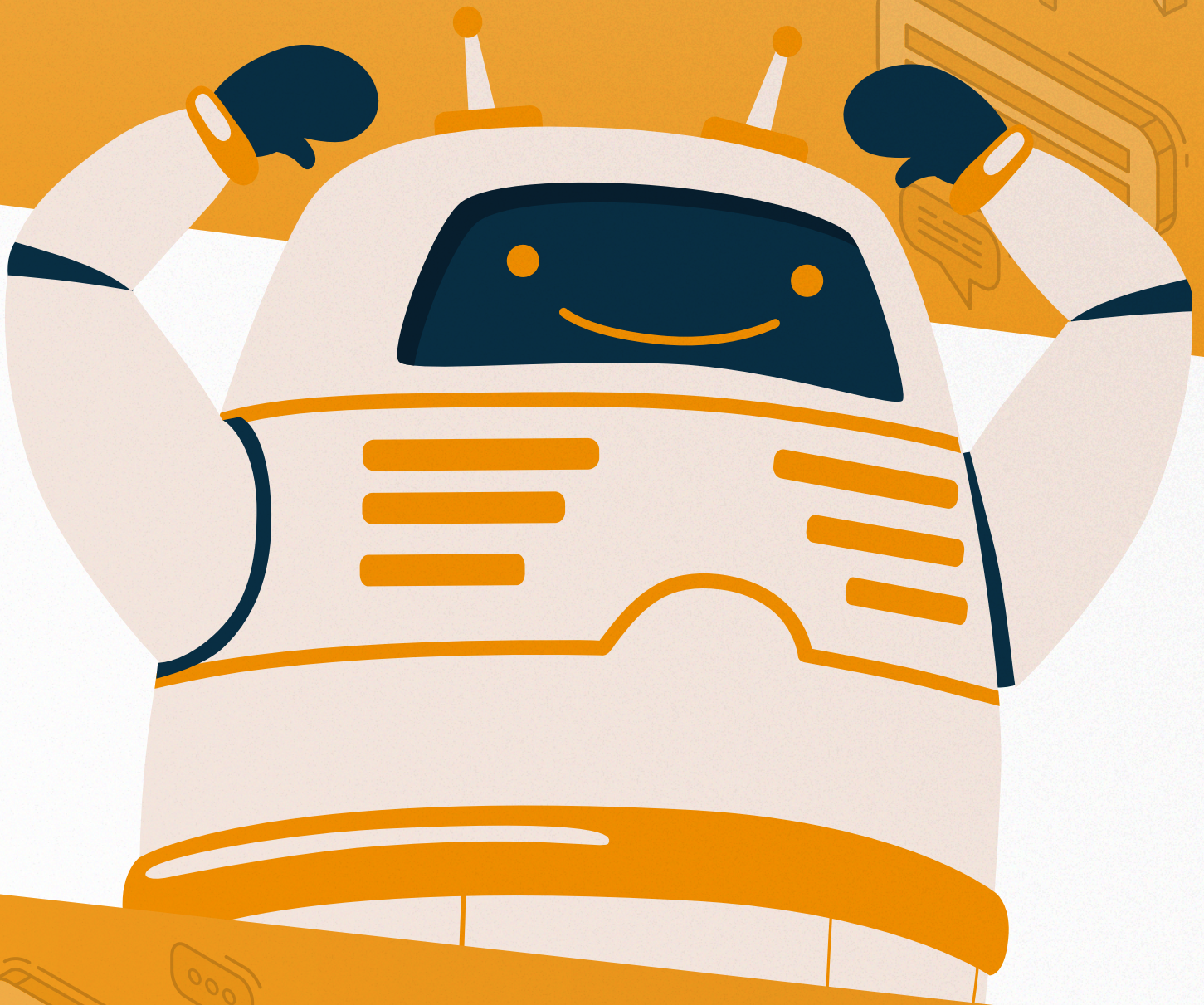


Ready to Unleash more sales leads?

