

# Unleash the Power of Conversation Marketing

Transform your Business using Chatbot


Prepared by: Telly Marketing Group

Last update: May 21, 2024


# Our Story



**Eurethel Lynne A.** 

 Binan, Philippines – 5:21 pm local time

 Available now

 100% Job Success  Top Rated Plus

Our journey began at home, a freelancer who had a passion for serving international technopreneurs since 2017. Fueled by the desire to transform the way businesses operate, **our Founder, Eurethel Lynne Agapin**, Top Rated Plus freelancer in Upwork (Umbrella Intellysys, first Agency) embarked on a mission to create a solution that would empower entrepreneurs worldwide.

Drawing from years of firsthand experience managing projects in both SAAS and Marketing, our founder recognized the challenges faced by service-based businesses and envisioned a transformative AI-powered platform. Thus, **Telly Marketing** was born.

With a deep understanding in software for different industries, we are excited to introduce our state-of-the-art **Chatbot Solutions** tailored for you.

# Our Mission and Vision

## **Mission:**

To transform the way service-based businesses thrive. Our AI-powered Chatbot and Automation solution empowers businesses to boost productivity, improve customer experience, enhancing operational efficiency, and scale effortlessly. Say goodbye to repetitive tasks and hello to growth with Telly Marketing.

## **Vision:**

We envision a future where every service-based business and technology company leverages the power of Automation and AI chatbots to deliver exceptional customer experiences, streamline operations, and achieve success.

# What is Chatbot Conversation Marketing?

Chatbot conversation marketing is a strategy that focuses on using chatbots to engage users in meaningful and personalized conversations, responding to queries, providing recommendations, and guiding through the marketing funnel with the goal of driving better marketing outcomes.

Unlike traditional marketing approaches that rely on one-way communication or simply delivering messages, conversation marketing places a strong emphasis on interactive and two-way communication.

# The 3 “C” Formula

C Content →

C Conversation →

C Conversion →

Every Direct Message / comment is a  
**start of a conversation.**

And every **conversation** is a potential **sale**.

