

CHATBOTS



Using Bots for Improved User Experience
(And other fun stuff)

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Yeeboo Digital

Hello I'm Erik

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- CEO / Yeeboo Digital  (Yee-boo)
- 15 Year Digital Fundraiser & Web Developer
- Canadian / Based outside Toronto ()
- Not a Chat bot



YEEBOO DIGITAL

TECHNOLOGY | CONTENT | MARKETING | STRATEGY

Full Service Digital Fundraising Agency for NonProfits and Charities

We Create Technology & Data Driven Nonprofits

Technology Projects | Digital Fundraising | Virtual Digital Coordinator

Obligatory Definition Slide

Dictionary

Search for a word



chat·bot

/ˈCHAt,bät/

noun

a computer program designed to simulate conversation with human users, especially over the Internet.

"chatbots often treat conversations like they're a game of tennis: talk, reply, talk, reply"



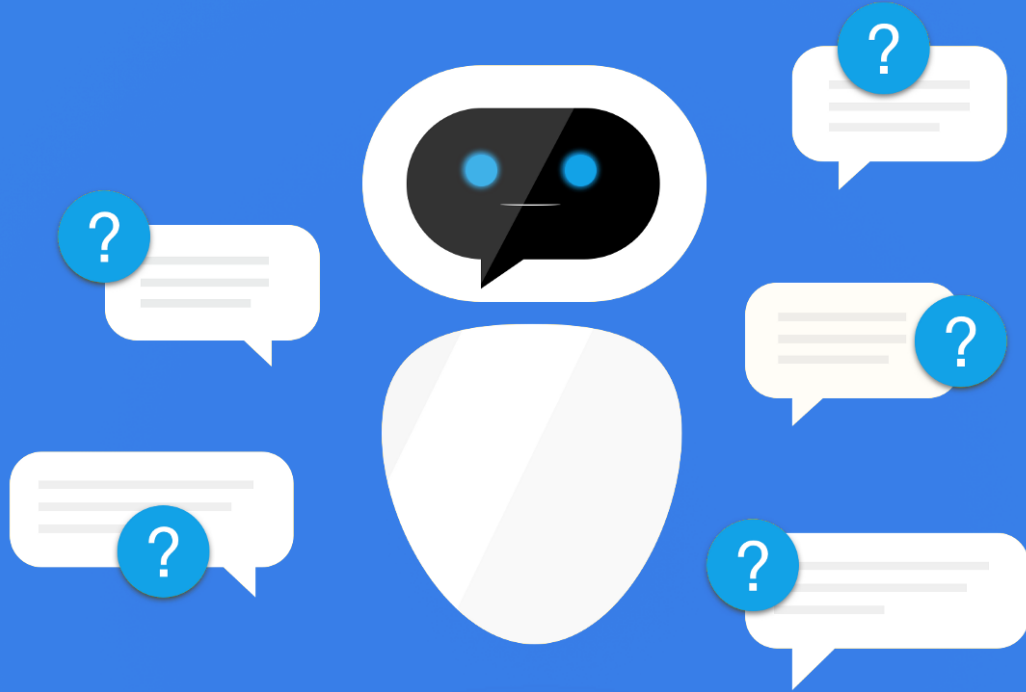
Translations, word origin and more definitions

Interest In Chatbots Continues To Grow



Let's Make This More Interesting..

Why talk about Chatbots
when we can talk with one?



Activate The Bot!

Nonprofit Chatbot Applications

- Website Valet
- Event Website Support (P2P)
- Story Telling
- Ad Lead Generation
- Messenger Outreach (what?!?)

Website Valet

- Opportunity to Answer constituent questions directly
- Opportunity to help “guide” the conversation
- Opportunity to help further educate the visitor
- Chance to share compelling stories

Website Valet



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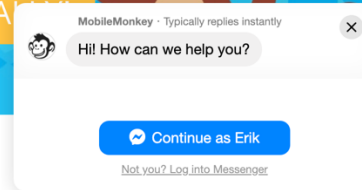
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That's powerful stuff. Don't let it go to your head.

