

# Continue conversation with AI

With Genesy AI, you can create AI-driven campaigns that automatically continue conversations with your leads based on their responses. Here's a step-by-step guide to help you use AI to keep the conversation going in your campaigns:

## Step 1: Set Up an AI Campaign

- **Go to the AI Playbook:**
- Navigate to the *AI Playbook* section from the left sidebar of the Genesy dashboard.
- **Create or Adjust AI Campaigns:**
- Under *AI Campaigns*, you will find pre-built AI campaign templates such as:
- **Genesy AI SDR:** For sales-focused messaging.
- **Genesy AI Recruiter:** For recruitment-focused messaging.
- You can **adjust these templates** or create your own from scratch.
- **Personalize the Campaign Prompt:**
- To make the conversation flow naturally, adjust the prompt by adding relevant details based on your target leads' information. For example, tailor the prompts to address common pain points or interests.

## Step 2: Automate the Conversation Flow

Once your campaign is set, Genesy AI will take over the conversation based on the prompts you've programmed:

- **Reply to Lead Responses:**
- After your lead replies to the first message, Genesy's AI will automatically use the next message in the sequence.
- The AI crafts a reply based on the predefined prompts and continues the conversation without your intervention.
- **Monitor the Conversation:**

- You can check the conversation progress in the *Inbox* tab where all incoming and outgoing messages from the campaign are stored. AI replies will automatically appear here when a lead responds.