

## Facebook Messenger Bot Marketing with Kim Garst

### Module 1 Lesson 1 Transcript

First things first, why chatbots and why now specifically? I want to start with taking a look at the messaging app landscape because I think the numbers are important for us, out the gate, to know. There's 1.3 billion people using Messenger. I think that is stunning if you think about it. I mean, Facebook has roughly two billion end users and 1.3 billion of them are actually leveraging the power of Messenger to communicate and not just like texting each other or communicating with a friend or a mom or a dad or a sister or sibling, they're actually communicating with businesses. People and businesses are communicating each and every month to the tune of two billion messages. Again, that's an opportunity for us as marketers to step into because people are absolutely leveraging Messenger to communicate with brands and businesses that they want to do business with.

In fact, 53% of people who message businesses say they are more likely to spend money with a business if they can communicate with and specifically get answers and a response from. How many times have you tried to message a business or a brand and got no response? It just feels like a huge smack, right? Versus having a pleasant experience where you actually get a response and get resolution for your issue. It makes a huge difference. The open rates are through the roof. On average, they're about 80% plus. My average open rates are about 97%. Now, if you compare that to email, I mean, think about that for a second. Even if you were average and you were getting 80% average open rates, compare that to your current email open rates. It's probably nowhere near that, right?

Again, the opportunity is pretty massive. 46% prefer messaging over email to contact a business. Again, think about it. It's so much easier to contact a business if you're active on Facebook than if you have to go to their website, find an email address, fill out a contact form. It's just so much easier and I think this number will continue to increase as people get more used to the fact that they can communicate with businesses via the Messenger app. Then, more than half of US users between the ages of 18 and 55 have used chatbots and specifically younger people are absolutely huge on leveraging the power of Messenger chatbots.

Why now? I think the opportunity is here right now simply because it's new. It's innovative. It's like getting in the boat before everybody else gets on board and, you hate to say it, but ruins it. You've heard the old saying that marketers ruin everything. Well, I think the opportunity is now. It's very new. It's very innovative and there's so many things happening in this space that it's continuing to give us opportunity as marketers. There's a lot of third party resources coming on into this space and building out tools that will help us as marketers, which I think is fabulous.

Maybe you like learning marketing techniques before they're played out. Again, it goes back to that early bird and early adopters are going to win in this space.

You know, the other reason a lot of times people say, "Isn't this gross? Don't people just really hate this? It's kind of like an invasion." Absolutely not. You can't just message someone random, willy-nilly. They have to communicate with your page before you can communicate with them in their Messenger box. The beautiful part about this is because it's kind of like a native use of Facebook and people are comfortable on Facebook. They feel comfortable when they get a message inside of Facebook. That's one of the reason why the open rates are so incredibly high. No, it's absolutely a great noninvasive way to market as long as it's done right and done well.

Let's get down to the human side of this for just a minute and take a look at how things have shifted as it relates to how people are willing to share their contact information. Many of our perspective customers these days aren't really comfortable providing their email addresses in exchange for our free downloads anymore. Worse, they might be completely ignoring our marketing emails. This is called email fatigue and it's absolutely a real thing. From a customer perspective, opting into an email newsletter or something free requires more steps and work than simply opening up a Facebook Messenger thread. Again, it's easier and the entry point is, again, so much easier for people to communicate with us.

Building an email list can be tough and it's a ton of work these days. Creating a list of Facebook Messenger leads is a lot less work because of the reduced friction. Messenger is a one-click subscription instead of having to type in your email, click submit, confirm email, et cetera. Prospects can instantly engage in live chat with you, which helps to close sales faster and, again, with less friction. Also, retargeting your Messenger leads is easier and faster than retargeting email leads since the leads are right there on Facebook. You can know things like where your chat box subscriber went to school, where they work, what gender they are, et cetera, all through the Messenger app. Try doing that through standard email, right? It's just such a great opportunity to take advantage of the fact that it's a lot less friction for our end user or our prospect to engage and communicate with us.

Why does it work? It helps our customers very quickly. Again, they can communicate with us literally by sending us a message. It saves us a ton of time, and whether it's a matter of setting up a customer service bot or whether it's answering specific types of questions, whether it's generating sales funnels, all of these things can be automated through a chatbot. Your open rates and clickthrough rates are so much higher than standard email traditionally. It's a genuine way to connect, especially if you build your bots in a human tone, in a voice and a personality that reflects your brand or your business. It's a super fast way to communicate versus email or

other forms of communication. It's, again, that native use of the app. Keeping people inside of Facebook has a comfort level that is very acceptable for most. It's not cluttered like email. Some people get 100, 200, 300 emails a day versus a handful of messages on Messenger. It's also very easy to unsubscribe from the Facebook Messenger chatbots. Again, it's a great way to showcase personality and build out a deeper connection.

Ultimately, the goal is to build relationships via those one-on-one conversations. I think that is shifting massively in the social media space. We as a whole have been used to leveraging social media kind of like a broadcast system. We share a lot of information and whoever communicates with us communicates with us. We know there's more lurkers than there are engagers, but, again, that one-on-one conversation is hard to really have in the social space or to facilitate in the social space. I think people are getting tired of that and why social media has become a little bit commoditized. Those who are ultimately going to stand out are those who are going to take advantage of the opportunity to host and have those one-on-one conversations. That said, how do we scale that? I think that is the root of solution for all of that, being able to channel people through a personalized journey that results in a one-on-one conversation, whether that's to close sales or to give value, whatever that looks like depending on how you set up your chatbot. Ultimately, it's going to go back to that one-on-one conversation. There's great value in those one-on-one conversations because the reality of it is that many people want to talk to someone before they spend money.

Last but not least, I want to talk about the value of having, at a minimum, having your welcome message set up. The value of that is you can get what's called the very responsive badge for your Facebook fanpage. To get a very responsive badge, it shows up in your right hand sidebar and it says, literally, "very responsive." In order to get one of those, your page has to respond quickly and consistently to private messages. They gauge it based on a seven-day period. For that seven days, you have to have a response rate of 90% and a response time of 15 minutes. Well, let's think about that for a second. Could you do that manually? Probably not. It's very difficult to have a response rate of 90% and within a 15 minute window of someone messaging your page. I mean, that would mean you would have to be on it all the time.

The beautiful part about the chatbots is that you can set them up to where they do respond immediately when someone responds or messages your page. It gives you that opportunity to have that very responsive to messages badge. A lot of people do pay attention to that. Especially if they're going to be messaging your page, they want to know that you are going to respond to them. They're more likely to message you if you actually have that very responsive to messages badge. This is a big, big part of having at least a welcome chatbot so that you can have those that message your page get a response within that 15 minute timeframe, and

not only just anyone, but everyone can get it, which means you can meet those two criteria, the response rate of 90% plus and within a 15 minute timeframe. I'll see you in the next video.