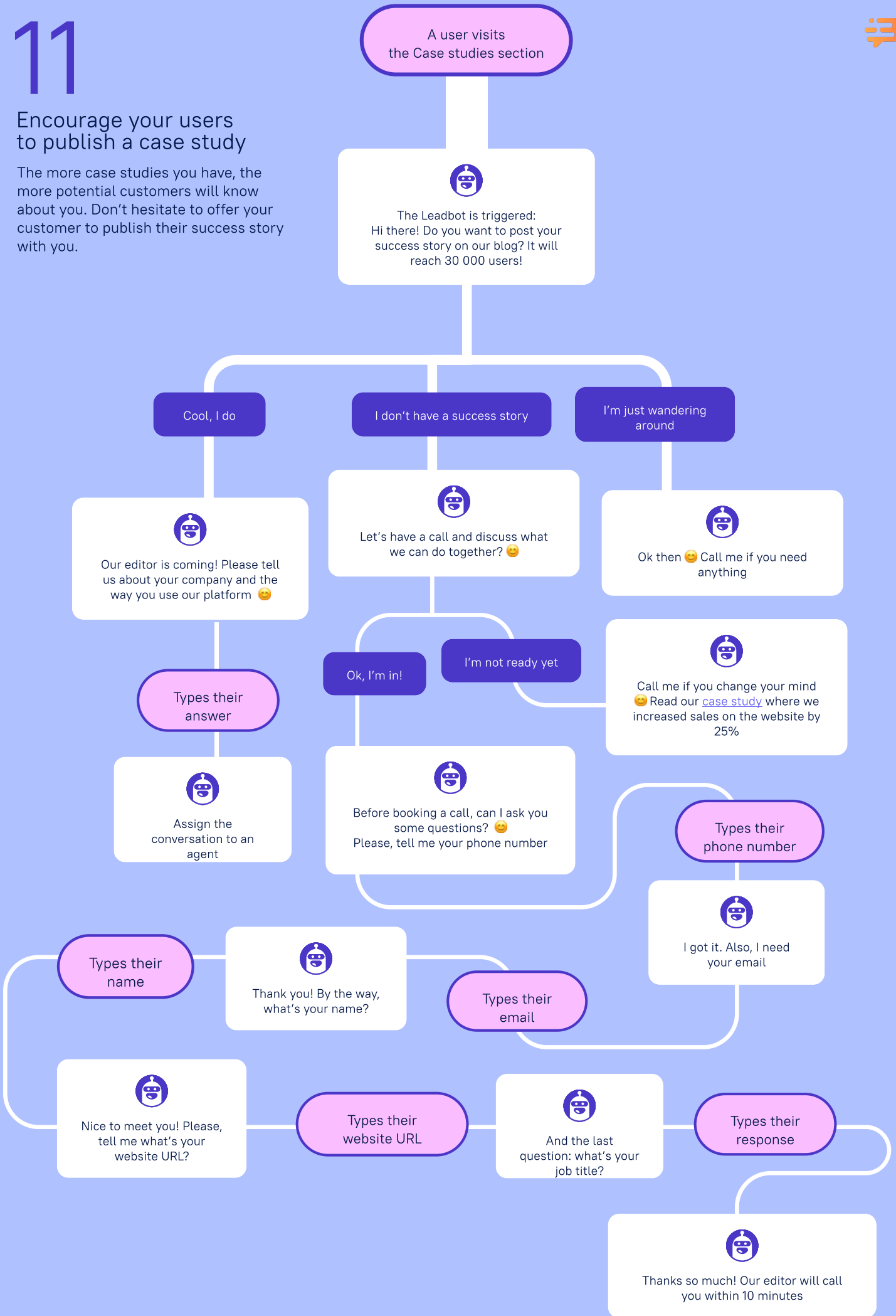
Adjust users' tasks to your platform features and help users deal with your platform.



