

SPJALLMENNI

Í ÞJÓNUSTU VIÐ VIÐSKIPTAVINI



♥ Elska ▼ Deila

saharasocialmedia



🔖 Vista



saharasocialmedia

SAHARA



AF HVERJU SPJALLMENNI?

Leynast tækifæri í notkun þeirra?

HVAÐ ER SPJALLMENNI?

Þjónustu- eða markaðstól - eða bæði?

HVERNIG SETJUM VIÐ UPP?

Er uppsetning flókin og kostnaðarsöm?



TÆKNILEG

AÐSTOÐ

HVERNIG GET ÉG AÐSTOÐAÐ?

*Endur-
ræsla?*



saharasocialmedia

SAHARA

74%

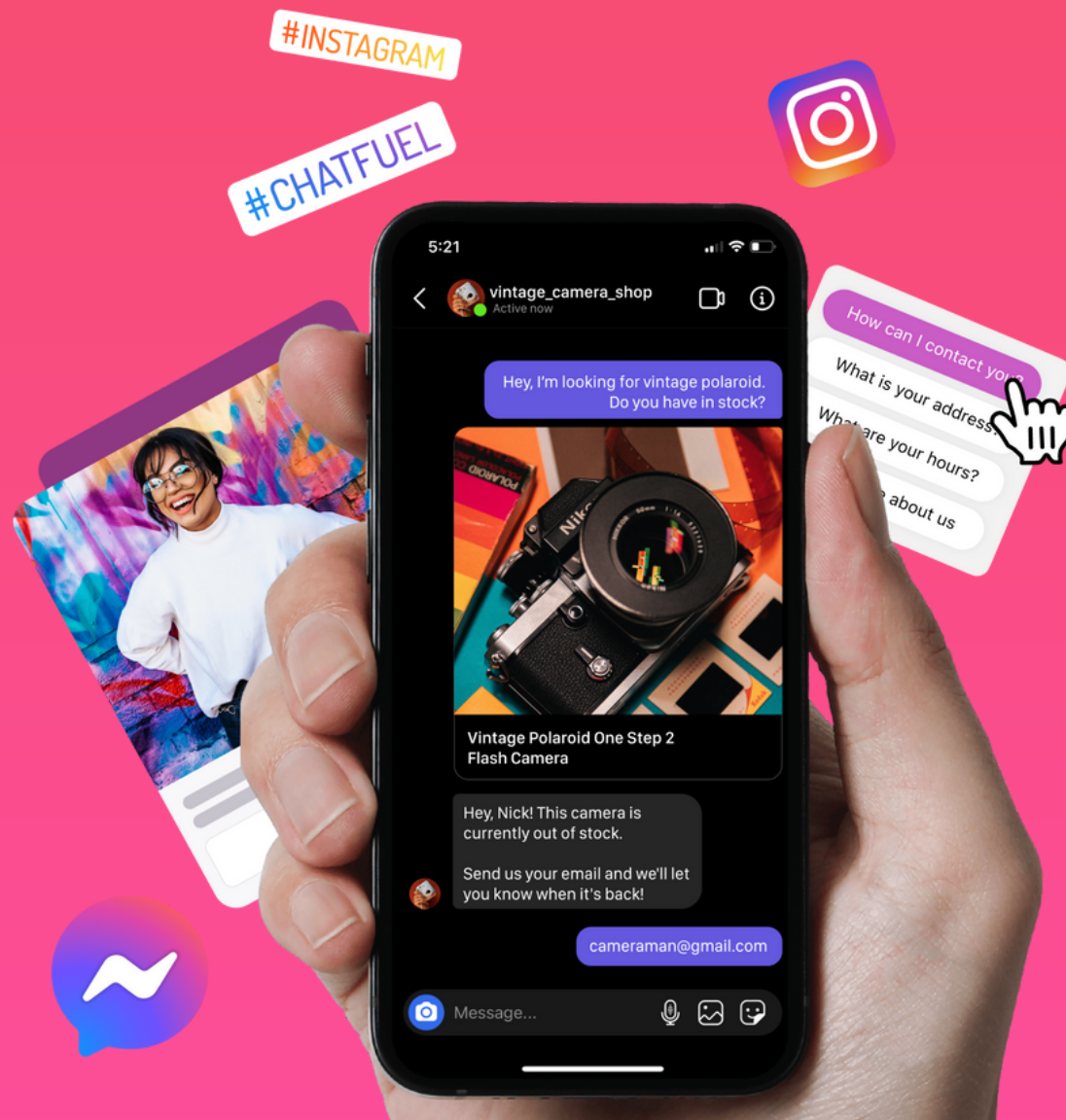
74% einstaklinga kjósa að "tala við" chatbot þegar þeir eru að leita af svörum.

10X

"Einstaklingar og fyrirtæki skiptast nú á um 20 milljörðum skilaboða í hverjum mánuði - 10X meira en árið 2016!"

70%

Samkvæmt könnun á vegum Facebook IQ, kom í ljós að meira en 70% af einstaklingum sem tóku þátt gera ráð fyrir að senda fyrirtækjum oftar skilaboð á Messenger í framtíðinni.



