

# Exploring the Influence of Conversational Marketing on Customer Engagement: Chatbots in Digital Marketing

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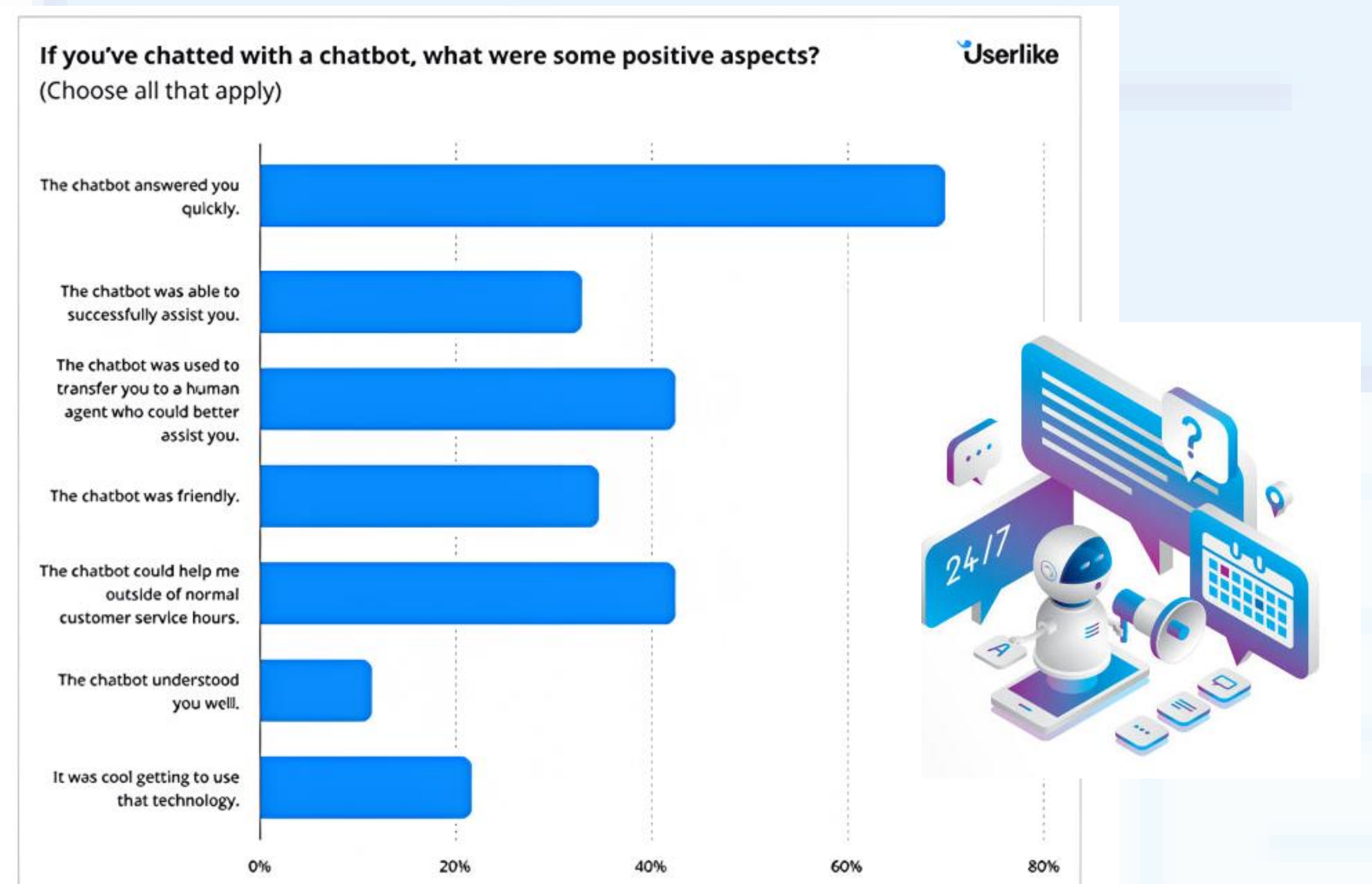
## Background



Digital marketing is an immensely popular trend in the current technology-based world. The way to communicate with customers in the digital mode is shifting. AI chatbot adoption by enterprises reduces communication barriers between companies and customers, fostering deeper relationships.

## Findings

- Conversational marketing, especially via chatbots, can significantly improve customer engagement and digital marketing experiences.
- Chatbots help businesses provide fast, personalized customer care, increase customer retention and satisfaction.
- Businesses can reduce costs and increase efficiency by automating customer service orders.



## Research Objectives

- ☑ To find out the advantages of chatbots in digital marketing, which can increase customer engagement with the brand to improve customer experience.
- ☑ To present why businesses should advocate more personalized digital communication experiences to build better relationships with customers on digital platforms.

- Consumers can be pleased with their digital marketing experience owing to the quick responses and 24/7 accessibility of the chatbots.
- Chatbots can help customer care workers by having real-time conversations with customers in a realistic and genuine manner.

## Conclusion

Chatbots are a great conversational marketing tool that allows us to build customer engagement. Businesses may retain clients by automating customer engagement with AI chatbots. The AI chatbots act as virtual assistants that help businesses engage with their customer base and answer questions from the customer about their products or services.

## Methodology

- Qualitative research method.
- Textual analysis of several secondary data sources, including news reports, academic publications, research articles, and statistical reports.

