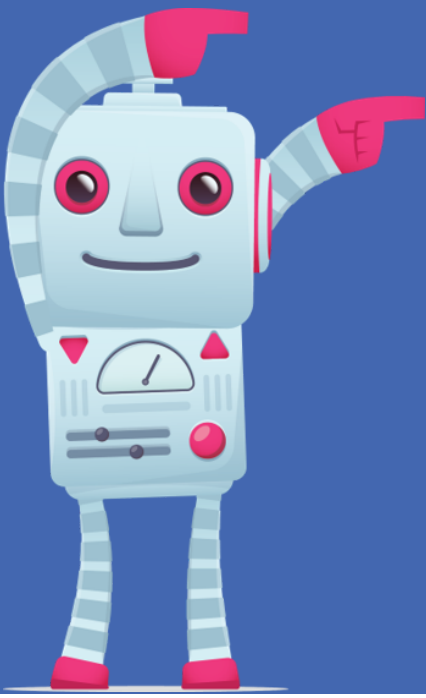


# FACEBOOK MESSENGER BOT MARKETING

MODULE 2

LESSON 2

[www.kingarst.com](http://www.kingarst.com)



So now that you have your bot's personality in mind and some ideas for its uses...

It's time to figure out your bot's job ;)

## STEP 1

Which market is your bot designed for?

☐

**Cold Traffic**

*("Who are you??? I've never heard your name in my life")*

☐

**Warm Traffic**

*("Hmmm, you look familiar")*

☐

**Hot Traffic**

*("Can we take a selfie?")*

## STEP 2

This is where you pick your lane.

Remember, you will likely create multiple sequences with one bot character. But to start, you want to pick a lane.

**Will your Bot be for cold traffic, warm traffic, or hot traffic?**

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# STEP 3

What will your bot do  
with users and/or for users?

Is it going to...

☐ Deliver Content    ☐ Ask A Question

Are end users going to...

☐ Ask A Question    ☐ Purchase a Service or Product