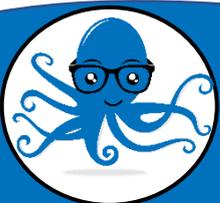
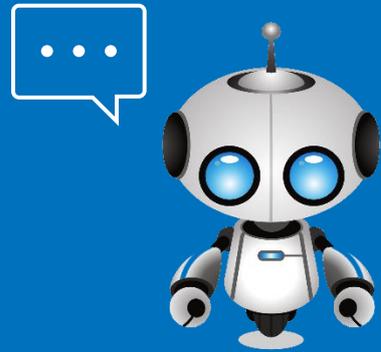


MESSENGER MARKETING

CHEAT SHEET

25 WAYS CHATBOTS CAN GROW YOUR BOTTOM LINE





INTRODUCTION TO CHATBOTS

Messenger Marketing uses Chatbots (or Bots for short) and they are starting to pop up everywhere you turn. Forbes magazine wrote that “chatbots will be your new best friend,” but even if that’s not the case, a Bot certainly could be your business’s best new team member.

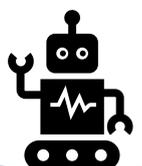
As you dig into this eye-opening report, we’re going to assume that you’re moderately technical but nowhere near being a coding geek. Meaning you can use a computer and recognize the importance of technology in your business, but only when **it can produce tangible results**. If that is indeed the case, **you’re in the right place**.

The difference between Bots and every other hot new technology that has crossed your desk is that Bots solve real world problems in a very SIMPLE way. Unlike apps for example, with Bots your users do not need to download anything new or change any existing habits. While Bots are powerful in their capability, they have become popular primarily because of their **ease of use**.

Bots run on existing messenger apps, most frequently on Facebook Messenger, which has about **1.5 BILLION** active monthly users. Needless to say, you want to be where your customers are, and it has become clear that Bots are the future not only for support, but also for sales and marketing. If you’re open to something new, Bots very well could be the gamechanger you’ve been looking for.

Not yet convinced? By the time you finish reading this short report, you will be.

So, before we delve into the 25 ways a bot can positively impact your bottom line, let’s first discuss the other reason why you’d be crazy not to get a bot ASAP (or if you have a bot, why you should get a GOOD one)...



REASON #1

BOTS ARE TAKING OVER (WHETHER YOU LIKE IT OR NOT)

Before you go thinking Terminator, realize that chatbots are likely not literally going to take over the world. They're just going to make it a little better. Bots simply provide a 2-way interactive experience to help a user achieve a goal, be it to get help, learn something, or buy a product.

A good indicator of future technology trends in Asia and in China, the web has been absolutely dominated by bots, a messenger app called WeChat. And it's not just young people. An astounding 98.5% of Chinese between the age of 50 to 80 use the messaging app.

REASON #2

BOTS BUILD LISTS (AND NOT JUST IN MESSENGER)

One of the first things that shocks people about chatbots is how many different ways you can collect subscribers. When you think about email, you basically have one option: an opt-in form.

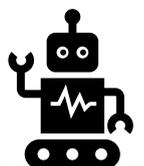
With bots, you can collect subscribers in a dozen different ways including clicking a link, clicking a button, commenting on a Facebook post or scanning a code. When you consider the ease of gaining subscribers with the high value each subscriber holds, it is astounding. When you factor in the fact that Bot subscribers also become email subscribers at an extremely high rate, it will truly start to blow your mind.

REASON #3

BOTS ARE AUTOMATED (SO YOU'D BE CRAZY NOT TO HAVE ONE)

The Social Media and the Internet are 24/7 and nobody likes to work harder than they have to and nobody likes to wait any longer than they have to. Bots solve both of those problems. Let's face it, most businesses don't have automation in place to serve their customers and make sales around the clock.

If you're trying to compete in this day and age and you haven't put automation to use for you, you're going to be fighting an uphill battle and will disappoint customers. Having an effective customer-getting and customer-serving chatbot will help you to stop chasing technology, and finally get in front of it.



REASON #4

BOTS CONVERT CUSTOMERS (AND NOT JUST IN MESSENGER)

You might have heard about the statistics about crazy high open rates and crazy high click through rates with chatbots and messenger marketing. They are true.

But it doesn't stop there. The fact of the matter is that even after the click, when a user lands on your website or sales message, they are more likely to buy when they come from a bot.

This is due to the engaging 2-way communication that is only able to happen using this new technology. When you understand the engagement of a bot, you'll realize that email isn't only far less effective, it's really rather boring.

