

Getting Started With Chatfuel



It's time to build your first chatbot with our no-code platform. Let's get started with the basics.

In this lab, we will cover following topics:

- Getting Started With Chatfuel
- Laying the Groundwork for Your First Chatbot
- Building Your First Chatbot—Fast
- Connecting Your Bot to a Facebook Page
- Bringing New Users to Your Bot

Chatfuel: <https://docs.chatfuel.com/en/articles/2568024-getting-started-with-chatfuel>

What skills do I need to build a chatbot?

You don't need any coding knowledge or previous experience to build a bot! Chatfuel is an intuitive, no-code platform that anyone can start using right away.

How do I get started with Chatfuel?

1. Log in to dashboard.chatfuel.com using your Facebook account.
2. [Connect the Facebook page](#) where you want your bot to live. *Note: You must be [an admin](#) of the page to do this. Use [our troubleshooting guide](#) if you have any page-connection issues.
3. Begin building your bot!

Navigating the platform

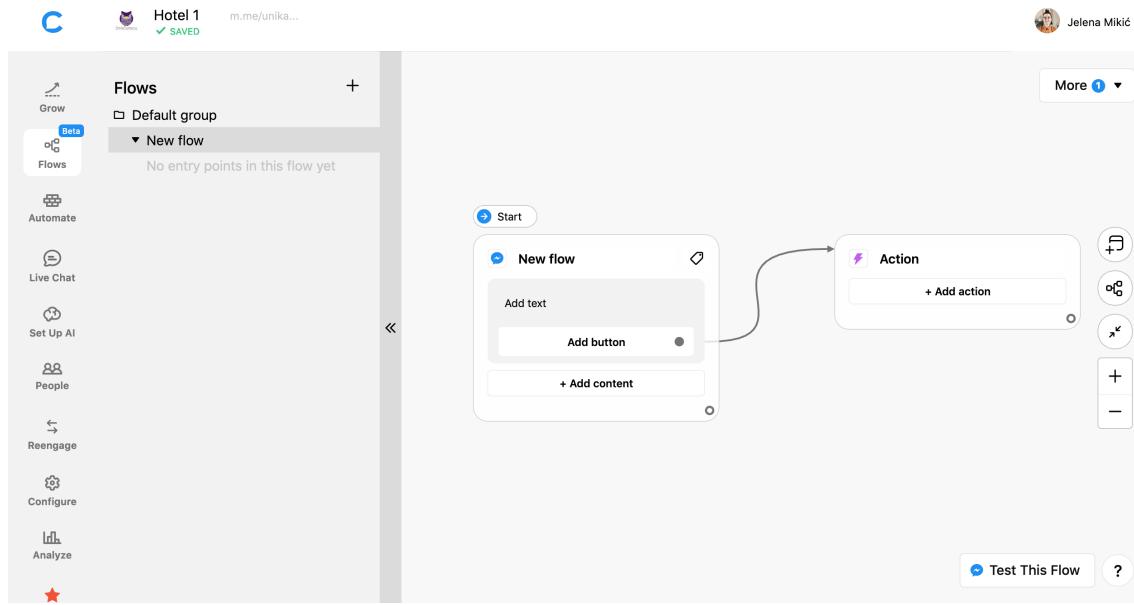
When you first log in to Chatfuel and select a chatbot, you'll be dropped into the *Grow* tab.

A screenshot of the Chatfuel dashboard. At the top, there's a header with a profile picture and the name "Angela Rose". Below the header, a navigation bar has ten tabs: Grow (which is highlighted in blue), Beta, Flows, Automate, Set Up AI, Growth Tools, Facebook pages, Petfuel Pet Supplies, Troubleshooting (with a close button), and a "connected to Petfuel" status. On the left side, there's a sidebar with icons for Grow, Beta, Flows, Automate, Set Up AI, and a "Blank Bot 2" section which includes a "SAVED" checkmark.

From here, you can navigate to any of the ten tabs in the left panel:

1. [Grow](#)
2. [Flows](#)
3. [Automate](#)
4. [Live Chat](#)
5. [Set Up AI](#)
6. [People](#)
7. [Reengage](#)
8. [Configure](#)
9. [Analyze](#)
10. [Upgrade](#)

The *Flowstab* (also known as [Flow Builder](#)) is where you'll find all the elements to build a successful chatbot. We'll cover the rest in other articles.

