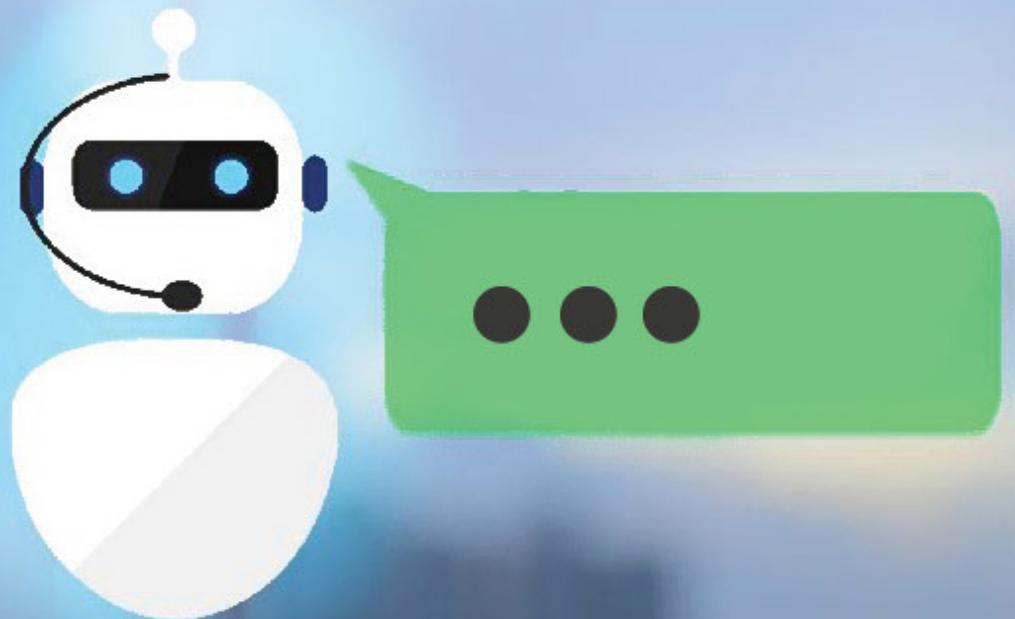


7 faces of a chatbot

How many can you integrate in your business?



Marketing6pack

7 faces of a chatbot

A couple years ago every marketer was excited about chatbots.

Most articles and chatbot videos are about the technical stuff; only a handful talk about the functionality.

That's why I wrote this article: To show you many of the great ways you can use your chatbot.

Did you know that companies have 75-95% open rates when they send out a broadcast?

I think every marketer gets excited with these numbers. Usually we are happy if we have a 30% open rate for regular email broadcasts... can you imagine 95%?

Introducing the 7 shades of chatbots – how many can you integrate in your business?

Your gold mine

As a marketer, you have to work with strategies that help make communication with your audience easier and more fun. And chatbots do that.

If you just have a chatbot and you don't use it strategically, it doesn't do anything for your company. But if you use it right, it will be your gold mine.

Because a chatbot strategy can be much more than a customer service or broadcast service.

There are too many apps

Even if you create your own app, it's not that beneficial. However, unlike the millions of other apps which are forgotten after downloading or deleted because of the space they take up – everybody installed and uses Messenger.

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College students use it to call their parents. The guy riding the bus confirms his date tonight via Messenger. The girl on the cardio machine uses it to gossip with her friends.

Everybody uses it.

So as marketers, Facebook gave us a solution for one of our biggest problems: reaching our target audience.

But the remaining 50% is your job to do right. Don't worry – I'll hold your hand, and show you the strategy you can use for your chatbot.

You have choices: we collected 7 of them

When the buzz started about chatbots, there were articles and videos about the technical things, but not much about the strategic part.

We'll show you how to turn your chatbot to a money-making machine.

Note: not every strategy can be applied to your business. My advice is to read them, then come back again to the beginning, and mark those you can and will use.

Newsletters

No matter what you do in email marketing, you can't achieve 90% open rates. This doesn't mean that email is dead. It's still the best and most profitable marketing channel, if you know how to use it.

Of course, there are similarities, so you can use tactics you use in email marketing. Educating the lead, and continuously giving them helpful information that is interesting, lightly pushing them towards the purchase.

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You can create this customer experience with chatbots. You can send them relevant information, based on which buttons they clicked, and which topics are they interested.

Challenges

One of the most difficult tasks of a marketer is creating engagement.

With regular challenges, you build trust in your community, even if they don't know you. During a week, 30 days, or 90 days – while the challenge lasts – they will get to know you better, and how you communicate.

Present them with an automated email sequence with the instructions for each day.

Customer service

Users need instant response, or at least a fast reply. They know that they can get it in Messenger, but don't assume that they will do so.

Tell them that they can contact you on this platform.

After a few questions, you can create an automated customer service specialist that answers automatically for the most frequently asked questions.

Remarketing

It can cost you a lot, if you don't do it right.

If you send them to an offer, follow them with a pixel, and then send them to the same offer again – it won't work.

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But if you know why they rejected the offer in the first place, you can show them different information to help overcome their objections.

For example, if they didn't get an answer to one of their questions, you can send them to a FAQ page.

You can do this segmentation with your chatbot: just ask questions, and tag them based on their answers. You will know why they rejected the offer first, and what can you do to make it better and more appealing to each individual customer.

Help me chose the right product

I bought a laptop the other day. I went to the store, looked at the different models, but didn't get closer to the decision, until a sales representative came and helped me out.

This is what people feel when they see your ecommerce store. They don't care that you offer hundreds or thousands of products; they only care about those few that they need.

With some directed questions, you can select 3 items to show to your customer (based on their answers and preferences), and make it easier for them to quickly decide and purchase.

Education

There are cases when you can't sell right away. You have to give information first, and teach your prospects to buy.

Let's say you have a gym. You can send out messages about the exercises, and how to do them right.

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Or if you have a restaurant, your customers can take a look at the menu, and also the nutrition information for the food, too.

It's a win-win: your customer will exercise safely, or know what they put in their body, and it's good for you too, because while they read these messages, they think about your company.

Interactive checklist

This is a winning content, because it helps your lead solve a problem. Break down the content into small, easy-to-digest chunks.

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