Hello!
?

HEY BOT, LETS CHAT

Facebook Marketing's Rising Star

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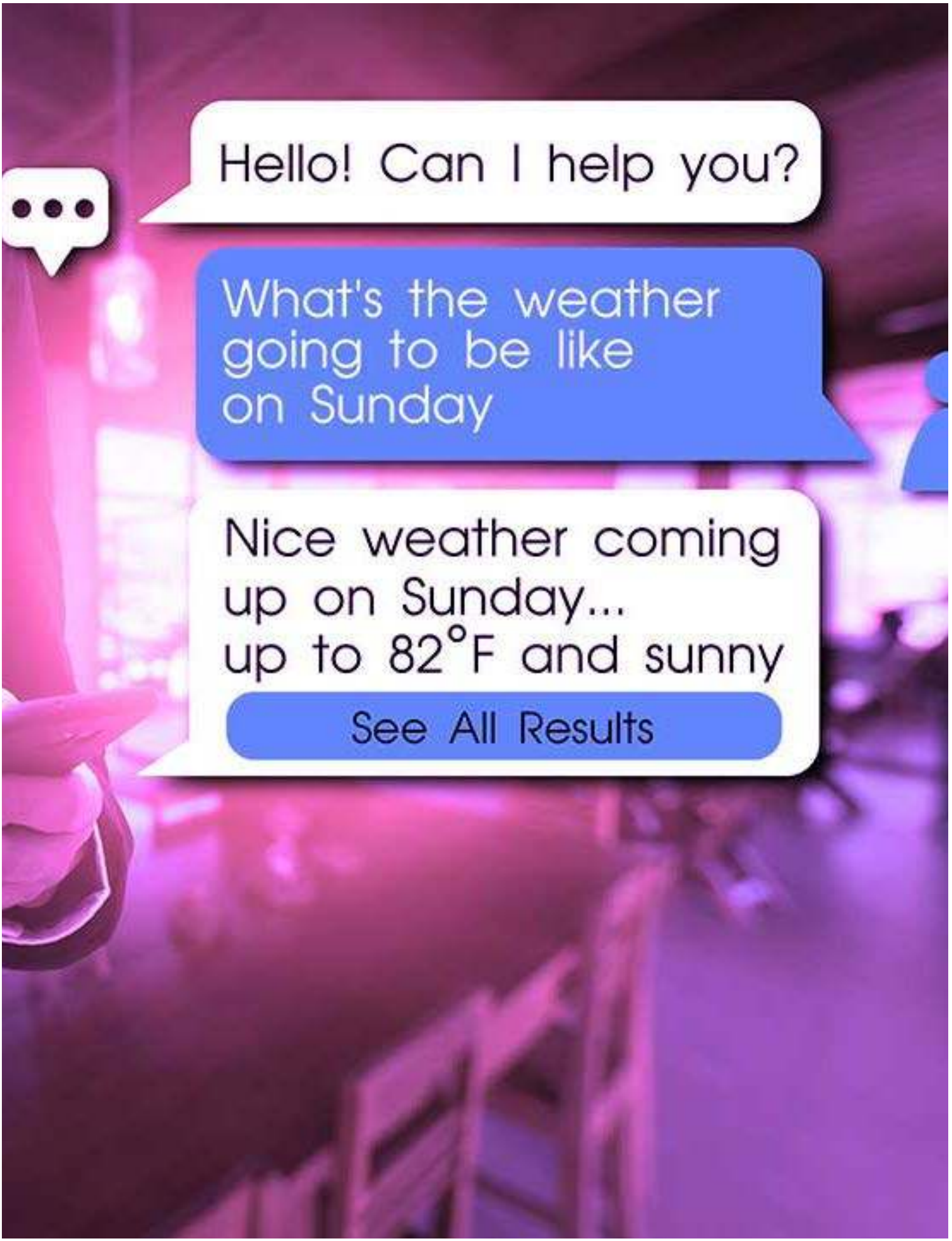
Hello! Can I help you?
What's the weather going to be like on Sunday
Nice weather coming up on Sunday... up to 82°F and sunny
See All Results

'It seems pretty obvious now that the first inclination of most people when they want to talk to a friend or a family member is to text them. It's crazy this hasn't come to businesses yet. The first businesses that are able to fully embrace this and be as responsive and communicative as a friend will be able to drive significant new relationships with their customers and ultimately increased business. This isn't a matter of if, just when. The technology is coming along fast." ~ Josh Elman, VP Product at Robinhood and Venture Partner at Greylock.

