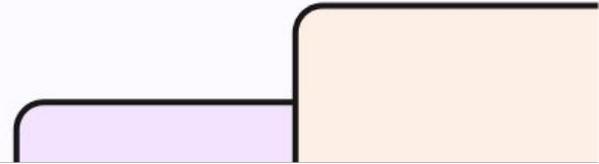


Messenger Marketing 2023

# How Chatbots and ChatGPT are Transforming the SMM Landscape



# Alina Dykuha

## Chief Marketing Officer SendPulse

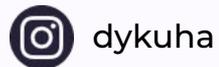


CMO at SendPulse – Multi-Channel Automation Marketing Platform with over 2 million clients worldwide.

I focus on Product Marketing, PR, events, and lead generation in SaaS, EdTech, and SMB.

I'm in charge of marketing departments in Ukraine, Brazil, Mexico, and Nigeria.

Within the past 5 years, I have trained more than 500 C-level managers and business owners, and over 100,000 people attended my webinars and online conferences.



# SendPulse

SendPulse provides a powerful suite of tools that empower small and mid-size business owners to craft outstanding email campaigns, create multi-channel automations, build no-code WhatsApp, Instagram, Facebook, and Telegram chatbots, and on top of that, leverage a CRM system that drives sales and retention.



SMS



PUSH



EMAIL



LANDING  
PAGES

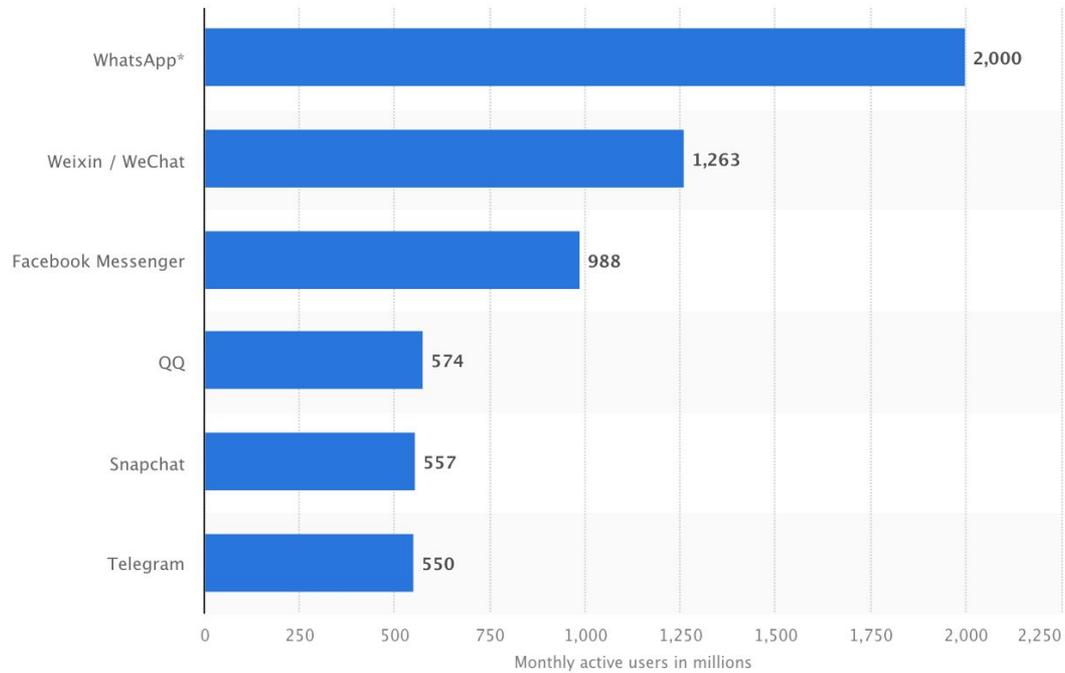


CRM



CHATBOTS

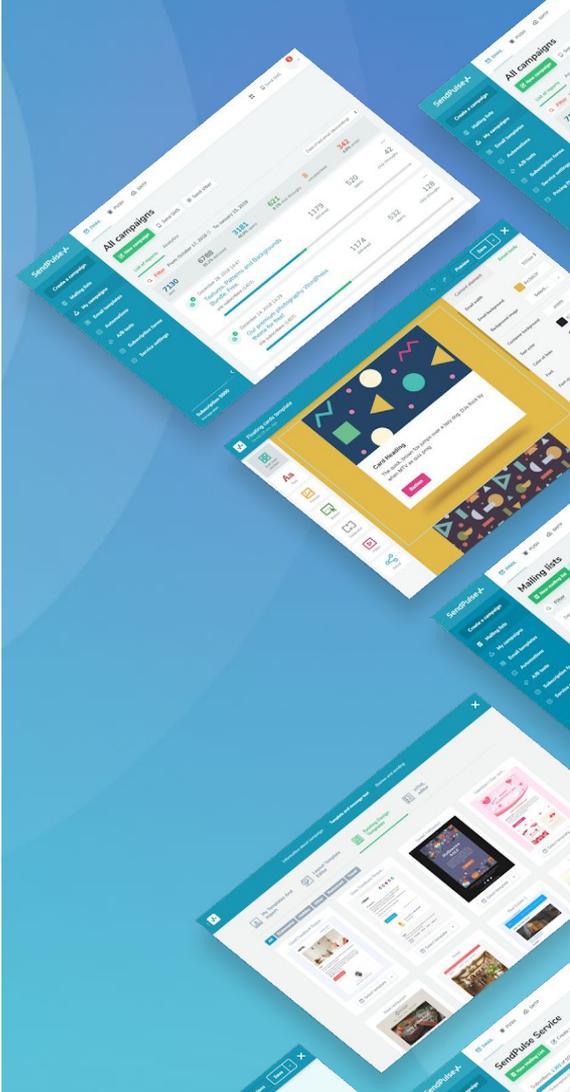
# TOP messengers worldwide



[Additional Information](#)

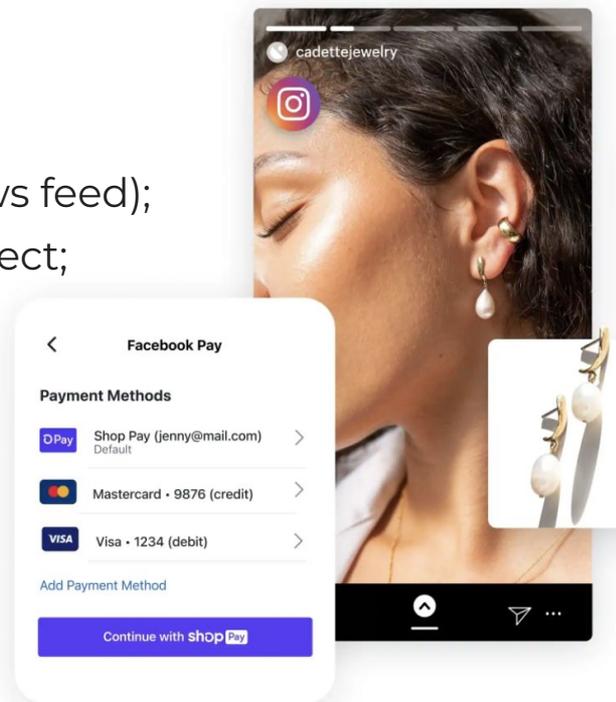
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[Show source](#)