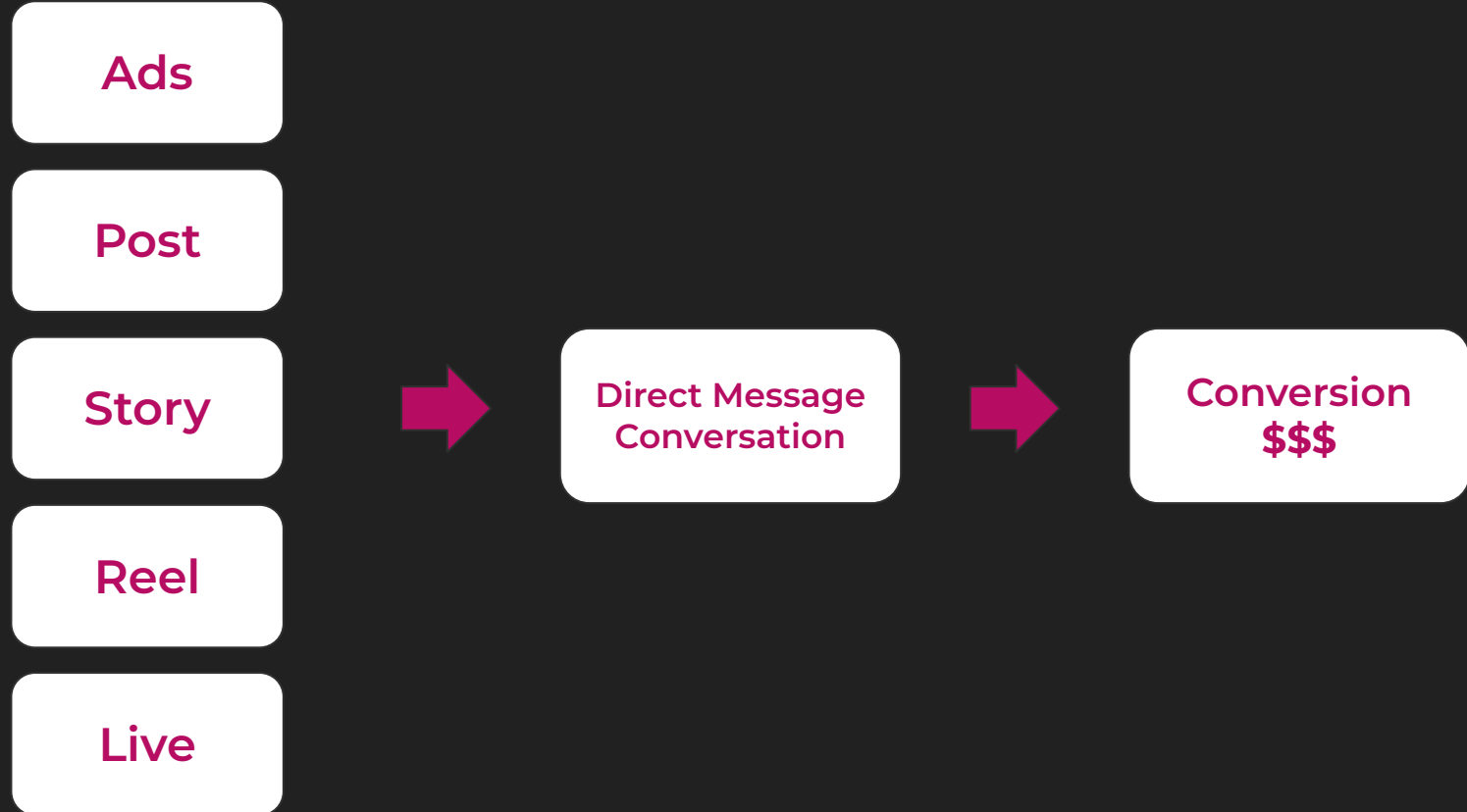
# OLD WAY



# NEW WAY

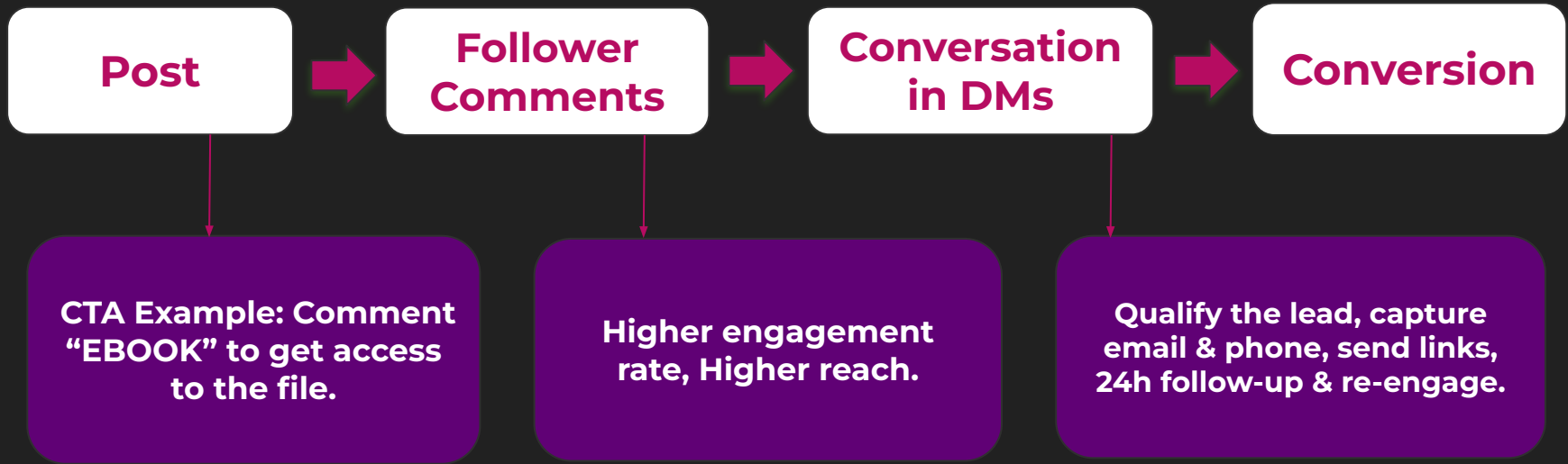


# THE NEW WAY





# DM Marketing with Posts



**Every time you share a post, story,  
reels, or go live...**

**add a DM Marketing campaign  
to maximize reach and  
conversation rate.**

**Instead of asking people to  
tap your link...**

**Ask them to comment,  
react, and reply, and start a  
conversation with them.**

# What is Chatbot?

A chatbot is a program designed to simulate conversation with human users. An AI-powered virtual assistant that interacts with users via text or voice. They're often used in customer service, providing information, guiding users through tasks like booking, online ordering, payments, data gathering, or simply engaging in casual conversation to improve user experiences.

They're installed in various platforms like websites, messaging apps like Facebook and Instagram.

# You might be wondering...

Why do you need Chatbot for your business???

# Top 10 Benefits of using Chatbot

1. **Enhance Customer Experience.** Personalized customer journey
2. **24/7 Availability.** Regardless of the time zone or business hours
3. **Scalability.** Multiple conversations simultaneously
4. **Instant Responses.** Interact real-time, no more waiting time.
5. **Increase Lead Generation.** Getting more inquiries and qualify leads.
6. **Improve Client Retention.** Improved Customer Satisfaction and loyalty.
7. **Data Collection and Insights.** Collect information which provides actionable insights
8. **Streamline Process.** Automate routine tasks. Saving time for both customers and employees
9. **Cost Efficient.** Reduce operational cost
10. **Competitive Advantage.** Differentiate themselves from competitors.

## Who are these for?

- ✓ No chatbot installed.
- ✓ With built-in FAQ Setup but not converting and conversational.
- ✓ No proper conversational messaging strategy.
- ✓ Needs online ordering and self-booking via Chat.
- ✓ Want to scale by automating your customer service.
- ✓ Want to scale by automating your business process.

## Who are these NOT for?

- ✘ No assets
- ✘ No marketing capital
- ✘ No proven offer
- ✘ Micromanagers
- ✘ Disrespectful
- ✘ Not willing to collaborate
- ✘ Not willing to provide necessary information
- ✘ Know it all (Not open for new strategy and ideas)
- ✘ Do not see us a partner in growing the business but just another service provider



## Must have any of the following assets:

- ✓ Proven offer (product/service)
- ✓ Online Presence (Website, Facebook, Instagram)
- ✓ Testimonials/Reviews
- ✓ Running Ads or willing to run ads
- ✓ Images and Videos for content
- ✓ Willing to Collaborate on Content

# The Challenges

# List Your Current Challenges

1.

2.

3.

4.

5.

# Common Challenges

1. Acquiring new leads
2. Slow response rate
3. Limited business hours
4. Traditional appointment scheduling
5. No client database
6. Manual follow-up / reminders
7. Understaffed / Staff Productivity
8. Uncollected Feedback & Survey
9. Employee Training and Support
10. Scalability Issue
11. Unattended comments and DM's
12. No online ordering and payment
13. High # of missed appointments
14. Repeat FAQ inquiries
15. Lack of Customer Retention Strategy
16. Limited reach of deals and promos

# Our Strategy Focus

- Increase Leads
- Boost Conversion
- High Retention Rate
- Automate Work
- Lessen Expense

# HOW CHATBOT INCREASE LEADS?

1. **Immediate Response:** Chatbots can provide immediate responses to incoming inquiries, ensuring that leads receive timely information and assistance, which can improve engagement and increase the likelihood of conversion. With faster response times, leads are less likely to lose interest or seek solutions elsewhere.
2. **Lead Qualification:** Chatbots can engage with leads to gather information and direct them to appropriate services, preferences, and level of interest. By qualifying leads through interactive conversations, chatbots can prioritize high-quality leads for further follow-up by sales representatives, maximizing efficiency and focusing resources on leads most likely to convert.
3. **Lead Nurturing:** Chatbots can engage in personalized interactions with leads over time, providing relevant content, answering questions, and offering guidance to move leads through the sales funnel. By nurturing leads through tailored communication, chatbots can build trust, establish rapport, and keep leads engaged until they are ready to make a purchasing decision.
4. **24/7 Availability:** Chatbots can operate round-the-clock, ensuring that leads can engage with the business at any time, even outside of regular business hours. This availability increases accessibility for leads in different time zones or with busy schedules, accommodating their needs and preferences for communication.
5. **Scalability:** Chatbots can handle a large volume of leads simultaneously, scaling to meet increased demand without requiring additional human resources. This scalability ensures that leads receive prompt attention and support, even during periods of high traffic or peak demand, improving the overall lead management process.
6. **FAQ & Information:** Chatbots can provide instant answers to common questions about services, location, hours of operation, treatments, pricing, and insurance.

# HOW CHATBOT BOOST CONVERSION?

1. **Engagement and Interaction:** Chatbots initiate conversations and guide users through the sales funnel, keeping them engaged and interested.
2. **Personalized Recommendations:** By analyzing user data, chatbots offer tailored product recommendations.
3. **Cross-Selling and Upselling:** Utilize chatbots to suggest complementary products or services based on customer preferences and purchase history, increasing sales opportunities and revenue.
4. **Automated Follow-up:** Chatbots automate follow-up communications to re-engage users and encourage them to complete conversions.
5. **Reduced Friction:** By simplifying processes and eliminating friction points, chatbots streamline the user experience, leading to higher conversion rates.
6. **Abandoned Cart Recovery:** Chatbots can automatically follow up with users who abandoned their carts, reminding them to complete their purchase and offering assistance if needed.
7. **Limited-Time Offers and Promotions:** Chatbots can promote limited-time offers and exclusive promotions to users, creating a sense of urgency and encouraging immediate purchase.
8. **Seamless Ordering Process:** Chatbots streamline the ordering process, guiding users through each step and reducing friction, resulting in a smoother and more efficient purchase experience.
9. **Post-Purchase Engagement:** Chatbots engage with customers after purchase, offering support, soliciting feedback, and suggesting related products, fostering repeat purchases and customer loyalty.