What is a Chatbot?

According to Oxford Dictionaries, a chatbot is "A computer program designed to simulate conversation with human users, especially over the Internet." It is an assistant that communicates with us through text messages, a virtual companion that integrates into websites, applications or instant messengers and helps entrepreneurs to get closer to customers. Such a bot is an automated system of communication with users. Quite simply "a chatbot is a computer program designed to simulate conversation with human users, especially over the internet."

Consumers also benefit from chatbots and they are getting increasingly interested in this technology. A study presented at the 4th International Conference on Internet Science in November, 2017 identified reasons why people choose to interact with chatbots. According to this research, the main factors that motivate people to use chatbots are:

- Productivity. Chatbots provide the assistance or access to information quickly and efficiently.
- Entertainment. Chatbots amuse people by giving them funny tips, they also help killing time when users have nothing to do.
- Social and relational factors. Chatbots fuel conversions and enhance social experiences. Chatting with bots also helps to avoid loneliness, gives a chance to talk without being judged and improves conversational skills.
- Curiosity. The novelty of chatbots sparks curiosity. People want to explore their abilities and to try something new.

Why use a chatbot?

- Online chatbots save time and effort by auto mating customer support
- Messaging apps have surpassed social media users in terms of daily use (DAU's)
- Opportunity to get in on the ground floor. Only <1% of businesses have set up Facebook Messenger chatbots

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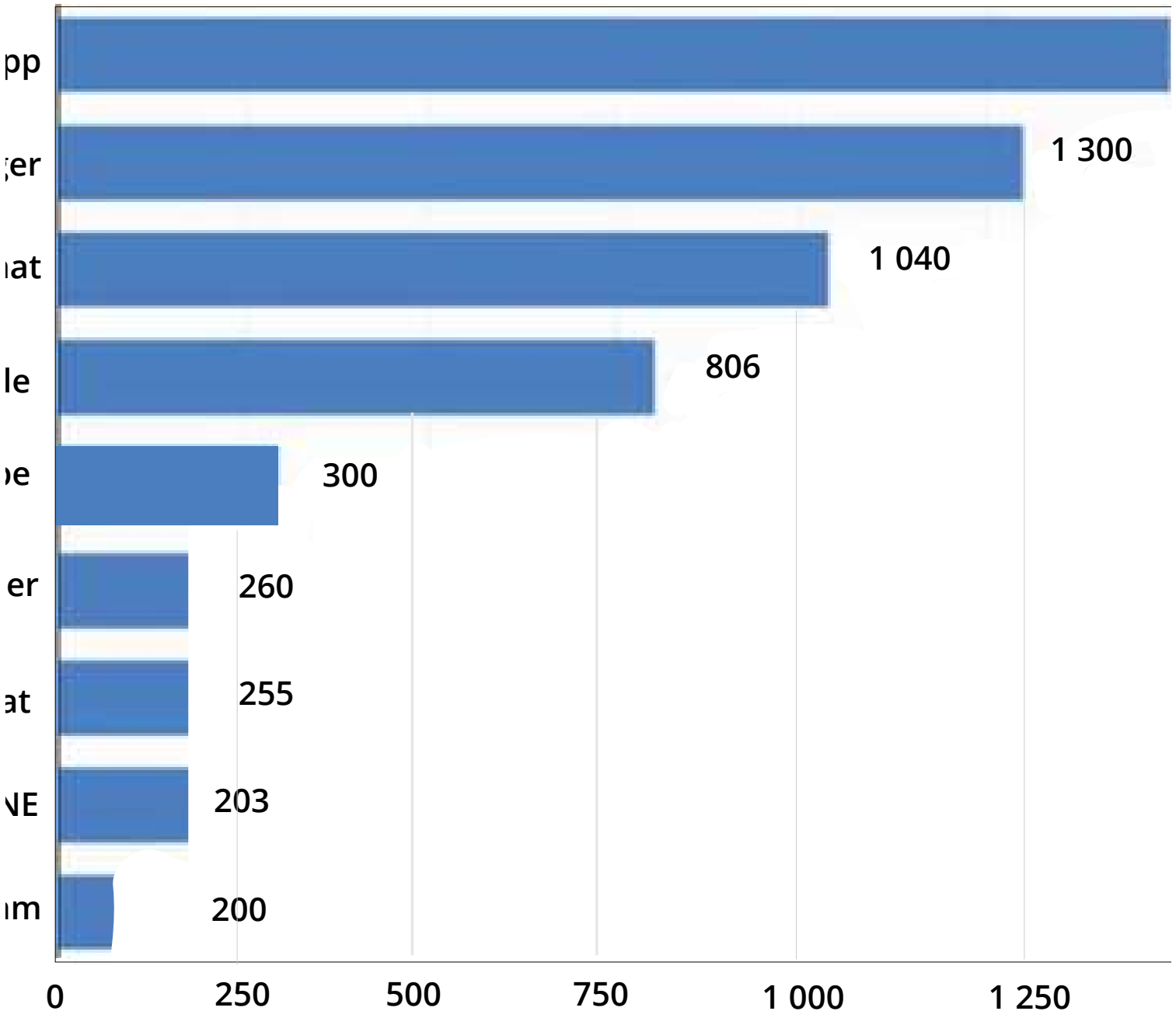
The graph shown on the next page indicates the number of monthly activer users in MILLIONS using a variety of text messaging services.

