'10 Top Ways to Generate Leads & Sales Fast using Live Chat Powered Automations'
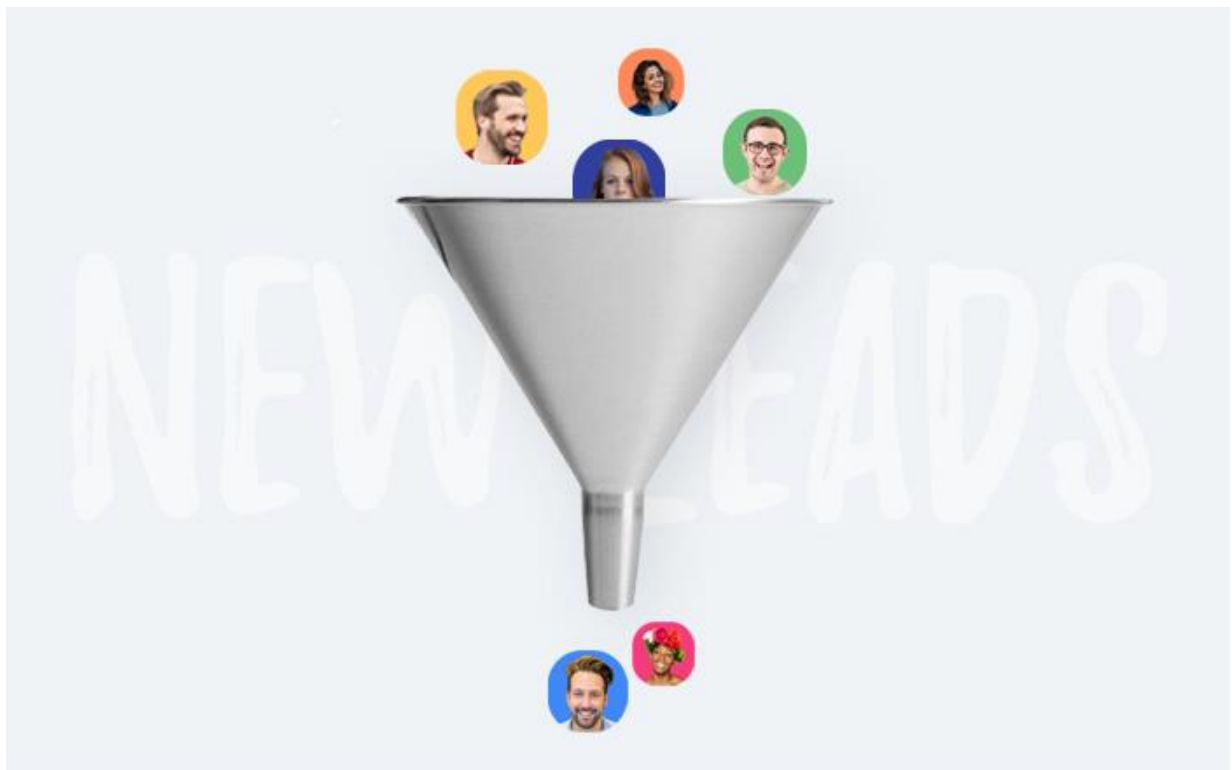
To generate leads & sales fast in today's modern online world you need to spark your website visitors ' interest in your products/services, convert them and then generate sales from them.

You can now do this so much easier by using live chat and chatbots.

Welcome to our top **'10 Top Ways to Generate Leads & Sales Fast Using Live Chat Powered Automations'**

The importance of generating new leads is pretty straightforward.

Getting more leads increase your chances of converting at least some of them into paying customers.

How To Generate Leads
There are many lead **generation channels and methods**. Which one you choose depends on your business profile and how much you can spend on acquiring those leads.

Let's take a look at different lead generation channels and see how you can generate leads within each of them.

Lead Generation Channels
Generally, there are two channels through which you can generate your leads: **outbound and inbound**.

Outbound Lead Generation Channel

The outbound lead generation channel is about **acting in a proactive way**. It means that it is you who acts first and you do not wait for someone to discover you.

How to generate outbound leads?

- cold calling and/or emailing

- face-to-face networking (e.g. you meet prospects during some event)

- ads (in print, radio, or TV)

The goal of this method is to make a sales pitch to as many people as possible, without taking into consideration their profile.
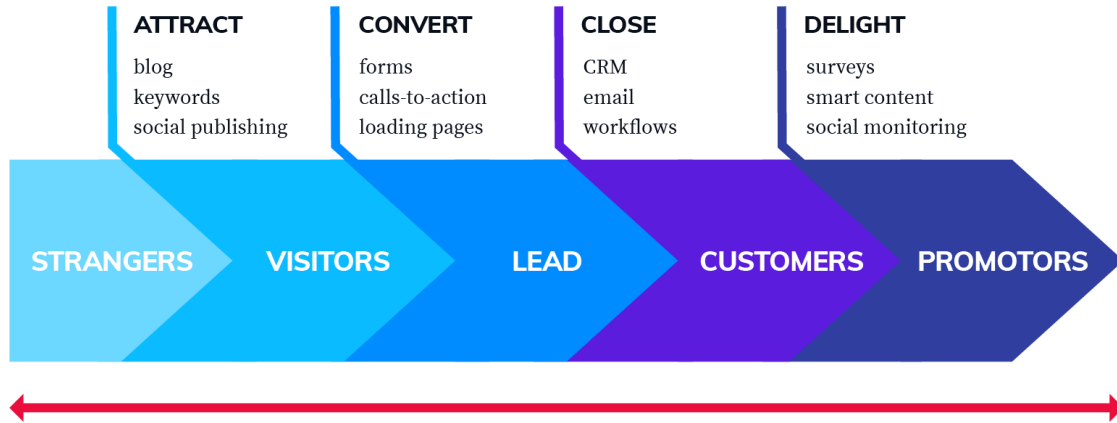
Inbound Lead Generation Channel

The inbound lead generation channel focuses on the content of your website. Your goal is to provide **attractive, valuable and educative content** to your visitors (and customers) through the blog.

The blog should focus on topics related to your business and (or) industry. This way people interested in some specific topic can learn something from you.

Then, you optimize the blog with SEO (Search Engine Optimization) techniques to reach an interested audience.

