

FACEBOOK MESSENGER

BOT MARKETING UNLEASHED



HOW TO LEVERAGE THIS EMERGING
PLATFORM TO GROW YOUR TARGET AUDIENCE

Facebook Messenger Bot Marketing

Unleashed - CHEATSHEET

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

How to use Facebook Messenger Bots To 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
- Don’t use it to reach out first – you can get banned

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

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 (THIS QUALIFIES THEM)

Pump as Much Traffic to Pages that have your chatbot link

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

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

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