

## Innovation Report

Will your business benefit from using chatbots, and if so, how do you go about creating a chatbot? In this 25 page, definitive guide to Chatbot Marketing, learn everything you need to know about chatbots, including chatbot uses, how chatbots work, benefits and disadvantages of chatbots, and steps in building a chatbot in order to optimize your business success online.

## Chatbot Marketing

01 - What is a Chatbot?	3:51
02 - How Big is the Chatbot Opportunity?	6:40
03 - Why Do People Use Chatbots?	3:39
04 - Why Do Businesses Use Chatbots?	9:03
05 - Advantages and Disadvantages of Chatbots	8:55
06 - How Do Chatbots Work?	11:19
07 - How to Create a Chatbot	4:49
08 - Steps to Building a Chatbot	12:58
09 - How Much Do Chatbots Cost?	7:55
10 - Should You Use Chatbots?	14:00
11 - Creating a Chatbot With ChatFuel	6:04
12 - Creating a Chatbot From a Template	3:44

**Total Topics = 10**

**Total Time = 1:23:09**

## Chatbot Marketing Examples

13 - Chatbot Example: Katy Perry	3:54
14 - Chatbot Example: Lego	3:49
15 - Chatbot Example: Samsung	8:40
16 - Chatbot Example: Whole Foods	5:54
17 - Chatbot Example: Game of Thrones	4:57
18 - Chatbot Example: Mitsuki	6:18

**Total Topics = 6**

**Total Time = 33:32**

## Chatbot Marketing Tools

Match Your Business Needs to the Right Software with **G2Crowd**



### Resources:

Chatbot Marketing 25pg Innovation Report  
Chatbot Marketing Quick-Start Guide  
Chatbot Marketing Checklist

**Course Total Topics = 18**  
**Course Total Time = 2:06:29**