ATTRACT	CONVERT	CLOSE	DELIGHT
blog	forms	CRM	surveys
keywords	calls-to-action	email	smart content
social publishing	loading pages	workflows	social monitoring

STRANGERS → VISITORS → LEAD → CUSTOMERS → PROMOTORS

How to generate inbound leads?

You need to optimize your website to persuade visitors to take some sort of action that will result in visitors leaving their contact details.

So for instance, the visitors may do the following through your website:

• sign up to your newsletter, email course, or webinar

• contact you through the contact form or email

• order a call

• leave their email to receive an ebook or cheatsheet

• register a trial account

• register to read a full story or watch a video

But there are two more tools you can use for getting new inbound leads: **live chat and chatbots**.

GENERATE LEADS WITH LIVE CHAT & AUTOMATIONS (CHATBOTS)
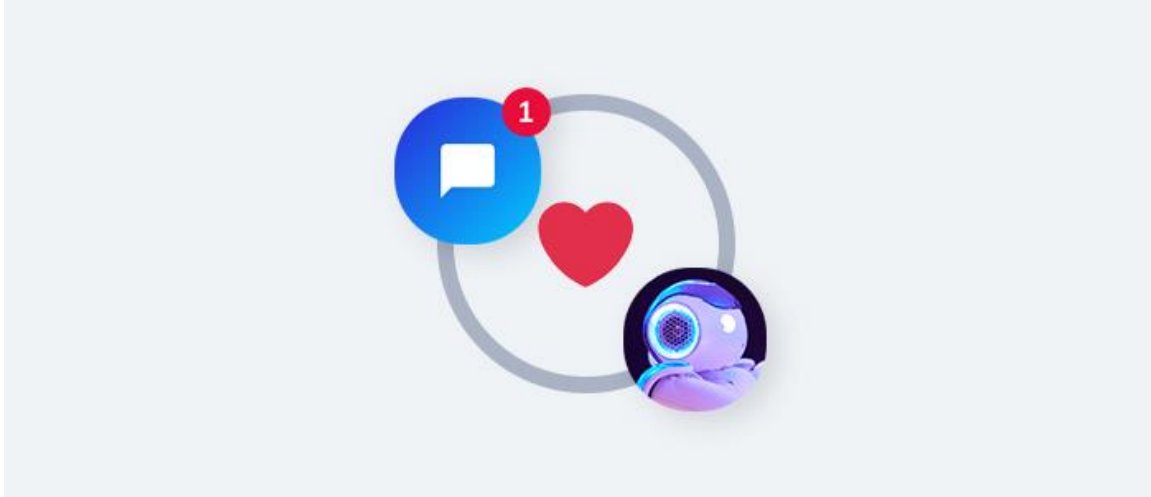
Live chat and automations (chatbots) can be used as effective online lead generation tools.

Both of them have their advantages but what's more important, they can easily replace some "standard" lead generation methods while adding something unique that other solutions lack.

The use case for both lead generation tools is simple.

Live chat lead generation with automations (chatbots) lead generation work together.

You use a live chat to provide real-time support and close sales as soon as possible while the automations (chatbots) automate the sales process and maximize the efficiency of lead generation, especially when you're offline.

Wait — **Live chat and automations (chatbots) as lead generation tools**?

Isn't a live chat a tool for online chatting and chatbots for automated chats?

Generally, yes.

Still, the automations (chats) alone are powerful enough to get you some extra leads.

Remember, how we've talked about catching the visitors' attention? A live chat operator can do a really great job here.

In fact, conversations can be a real game-changer in the sales process.

In one of the surveys, Drift revealed that website visitors who had a chat with a live chat operator are **82 percent more likely to become customers.**

Not to mention that a live chat scored **92 percent on a customer satisfaction** scale.

82%

The customers who had a chat
with a support agent are
82 percent more likely to place
an order

92%

Live chat has the highest
customer satisfaction rate

Secondly, messaging apps are extremely popular nowadays. Live chat, an example of an app that enables two parties to chat with each other, is convenient for the customers and live chat operators.

Moreover, live chat is packed with many features that other communication channels lack. And when we boost it with automations (chatbots), it becomes a powerful lead generation tool.

After all, chatbots are great at engaging and chatting with visitors when you are busy or away.

What Are the Best Lead Generation Chatbot Apps?

There are quite a few of lead generation chatbots available on the market. These include:

- Tidio
- Facebook Messenger
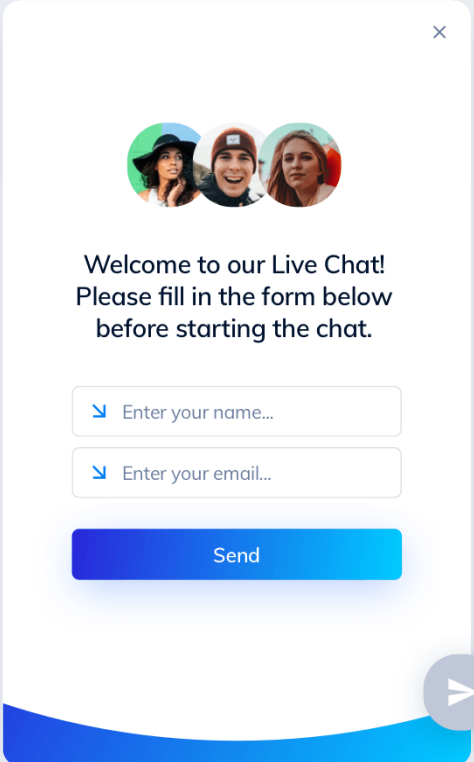- Crisp

- Drift

- Landbot.io

Just to name a few.

What features make live chat and automations (chatbots) so special in a lead generation process?

Let's take Tidio as an example and see how this app can help you in different scenarios.

FYI: Tidio is a live chat platform that's boosted with automations (chatbots) to increase your sales & customer engagement even faster. Hands down we've found Tidio Chat to be the most robust & capable of all the alternatives out there. And believe me – we've tried all the top named platforms out! We are always proud to introduce Tidio to our audience through our 'affiliate link'. If you decide to upgrade your FREE forever account to one of Tidio's paid plans ($18 USD/mo.) it costs you no more. If you do purchase we may receive a small compensation for the 'referral'. You probably already knew that but we just wanted to be totally transparent & crystal clear on that!