88%

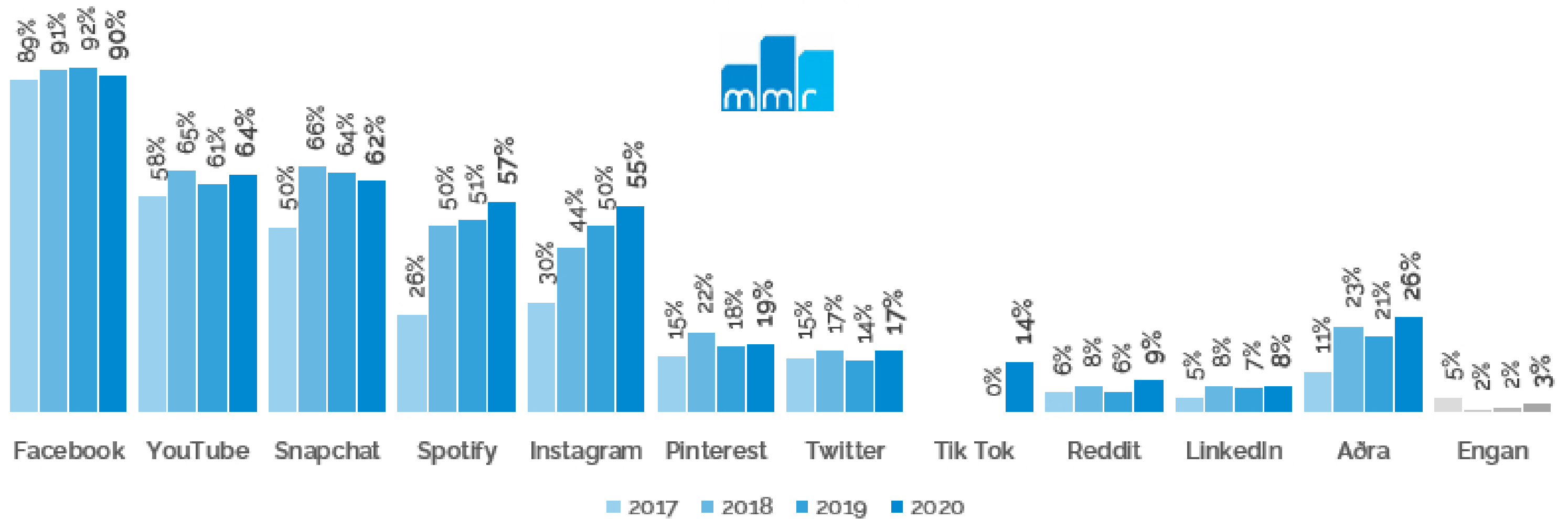
"88% einstaklinga nota reglulega spjallforrit til að eiga í samskiptum við vini og fjölskyldu"

64%

"64% einstaklinga myndu kjósa frekar að senda fyrirtækjum skilaboð í stað þess að taka upp símann eða senda þeim tölvupóst"

Hvaða samfélagsmiðla notar þú reglulega?

