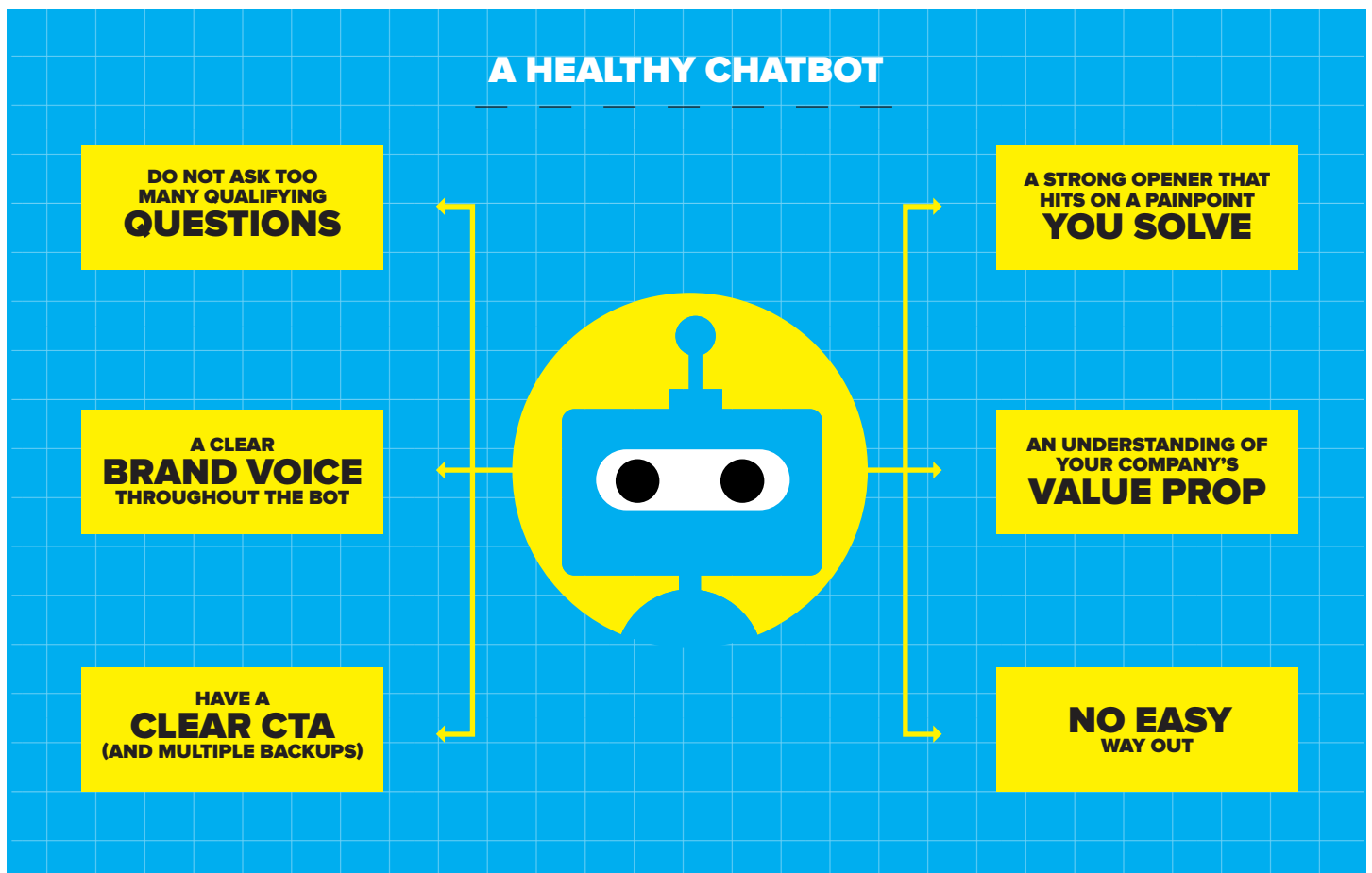


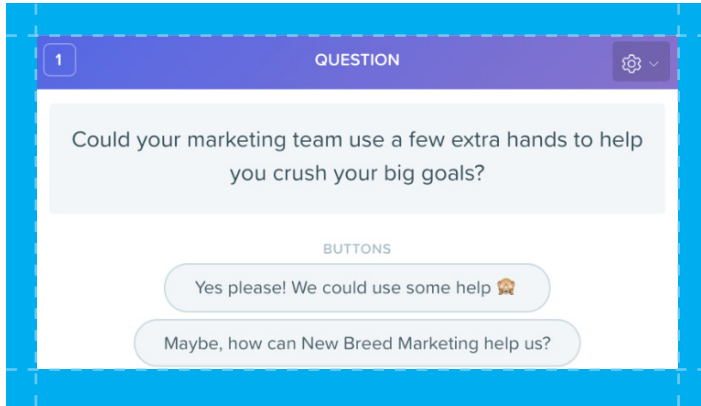
CONVERSATIONAL MARKETING CUSTOMER EXAMPLES

Think about the anatomy of a healthy bot while you build your first one! So what makes for a healthy, high performing bot? Well, use conversational, human language helps. Be sure to provide a clear call to action and talk about the pain point you can solve. But there's so much more to building a great bot 🙌