1. Use a Pre-Chat Survey

Pre-Chat Survey is a live chat feature that automatically asks your visitors some questions before the conversation starts. (you can turn this feature on or off at will)

The survey asks for a name, email address, and (or) telephone number.

Regardless of how the conversation ends, you already have your visitor's contact details and you can use it later for marketing and sales purposes.

2. Welcome a New Visitor (Or a Returning Visitor)
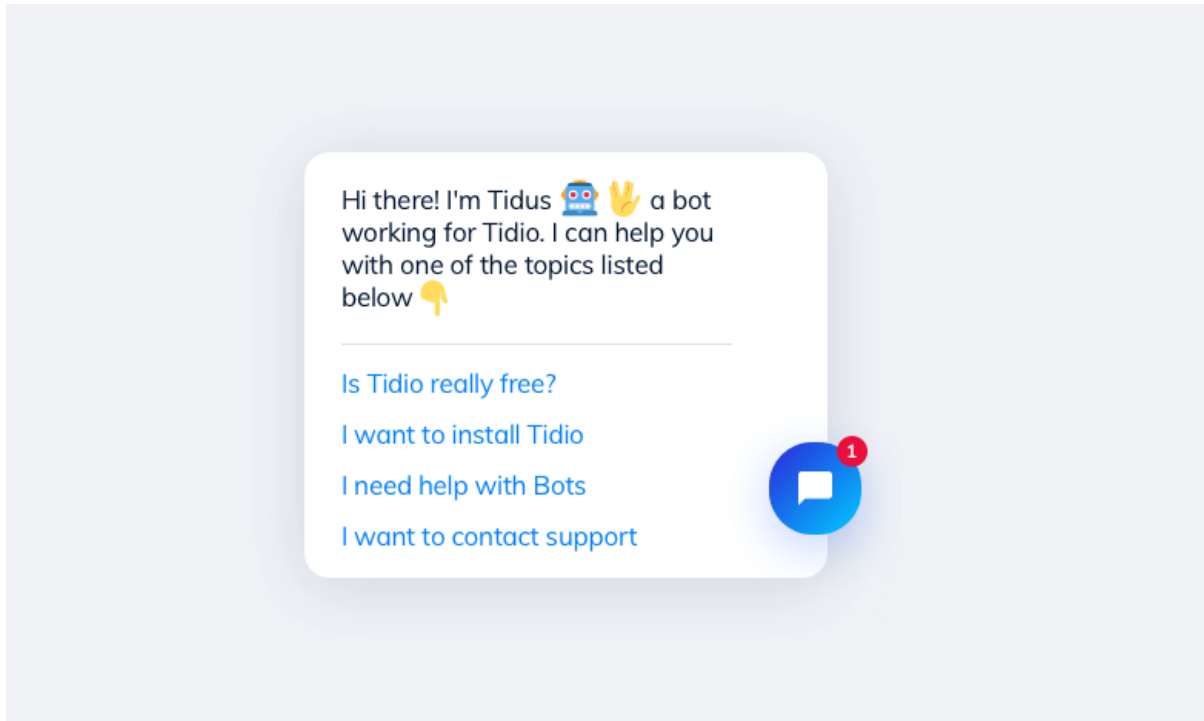
When a new or a returning visitor lands on your website, you can use an automation (chatbot) to automatically greet them and ask whether they would like to know more about a particular product or service.

This conversation may have a few possible outcomes. For example, when the automation (chatbot) is unable to answer a certain question, it will transfer the chat to the live chat operator (if there is any available).

Otherwise, it will ask for an email address or telephone number so that you or staff member (an operator) can contact the visitor at their earliest convenience.

While the first scenario can lead to a sale (a lead could become a customer), the second one gives an opportunity for a conversation (and conversion) at a later time.

Another trick to collect contact details from your visitors is to offer a small discount to returning customers.

A automation (chatbot) can tell a returning visitor from a new one. When it recognizes a returning customer, it can offer a promo code to them (some people need just a tiny nudge to help make up their mind).

If the returning customer accepts an offer, the chatbot will ask for an email address to send the code.

Even if they don't redeem the code afterward, you have their email address that you can use for further marketing purposes.

3. Collect Leads When You're Offline by Using Chatbots
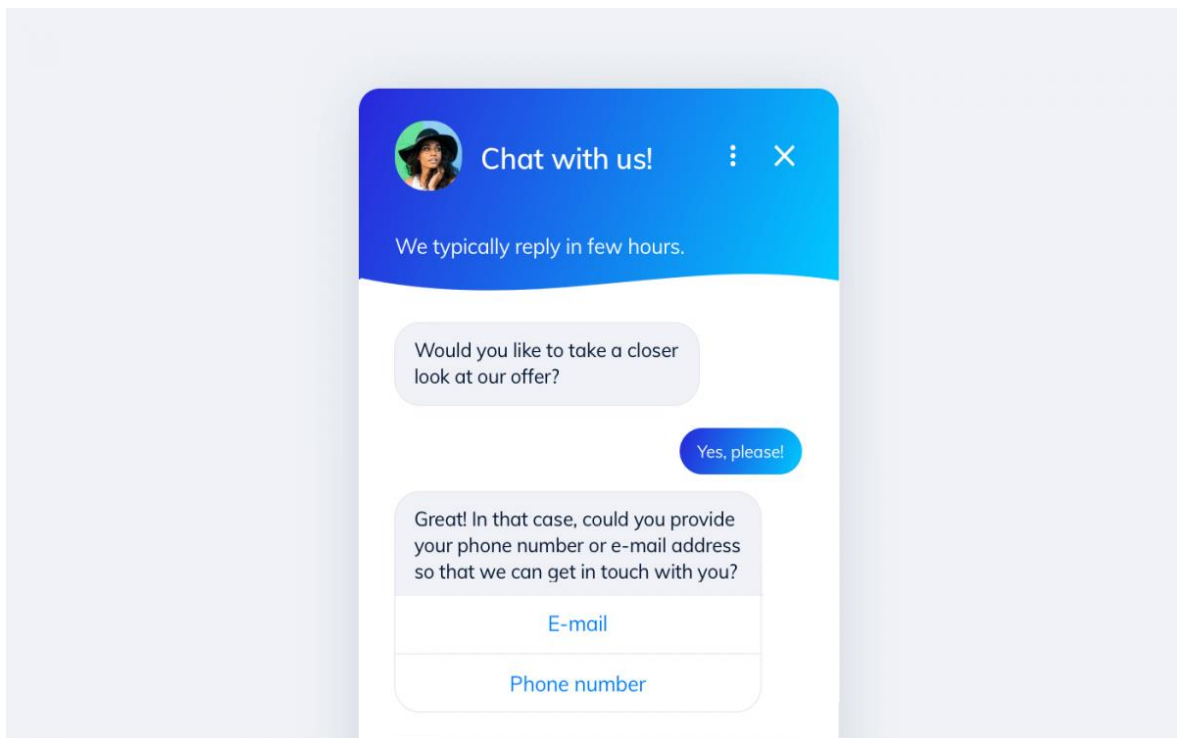
Chatbot lead generation does not stop when you or your sales/support team is offline.

