

How to Optimize Your Chatbot in 7 Easy Steps

Chatbots have become a new trend when it comes to digital marketing. Here are 7 tips to optimize your chatbot and boost your customer engagement.



- ☐ Tell Your Users What To Do
- ☐ Make Sure That Your Users Know They're Talking With a Bot
- ☐ Track Every Link You Use
- ☐ Give them a Reason to Use Your Chatbot (Instead of the Website or App)
- ☐ Make Sure Your Icon Looks Good
- ☐ Make Sure Everything it's Cristal Clear
- ☐ Deliver Value Regularly