# HOW CHATBOT AFFECTS CLIENT RETENTION?

1. **Personalized Recommendations:** Retained users receive ongoing personalized product recommendations, tailored to their preferences and purchase history, leading to increased sales through targeted offers.
2. **Loyalty Programs and Rewards:** Chatbots engage retained users with loyalty programs and rewards, incentivizing repeat purchases and driving additional sales through exclusive offers and discounts.
3. **Re-Engagement Campaigns:** Chatbots execute re-engagement campaigns targeting dormant or inactive users, encouraging them to return to the platform and make new purchases, thus boosting sales.
4. **Special Offers for Returning Customers:** Retained users are offered exclusive discounts and promotions as incentives to make repeat purchases, increasing sales by capitalizing on existing customer relationships.
5. **Appointment Scheduling and Reminders:** Implement chatbots to allow customers to schedule appointments at any time and receive reminders, streamlining the booking process and reducing no-shows.
6. **Order Tracking and Status Updates:** Chatbots can provide real-time updates on order status, shipment tracking, and delivery information, keeping customers informed throughout the purchase journey.
7. **Feedback Collection and Surveys:** Chatbots can conduct surveys and collect feedback from customers in a conversational manner, improving response rates and gathering valuable insights for business improvement.
8. **Consistent Service Quality:** Chatbots deliver consistent service quality and adherence to processes, ensuring that users receive standardized support and reducing variability in workload management.



# HOW CHATBOT IMPROVES ADMIN WORK

1. **Automated Customer Support:** Chatbots handle routine inquiries such as FAQ's and support tasks, reducing the workload on human agents and allowing them to focus on more complex issues.
2. **Workflow Automation:** Chatbots automate administrative tasks such as scheduling, order processing, data entry, notifications, and reminders, reducing manual effort and minimizing the risk of errors caused by human oversight.
3. **Complex Processes Simplification:** Chatbots can guide users through complex processes, such as account setup or troubleshooting, by breaking down steps into simpler, more digestible instructions.
4. **Social Media Engagement:** Chatbots integrated with social media platforms can engage with customers, answer inquiries, and provide support directly through messaging apps or social channels.
5. **Automated Reporting:** Chatbots automate reporting processes by generating reports based on predefined criteria, ensuring accuracy and timeliness while freeing up staff from manual report generation tasks.

# HOW CHATBOT LESSEN EXPENSES?

1. **High Customer Service Costs:** Implement chatbots to handle routine inquiries and FAQs, reducing the need for human intervention and lowering operational costs associated with customer service staffing and training.
2. **Reduction of Repetitive Tasks:** Chatbots automate repetitive tasks, alleviating staff dissatisfaction caused by monotonous work and reducing the need for additional hiring.
3. **Optimal Staffing Levels:** Analyze workload and utilize chatbots to optimize staffing levels, ensuring efficient utilization of resources and avoiding overstaffing, which can lead to unnecessary expenses.
4. **Cost of Employee Turnover:** Employee turnover can incur significant costs, including recruitment, training, and productivity losses. By reducing staff turnover through improved job satisfaction and support from chatbots, businesses can minimize these expenses.

Leads = Traffic

Conversion = Sales

Retention = More Sales

Automated Work = More Time & \$\$\$

Less Expense = More Revenue

**Solutions**

# Features

- ✓ Lead Generation (Saved in Spreadsheet)
- ✓ Qualifying Leads
- ✓ Automated FAQ's
- ✓ Contact Information / CRM
- ✓ Appointment Scheduling synced to your Google Calendar
- ✓ Email Integration (i.e Booking Confirmation)
- ✓ Automated reminders / Follow up sequence
- ✓ Link to Website
- ✓ Broadcasting Messages
- ✓ Loyalty Rewards (Discount on next visit, Annual Membership)
- ✓ Promotions Campaign (Coupons)
- ✓ Birthday Specials
- ✓ Get Feedback / Survey
- ✓ Promote Socials Accounts
- ✓ Feature Client Reviews

# Advanced Solution

✓ Prepaid Appointments

*(Deposit before booking)*

✓ E-commerce

*(Online Ordering & Payment, Product Recommendations, Coupon Code, Purchase History)*

✓ Email Newsletter Campaign

✓ SMS Campaign

✓ AI Customer Service

✓ Live Chat Handover

✓ Text To Speech

✓ CRM Integrations

✓ Automation & Other Integrations

# Demo Walkthrough

# Welcome Message

This is the first messages displayed on the user's screen upon clicking Messenger's Message button.

By default, "Get Started" is shown for users to trigger the conversation.





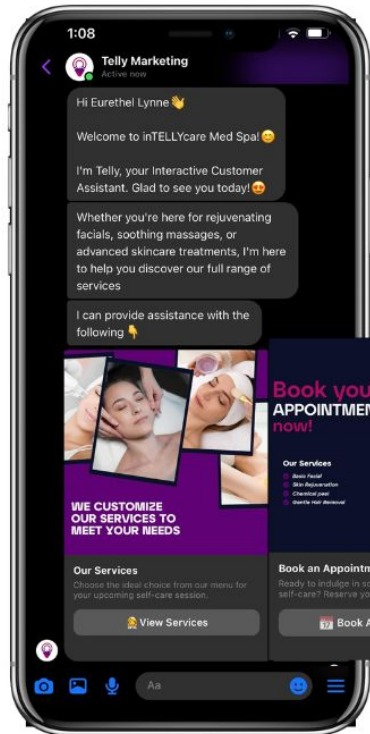
# Persistent Menu

Users can access the Persistent Menu at any point during their conversation with the chatbot, allowing them to switch between different features or actions seamlessly without interrupting the flow of the conversation.



# Main Menu

The Main Menu organizes the chatbot features and functionalities into clear categories or sections, making it easier for users to locate and select the option they're interested in.



**Book your APPOINTMENT now!**

**Our Services**

- Basic Facial
- Skin Appointment
- Chemical Peel
- Quarterly Peel Treatment

**WE CUSTOMIZE OUR SERVICES TO MEET YOUR NEEDS**

**Book an Appointment**

Ready to indulge in some well-deserved self-care? Reserve your spot now!

[View Services](#) [Book Appointment](#)

**SPECIAL OFFER**

**50% OFF**

**See Our Special Offers**

Check out our current offers and elevate your experience while saving big.

[View Promo](#)

Find Your Answers in Our **FAQ'S**

**Frequently Asked Question**

Explore our FAQ to get all the information you need before your visit.

[Show FAQ's](#)

**Real stories from real clients**

**Watch their testimonials**

**Hear from Our Past Clients**

Discover what our valued clients have to say about their experiences with us.