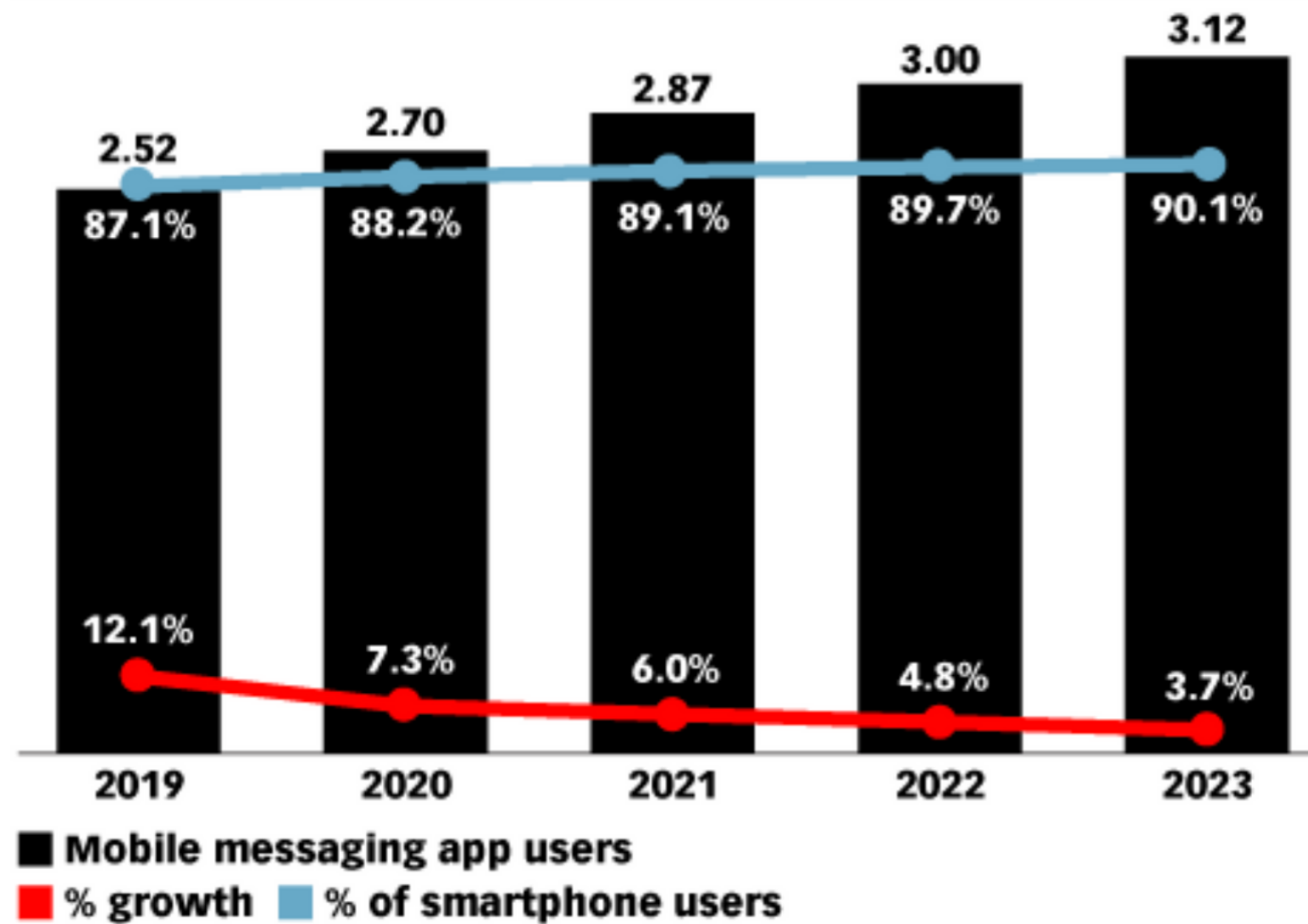
-þau sem tóku afstöðu-





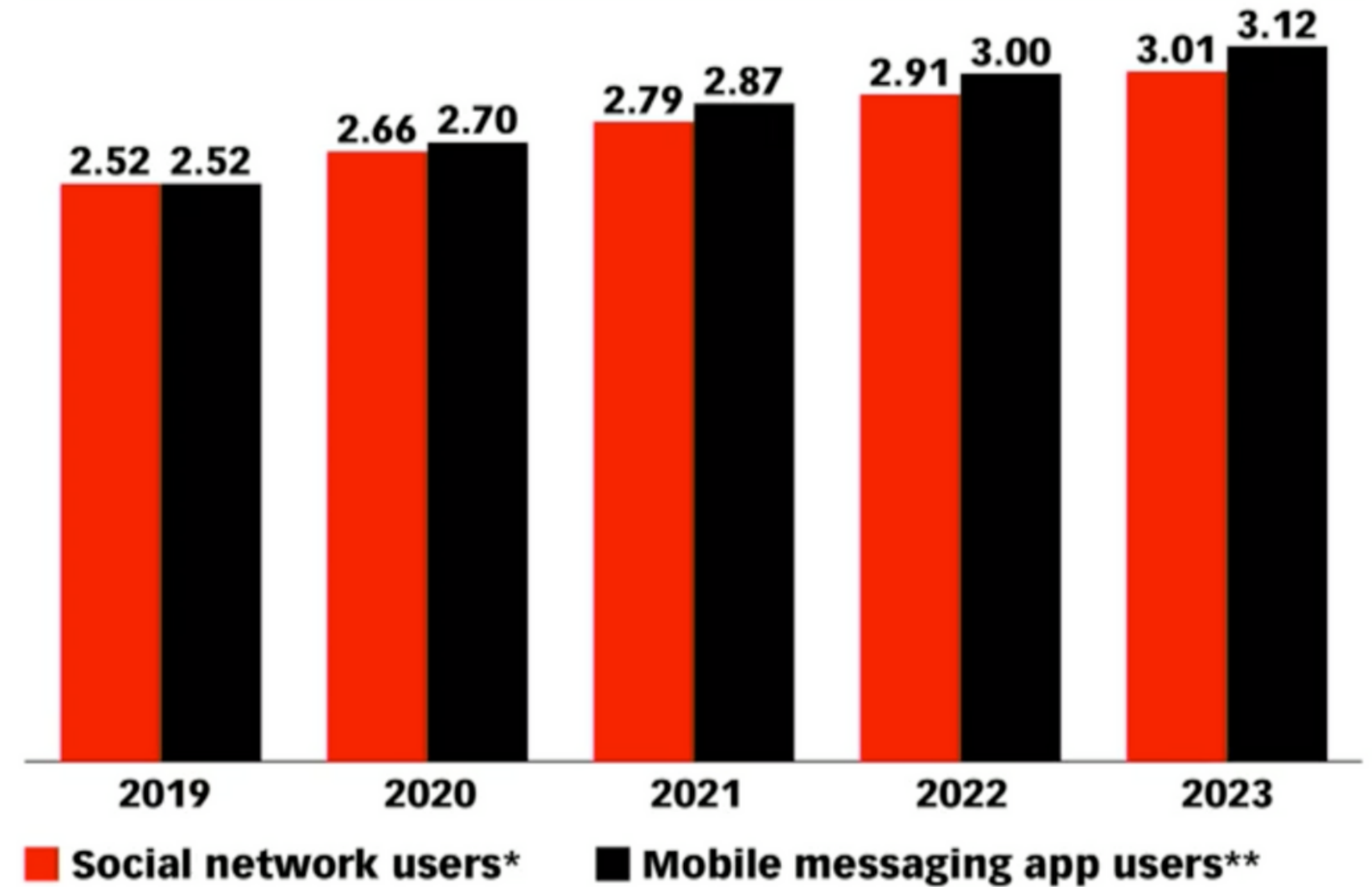
How Many Mobile Messaging App Users Are There Worldwide?

billions, % change and % of smartphone users, 2018-2023



Mobile Phone Social Network Users* vs. Mobile Messaging App Users** Worldwide, 2019-2023