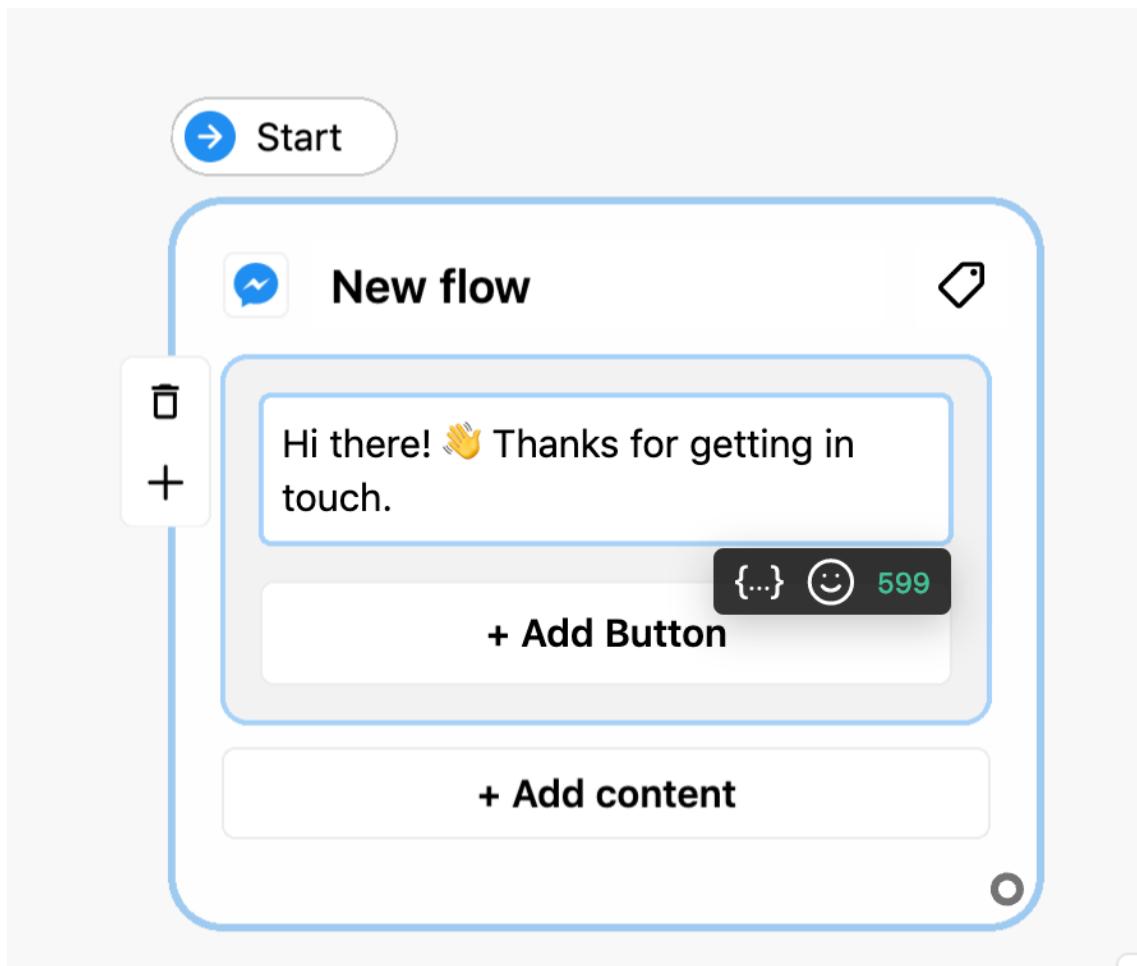


The basic anatomy of a Chatfuel bot

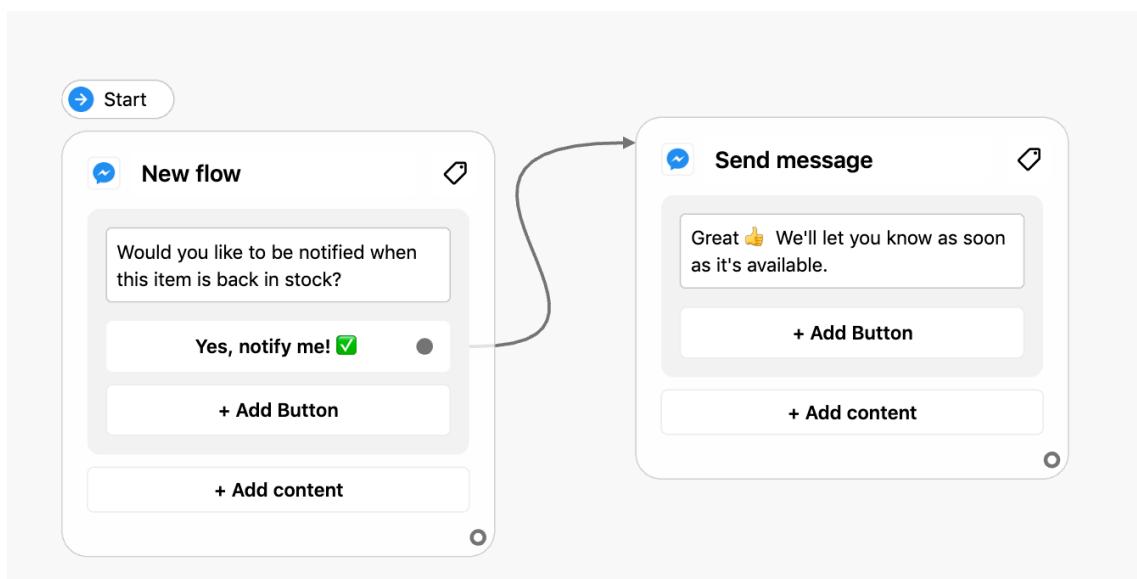
A Chatfuel chatbot is made up of cards. Cards contain content in some form, and they can also contain plugins that will direct your users to the next part of the flow, export their data, or perform some other action. Cards are empty until you [add content](#) and/or plugins.

(Learn more about the [different elements you can add](#) to a bot in the *Flows* tab.)

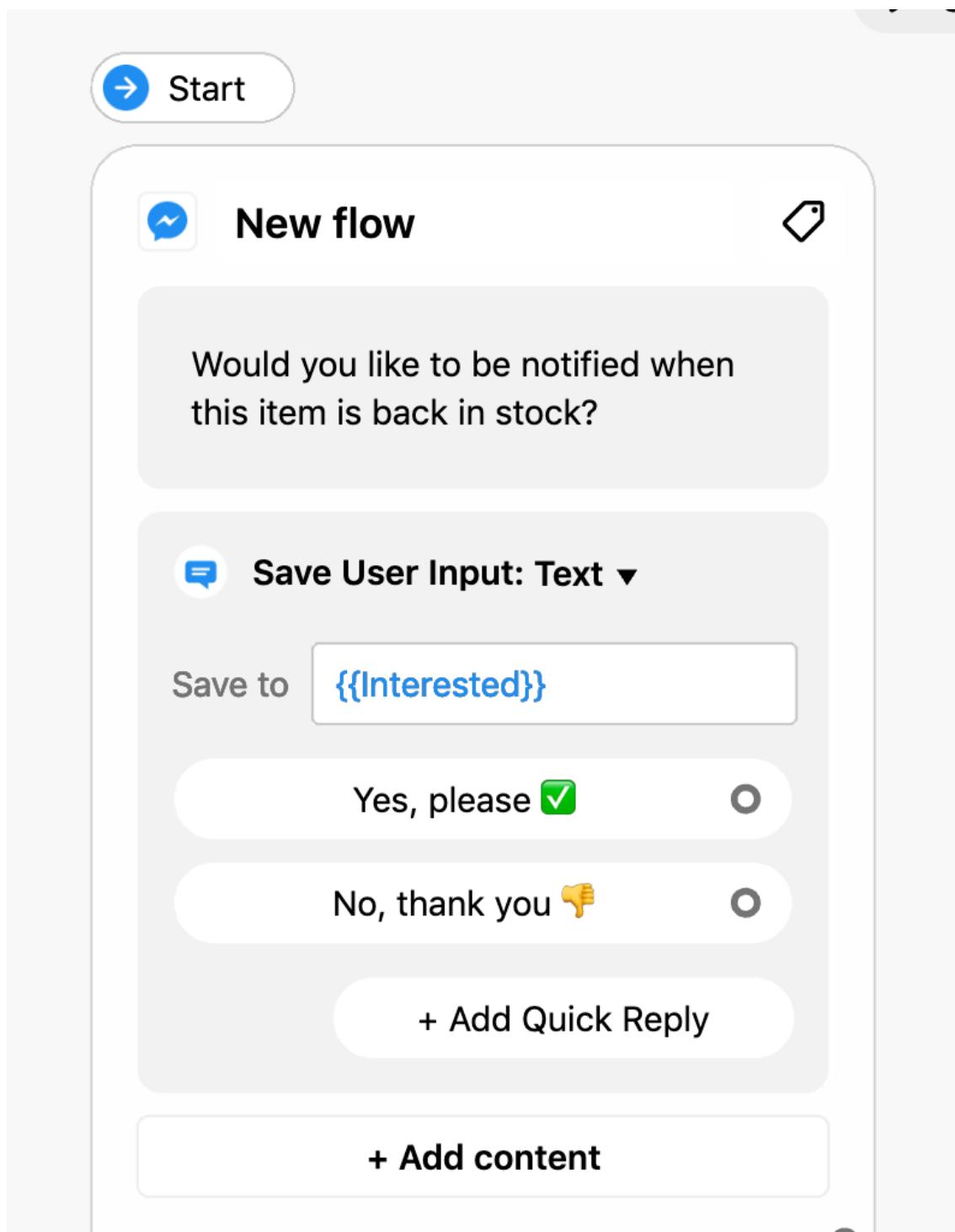
Here's a simple card with text. ↴



Use [buttons](#) to allow subscribers to navigate from card to card. When someone clicks or taps a button, they receive the card you connected to that button.



Quick replies serve the same function as buttons. They're just another way for bot users to move through the conversation by navigating from one card to another.

