Article #4

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Chatbot marketing is another adult industry innovation gone mainstream

It seems that the marketing world has fallen in love with Facebook Messenger chatbots recently. Ever since Facebook announced that its opening messenger architecture to third-party developers for chatbot automation, people can't praise chatbot technology enough. If you didn't know otherwise, you would quickly get the impression that chatbots are the best thing since sliced bread.

While it's not exactly new, nor is it exactly revolutionary, believe it or not, this is one marketing area that the adult industry pioneered. It's an open secret that the adult industry on the on the Internet has pioneered lots of different technologies. They were the first to pioneer affiliate marketing.

Believe it or not, this is one marketing innovation that did not originate with Amazon. Amazon was the first to publicize it. Amazon was, and still is, one of the biggest mainstream affiliate programs out there. However, Amazon simply just took existing technology that was innovated by the adult entertainment industry, and broadened its appeal. But underlying technology was already there.

The same applies to streaming video content technology, or online camps. This used to be the almost exclusive province of networks of online strip shows. While now, all sorts of online tutors, online education, and onlin customer support services use the same underlying technology.

The adult industry, thanks to its scale and its huge financial resources, basically fine-tuned and perfected the underlying technology infrastructure of visual support. It has gone completely mainstream, and it has been battle-tested, and tried and proven.

This is why given this background, it is no surprise to find out that as hot, amazing, and innovative as chatbot marketing may seem, it is actually an adult industry innovation. But there is kind of a tricky side to this. The adult industry innovated this, not so much as a customer support option, but as a traffic generation tool.

Using platforms like Tinder, marketers would login as fake singles, and people would swipe and get a connection's with these seemingly attractive singles. They would then chat with these people using tender, only to find out that they got hit with a link. When they click that link, they go to an online strip show, or ironically enough, another dating site.

You might be thinking that this is a waste of time, but if you repeat these interactions hundreds of thousands of times, day after day, this can translate to serious money. A lot of affiliate marketers using Tinder chatbots bank hundreds of thousands of dollars every single month.

Given how big Tinder is, this form of adult industry affiliate marketing is not going to go away anytime soon. Still, chatbot marketing has really gained its legs, so to speak, because of the innovations in adult industry chat promotions. If you want to fully unlock the commercial potential of Facebook Messenger chatbot automation, click here for an amazing blueprint that will help you not only get started, but help you maximize your brand equity online using chatbots.