



FACEBOOK MESSENGER BOT MARKETING

MODULE 1

LESSON 1

www.kingarst.com

“The overall goal of any chatbot is to help or direct a customer after they initiate the conversation. With this in mind, there are so many ways you can weave your content naturally into the conversation, whether it's trending news or sharing your blog content, or even posts that you share inside of Facebook.”

~Kim Garst

Welcome to Facebook Messenger Bot Marketing!

You're here because you know bots have the power to revolutionize connecting with your audience and customers. Take a minute to jot down why you are interested in learning more about bots. What do you hope to get out of this course?

Let's look at how you use FB Messenger.

Do you currently use FB Messenger and if so, for which of the following:

- ☐ Personal Use
- ☐ Business Use (for YOUR business)
- ☐ Business Use (contacting OTHER businesses)
- ☐ NO

**What have those experiences been like
(or what was whatever you did instead like)?
Drop into the Facebook Group and share!**



Communicating With Your Customers

What are your current average email open rates?

What would higher open rates do for you and your business?

How EASY is it for your prospective customers to contact you?

How OFTEN do your prospective customers contact you?

How QUICKLY are you generally able to reply to prospective customers?

Have you thought about how your prospective customers might PREFER to contact you?

Are your prospective customers on Facebook already?

WHAT do you want to be sure your prospective customers know about your services or business?

How easy is it for prospective customers to get answers to questions about your products or services?

Do you currently have the “very responsive” badge on your Facebook Fan Page?



Smart marketers use their customers words to covert higher. They use their words in their copy by recording conversations with customers and prospects.



HOMEWORK

Copy and paste any current conversations into a google doc that you can use later.