Article #3

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One Facebook chatbot can help you automate multiple potential sales paths

This is probably one of the most exciting features of Facebook Messenger automation. A lot of online marketers think that once they use a Facebook chatbot, that it really is just a clunky linear one-on-one automated system.

Most people are under the false impression that a chatbot is simply a knowledge base that uses some sort of weak search engine algorithm to answer questions. And that is a really limiting and crippling mindset, because it doesn't even come close to fully tapping the tremendous sales and customer support opportunities chatbots bring to the table.

This is artificial intelligence, and if you pair this with machine learning and other current technologies, you can create a customer engagement system learns over time. It's as if the customer would think that you are reading their minds.

I don't want to sound creepy, I don't want to sound like I'm invading somebody's privacy, but that's how powerful, robust and truly personal Facebook chatbots can be. By truly answering people's questions, pulling data from their profiles, and customizing the engagement, If you can really get their attention, and this can lead to more to multiple potential sales paths.

For example, if somebody's calling regarding a particular product that you are selling, you can create a logic depending on their specific needs. And depending on the answers they give you, you can upsell them. You can get them to buy, not just the item that they are inquiring about, but additional items that people normally buy when they buy that item.

It's as if they are surfing through Amazon and they are buying related products. The same logic applies to services. And what's so awesome about chatbos, is they do this in the background. This doesn't involve like a real, live human being going through all the possibilities. It's not somebody wasting their actual time.

This is all pre-written. This works with existing logic trees based on a predictable range of needs prospects may have. Not only do you stand to make more dollars per customer engagement, but you can add more value to the relationship over time. If your customers think that they can always come back to you for the answers that they need, precisely at the time they are most in need of such answers, who do you think they will turn to?

They will go to you because they associate you with a positive experience. They associate you with getting the right information at the right time to produce the right outcomes right when they need it. It doesn't even come close.

So do yourself a big favor, invest in a Facebook chatbot infrastructure for your business. Automate multiple potential sales paths within the same logic tree. It doesn't take much, different questions, after all, can lead to different sales opportunities.

The worst thing that you can do is to slam the digital door in the face of your customers, and basically say to them, in so many words, that you couldn't care less. If you want to know how to put a working Facebook chatbot automation system together, click here for the only Facebook messenger chatbot automation marketing blueprint you will ever need.