billions

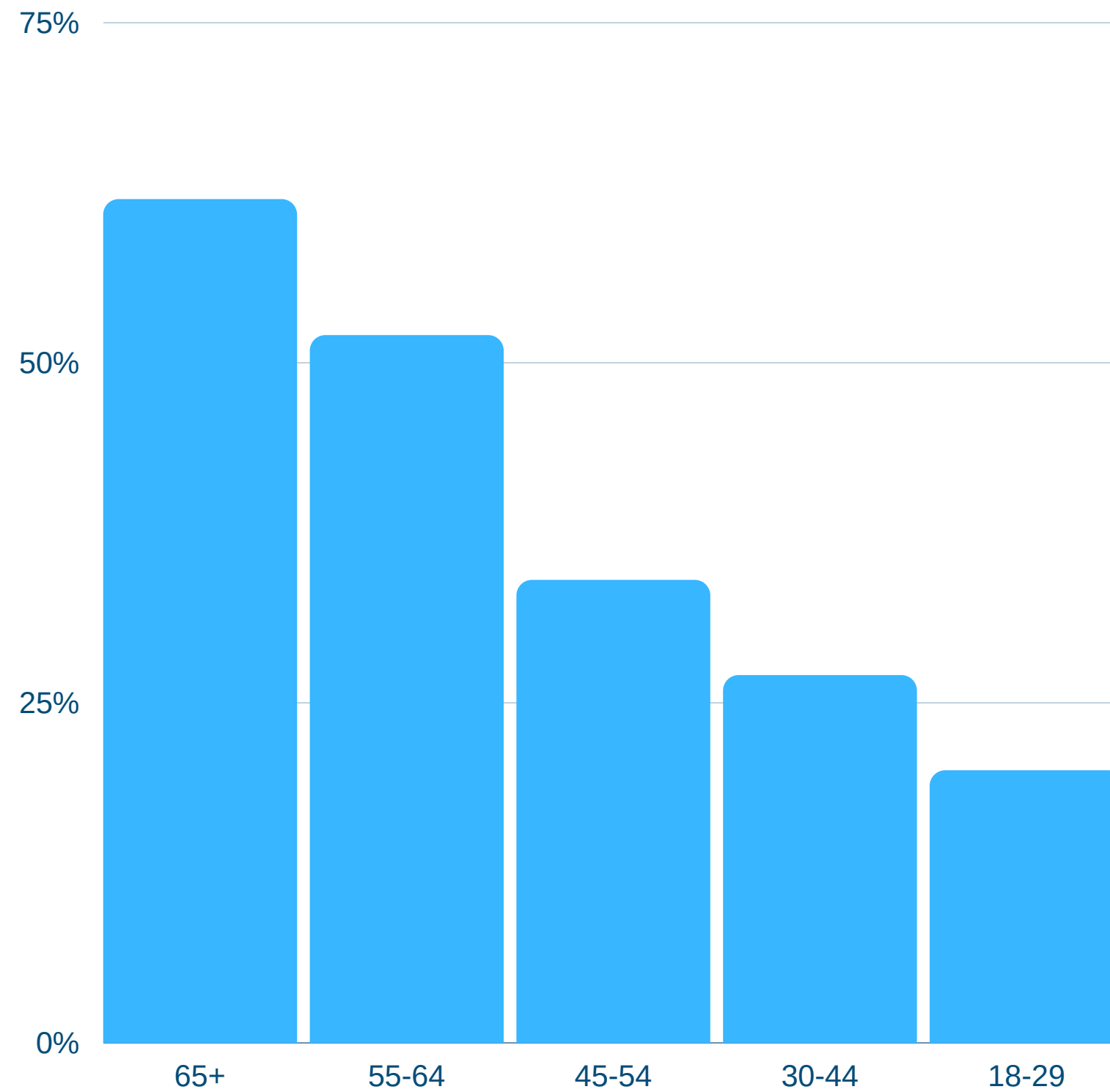




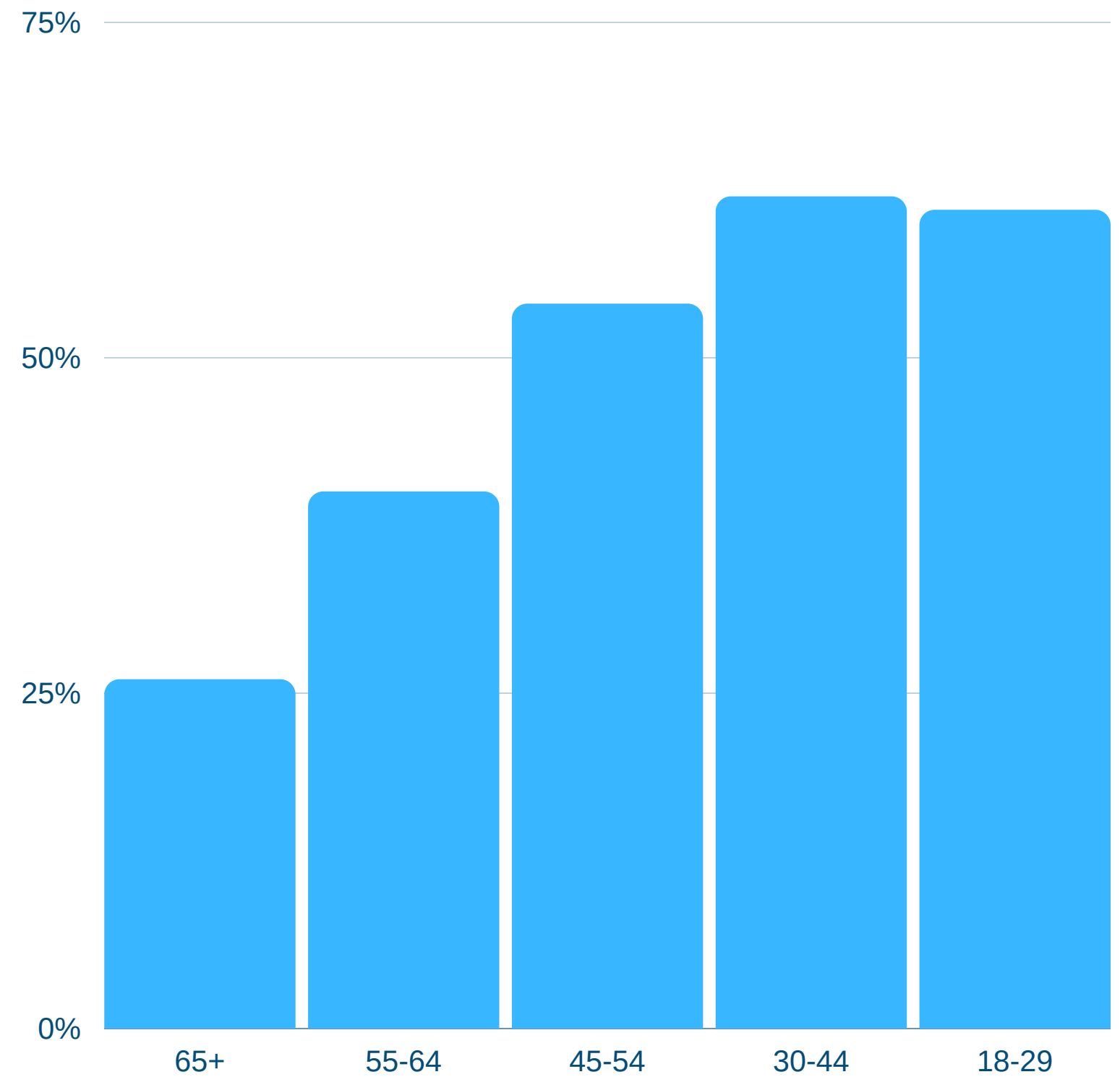
saharasocialmedia



SÍMTÖL (e. Voice)



SKILABOÐ (e. Text)

