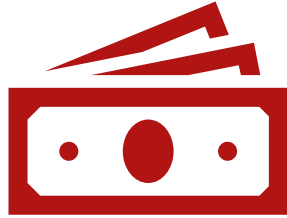


# Messenger Marketing and the POWER of Chatbots With Facebook



## Acknowledgement of Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians



Cost effective online  
marketing strategies



Improve the use of  
Facebook

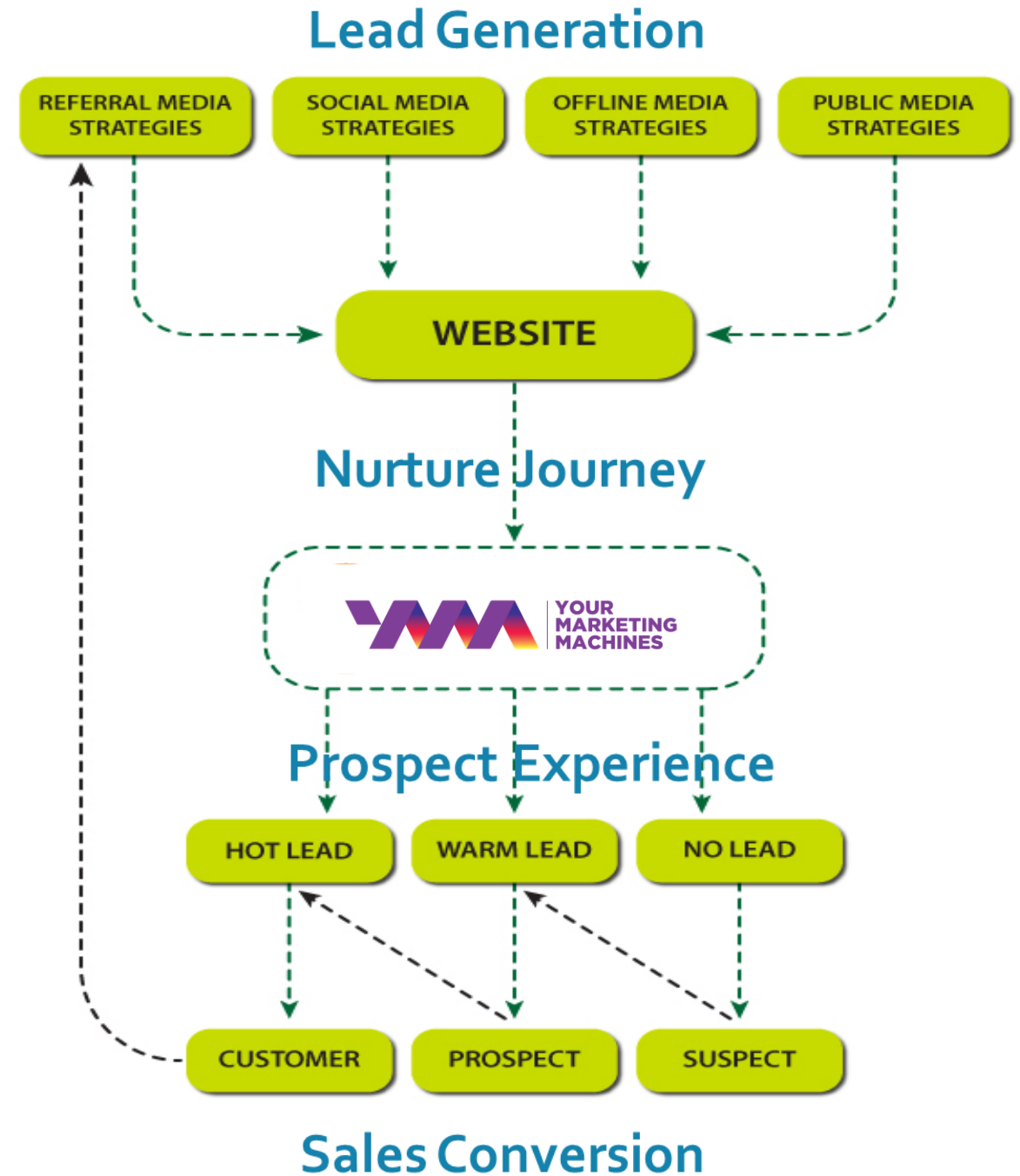


Seek pre-qualified  
leads through digital

# Why Are You Here?



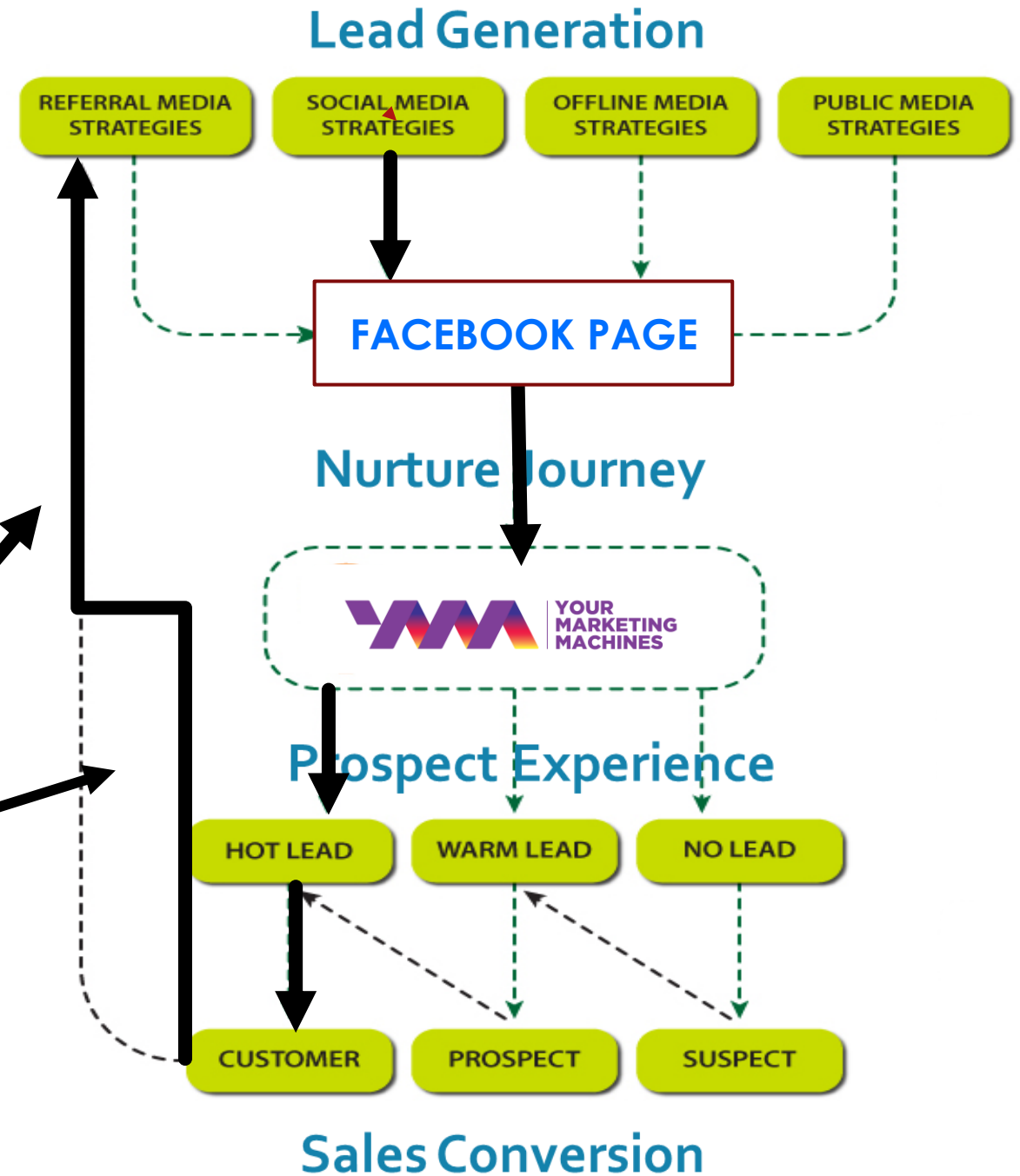
the power of  
leverage!