GET MOBILEMONKEY FREE — YEAH, REALLY



NEIL PATEL'S FAVORITE FACEBOOK
MESSENGER MARKETING TOOL



Event Website (P2P)

- Chance to solve the giant FAQs problem
- Tools for providing specific & pertinent information about event locations, details, logistics etc.
- Tools to provide registration support
 - Data collection tools

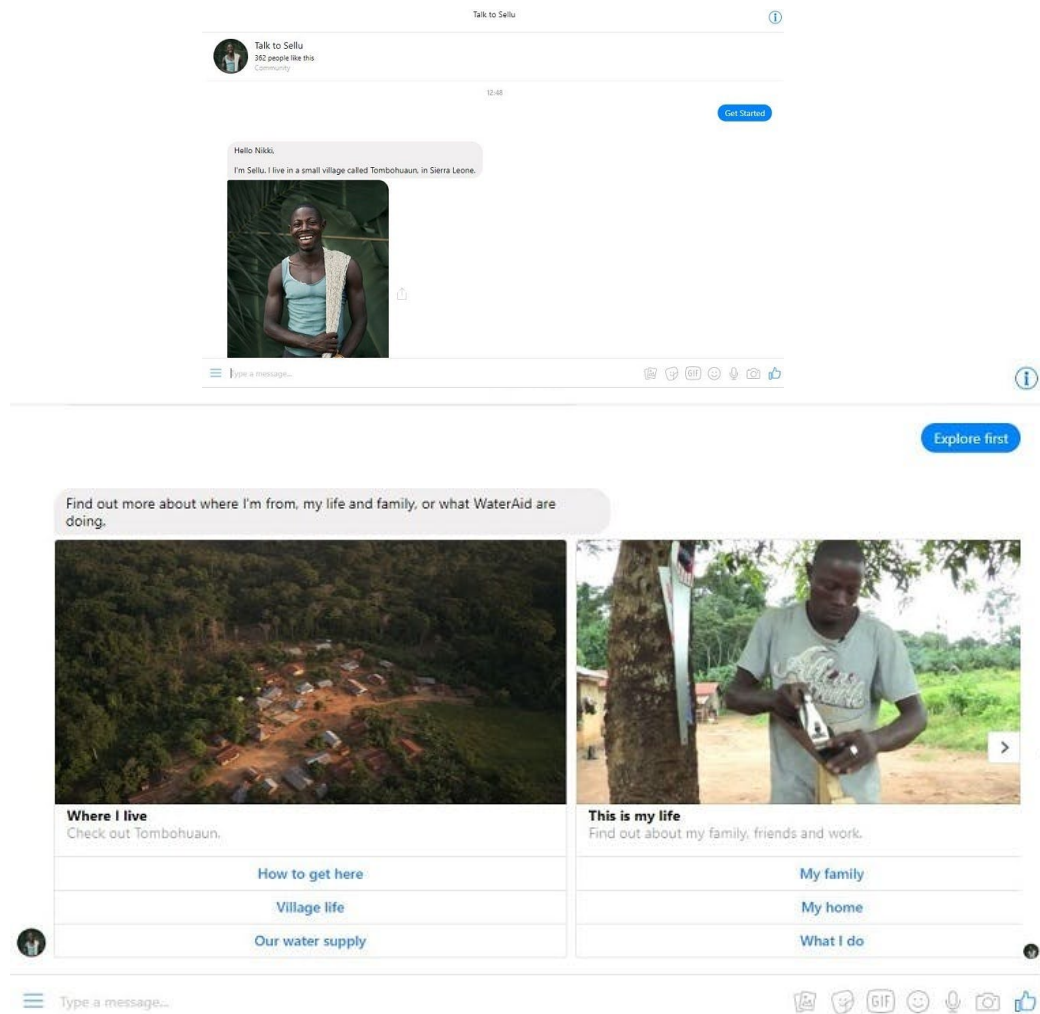
Storytelling

WaterAid

Storytelling to offer a more immersive experience.

Connected users with Sellu, a farmer, fisherman, and father of three from Sierra Leone.

The experience gave them insight into his world and the work that WaterAid does to help.



Lead Generation

- Facebook Messenger “Ad Object”
- In messenger Lead Gen Forms
- Tagging and Segmenting based on responses and actions
- (Chat blasts)

Lead Generation

UNHCR Canada

Tested to see how 'messenger acquired' leads compared to 'form acquired' leads.

We wanted to test whether a perceived 'human interaction' would lead to a stronger engagement and ultimately to a more financially valuable relationship with the organization.