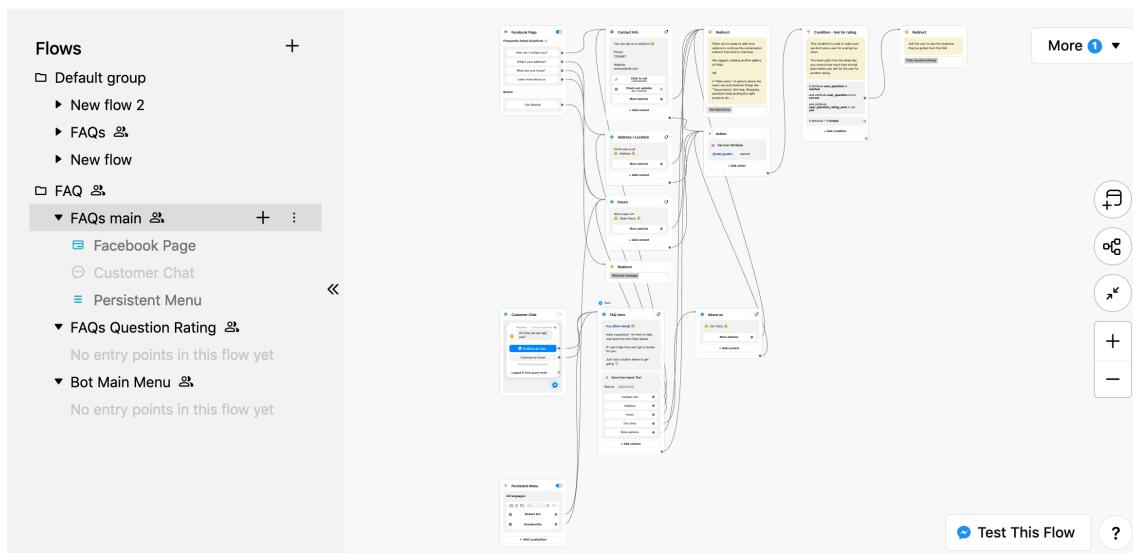


By the way: A **chatbot user** is someone who has engaged with your bot and is now considered "reachable" by your business via Messenger. It's just like how someone who signs up for your email list is now reachable by your business via email. Bot users are counted as such until you delete them from your *People* tab (or until they block your bot on their side).

Moving on, you can navigate through different sections of your chatbot in the left-hand panel. There, you'll see:

- **Groups**, which are there to help you keep yourself organized. Groups are represented by the  icon, and they contain flow(s). (In the image below, *Default group* and *FAQ* are groups.) You can rename groups as desired. Note that groups are only visible to you, the chatbot builder, not your users.
- **Flows**, which are groups of cards that make up a conversational path between your bot and a user. For example, you might have a product recommendation flow inside a group called *Prospective customers*, and that flow would be made up of cards that represent individual chatbot messages and actions related to giving the user product recommendations.

Click on the arrow next to a group name to expand it and see the flows inside. Click on a flow to display it in the main workspace. Once you've done that, you can click on any card in that flow to edit its content.



Can I change the language of my Chatfuel dashboard?

The Chatfuel dashboard is currently available only in English. If you access the dashboard via Google Chrome, you can view [a translation](#) of the page in the language of your choice.

Did you know you can [make your chatbot multilingual](#)? Read this for tips on how to [switch the language of your bot](#). 

To sum up:

- Bots are designed to mimic human conversation.
- A chatbot flow takes the same format as a conversation with a friend: questions, possible responses, and answers based on those responses.
- Cards contain content your bot will share with users. Buttons and quick replies represent user options for responding to that content.

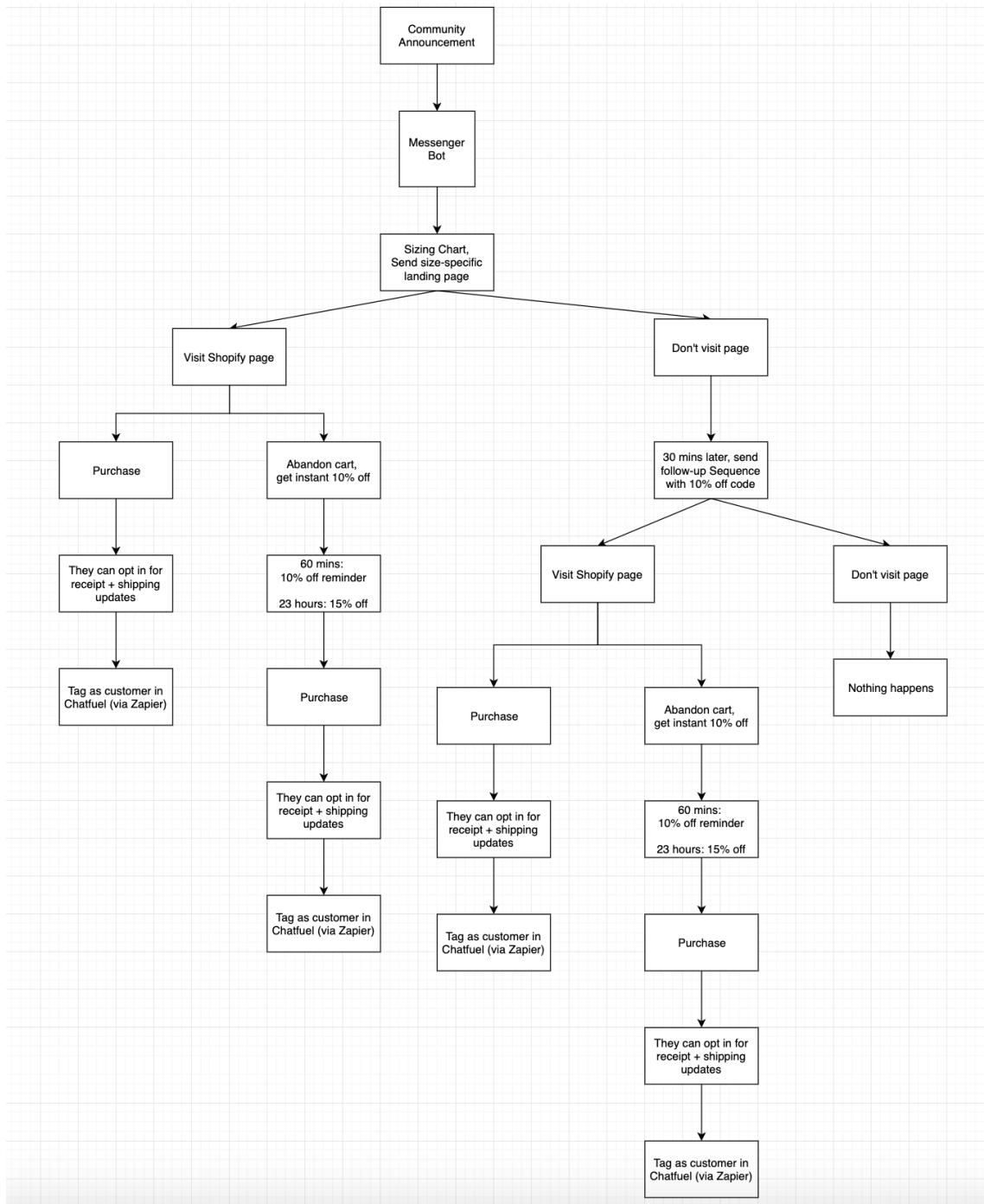
1. Laying the Groundwork for Your First Chatbot

Anyone can build a bot with Chatfuel—no code necessary. Here's how to prepare and plan for designing your first one.

#1. Choose a goal and map your flow.

Decide on the goal for your bot. Is it to gather and qualify leads? Answer questions? Push people to your online store to [make a purchase](#)? Choose just one main purpose to start with, and map out a conversation of questions and answer options that will bring users to that desired end point. (You can use pen and paper to do this, a digital tool like [Draw.io](#), or in Chatfuel's intuitive, visual Flow Builder interface.)

Here's an example of a more complex bot flow mapped out in [Draw.io](#).

