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WHITEPAPERS



FACEBOOK MESSENGER BOTS

4 ways Facebook chatbots can help fashion brands

How can fashion brands leverage their existing social media efforts to tap into the **messaging** and **personalization** phenomenon?

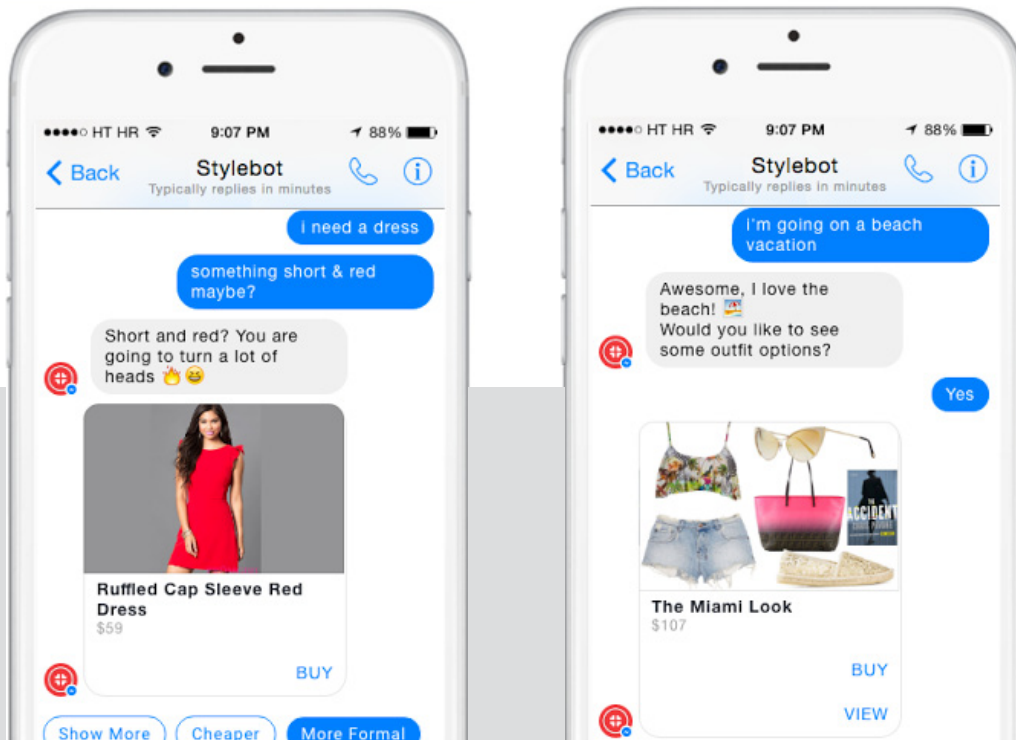
It is increasingly evident that consumers the world over are shifting their focus from social media to messaging platforms. Historically, fashion brands have spent a lot of effort cultivating their image and building up a following on social media. Users spending more time on messaging is worrisome, since it also means they spend less time on social.

The constant desire for instant gratification and personalization can explain the trend towards conversation.

The mind of someone choosing what to buy has always been driven by a real-time voice - that of a salesman, a friend, or a stylist.



Chatbots offer that voice and immediate gratification. They offer an engagement medium that is rich, personalized, private, easy to use, and ready for innovation.



Immediate uses for a fashion brand

As an Effortless Product Search Engine

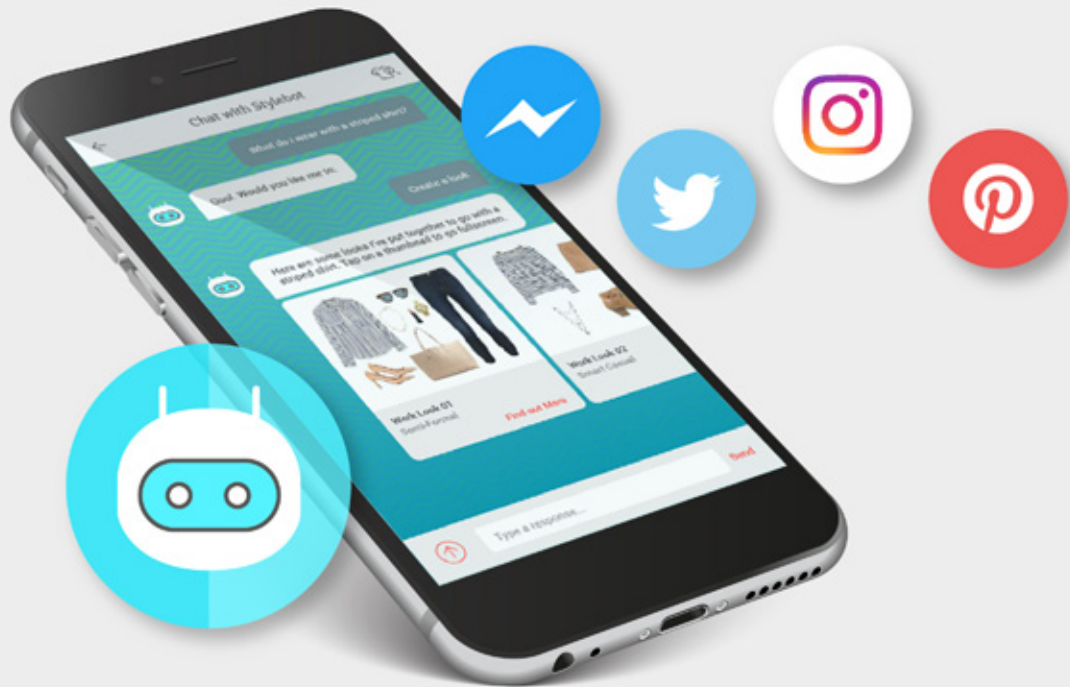
Does your customer find products she likes using an assortment of checkboxes, radio buttons, sliders and sort options? Ease that process by deploying a chatbot that is powered by NLP/NLU (Natural Language Processing/Understanding). Her requirements can be input in just one sentence, like talking to a friend. The bot will do the rest, including provisions to drill down with a single tap.

As a Fashion Discovery & Styling Tool

Fashion purchases are inspired by the weather, customer's existing closet and innumerable other factors. But fashion websites and apps don't understand such inputs. A chatbot powered by fashion intelligence, on the other hand, does. Create such a chatbot, and offer outfits based on a customer's real life needs – occasions they have to attend or places they are traveling to.

As a Revenue Generator

Most fashion brands have already built Facebook communities with hundreds of thousands of members. Launch your Messenger Chatbot and monetize this captive audience. Sell directly using multiple Messenger features that let users pay quickly and painlessly.



Lastly, as a Long Term Property

Chatbots offer access to a platform with endless possibilities. They are a powerful, living and constantly evolving marketing channel. Brands can use them for product launches, customer engagement, support queries, data mining, and even commerce. So they should be repositioned every few months to align with your marketing campaigns and goals.

The longer a chatbot lives, the more it interacts with your customers. It can gather usable insights and information about your user base and could engender frequent conversations with your brand as a habit.

Chatbots can benefit your brands in a multitude of ways, and treating them as long term properties allows you to make the most of them.

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