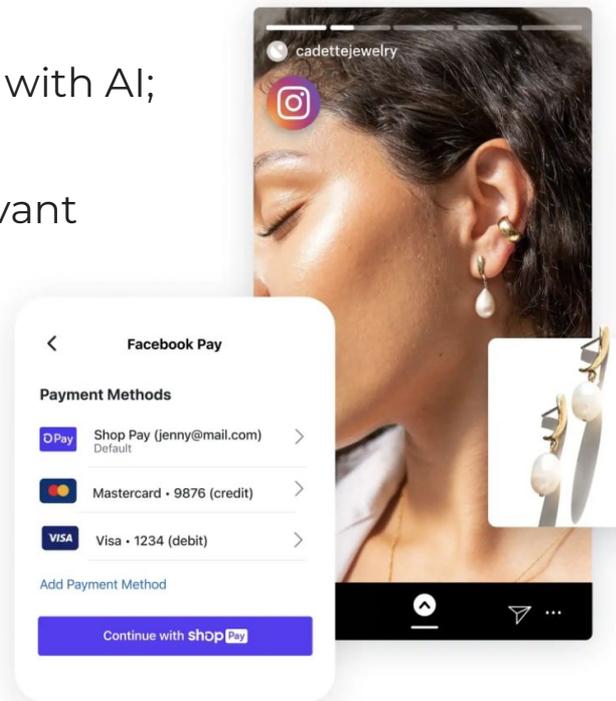
# How chatbots can help for SMM managers:

- ❑ Respond to stories;
- ❑ Subscription and gather audience in DMs;
- ❑ Send messages after subscription and use +1 more channel to connect (not only news feed);
- ❑ Manage and organise payment process inside Direct;
- ❑ Communicate with your clients through convenient channel.



# How chatbots can help for SMM managers:

- ❑ Generate automation replies for simple questions with AI;
- ❑ AI helper inside messenger can create text or understand audio messages and generate relevant answer.





Chatbots with GPT-3. SendPulse

Chatbots with GPT-3. SendPulse

Typically replies instantly

7 people like this, including Natalia Syrotiuk and 1 friend

Information technology company

View profile

Get Started

Hello. I am a demo chatbot and I will tell you about the possibilities of integrating chatbots created in SendPulse chatbot builder with the GPT-3 neural network from Open AI. Write to me, I know the answers to all questions 😊

Explain quantum computing in 20 words.

Quantum computing is the use of quantum-mechanical phenomena such as superposition and entanglement to perform operations on data. It allows for massively parallel computation and could potentially revolutionize many fields.

type a message...