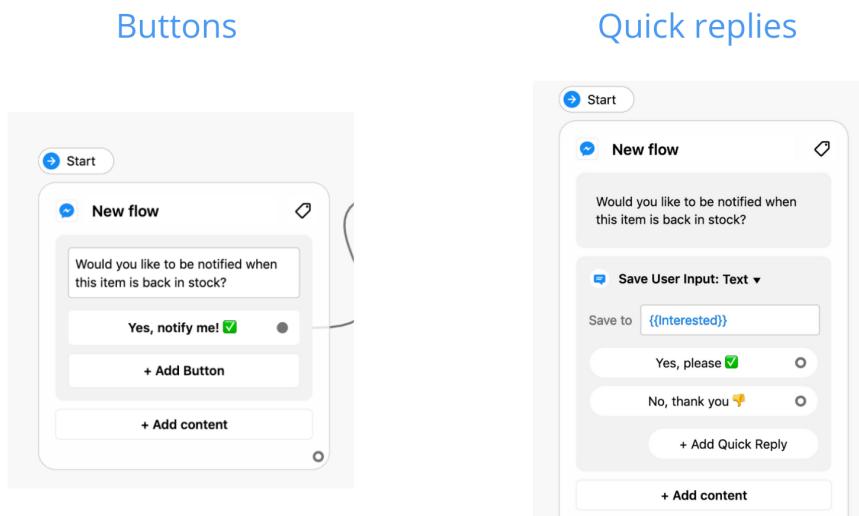


However, the most successful bots we see normally start with a very simple [flow that answers FAQs](#). A chatbot flow doesn't need to be huge and complex in order to be useful—it's actually quite the opposite! So think about the main

problem you're trying to solve and start there. You'll be able to build additional functionalities into your bot as you go.

#2. Plan a bot that's proactive.

Make your bot a proactive tool instead of a reactive one. Have it ask questions and offer predefined answer options for the user to choose from, in the form of [buttons or quick replies](#).



Having your bot lead the conversation like this will minimize the work the user has to do to get the information or assistance they need. The result? [More conversions](#), and a more streamlined experience! 🎉

#3. Plan your bot's persona.

Your bot will act as a virtual ambassador for your brand, so it needs to make the right first impression. 🗣 Plan out a friendly [Welcome Message](#) that lets the user know they're chatting with a bot, and tells them how it can help. You may even want to [choose a name for your chatbot](#).

Don't forget to [design all bot content to match your brand voice](#), so you can provide a consistent experience across channels.

- The bot for a kids clothing brand, for example, might use upbeat, imaginative language and emoji. 🎉 The bot for a luxury jewelry brand, on the other hand, would likely take a more formal tone.
4. Plan for compliance with Facebook's Messenger policy.

Facebook has rules for how businesses can communicate with users via Messenger bot. These rules exist to protect users from spam, and to make sure they get maximum value from Messenger.

Before building, get to know [these six key principles](#) from the Facebook Messenger policy. When you design your bot, make sure it complies.

2. Building Your First Chatbot—Fast

Start reaping the benefits of a Messenger chatbot right away, thanks to these quick-start tools you'll find in the Chatfuel platform.

There are two easy, no-code ways to kick-start the bot-building process in Chatfuel: **bot templates** and **pre-built flows**.

What are Chatfuel's bot templates?

Our [bot templates](#) are fully formed frameworks for an entire bot.

For chatbots in the Automatetab

There are almost 100 templates available for bots built in the *Automatetab*. You can find these in Chatfuel's templates library (by clicking **Choose from template** when you first log in to your Chatfuel dashboard), and most are free.

Some templates are for a single chatbot function, like lead scoring or audience segmentation. But most are for full bots that will accomplish multiple functions for a specific type of business, like restaurants, dentists, marketing agencies, or ecommerce brands.

- The *Shopify* template, for example, includes pre-prepared blocks that will allow your bot to offer customer service, product quizzes, giveaways, post-purchase check-in messages, abandoned-cart reminders, and more.

For chatbots in the Flowstab

Templates for chatbots built in the [*Flows* tab](#) take the form of [shareable links](#). We'll soon have a library of these available for users too.

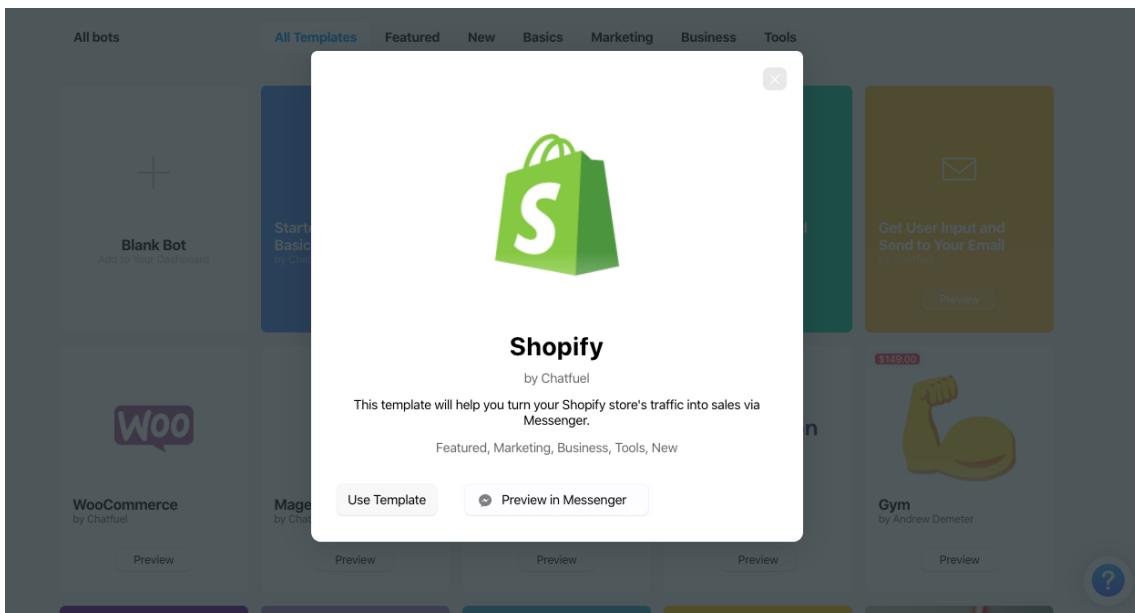
How to use a bot template

For chatbots in the Automatetab

You'll find our bot templates in your Chatfuel dashboard. They're organized into categories in the bar at the top of the screen.\



Using a bot template is simple:



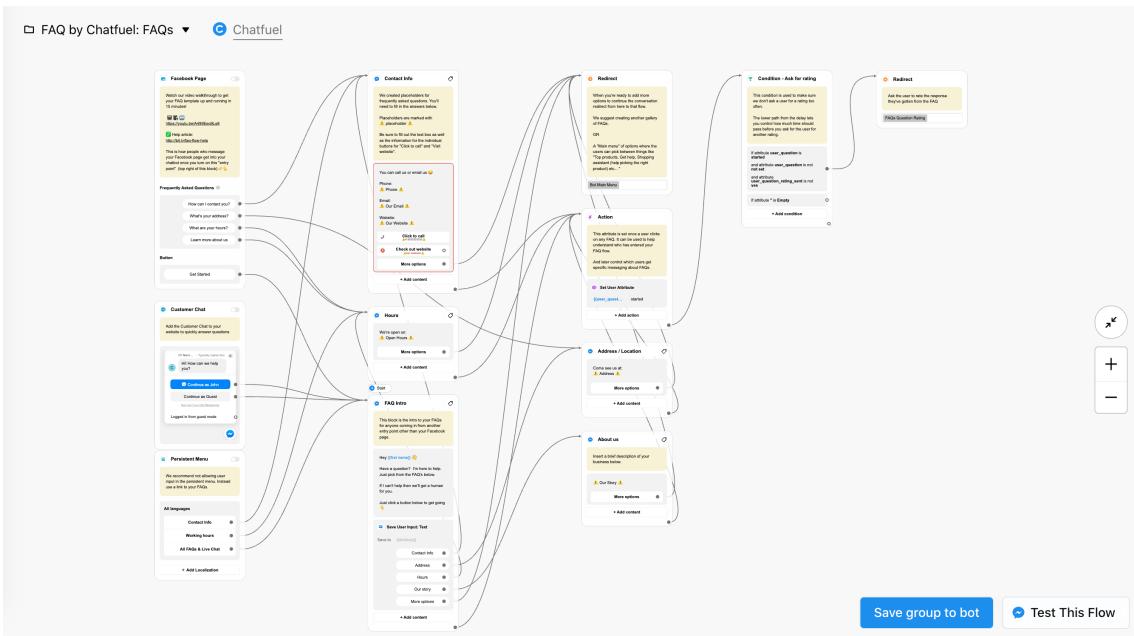
1. Click on the desired template. A window will pop up where you can read more about what it includes.
2. In that pop-up, click **Preview in Messenger** to chat with a sample version of that bot.
3. If it seems like a good fit for your business and objectives, click **Use Template**. The template will then be loaded into a brand-new bot in your dashboard.
4. Enter that bot, and you'll see all the blocks already set up for you. All that's left to do is customize the content in the blocks as needed to fit your business. You can delete or add any blocks if necessary.