[View Testimonials](#)

**Client Feedback**

**Leave us Feedback**

Tell us about your great experience—what you liked & what could be improved

[Submit Feedback](#)

**Live Chat Support**

Need more help? Speak with our friendly representative for assistance

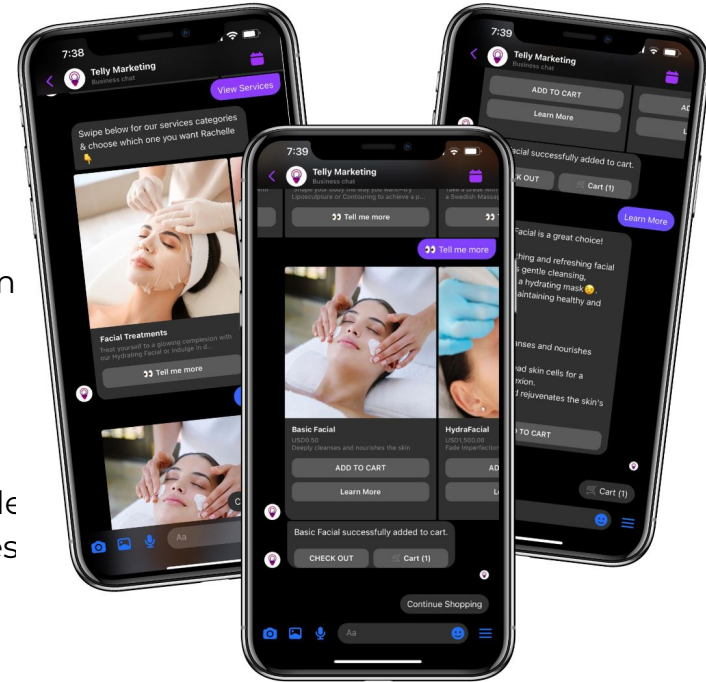
[Talk To An Agent](#)

# Service List

**Menu Browsing:** Users can browse through available menu options including descriptions and prices.

**Item Selection:** Users can select the items they wish to purchase from the menu. They can browse different categories, such as special offers, and add items to their cart with a simple click or tap.

**Promotions and Discounts:** The chatbot can promote special offers, discounts, or promotions to users as they browse through the available items. Promotional messages can encourage users to make purchases and increase sales.



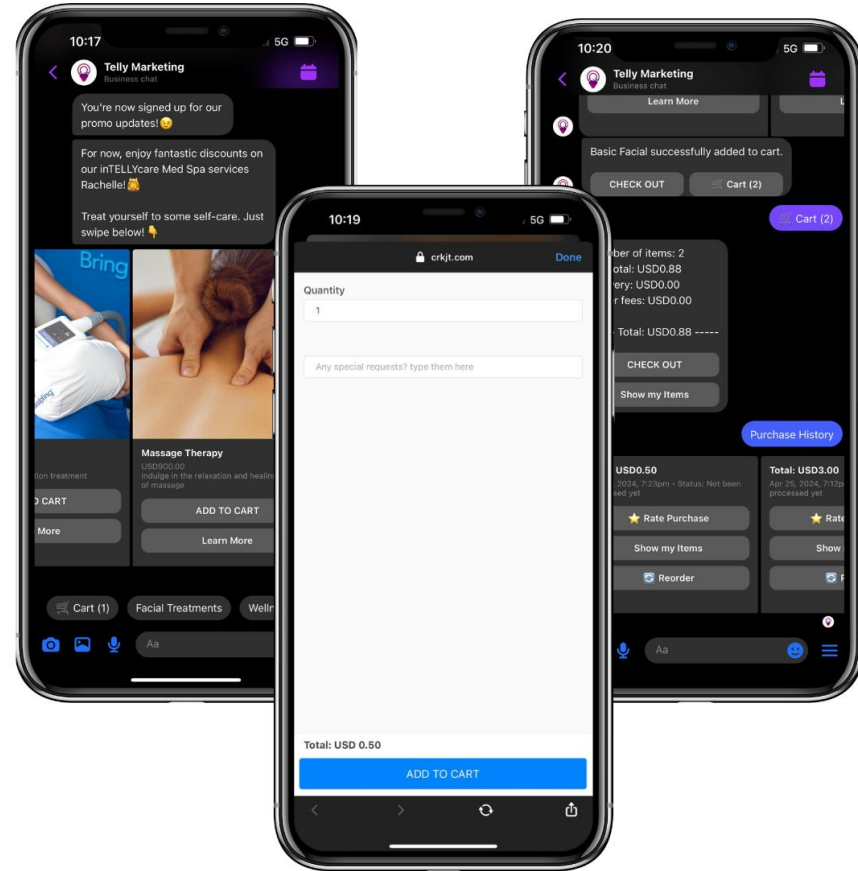
# Online Ordering

**Order Placement:** Once users have selected their desired items and customized their orders, they can proceed to complete the transaction directly within the chatbot conversation.

**Coupon Redemption:** Users have the option to enter promotional codes during the checkout process. When users apply a valid coupon code, the chatbot automatically calculates the discount and adjusts the order total accordingly.

**Customization Options:** For certain items, users may have the option to customize their orders, such as specifying quantities, or adding special instructions.

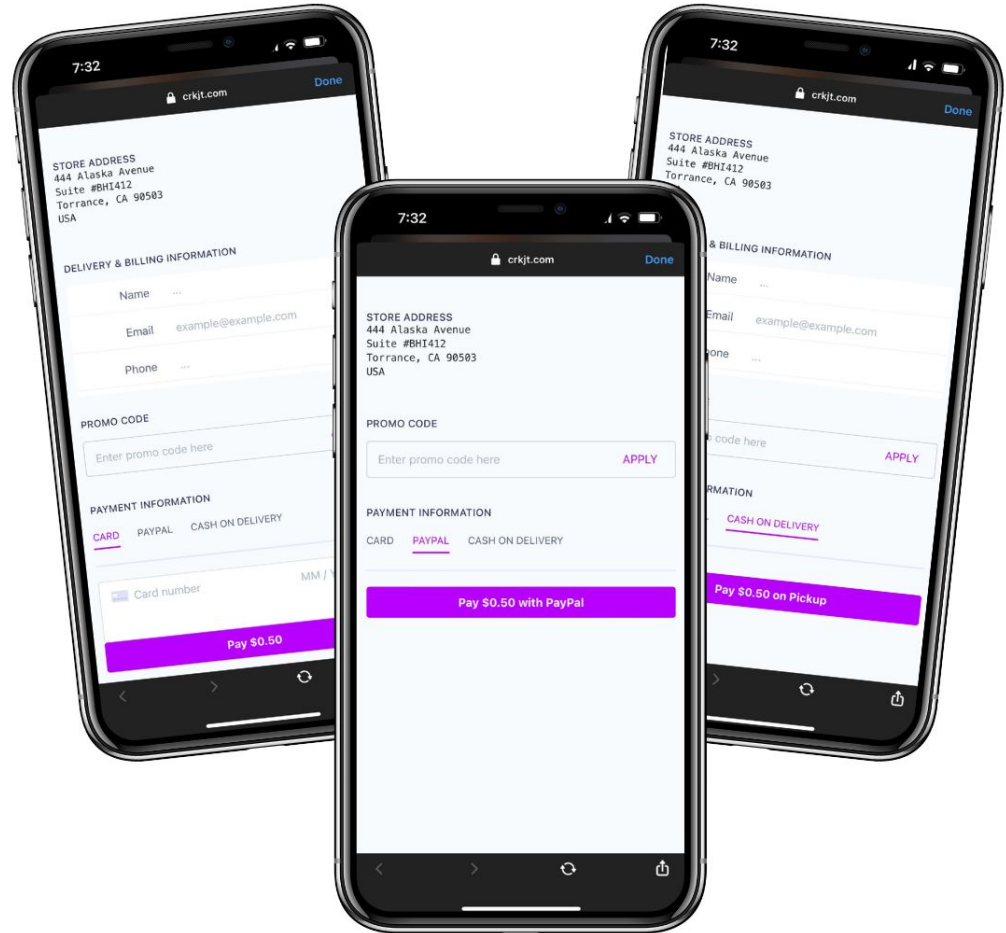
**Order History:** The chatbot maintains a record of users' order history, allowing them to view past purchases and reorder items with ease. This feature enhances user convenience and encourages repeat purchases.



