Article #2

(615)

Bots can help you create a topic-based sales funnel, specific to your online content

I know that the title of this article is a mouthful, but there's really no other way to say it. Please understand that typical marketers spend a tremendous amount of time thinking about, formulating, planning for, researching, and then executing content.

After that point, and after all that activity and hours wasted, they do nothing. Please remember that just because you publish a lot of stuff online, doesn't mean that you are building your brand. In fact, if you just focus too much on publishing, and not enough on promotions or brand building, you are just wasting your time.

I know that this is not a welcome news to a lot of people. I know a lot of people don't want to feel bad because what I just said basically calls them out. I basically just said that they are wasting their time. And that's precisely what they're doing, because you have to understand the proper use of online content.

You don't create content just for the sake of creating it. You don't just spit out material just for the sake of having something to do. It has to lead somewhere, and this is why all your content has to call people to action. They have to motivate people to either get in touch with you and ask questions, or otherwise reach out to you.

This is why I suggest that you use the power of chatbots; in particular, Facebook messenger chatbots. The awesome thing about these chatbots is that they are inbound. They only kick into action once a person on Facebook clicks on the link, and their Facebook Messenger app opens. Once that happens, you have them at the palm of your hand.

Not only can you send them an automated response, but within that response, you can give them a menu of keywords or triggers that can then trigger a multi-topic discussion, that gets to the bottom of their problems. You have to understand that the only reason why people will try to get a hold of your brand online, is because they have problems.

They are trying to solve something. They are trying to figure something out. They are unclear on certain things. When you make them feel that they matter enough for you to answer their questions, and for you to put in the time, effort, and energy to create a process for them, your brand stands out.

That's how you play the game. And regardless of the fact that this seems like some sort of inbound customer support scenario, it can still produce tremendous sales opportunities. That's the kind of attitude you have to have.

Otherwise, all that content you're just blasting out all over the Internet isn't really going to do much for your brand. It's really not going to make your brand stand out, much less, generate sales. So do yourself a big favor, unite all the themes of your online content into one call to action that plays up your profile.

Once people get on your profile, put your Facebook Messenger chatbot link front and center. That's how you grab their attention, and that's how you get more conversations going. Once you get that conversation going, you have them eating at the palm of your hands. You can direct the conversation. You can shift them to many different areas, and best of all, you can create a positive impression in their minds.

You're not ignoring them. You're not sweeping their issues under the rug. You're not doing any of that. Instead, your brand is right in front of them, front and center.