Ad Flow	Criteria	# of Leads
Facebook Lead Form Leads	Original Source in EN = Yemen FB Pledge Version C~Yemen FB Pledge Version D	248
Facebook Messenger Leads	Advocacy action in EN = Yemen Pledge - Acquisition Version C or Yemen Pledge - Acquisition Version D	243
Total New Emails Acquired		491

Lead Generation

UNHCR Canada

	New Leads	New Donors	Conv. Rate	Total Donations	Avg. Gift
Facebook Lead Form Single Gifts	248	15	6.05%	\$1,372	\$91.47
Facebook Lead Form Recurring Gifts	248	2	0.81%	\$55	\$27.50
Facebook Lead Form Total	248	17	6.85%	\$1,427	\$83.94
Facebook Messenger Single Gifts	243	6	2.47%	\$766	\$127.67
Facebook Messenger Recurring Gifts	243	0	0.00%	\$0.00	\$0.00
Facebook Messenger Total	243	6	2.47%	\$766	\$127.67

- At the beginning of the campaign everything was going very well for the high touch 'messenger acquired leads' hypothesis. Although we were getting leads slower via messenger than via lead form we had 6 gifts from Messenger acquired leads and non from lead form acquired leads.
- At that point we made a decision to move the remaining campaign budget into acquiring messenger leads.

Lead Generation

UNHCR Canada

	New Leads	New Donors	Conv. Rate	Total Donations	Avg. Gift
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- As the campaign progressed we didn't see any further donations via messenger acquired leads.
- It appeared as though the Facebook lead form acquired leads had won the test.
- Then we realized something. All new Messenger acquired leads were in the welcome series and suppressed entirely from holiday giving appeals – and the initial 'lead form' acquired group were all giving to these holiday appeals.
- So for now – the jury is still out but we are setting up some new campaigns and continuing to monitor this segment for long term ROI.

Marketing Automation & ChatBlasts








Average engagement rates for popular marketing channels:

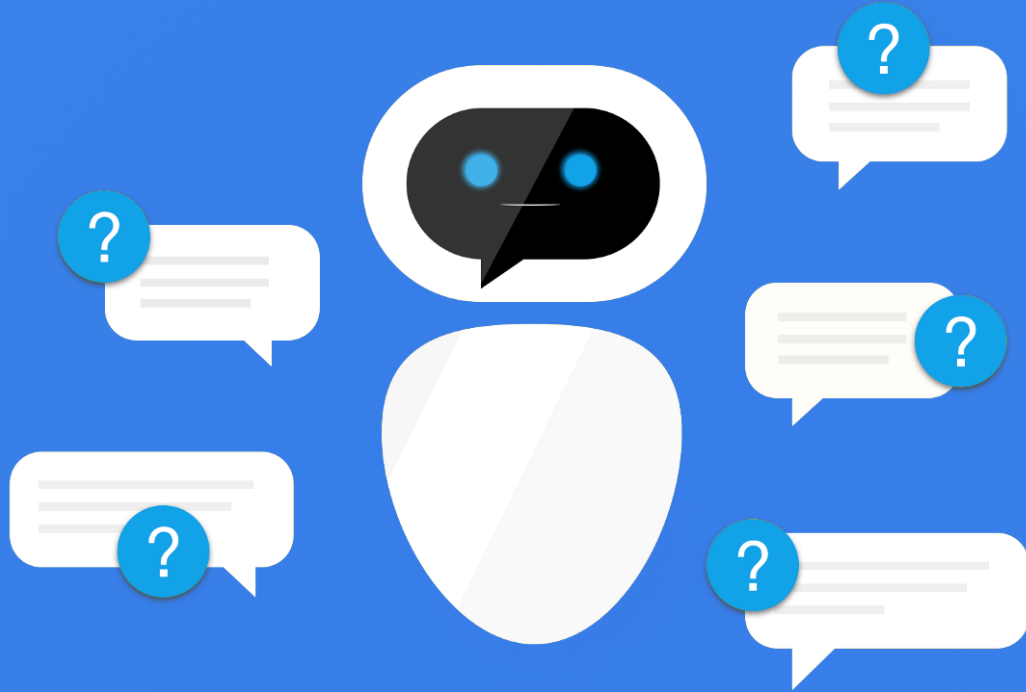
- Email blasts: 10-15% open rate
- Top search ad: 7% CTR
- FB Ads: 1-3% CTR
- FB News Feed: 0-1% of followers
- FB Messenger Chat Blasting 70-80% engagement — in the first hour!

