Article #8

Maximize the impact of your informative FB page comments with a Facebook Messenger chatbot

Let's get real here; the vast majority of your posts on your Facebook page are flat. They are lifeless and they really don't do much as far as your bottom line is concerned. Unfortunately, the vast majority of Facebook marketers turn a blind eye to this. They think that this is part of the game. They basically feel that they just have to produce content day in, day out, and sooner or later something will click, sooner or later, somebody may react positively to their content, leave a comment, and possibly click on their homepage.

That's too much of an assumption to make. You have to understand that the vast majority of Americans think that time is a luxury. They have many places to go. They have many other things to do, and the last thing that they want to do is to basically try to figure out your Facebook page. This is why it's really important to focus less on the content of your Facebook page and focus more on the direction of that content.

I'm not saying that you should post complete and total garbage. I'm not saying that you should just copy and paste your competitors' materials and content strategy, and call it a day. I'm not advocating for any of that. Instead, I want you to look at the big picture. I want you to ask yourself, "Why am I doing this? Why am I posting all these materials? What is my point? Where is this all leading to?"

If you can't answer that with a clear, cohesive, and powerful answer, then let me supply the answer for you. The answer should be your Facebook Messenger chatbot link. That's the answer. Why? You use that link to organize your content strategy. Maybe, with one piece of content, you're trying to inform people. Maybe, with another piece of content, you're trying to build credibility and authority. Maybe with another piece of content you're trying to debunk misconceptions about your brand.

That's a lot of stuff. It's very easy to find yourself running around in circles like a chicken with its head cut off. Not exactly a winning strategy, right? So do yourself a big favor, use your Facebook Messenger chatbot link as the organizing purpose for your content.

This means that all your comments, all your content, all the materials, photos, and videos that you share on your page would highlight your Facebook Messenger. So when people click on that, you can then sign them up to your mailing list and then engage with them based on their concerns.

Your comments help qualify you as an expert. But your call to action enables you to collect or directly benefit from the expertise and credibility you build. By simply asking people to view your profile and putting your chatbot link front and center, you gain a powerful conversion tool.

This not only makes your brand appear more human and caring, but this can lead to solid sales opportunities. If you want to know how to figure this out, or if you're looking for solid blueprint and a step-by-step guide in turning your Facebook page Messenger into a sales production robot, click here.