The screenshot shows the Chatfuel bot editor for the 'Shopify' template. On the left sidebar, there are several sections: 'Automate', 'Live Chat', 'Set Up AI', 'People', 'Reengage', 'Configure', 'Grow', 'Analyze', and 'Upgrade'. The main workspace displays the 'Welcome Message' block, which is highlighted with a blue border. The block contains the text 'Every person communicating with the bot sees this block first.' Below this is the 'Default Answer' block, with the text 'A person will see this block if the bot does not recognize a text.' To the right of the blocks, there is a preview area showing a woman in an orange dress walking down a city street. The preview text includes 'Welcome Message', 'STAR READ THIS FIRST STAR', 'Before you begin using this template, check out our E-commerce Playbook: http://tiny.cc/CFecom', and 'Users seeing the welcome message will likely have come directly from your Facebook page. Typically they'll want to ask a question or want help with an order.' It also mentions 'Here are some Welcome Message best practices: https://youtu.be/y4ZFlv8us5E'.

You can use a template in its entirety, or pick and choose pieces of it that work best for your project. Or, you can play with a few templates to get a better grasp on how a great bot is designed, and then go on to build your own from scratch. Either way, templates are great resources for helping you build a chatbot, fast. 🚀

For chatbots in the *Flowstab*

To access a template for a chatbot built in the *Flows* tab, click its link. (For example, [here's the link to the template for FAQ automation](#).) The entire flow will appear in a new window.



To see what interacting with the flow will be like for users, click **Test this flow** in the bottom right corner of the screen.

To add the flow to a chatbot so you can customize it, click **Save group to bot**. A new window will appear where you'll be asked to select a chatbot that you want to save this flow to. You can choose an existing bot from the list (click **Refetch bot list** if the one you want doesn't appear) and click **Save Group** next to that bot. Or you can click **Create a bot** to add the template to a new, blank chatbot.

To save this group, choose a bot

Choose a bot you'd like to save this flow group to. It will appear in the flow list of the bot you select.

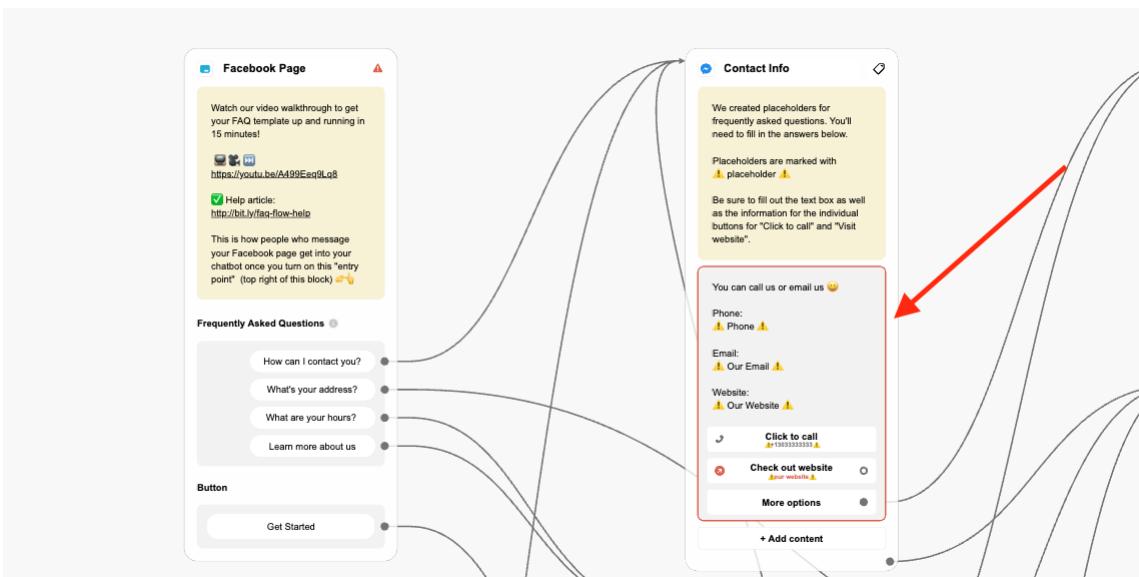


Blank Bot

Save Group

Next, click **View Group** next to the bot you chose to be taken to the customizable template in that bot. (If you chose **Create a bot**, a new, blank bot will now appear in the list, so you can click **Save Group** and then **View Group** next to that bot.)

From there, you'll be able to customize any/all elements of the bot. (Cards outlined in red must be customized before you'll be able to launch your bot.)



You can get full instructions on installing, customizing, and launching the FAQs template here, for example, if you'd like step-by-step guidance. ↗

What are Chatfuel's pre-built flows?

Note*: Pre-built flows are only for chatbots built in the *Automate* tab.*

Think of a [pre-built flow](#) as a script for a specific part of your bot's conversation with a user.

- Let's say you want to qualify leads. The pre-built flow for that purpose will already have the appropriate questions and answer options set up for you in blocks. You'll just have to customize the text to your unique business, and you'll be ready to go.

In Chatfuel, you'll find pre-set bot flows for four basic functions, or "**skills:**"

1. Saving time by automating FAQs
2. Increasing sales by collecting emails and phone numbers
3. Qualifying leads
4. Taking over the conversation with live chat

How to use a pre-built flow

You'll find all the pre-built flows in the *Add Element* bar at the bottom of the work area in the *Automate* tab.

To insert one into your bot, click the **Pre-Built Flows** button. Then:

1. Of the four available, select the skill that you want to add to your bot.

The screenshot shows a modal window titled "Add Skill". Inside, there's a section titled "Increase Sales Using Messenger" with a sub-section "Collect Clients' Emails & Phone Numbers". It includes a message template: "Hi Steve! Please share your email address" and an example email address "steve@gmail.com". Below this, there's a "Qualify Leads" section with a question "How much do you spend on FB Ads per month?" and two options: "Less than \$1,000" and "\$1,000 or more". At the bottom right of the modal is a blue button labeled "Add Skill to the Bot".

2. Now, the blocks you'll need for your bot to accomplish the task you chose will appear in the workspace. Above them, you'll see an optional to-do list of tasks that will guide you through the customization of your pre-built flow.



TO-DO

- (optional) Edit the message asking a person to share their contact details
- Edit the message at the bottom that appears when a person provides the information
- If you don't need both email and phone, delete one of the plugins
- (optional) Teach your bot another skill at the bottom of the block to continue interacting with the person

Save User Email

Collect your bot users' emails. The plugin will send a Quick Reply button, automatically pre-filled with the email address from the user's Facebook profile. If the profile does not have an email address, the Quick Reply will not be shown, but the user will still be able to type in their email.

