Article #6

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Facebook Messenger chatbot capabilities help turn your website into lead generation machines

I hate hype, I hate exaggeration, and I definitely hate embellishment, but let me tell you, there's really no way around it. Facebook Messenger chatbot automation can turn your website into a lead generation machine. Now you're probably rolling your eyes. You're probably thinking I'm blowing smoke your way. Hear me out.

The truth is people will find your website. In fact, the vast majority of people that visit your website will never come back. It doesn't matter where they come. Maybe they came from a search engine. Maybe they came from Facebook, Twitter, or Pinterest. At the end of the day, the vast majority of people who interact with your brand somehow, someway will not come back.

Worst of all, when they are at your other website, they don't really do anything in such a way that can lead to potential sales. They don't really do anything that can possibly lead to a stronger brand for you. You may be thinking that it really is a numbers' game, and you just need to filter the massive amount of people that go through your websit.

Well, if you think along those lines, you're thinking the exact same way as your competitors. That's how most website operators think; they believe that the internet is really just a numbers' game. In other words, if they want to get 10 sales for the day, their job is to get a thousand people to show up. That way, even if they are converting that a very low 100:1 ratio, they still walk away with 10 sales.

This is a losing strategy. Seriously, you're burning through all that time, effort and opportunity cost only to settle for cents on the dollar. Stop thinking that. Instead, try to maximize the commericial value of each and every interaction opportunity you get. And one of the best ways to do this is to put together a comprehensive and workable Facebook Messenger chatbot marketing system.

When you use Facebook Messenger chatbots, they actually turn your website into a question-based lead generation machine. You can bet that the vast majority of people who find themselves on your website have a question. They are looking for new information, they are looking for their needs to be addressed. They have some sort of question, and it really is a shame that the vast majority of websites out there completely disregard this fact.

They offer information on a completely and very rudimentary take it or leave it basis. And let me tell you, the vast majority of people who end up on your website will leave. If you ask them "Take it or leave it?" You can bet that the vast majority of them will leave. This is why you cannot play that game anymore.

Traffic is precious. Hang on to maximize each and every visitor you get, and the best way to do this is to put your Facebook Messenger chatbot link front and center. Get those people to open their Facebook Messenger app. Get those people to engage with your bot so they can ask you the questions that they have, and your answers can lead them to conversion.

That's how you play the game in 2019. Anything else is a waste of time.