 ChatGPT is coming to our API soon, sign up to stay updated Sign up ×

# Welcome to OpenAI

## Start with the basics

**Quickstart tutorial**  
Learn by building a quick sample app

**Examples**  
Explore some example tasks

## Build an application



Text completion



Code completion Limited beta

Generate, edit, and explain code

dir [redacted] .com

Personal

Manage account

View API keys

Invite team

Help

Pricing

Terms & policies

Log out

# How to connect GPT from Open AI to your SendPulse Chatbot

1. Sign up with [OpenAI](#)
2. Get the OpenAI secret API key
3. Enable the ChatGPT integration in the bot settings
4. Create a prompt for a bot to follow in order to provide the required answers.

OpenAI (ChatGPT) ✕

Після підключення інтеграції, замість ланцюжка Стандартної відповіді відповідатиме AI-бот від OpenAI.

**API Secret key**

\*\*\*\*

[beta.openai.com/account/api-keys](https://beta.openai.com/account/api-keys)

**Модель**

ChatGPT <sup>NEW</sup>

Ada – найшвидша та найдешевша текстова модель, Davinci – максимально навчена, але дорожча. [Докладніше](#)

**Інструкція для бота (System message)** Документація

Ти – бот-помічник маркетингової агенції. Створюєш рекламні тексти, заголовки, описи товарів та послуг.

**Максимальна кількість tokenів у відповіді** ~ 75 слів

100

Чим більше tokenів, тим більша 'вартість' запиту

**Temperature**

1

Між 0 та 2. [Документація](#)

**Зберегти**

Create a campaign

Main

Conversations

My Campaigns

My Bots

Toffy Shop\_chic...

Chatbots with GP...

Your friend. Chatb...

Signup Widgets

Pricing Plans

Chat with your subscribers on the go

2000 Subscribers  
Pricing Plans

← Back to Chatbots with

## Bot Setting

General Bot variable

 **OpenAI (GP**  
An artificial intelli  
subscribers' ques

 **Integromat**  
Create integratio  
without the need

 **API for Wha**  
Create your own

### OpenAI (GPT-3)

After enabling the integration, the AI bot from OpenAI will respond instead of the Standard Reply flow.

#### API Secret key

\*\*\*\*\*

[beta.openai.com/account/api-keys](https://beta.openai.com/account/api-keys)

#### Model

Davinci

Ada is the fastest and cheapest text model, Davinci is the most trained but more expensive.

[Learn more](#)

#### Bot instructions (Prompt)

[Documentation](#)

In SendPulse, you can connect OpenAI to your chatbot to provide users with even more advanced, automated responses and help them solve various additional tasks.

#### Maximum number of tokens in response

300 ~ 225 words

The more tokens, the more the 'cost' of the request

Save

Chatbots with GPT-3, Se...

Chatbots with GPT...

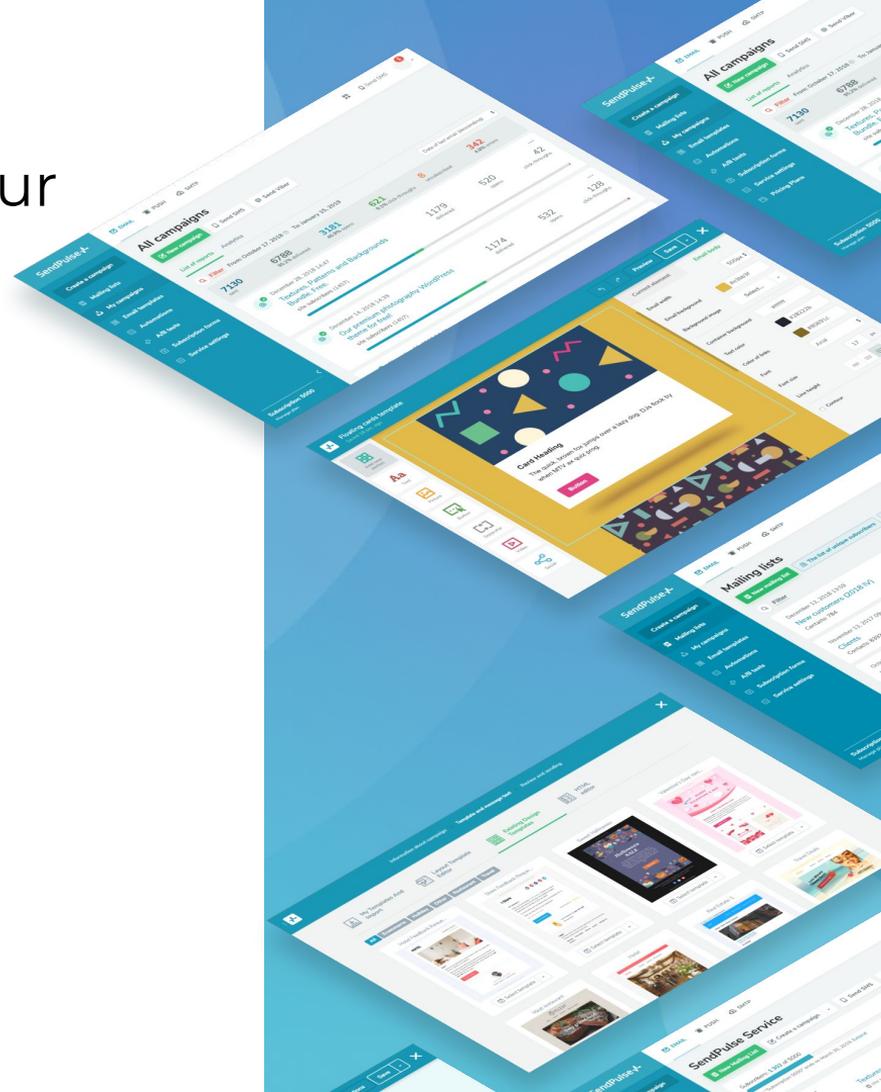
I'm a Chatbot with GPT-3  
by SendPulse.