11

Encourage your users to publish a case study

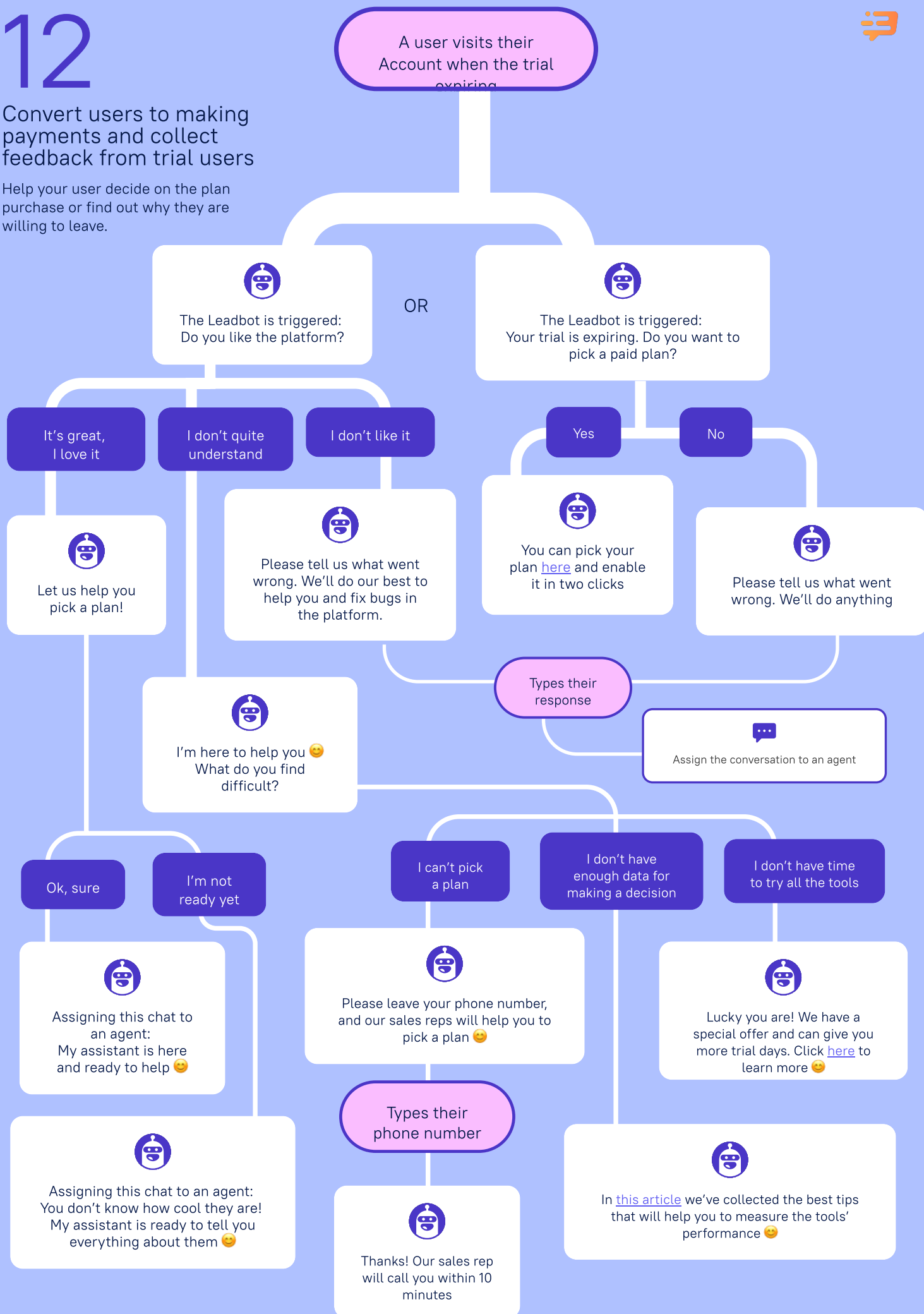
The more case studies you have, the more potential customers will know about you. Don't hesitate to offer your customer to publish their success story with you.



