

Your Social Bots

... BOTS FOR BUSINESS

INNER CIRCLE
DSOA







What We're Covering Today

ooo

Sales Funnels.

ooo

Traditional and Beyond

How the landscape is changing.

Messenger Bots.

ooo

What Are They?

Why Facebook has spent so much time and money developing the platform

Automation.

ooo

Systemisation in Marketing

How AI and systemisation is key to growth

Examples.

ooo

Some Use Cases

Who is this working for - and can it work for you?

-
-
-
-
-

What Are Bots?

A “bot” describes any software that automates a task.



SIRI
Apple AI

AMAZON ALEXA
Smart Home

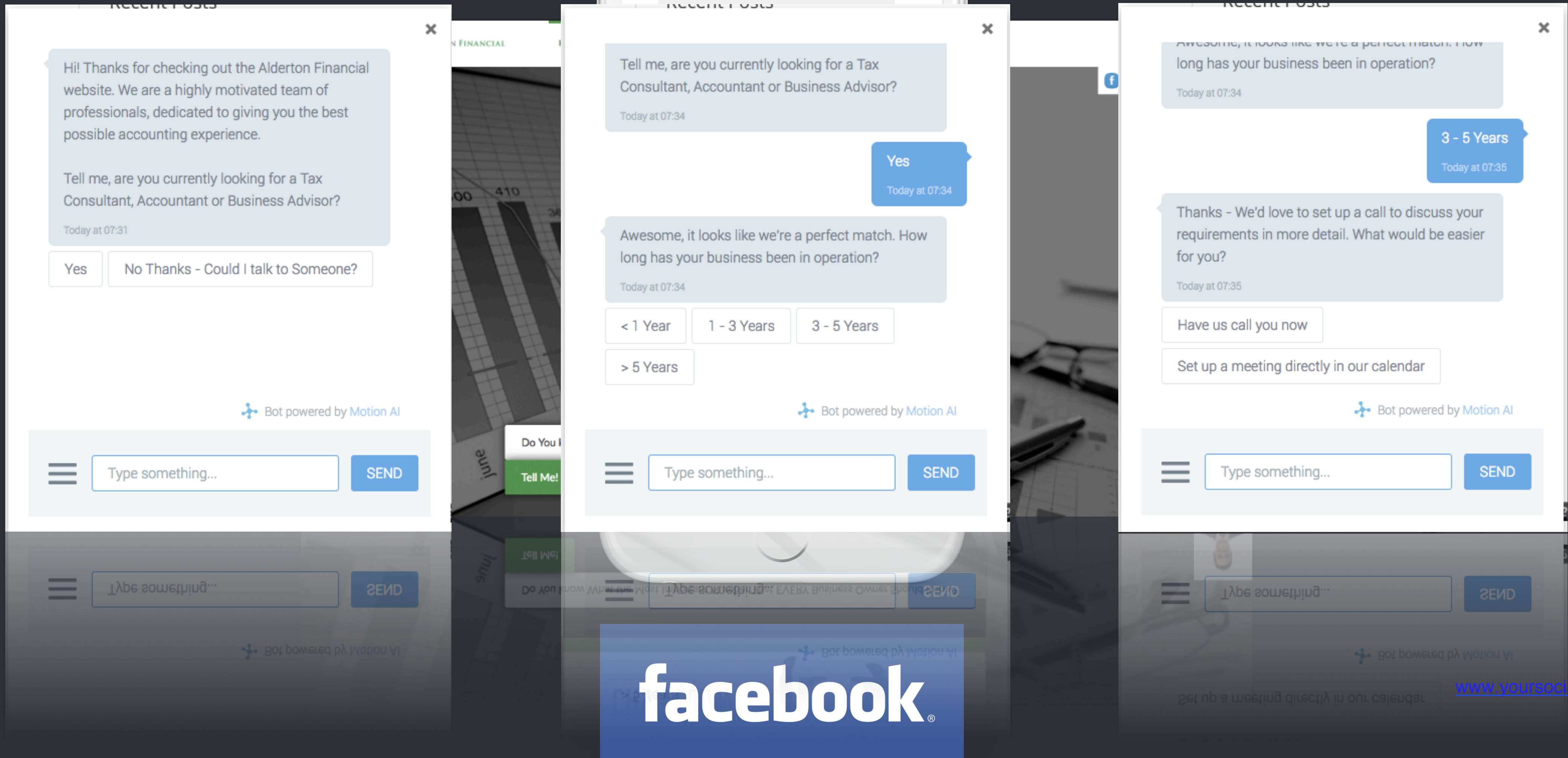


INSTALOCATE
Travel Assistant

FOXSY
Matchmaking

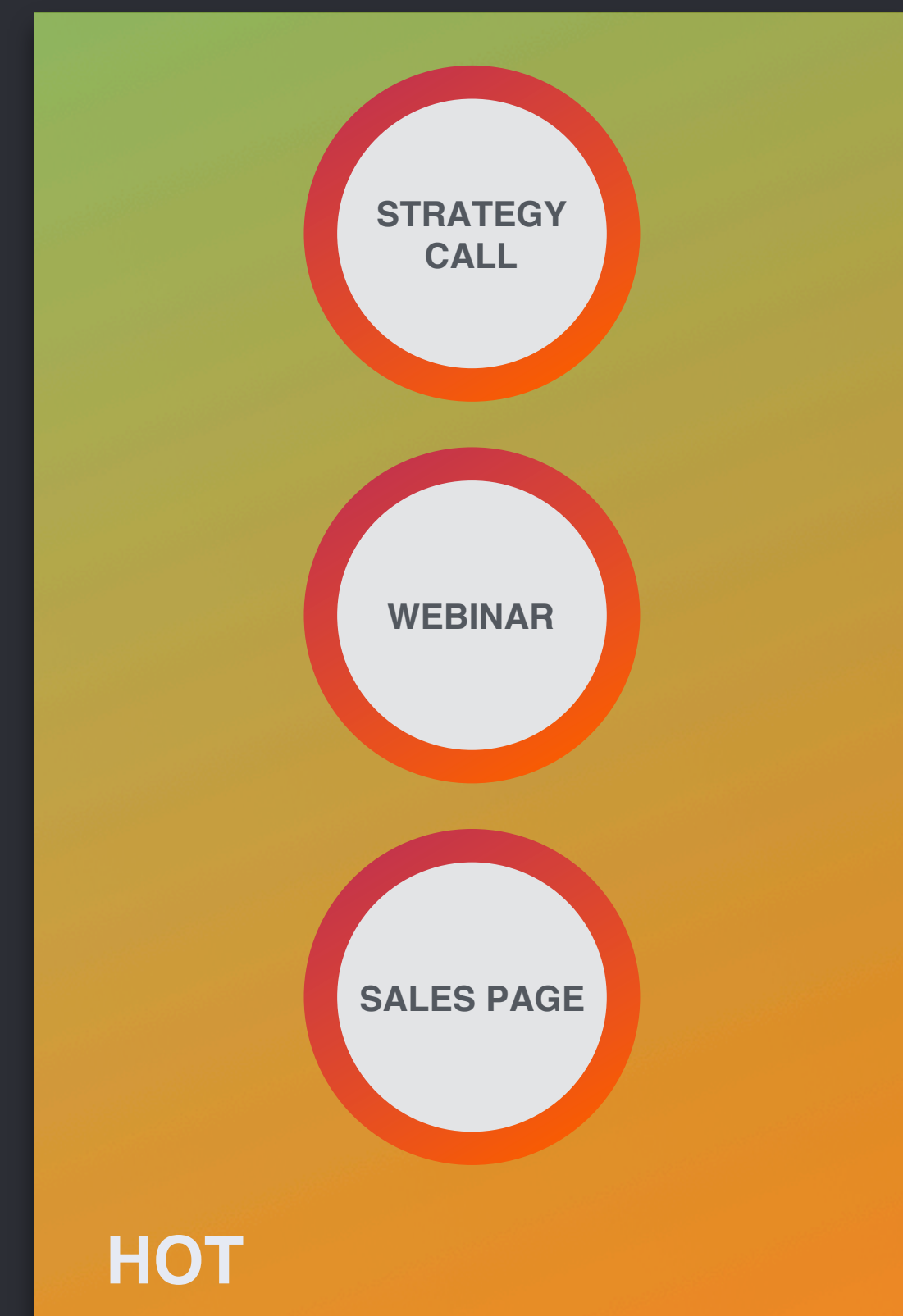
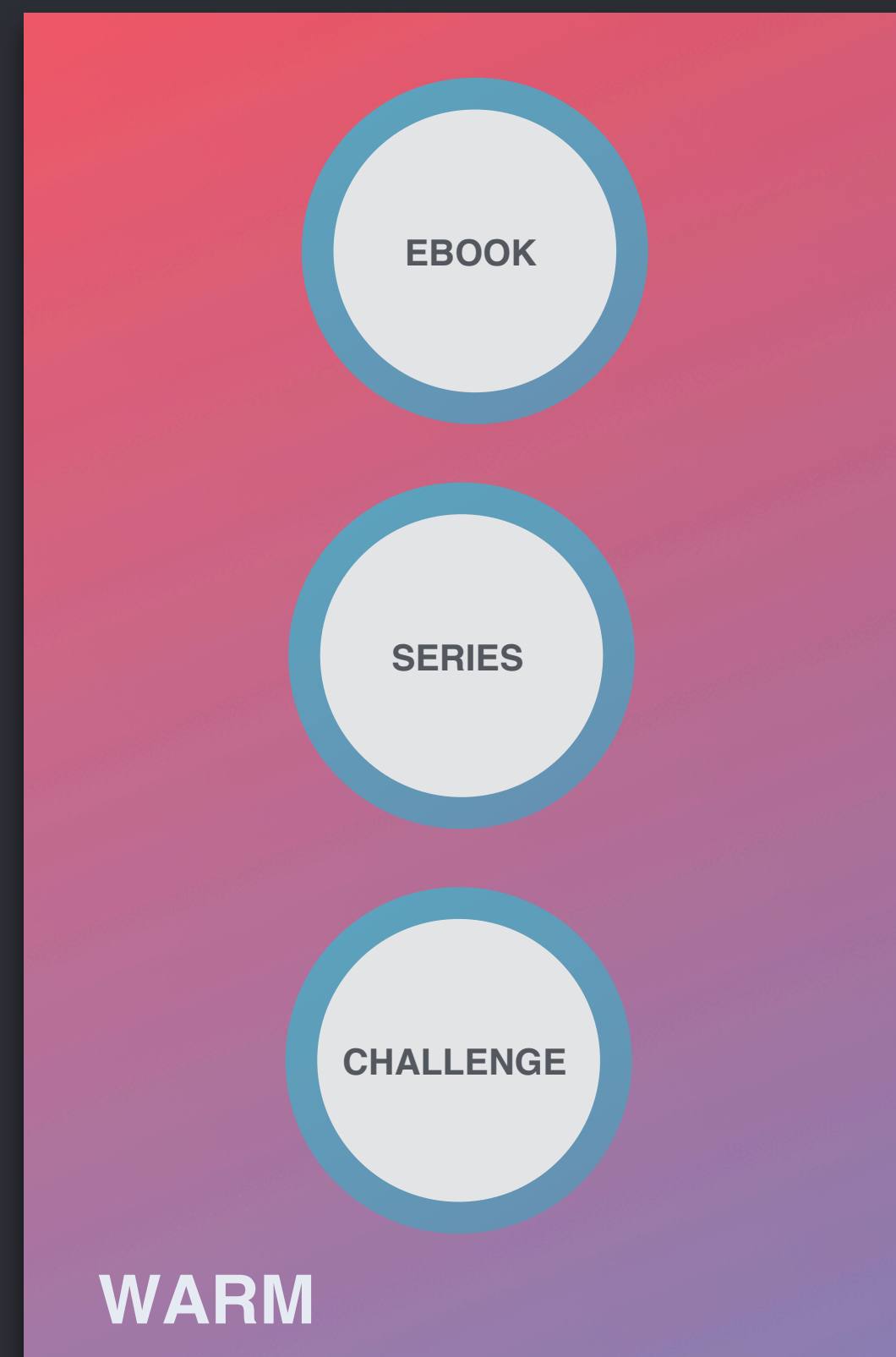
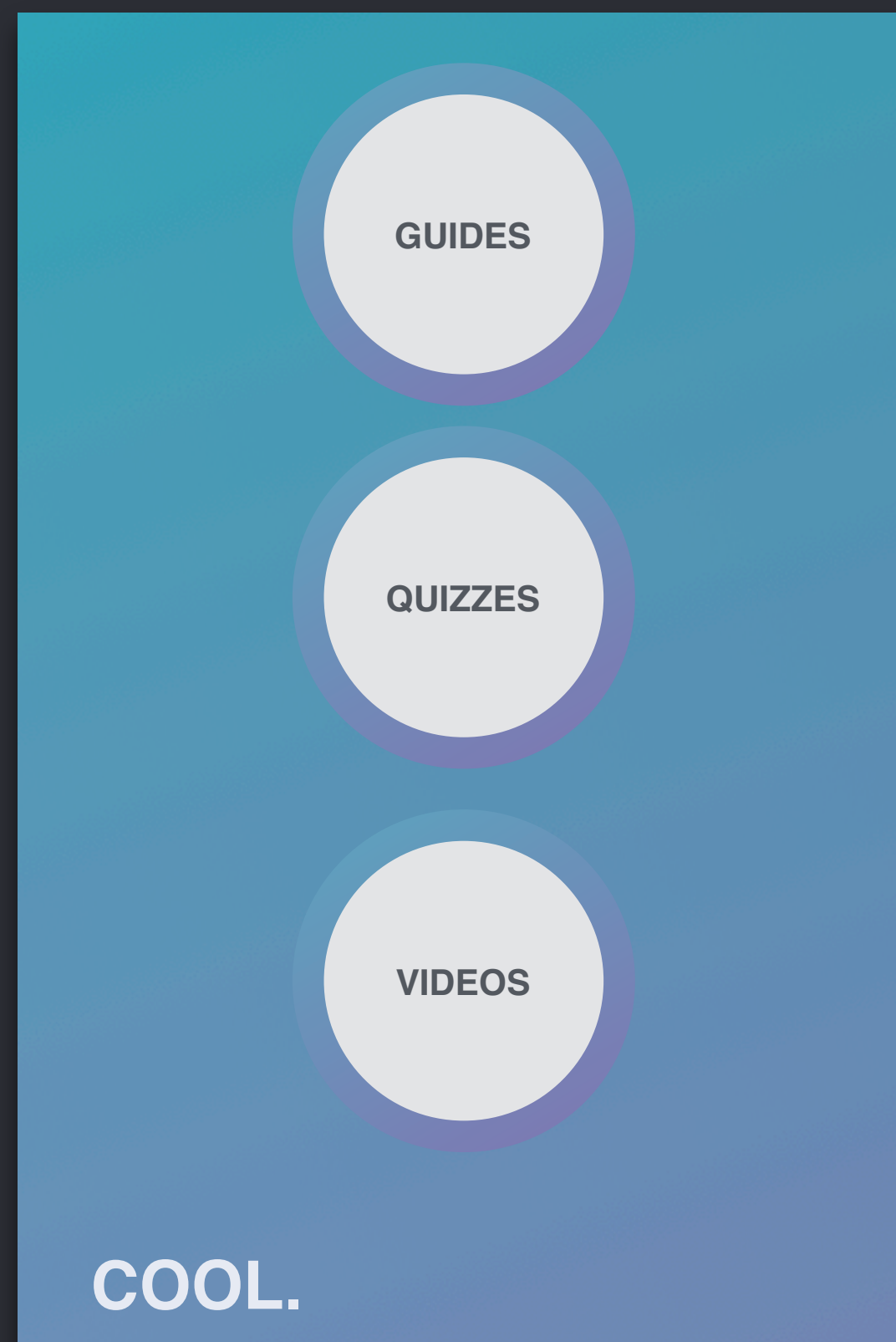


What Are Bots?