# Integration with Payment Platforms

The online ordering feature integrates with payment platforms to facilitate secure transactions.

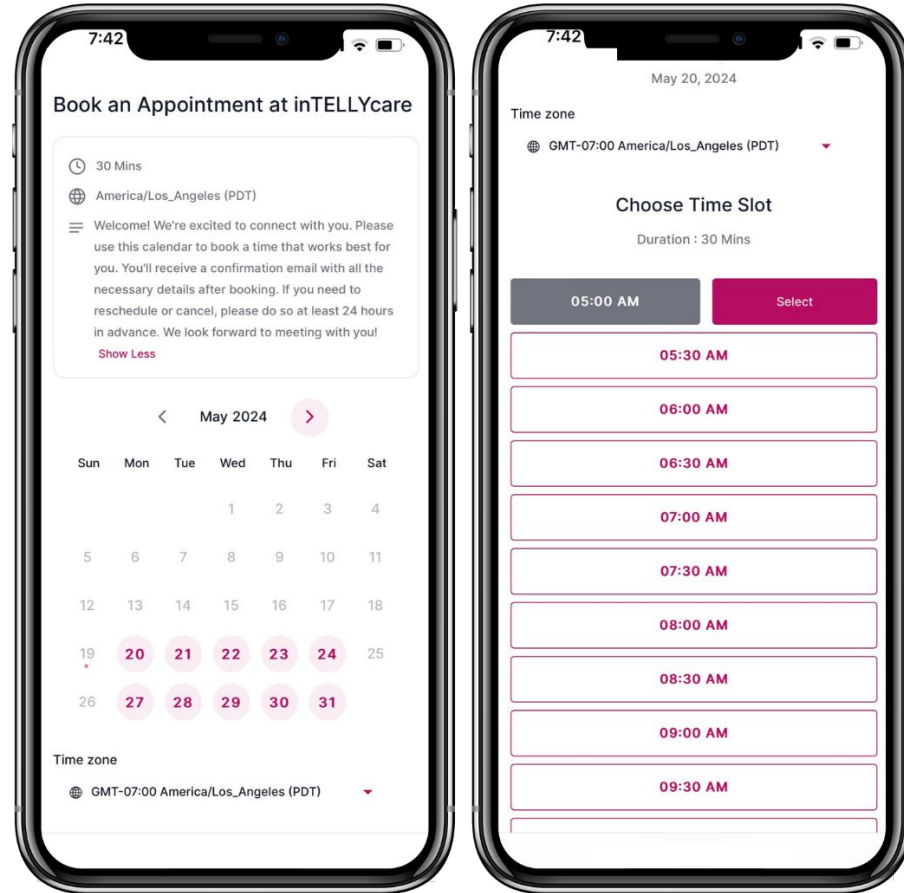
Users can pay for their orders using various payment methods, such as credit cards, PayPal, or mobile cash on delivery, providing flexibility and convenience.



# Booking Appointment

**Real-time Availability:** Users can schedule appointments at their preferred date and time directly within the chatbot conversation/an external link. They can choose from available time slots without the risk of double booking.

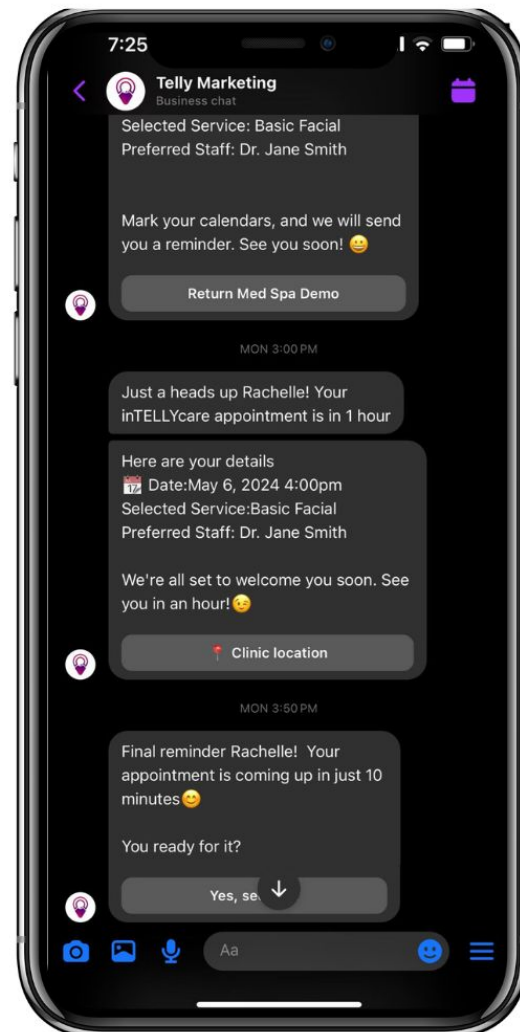
**Integration with Calendar:** The booking feature can integrate with users' calendars, allowing them to add their scheduled game sessions or trivia challenges to their personal calendars for easy reference and organization.



# Reminder Notifications

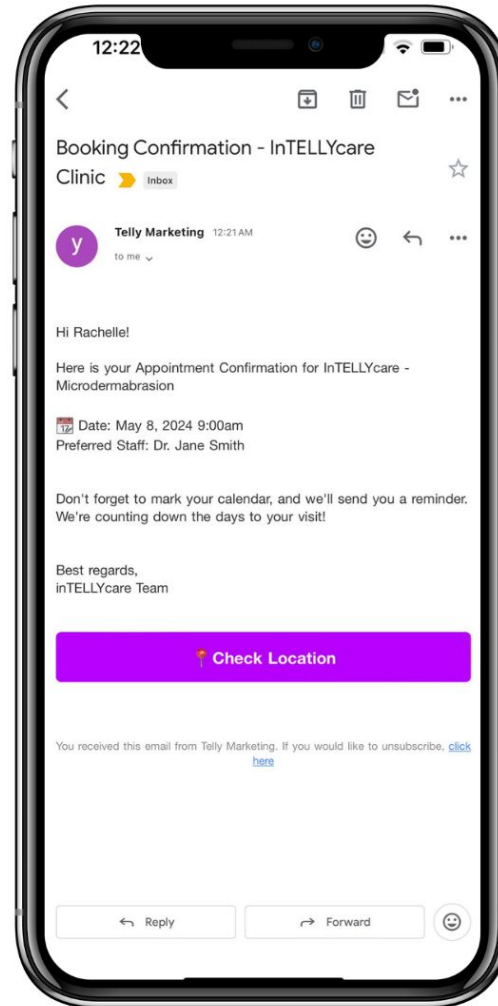
The chatbot can send reminder notifications to users before their schedule to ensure they don't miss their appointments or order confirmation, ensuring a seamless ordering experience.