12

Convert users to making payments and collect feedback from trial users

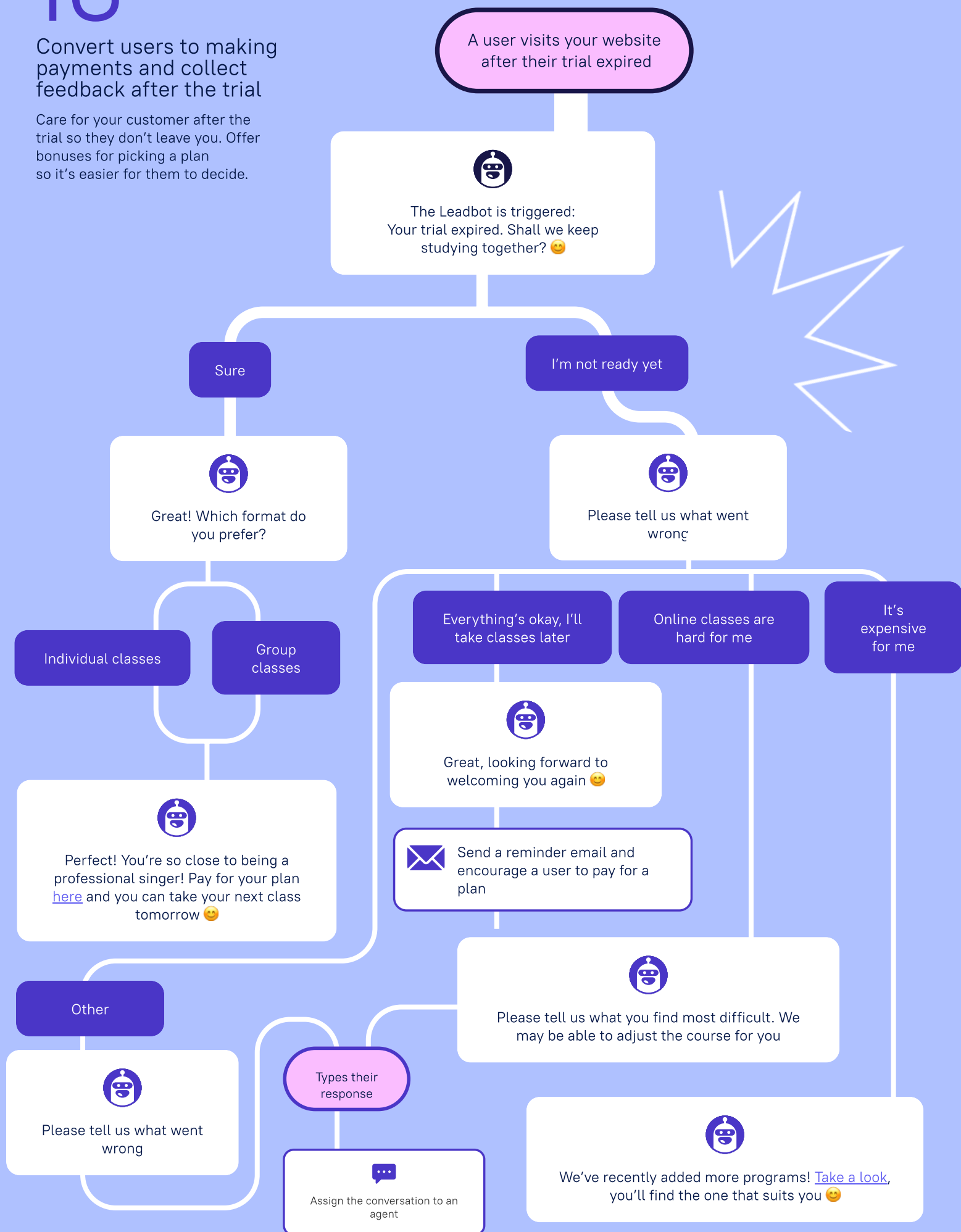
Help your user decide on the plan purchase or find out why they are willing to leave.



13

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.