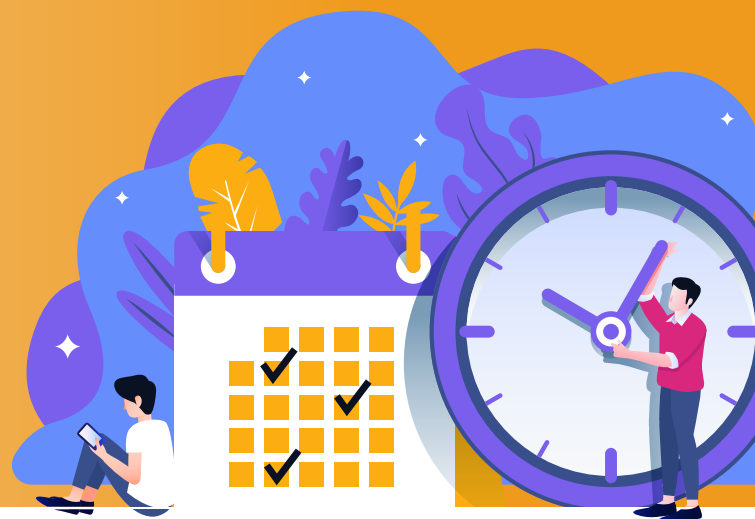


AI Chatbots

for small businesses is here.

**Missing growth opportunities
because you're too busy
working in the business?**

**Sales slipping by and you're spending
nights answering endless repetitive
inquiries.**



Introducing the next must have for small business: **AI Chatbots**

All the evidence indicates that AI Chatbots are the future of digital marketing.

By driving sales and providing data to fuel decision-making at the same time, this disruptive innovation is changing the way small businesses grow.

The benefits this technology offers, coupled with immediate reductions in administrative costs, means any business that has been able to implement AI Chatbots, has done so.

I've wanted a while to offer this option for local small business, as it's tough to get the right tech expert who can maximise the huge potential benefit of AI Chatbots while keeping costs down.

Thankfully, we've secured just such an expert (Yusuke Inui) to join our team with a dedicated focus on AI Chatbots. And, we can now offer AI Chatbots for the first time to your business, either as part of your current digital marketing package or as a stand-alone option.

Our wider team has over three years' experience in this space – almost since Chatbots first came on the scene – and we are excited to work with our clients to leverage this technology to improve customer communication and lead conversion. Check out a few case studies on page 10.

ChatbotIn time, AI Chatbots will be seen as essential part of a business's operation (like a website) – don't be slow to introduce this technology to your business, and risk missing out on the immediate cost saving benefits and opportunities for new sales and growth.

Yusuke Inui,

Unleashing Potential Founder and Chatbot Specialist

We want to get you on this
next wave of business growth...

Our special offer:

We currently have a special offer for the
first few clients to take advantage of our
new AI Chatbot service.

50% OFF

FOR THE FIRST TIME IN 3 MONTHS

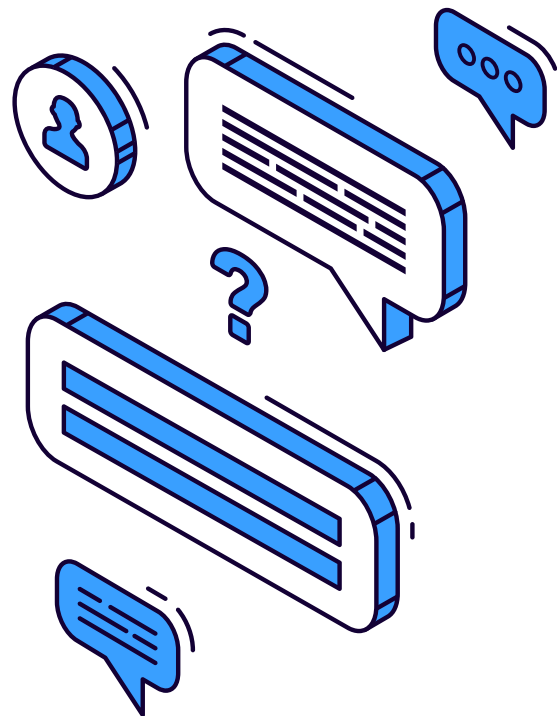
•FIRST 10 CUSTOMERS ONLY•



Get in touch with Yusuke Inui on:
021 808 232 if you want more information
about our special offer, this powerful new
technology, or how AI Chatbots can
benefit your business.