MESSAGE TO USER *

Please share your email address - you may see a

SAVE TO *

 {{email}}



Test Your Bot



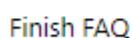
3. Modify the content in the new blocks as necessary to match your bot's persona and objectives. For example, if you chose the *Automate FAQ* option, you'll need to customize up to ten questions and answers that apply to your business and will be helpful for your users.

AUTOMATE FAQ

Frequently Asked Questions

Answer 1

Answer 2

 Finish FAQ



Once you've customized the content, here are your possible next steps:

- If the pre-built flow you choose accomplishes all you need your bot to do, you can launch right away.
- If you need more functionalities than just this one, use the pre-built flow(s) as building blocks in creating a larger, more complex bot.
- Use the pre-built flows as learning tools, just so you can get the hang of how to effectively build flows for different objectives. 

Building a bot from scratch

If you prefer to have a completely custom bot, you can start from scratch. Watch this quick tutorial to get the basics on how to construct a simple flow. 

Want more detailed inspiration on bots for specific use cases? Visit our blog to learn more about chatbots for:

- [Recruiting and HR](#)
- [Restaurants](#)

- [Agriculture](#)
- [Beauty businesses](#)
- [Healthcare businesses](#)
- [Banking and finance](#)
- [Real estate](#)

3. Connecting Your Bot to a Facebook Page

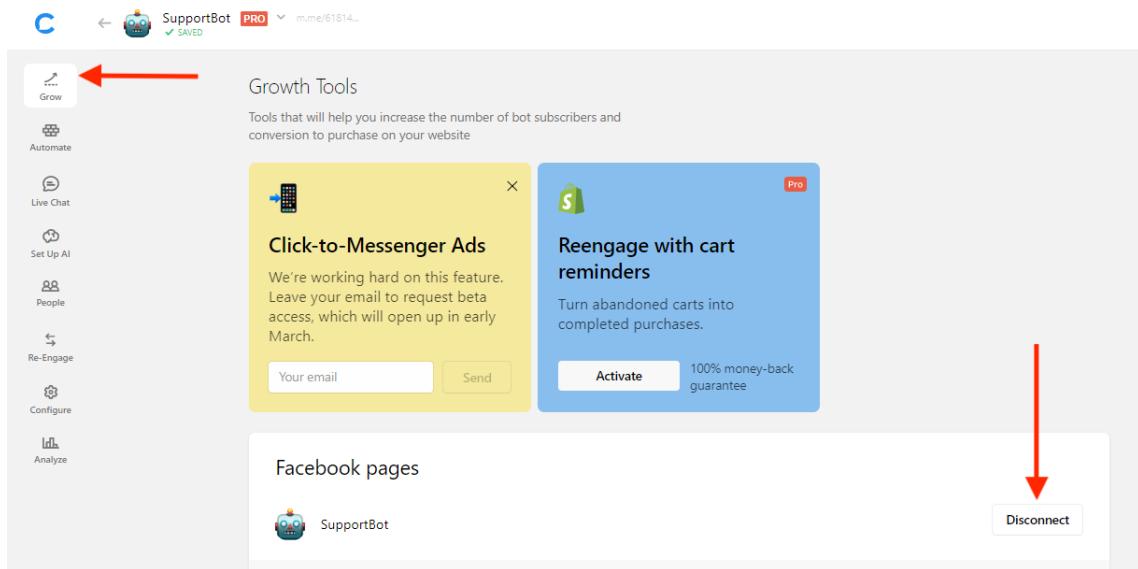
To interact with users, your bot must be published. To publish your bot, connect it to a Facebook page.

Once you've built your Messenger chatbot, you can set it live (so it can communicate with users) by connecting it to a Facebook page. Here's how:

1. Go to the *Grow* tab in Chatfuel.
2. Under the *Facebook pages* section, you'll see a list of pages associated with your account.
3. Choose the Facebook page you want to connect your bot to, and click the **Connect** button next to that page.

If you ever want to disable your chatbot, click **Disconnect** in the same section.

If you ever want to connect your chatbot to a different Facebook page, click **Disconnect** in the same section, then click **Connect** next to the desired page.



Before connecting your bot to a Facebook page

Go through this checklist before publishing your bot to make sure the connection process will go smoothly.

- 1. Make sure you're an Admin of the Facebook page** You must be an admin of the Facebook page in question to connect a bot to it. Page roles like editor or moderator won't have sufficient permissions for connecting chatbots. [To view page roles](#), go to the Facebook business page and navigate to *Page settings > Page roles*.
- 2. Make sure the Chatfuel app has all required permissions** You'll be prompted to grant these permissions when you go through the page connection process in Chatfuel. If you're not sure if you granted the proper permissions, you can check under *Settings > Business tools* on your Facebook page. Once there, check to make sure the Chatfuel app has these four permissions: To manage your pages To send messages

from pages you manage To send messages from pages you manage at any time after the first user interaction To show a list of the pages you manage

Reminder: These permissions simply allow your bot to function on your page. Chatfuel will never send messages, publish content, or take any other actions on your page unless you request it.

The screenshot shows the 'Business Integration' settings for the Chatfuel app on Facebook. At the top, there's a blue header bar with the Chatfuel logo and the word 'Active'. Below this, there are three main toggle switches: 1) 'Send messages from Pages you manage at any time after the first user interaction' (on), 2) 'Show a list of the Pages you manage' (on), and 3) 'Manage and access your Pages' messaging conversations' (on). Underneath these, there's a section titled 'ADDITIONAL BUSINESS INTEGRATION SETTINGS' with two dropdown menus: 'Can this business integration send you notifications?' set to 'Yes' and 'Who can see you use this business integration?' set to 'Only me'. A note below explains that this setting controls visibility on Facebook but not activity or tagging. At the bottom, there are links for 'Terms', 'Privacy Policy', and 'Give Feedback' on the left, and 'Cancel' and 'Save' buttons on the right.

If you become an admin of a new Facebook page(s) in the future and you want to connect one to a bot, just click **Update Pages List** in the *Grow* tab. The new page(s) will appear on the list, and you'll be able to connect them and grant permissions.

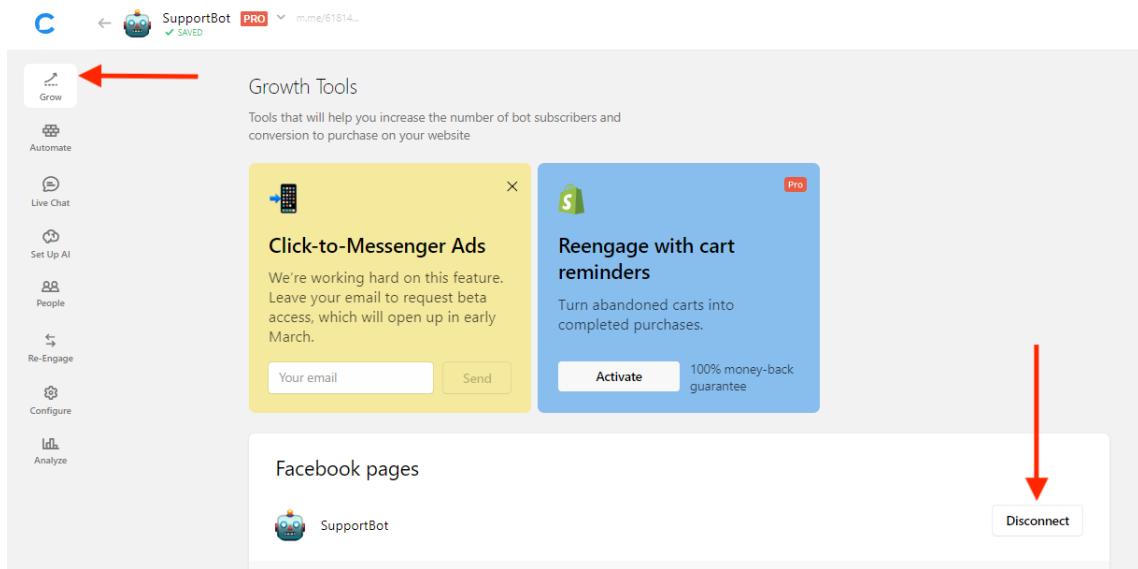
4. Bringing New Users to Your Bot

Now that you've built a great bot, you've got to spread the word. Here are several ways to bring new users to your chatbot.