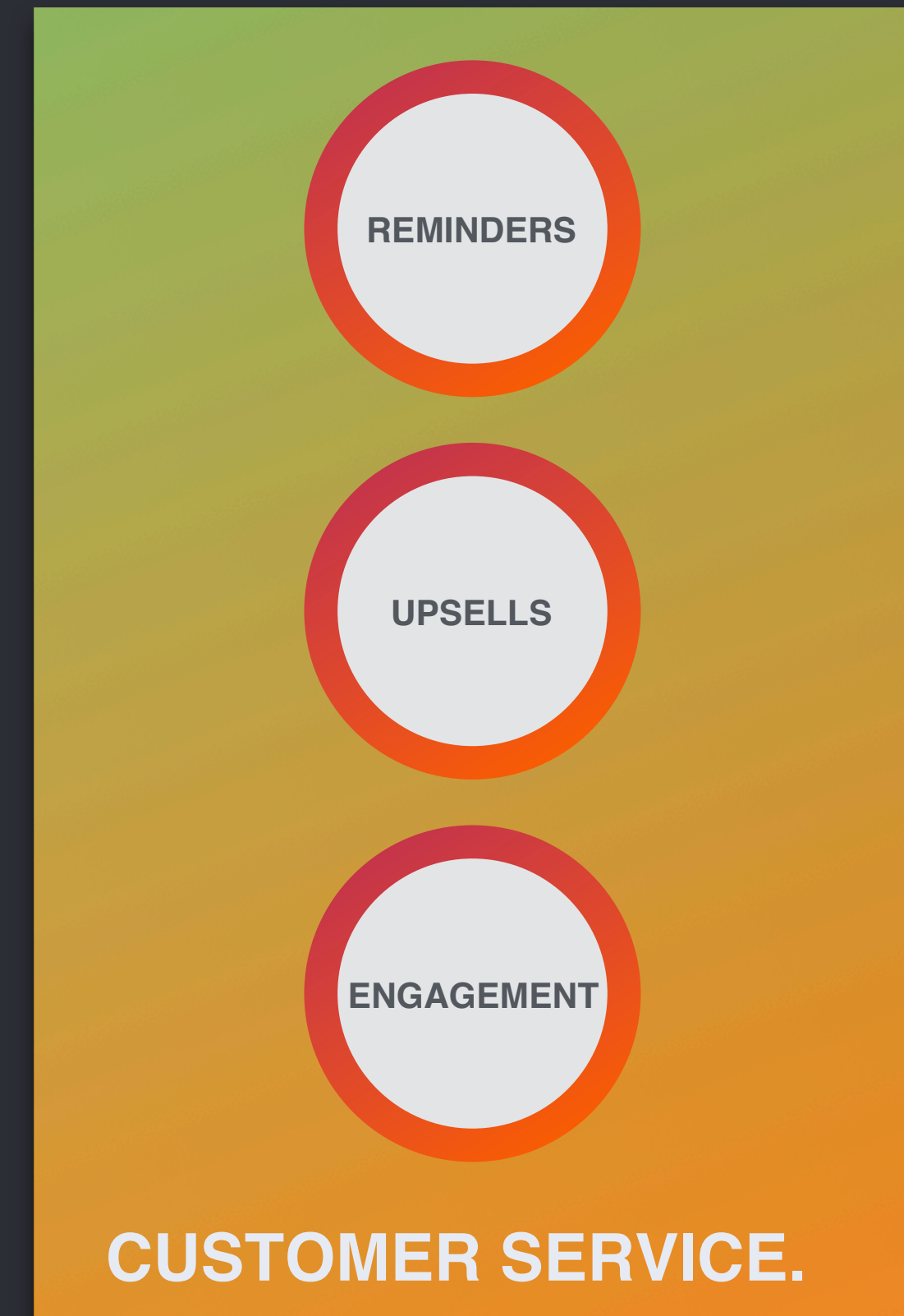
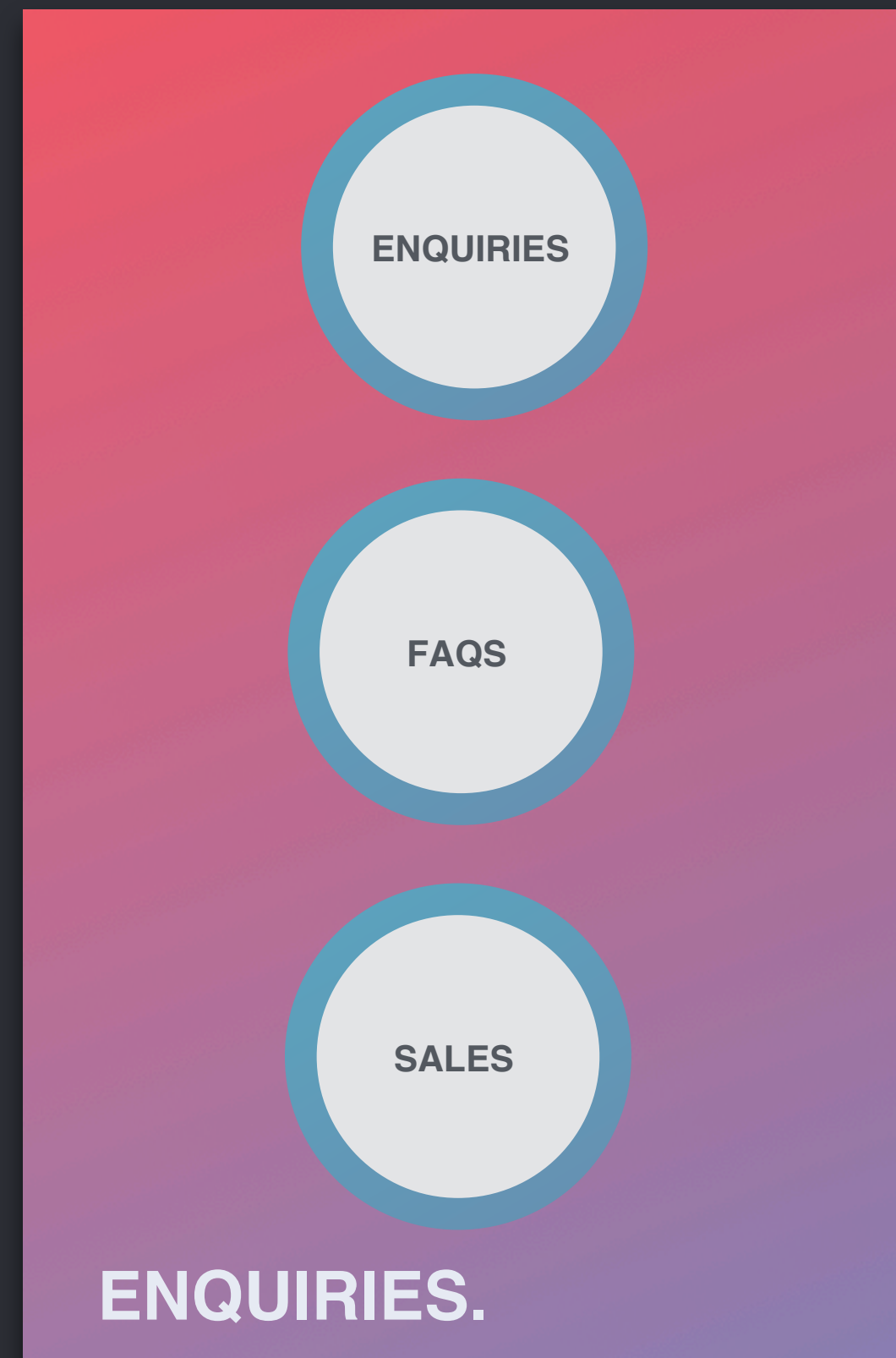
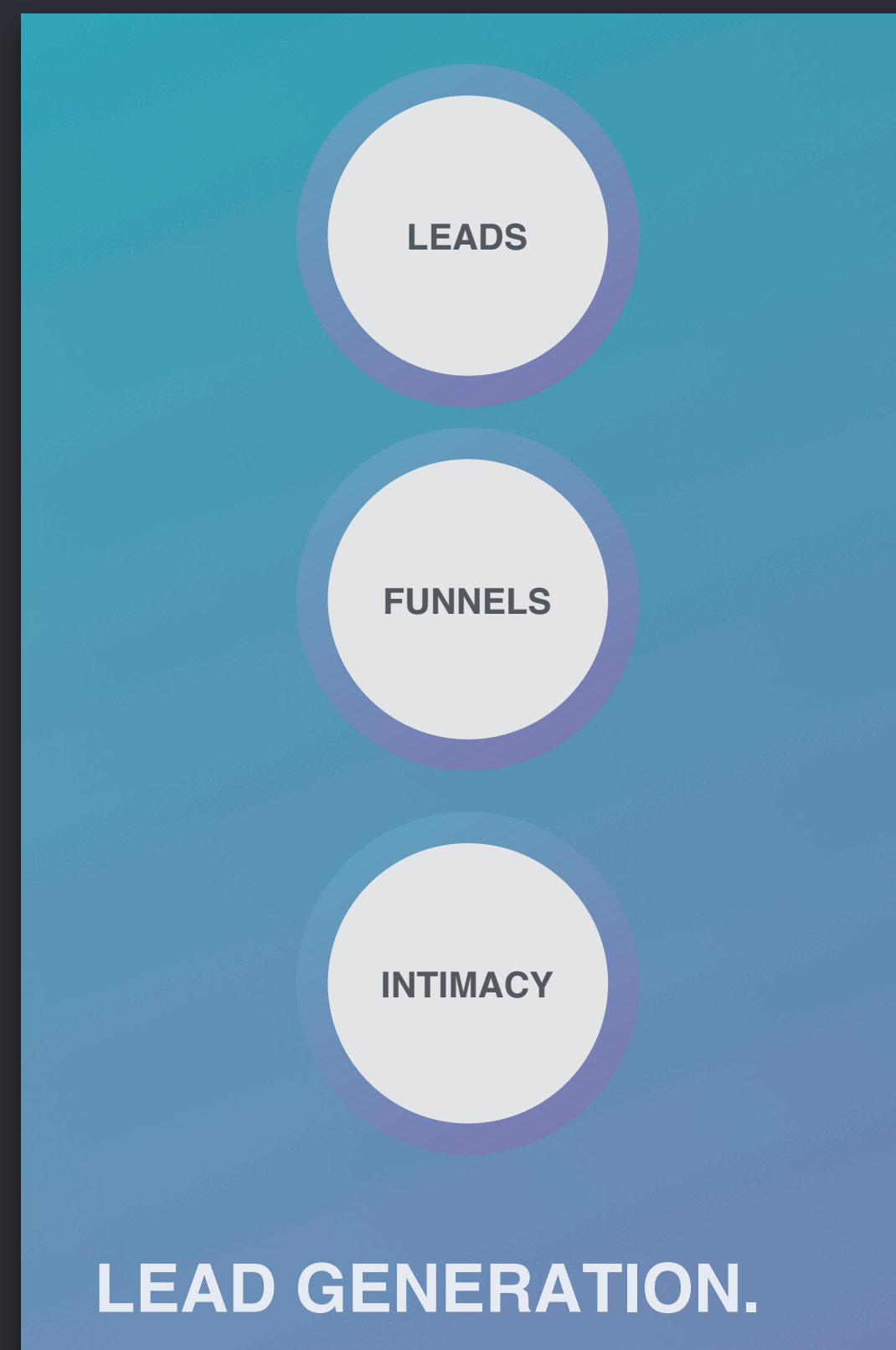


- ooo In a marketing context, a bot uses a 'natural' language sequence to sustain a human(ish)-like conversation with customers.... for:

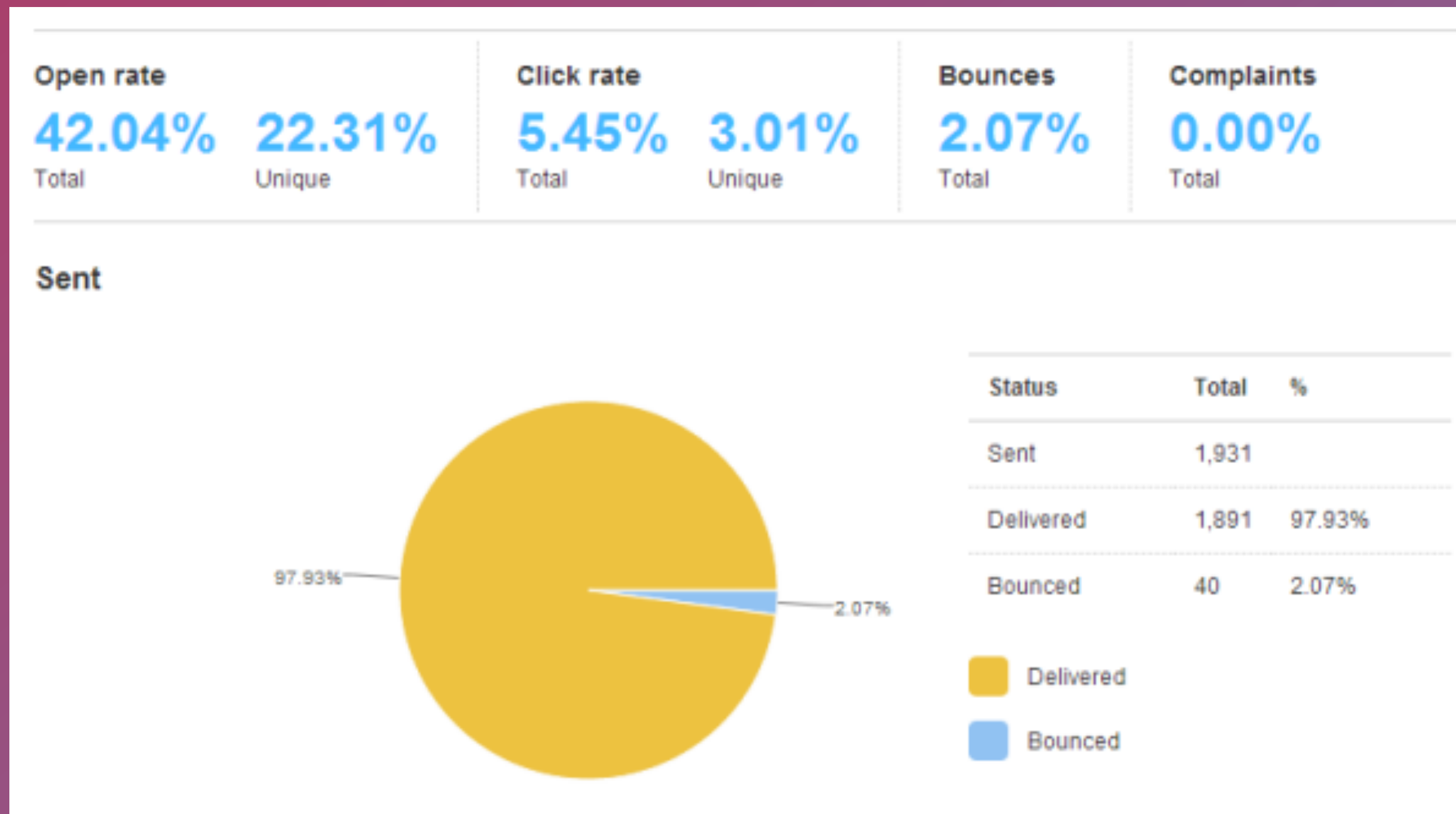
Engagement | Qualification | Intimacy | Relevancy



3 CORE USES FOR MESSENGER BOTS



So, this is our life...