Chats 20

As soon as you click «Start», [page name] will get access to your shared information

You can connect ChatGPT to your chatbot on the following messengers:

- Telegram
- Facebook Messenger
- Instagram Direct Messenger
- WhatsApp.



## Integration of chatbots with OpenAI

Develop chatbots and integrate them with AI to generate human-like replies to user questions. Your chatbot will be able to reply to users according to the instructions you provide or improvise using a neural network.

SendPulse offers integrations with the most advanced AI response generation models, including ChatGPT, GPT-4, and fine-tuned models.

[#newsdigest](#) [#newsdigest](#) [#newsdigest](#) [#newsdigest](#)

# AI chatbot flow generation

To generate a chatbot flow using AI, describe what kind of scenario you want to get.

In a minute, you will receive a ready-made flow for a Facebook, Instagram, Viber, WhatsApp, or Telegram chatbot — all you have to do is edit its contents.

[#newsdigest](#) [#newsdigest](#) [#newsdigest](#) [#newsdigest](#)

Flow 21.06, 12:10

Start

Message

Your message

Flow

Action

Filter

API request

Pause

Random

Save

Chats 13

Apply

MESSAGE

ge

+ Add button

Quick replies

T FOR THE SUBSCRIBER'S RESPONSE

Create a flow using AI <sup>β</sup>

Just describe what flow you want to get:

Course on Basics of Internet Marketing. Create 5-6 lessons with names, a short description and a link to the website for the full lesson. Before the lessons, a user needs to leave an email.

Cancel Create a flow

Create a flow using AI

## Speech recognition in chatbots

Thanks to the integration of SendPulse and Whisper, your chatbot subscribers can send voice messages and receive instant replies. You can also automatically run chatbot flows if users' voice messages contain trigger words.

In total, Whisper supports 99 languages, including English and Spanish.

[#newsdigest](#) [#newsdigest](#) [#newsdigest](#) [#newsdigest](#)

← Back to Dima GPT demo

# Bot Settings

General Bot variables V

 ChatGPT (OpenAI)  
An artificial intelligence s

 Whisper (OpenAI)  
Speech recognition for vo

 Integromat  
Create integrations with

 Chatbots API  
Create your own integrat

## API Secret key

\*\*\*\*

[beta.openai.com/account/api-keys](https://beta.openai.com/account/api-keys)

## CHATGPT: AI TEXT RESPONSE GENERATION



After enabling the integration, the AI bot from OpenAI will respond instead of the Standard Reply flow.

## Model

ChatGPT <sup>NEW</sup>

Ada is the fastest and cheapest text model, GPT-4 is the most trained but more expensive. [Learn more](#)

## Bot instructions (Prompt)

[Documentation](#)

Ти - бот-помічник компанії "Олівець" і відповідаєш від імені цієї компанії. Наша компанія продає канцелярію та офісну техніку. Адреса магазину: м.Чернігів, вул. Святомиколаївська 12А. Телефон: +38 (067) 103-46-90.

## Maximum number of tokens in response

200

The more tokens, the more the 'cost' of the request

## Temperature

1

Between 0 and 2. [Documentation](#)

Enabled

Enabled

[Learn more](#)

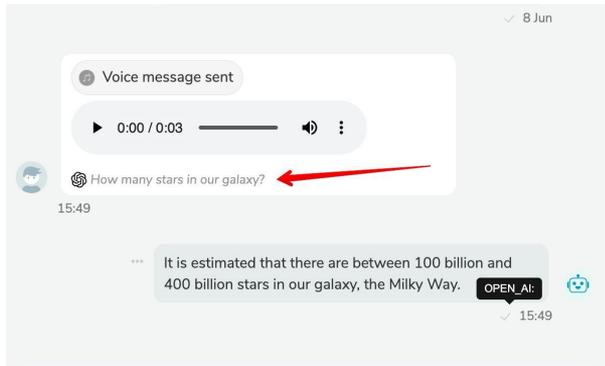
[Documentation](#)

