**How to Employ Chatbots Effectively in Social Media**

Chatbots are poised to transform marketing in social media and can be integrated easily into messaging apps. Shiva Kumar explains how to deploy this technology, beginning with using bots driven by artificial intelligence that can respond to consumer queries.

***Business 9/11/17***

<https://www.business.com/articles/social-media-marketing-strategies-for-chatbots/>

Image source:

<https://www.sfscapital.com/wp-content/uploads/2017/02/iStock-627229886.jpg>