

Chatbot Marketing Tips 2018

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I have separated this eBook into generic tips and specific actionable tips.

The first section contains generic tips. Please read them as they are also very important. The second section contains some actionable specific tips. Start implementing all of them.

Good luck!

General Tips

1. Leveraging existing audience.

Send notifications and updates, via your bot, to your existing customers. This is much easier than trying to build a new audience. This way, you'll quickly gain traction and social proof to gain new audience.

2. Answer customer objections.

Identify your customer needs and try fulfilling them with chatbots. Answer customers' objections by creating a Q&A agent specific to your business and use dialogflow to deliver answers.

3. Promote your bot in the right place.

Messenger discovery is not enough to get full visibility. It's like finding a needle in a haystack. Think about your industry specific advertising channels, where the most relevant audience will most likely visit, and what will really grab their attention. Then be there helping people answering questions along with your m.me bot link.

4. Educate your customers about chatbots.

Bot technology is still in its initial stages. So don't just tell your audience you have a bot. Instead, tell them what your bot is. Answer the following questions in your promo material:

What is a chatbot?

What is your chatbot's name?

What is it intended to?

When is it available?

What are its functionalities?

What are its capabilities?

Where can it be found?

5. Focus on engaging conversations.

Use Images, GIFs, Videos, Audios, emojis, jokes, and various forms of media to make your customer's experience more fun, rewarding, personal, and leave them returning in the future.

6. Personalize the chat.

Personalizing a chatbot is easy. You can use user attributes to do this. Later on you can use those user attributes to create segmented audience and target them.

It's key to set up the sequences and broadcasts appropriately. They will help to send user specific personalized content at the right time.

By recommending content they may like, you can take the personalization to the next level.

7. Use buttons with limited options to choose.

Use buttons to guide the users.

When they ask irrelevant questions, bring the conversation back to the relevant topic. Don't try to answer every question the user asks.

Limit the options to a maximum of three

Enable natural language processing.

Keep improving the bot's answering capabilities by training it over time.

8. Use your bot to distribute your content.

Many brands like techcrunch, CNN etc. and celebrities and bloggers are already using FB Messenger to market content.

It's an automated system like emails and can be very effective to reach your customers. With it's high open and click through rates, you'll see booming increase in traffic on your website.

9. Focus on niche specific top quality content

Focussing on quantity on content over quality is a big mistake in today's scenario. This is considering the overload of mediocre content all over the web.

Even if you create only a few articles, focus on creating top quality content. Make sure it's niche specific and very targeted.

10. Use chatbots to generate topic ideas.

Your chatbot knows exactly what your reader is looking for. It has those unanswered questions that need your attention.

All you need to do is go over to your unanswered section, pick up those questions and create content around them.

How amazing is that.

Specific Actionable Tips:

1. Acquiring users via Comments

If you post Articles, videos and images on your facebook page, you may be seeing comments from the readers.

One way to make them your messenger contacts is using "Acquiring users via comments". Watch my video to implement this in your chatbot.

Please note that this can be implemented within a facebook Ad also as long as the Ad is placed within the connected page and the "Acquiring users via comments" feature is enabled.

Steps involved are

1. Publish a post at the Facebook Page your bot is connected.
2. Add a rule to Acquire users from comments for this Facebook post.

3. Go to Facebook's Ad Manager and create a new ad. (Engagement Ad— Post Engagement recommended)
4. Select an audience for your ad and set up the ad for the post on your page which is linked to “Acquire users from comments” rule.
5. Place the Ad and get new users!

2. Use Customer Chat Plugin

Use customer chat plugin on your website to capture website visitors. If you already have a website with a decent amount of traffic, it's a cool option. Considering the fact that you have optimized your website with very relevant keywords, you are already getting targeted traffic and it's a wise idea to redirect them to FB messenger.

3. Get Feedback from friends

Once you have the bot ready for public view, grab the m.me link and ask your friends to provide feedback. Ask them to share it with their contacts.

Keep the m.me link easily memorable by customizing it. You can do it in the “About” section of the Facebook Page connected.

4. “Send Message” Button on the connected Page and posts.

Turn on the Send message button on the connected business page. Also mention somewhere on the cover photo that to connect on the messenger chatbot, click on the “Send Message” button.

In addition, you may enable this send message button on each of your posts as well.

Again, mention somewhere that the button is intended to connect with you on the messenger.

5. Send to Messenger Option

This is a cool button you can include within a web page. The better way to do this would be in article promotion. i.e. including it as a part of the text while writing blog posts or copy on a sales page. Just grab the link from chatfuel dashboard and insert into the page you want it to be displayed on.

6. Include the m.me link in the email signature.

Yes. Your email signature goes along with every email you send to your customers and other contacts. How do you leverage it.

How about including a prominent text link that says "Connect with me on the messenger". When your contacts click on it, they'll become your messenger contacts instantly.

7. Try Influencer Marketing

This influencer could be a celebrity blogger who uses your bot and shares their thoughts publicly with his followers on social media.

8. Submitting the Bot to [BotList](#)

This is an online directory of Bots. Submission will help to increase visibility to your Bot.

You may include your Bot name with a description, URL, an image and category.

More tips to come here.....Keep watching ☺