Let's say your potential customer clicks on the live chat widget when you're away.

Since there is nobody around to reply, a chatbot activates and informs the customer that someone will contact them as soon as possible.

The chatbot collects all the necessary information, such as name, e-mail and (or) phone number, and the customer's written inquiry.

4. Engage Users When They Want to Leave the Website (Or Abandon Their Shopping Cart)
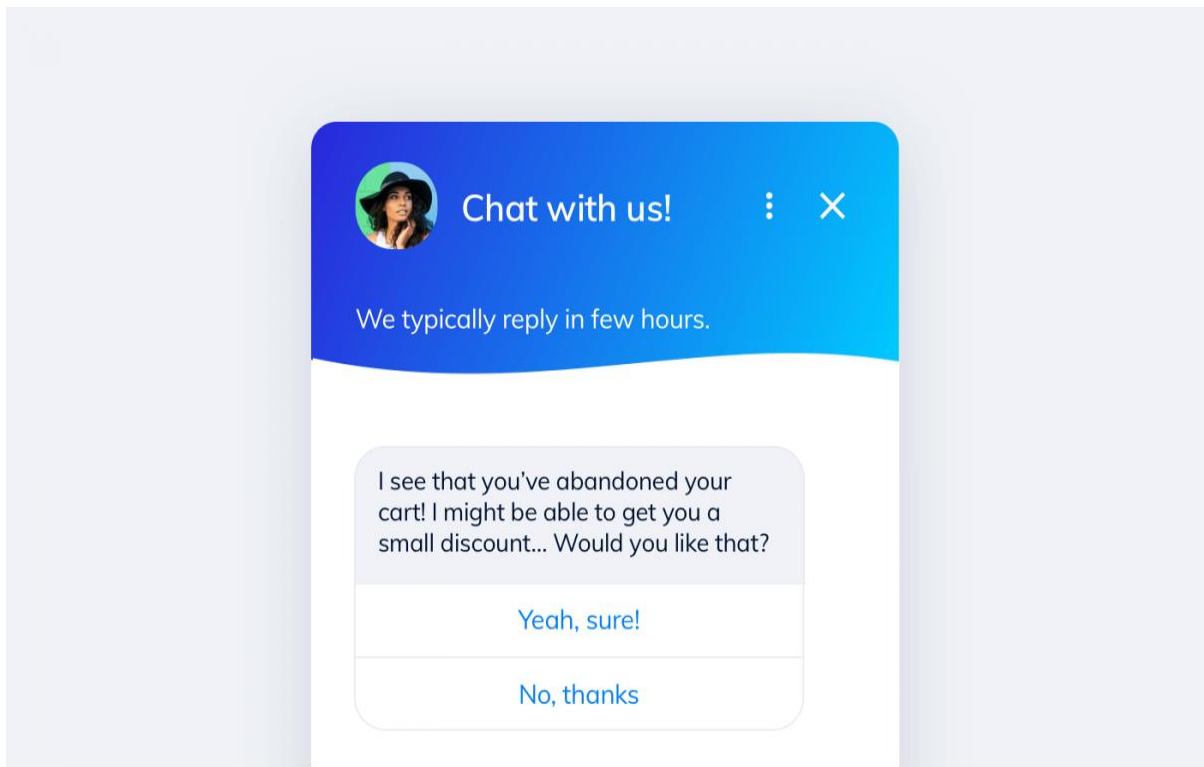
Abandon cart automation (chatbot) offers a discount

There are many reasons for cart abandonment. Perhaps the visitors did not find the information they were looking for or the shipping costs were too high.

But, what if the reason was more trivial? Such as – the visitor put some items in the cart to come back and pay for them later.

Regardless of the reason, you can make the best of every visit.

An automation (chatbot) can engage a visitor who tries to leave the website (or shopping cart) and ask them some questions that'll end in getting a lead (or some feedback, at the very least).

In this particular situation, the chatbot can potentially not only collect a lead but also address the visitor's issues.

When the issue is resolved, the customer may either leave or complete an order.