What are AI Chatbots?

AI (Artificial Intelligence) Chatbots are software program that simulate human conversation to help visitors to your website (or social media) get answers to their questions, find the right information or discover the correct pathway to make a purchase or booking etc.

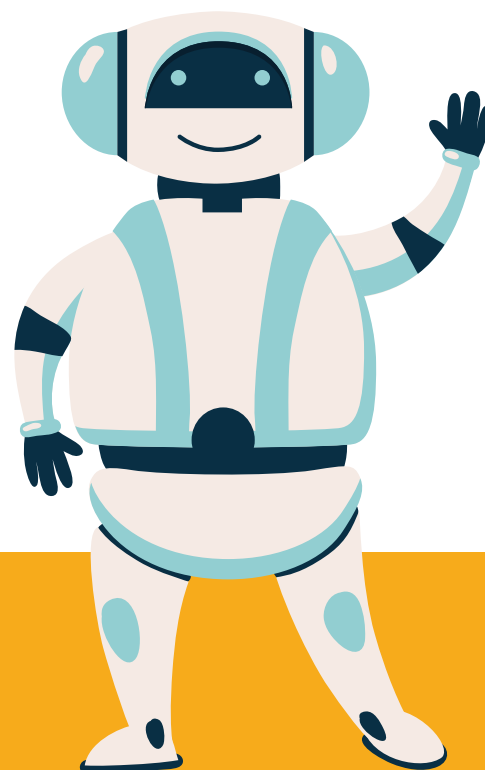


They can be used on any possible communication platform (most commonly your website or social media like Facebook) and are a great way to generate leads, create engagement and drive sales, as well as, delivering huge administration savings.

We are offering our customers an advanced Chatbot option that uses AI (Artificial Intelligence) when communicating with online visitors.

It understands basic language and communication, responding with multiple suggestions, without the need of pre-programmed keywords or phrases being entered.

An AI Chatbot isn't a human, but your online visitor will be able to have a natural back and forth conversation, making them feel as if they were chatting with a person in your business.



WHY DOES YOUR BUSINESS NEED AI CHATBOTS?

Chatbots have become a must have add on for businesses' websites over the last few years because they offer immediate financial benefits by solving three of the most common problems facing business today.



INCREASING YOUR WEBSITE TRAFFIC

No matter how well designed your website is, commonly visitors (especially if it's their first time) find it challenging navigating all the information on offer. Even though the information is readily available to the customer, today's busy consumer doesn't want to go digging around for information or answers. Rather than waste valuable and often limited time searching, what they really want is a simple solution to get all of their questions and problems easily solved. This is what Chatbots do: they keep things easy for the customer by providing the information they are looking for.

This means none of the time and effort you have put into your website goes to waste since your customers or prospective customers can find the information they require immediately and easily. People go away happy and are much more likely to return to your website or recommend your business to others. This leads to increased website traffic, and ultimately growth for your business.

MASSIVE GROWTH WITH YOUR MARKETING, ADVERTISING & LEAD GENERATION

2



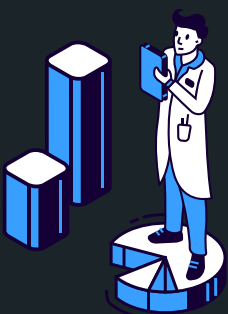
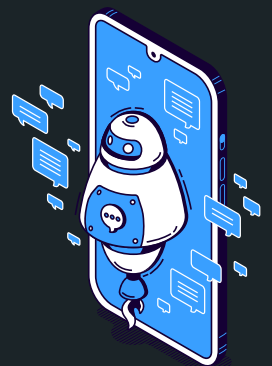
Cutting through the online noise and connecting with new prospects so they become customers is only getting harder for small businesses in the current environment dominated with talk of COVID-19

With AI Chatbots linked to your business's website or social media (like your Facebook page), people now have the option to engage with your operation directly 24/7, just by making an inquiry or asking your business a question (like chatting with friends on Facebook). This immediately connects you with this prospect and massively improves your chance of converting them to become a customer.