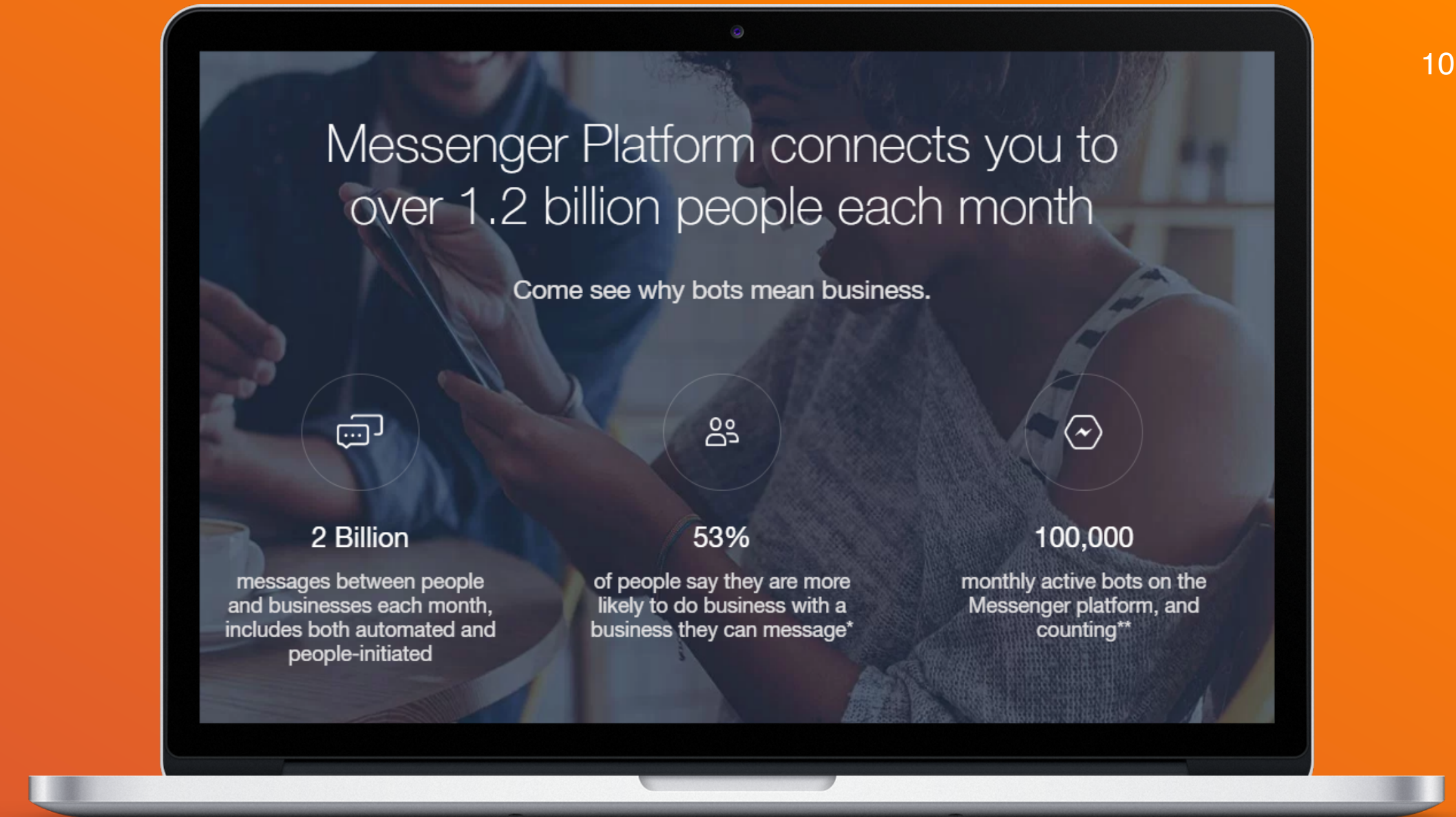
... Didn't Tested This Was A Big Deal

Sent 1173	Delivered 1125 95.9%
Opened 942 80.3%	Clicked 405 34.5%

Some Kim Stats

56%

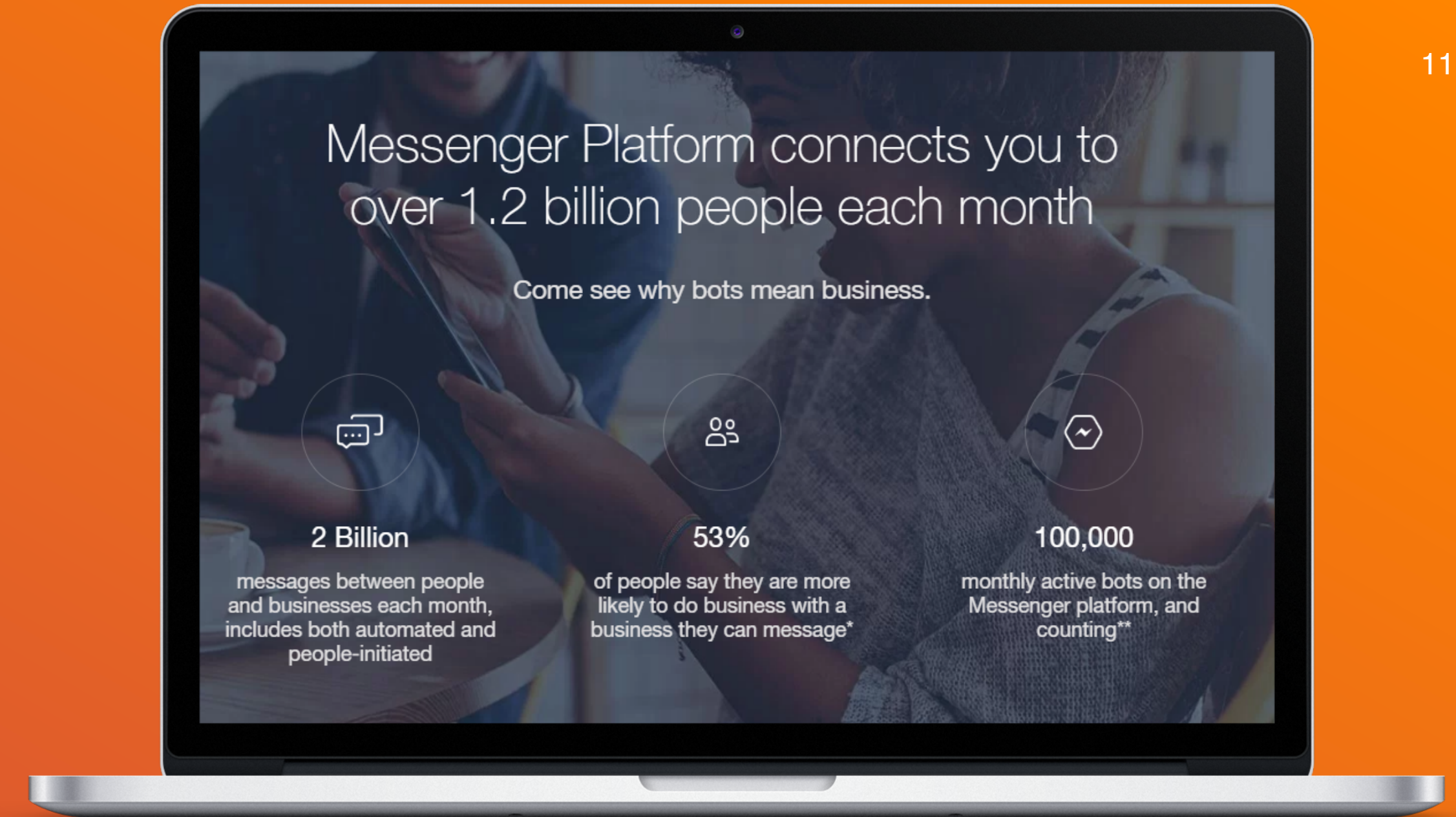
Messenger is the MOST used messaging app – 3% above SMS



Some Kim Stats

51%

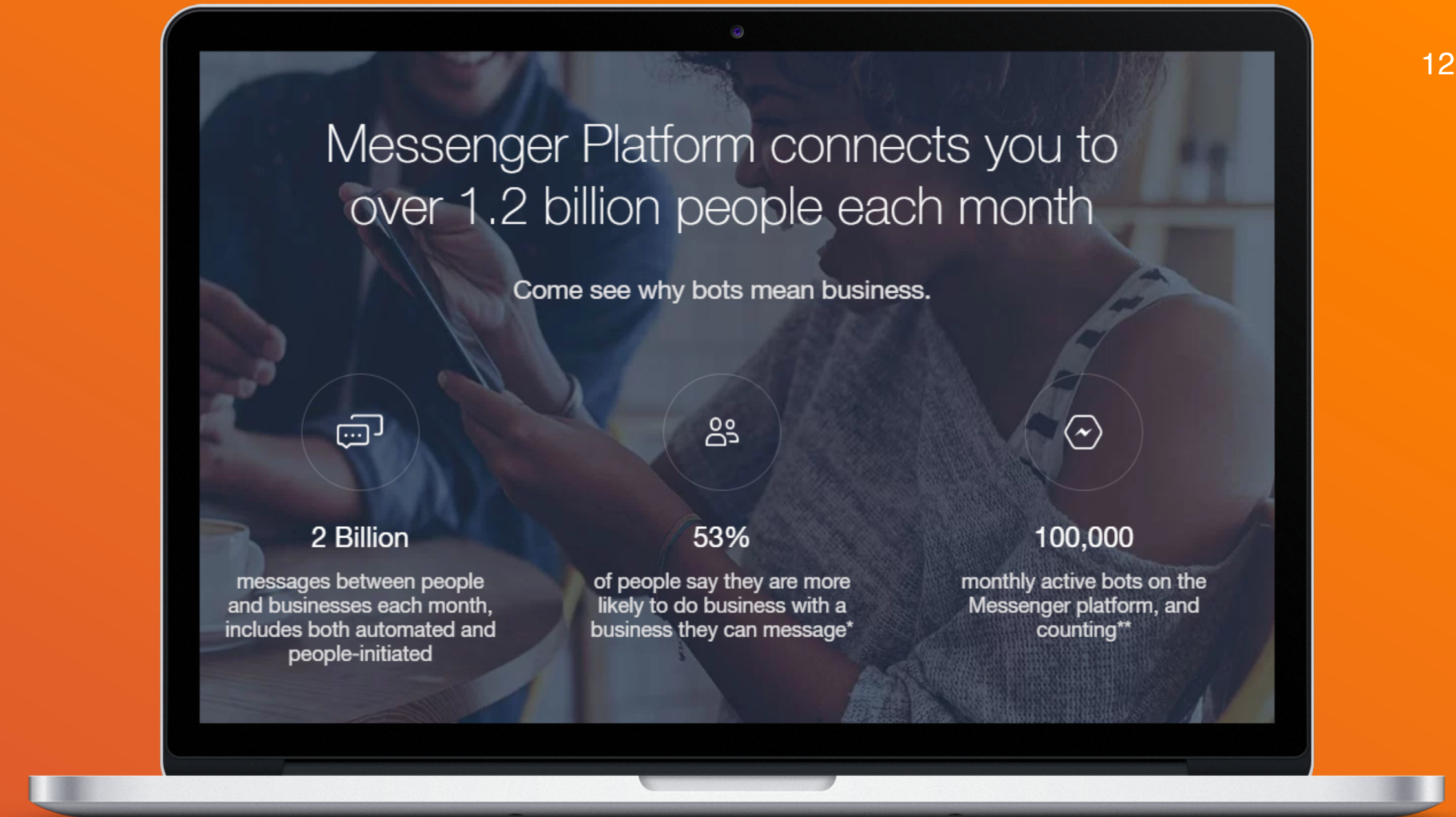
of people expect a business to be
available to answer questions 24/7



