Article #1

Use Facebook Messenger bots to facilitate your sales funnel process

Regardless of whatever you do online, everything has to lead to your brand. You probably already know this. Anybody who's done any kind of marketing online, knows that this is what they should be doing. Otherwise, they're just wasting their time, effort, and energy. Believe me, it's very easy to waste a lot of time online. It's as if you're doing a lot of things. It's as if you're putting in eight hours of solid work day after day, week after week, month after month.

Regardless of all that seeming activity and busy-ness, it turns out that you're accomplishing very little of anything. It's as if you are basically just responding to people, and not really doing much in terms of making your brand stand apart from your competition.

You have to understand that the Internet is very competitive. It's a dog-eat-dog world out there, and believe me, there is no shortage of businesses and experts looking to eat your lunch. You have to take this seriously.

And unfortunately, so many marketers are seemingly just chasing their tails. They get stuck in a rut, and whatever messaging they get out, it is repetitive and basically beat dead horses. They just keep repeating the same point over and over again, and they make a lot of noise, but it's really all a waste of time.

Do yourself a big favor. If you're looking to unify your overall online presence, so that each and every piece of messaging you send out maximizes its effect, listen up. The best way to do this is to use Facebook Messenger bots. Everything you say to a call to action that leads to people seeing your profile.

Once you get people on your profile, you will be able to deliver your payload. What is your payload? Well, it used to be your website URL. I suggest you change that up. I suggest that when you call people to action, to check your profile, or to go to your website, get their eyeballs on your messenger bot link.

Get them to click that link so chatbot would kick in, and you can then steer the conversation to where you need it to go. You can take them to different parts of the all too familiar KLT online sales funnel conversion process. Depending on the keyword query of your prospect, your bot can serve up content that familiarizes the prospect, gets them to like a class of solutions, or pushes the specific solution you’re selling.

In other words, regardless of where your prospect is in the conversion process, your bot can serve up the content that will push them along until they fully trust your brand. Talk about a quick and efficient way to build trust and credibility online. You can do this on a 247 basis! And best of all, it doesn’t cost an arm and a leg.

That's how you play the game. That's how you automate customer service inquiries and turn them into potential sales opportunities. To figure out how to do this, click here for the Facebook Messenger chatbot blueprint that will take your business to the next level.