First, note that Chatfuel's [Entry Points](#) are the easiest and most efficient way to grow your chatbot's audience. We'll highlight several of these here, in addition to a few other ways to bring new users to your Messenger chatbot.

#1. Promote your bot on Facebook.

- You can set up Chatfuel's [Comments Autoreply Entry Point](#) to apply to a post(s) on your Facebook page. It will enable your bot to automatically message all commenters (or only those who comment with a keyword(s)). If the person responds to this bot message, they'll become a reachable user. (This method works especially well for engaging posts about [contests](#), [giveaways](#), etc.) It's proven to be an amazing way for many of our most successful clients to steadily grow their bot user bases, which is why it's one of the tools we recommend to all users. ☑



- You can create a post on your Facebook page with the ***Send Message *objective**, and compose some text explaining how it can help users. Publish and pin the post to encourage anyone who visits your page to chat with your bot and become a subscriber.

P Petfuel Pet Supplies

February 21 at 6:38 PM ·

Need a recommendation on puppy food? Want help finding the perfect toy for your pup? Reach out to us; we'd love to help!



Petfuel Pet Supplies

Pet Supplies

Send Message

- You can set your [Facebook ads to direct users to your chatbot](#). When a user clicks on the ad, they'll be sent to Messenger where your bot can engage them immediately. You can really maximize your advertising budget by using the data of your existing bot users to improve your (re)targeting game. Just use the [Segment Sync feature](#) to automatically upload audiences from the *[People](#)* tab into your Facebook Ads Manager.

Chatfuel
Active .

Send messages from Pages you manage at any time after the first user interaction

Show a list of the Pages you manage
Show a list of the Pages you manage

Manage and access your Pages' messaging conversations

ADDITIONAL BUSINESS INTEGRATION SETTINGS:

Can this business integration send you notifications?

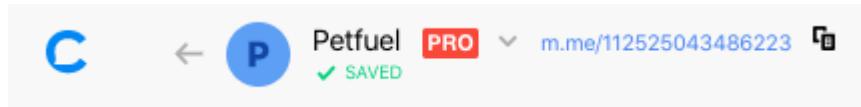
Who can see you use this business integration?
This setting controls who on Facebook can see that you use this business integration, but not your activity or if someone tags you within the app. [Learn More](#)

LEARN MORE:
Chatfuel uses your information to improve your experience. To learn more about how an app can use this information, view their [Privacy Policy](#). If you contact this app to get support or provide feedback, they may need your User ID.

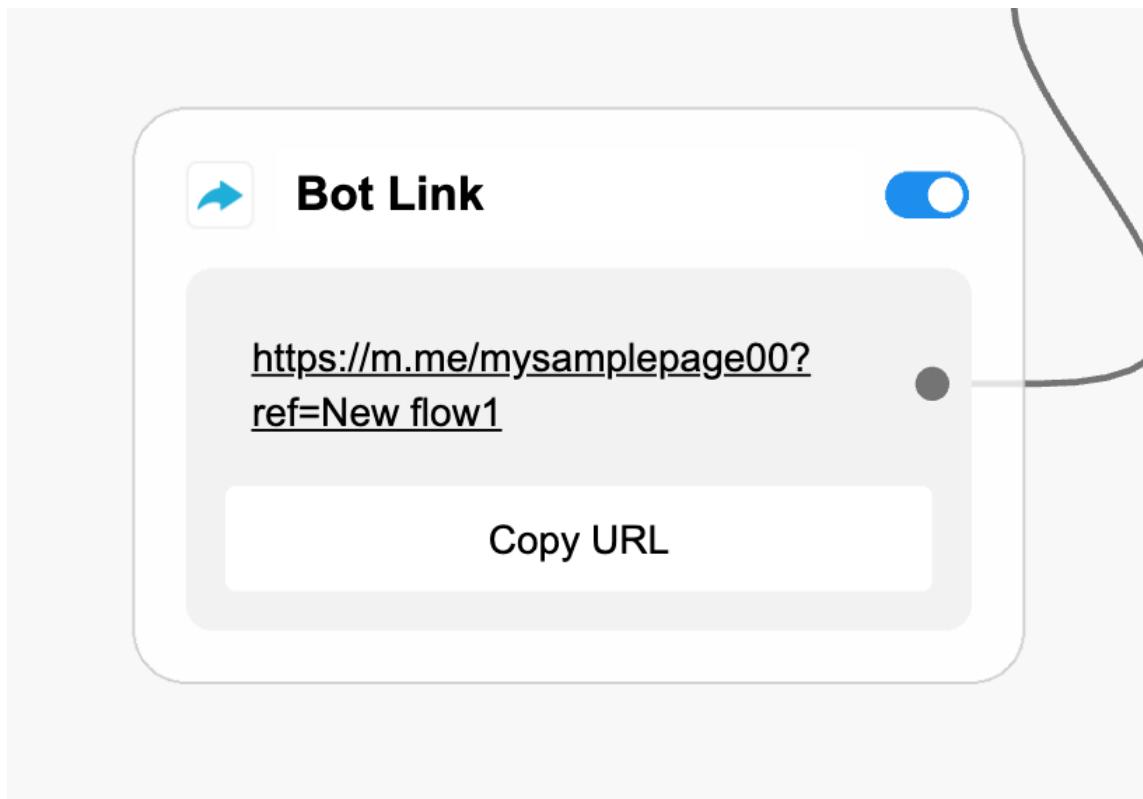
[Terms](#) · [Privacy Policy](#) · [Give Feedback](#)

#2. Share the link to your bot.

- The simplest way to start promoting your bot and growing your subscriber list is to share the **direct link**. All Messenger bots have one, and it leads to the [Welcome Message](#). It begins with **m.me**, like **m.me/yourbusinessname**. You can find this link at the top of your dashboard, next to your bot's name. 



- The other type of Messenger-bot link is a **bot link**(formerly known as REF links). These lead users to a specific block in your bot, instead of to the Welcome Message. Bot links are useful if you want to take people directly to a certain part of the flow, like to survey questions or information about a promotion.



To use a bot link, set up a [Bot Link Entry Point](#). 

[Grow your audience](#) by sharing either of these links in emails, on social media, or anywhere else you normally interact with prospects and customers.

Of the People



Enough about the candidates. What about the voters? Read our special photo essay on what the people have to say on the issues that matter most.

[READ NOW](#)

Want an easy way to keep up?



Every morning, we will send out the latest numbers from our election forecast, along with insights from our reporters throughout the day.

[SIGN UP](#)

When sharing the link, you may even want to include a screencast video of your bot in action to intrigue users and show them what to expect, like so. ↗

💡 **Tip:** When using bot links on different platforms, create a different link for each of the sources. That way, when you go into the *People* tab to check the {{ref}} attribute, you'll be able to see exactly how many users you got from each of the sources.