Some Kim Stats

46%

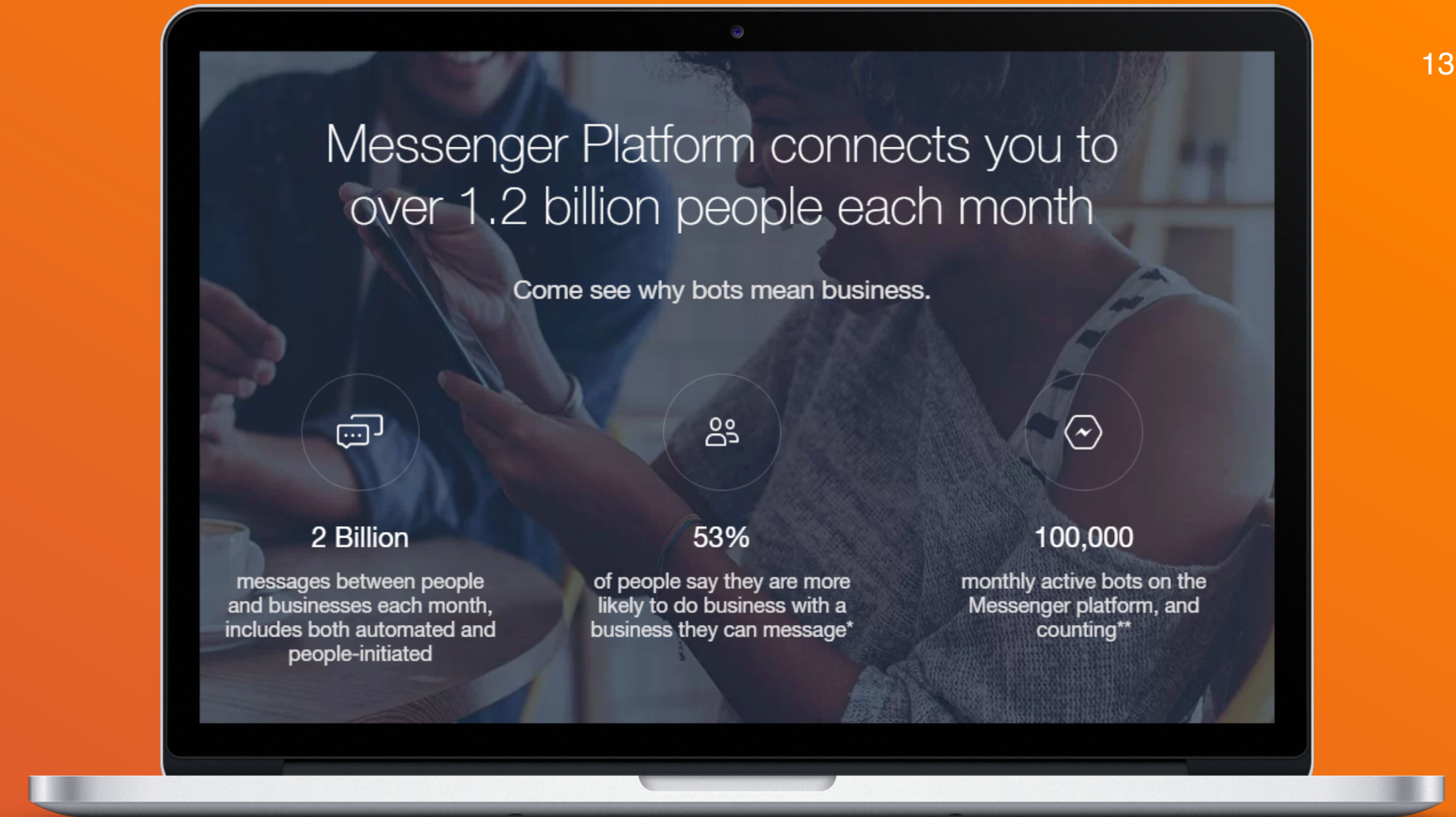
would rather contact a business
through messaging rather than
email



Some Kim Stats

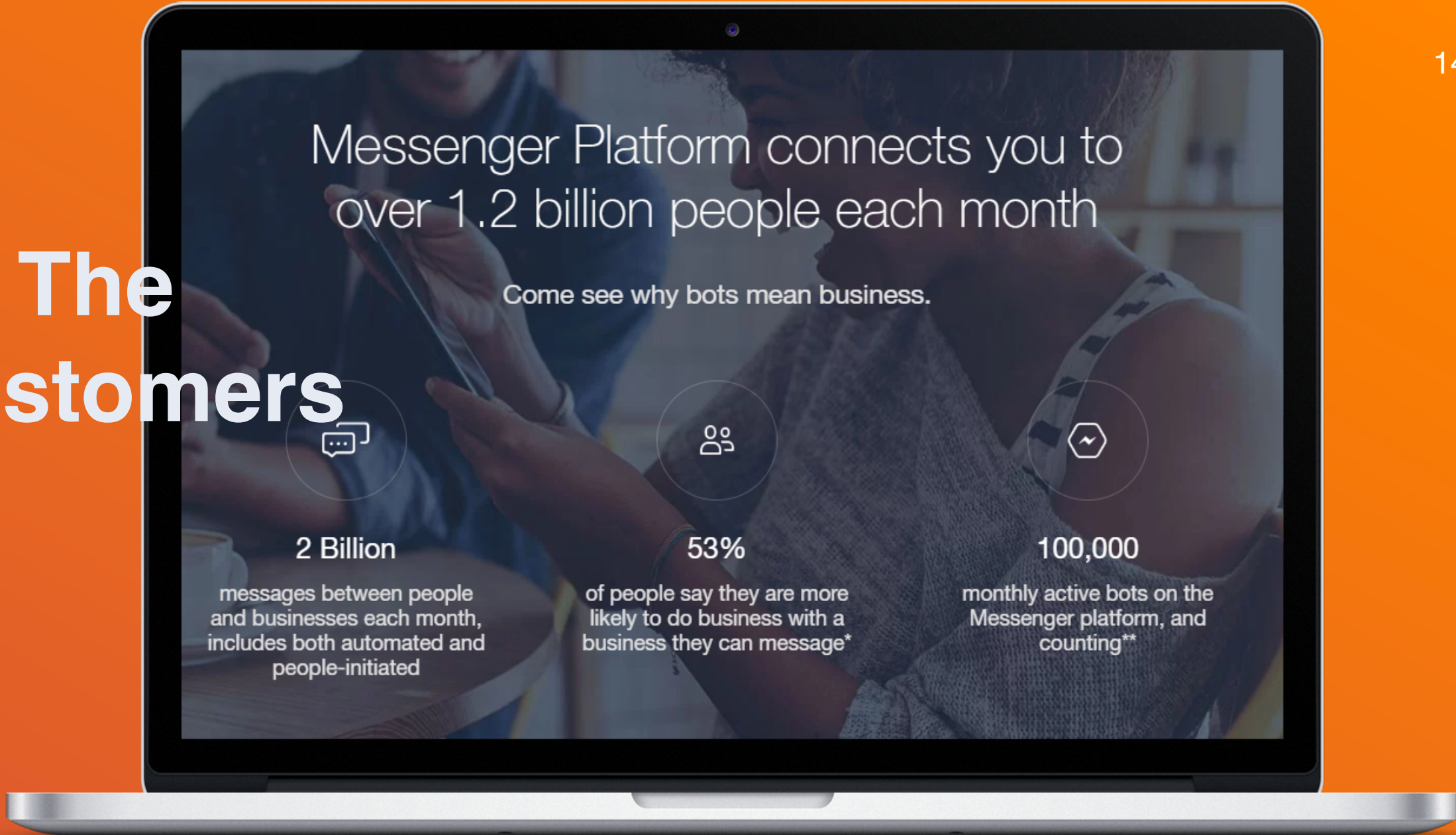
49%

would rather contact a business
through messaging rather than on
the phone



... **Facebook Bot Statistics** Changing The Game When Dealing With Your Customers

The only question is, who will be first out of you or your competitors



FACEBOOK MESSENGER
STATS

Users 1.2 billion



Photos Sent 17 billion



Business messages sent monthly 2 billion



% of WORLD population that use FM Monthly 11%



Chatbots 100,000



% of Facebook users that use Messenger 65%



Your Social Bots

... The Key To Marketing

Qualify

Engage

Nurture

Deliver

Right End Point

Segment

Message

Understand

Take Over

Sell



RELEVANCY
... IS EVERYTHING



... **Example 1:**
Accounting Practice

Purpose - Customer Engagement and Qualification



Audience

Small to medium
sized business owners
in WA



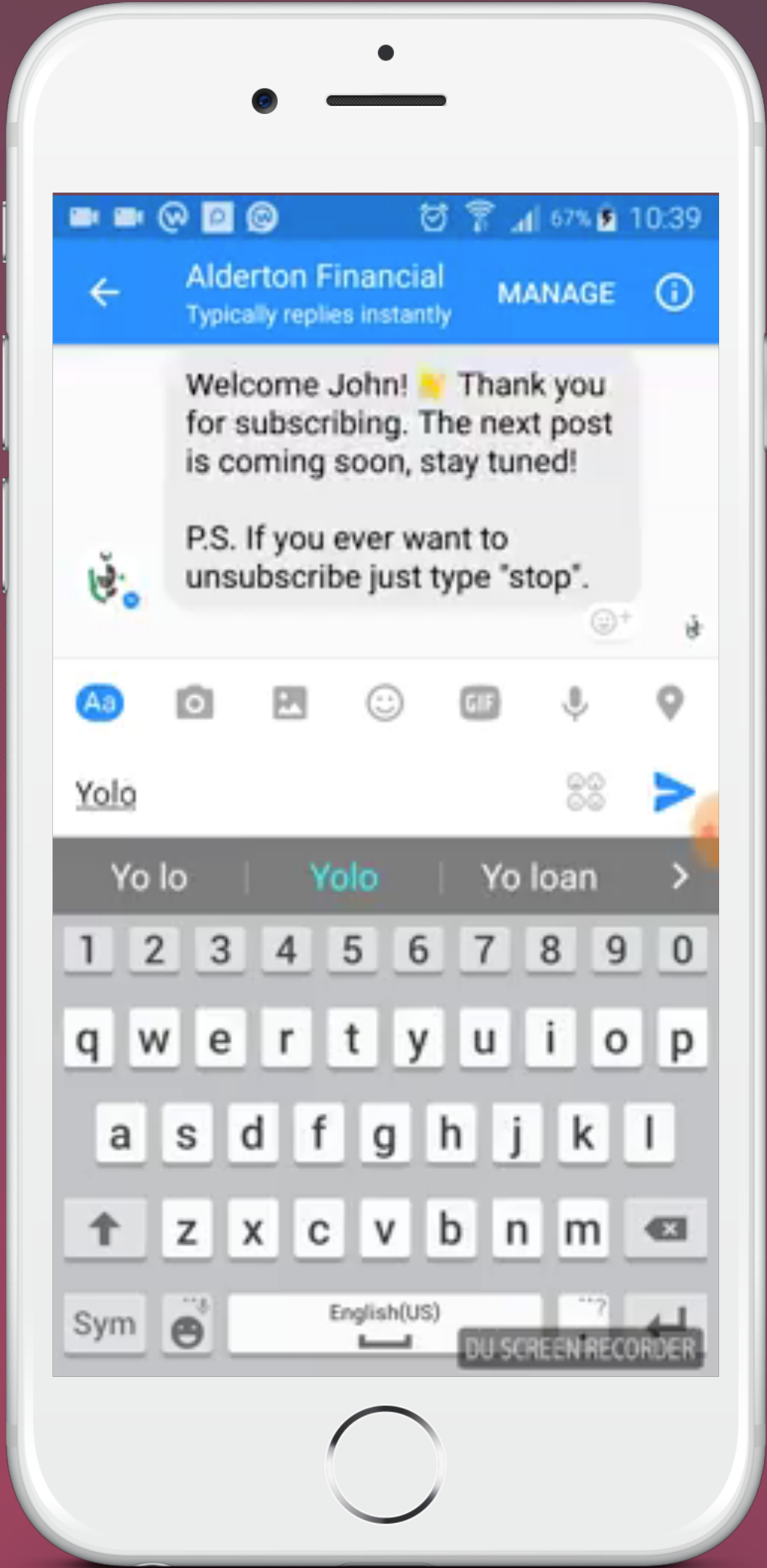
Lead Magnets

Controversial
videos and
free business health
checks



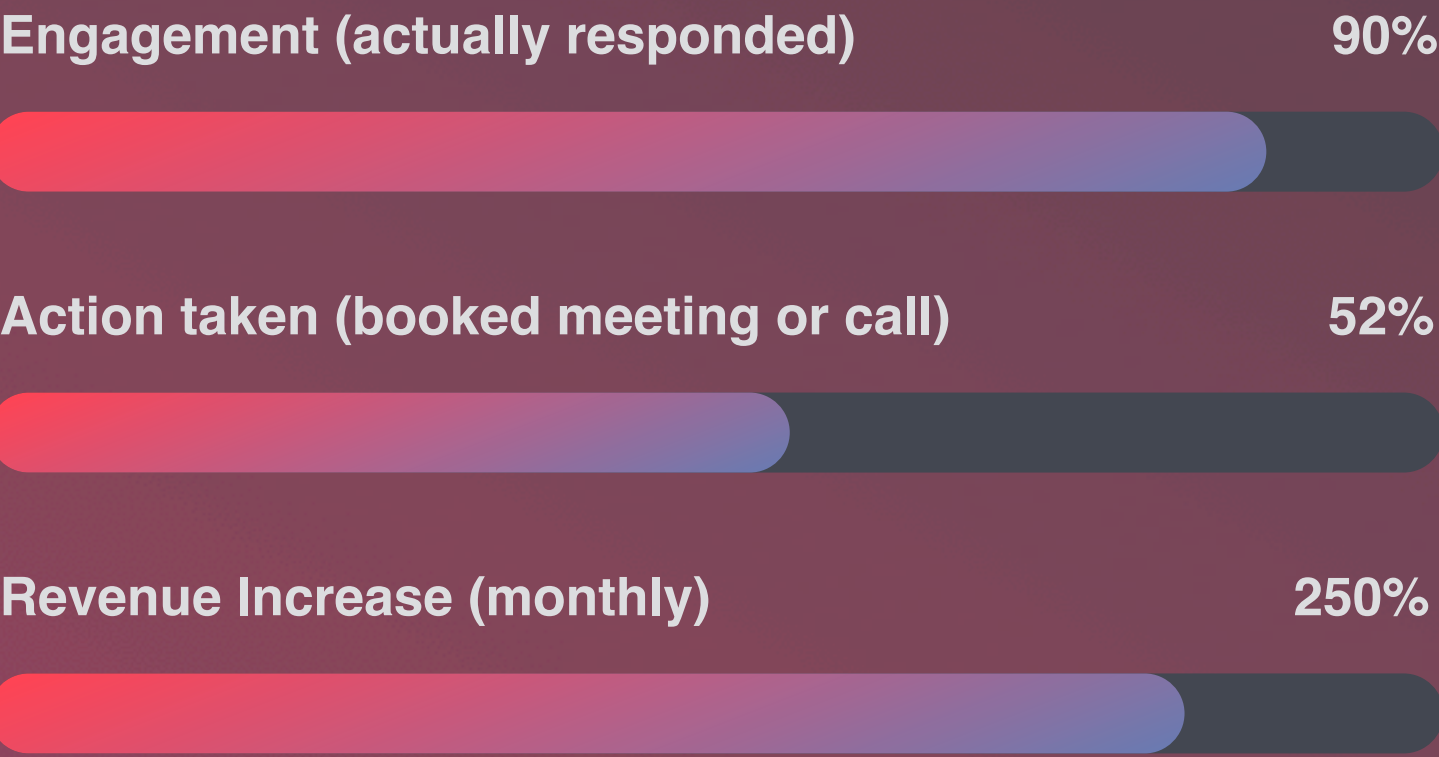
Promo Layering

Lead magnet
leading to personal
engagement (different
offers based on
revenue)



Bot Performance

KPI Metrics



.. **Example 2:**
Detox and Weight Loss

Purpose - Understand a persons health position and recommend relevant program/course/products.