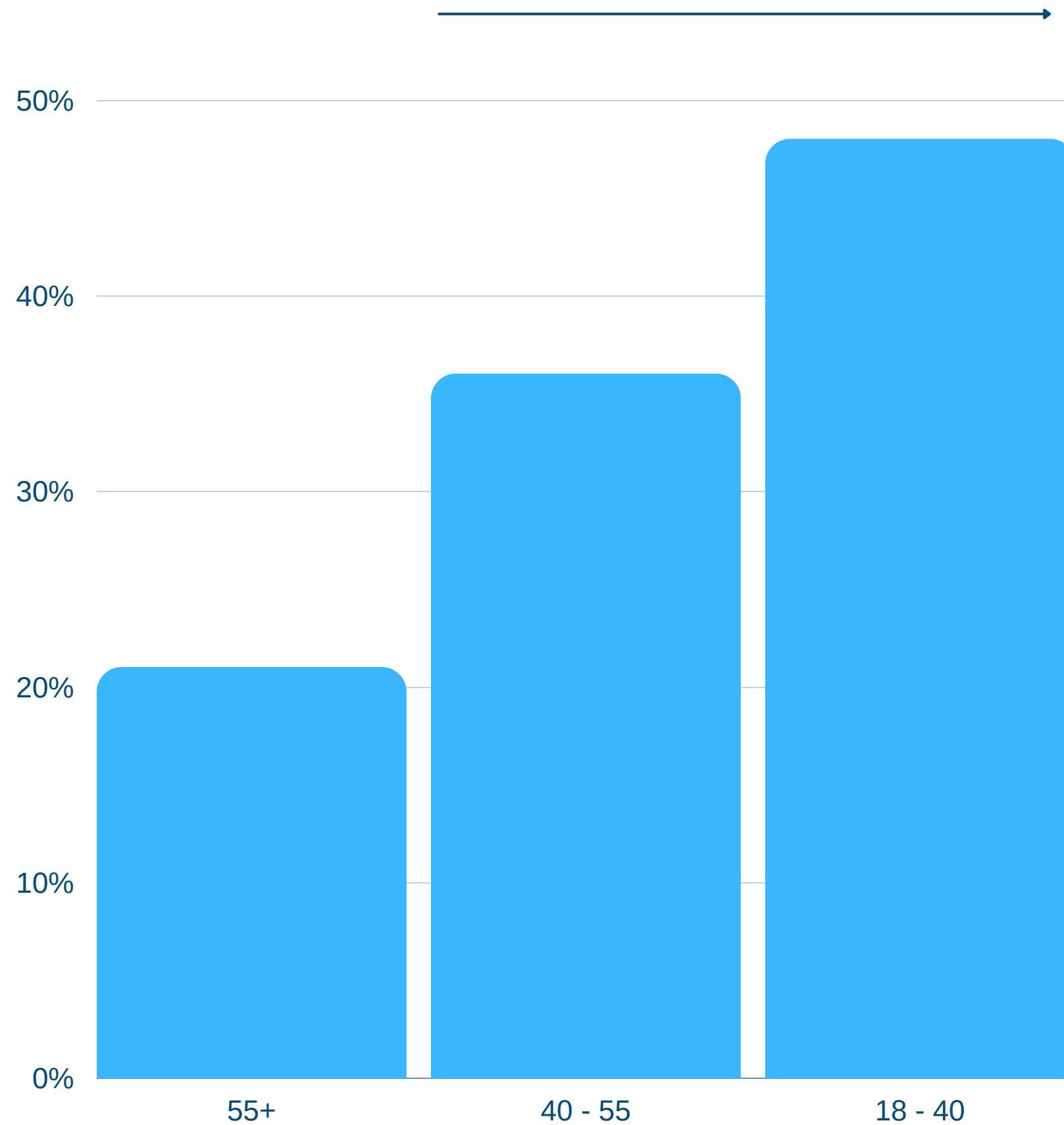


Mobile communications preferred by age groups

MORNING CONSULT 2017



saharasocialmedia



SALESFOCE - "2019 STATE OF THE CONNECTED CUSTOMERS JUNE 12, 2019

Preference for mobile messaging apps as a way to communicate with companies by age group

