Article #9

Turn your business' Facebook page into a lead generation machine by using bots

Usually, when people think of bots, they think about Terminator 3. They think about this massive network of artificial intelligence out to destroy the world due to renegade robots. They think about killer robot armies, out to cause mayhem and murder. Skynet is no longer a fantasy. The world of artificial intelligence has been here for quite some time.

The good news is that the reality of AI is way less scary than the dread vision of Skynet and killer robots. Instead, AI enables your business to stay relevant in the eyes of your target customers.

In fact, every time you interact with content on Facebook, Facebook is tracking you. Facebook is making all sorts of predictions regarding what type of person you are and what kinds of things you are interested in. These are not empty predictions because Facebook will then use these data to show different ads to you, and based on how you interact with those ads, it would then lead to more ad content.

I know that's kind of a mouthful, but that's what's going on. And the truth is data has been weaponized in this day and age. As much as it's easy to see the negative aspects of this, you would be a fool to disregard or overlook its positive aspect. I am of course not but sales opportunities.

When you have all that data, and you can feed into software that directs your interaction, or influences the kind of content that you see, this can lead to more sales. You have to understand that the holy grail of any kind of marketing is to put the right product in front of the right eyeballs.

The problem with this is that if this was a technical problem that seemed unsolvable up until a few years ago. Now, thanks to Facebook's very robust user snooping system, as well as its user profiling system, it's very easy to read people online and get them the right information at the right, so they can produce the right actions that can lead to the right commercial outcomes for advertisers.

That's how the game is played, and that's why Facebook makes billions upon billions of dollars every single year. They have learned how to mine their user data for maximum commercial effect. That's how the game is played.

That strategy makes Facebook billions of dollars a year. Isn't it time for you to get in on the action? No, I'm not talking about you setting up your own rival social networking system. Instead, I'm talking about you using Facebook's recently opened Messenger platform and automating it. When you incorporate your Facebook chatbot into your existing Facebook page infrastructure, you can turn your business' existing Facebook page into a lead generation machine.

No, this is not a fantasy. No, this is not a theory. No, this is not speculation, this is the truth. The technology is there. If you want to know how to figure this all out, click here for the only true Facebook Messenger chatbot automation blueprint you will ever need.