

Facebook Messenger Bot Unleashed

How to leverage this exciting, emerging platform to grow your target audience

MINDMAP

What Is Facebook Messenger And How Can It Help Businesses?

ADD to transcription: 3.5 times more likely to open Messenger Update than Commercial emails

Saves time on Customer Service

Offer customer service 24/7

Walk prospects through automated SALES FUNNEL – can lead to conversion

Less customer drop off since AD opens into messenger and filters inquiries which can lead to sales page – everything is done on Messenger so you can convert your leads when they are HOTTEST

Use FB Messenger chat bot to reengage existing customers or prospects (like sending an email to someone who filled out a shopping cart)

More Direct

Inbound

Event-specific

All these factors add to increased value/qualification of prospect and increases chance of conversion tremendously

All these factors also increases chances of BRAND EQUITY building quite a bit.

A more in-depth look at FB messenger bots

Facebook Messenger bot common features

Facebook Messenger bot limitations

How Can Facebook Messenger Bots Grow Your Audience?

Bot-based traffic recruitment, comment, and profile-based messenger recruitment

Use it to qualify prospects from your Facebook page

Use it as “info delivery” platform for your comments’ call to action

- FB comments plugin
- FB groups
- FB pages

The Dos and Don'ts of Marketing Through Messenger Bots

Messenger bot etiquette

- don't use it to reach out first – you can get banned

How to avoid spamming

- 24 hour plus 1 rule
- keep it strictly related to business
- always add value
- Let your customer LEAD – call them to action – don't take the lead besides follow up

How to qualify traffic

- Target only niche-specific pages
- Target only niche-specific groups
- This leads to targeted eyeballs to your page
- Use your page to call visitors to action

Do Pump as Much Traffic to Pages that have your chatbot link

Do boost your brand's visibility and make it easy for prospects to see your chatbot link

The Classic Sales Funnel

Before I talk about Facebook Messenger bots in further detail, I want to recap how the classic online sales funnel works.

Know Stage - the RULE of 8 – 8 interactions/exposures

Like Stage

Trust Stage

The bottom line: You're not going to buy from anybody you don't trust. Thankfully, Facebook Messenger bot can help qualify general online traffic from Facebook into trusting traffic which is eager, ready, and willing to convert.

How To Create Your Own Facebook Messenger Bot

Hire someone to do it

- quick
- can be expensive

Try to do it yourself using FB's default response system

- not quick
- your brand may suffer if you make a mistake

Use the The ManyChat platform

- can scale up learning curve
- tried and proven

The great thing about this platform is that it was designed from the ground up to help anybody, regardless of their technical skills, build Facebook Messenger chat bots. The secret sauce to ManyChat is that it has a recruitment feature. It gives you tools so you can convert anyone into a subscriber of your Messenger group.

How to Drive More People to Your FB messenger chat bot

Add your chatbot link to your FB page

- When prospects click on the chat icon – your bot sends pre-written materials
- Use decision trees to filter input from your customers
- You can experiment with a wide range of widgets to get page visitors to interact with your CHATBOT

Tie chatboat link to your FB Ads

- Turbocharge results by pre-feeding user info to chat via JSON integration

Embed chatbot widget into Web page

- overlay (push prospects to contact you)
- button
- box

Messenger Ref URL

- Link to this anywhere – opens users msgr

Facebook Comments on your page

- when users reply to your post – they get added to your messenger subscriber list
- they get sent automated message – if they respond = automated conversation

All of these are supported by ManyChat

Why Facebook Messenger Marketing Is So Important Nowadays

FB is cracking down on free organic traffic through pages and groups

FB messenger marketing is relatively new

Messenger updates have a very high open rate

AI Is the future

- 24/7
- Data driven
- Machine learning = increased levels of customization

The 10 Main Reasons Why You Should Use Facebook Messenger Bot Marketing

Reason #1

You can qualify your traffic

Reason #2

You can subscribe from a wide range of Facebook sub-features

Reason #3

You can pair Facebook Messenger marketing with classic online sales funnels

Reason #4

- Automated
- Cheap
- Runs 24/7
- Leads to conversion

Reason #5

Less Spammy than other methods

- inbound
- customer takes lead
- contact is built around their needs

Reason #6

Facebook Messenger, as of this writing, has an 80% open rate

Reason #7

Facebook Messenger enables you to create automated conversations

Reason #8

Responsiveness helps you build a solid online brand

Reason #9

You can share content that can go viral on Facebook Messenger

Reason #10

Your competitors haven't fully gotten on the Facebook Messenger bandwagon