5. Generate a Lead When an Operator Doesn't Respond
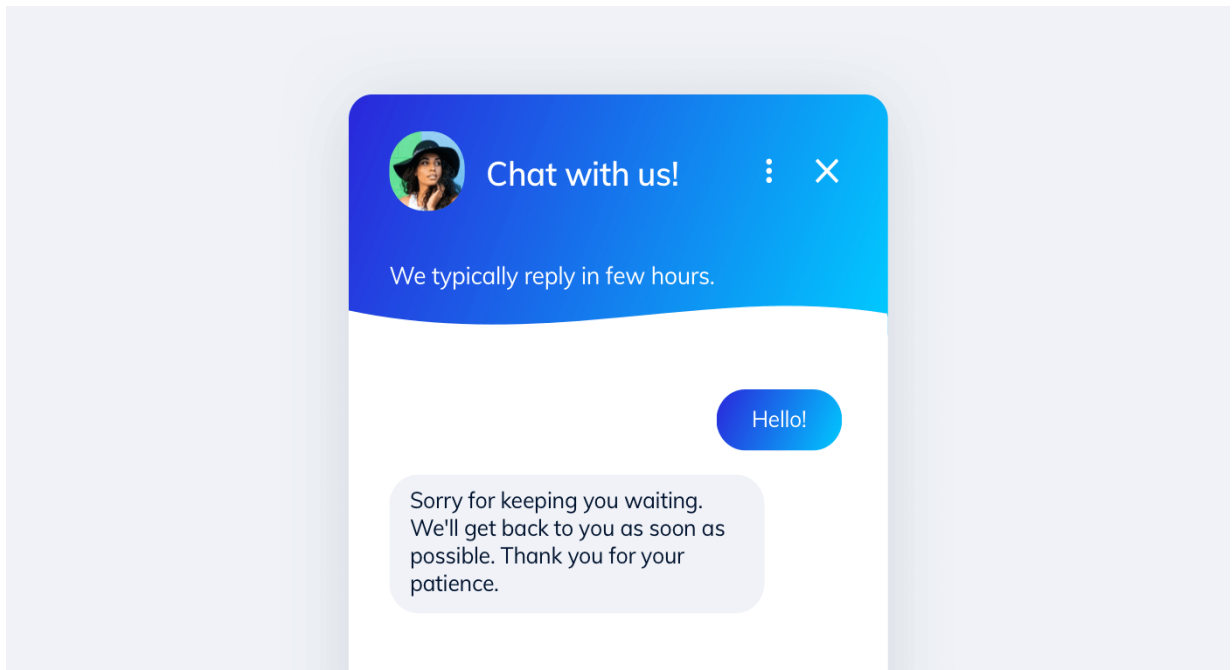
An automation (chatbot) comes very handy when there is an operator who's not responding (because they're working so hard!).

The automation (chatbot) can inform the visitor that the live chat agents are busy at the given moment, and offer two options: visitors can continue to wait or leave their contact information.

6. Allow Your Visitors to Order a Phone Call

Some customers still prefer using phones over other forms of communication.

A automation (chatbot) may ask a potential customer to leave their telephone number so that someone from the support team can contact them later.

It's a great feature if your company relies mostly on providing sales and customer support (or service) through that channel.

7. Engage a Visitor Who Leaves a Form

Let's assume you have a visitor on your contact page who has filled out a form, but, for some reason, didn't submit it.

At that very moment, a chatbot can engage them and help with their issues, answer their questions, or collect a lead.

Convenient, isn't it? Again, you get the most out of your contact form and make it rain money!

What else you can do when it comes to the **different contact forms** (registration form, contact form, or even a newsletter pop up window) is to replace them with your automation (chatbot).

So instead of expecting your visitors to fill out (yet another) online form that is no different from other forms on different websites, send your chatbot to collect the information from the visitor in a conversational way.

It's often faster than the regular form, but certainly **more fun and engaging**!

The result? Your visitors will be more hooked and less likely to leave.

FYI! We've actually created a live 'real time' working demo of form abandonment right on our website for you to test out.
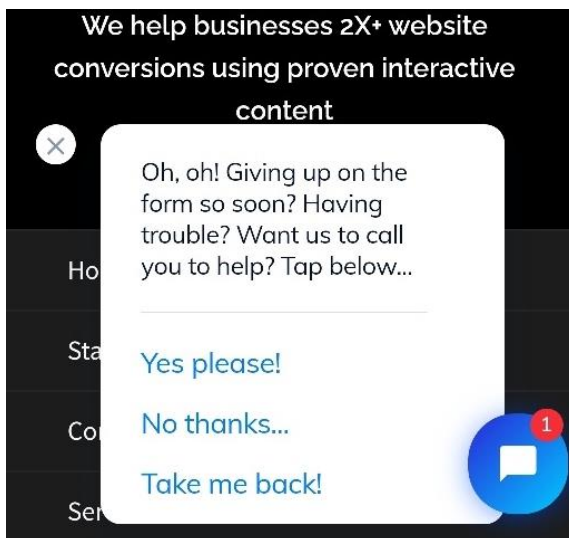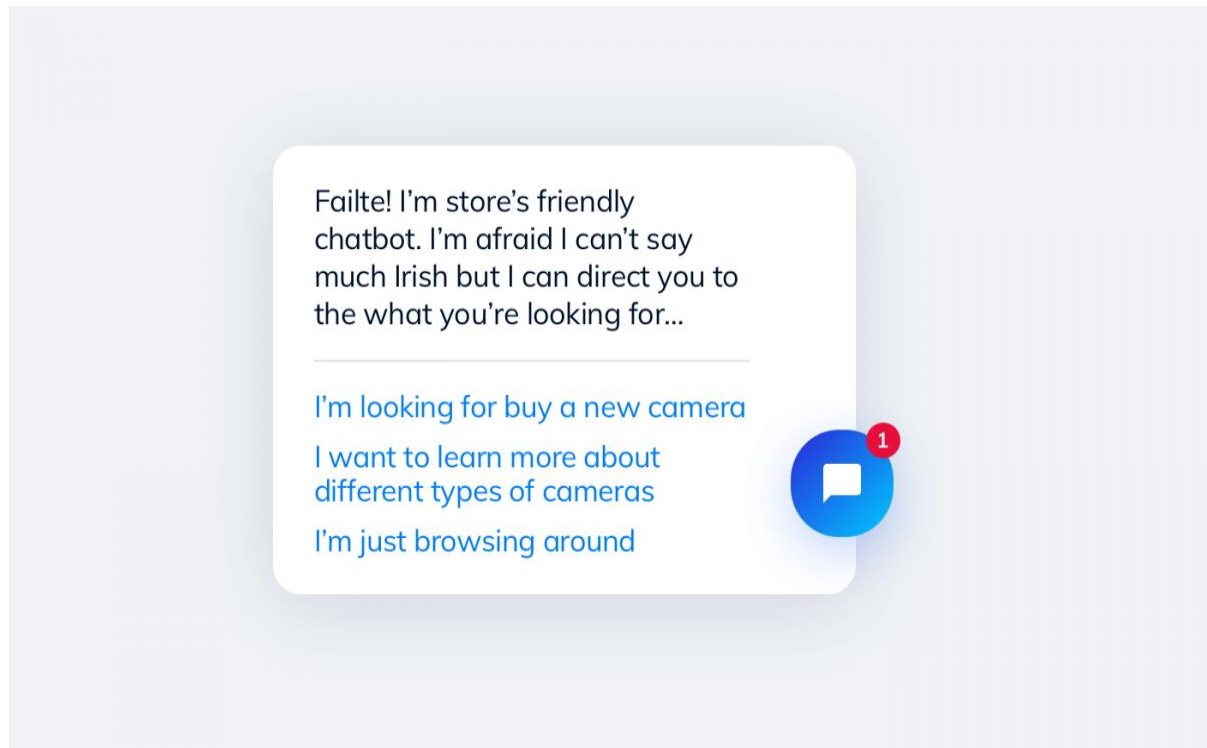

[**Click Here**](http://SuccessOnTheFly.com) (or image) to test it out. It's pretty cool!