An individual makes an inquiry by asking your business a question on your website.

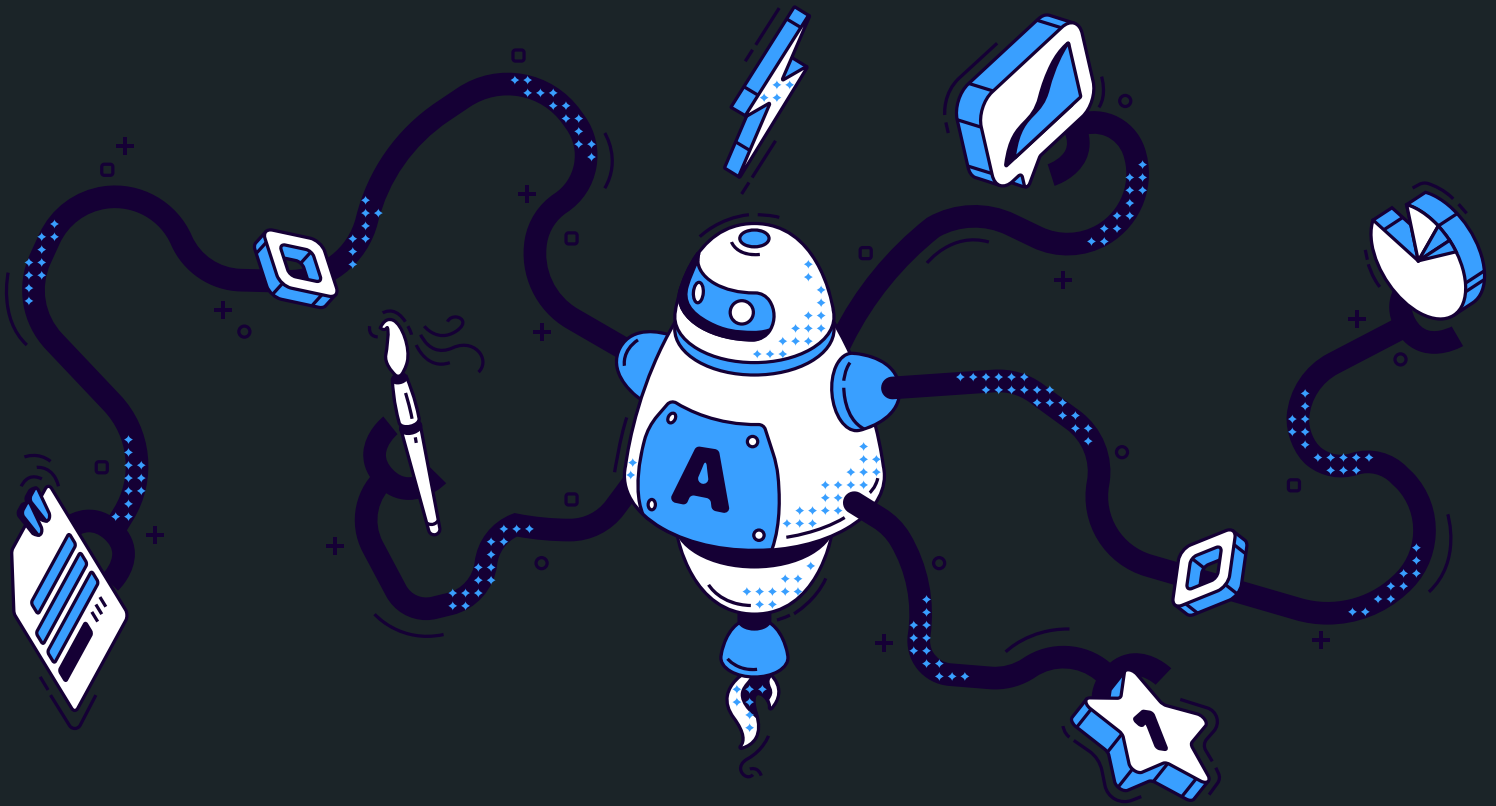
This subscribes them to your Chatbot, which means that you can answer their questions, but also send them offers or provide important marketing collateral tailored to their inquiry.