REASON #5

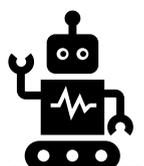
BOTS CREATE POSITIVE ROI (SO THERE IS NO EXCUSE)

Look, we're smart enough to know that there is only one thing that matters to you as a business owner... "when I put money into it, how much money will I get back?!"

When it comes to investments, there is no better investment to make than that of AUTOMATION.

If you think about it, an automated Bot is not only consistent and reliable, it will never take time off or ask for a raise. It will just quietly continue serving your existing customers and getting you new ones day after day.

And while many people think that the role of a Bot is to replace humans, that's just not the case. Yes, a bot can reduce your cost by eliminating simple support functions. That said, a good bot will actually create **MORE** conversations, specifically meeting the customer requirements.





25 WAYS MESSENGER MARKETING CAN GROW BOTTOM LINES...

OK, so now that you're starting to consider jumping on the Messenger Marketing and the Chatbots, let's get into the details.

We realize that in sharing these insights that they might not each make sense to you (and that's ok).

After all, Chatbots are relatively new even for experts like us. That said, when you break down the benefits in the 3 primary areas (marketing, sales and support) things will begin to become a lot more clear.



Let's look at each area in turn.

Your bot will open up an entirely new marketing channel for your business. We build Bots that are literal lead generation machines, capturing new prospects in ways you've never imaged. Once engaged, your Bot will create a personalised experience for each user, keeping them coming back again and again.

■ **MESSENGER AUTORESPONDERS**

Much like email, your Bot will allow you to communicate with your prospects using an autoresponder (but with much higher open rates). Set up your sequential messages and put the power of automated marketing to work for you.

■ **MESSENGER BROADCASTS**

Again, just like with an email marketing platform, you can reach your messenger subscribers with a Bot by sending broadcasts. This can include all subscribers or a targeted segment, which you're able to do like never before with a Bot.

■ **HIGH OPEN AND CLICK-THROUGH**

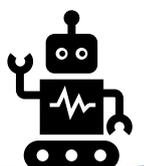
Research shows that there is a dramatic amount of difference in messenger and email click through rates. People nowadays opt for messenger apps because of its convenience and to keep away from the mess on their email feed. No one ever misses a message on their Facebook messenger.

■ **1-CLICK EMAIL OPT-IN**

It's not about messenger vs. email. It's actually messenger <3 email. If you've struggled to build a sizeable email list, you'll be pleasantly surprised to learn that a Bot is probably the best email building tool created. Collect email addresses with one-click (boom).

■ **WEBSITE SLIDERS AND BARS**

The amazing thing about using a bot as a website slider or bar is it allows you to send traffic from your website right into your messenger. Communication is the key in marketing and with a bot, you'll be able to communicate to your prospects in a simple and effective way.



■ KNOWLEDGE QUIZ

Knowledge quiz is a great way to market. Aside from making your bot fun and entertaining, whoever takes the quiz have a high chance of recommending it to other people who share the same interests.

■ GROWTH TOOL URLS

There are a number of ways to gain subscribers using growth tool urls and each type fits with a respective marketing strategy. Bots are here to boost up your traditional marketing strategies in fun and modern ways.

■ EASY LANDING PAGES

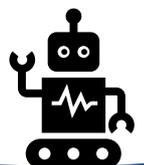
Landing pages aren't just for attracting visitor. A great landing page converts visitors into leads. Bots collects all the information you need with a simple click by your prospect.

■ INTELLIGENT POPUPS

Bot pop ups, when done at the right time, is an excellent way to expand your reach, maximize your leads, and extend customer support.

■ MESSENGER SCAN CODES

The functionality of a bot isn't limited in the virtual world. You can actually print out the messenger scan codes in your flyers or business cards to direct your prospects into your bot.



SALES

Everyone wants to make money while they sleep. Bots however, never even stop to rest. Your new Bot will not only capture leads, but it has the ability to help turn those leads into buyers both online and offline. So no matter your business, you'd be crazy to not add a customer-getting chatbot to your sales team. Your Bot won't even expect a sales commission.

■ SHOPPING CART ABANDONERS

It can be quite disheartening to think that upwards of 80% of people who start to buy don't finish the job. That's where your Bot comes in.

■ BOOK SALES CALLS

If your business sells a high end product or service there is no substitute for having a one on one conversation with a prospect client.

■ SELL INSIDE YOUR BOT

With a bot, your customers can now purchase without going out of messenger. A sale can be easily done with a few simple clicks. Imagine their convenience and the decrease in sales this would give your company.

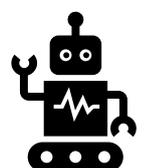
■ "PERFECT PRODUCT" QUIZ

Convince your customers that your product will be the solution to their problem by letting them take the "Perfect Product" Quiz.