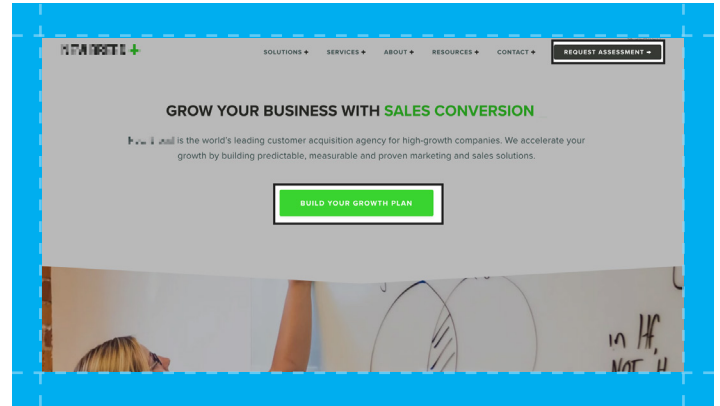


Here's a real example of how to build a bot for your website.

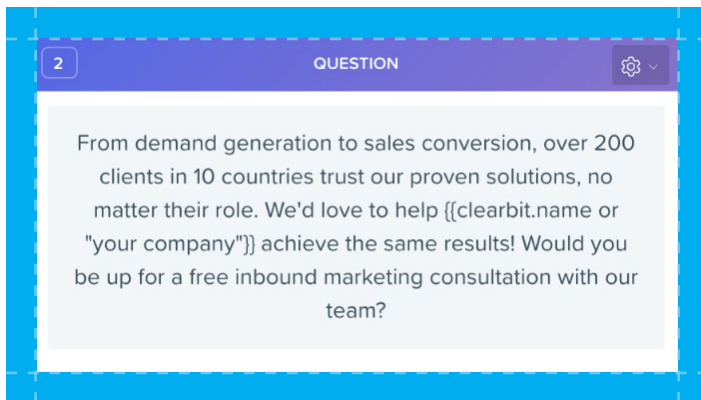
STEP 1 - Start the conversation



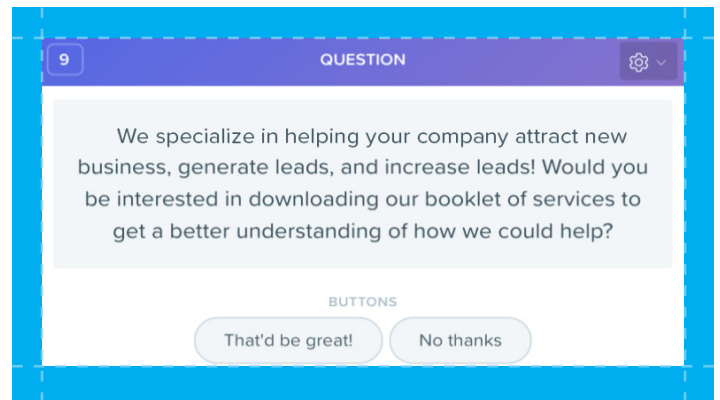
STEP 4 - Determine your strongest recommendation



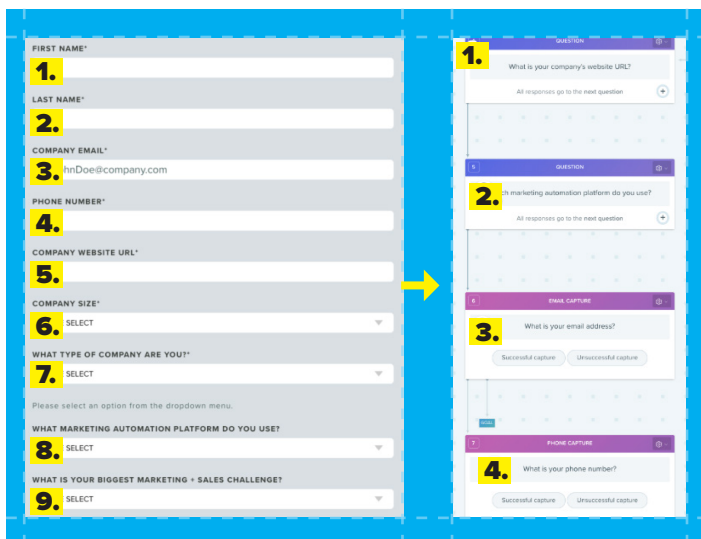
STEP 2 - Deliver your value prop quickly



STEP 5 - Have a fallback CTA



STEP 3 - Omit unnecessary questions



Looking for even more real-world examples? Check some out here:

- Contact Us: reallygoodchatbots.com/bot/Brandwatch
- ABM: reallygoodchatbots.com/bot/Journeyxp-demo
- Referral Traffic Bot: reallygoodchatbots.com/bot/trainedup
- Pricing: reallygoodchatbots.com/bot/leanplum
- Homepage: reallygoodchatbots.com/bot/Keap-Homepage

We include six more Drift examples in the [Conversational Blueprint worksheet](#).