#3. Promote your bot on other channels.

Embed the bot on your website

You can easily have a chat window with your [Messenger bot appear on your website](#), too. Set this up using the [Customer Chat Entry Point](#) feature, so your bot can begin engaging website visitors today.

You can also include a screenshot and a link to your bot right within blog posts or other pages on your website.

The screenshot shows a web browser window with the URL https://design.nyt.net/digital/messaging/wip/16-07-14%20Olympics%20SMS/_index.php?pg=4. The page is titled "POLITICS | Donald Trump, Slipping in Polls, Warns of 'Stolen Election'" and features three news articles with images: "Donald Trump, Slipping in Polls, Warns of 'Stolen Election'", "Mark Burnett, 'Apprentice' Producer, Denounces Trump", and "Some in G.O.P. Who Deserted Donald Trump Over Lewd Tape Are Returning". Below the articles, there is a section titled "Georgia House of Representatives." with text about Stacey Abrams. Further down, there is an "ELECTION 2016" section with a message from the NYT politics desk, a call to sign up for Facebook Messenger, and a quote from Brian Fallon. A large red arrow points to the "Sign Up on Facebook Messenger >" button.

ELECTION 2016

Hey there, this is the NYT politics desk. Want an easy way to keep tabs on the state of the presidential election?

Every morning, we'll send out the latest numbers from our election model, along with insights from our reporters throughout the day.

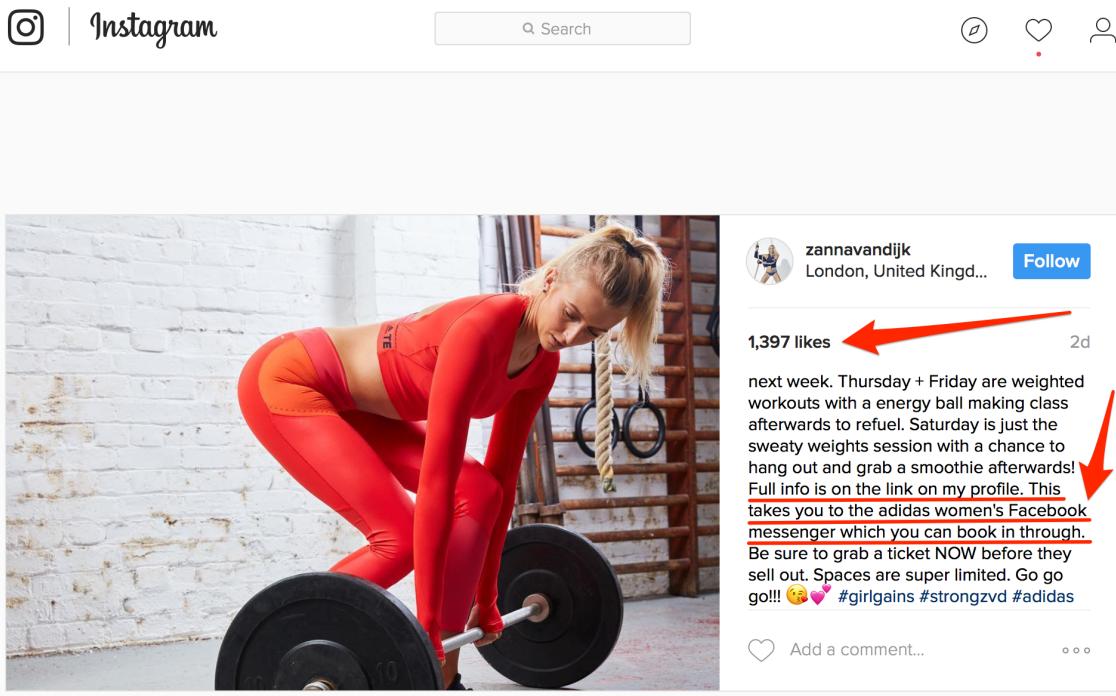
[Sign Up on Facebook Messenger >](#)

"We are prepared for anything in terms of how he chooses to conduct himself in the closing weeks of this campaign, and that includes what is increasingly looking like a scorched-earth approach," said Brian Fallon, a spokesman for the Clinton campaign. "He is clearly trying to lay a foundation for challenging the legitimacy of the potential next president, just as he sought to do with the nation's first

Share your bot on Instagram

You can also run [click-to-Messenger ads on Instagram](#), meaning the user will be directed from the Instagram ad to your bot in Messenger.

Or, you could [work with an influencer](#) to promote your bot on Instagram or other social-media channels.



Advanced tools for Instagram messaging are coming soon! [Sign up to get notified when we launch](#) (and check out these [expert tips for boosting your Instagram presence](#) in the meantime).

Make a landing page for your bot

You could even create and promote an entire landing page just for your bot, so you can easily showcase its helpful features. Check out this example from [ABC News](#).

Sites

ABC

Search 

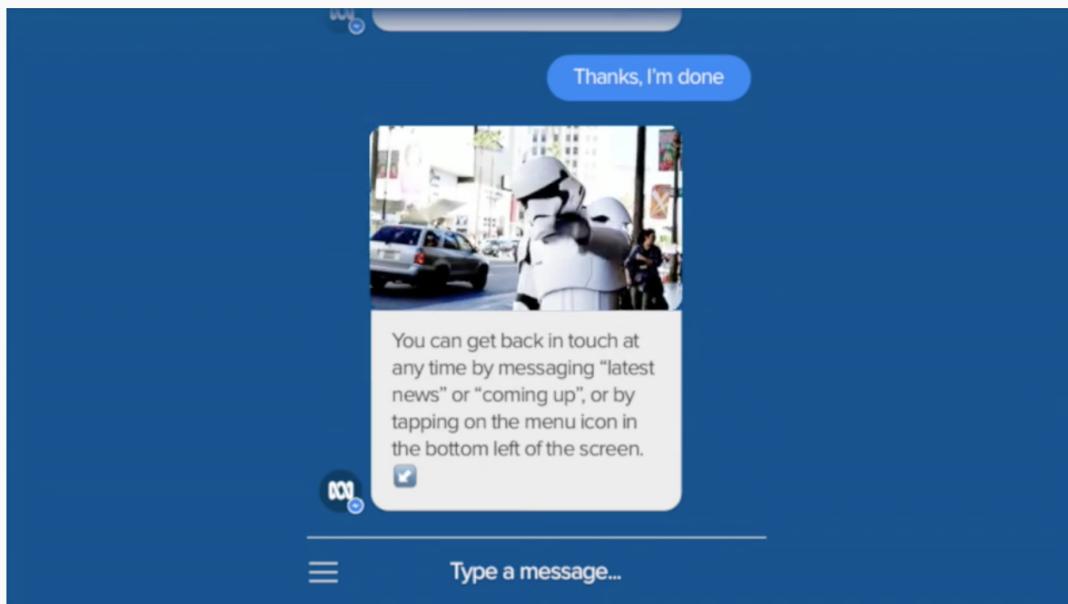
NEWS 

SET LOCATION
for local news & weather

Home Just In US Election Australia World Business Sport Arts Analysis & Opinion Programs More

ABC News on Facebook Messenger

Welcome to ABC News on Messenger. Stay across the news people will be talking about with daily digests and breaking news alerts all within Facebook Messenger.



Submit your bot to a directory

Finally, you can submit your bot to directories like [BotList](#) to increase visibility.



BotList

Blog

Collections

Jobs

Go Pro



Login



Golden State Warriors

[@warriors](#) [nba.com](#)

2.6K

3



Have a question about the Dubs in the postseason? The Warriors' new bot for Facebook Messenger can find your answer!

GET THIS BOT ON



MEDIA