■ OFFER COUPON CODES

Bots can automatically send discounts or coupon codes to your subscribers with the proper tags . It can also generate unique coupon codes for each subscriber using integrations.

Who doesn't love a good discount, right?



SALES

■ FACEBOOK MESSENGER ADS

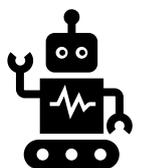
Rather than sending your ad clickers to a landing page, you now can send them directly into your chatbot. By doing so, they can be instantly subscribed to your bot AND you can get them opted in for email or anything else you wish.

■ AUTOMATED FOLLOW-UP

One of the most crucial part of making a sale is following up on a customer. With a bot, you can easily schedule a sales follow up with your subscribers. Think about all the effort and time you will save! Using a bot will also ensure that you don't miss a single customer.

■ INCREASE ENGAGEMENT

Messenger isn't only for communicating with friends and family, you can now increase the reach of your brand by providing customers a quick and convenient way of talking to you. Gone were the days that bot responses were very limited. You'll actually be amazed on the number of ways you can interact with a bot.



SUPPORT

It has been estimated that by the end of 2021 chatbots will power 85% of all customer service interactions. Needless to say, this can result in significant cost savings. Even better though is that the time saved can allow your team to focus on what matters most: acquiring and retaining happy customers.

■ CUSTOMER CHAT WIDGETS

Accessibility and responsiveness are some of the elements of a legendary customer support. With a customer chat widget, your customers can easily send you a message whenever they click on the messenger button.

■ AUTOMATED KEYWORD REPLIES

Sending out an automated response whenever someone types in a message or a keyword is a great way to save up a lot of time for your customer support representative. Keyword replies can easily take care of issues as small as directing your customer to the courier tracking website.

■ CUSTOMER TAGGING

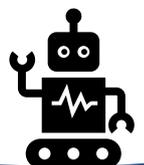
You now have the ability to automatically classify your subscribers into groups using tags. Knowing your customer is an important element in building your relationship.

■ LIVE CHAT INBOX

Because some people want human contact and not all questions can be answered by your bot, a live chat feature is available so someone who knows about the product can hop in the conversation, without disrupting the bot's functionality, whenever they're needed.

■ GOOGLE SHEET INTEGRATION

Customer information is a vital part of any business. Automatically collect and store your customer data using google sheet integrations and your bot.





SUPPORT

■ CHECKBOX INTEGRATION

Do you have webforms you already use to collect email and other important customer info? If so, you can easily add a checkbox to your existing forms which will also subscribe the user to your bot at the same time. Easy peasy.

■ SURVEY CUSTOMERS

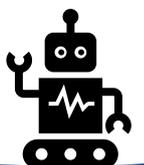
You can't blame customers for not having the time to open your email, wait for the landing page to load, and then answer your boring survey. You can now have the opportunity to collect surveys using a chatbot by giving your subscribers simple questions within the conversation. They won't even notice that it's a survey!

■ REDUCE LABOR COST

Labour cost is one of the things you should keep an eye on when running your company. Aside from the cost, managing people also takes a lot of hard work and cost. Bots are a smart investment when it comes to improving your support system.

■ 24/7/365

Bots are available whenever you need them. Unlike a human that needs sleep to power up, bots are intelligently designed to respond in a timely manner.





WHERE TO GO FROM HERE

By now, we hope it's safe to say you realize you need a Bot. More accurately, that you WILL have a bot, it's really just a matter of when.

So you have 2 basically options:

The first is of course to sit back and do nothing.

Keep spending money with Facebook ads to outbid your competition for space in a newsfeed that people will scroll past in less than three seconds and keep on thinking of interesting subject lines to get your emails opened. Which as of iOS v15 Apple will not even allow you to tracked if it's been seen or opened. You can always get a Bot 5 years from now (just don't expect to get the benefit of beating your competition and creating a unique advantage in the marketplace).

Your second option (and in our opinion, the wise one) is to get a customer-getting chatbot as fast as humanly possible (because you'll need humans to build it for you).

Your first step, if you haven't already, is to reach out to us to get a free consultation. And not to worry, this will be painless. After all, we're tech geeks who specialize in building bots and at this point, the demand is so high we don't need to beg for customers.

What we will do on our call is talk about your business and what a Bot can do for you.

We'll get specific as to your best course of action and if it makes sense, we'll help you figure out how to move forward with the best plan. Your solution will be both cost effective and results oriented, because that's how we roll.

So with that, we hope you've enjoyed this brief introduction and we look forward to connecting with you in person (because there are still some things a Bot just can't do).

We look forward to hearing from you

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