Unlike other advertising efforts, marketing content sent by Messenger has an almost 100% open rate. This means your messages get through and engagement, lead generation and ultimately sales are massively improved.

SLASHING YOUR ADMINISTRATION COSTS AND TIME

3



AI Chatbots provide 24/7 support to customers efficiently and cheaply while collecting valuable information that can be used to make vital decisions that grow the business. This information can be categorised and shared with other parts of the business, providing hard data on things like your market and current trends in real time.

There are huge resource savings to be made with mundane tasks like answering general inquiries being automated so they no longer wait for a costly response from an individual.

All the evidence indicates that AI Chatbots ARE the future of marketing and sales. They won't just play a part, they will be the prime mover, driving sales to businesses and providing data to fuel decision-making in the business at the same time.

This, coupled with immediate reductions in administrative costs, means that any business that has been able to implement this technology, has done so. AI Chatbots have benefited global corporations and big business for years:

Introducing new ways to market and sell to customers as well as improving productivity and efficiency through 24/7 customer service powered by Chatbots - with cost reductions and the challenges facing business due to covid-19, now is the time for small businesses to capitalise and benefit from this new technology.

HOW DO AI CHATBOTS WORK IN SIMPLE TERMS?

AI Chatbots are pieces of software/programmes that simulate human conversation through text chats, voice commands, or both.

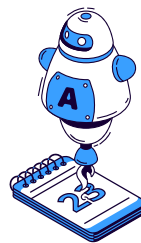
They are the visible part of a system that allows you to automate question answering while engaging dynamically with your audience.

1

SO HOW EXACTLY DO THEY WORK FROM THE USERS' VIEWPOINTS?



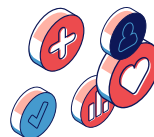
Commonly, people visit your website and a Chatbox opens asking them if they need any help.



People engage with this system to ask their questions via your website (or Messenger on Facebook), and, as their questions are answered, are taken through a pathway that provides them with the correct responses while directing them to products or services they may have an interest in.



It scales to the size of your operation, so if you have 10 people asking questions or 10,000, the programme manages the workload (something that is hugely helpful on the admin side).



When inquiries are based on products/services or sales, the system can help automate this process and either take people through a pathway creating qualified leads or, for e-commerce sites, take them through the sales process.

More and more people are expecting to be able to connect with a business by chatting in this way. It's a quick and easy way for them to get answers to their inquiries. And it's popular. 2/3s of people prefer to message a Chatbot vs. talk with a human when communicating with a business.

For your business, they offer multiple options to engage and build relationships with interactive and tailored content.

2

SO HOW EXACTLY DO THEY WORK FROM THE USERS' VIEWPOINTS?



Once people start communicating with your Chatbot, they are subscribed to the system to answer questions.



People engage with this system to ask their questions via your website (or Messenger on Facebook), and, as their questions are answered, are taken through a pathway that provides them with the correct responses while directing them to products or services they may have an interest in.



If someone messages your business to ask about opening times, the Chatbot answers and you have an opportunity to engage further. You could send an offer, or based on their questions, you could later follow up with marketing related to their preferences.



With the huge open rate (99.5% of messengers delivered through Facebook are answered), you are able to connect directly and relevantly with your (potential or current) customer base 24/7.

Note

AI and machine learning technology means Chatbots are increasingly intuitive (doing analytical work that you normally have to do separately). This is the power of AI that makes it the driver for the next wave of technology to impact and disrupt business.

