



CHATBOT COPY CHECKLIST

Copy inside your chatbot is one of the most important factors in the success of your campaigns. Chatbots are a new way of communicating with customers – it's called Conversational Marketing. It's something we're not used to because it's a complete revolution in the way we are reaching customers. It's like the dawn of email marketing back in the 90s.

This is a list of the main things to consider when you're writing your copy. If you're sure to follow this list, your bot will be following best practices and be the most engaging it can be.

- ☐ Stick to 3 lines or less of copy per chat bubble
- ☐ Make the copy short, concise, punchy and informal – but also consistent with your brand
- ☐ Keep it simple – Messenger is not the place to have lengthy conversations. Think of it like texting your friend, if you'd pick up the phone and call them, or send an email, do that. This is just part of the customer's journey
- ☐ Never lead people to think you're a human. Always let them know they're talking to an automation
- ☐ Use personality – boring bots won't get engagement
- ☐ Use emojis on buttons (for increased CTRs)
- ☐ Take the user by the hand and guide them through your bot
- ☐ Limit open-ended questions because this can break the user experience quickly
- ☐ Repeat things back to the user to humanize the conversation and reassure the user the bot is listening
- ☐ Use the “typing” block between each bubble. Otherwise, your bot will spit all the bubbles at the user at once. That's overwhelming for your user.
- ☐ Add emojis and gifs throughout the conversation to add visual interest
- ☐ Do not copy existing email sequences into the bot and expect the same results – you have to re-think the strategy you're using for a bot.

You're ready for your copy to shine!

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