Marketing Automation Flow

 Ended	No Signers - Version B Drip Audience: No Signers - Version B	Sent	Unsubscribes	Read	Responded
		115	0	73.9%	0%
 Ended	No Signers - Version A DRIP Audience: No Signers - Version A	Sent	Unsubscribes	Read	Responded
		376	0	74.2%	0%
 Ended	Completed Form Drip Audience: Yemen - Completed Form	Sent	Unsubscribes	Read	Responded
		749	0	68.0%	0.4%

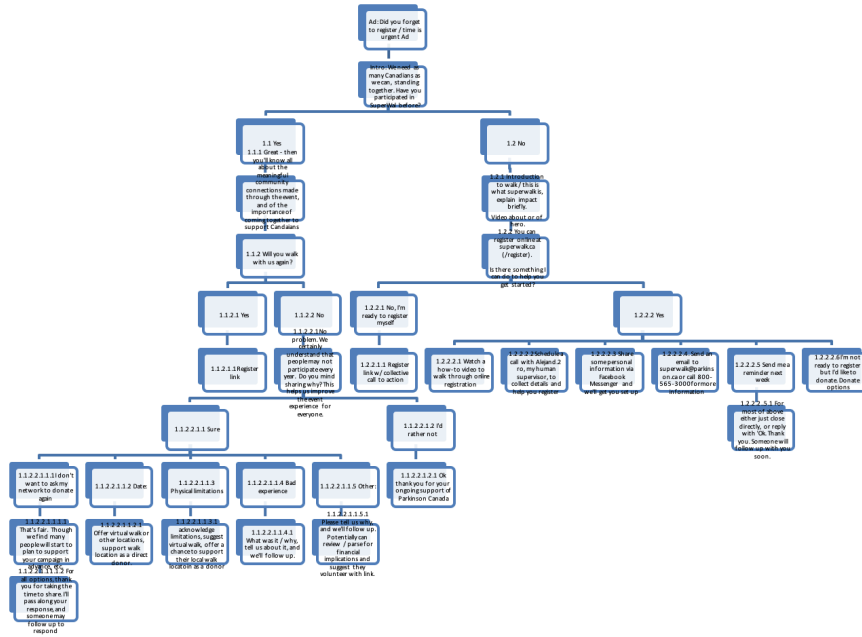
FB Chat Blasts (NSync with Email)

 Sent	IPC Update: No Signers B	Sent	Read	Responded
	Audience: [Image of NSync]  Dialogue: [Image of NSync]  Sent: Dec 11, 2018 5:01 pm to 122 recipients		77.0%	1.0%
 Sent	IPC Upd		Read	Responded
	Audience: [Image of NSync]  Dialogue: [Image of NSync]  Sent: Dec 11, 2018 5:01 pm to 122 recipients		79.0%	0%
 Sent	IPC Update: Yemen - Completed Form	Sent	Read	Responded
	Audience: Yemen - Completed Form Dialogue: IPC Report - Dec 7, 2018 Sent: Dec 11, 2018 5:01 pm to 122 recipients	122	59.8%	0%



Let's Go Back and Check on RG

Good User Flow is 80% of The Task



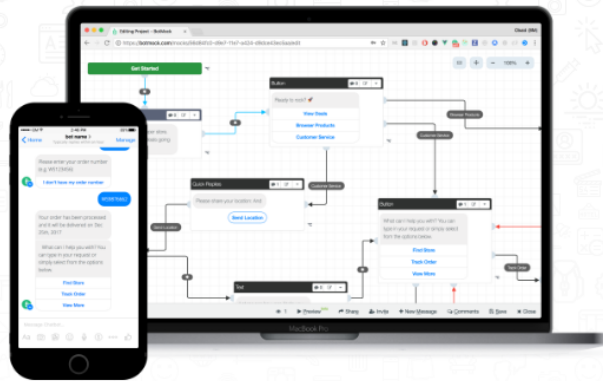
Tools

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Design better conversations

Botmock has everything you need to create amazing chatbot prototypes and it comes with the power of drag-drop editor.

Get Started, It's Free!



Tools



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Resources

- List of up to date tools for building Bots ([here](#))
- Chatbot Magazine on Medium ([here](#))
- Building Chatbots Udemy Course ([here](#))

For more info, questions or links to these bots or sources
please contact me:

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