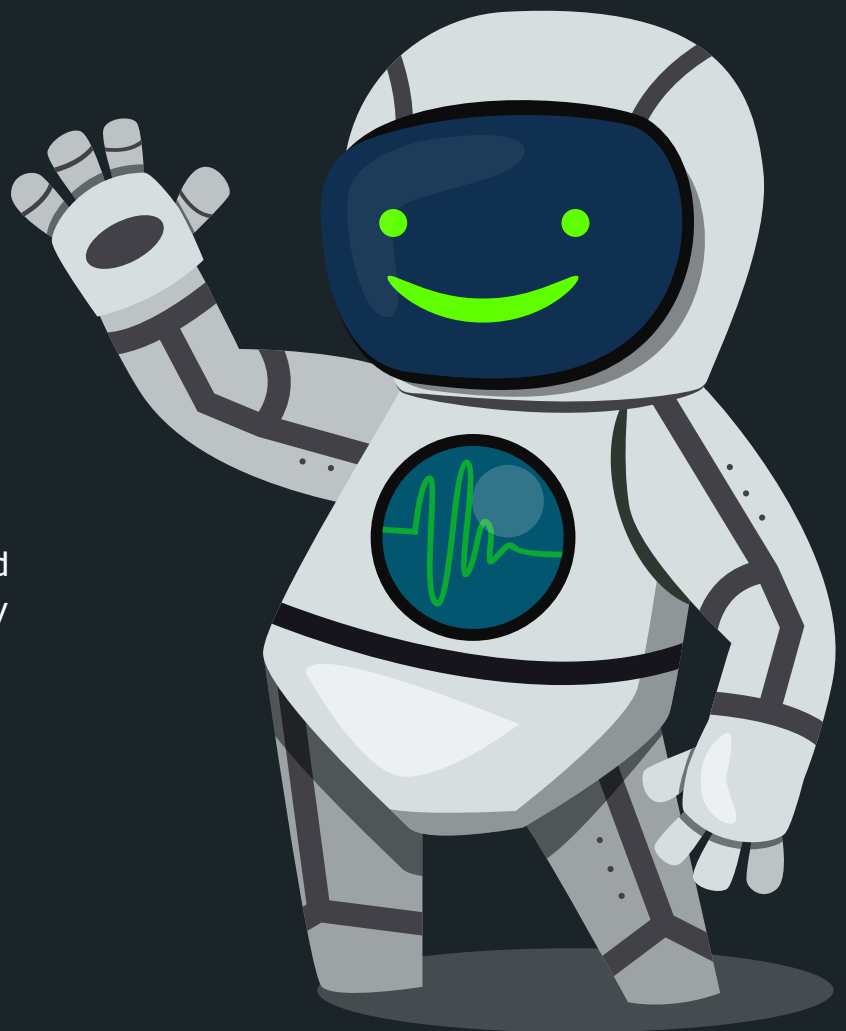
Big businesses and international operations know it and are already on this path - we believe now is the time to introduce this technology to New Zealand SMBs.

Is AI Chatbot for your business?