Reminders and notifications can be sent via **Email** or **automated messages** within the chatbot conversation.



# Email Confirmation and Updates

Allows users to receive alerts, reminders, and updates about booking confirmation, schedule, promotions and other relevant information via email such as upcoming game sessions, new features, special offers, and other important announcements.

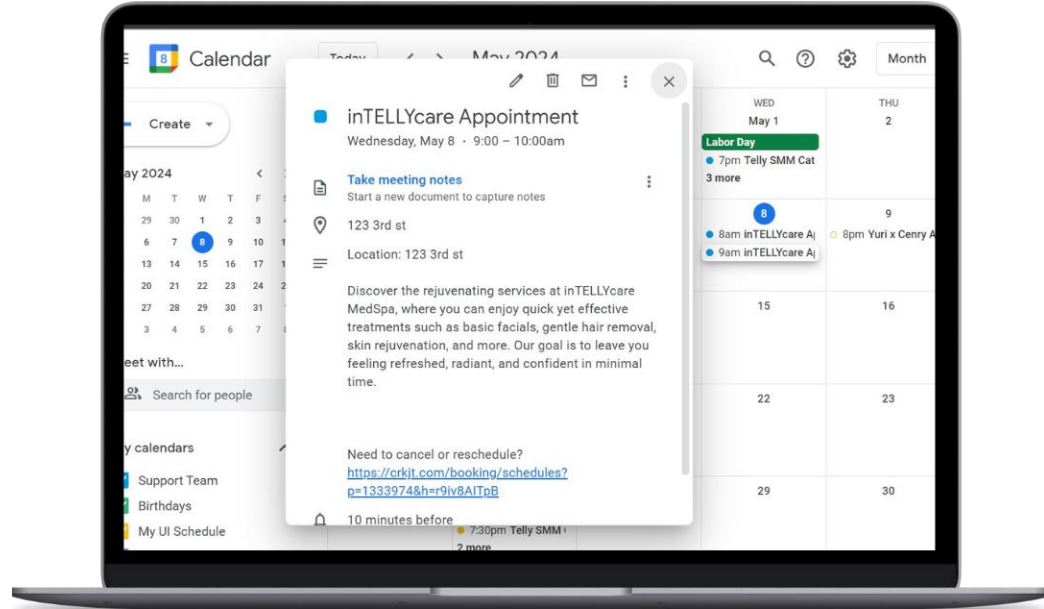




# Google Calendar Reminder

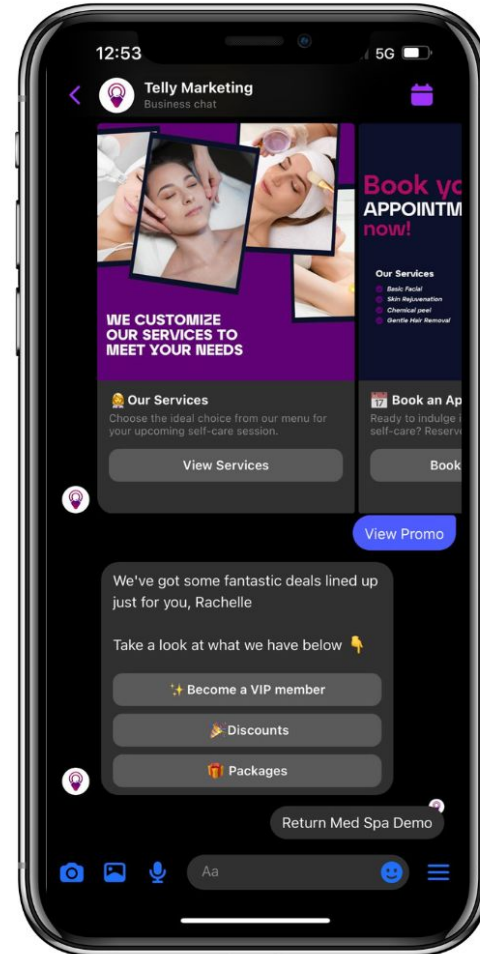
Calendar notification functionality enables users to receive reminders and alerts about upcoming events, or other scheduled activities directly within their calendar application. By integrating with popular calendar platforms such as Google Calendar or Outlook, users can stay informed and organized, ensuring they don't miss important sessions.

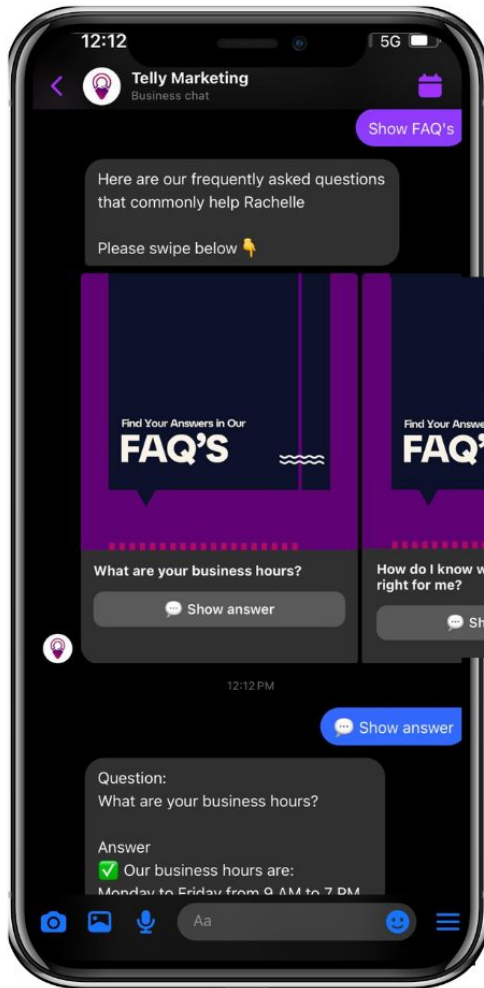
Calendar notifications help users plan their schedules effectively and manage their time efficiently.



# Promotions

We provide users with access to exclusive offers, discounts, and deals, encouraging engagement and participation. redeem special promotions directly within the chatbot, enhancing the users experience and rewarding user loyalty.





