

## Goal : Create Amazing Custom Experiences for Your Audience



### Chatbot is a conversation

Like any conversation, success is determined by the experience that person has with that interaction.

- Choose a name for your chatbot
- Prepare the greeting: Hi, Hello, Salutations...
- Find an image that represents your chatbot
- Manage Expectations, and Don't Try to Fool Anyone

## The importance of having a Chatbot in your business



- ◆ **Build list to grow audience** - When someone interacts with your Facebook Messenger bot, they are automatically added to your Messenger mailing list.
- ◆ **Engage your audience** - Messenger bots allow you to engage your audience as if you were right there with them, even though you may be hundreds of miles away from your computer.
- ◆ **Create custom experiences for customers** - People like to feel as if they're talking directly to you and that you are paying close attention to their needs. The messages that viewers receive are based on the answers they provide or selections they choose. This makes the entire experience feel personal.

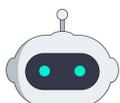
## Ways to Use Messenger Bots

- 1 **Automatically deliver content.** Use a Messenger bot to send the TY message with the download link.
- 2 **Manage guest invitations to an event.** Set up you bots to manage invitations to your next webinar.
- 3 **Share coupon with your followers.** Set up a custom bot to automatically deliver coupon codes.
- 4 **Collect email addresses.** You can use the Messenger bot to ask for the prospect's email address.
- 5 **Provide an FAQ.** Messenger bots can easily hand business questions like policies, refunds, and terms of use.
- 6 **Provide customized suggestions.** Handy services such as custom menu planning, getting recommendations on what movie to watch, what insurance to buy and so forth can be easily handled by Messenger bots.
- 7 **Automate purchasing and order tracking services.** Bots can deliver automated updates about shipping delays, delivery, and more.
- 8 **Book appointments.** From Uber pickup to a massage, your followers can book appointments with you automatically.



*It's important to remember the following, Chatbot is a conversation and the user experience is the most essential point when setting up a Chatbot. It is crucial that you anticipate all the chat blocking points.*

## Chatbot Best Practices



- ▶ One goal or purpose
- ▶ Consider the buyers journey
- ▶ Think like the customer
- ▶ Check your speech pattern
- ▶ Keep in engaging
- ▶ Keep it short
- ▶ Test and tweak
- ▶ Provide value
- ▶ Add a contact button to your site
- ▶ Quickly respond to live messages

## Resources

### Websites and Blogs

- ▶ **Chatbot's magazine** - Featuring hundreds of articles, written by 400+ botmakers.
- ▶ **Chatbot's life** - Articles on the latest bot news, AI, tools, tutorials and more.
- ▶ **Chatbot's Weekly** - A weekly roundup of chatbot news, market insights, trends & tutorials.
- ▶ **Chatbots Journal** - Learn and Share all About Chatbots.
- ▶ **Bots Tutorials** - Place to learn chatbot development & design.
- ▶ **Botzine** - an online newsletter for botmakers and bot enthusiasts.

### Bot Building Tools

- ▶ **Manychat** - Easy to set up and use. Its clean interface, tutorials, and built-in bot tester, you can quickly get your bots up and running.
- ▶ **Chatfuel** - Another great bot building tool that integrates with a variety of services including Google, YouTube, Twitter, Facebook, and a whole lot more.
- ▶ **Surveybot** - The main focus of this tool is generate surveys for your viewers. It's easy to use.
- ▶ **Gupshup** allows you to create bots and post them on different platforms outside of Messenger such as Gmail. But this service presents a big limitation, no broadcasting feature until the moment.
- ▶ **Motion.ai** - It's a great tool, it's visual builder make it nice to work with. It has a bot store and a community where users can share templates and get help. This tool presents a bigger learning curve than some others and you may need a higher level of technical experience.

### Bot Directories

Source: <https://www.thinktuitive.com/facebook-messenger-bot-resources/>

According to Facebook, there are over 100,000 Facebook Messenger bots. If you want to look for a specific bot, I recommend using one of the Bot Directories listed below.

- ▶ **BotList** - Search and discover chatbots on Messenger (and other platforms)
- ▶ **Product Hunt Bot Directory** - The place to discover new apps, tools, products, and bots
- ▶ **There Is A Bot For That** - The most popular Bot Search Engine
- ▶ **ChatBottle** - Search platform for bots on Messenger, Skype, Telegram, Slack and Kirk.
- ▶ **BotFinder** - A leading cross-platform bot directory and bot development partner finder
- ▶ **Chatbots.org** - A directory of chatbots organized by country and language
- ▶ **Bot Stash** - Collections of all useful tools & resources relating to messaging chat bots