Monthly Active Users in MILLIONS



Facebook Statistics-Open Visibility Rates

EMAIL MARKETING

5-10%

Emails go to the Promotions tab

FACEBOOK NEWS FEED

Organic reach = 1 %

FACEBOOK MESSENGER BROADCAST

80%+ (within the first 60 minutes)

FACEBOOK MESSENGER DATA

Messenger is used by 1.3 billion people

Messenger broadcasts have open rates as high as 80%, even 90%

Click Rates are as high as 20%

What Can Your Bot Do?

Schedule appointments

Make Reservations

Answer FAQ

Hours

Directions

Prices

Refund Policy

Generate Leads

Messenger contacts

Email contacts

Increase Conversions

Improve Customer Service

Chat directly from your website

So, it turns out that if we make people happy, we make more money.

Chatbot Nitty Gritty

Before determining what chatbot provider I wanted to use to interface with FB Messenger I did some research, and took a couple of free online webinars from several companies. I'll list those in the reference section at the end of this eBook. After careful consideration, I chose Mobile Monkey.

The information that follows is from various blogs they have published to help people marketing on Facebook get started using Messenger.

"Your number of Facebook Messenger contacts is really important. Your list size is your reach. It's kind of like the days when companies were trying to get people to like their Page, but this number really matters because Messenger contacts have 60-80% open rates."