Now, just think what you could do?!

8. Engage a Visitor on a Specific URL

An automation (chatbot) can start a conversation with users who visit a specific URL.

For example, let's assume you have a page with a very expensive and profitable product.

You want to make sure that nothing stands between the potential customer and the sale, so you set up an automation (chatbot) to assist.

The automation (chatbot) greets the visitor to make a great first impression, and asks them some sales questions (which will help you close the sale later), before collecting their contact information.

Additionally, you can also allow your visitor to transfer to a live chat operator to complete the sale right away.

NOTE: Maybe you want to encourage people to sign up to your newsletter. Using an automation on your 'About Us" page can work wonders. Why? Because it's usually one of your sites most viewed pages.   **Click Here** to see how we've done it. (You can sign up too if you'd like! lol!)

http://SuccessOnTheFly.com
"We help businesses drive leads
& generate 120%-305% more sales
with 'live chat' powered automations"

10. Engage Visitors On-Site With Live Visitor List
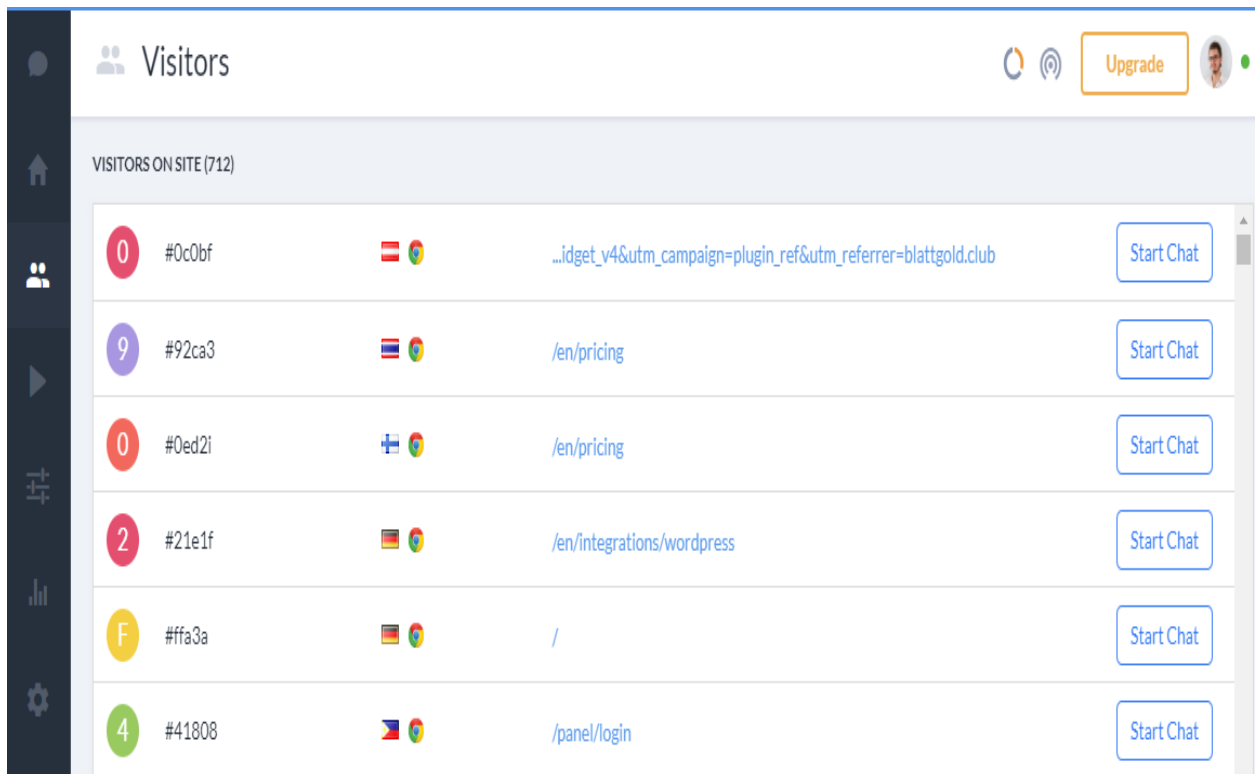
Live Visitor List allows you to track how many visitors are currently browsing your website and what page they currently sit on.

With this feature, you can take over the initiative and start a conversation with any visitors you want.

For example, you notice a visitor who just wanders around the website looking for specific information – you can cut the process short and offer them your help.

In other words, **Live Visitor List enables you to act in a proactive way and chat with the visitors who otherwise might have not contacted you on their own.** How cool is that!

You can overcome visitor's obstacles, collect their contact information, and close the sale in one go.

And this works because you make sure that every visitor has been engaged and encouraged with your excellent, personalized customer support.

11. (Bonus) Collect a Lead When Someone Reads an Article

If your company has a blog, you can boost your lead generation by engaging visitors who read your articles. This is huge!

How does it work?

An automation (chatbot) engages your blog visitor by asking them if they're interested in a particular topic and recommends other articles.

If the visitor is in a hurry, they may leave their email address so that they can receive the articles by email.

You can go one step further, and apart from sending the articles, you can try to convert them.