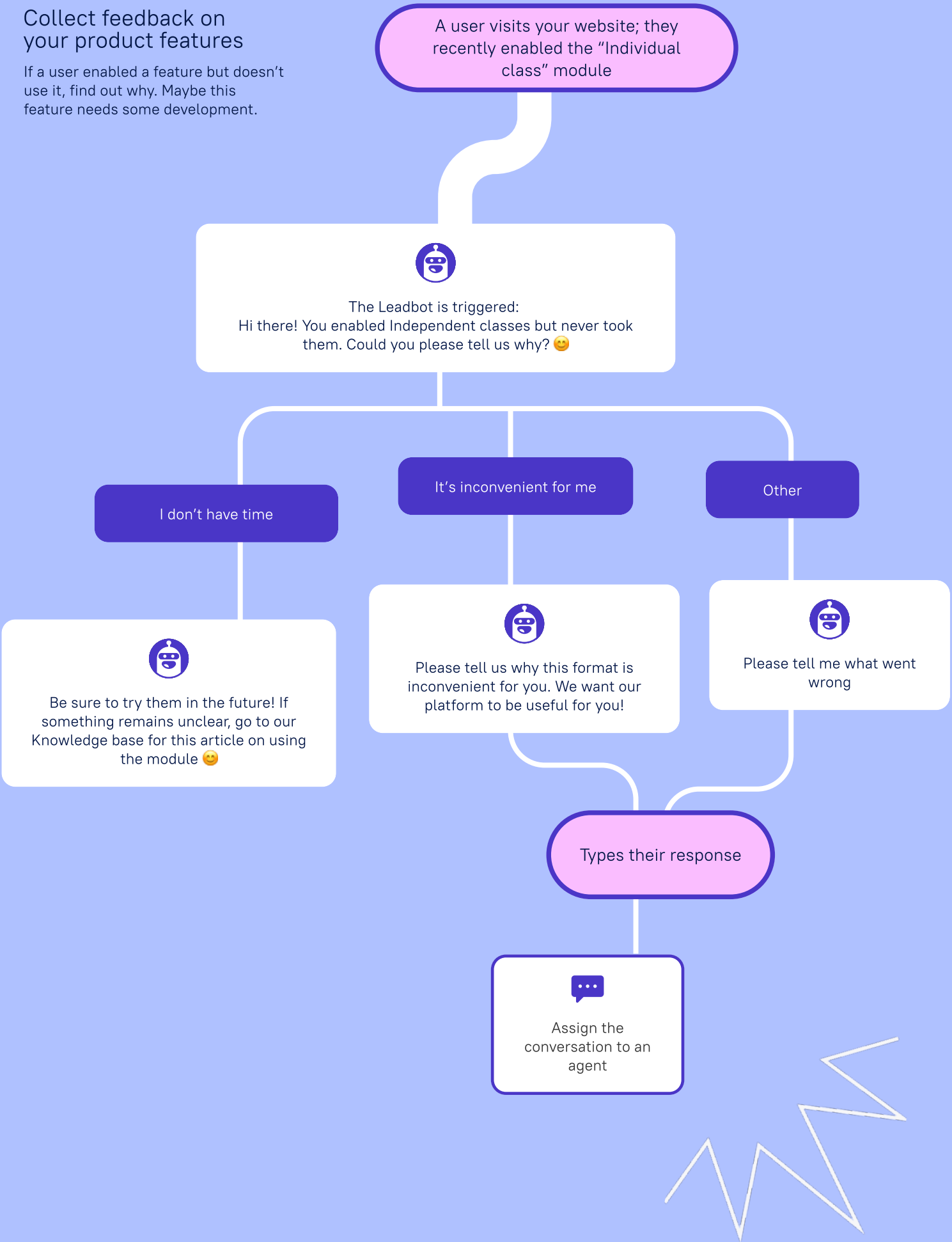


14



Collect feedback on your product features

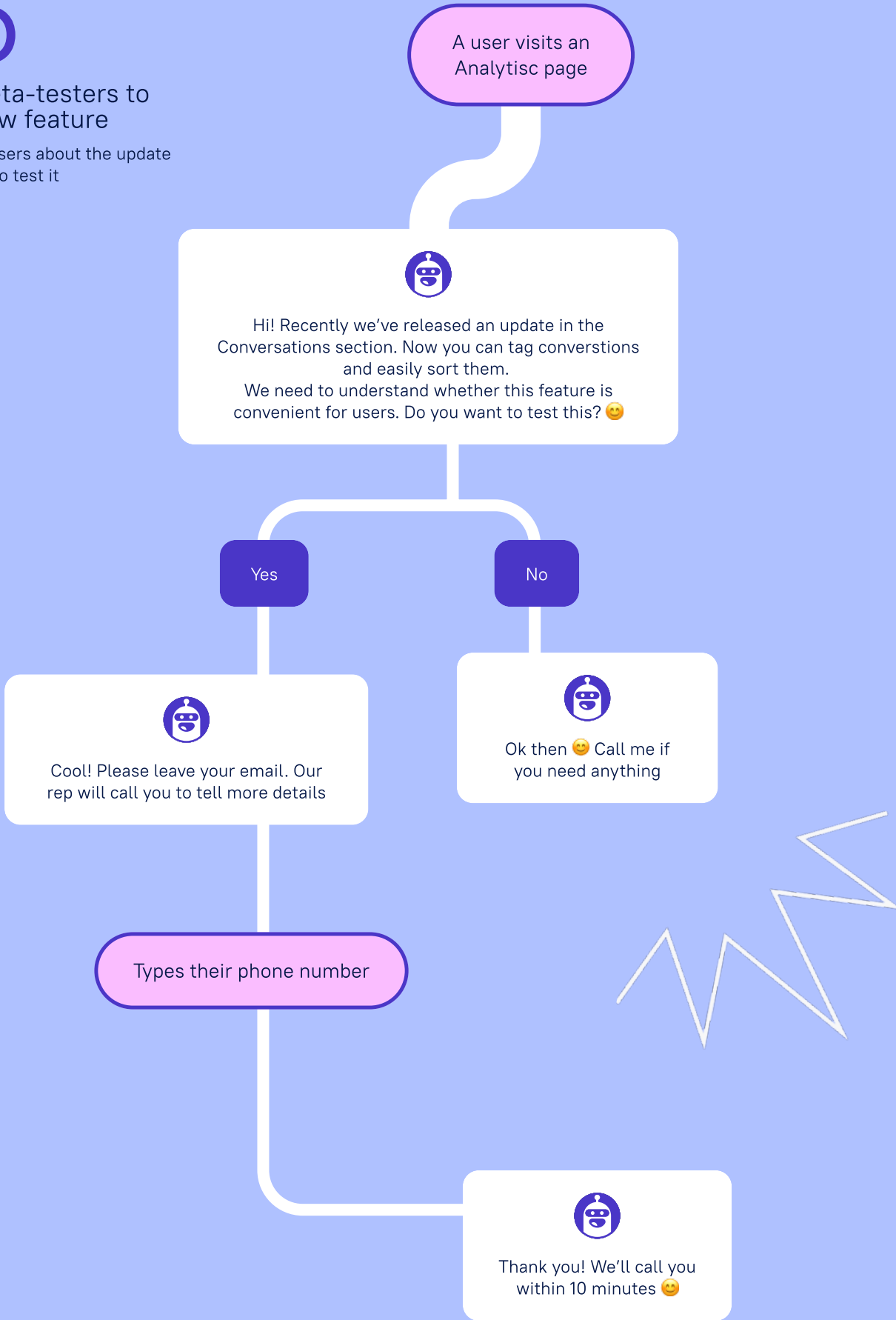
If a user enabled a feature but doesn't use it, find out why. Maybe this feature needs some development.