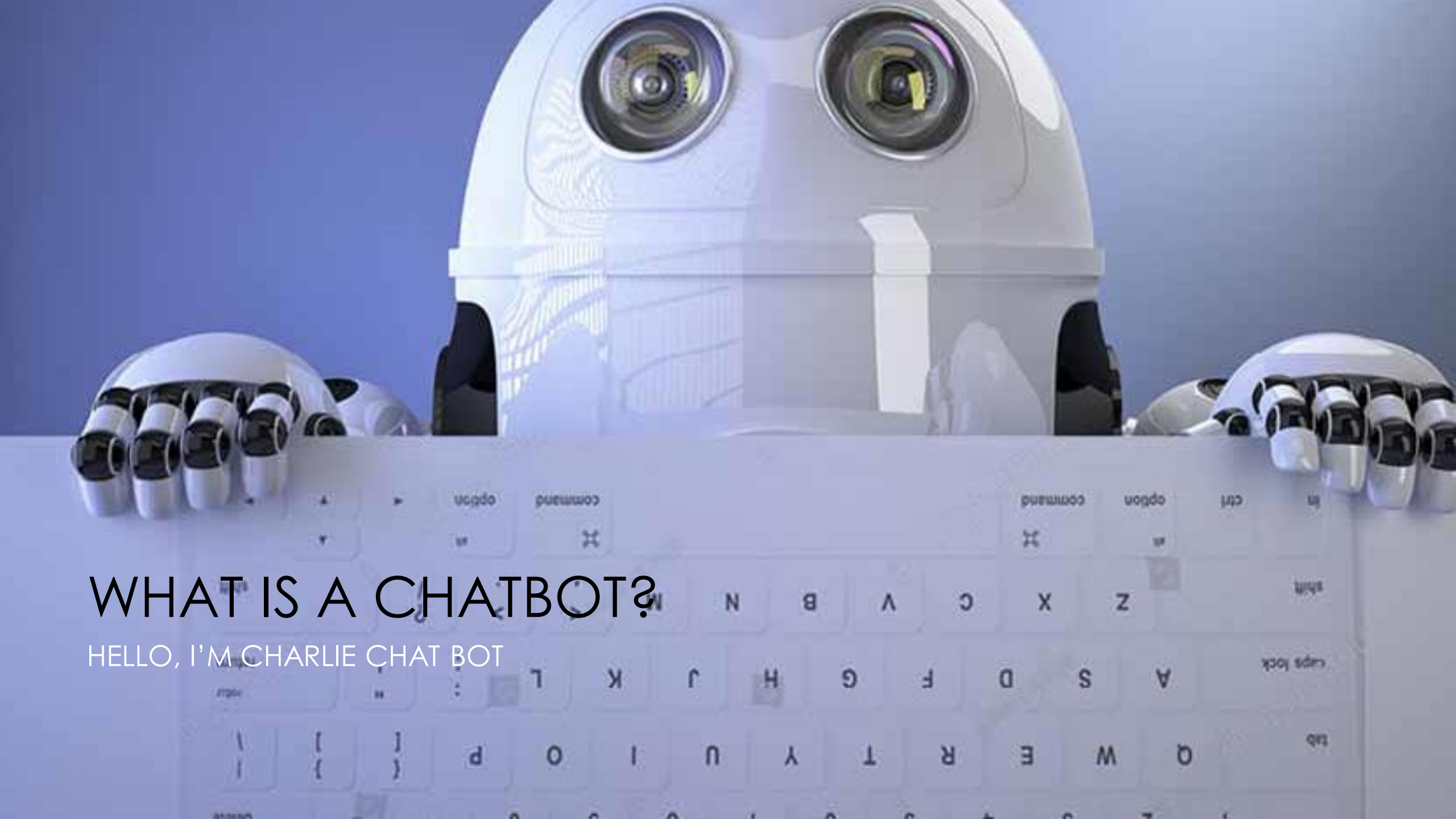






the power of leverage!



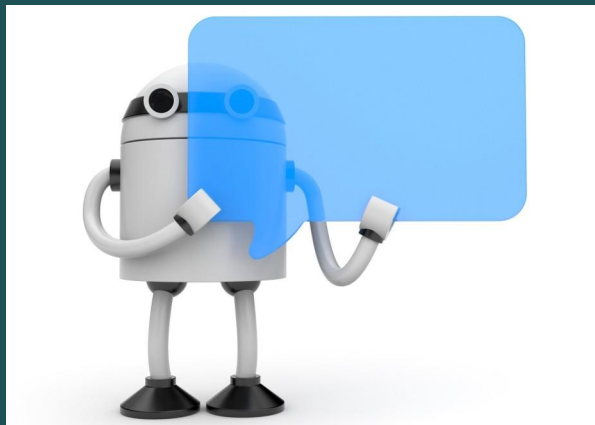


# WHAT IS A CHATBOT?

HELLO, I'M CHARLIE CHAT BOT

A **Chatbot** is a simple software tool designed to simulate a conversation allowing you to communicate with leads inside messaging apps.

A **Chatbot** is also great to communicate with your customers and increase retention



# We can...

Goal 1: Fully automate customer conversations and lead conversion

Goal 2: Increase sales and customer retention rate



Product Sales



Marketing & Drip Campaigns



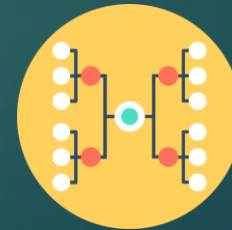
Lead Gen & Qualification



Subscribers Sign-up



Loyalty Programs



Cart Abandonment Follow-up





WHAT IS THE POTENTIAL FOR ME USING CHARLIE  
CHATBOT?

## Messenger by the numbers

More than  
**1.3 billion**  
people use Messenger  
each month

**410 million**  
users use video chat on  
Messenger monthly

Approximately  
**300,000**  
developers on  
the platform

**20 billion**  
messages sent between  
people and businesses on  
Messenger each month

**40%**  
year over year growth in  
the amount of time spent in  
video chat on Messenger

**17 billion**  
photos shared in  
Messenger each month

**40 million**  
monthly active businesses  
on Messenger

**300,000**  
active bots on Messenger

Messenger is the second **most popular** iOS app  
of all time, behind Facebook\*