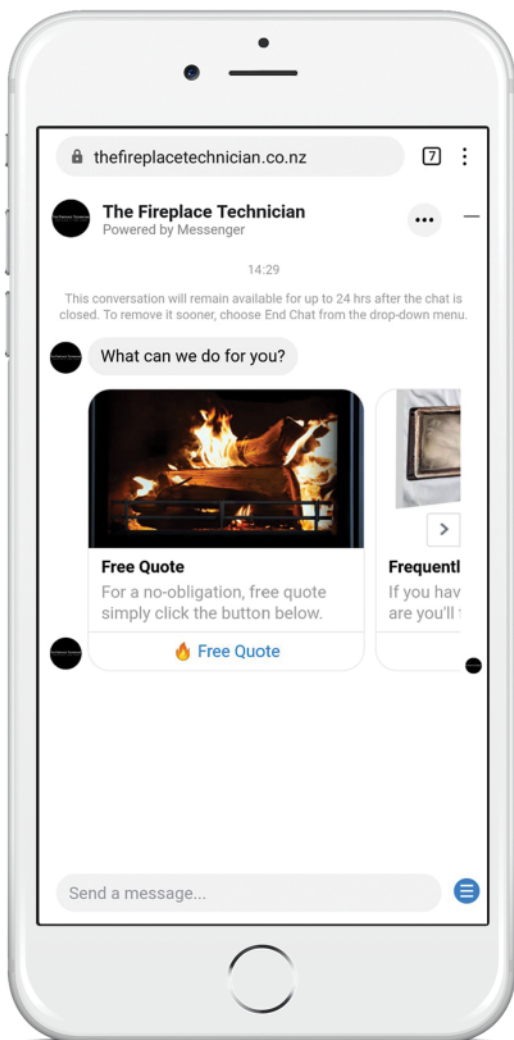
Read below

Product-based businesses with e commerce websites or those already investing in digital marketing are an obvious choice for AI Chatbots, but service-based businesses like gyms or property management/sales operations will also be hugely benefitted with the introduction of this technology.

Because Chatbots are entirely customisable, inquiries about particular products, or open homes, or gym memberships, can all be managed by this technology. Changes in the way your business operates that need to be communicated to customers or information about special events that prospects might be interested in, can easily be incorporated into the responses provided by the AI Chatbot customised for your business.



Just a Few of our Chatbot Success Stories



Our Client

THE FIREPLACE TECHNICIAN NOTHING'S TOO HARD

The Fireplace Technician carries out fireplace installation and cleaning services.

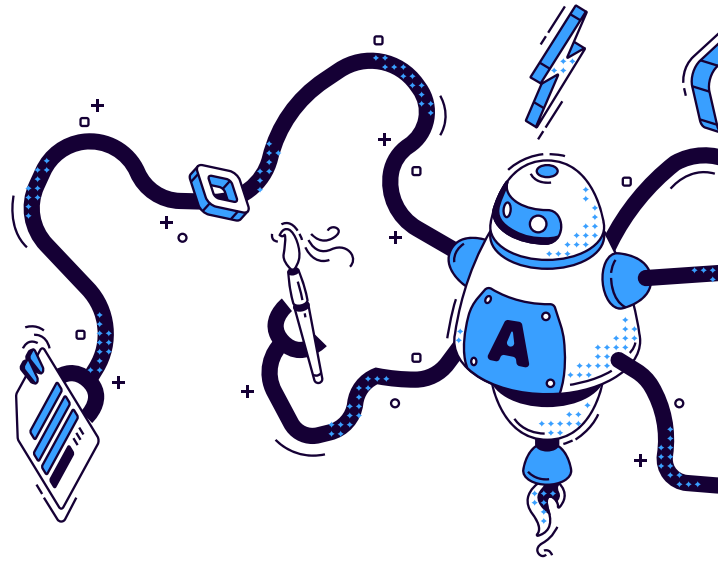
The Case:

The business has been running a Google Ad and SEO campaign for over 18 months before Unleashing Potential implemented the Chatbot (see their home page).

The Result:

Since the implementation of the Chatbot they have seen a staggering 100% increase in leads generation. All at no further cost increase to their existing Google Ad or SEO budget. Out of the prospects who visited their website and engaged with the Chatbot over 80% ended up requesting a quote.