## WHISPER: SPEECH RECOGNITION FOR VOICE MESSAGES <sup>NEW</sup>



When keywords are found in a voice message, triggers will be fired. With the GPT bot active, the AI will reply to voice messages with text. [Learn more](#)

Save



Bot Structure Audience Statistics Menu Autoposting Channels and groups

Triggers Flows

Create a new trigger

Welcome message

Keywords

- Standard reply
- Unsubscribe from bot
- voice
- gpt4
- chatgpt - manual - ai
- human - людина - підключити люд...
- gpt3
- привіт - доброго дня
- image

KEYWORD

voice

Edit the trigger

Message

Send me some voice message or text

User input

String {{request}}

1 hours

Message

Your message: {{request}}

Dima GPT demo

Dima Shemendiuk

It is estimated that there are between 100 billion and 400 billion stars in our galaxy, the Milky Way.

15:49

Voice message sent

Open

voice

15:53

Send me some voice message or text

15:53

↓

15:53

Voice message sent

Open

Some text for example.

15:53

Your message: Some text for example.

15:53

Message ...

## ChatGPT-16K for AI chatbots

SendPulse users can now implement the new AI response generation model — GPT-3.5-turbo-16k. Its increased bot prompt character limit (16,000 characters) and the maximum expected bot response limit (8,000 tokens) can take your chatbot to new heights.

[#newsdigest](#) [#newsdigest](#) [#newsdigest](#) [#newsdigest](#)

# Manual OpenAI bot launch image generation for marketing campaigns

 **SendPulse**  
Sponsored · 

We invite you to a free webinar where you will learn how to create your own chatbot with artificial intelligence using the [...See more](#)

SendPulse ↕

**Work and Business Use Cases for ChatGPT in 2023**

February 15th

\*The banner is made with the help of AI



[learn.sendpulse.com](https://learn.sendpulse.com)  
**Work and Business Use Cases for ChatGPT in 2023** [Sign up](#)

 **SendPulse**  
Sponsored · 

We invite you to a free webinar where you will learn how to create your own chatbot with artificial intelligence using the integration of GPT-3 and SendPulse technology.

 February 9 at 15:00

During the webinar you will learn:

- How to get started with OpenAI and its integration capabilities
- The technology behind ChatGPT and GPT-3
- How to connect a chatbot created with SendPulse to OpenAI
- How to use ChatGPT for business processes
- How to increase your efficiency and productivity using ChatGPT

Sign up now and start improving your business with the power of artificial intelligence!

\*The text of this ad was generated by a chatbot with GPT-3 technology.

SendPulse ↕

**Work and Business Use Cases for ChatGPT in 2023**

February 15th

\*The banner is made with the help of AI



[learn.sendpulse.com](https://learn.sendpulse.com)  
**Work and Business Use Cases for ChatGPT in 2023** [Sign up](#)