## FAQ's

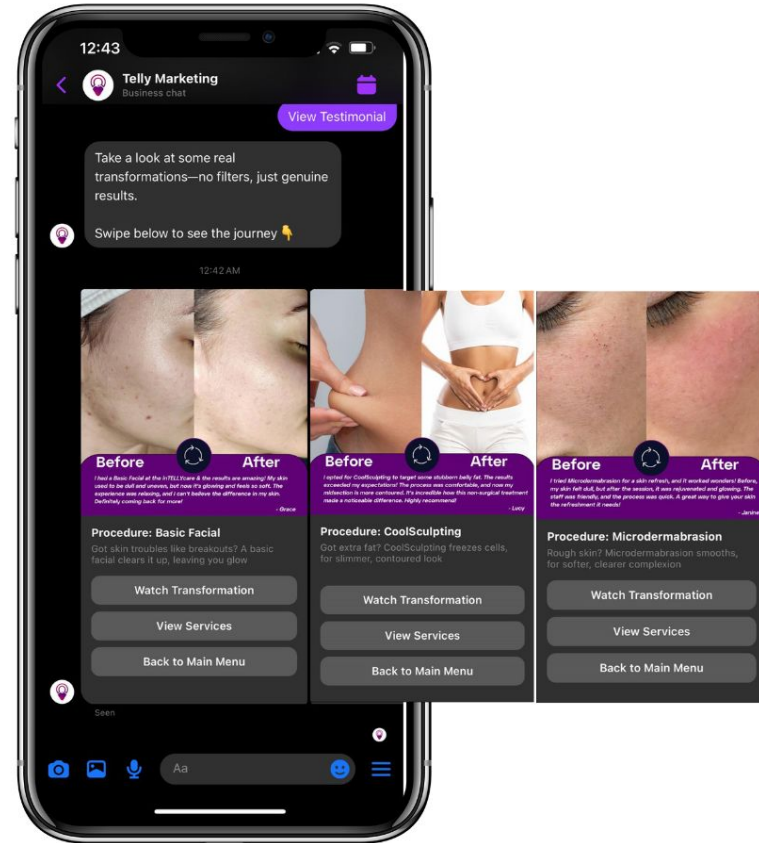
Offers users instant access to commonly asked questions and answers. It provides a convenient way for users to find information and resolve queries without the need for human intervention.

By leveraging the FAQ feature, users can quickly obtain information about rules, contact details, and other relevant topics, enhancing their overall experience with the chatbot.

# Testimonials

The testimonials feature in the Chatrace chatbot showcases positive feedback and reviews from satisfied users. It serves as social proof of the chatbot effectiveness and credibility, helping to build trust and confidence among potential users.

By highlighting testimonials, the chatbot creates a positive impression and encourages new users to engage with the platform, contributing to its growth and success.



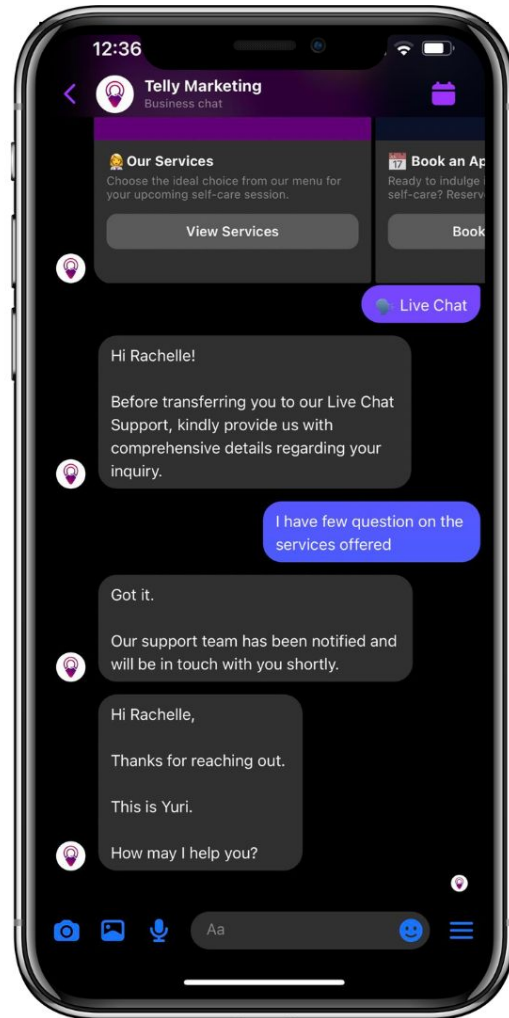
# Gather Reviews

Gathering of Reviews features positive client testimonials to build trust and credibility. We prequalify feedback to ensure only positive reviews are redirected to platforms like Facebook, Google My Business, and Yelp. This boosts confidence among potential clients and drives platform growth.



# Live Chat

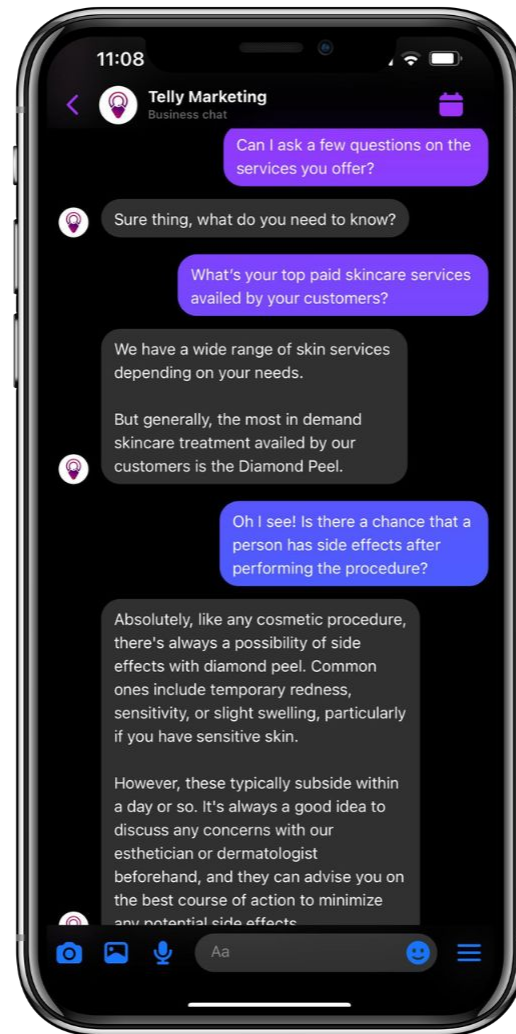
Users can initiate a live chat session with a customer support representative directly within the chatbot conversation. This allows users to receive immediate assistance and resolve any issues or inquiries they may have without leaving the Messenger platform.



# AI Responses

Talking with AI involves engaging in a conversation with an artificial intelligence (AI) system, such as ChatGPT.