# My Potential Audience



COACHING

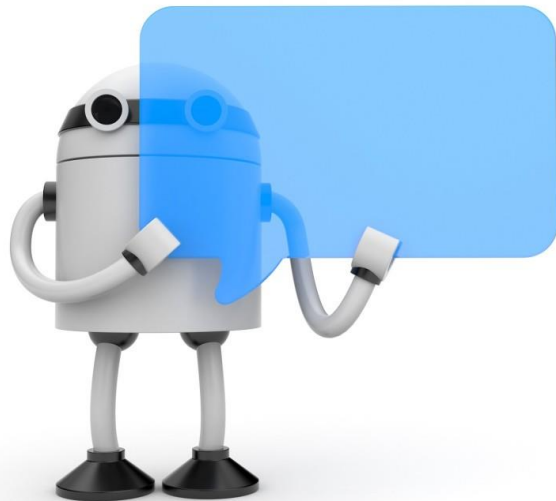


SKIN CARE



RETAIL

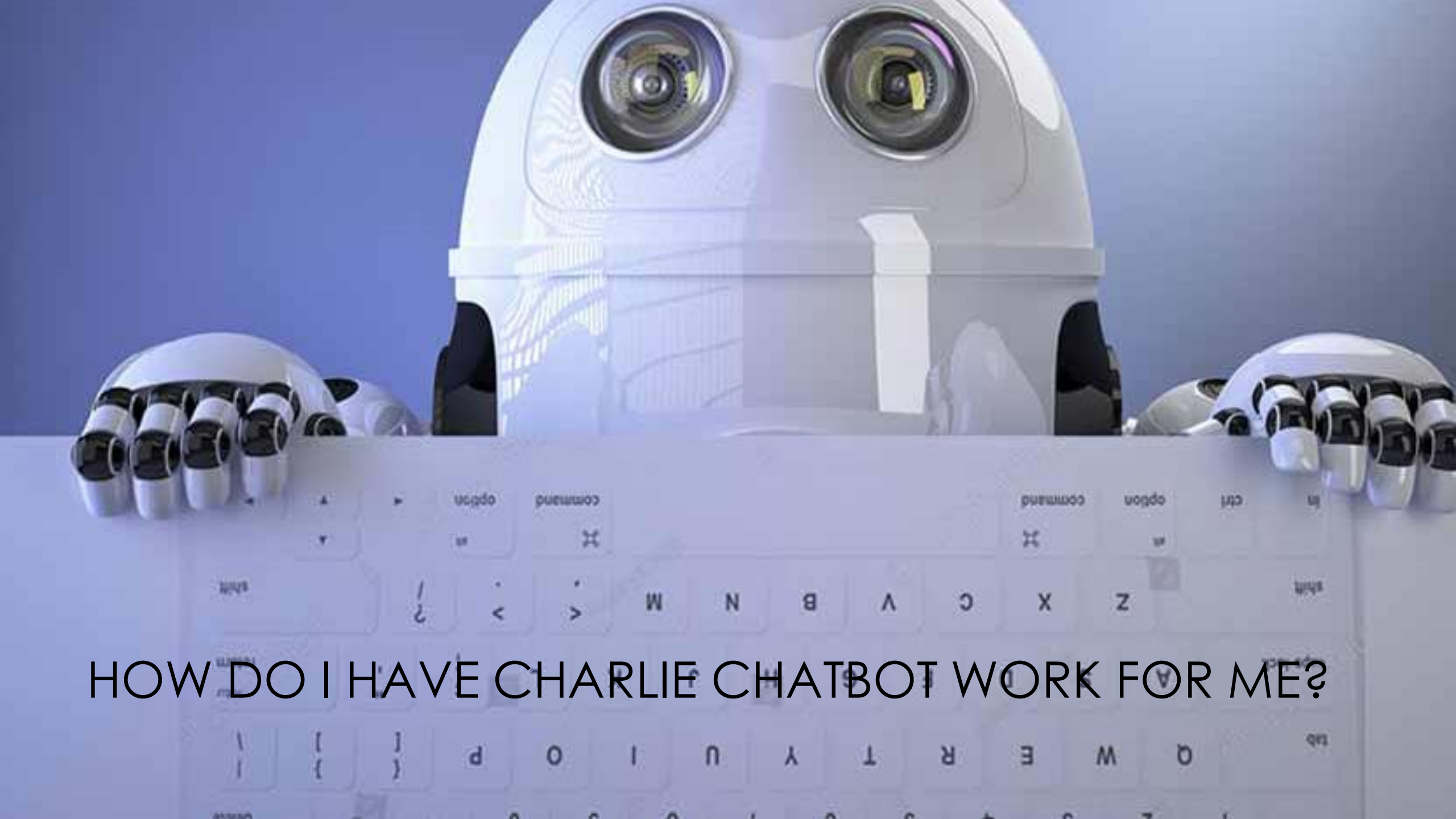




Facebook Messenger



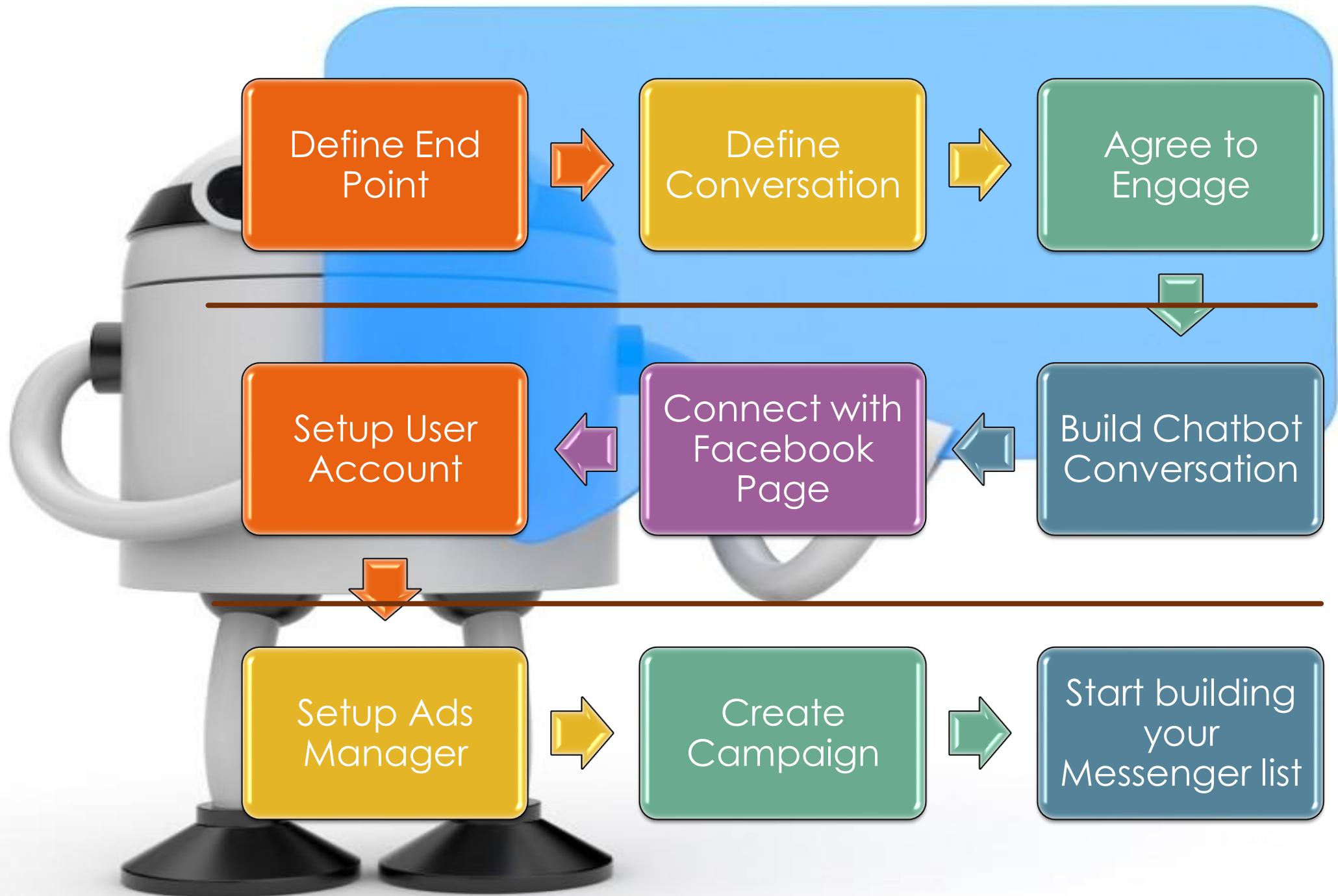




HOW DO I HAVE CHARLIE CHATBOT WORK FOR ME?



# 3 STEP - CHATBOT ONBOARDING



## Step 1

# Set your Messenger Master Plan

### Agree

Agree on your End Point – database building, pre qualified lead hot lead

### Define

Define your conversation – how many steps & what to say

### Determine

Determine the data you want to collect – DGIP data