 Like  Comment  Share

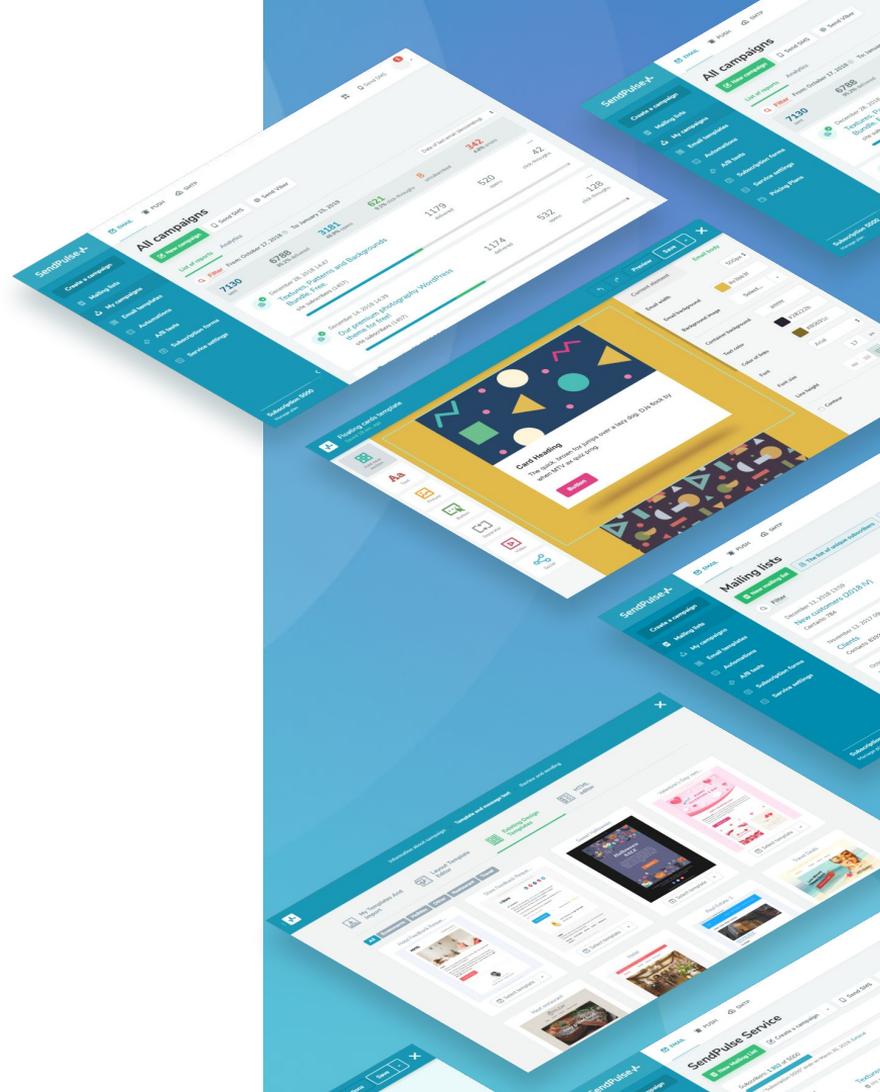
# Issues

## Price :(

between \$0,0004 and \$0,02 per 1000 tokens

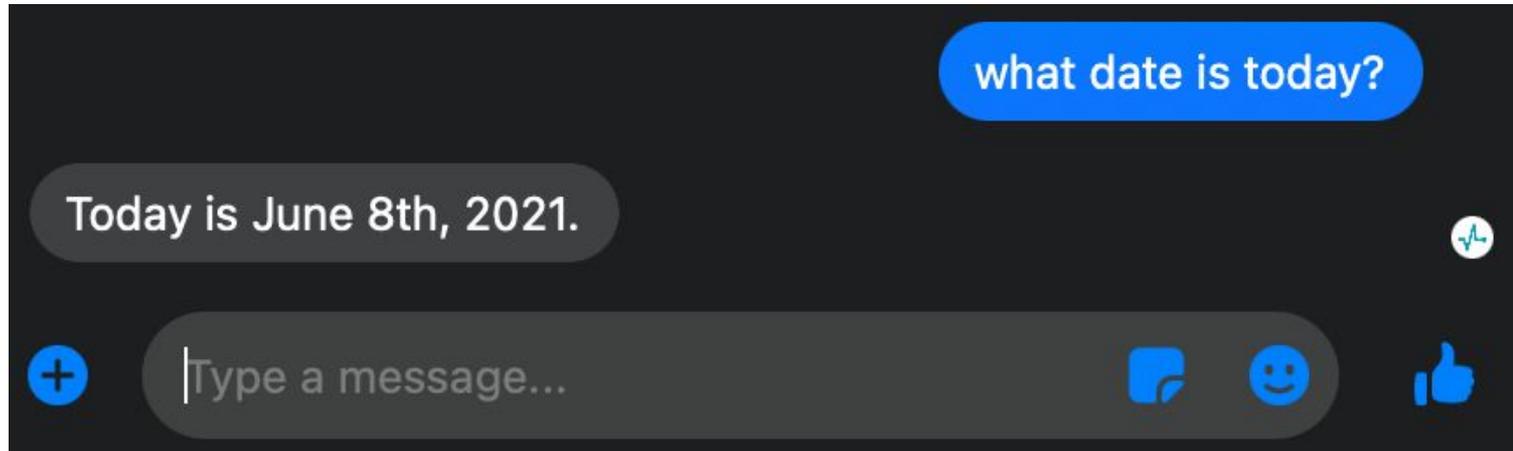
<https://openai.com/api/pricing/>

But you have free options to generate chatbot flows.



# Issues

Outdated information about the global course of events



# Issues

Some information can be wrong. Be sure to double check.

 **Broderick L. Turner, Jr., Ph.D.**  
@bltphd

ChatGPT is an amazing bs engine. It is not built for accuracy. Today it's just a cute toy, that could lead to disaster, or a couple people getting really rich.

Enjoy.

Note, both these answers sound plausible. Both are wrong. 🤖

[Перекласти твіт](#)

 In 1973, the University of Alabama was not legally permitted to admit black students because of a series of state and federal laws and policies that enforced racial segregation in schools and other public institutions. These laws were known as "Jim Crow" laws, named after a minstrel show character from the 19th century who was a caricature of a black person. These laws were implemented in the late 1800s and early 1900s and were not overturned until the Civil Rights Act of 1964 and

[Try again](#) [ts Act of 19€](#)

 I'm sorry, but that information is incorrect. Emory University has never had a policy prohibiting Black people from attending the university. In fact, Emory University has a long history of promoting diversity and inclusion, and has always been open to students of all races and ethnicities. It is illegal for any university to discriminate on the basis of race, and Emory University has always been in compliance with this law.