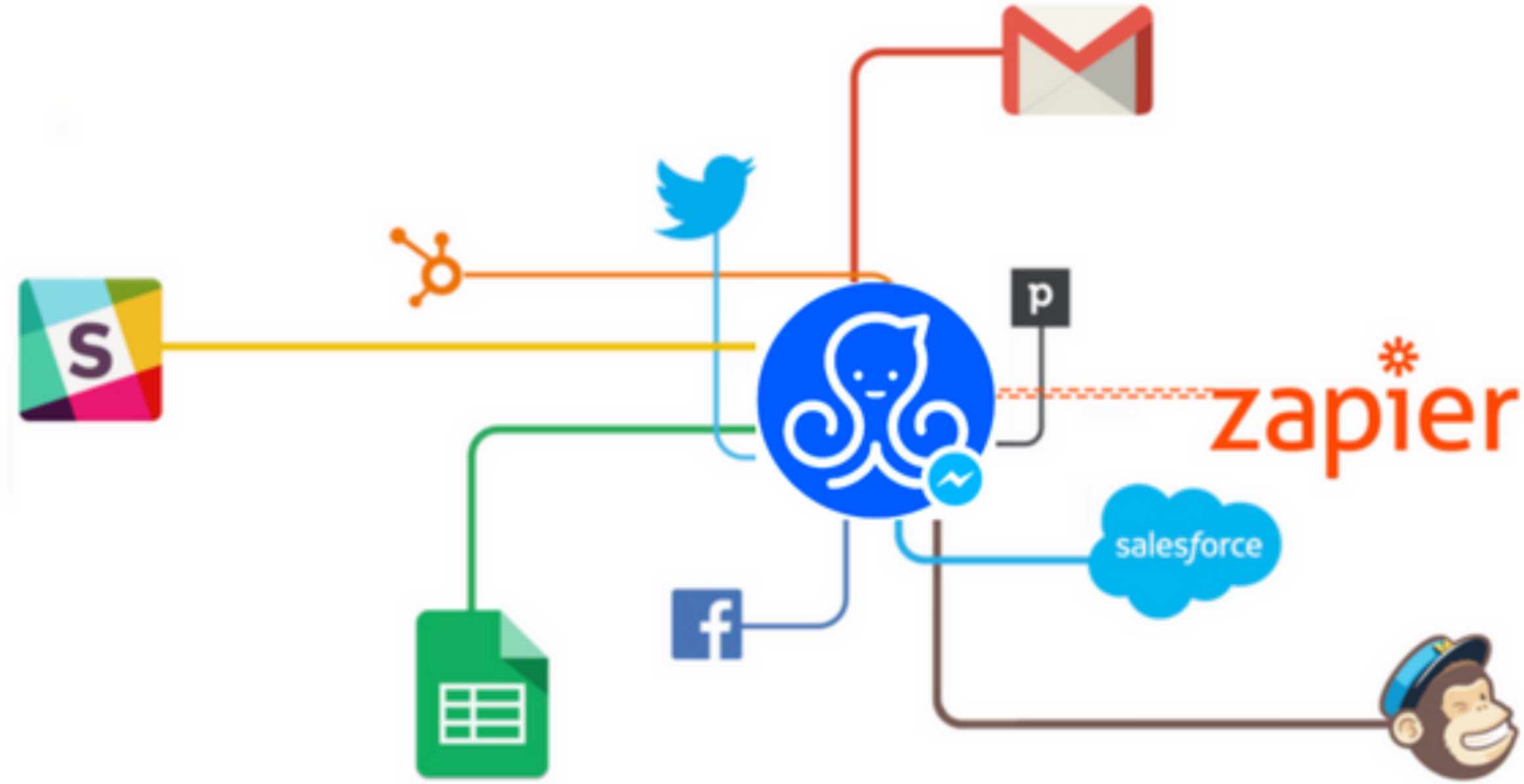


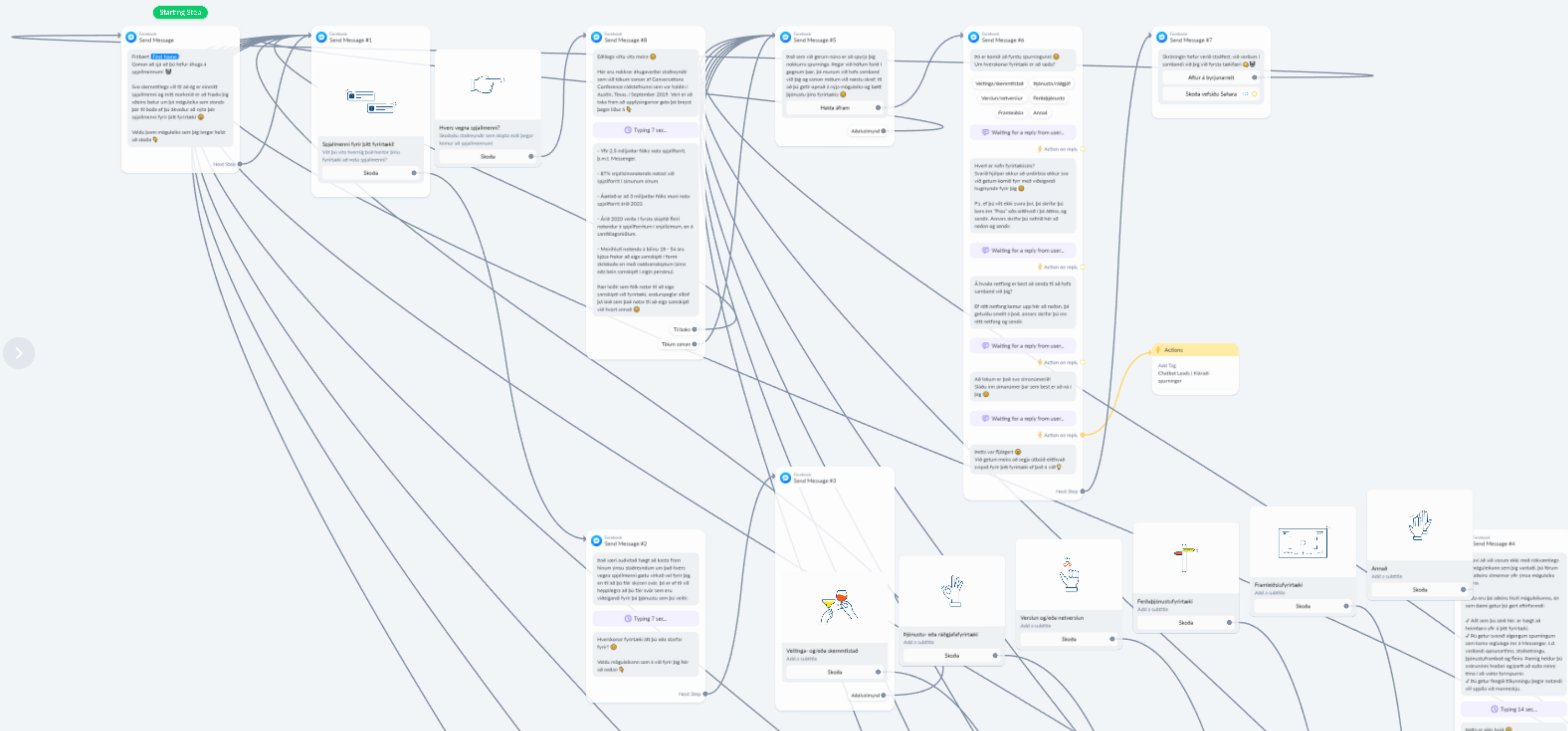