### Consider

Consider post Messenger Follow up process to support your End Point

# Build your Charlie Chatbot

## Step 2



Complete message funnels –  
include Yes/No



Ensure each step collects relevant  
data – name, email, post code



Test content links seamlessly



Confirm – does Charlie Chatbot  
achieve what you want?

# Connect with Facebook Ad Campaign

## Step 3

1

2

3

4

### Establish

- Establish Audience – from past customer list or targeted from Facebook insights

### Create

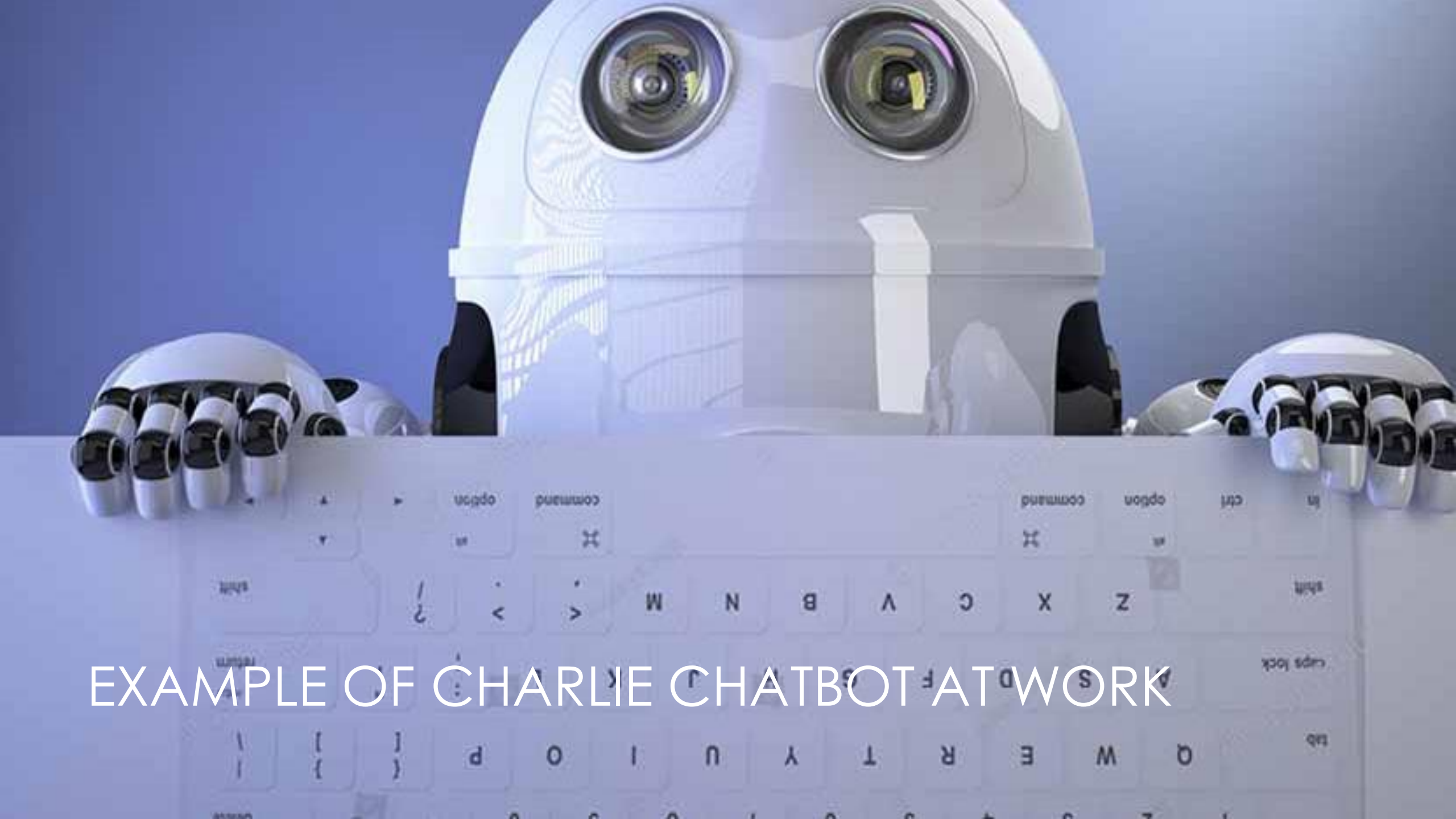
- Create Ad campaigns – consider copy and 'add value'

