



NEILPATEL

Messenger Bot Guide

Conversion Rate Strategies For
Doubling Your Leads & Sales

Facebook messages.

The average adult receives 145 emails every day yet in comparison not many people receive Facebook messenger messages every day.

Facebook messages have one big advantage over regular emails.

You can use push notifications which means the message will pop up on your subscriber's devices. And undeniably notify them. Additionally, they have an 88% open rate and 56% click through rate.

Here is what you can do with Facebook Messenger bots.

- You can deliver messaging sequences to people in Messenger.
- You can create a sales funnel that brings in sales right within Messenger.
- You can send downloads (like resources and content upgrades) via Messenger.
- You can have automated conversations with real users on Messenger using AI.

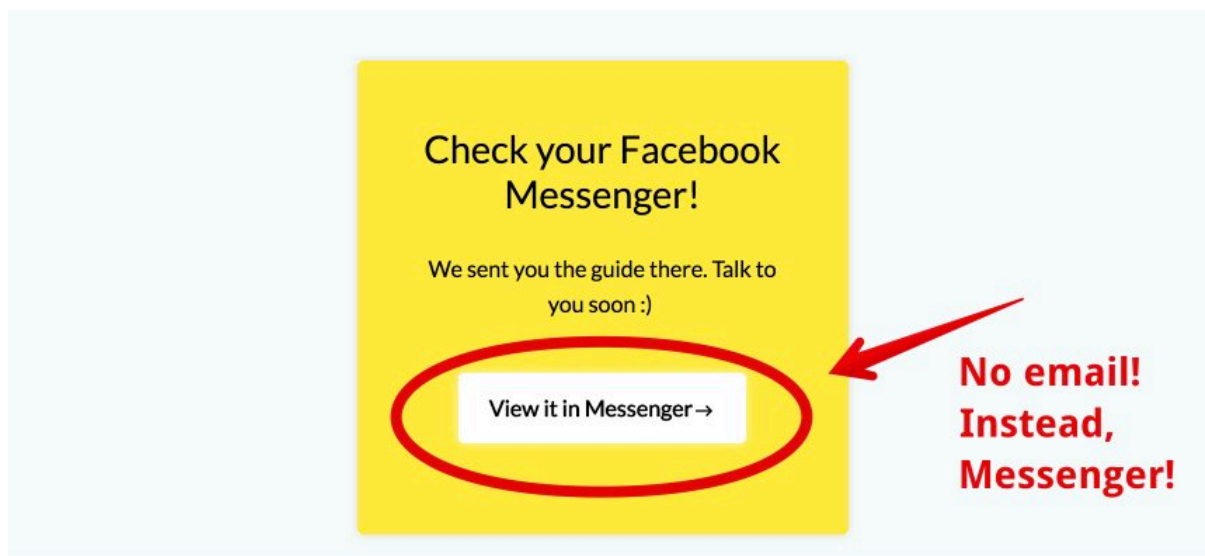
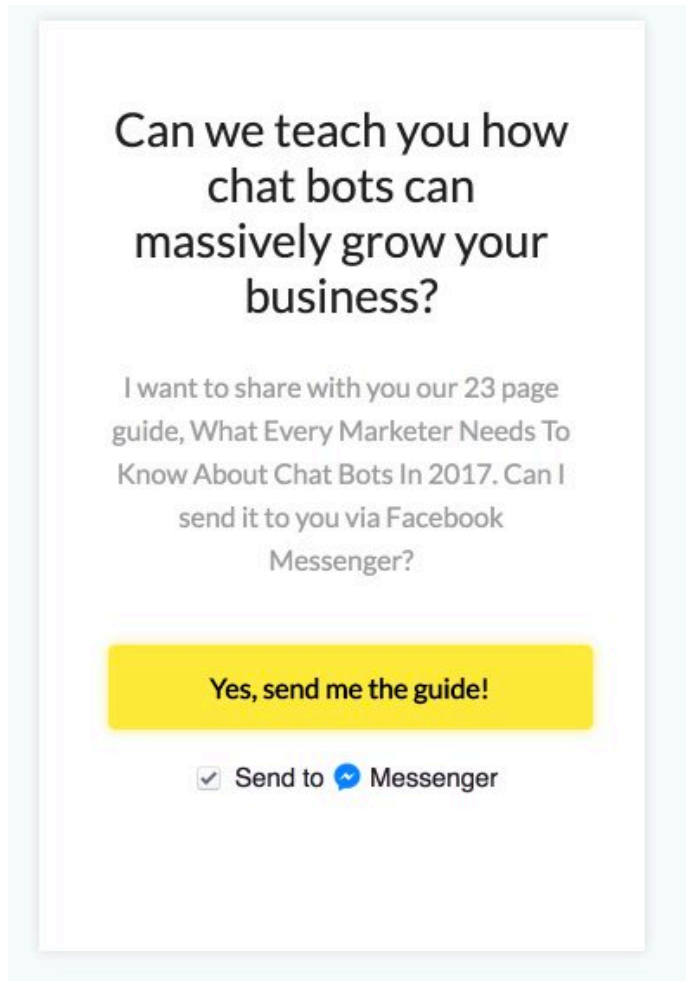
What kind of bots?

The bots we are talking about are not industrial robots or even service bots. They are sales bots. More specifically, they are Facebook Messenger bots.

If you've ever chatted on Skype or Messenger with a "customer service rep," you might have been chatting with a bot.



Example of a bot implementation:



What are the benefits of using a messenger bot?

The following benefits:

- Chat messages have an open rate of 50-80% in the first hour.
- Facebook messages have a click-through rate of 20%
- Facebook ads with chatbots have a conversion rate of 3x-5x higher than traditional Facebook ads.
- Facebook messenger ad CPA costs 30x-50x less than other Facebook ad campaigns

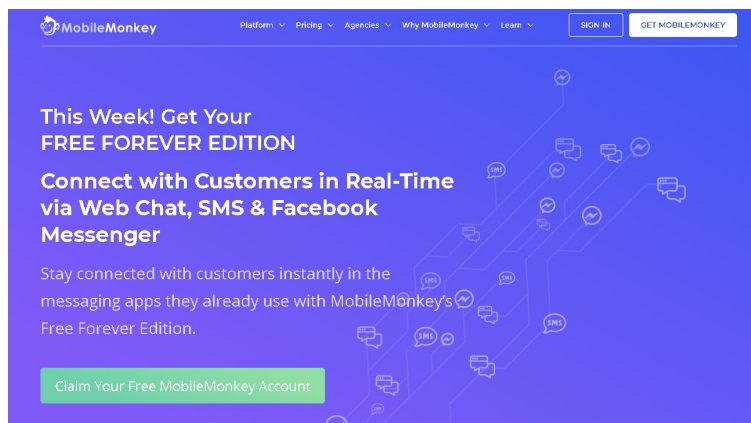
How do I go about making my own bot?

Creating a Facebook Messenger bot does not have to be complicated.

There are a couple ways to go about this:

- The programmer's way (Developing and coding it yourself)
- The easy way.

Let us go with the easy way! – Sign up for MobileMonkey.



Authorize MobileMonkey and follow the instructions – Super simple.

