

THE FACEBOOK MESSENGER BOT TAKEOVER

80% OF BUSINESSES WILL HAVE CHATBOTS BY 2020



We're in an internet age dominated by social media, expecting 24/7 access to the world. Chatbots have a 99% open rate because they are delivered straight to mobile devices on a trusted network. Compare that to email marketing and you see why it is time to develop a strategy for Facebook Messenger Bot Marketing.

Chatbots Outperform Apps

Quick answers to simple questions	CHATBOTS 69% APPS 51%	Getting 24-hour service	CHATBOTS 62% APPS 54%
Quick answers to complex questions	CHATBOTS 38% APPS 20%	Ability to easily register a complaint	CHATBOTS 38% APPS 20%

85% of customer interactions will be managed without a human by 2020. (Gartner)

Expected Benefits of Using Messenger Chatbots



10k+ developers are building chatbots in Facebook Messenger. (Facebook)



HOW DO YOU USE FACEBOOK MESSENGER BOTS?

- HAVE A STRATEGY**
Work out how to best serve and deliver to your marketplace.
- KNOW THE BUYER'S JOURNEY**
What information are they looking for? How would they like to be talked to?
- FIND YOUR VOICE**
Chatbots are for conversations so humanize your chatbot voice for friendly interactions.
- WRITE SCRIPTS THAT CONVERT**
Figure out what exactly you want to say & how it will flow.
- TEST, ANALYZE, IMPROVE**
Test your customer's behavior, your bot's make sense? Are you consistently offering value?