### Channel

- Channel through Charlie Chatbot messenger funnels

### Review

- Review and revise where necessary



EXAMPLE OF CHARLIE CHATBOT AT WORK



# Examples of Charlie

- ▶ Real Estate
- ▶ [https://m.me/101575317991163?ref=agent\\_intro](https://m.me/101575317991163?ref=agent_intro)
- ▶ <https://m.me/101575317991163?ref=listingaddress>





# Examples of Charlie

HOSPITALITY

<https://m.me/344802252667979?ref=pizza>

# Examples of Charlie

- ▶ Retail sector -  
[https://m.me/101575317991163?ref=product\\_lead](https://m.me/101575317991163?ref=product_lead)

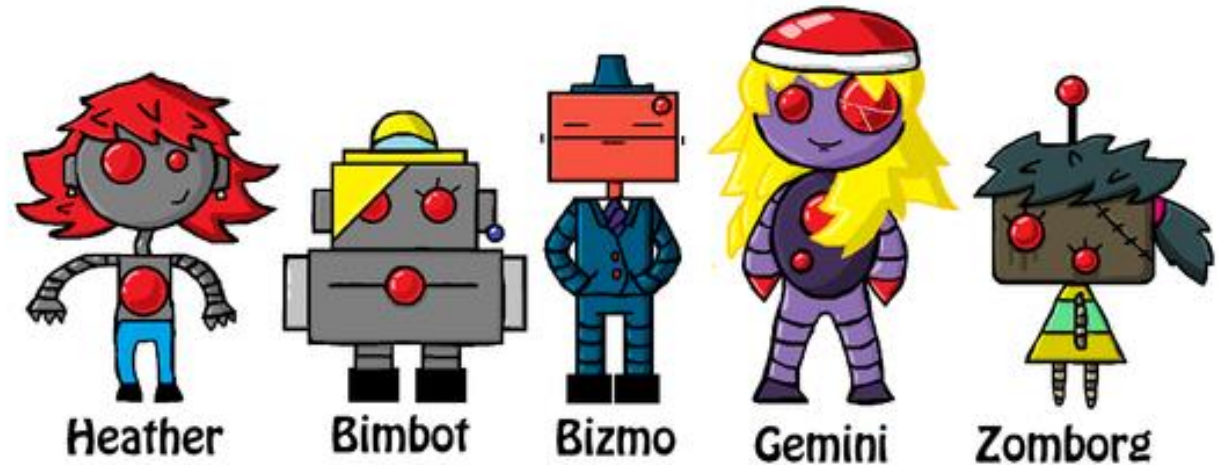




WHAT SHOULD I BE AWARE OF WITH CHARLIE  
CHATBOT?

# Be aware of...

- ▶ International or local chatbot
- ▶ Where does the data go
- ▶ Ongoing training support
- ▶ Hidden fees
- ▶ You Are Still Responsible for the LEAD!!!