Audience

Health conscious
women between
30 and 50 years old



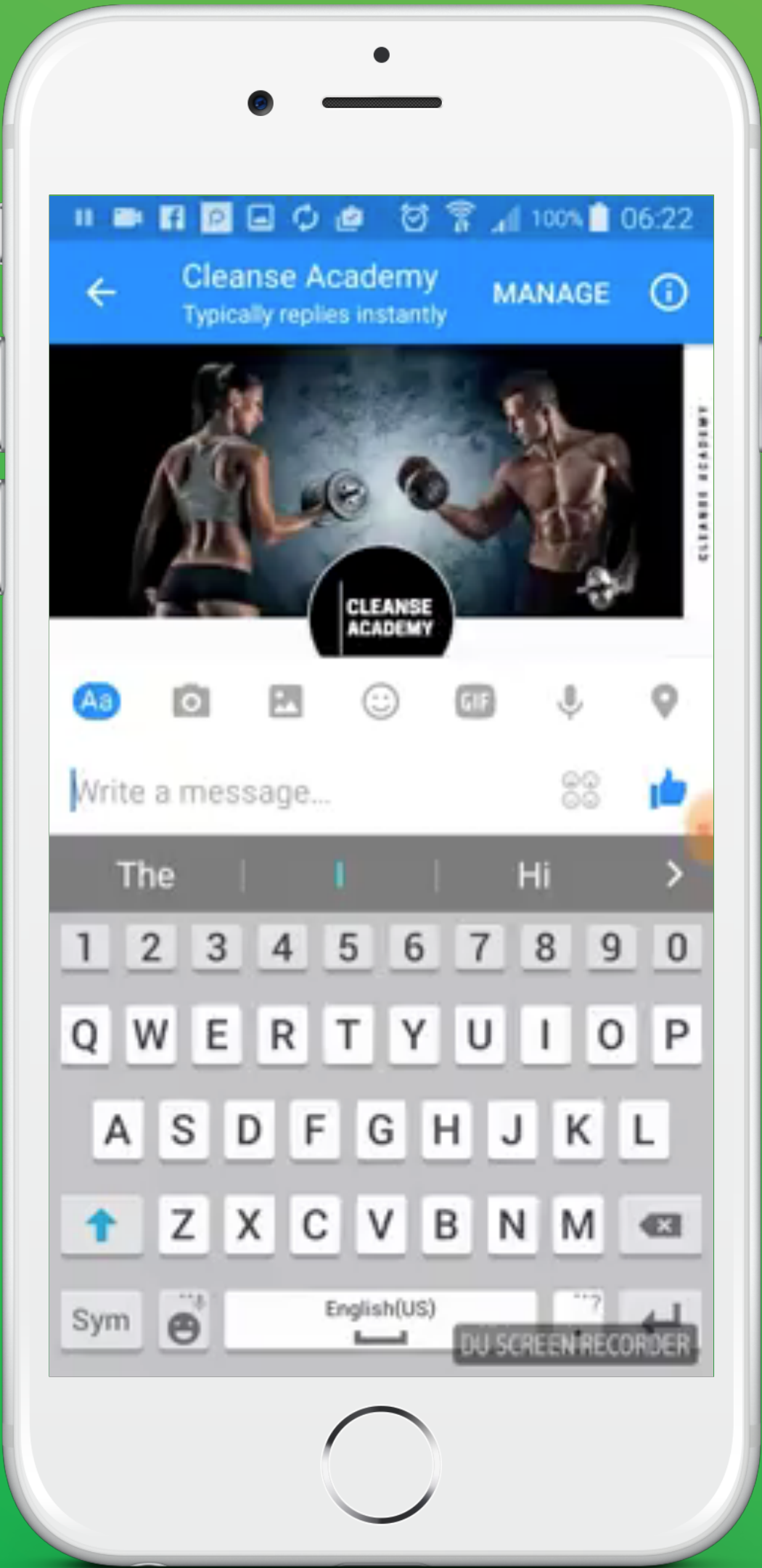
Lead Magnets

FB Ad For
Free Guide and
video series



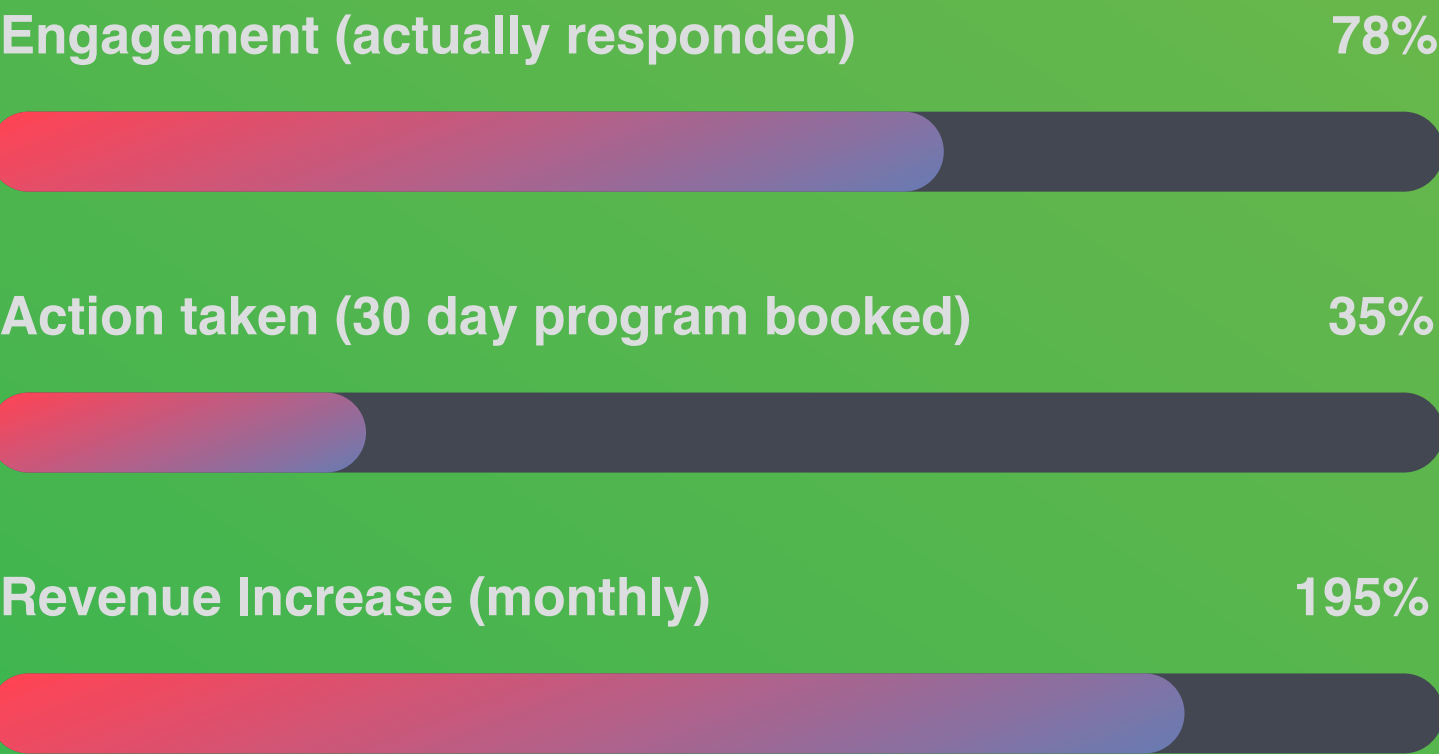
Promo Layering

Value, Value...
tangible and workable
routines. Sell course
program and supplements