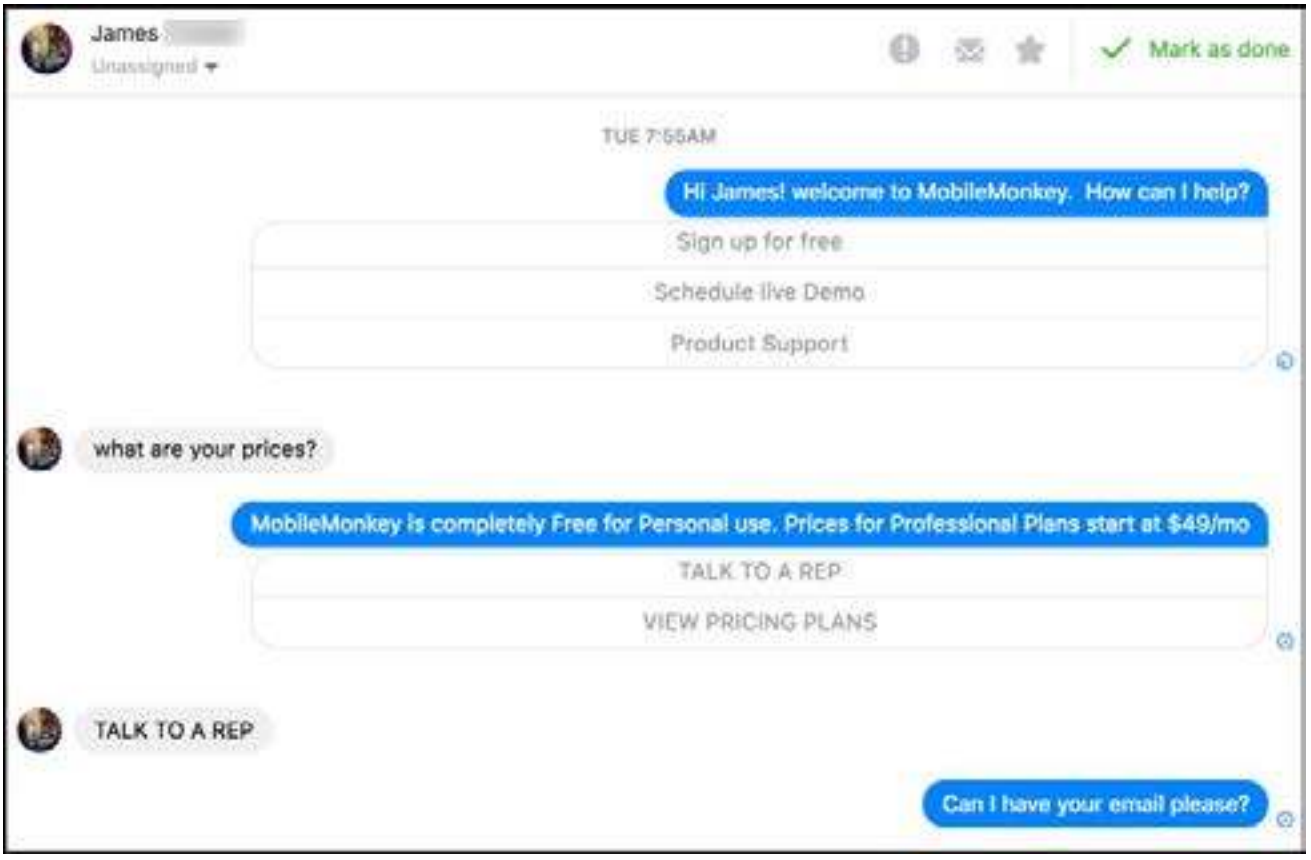
When you use a Facebook Messenger customer chatbot your customers have no wait times to get answers to FAQs. And, you make new contacts who can opt-in to follow-up marketing messages.

Use Messenger to Deliver Your FB Ads

FAQ: Every time someone engages, they send a message to your Facebook Page inbox which allows you to message them later on without paying for continual ads.

Here's how: Messenger ads direct users to message your Facebook Page:

When a user engages with the "Send Message" call to action, it will immediately direct them into Facebook Messenger where they can start a conversation with your business:



These send-to-Messenger ads work just like normal ads on a Facebook feed except for the fact that they utilize Messenger to drive the engagement and lead generation rather than hoping for a conversion on your website.

Chatbot Q & A

Q: Is there a way to send messages to people who like your Facebook Page?

A: The solution: You can invite them to connect on Messenger! Here are 3 ways to make a Facebook Messenger connection with your Facebook Page fans:

1. Run click-to-Messenger ads targeting Page fans.
2. Use a Facebook Post autoresponder to automatically engage commenters in Messenger conver sations.
3. Update your Facebook Page CTA to "Send Message".

Q: Can I combine FB Messenger Ads with Mobile Monkey Chatbots?

A: You can create chatbots to respond to your Messenger ad, matching the message, offer and audience. Instructions found here. The Quick Question widget is the key to Facebook Messenger ads because they give the user the ability to engage with the tap of a button.

Q: Can I target my page's fans with a Click-to-Messenger FB ad?

A: Yes, once they click on that ad and message your page they become a contact.
Create a chatbot that responds to someone who clicks "Send Message" in your ad targeted to your Page fans, engaging new contacts with a conversation.
Q: Can I use chatbots for FB post autoresponder?

A: Yes! What a Facebook post autoresponder does is automatically send a message in Messenger to someone who posts a comment on your Facebook content. That's Immediate engagement built right into your Facebook content! PLUS with Messenger connections you can send follow-up messaging to.

Q: Can I message people who liked my Page from MobileMonkey?

A: Yes! ask them to send you a message with your CTA button.
This is easy to do from your Facebook Page.

1. Hover over the pencil and click the option to "Edit Button"
2. Pick "Contact You" and "Send Message" from the options Facebook offers.
3. On the next message, pick Messenger as where you want people to contact you

Now when your Page fans send you a message by clicking the primary CTA button of your page, your Messenger chatbot will reply with your welcome page, and you'll have a new Messenger contact you can send follow-up messaging to.