12. (Bonus) Engage Users on Facebook
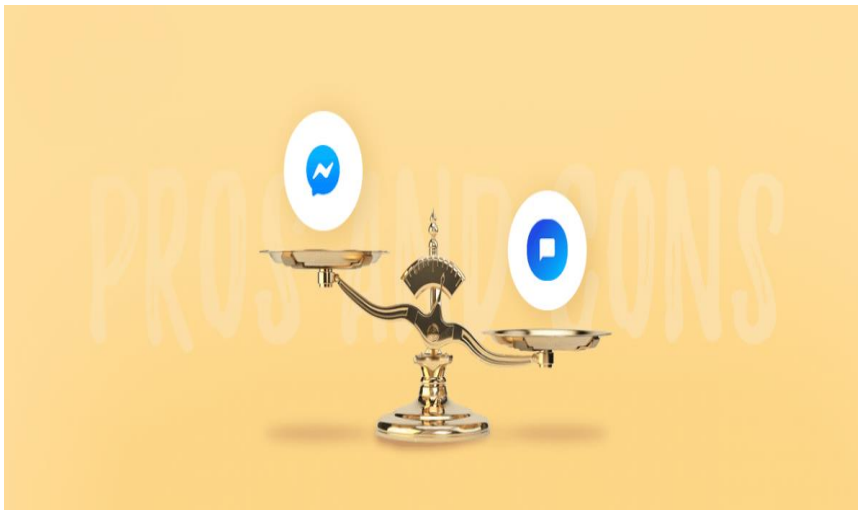
Live chat and chatbot platforms can be integrated with Facebook Messenger and, in the process, with your Facebook fan page.

With this integration, you can basically do all the things mentioned in previous points, but with Facebook and Messenger (and the great possibilities they offer) joining the game.

For example, a chatbot can engage your Facebook Page visitor, ask them if they're interested in your offer, and ask for their e-mail address to send them a personalized offer.

Or, since the messages on the Messenger do not disappear when either of the party goes offline, they can continue the chat with the newly acquired lead.

Presence in social media is a crucial sales factor.

According to a BigCommerce report, one-quarter of American online sales were linked to social media channels.

Thanks to this integration you can maximize your income potential by engaging prospective buyers through every possible channel.

We've saved the best for last! Lucky 13!

13. (Bonus) Generate More Leads & Sales Fast Using A Chat Powered Landing Page

Imagine a situation in an office – a clerk throws a registration form at you and asks you to fill it up. It's rude, boring and tedious.

Now, let's imagine a different situation – you enter a luxurious hotel and a kind receptionist asks for your personal details to book you in. You have a nice conversation; you take turns and exchange information.

See the difference?

That's how chat automations work.

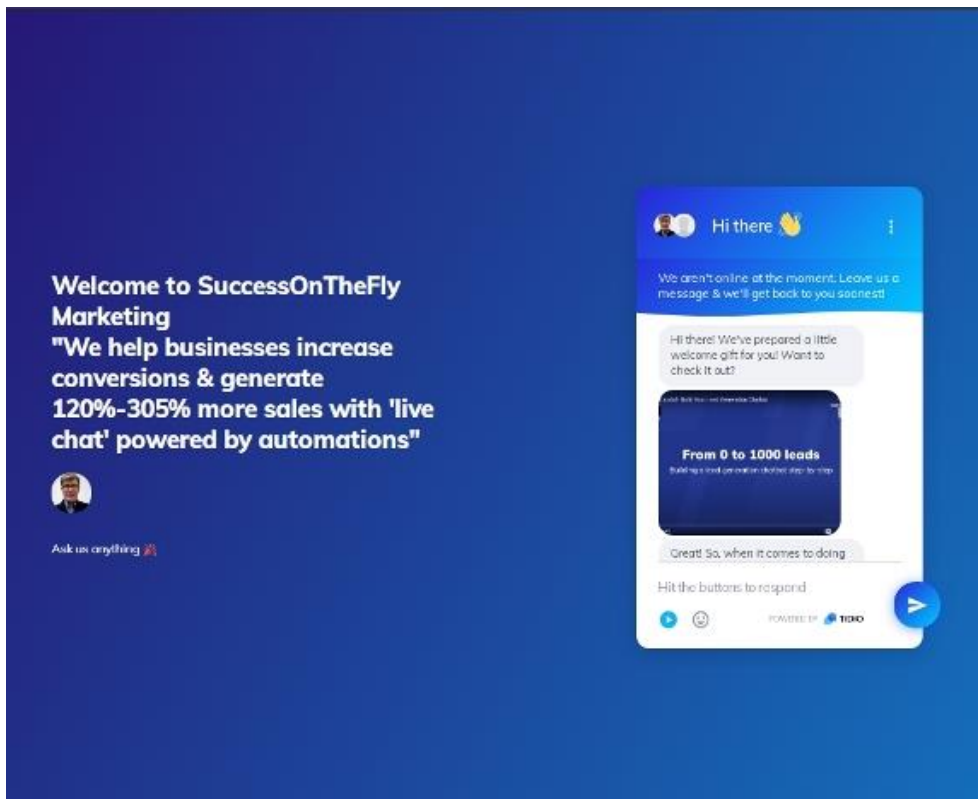And it makes a huge difference to your business!

We're not saying that you should stop what you've got going on currently.

Just test out what a chat landing page could do for you and your business.

Want to learn more? Tap the link here

['How To Generate Leads And Sales Fast Using A Chat Powered Landing Page'](#)

Live Chat and Automations (Chatbots) as Lead Generation Tools: Conclusion

Live chat and automations (chatbots) are **great multi-purpose lead generation tools** that can expand the pool of your potential customers.

By using **automations (chatbots) for lead generation** (and live chat as well), you can:

- Collect the contact details from the visitor through the live conversation

- Automate active engagement with the visitors and prevent them from leaving your website

- Offer help whenever you or your live chat operators are busy or offline. And if the issue is more complex, collect the contact details so that a live chat operator can get back to the visitor later

- Engage the visitor at any point of their user journey, be it on your website, Facebook fan page, or mobile app

- Offer visitors fun, conversational and engaging ways for signing up for your newsletter, leaving a inquiry, or registering their account

- Quickly refer qualified leads to yourself or to your staff (or sales team) to strike while the iron is hot

When it comes to live chat and automations (chatbots) benefits, almost every business area gets its share. That includes customer service, marketing, sales, and, of course, lead generation. There are countless automations (chatbots) examples online that prove their effectiveness and popularity.

And what's also important, live chat and automations (chatbots) are very cost-effective tools that can be set up in a relatively short time frame.

