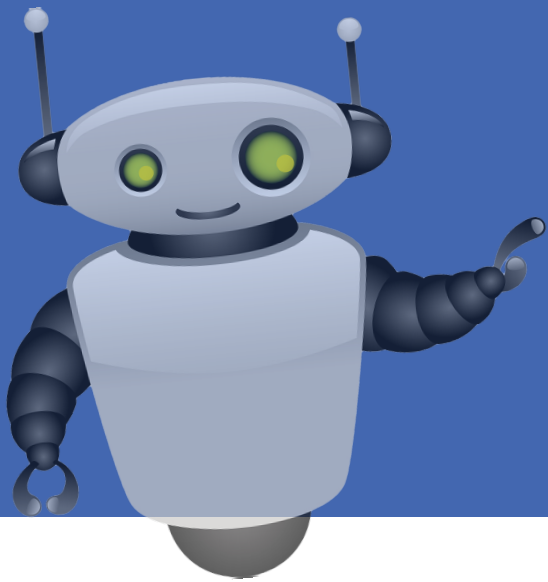


FACEBOOK MESSENGER BOT MARKETING

MODULE 5

LESSON 3

www.kingarst.com



How to Build A CONTENT ENGINE CHATBOT

Using a content engine chatbot, your blog content is broadcasted EVERY time a post goes live!

Pick an engaging blog post of yours and note how you can leverage it into a Facebook Live, and then how you can leverage it back over to your website! Follow the model in the video!

To give the chatbot something to work with.

Give 3 blog post examples that you can utilize this strategy without creating new content.

(1) _____

(2) _____

(3) _____

What are 5 blog posts that you can work on next?

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Build your bot's audience by emailing your current list:

Write out your example email message to your current subscribers with examples of your blogging schedule:

"Hey, to get this XYZ blog post, message my blog to get this delivered to you. Oh and btw, would you like this XYZ content to show up in your inbox every week, ..." (Change depending on your blogging schedule.)