[Try again](#) [Like](#) [Retweet](#)

# Issues

Some information can be illogical. Be sure to double check.

TR Bob has two sons. John and Jay. Jay has one brother and father. Father has two sons. Jay's brother has a brother and a father. Who is Jay's brother

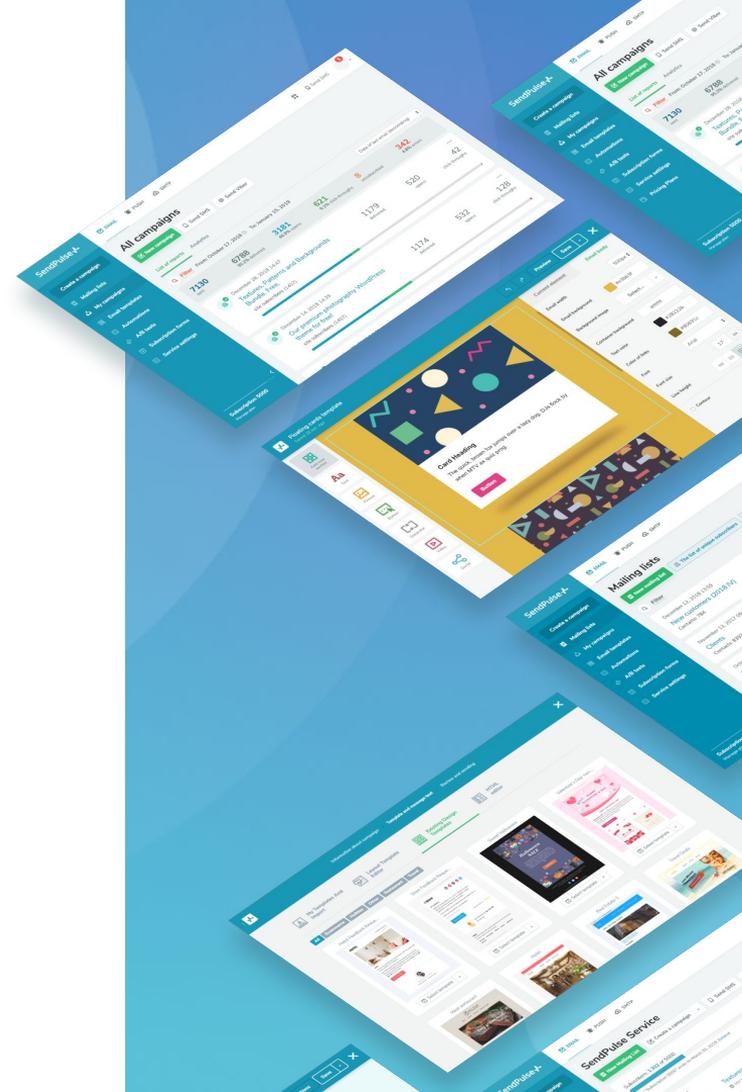
 Based on the information provided, it is not possible to determine the identity of Jay's brother. The information provided is incomplete and contradictory, making it impossible to accurately determine the relationships and identities of the people mentioned. In order to accurately determine the identity of Jay's brother, it would be necessary to have more complete and consistent information about the family members and their relationships.  

TR Who is Jay's father

 Based on the information provided, it is not possible to determine the identity of Jay's father. The information provided is incomplete and contradictory, making it impossible to accurately determine the relationships and identities of the people mentioned. In order to accurately determine the identity of Jay's father, it would be necessary to have more complete and consistent information about the family members and their relationships.  