15

Find beta-testers to test new feature

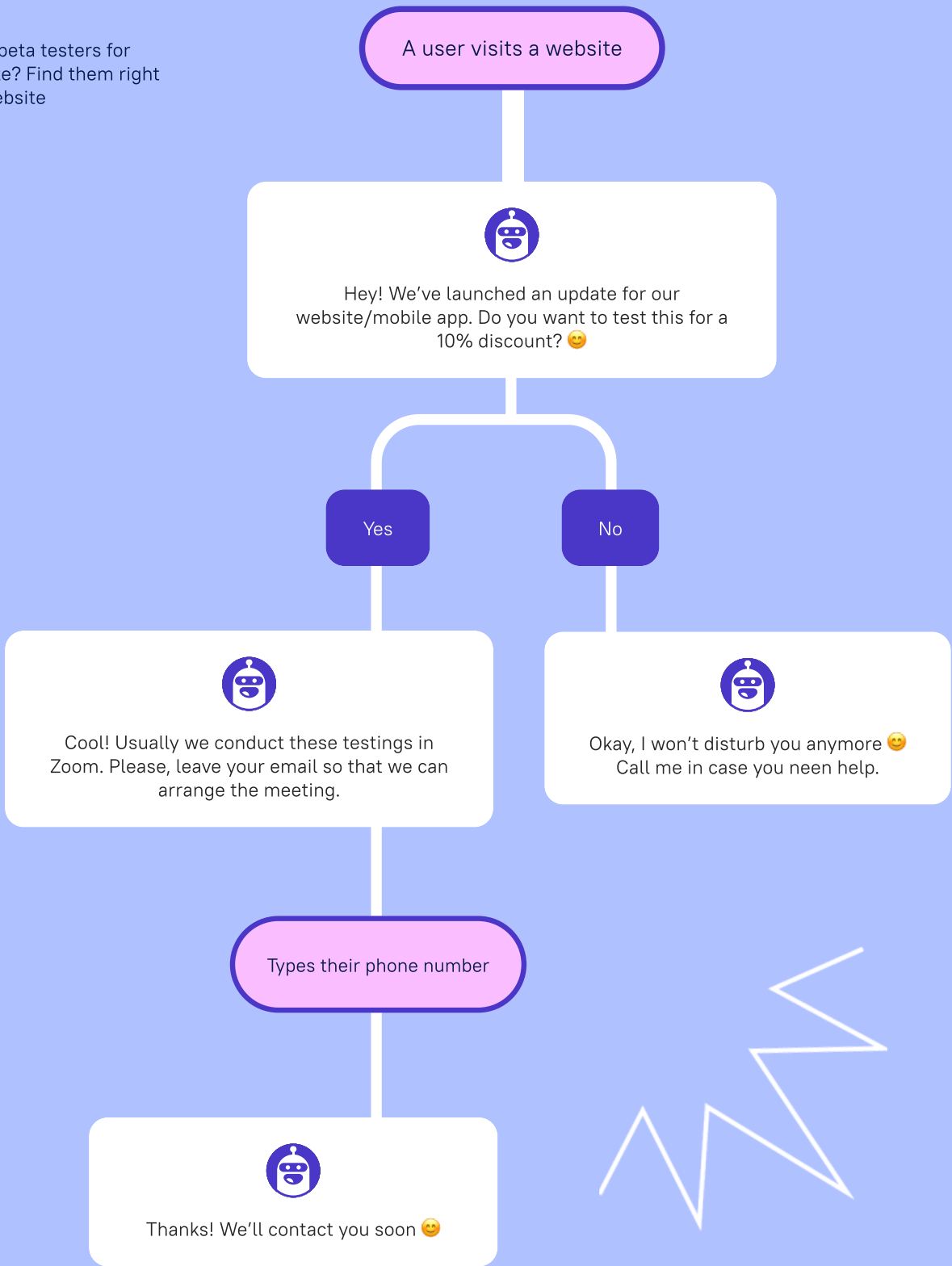
Tell your users about the update and offer to test it



16

Testing a product update

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





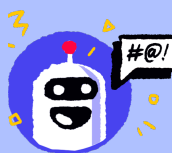
Dashly helps you solve two major tasks of an online business:

- 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 self-service 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 chosen chatbot scenario in Dashly. 7-days free

[Test it yourself](#)

[Book a demo](#)

