Automated Conversations

The primary objective of automated conversations is to provide a quick and accurate response to incoming messages whenever possible. However, automation is also extensively used for campaigns as well, especially for drip or nurture campaigns.

Auto Response

Auto-response can be used for various situations and various objects. In case of a Contact, you can set up for sending the next set of information when the recipient responds with a specific keyword.

For a *Case,* if you don't get a response from the recipient in stipulated time then you can send out a reminder.

Here is the general process flow to set up auto-response:



Automated Campaign Setup

Automation can be used for setting up different campaigns as well. Here is a sample for setting a drip campaign using Marketo.

Prerequisite – SMS-Magic Converse is integrated with Marketo and Leads from Marketo are synchronized in Salesforce.

Automation can be used for setting up different campaigns as well as follows:



Check the links for more details on different scenarios and use cases.

To Set Up …	Use …	Details

Nurture or Drip Campaign	Converse Ap with Flows	Setup Nurture or Drip Campaigns
Auto Response on Keyword	Workflow	Setup Keyword-Based Auto Responses
Alerts and Reminders –	Converse App Automation	Event-Based Alerts and Reminders
Multi-touch Campaigns	Converse App with Workflow	Multi-Touch Campaigns
Marketo Campaign	Converse App with Marketo	Multi-Touch Campaigns
Pardot Campaign	Converse App with Pardot	Multi-Touch Campaigns
Salesforce Marketing Cloud	Converse App with Salesforce MC	Multi-Touch Campaigns
Run a Survey	Converse App	Run a Survey

Event-Triggered Alerts & Reminders

SMS-Magic Converse provides Converse App functionality. This can be used very effectively for bulk messaging and automated conversations.