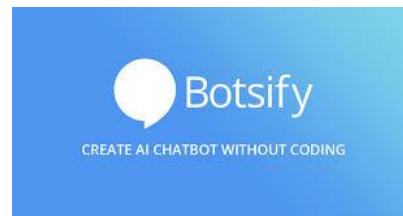




Chatteron



pandorabots



chatfuel

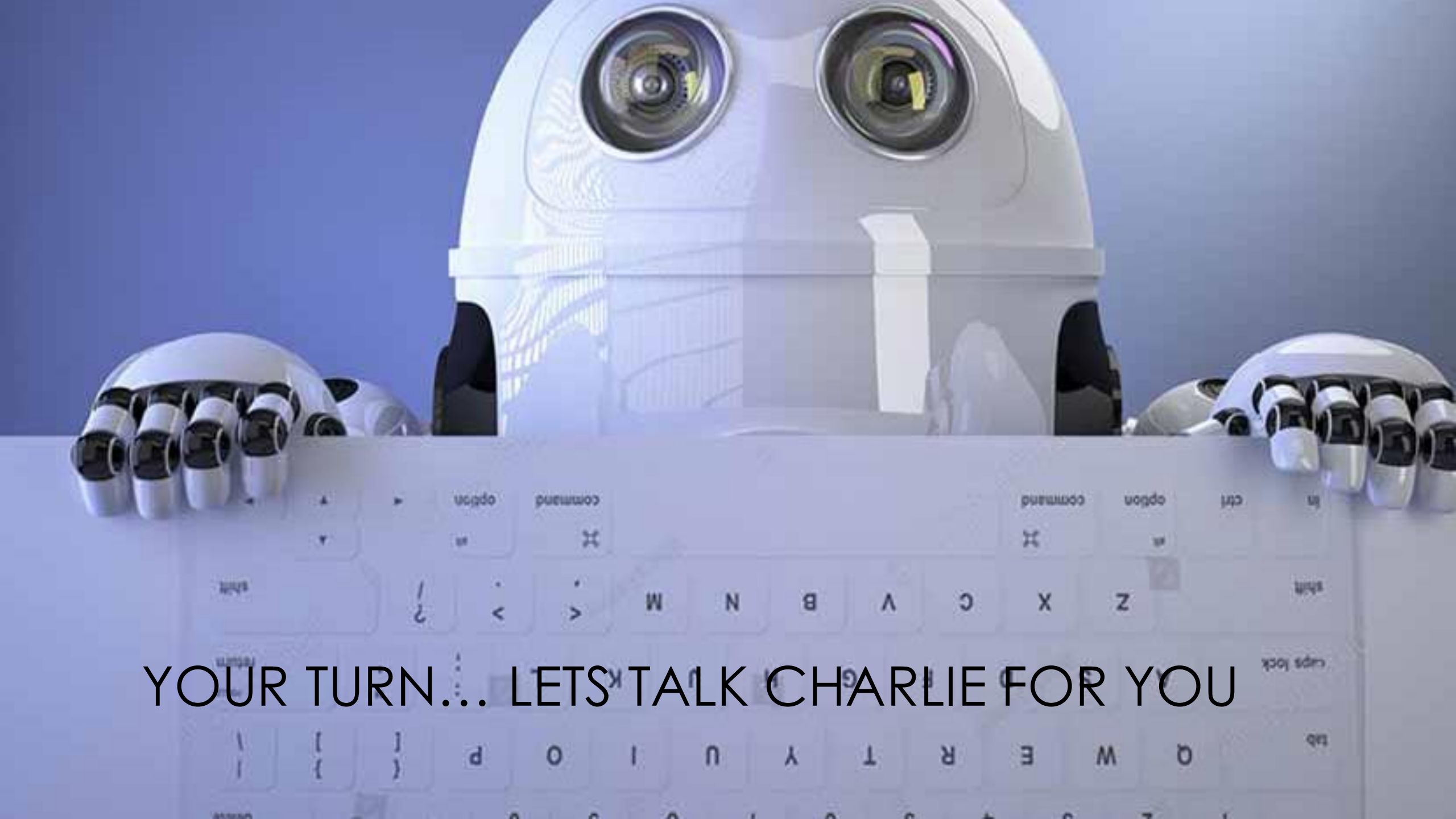


CHATBOT AGENCY  
**PLATFORM**  
ALL-IN-ONE BUSINESS

Let's  
CHAT

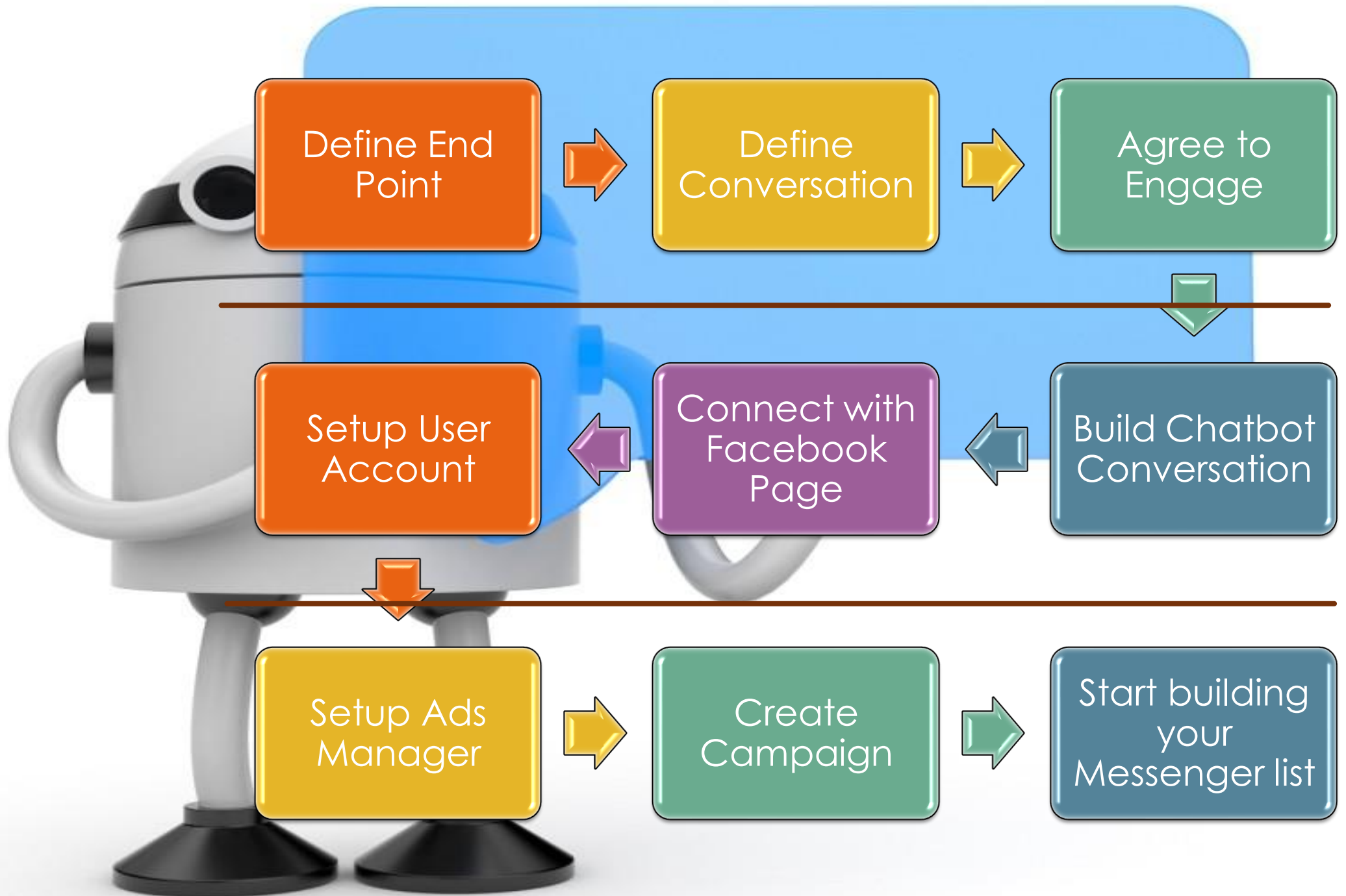


**YOUR  
MARKETING  
MACHINES**



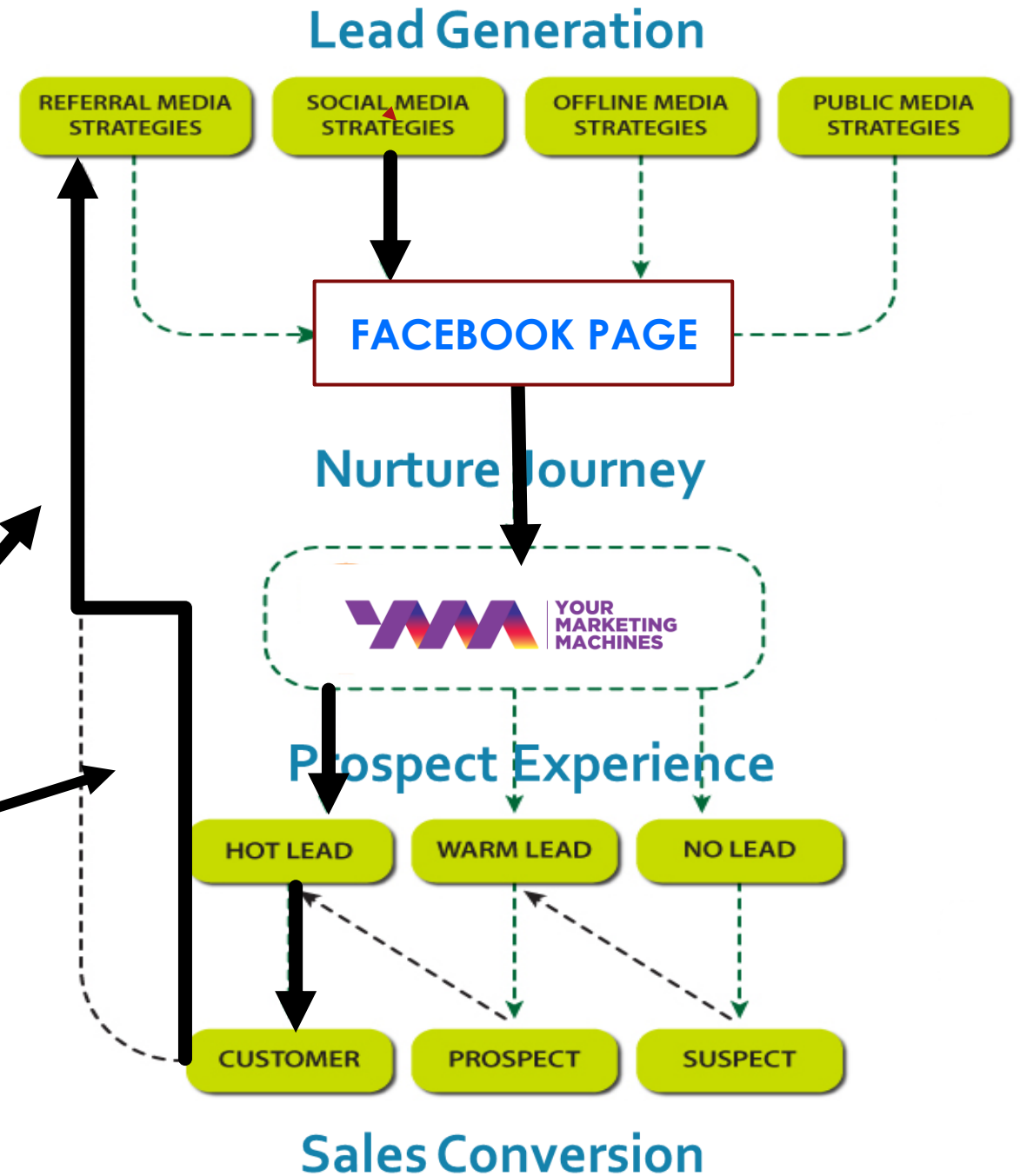
YOUR TURN... LETS TALK CHARLIE FOR YOU

# 3 STEP - CHATBOT ONBOARDING





the power of  
leverage!







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[www.yourmarketingmachines.com.au](http://www.yourmarketingmachines.com.au)

<https://calendly.com/yourmarketingmachines/charlie-chatbot-conversation>

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