According to Larry Kim, founder of Mobile Monkey, "Click-to-Messenger ads are super engaging. They're always mobile-friendly. And the conversion rate is 100% because you get everyone's contact info and can message them back via Facebook Messenger." Get the "skinny" here.

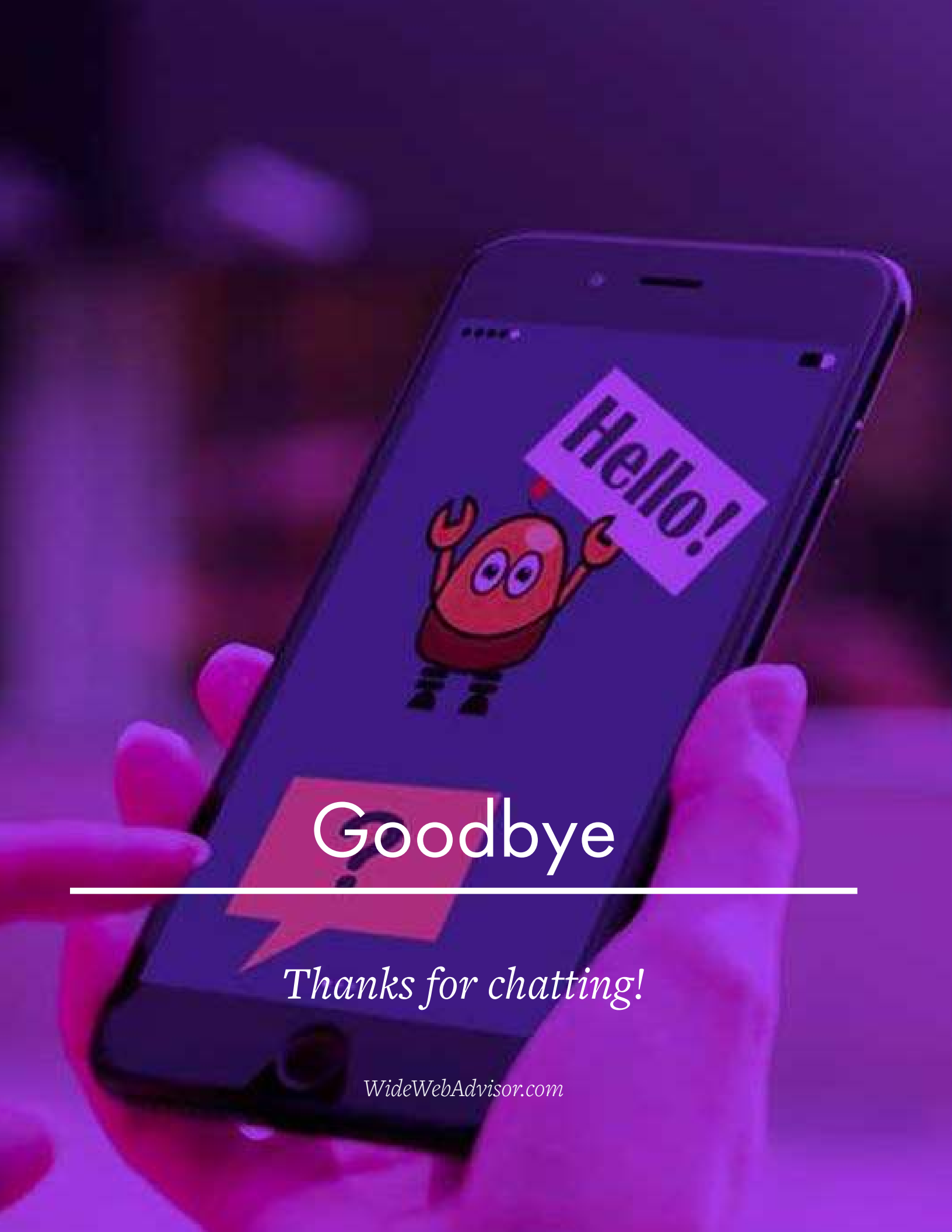
Reference Links

Adding Chatbot feature to your website

MobileMonkey Basics

MobileMonkey Blog

Wide Web Advisor



Goodbye

Thanks for chatting!

WideWebAdvisor.com