Performance

KPI Metrics



... **Marketing Funnels**



A Bot Can Support All These Areas

... **Example 4:**
Decision Tree Bot

Purpose - Fun/Quirky/Merchant Potential



Audience

Anyone, emphasis on wine merchants



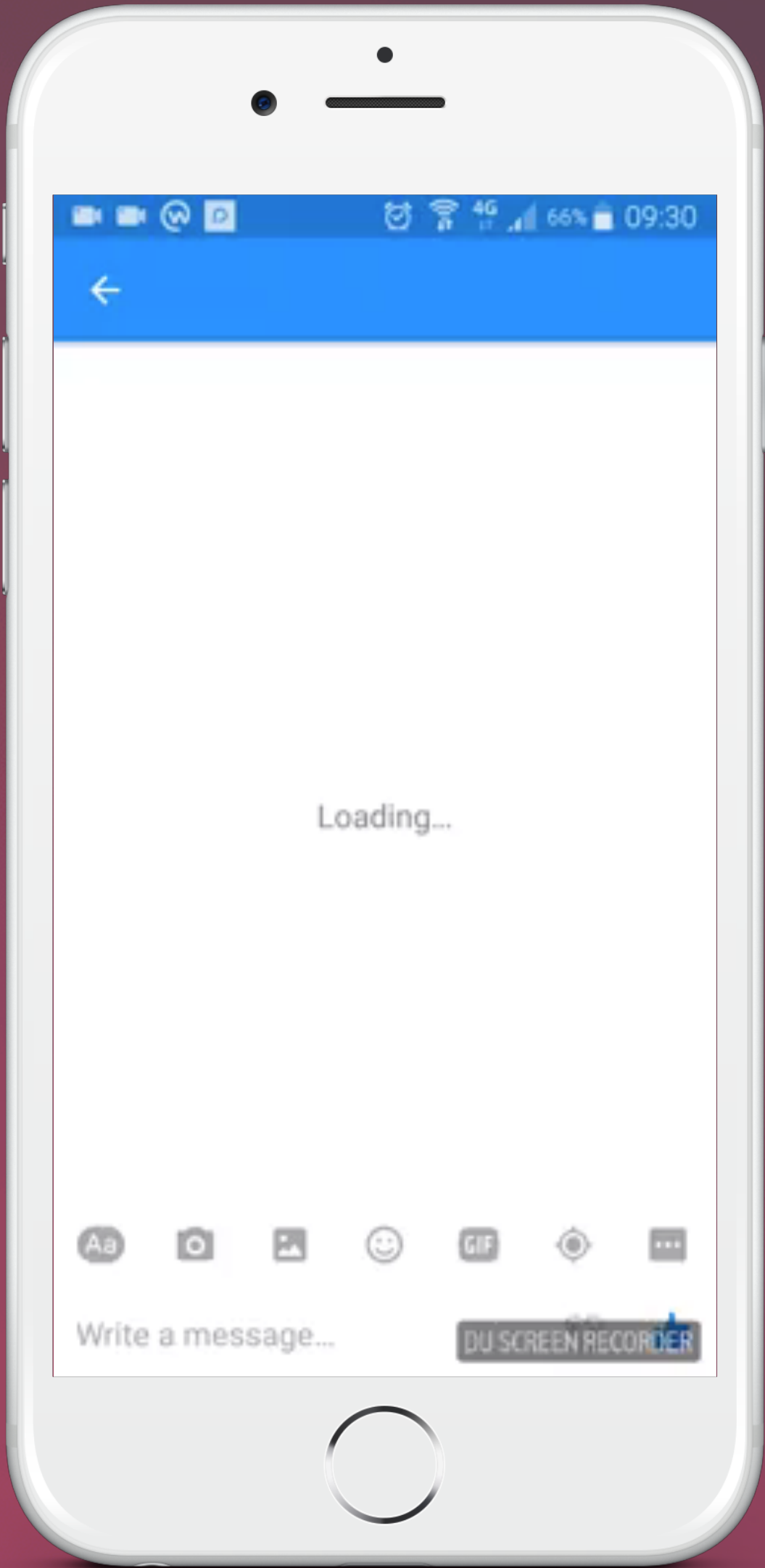
Lead Magnets

None - however with tagging, engagement by retail outlets



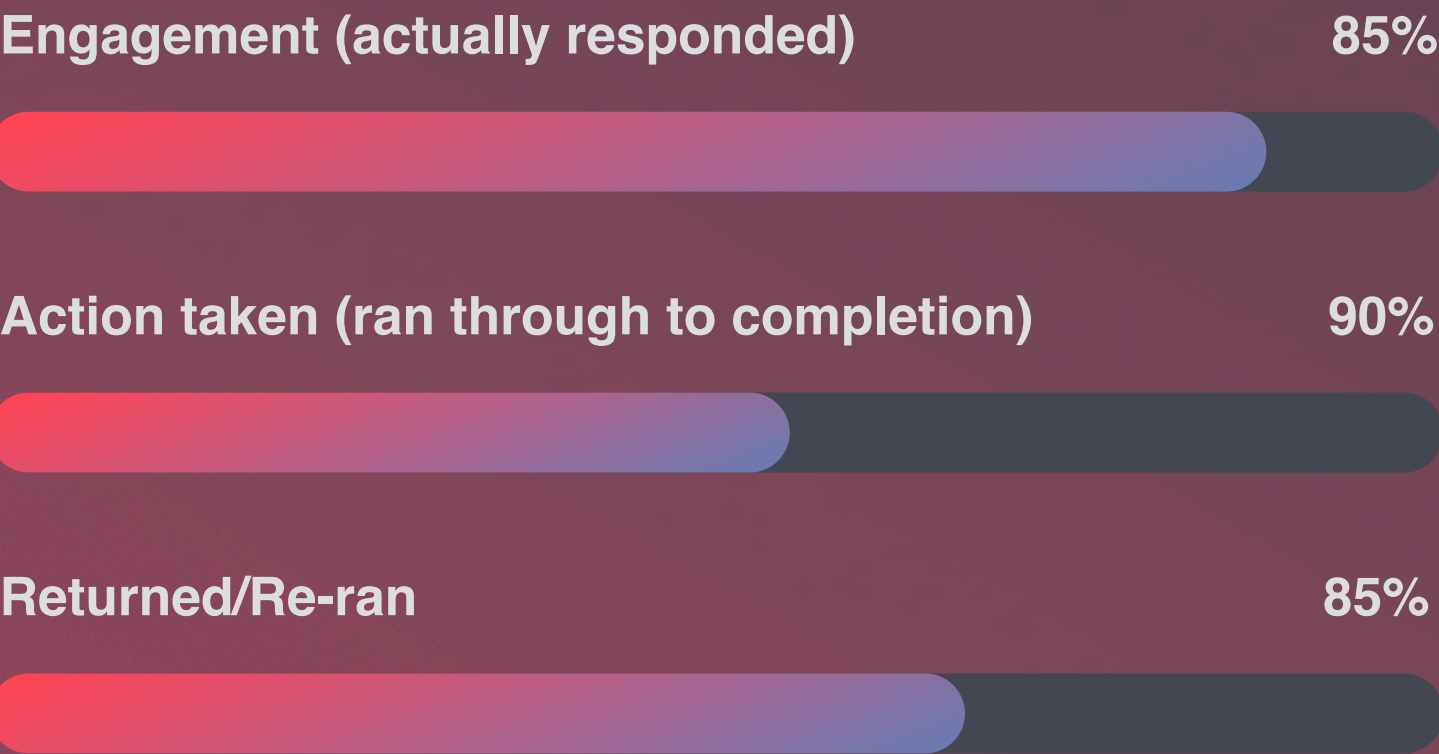
Promo Layering

Get this done for you



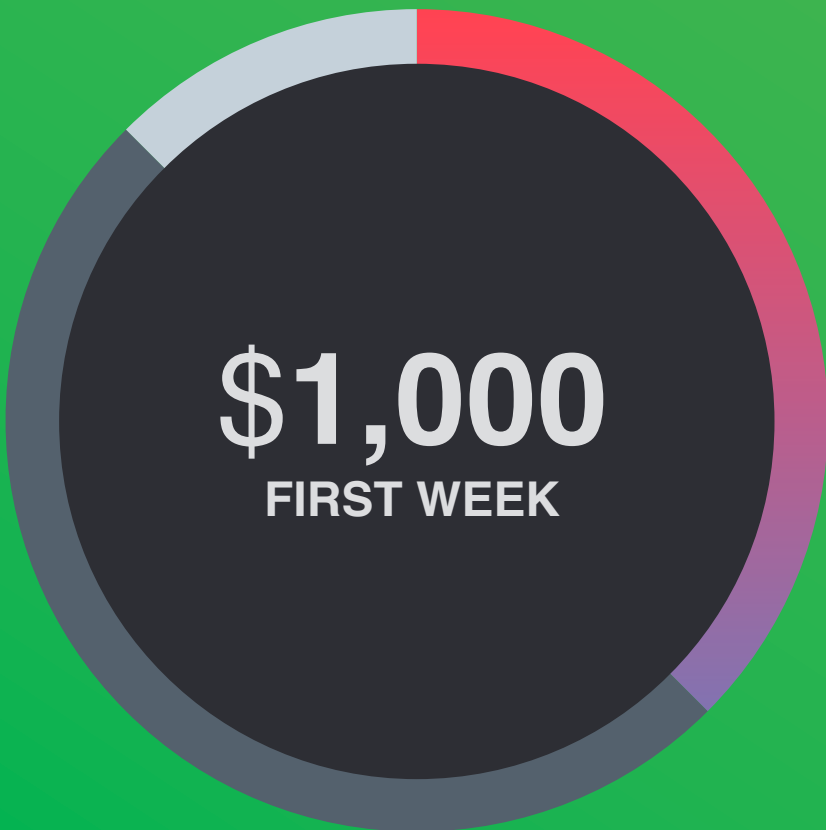
Bot Performance

KPI Metrics

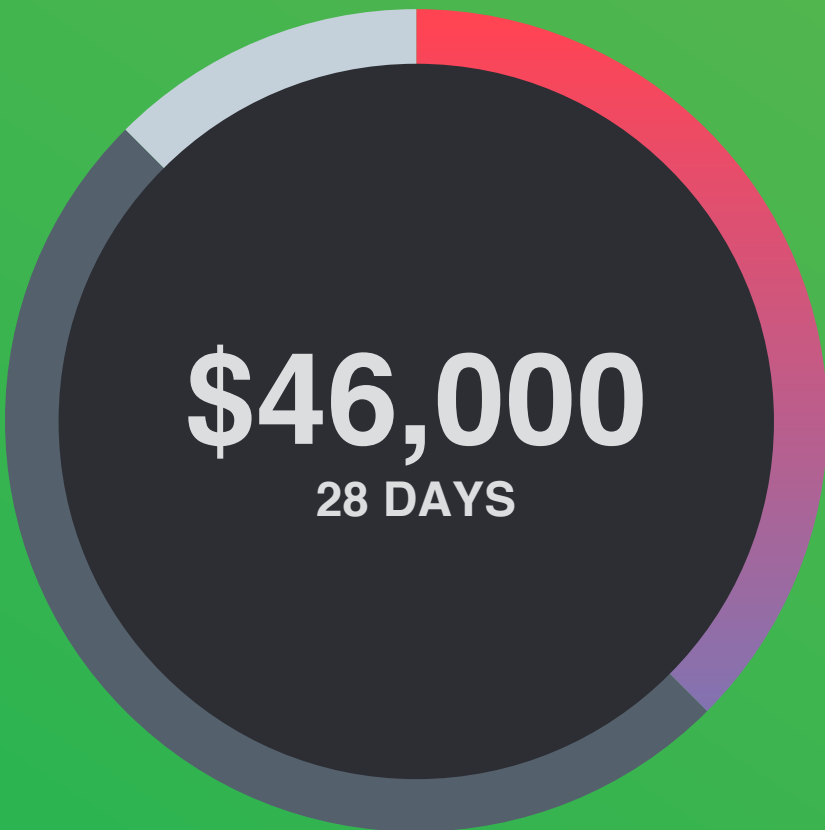


Some Actual Numbers

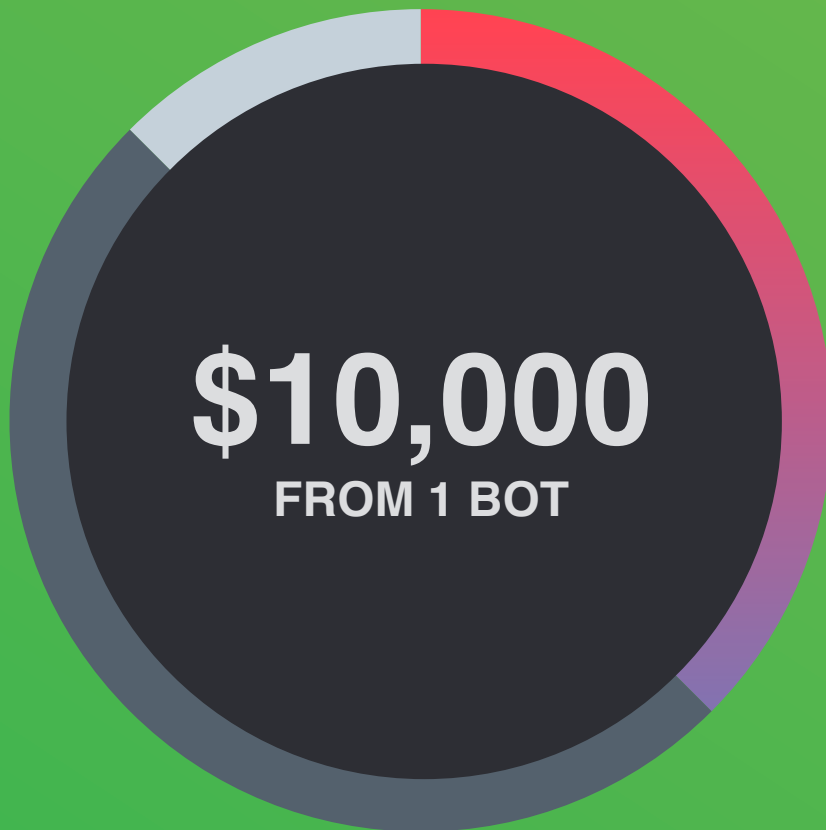
...



Pizza & Co
Pizza Sales



Unstoppable Family
Freedompreneurship



Your Social Voice
Lead Generation and Bots



Russel Brunson
ClickFunnels Software
Book Launch



The Bot Opportunity

ooo

The Early Adopter Advantage.



Become the
Kings of the
Platform


Others Lag
Behind

For fear of it being a Fad

Case Study To Implement

...

320 Leads @ \$0.15c Per Lead



Caribbean Cocktails

Published by Traffic Ysv [?] · September 13 at 9:24pm · 🌐

📣🍹


ATTN: Perth Party People🍹📣

☀️

GIVEAWAY☀️

Win a FREE Premium Cocktail Party Package worth \$255

🌐 Twin Bowl Frozen Cocktail Machine (value: \$175)... [See More](#)



👤

13,249 people reached

🔄

View Results

👍 Like

💬 Comment

➦ Share

🌐

▼

👍❤️😱

Kim Barrett, Tom Moester and 134 others

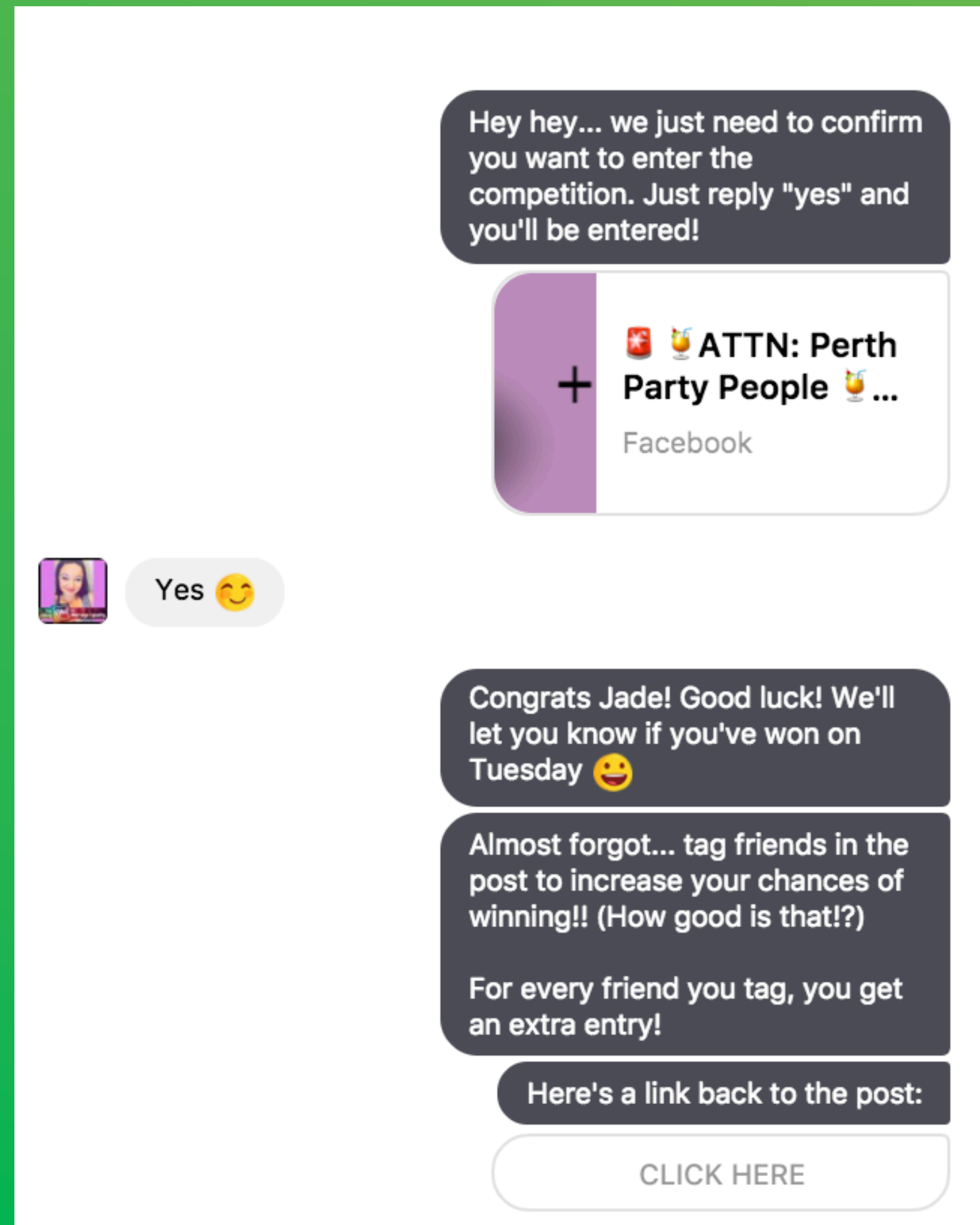
Chronological ▼

22 Shares

View previous comments

2 of 988

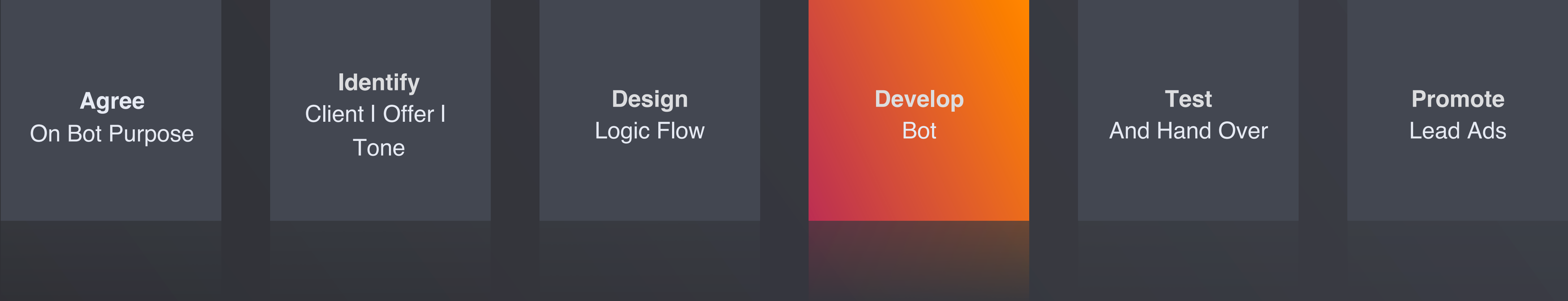
WANT DISTRIBUTION? ASK FOR IT



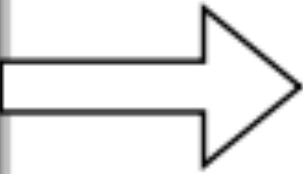
Bot Development Process

ooo

There is a specific process that needs to be undertaken



CHAT WELCOME MESSAGE
(from post comment) will also show a clickable image back to the post.



Hey [%FIRST_NAME%]!
Thanks for commenting on my post.
OK so you want to know more about our Fitness sessions and programs. Just reply "more" & I'll send you details via messenger (y)
(Ignore the link belowit will take you back to the post you just clicked on, just reply "Fit" to get the free download.