Just a Few of our Chatbot Success Stories



Our Client



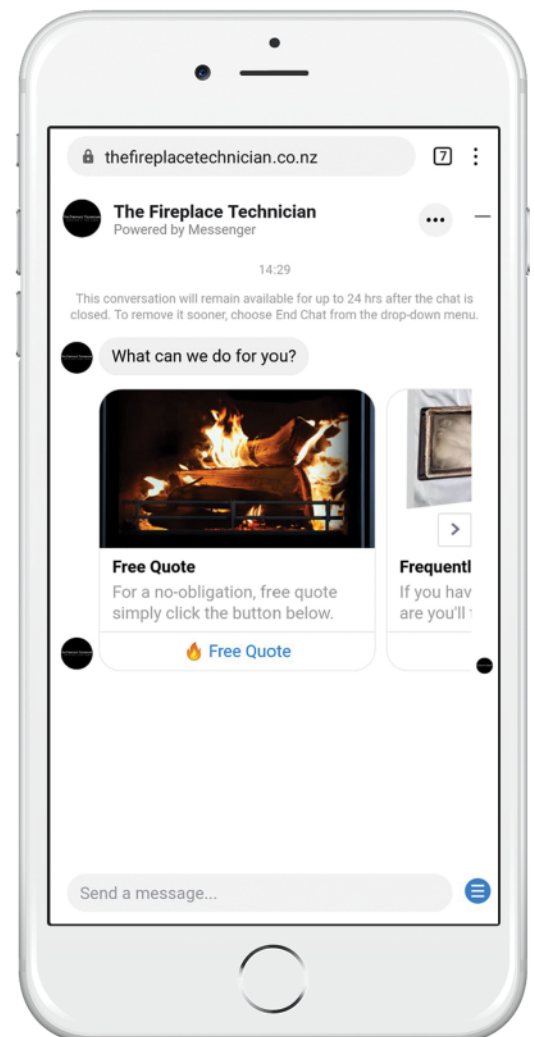
Anytime Fitness is a fitness club with the goal to create the most comfortable, inviting atmosphere possible for all members alike.

The Case:

The use of the Chatbot allowed the club to run a competition during Covid-19 lockdown to spread the awareness, even before the new gym opened up. The Chatbot was sent out to their current database available and was also dovetailed into a social ad campaign.

The Result:

There was over a 95% entry rate into the competition. This then allowed for further touchpoints to this subscriber-base post competition, which generated over 10% enquired-immediately response for memberships and created a valuable data base for ongoing marketing and lead generation activities.



Additional Ways AI Chatbot could work for a fitness business such as Jetts Fitness;

1

If someone messages the gym to ask about class times for yoga, the Chatbot answers and the business has an opportunity to engage further.

2

They can send out a quick survey, asking things like: 'Why do you want to learn yoga? For strength/For flexibility/For...'

3

Then based on this, the business can later follow up with marketing directly related to the user's preferences.

4

This might be in the form of a message that says: 'We have a special strength yoga course coming up - do you want to join?'

5

From here, the user can be taken through the booking process to be added to the course

The messaging is completely customised depending on the user's questions and follow-up answers. All this is done automatically while the business owners are busy at the gym. It provides extraordinary resource savings and much improved lead generation.

THE TECHNICAL STUFF



A Chatbot is a software computer programme and related system that allows humans to interact with technology using a variety of input methods such as voice, text, gesture and touch, 24/7 365.

For several years Chatbots were typically used in customer service environments but are now being used in a variety of other roles within enterprises to improve customer experience and business efficiencies.

Known by a variety of different names such as a conversational AI Bot, AI Chatbot, AI Assistant, Intelligent Virtual Assistant, Virtual Customer Assistant, Digital Assistant, Conversational Agent, Virtual Agent, Conversational Interface and more, Chatbots are growing in popularity.

Advanced Conversational AI Chatbots

But just as Chatbots have a variety of different names, they also have varying degrees of intelligence. A basic Chatbot might be little more than a front-end solution for answering standard FAQs.

Chatbots built using some of the bot frameworks currently available may offer slightly more advanced features like slot filling or other simple transactional capability, such as taking pizza orders.

But it's only advanced conversational AI Chatbots that have the intelligence and capability to deliver the sophisticated Chatbot experience required by contemporary businesses that we are now offering.

Often you only have a limited amount of time to have genuine sales conversations, so these AI (Artificial Intelligence) tools can help quickly and efficiently qualify your leads. They also offer these additional benefits:

- ✓ Amplify customer communications with minimal resource required.
- ✓ Increase the ROI of your existing digital marketing (Google Ads, SEO, Facebook) and bring in more qualified leads.
- ✓ Replace landing page to ask the right questions to qualify people and deliver the information your prospect needs to convert them into a lead and sale.
- ✓ Uses data analysis to learn all the different ways people ask the same questions – this gets better every time by learning from each interaction.
- ✓ Used for admin and customer service as well – this saves time and increases the efficiency of your support processes.