You'll soon learn that live chat and chatbots can be more than just lead generation tools. They are great for generating more conversions leads and sales!

And anything that does that is worth trying out – right?!

Here are 3 questions to answer if you're considering adding chat into your current marketing stack:

1. Does your business sell products or services online?

2. Does your business require some level of sales or customer support? Are you a 'solopreneur'?

3. Does your customer support team or you as 'solopreneur' regularly interact with prospects or customers via email, social media, or other online platforms?

A you answered "yes" to any of these questions it means that your business is a good candidate for chat.
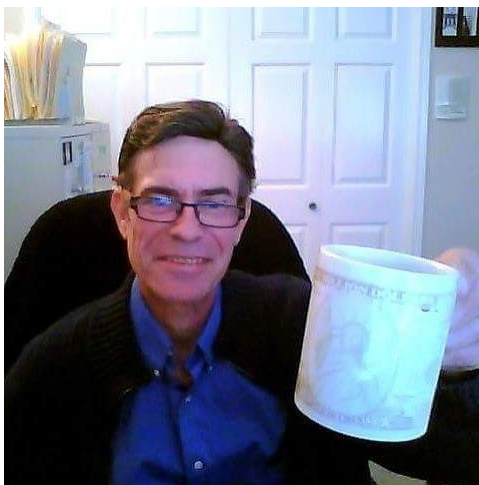
If you want to build personal connections and increase your conversions, then you should definitely try out chat.

More conversations = More conversions = More Sales!

Just imagine what you could do!

Now, go get 'em tiger!

Cheers!

Mark Huber is 'head honcho' at http://SuccessOnTheFly.com Marketing where we help business owners double their onsite

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"We help businesses drive leads
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conversions for more leads & sales fast through the power of chat; conversational marketing & interactive content.

PS: Questions? We're always up for a chat about chat.
Schedule your 30 min. (pitch free) chat via our online calendar here
https://bit.ly/MarkHubersCalendar

If you've read all the way to the bottom of this guide – I congratulate you!

Obviously you're a smart, savvy business owner who is looking for your new 'unfair advantage' over the competition!

Well, to reward you we've got a couple of things here that you'll appreciate!

In a hurry? Want to learn more?

We have a chat solution for you.

Tidio Chat not only offers a free forever version, but their premium plans are extremely affordable ($18 USD/mo.) for what they include.

Step 1: Click Here to create your FREE forever Tidio account

FYI: Tidio is a live chat platform that's boosted with chatbots to increase your sales & customer engagement even faster. Hands down we've found Tidio Chat to be the most robust & capable of all the alternatives out there. And believe me – we've tried all the top named platforms out! We are always proud to introduce Tidio to our audience through our 'affiliate link'. If you decide to upgrade your FREE forever account to one of Tidio's paid plans it costs you no more. If you do purchase we may receive a small compensation for the 'referral'. You probably already knew that but we just wanted to be totally transparent & crystal clear on that!

Step 2: Check out our 'quick start' video

'How To Reduce Your Forms And Shopping Cart Abandonments' (in 20 minutes or less)
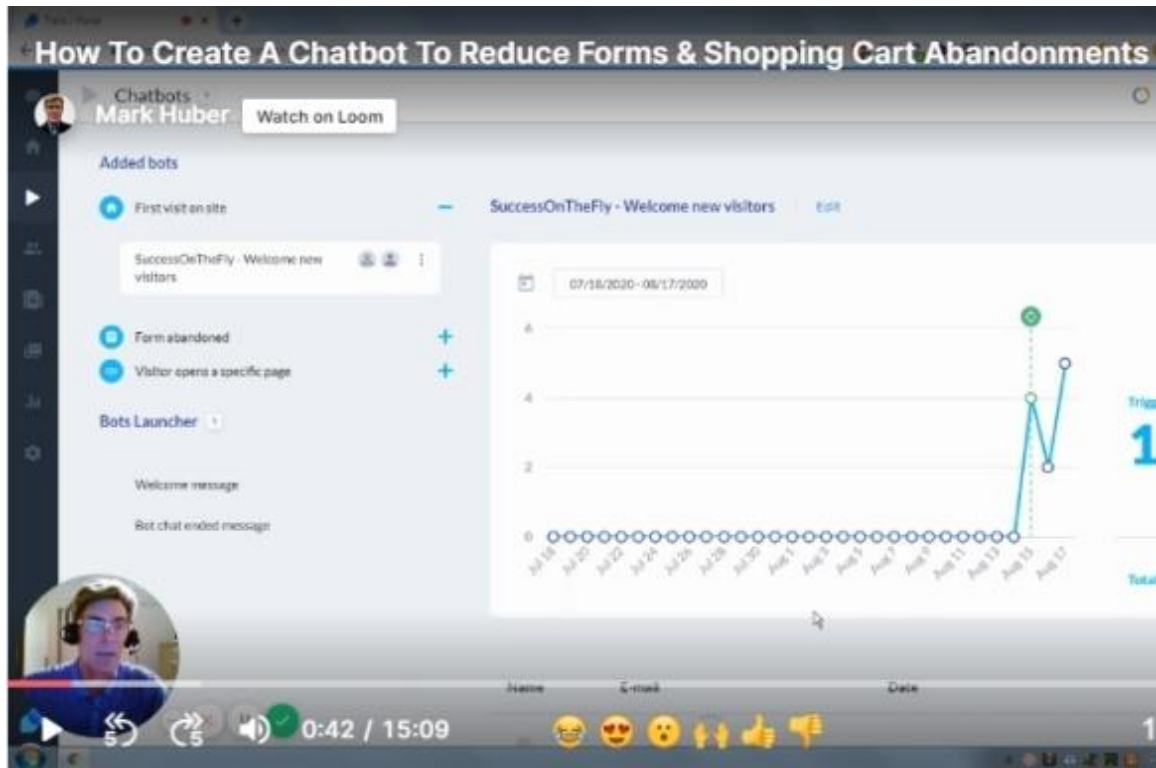
Go from 'survive' to 'thrive by creating smart, directed live & automated conversational experiences as your new 'unfair' advantage over the competition!

Click Here to start to create your FREE Tidio account today.

The results will absolutely astound you!

We look forward to hearing about your successes!