Only Used for FB Ads or FB Post

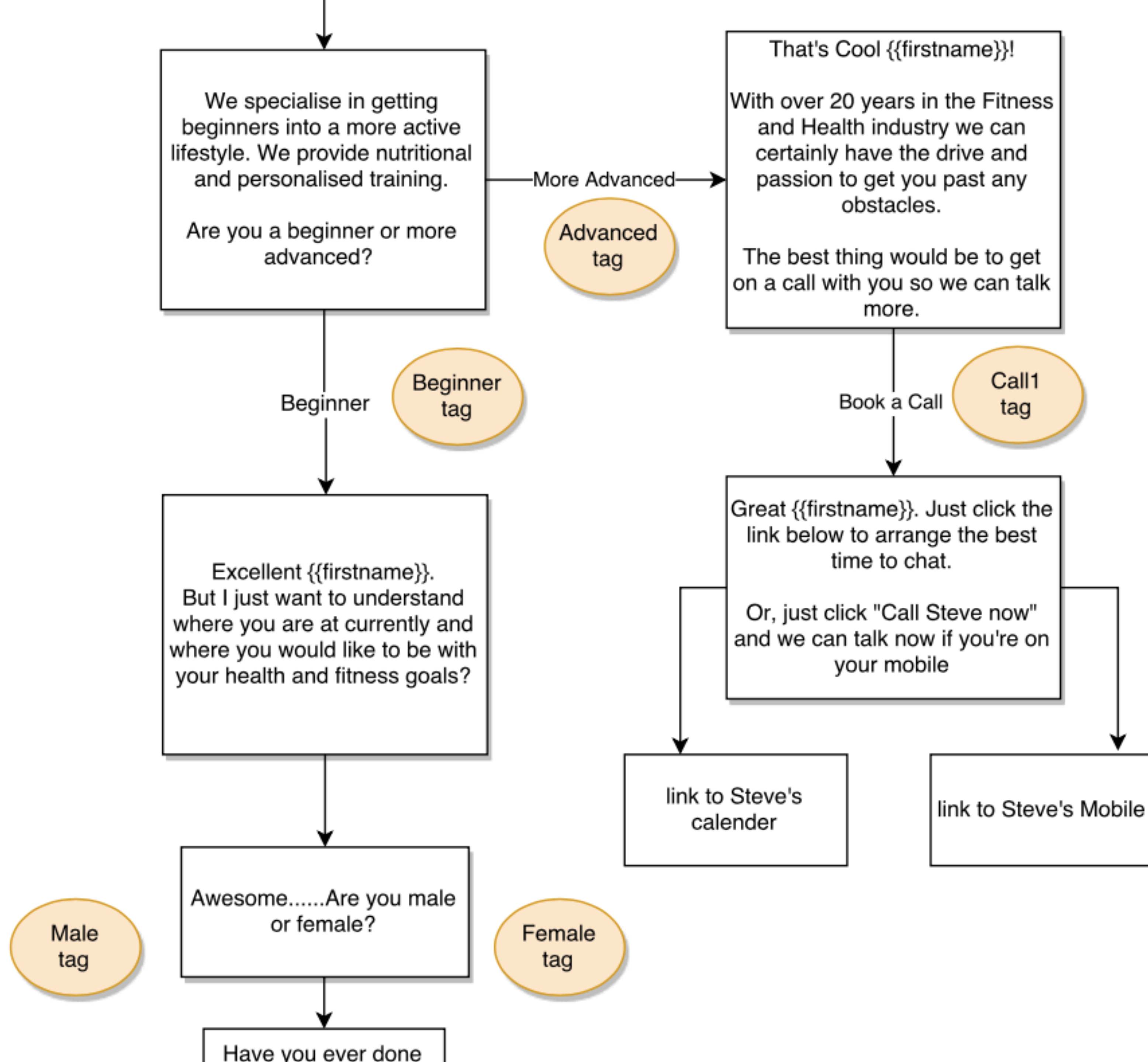
Default Answer

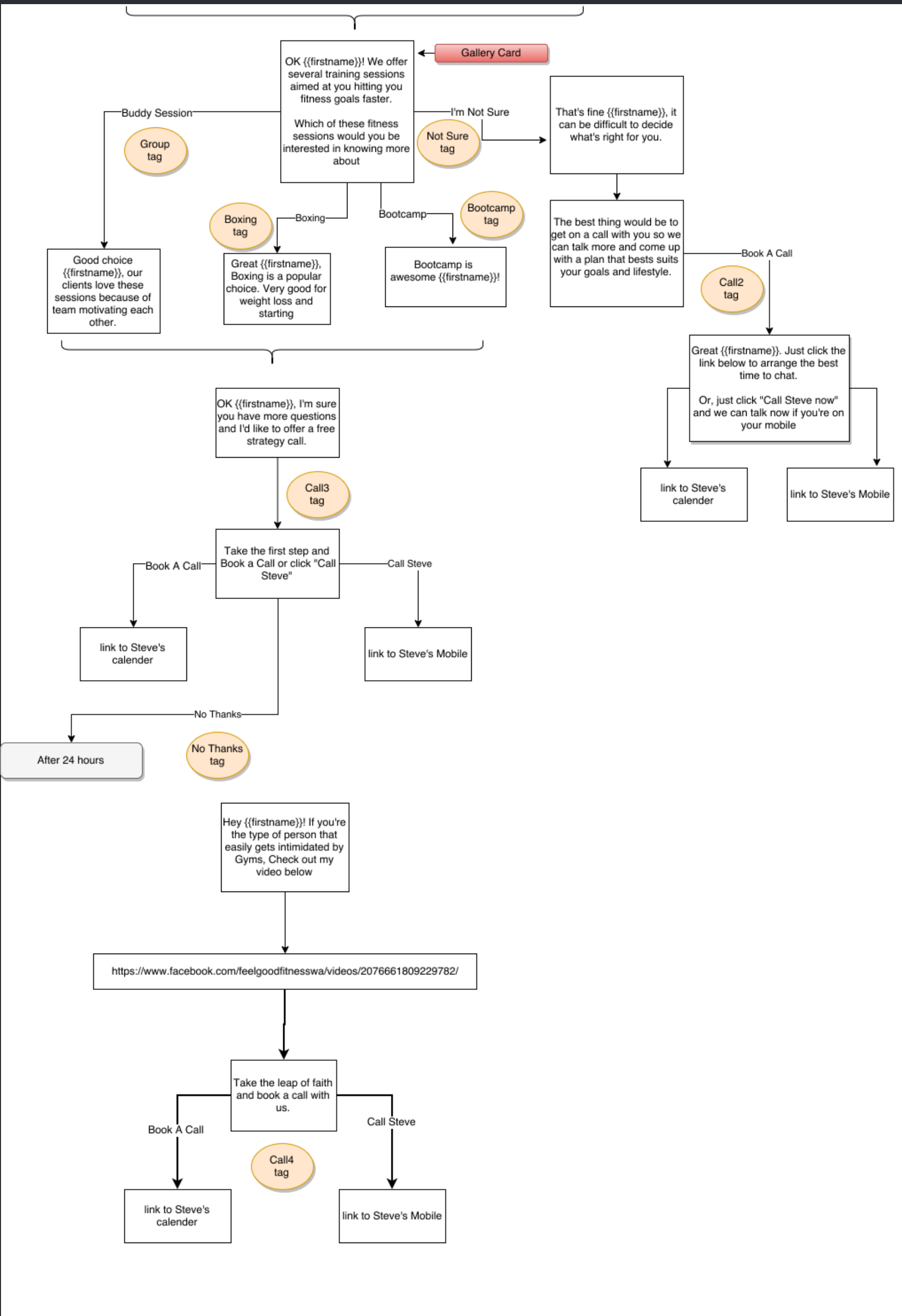
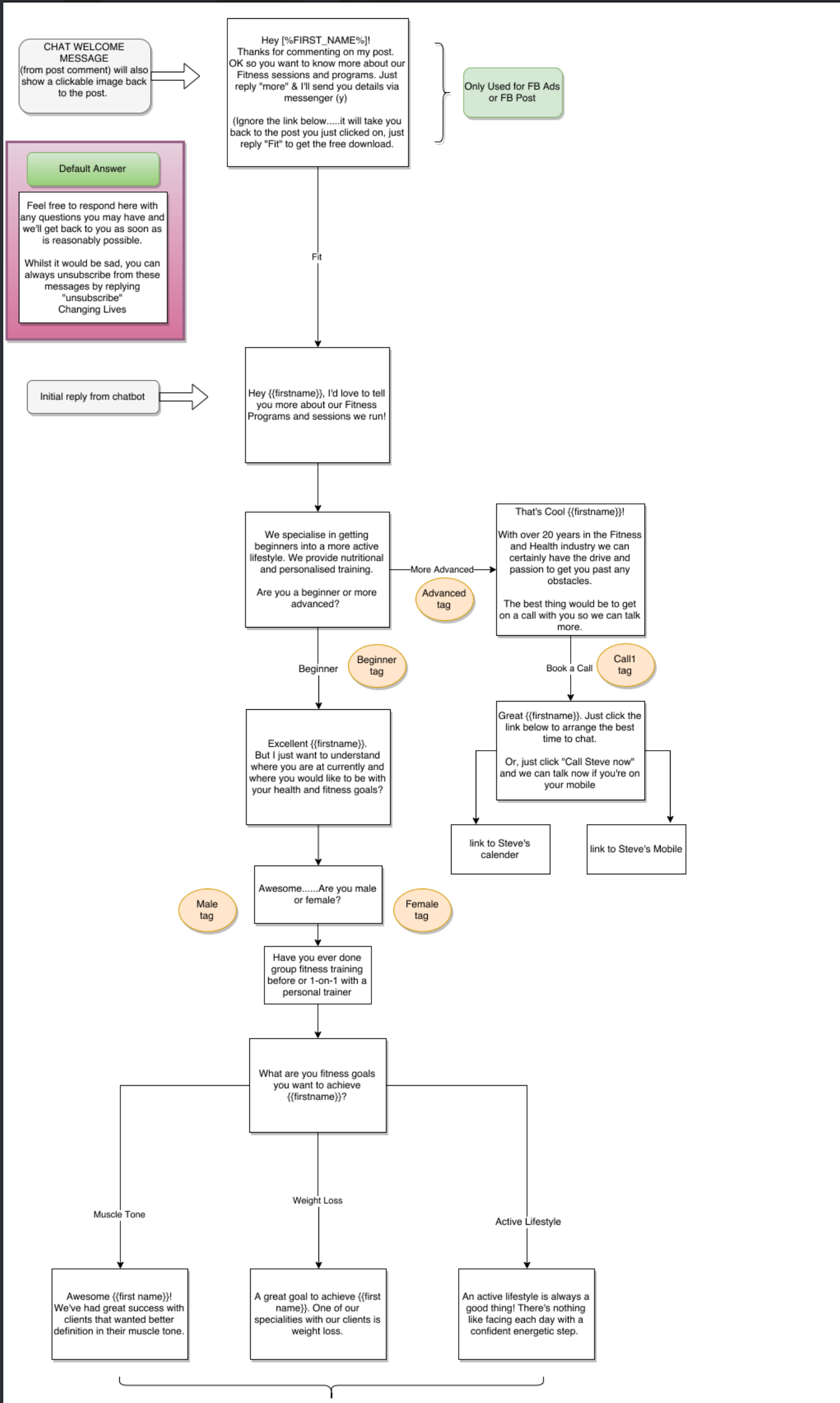
Feel free to respond here with any questions you may have and we'll get back to you as soon as is reasonably possible.

Whilst it would be sad, you can always unsubscribe from these messages by replying "unsubscribe"
Changing Lives

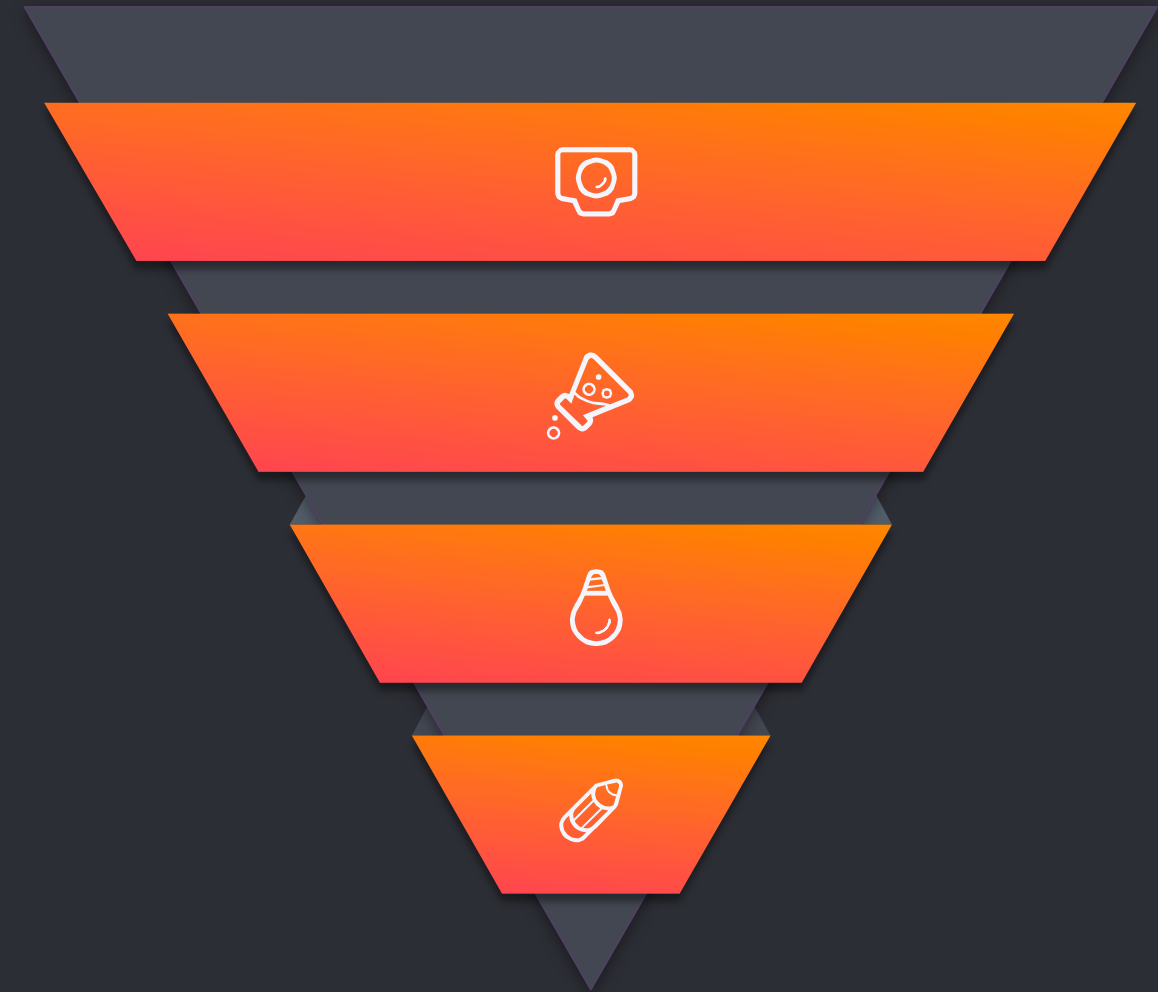
Initial reply from chatbot

Hey {{firstname}}, I'd love to tell you more about our Fitness Programs and sessions we run!