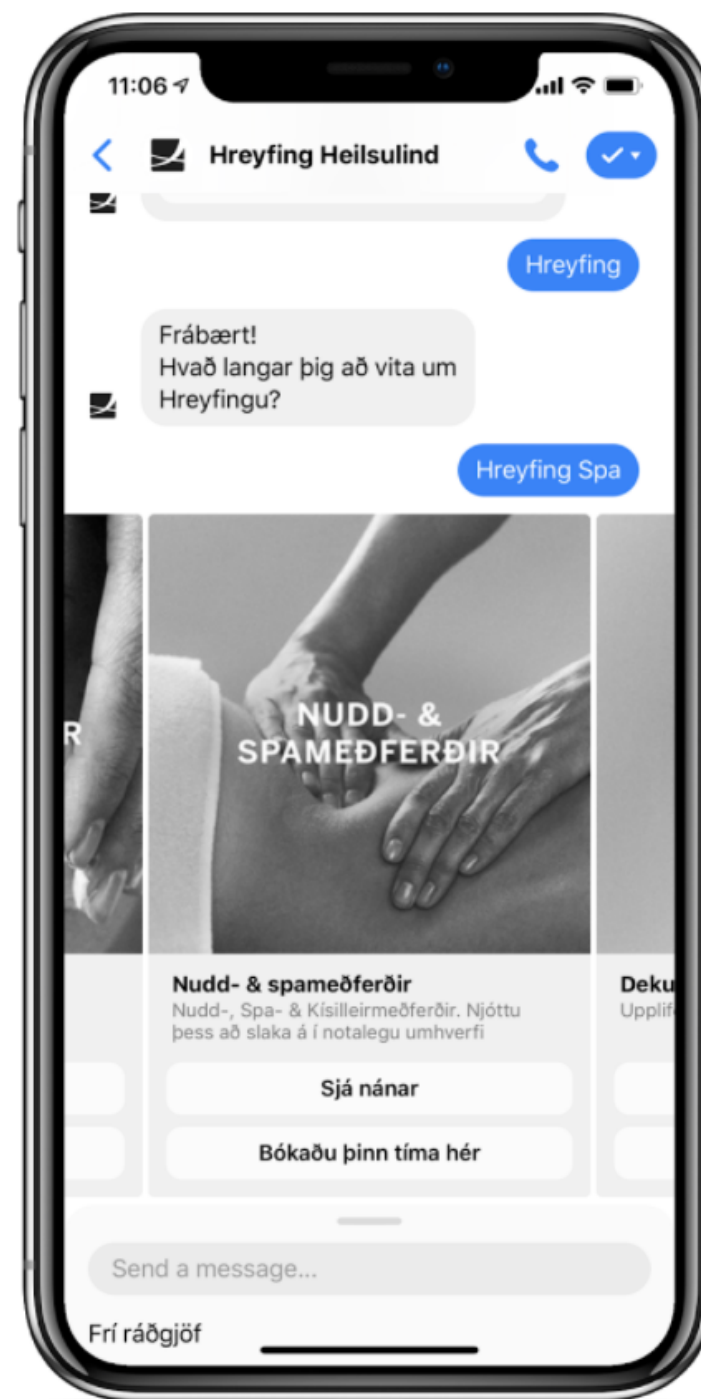
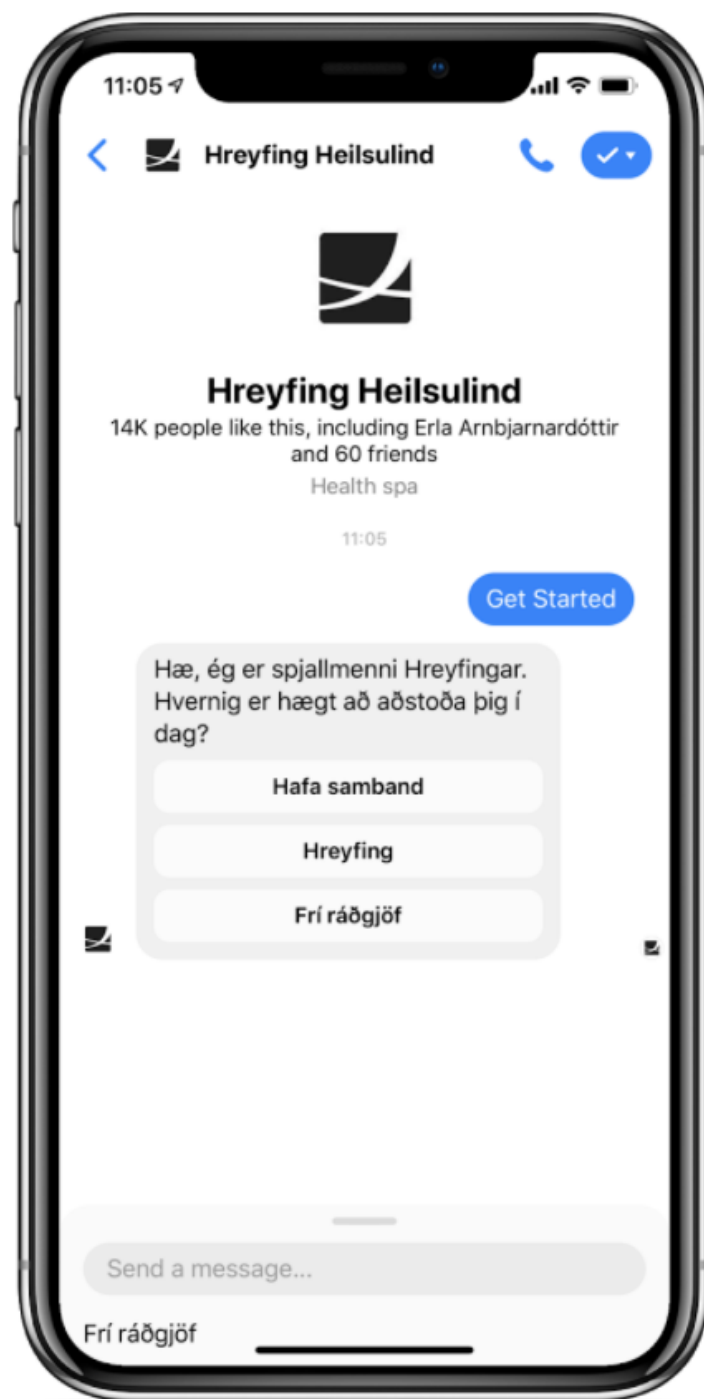
Landbot