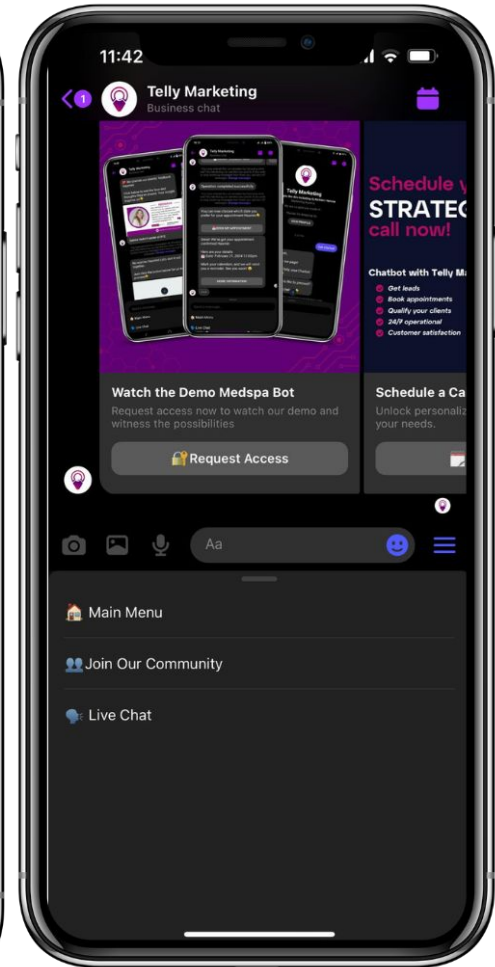
Users can interact with AI through text-based or voice-based platforms, asking questions, seeking information, or engaging in casual conversation. AI systems like ChatGPT are designed to understand natural language input and generate human-like responses, enabling meaningful and interactive dialogue.



# Comment to DM

The "Comment to DM" keyword triggers functionality allows users to initiate a direct message (DM) conversation with the chatbot by commenting on a specific keyword or trigger phrase in a post or comment. This feature streamlines the process of engaging with the chatbot directly through Messenger.

By leveraging keyword triggers, users can seamlessly transition from public interactions to private conversations, ensuring a more personalized and efficient user experience.





# Data Gathering

Sample

TRY OUR DEMO for “FREE”



Type “HeyTELLY” to direct to the Med Spa demo

**The importance of our  
service is not our service.**

It's understanding what problems we are solving.

# Why work with us?

We're not just building chatbots; we're crafting conversational experiences that resonate. With a blend of creativity, empathy, and cutting-edge technology, we're reshaping how businesses connect with their customers.

Collaborate with us, and together, we'll turn interactions into meaningful engagements that leave a lasting impression.

## **WITH Our Help**

You can **save TIME and MONEY** in generating and qualifying leads.

Cut training expenses if you DIY.

Only think on how you can deliver the service to your clients.

Have a **peace of mind** (leaving the hard work to experts).

Enjoying revenue and only focus in **EXPANDING** your business.

Spend more time with your family while we are focusing in one thing...

**Empowering your businesses to deliver exceptional customer experiences at scale.**

## **WITHOUT Our Help**

You may still implement these strategies...

However, you may think you'll saved more by getting cheap services but in fact, you'll **spend more** doing **trial and error** and on strategies that does **NOT** even generate results you desire.

Wasting your precious **TIME, MONEY** and **ENERGY**.

# Special Offer

You will get **50% off** set-up fee  
on any plan selected.

\*This offer **expires in 14 days** upon sending this document.

\*Offer exclude Chatbot monthly subscriptions.

*We are not certain if we will be able to offer it again in the future.*

# Referral Incentive

Earn Up to **\$250** for each Successful Referral.

Invite your friends or colleagues to join our Chatbot service. When they sign up, you will get 10% incentive based on the plan selected by the referrer.



## **Fast Action Taker “BONUS”**

- ✓ **Marketing Kit with QR Code**
- ✓ **Campaign Strategy Swipe Files (Ready for Ads)**
- ✓ **SMM Creatives (Ready for Posting)**
- ✓ **Google Business Profile Optimization Guide**
- ✓ **Free Training and User Guide**
- ✓ **Secret HACK of Marketers**

**Our Clients don't buy  
what we do.**

They buy the RESULTS we can give them.

# ROI Analysis: NOT implementing Chatbot

- 20% attrition x 1000 clients a year (2-3 per day) = 200 clients

If 1 patient = \$500 (lifetime value)

200 x 500 = **\$100,000 lost revenue**

- Increasing client retention by just 5% can boost profits as much as 85%.
- If we can add \$10k in your business/month, that's an additional \$120,000 a year.  
Would you mind paying 2k/month?

Repetitive task causes staff dissatisfaction. Also, hiring more than you should isn't ideal.

Hiring/Staffing: Employee turnover can cost about \$15,000 per employee who makes an average salary of \$45,000.

# ROI Analysis: Implementing Chatbot with US

Investment for our service: \$2997

Price of your best selling product: \$500

FORMULA: Investment / Product Price =  $\$2997/\$500 = 5.994$

In order for you to make that money back from your investment with us you will need **6 SALES** in the next 30 days.

How much more if we help you lower down the cost of your expenses and help you have more sales?

You can only imagine the possibilities.

We haven't even begun to discuss the **SCALING** portion of this.

# Worst Case Scenario

1 client per day

30 days = 30 clients

Best Selling Service Cost = \$500

Cost Acquisition Value (CAV) = \$100

30 days \* \$500 = \$15,000 Gross Profit

Assuming \$500 cost - \$100 on ad expense = \$400\*30 = \$12,000 net revenue on the 1st month

1st month of launch = \$12,000 - P2977 = \$9,003

2nd month we will only charge 1k-2k (depending on plan selected)

\$15,000 - 2k = \$13,000 on the succeeding months less ads spent

If we can **add \$10k** in your business/month,  
that's an additional **\$120,000** a year.

Would you mind paying 2k/month?

# Our Guarantee

We are confident in the value our chatbot services will bring to your business. Therefore, we offer the following guarantees:

**90-Day Client Generation Guarantee:** If Telly Marketing does not generate at least 10 new clients for you within the first 90 days of service, we will waive our retainer fee for the next 30 days or until we achieve this milestone, whichever comes first. Furthermore, if we fail to deliver 10 converted leads after the initial 90 days, we will issue you a FULL REFUND of our service fee (excluding ad spend).

**Satisfaction Guarantee:** Your satisfaction is our top priority. If you're not completely satisfied with our service, we will work diligently with you until you are fully satisfied.

Experience the Telly Marketing difference—**risk-free**. Let us help your business thrive.

**Note:** The 90-Day Client Generation Guarantee only applies if you are running ads.

## Our Guarantee - old

- Appointment Increase
- Improve Lead Conversion Rate
- Patient Satisfaction
- Regular Updates
- Administrative Workload Reduction
- Ongoing Support
- FREE adjustments at no additional cost within the first 3 months to ensure the chatbot meets your specific needs.

**If you're not completely satisfied with our service, we'll work with you until you are.**

...More **HAPPY Clients** > High Retention > Good reviews > Word of Mouth > More Leads > More Booked Appointments > **More Sales...**



**With all these advantages  
of today's technology, let  
us use the most out of it.**

**This is something you won't regret  
doing in your business.**

# Let's Transform your Business Together!

Can't wait to see you onboard!

# Any Questions?

Our team is here to help.

[Join our Facebook Group](#)

Reach out to us: [contact@tellymarketing.com](mailto:contact@tellymarketing.com)

Customer Support: [m.me/tellymarketing](https://m.me/tellymarketing)

Social Accounts: Telly Marketing

(424) 337-0955 (US) / +639-17163-7932 (PH)