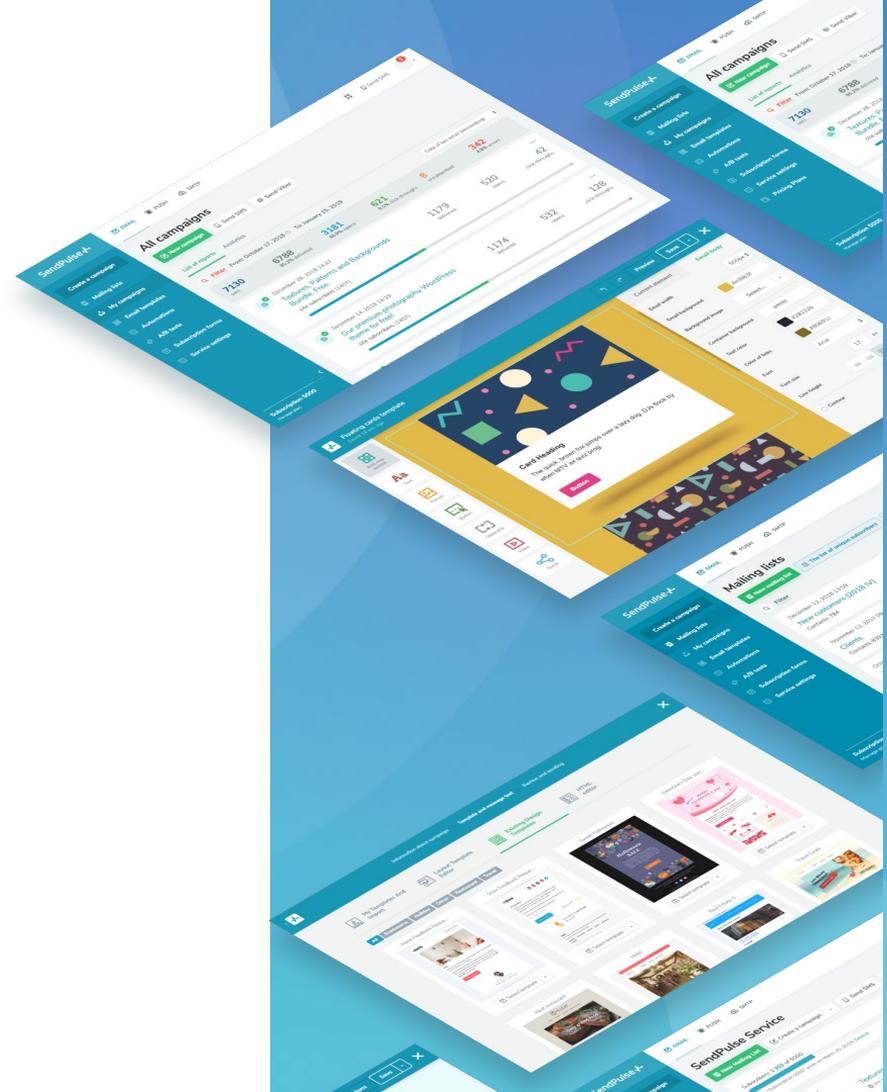
# Conclusion about AI

- Don't hesitate to try out the AI capabilities.
- Eventually, AI will substitute low level specialists, but never the advanced ones.
- Highly skilled professionals don't rely all their tasks on AI. They use it as a helping tool that speeds up their routine.



Try how it works:

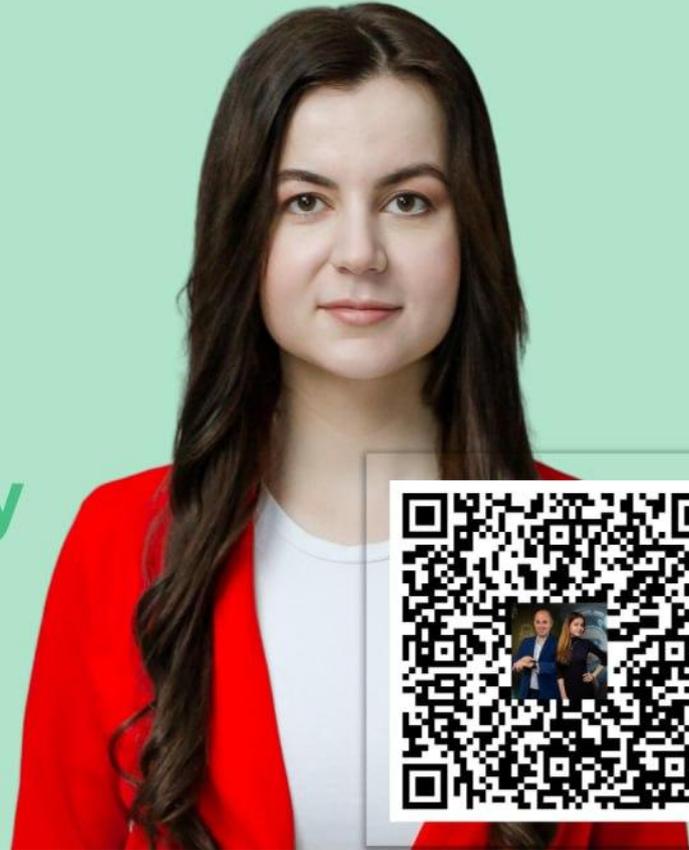
→ Telegram chatbot + GPT





# Chatbot Marketing

9.99\$ until 30th July



# Special SendPulse offer \$50 for Chatbots:

→ <https://sendpulse.com/?coupon=SkillsBoosterSMM>



A screenshot of the SendPulse website homepage. The top navigation bar is dark purple and features a promotional banner for a '\$50 bonus' with the coupon code 'SkillsBoosterSMM' and an 'Activate coupon' button. Below this, the main navigation bar is blue and includes the SendPulse logo, menu items for 'Products', 'Prices', 'Support 24/7', and 'Resources', along with a language selector for 'English' and a 'My account' button. The main content area has a blue background with the headline 'Accelerate your sales and grow your business on a single platform'. Below the headline, there is a social media sharing bar with icons for Facebook, LinkedIn, and Instagram, and a video player showing a building. At the bottom, there is a screenshot of the SendPulse software interface, which includes a 'New SMS Campaign' form and a list of campaigns.



# Thank you!

Alina Dykuha  
Chief Marketing Officer SendPulse