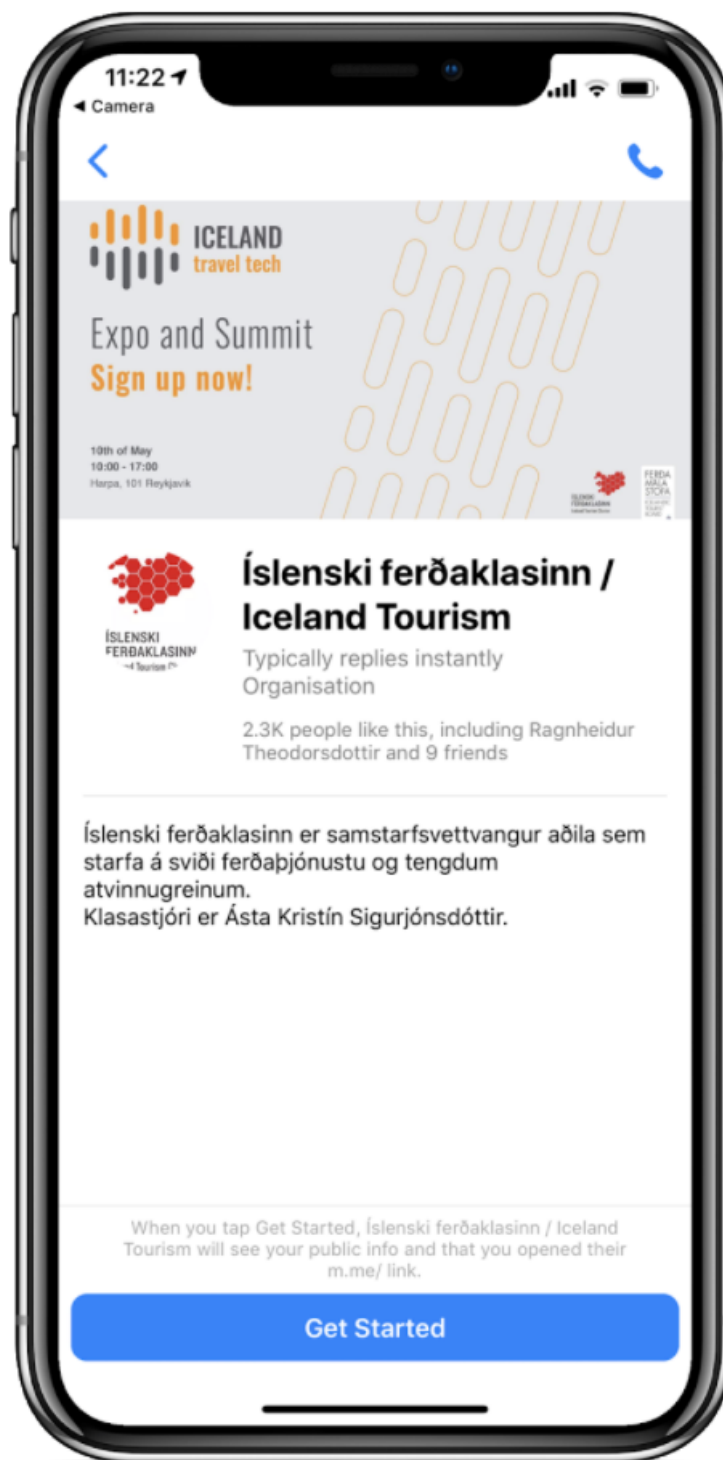
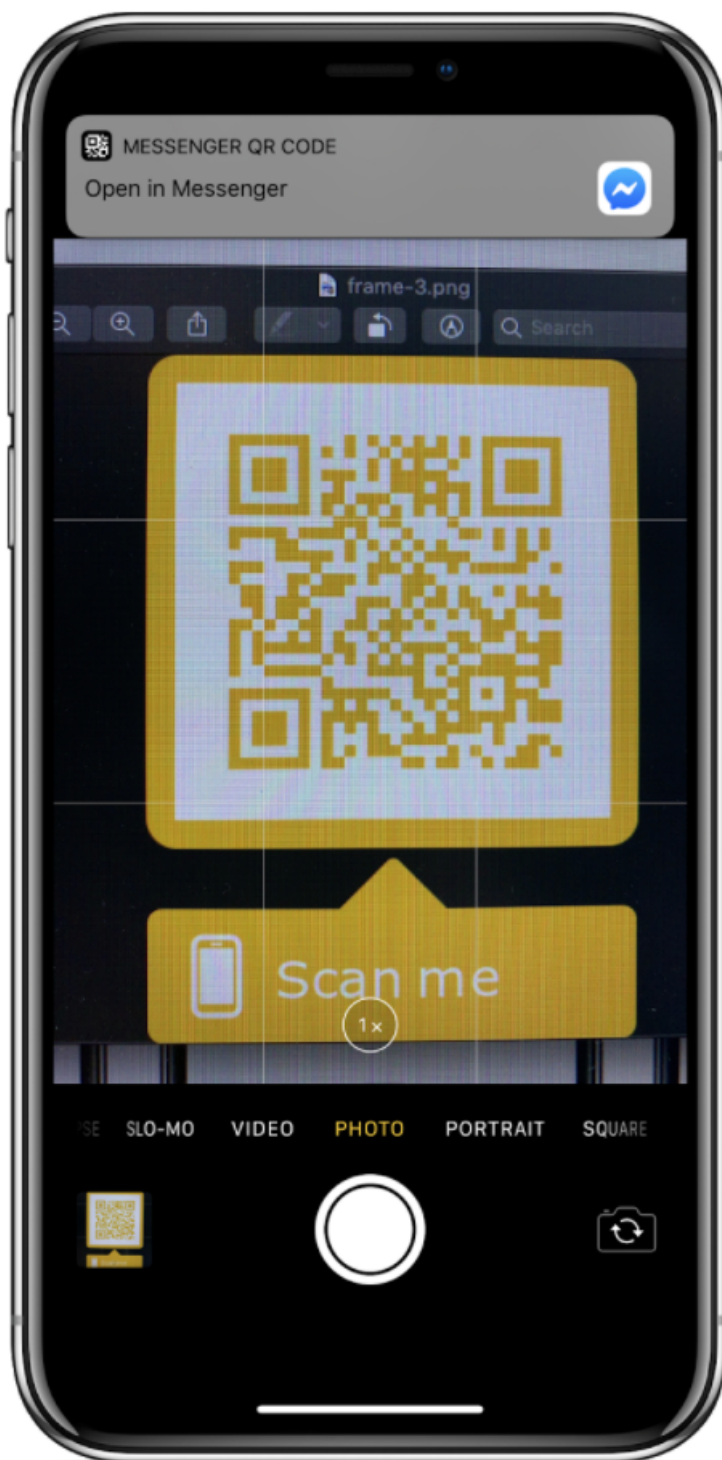


HubSpot











TAKK!

SIGURÐUR SVANSSON

Co-Founder & Owner - SAHARA

linkedin.com/in/sigurdursvansson/

SENDIÐ MÉR **SPURNINGAR** ✉



Sigurdur Svansson

⚡ Co-Founder & Owner of SAHARA Digital Agency | Digital Marketer & Social Media Expert

Iceland · [Contact info](#)

SAHARA