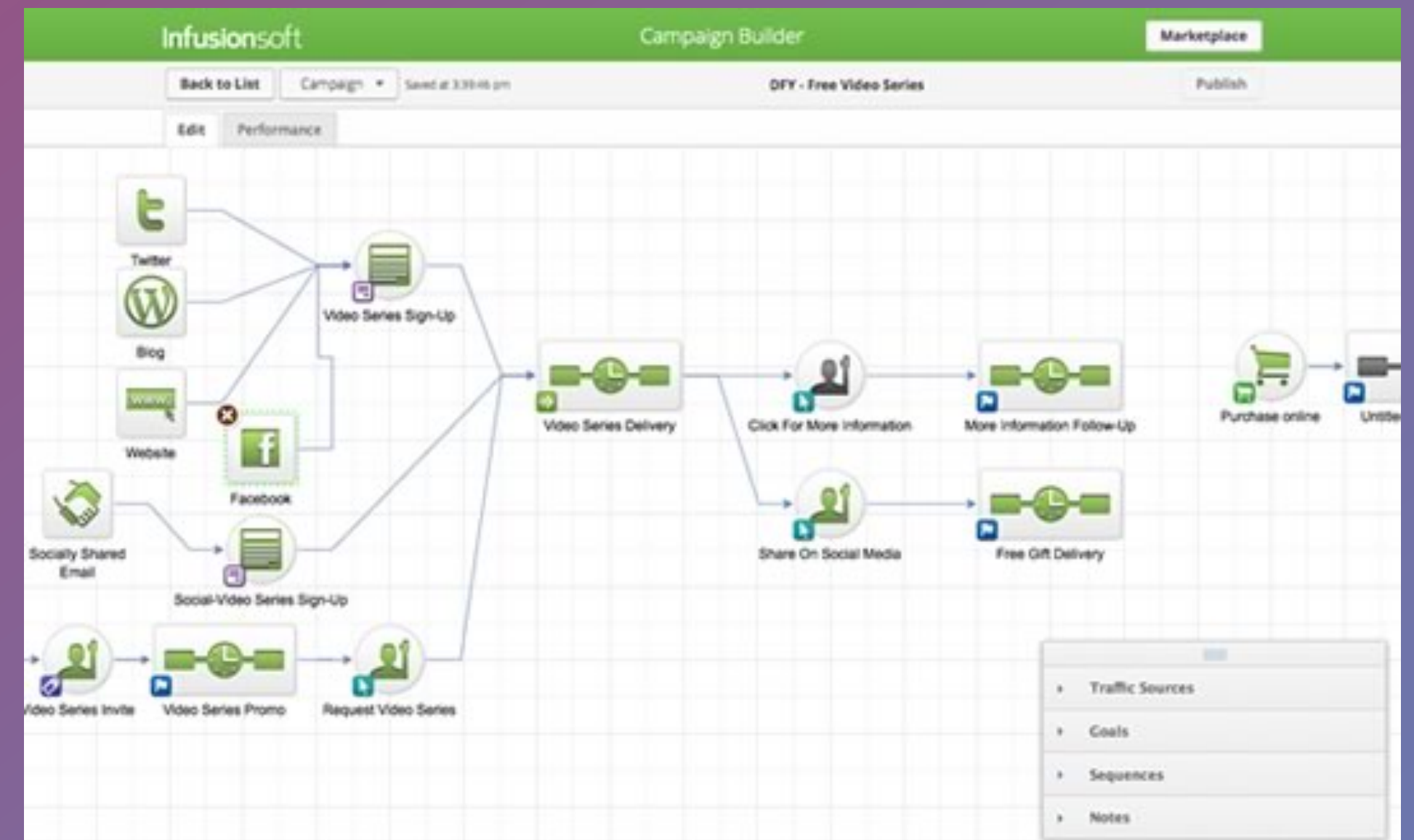
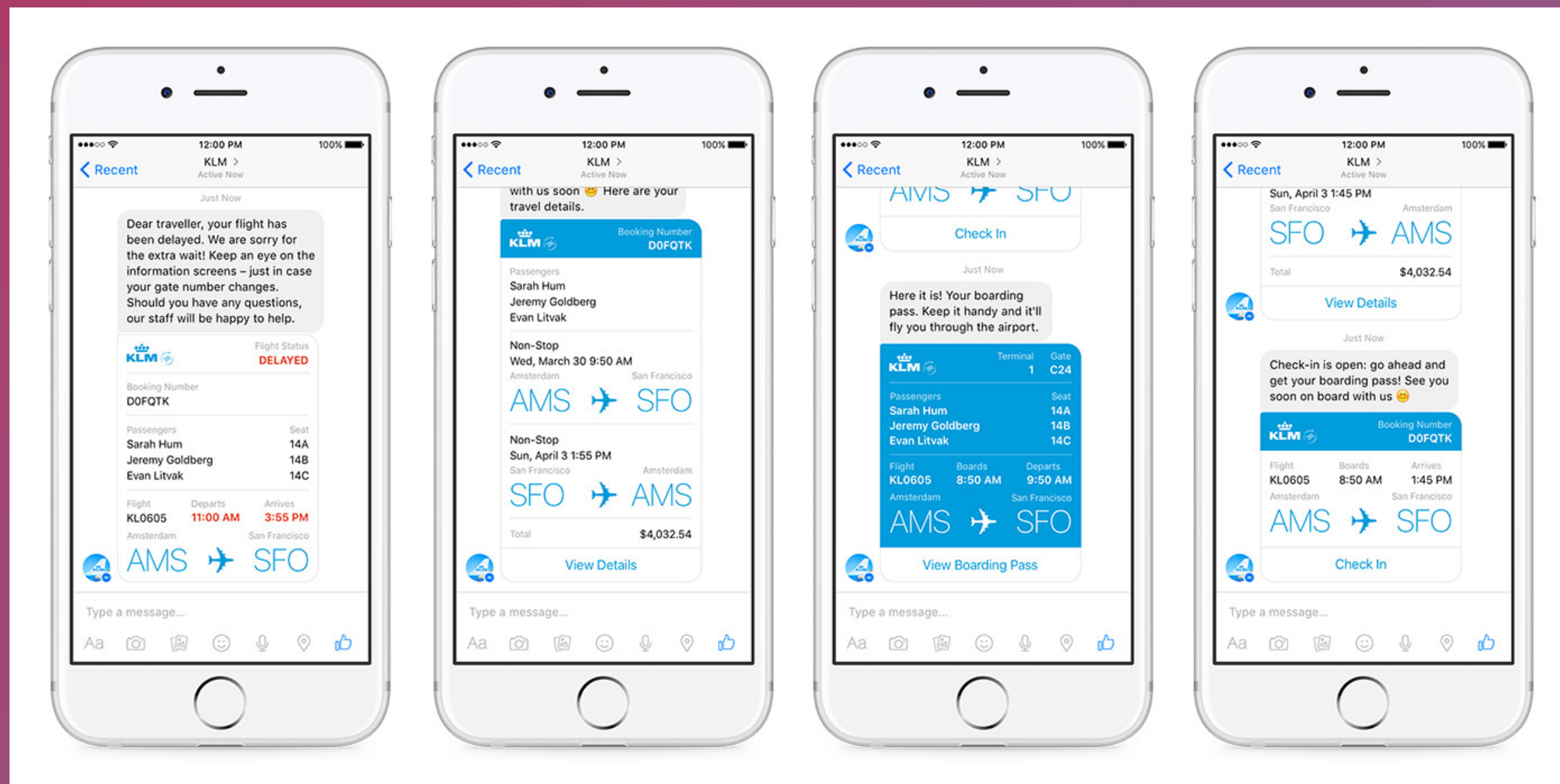




Filter by relevance



... This is NOT a Complex process, this is a Natural Language Sequence Designed to Identify the Pain Relevancy of your Audience and to convey that info to your CRM



The Bot Triad

o o o

-
- o
- o
- o
- o

The Bot Triad

Welcome message

LINK

m.me/onelifegroup?ref=Welcome message

Hey {{first name}}!

This is OneLife's automated Bot🤖 here to help you with any question you may have.

+ ADD BUTTON

⋮

Show "typing..." for at least

0.8 sec

20 sec

Just ask me a question or tap the button below 😊😊

Menu

Menu

?

The Bot Triad

Default answer LINK

+

Sorry I didn't catch what you just typed 🤖. To save you repeating yourself, just tap one of the options below and we'll go from there.

Chat to a human

Live Chat

Send us a question

Send a question

Back to menu

Menu

ADD A CARD

TEXT

GALLERY

IMAGE

LIST

QUICK REPLY

TYPING...

+

?

The Bot Triad

IF USER SAYS SOMETHING SIMILAR TO:

niche, NICHE

BOT REPLIES WITH BLOCK ▾

RANDOM

Enter block name

IF USER SAYS SOMETHING SIMILAR TO:

copy, Copy

BOT REPLIES WITH BLOCK ▾

RANDOM

Enter block name

IF USER SAYS SOMETHING SIMILAR TO:

lga, liam

BOT REPLIES WITH BLOCK ▾

RANDOM


Enter block name

BOT Entry Points

...
Via An Ad



BOT Entry Points



Your Social Bots

Published by Traffic Ysv [?] · August 11 · 🌐

Facebook™ Messenger now has over a BILLION active users every day...


And businesses everywhere are now using Messenger more and more to communicate with their clients.

Check out some of the stats below;




- 56% of people use messenger, which make it the most used messaging platform, 3% higher than SMS
- 51% of people expect a business to be available for questions 24/7
- 46% of people would rather contact a business through messaging rather than email
- 49% of people would rather contact a business through messaging rather than on the phone

If you want to be ahead of the curve, COMMENT BELOW and we will show you how it works...





DISCOVER THE LATEST
IN FACEBOOK™ MARKETING



MESSENGER
BOTS



COMMENT BELOW



-0:56


BOT Entry Points

...

Via Keywords

-
-
-
-
-
-

BOT Entry Points



Sexy

Sexy it is 😗 Be sure to download my "Sexy Brand Building Formula" guide now...Enjoy!

2 questions...

1) would you be willing to give a quick review of my Sexy guide when you finish?

2) Is there anything in particular that my Team or I can help you with?

Sending ❤️ from Bali....
Rhonda Swan

Download Sexy guide 😗

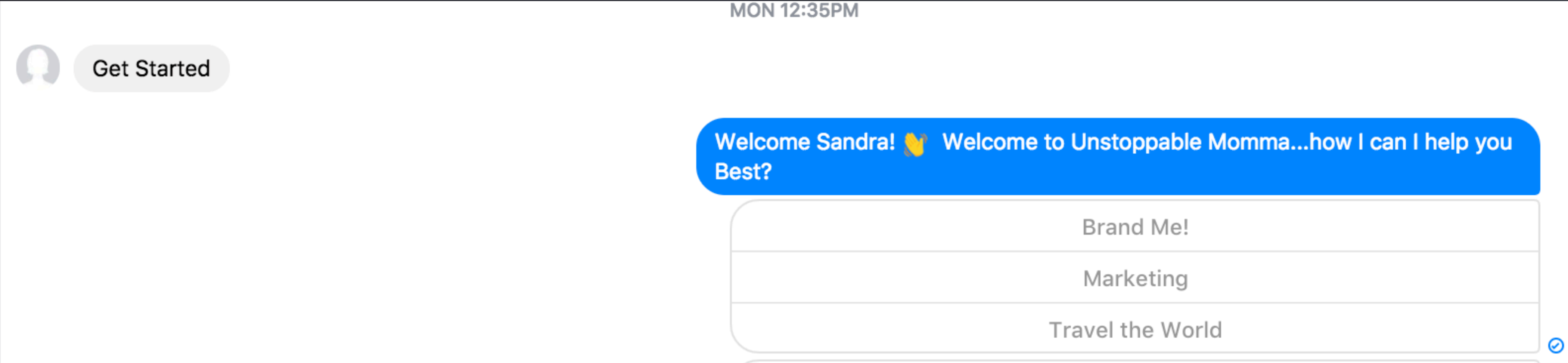
BOT Entry Points

...

Via Direct Message

-
-
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-
-

BOT Entry Points



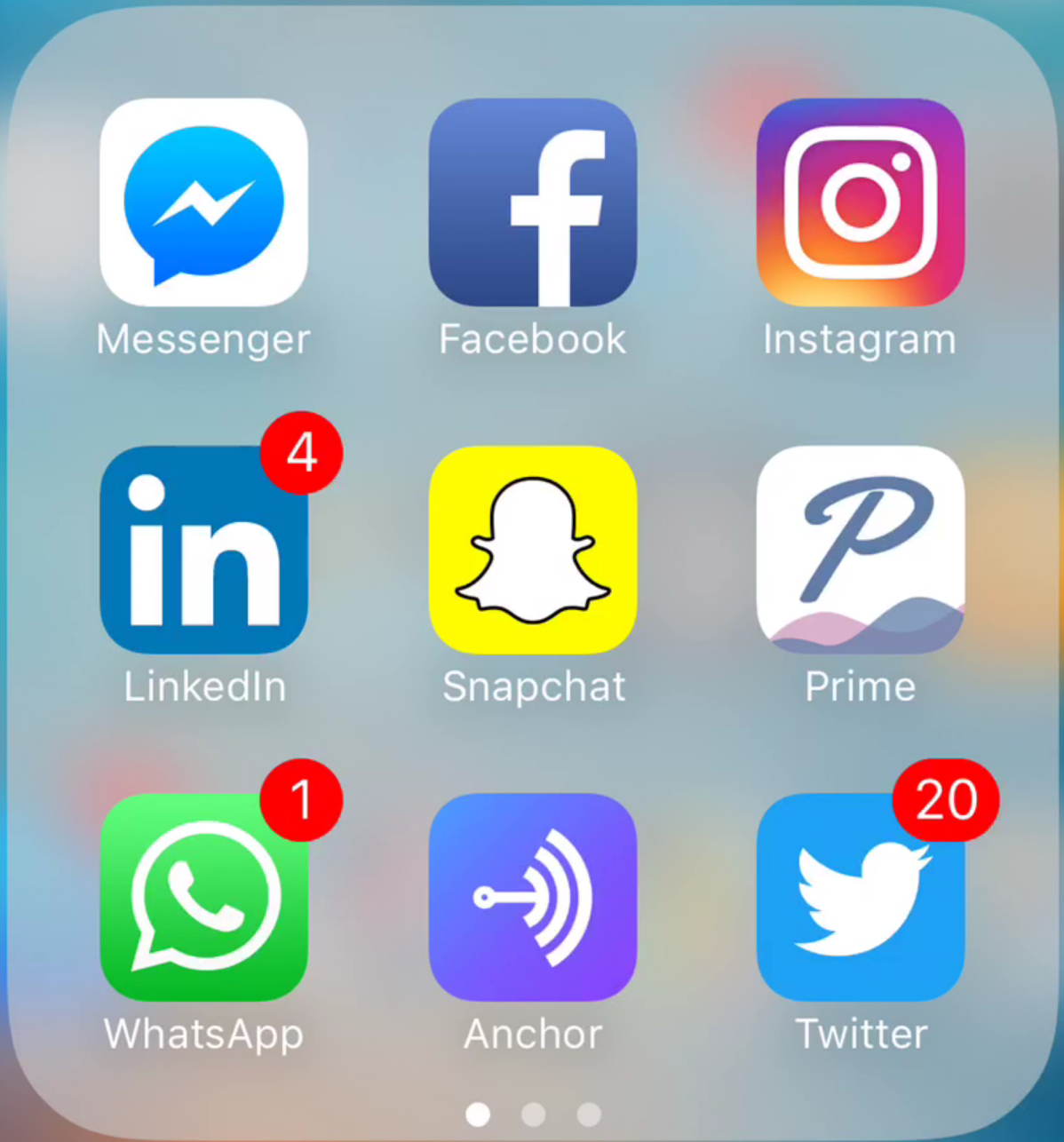
BOT Entry Points

ooo

Via Messenger Code



Social



How Are They Made?

o o o

Motion.Ai

Many Chat

Chat Fuel

Feel Social

S0000
Many More

-
- o
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- o
- o
- o

Integrations

o o o



Your Steps

o o o

What Can It Do
For Me?

What Outcome
Do I Want?

Pathways

Highest &
Best Use

-
-
-
-
-
-

A GIFT FOR YOU

ooo

OUR BOT TRAINING
PROGRAM
“SKYNET”
(\$497)

Any Questions?

ooo

