

Why Restaurant Owners Need To Know About Messenger Bots



Presented By



What Is a Messenger Bot / Chat Bot Anyway?

A Chat Bot is simply software that allows you to communicate with your prospects / patients inside messaging apps. A “Bot” is software that automates tasks. A Chat Bot, which can be built into FB Messenger, can automate a conversation. Messenger Bots or Chat Bots can do the following:

- Initiate a conversation / Send follow-up messages
- Automate customer service tasks
- Show menus / specials
- Allow people to make reservations
- Generate sales / Take payments
- Be an effective component of your Marketing Funnel

People can opt-in to receive future information / messages...

Without providing their contact information (More info on this later in the report)

Why Should You Care?

Huge Market – Data from Facebook shows the following:

- Facebook Messenger has over 1.3 Billion **active** users every month
- Nearly 20 million active FB pages use messaging each month
- Over 7 Billion conversations on Messenger every day
- Over 2 Billion messages are sent **between people and businesses** every month, including both automated and people initiated messages
- There are approximately 200,000 Bots on Messenger, which is double what it was in April of 2017

Why Using Chat Bots Is So Powerful

- Creates a deeper level of engagement with your prospects and buyers
- There are significantly higher open rates to your follow up messages than email
- There are significantly higher click through rates than with email
- There are higher conversion rates from bot to lead / sale.

Marketing Applications

Anyone who has been in sales for awhile has heard the stats that on average 80% of sales are converted on the 5th or more contact. This is no different when marketing online. It is imperative that after the initial engagement with a potential patient/client, you have a method of creating multiple touches with that person. This will increase the odds of converting them to a qualified lead and ultimately into a sale.

Messenger Bots are a very effective tool for initiating a “conversation” with someone and then nurturing that relationship to the point where they will eventually convert into an appointment / phone call / sale / etc...

Engaging with your audience in Messenger is the perfect solution that every business needs to take advantage of in order to stay relevant and in the forefront of your patients mind.

Things To Consider Before Setting Up Your Bot

Plan ahead - What is your objective or goal?

Do you want your bot to help with customer service?

Do you get a lot of the same questions in your business?

- Setup a bot to handle FAQs

Do you just want your bot to help drive engagement with your audience?

- Ask your viewer to type in a keyword below a social media post that creates an opt-in to receive additional information, like a report or cheat sheet
- Setup your bot like an autoresponder to deliver FREE content over a certain amount of time

Do you host events or have weekly specials?

- Setup your bot to send out up to date info and reminders

Whatever your bot is built for, make sure you have a goal and stay consistent with your message

Marketing Funnels

How Do You Get Someone To Opt-In?

Getting someone to opt-in usually involves offering something of value to the viewer and in return, they give you their name, email and sometimes phone number. They have now given you permission to continue to send them information usually via email marketing.

Traditional Way

Ad / Landing Page / Opt-in form (Request name / email / phone) / Email follow-up campaign

Problem:

- The biggest issue / resistance is that many people do not want to give you their contact information
- Even if you have a great landing page, the typical conversion rate for someone to opt-in is around **20%**

Better Way

Ad / Messenger or Landing page / Messenger Nurturing Campaign

Solution:

With a Messenger Bot people can **OPT-IN** to receive your follow up sequences **WITHOUT** having to provide you with their contact information → **Much less resistance**

This can be accomplished by several methods including just asking the viewer to click on a button, such as "Get my Report", or even typing in a specific keyword that you designate.

You can then tag them and send them different follow-up sequences based on their actions / interests / behaviors.

This process helps to significantly increase conversions since it is much more targeted than a typical email campaign.

Now ONE thing you DON'T want to do with your bot:

Don't be a typical sales person - Don't try to sell sell sell without giving any value. Make sure your content is filled with tips / tricks / strategies before you present your offer...No one wants to just be sold!

Here is an example of the results we are seeing with Messenger Chat Bots:



If you have an email list (especially a large one), you know the challenges of getting more out of your list.

The challenges you face include:

- ⊖ Low deliverability rates
- ⊖ Low open rates
- ⊖ Low clickthrough rates
- ⊖ Low click-to-conversion rates

This is why chat bots are the most powerful marketing channel right now. See the difference between the performance on email marketing vs. chat bots:

<u>EMAIL MARKETING</u>	<u>FACEBOOK CHAT BOTS</u>
85.0% deliverability rate ⊖	✓ 95.0%+ deliverability rate
24.8% open rate ⊖	✓ 80.0%+ open rate
4.2% clickthrough rate ⊖	✓ 30.0%+ clickthrough rate

Imagine having a list of 100,000 people on your email list.

The difference between your email marketing list vs. your chat bot list would be dramatically different. Look at the number breakdown:

<u>EMAIL MARKETING</u>	<u>FACEBOOK CHAT BOTS</u>
List size: 100,000	List size: 100,000
85,000 delivered ⊖	✓ 95,000 delivered
24,800 opens ⊖	✓ 80,000 opened
1042 clickthroughs ⊖	✓ 30,000 clickthroughs

28x
clickthroughs with
same list size

Get On Board Now!

As with any new social media service, you need to get on board as soon as possible. The faster you master utilizing Messenger Bots in your marketing campaigns, the better chance you have of seeing a huge return.

There are many national brands that have been very successful with this Messenger bots already.

Messenger Bots are not limited to a specific business type.

According to Facebook, the top five verticals for businesses on Messenger in 2017 were:

1. Professional services / Medical services
2. Retail
3. Local entertainment
4. Public good
5. Media

Check this out:

Not only are Chat Bots a very effective engagement tool...You are taking the same principal of traditional email marketing BUT significantly improving the delivery system.

PRO TIP: If you want to send people straight to your FB Messenger from anywhere on the internet, to include your website or even LinkedIn, use this format: <https://m.me/username>.

The username is your FB Business page name. This works like any other URL.

Who am I?

My name is Chuck Chiodo.

I am a United States Marine Corps Veteran turned

Digital Marketing Consultant / Facebook Ad & Messenger Bot Expert.



I help businesses get laser targeted leads and increase patient engagement with Facebook Ads and Messenger Bots.

We are a DFY (Done For You) solution for all your Facebook Ads and Messenger Bot needs.

Need Help Developing Your Own Messenger Bot?

Send me a message here → [Chat With First Contact Marketing](#)

Schedule a complimentary [30-minute Strategy Session](#)

You can also check out my [FB Business Page](#) for more info.

Check out our website at <http://www.FirstContactMarketing.com> to find out about our other Digital Marketing services.

**Try this - Open your Messenger app on your phone and scan the image.
It will take you directly to my bot.**



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