

FB MESSENGER MARKETING

**POWERFUL WAYS TO USE AUTOMATED MARKETING
TO BOOST SALES AND EXPAND YOUR BUSINESS!**



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Introduction

In order to have your business succeed in the current market, it's imperative that you build and maintain a strong online presence. With customers demanding answers at all hours of the day, regardless of what they're doing or where they are, you should consider using a Facebook Messenger Chatbot.

A chatbot is an Artificial Intelligence (AI), interactive messaging system that engages with your customers on behalf of your company, all within Facebook's popular messenger. And for the most part, no human is required.

From learning the basics of how to create one using a bot-building service, to knowing what features yours should have, and what it should look like, you'll soon be on the way to having basic inquiries on products and services to sales, sometimes within minutes.

Gone are the days of people only being able to call customer service Monday through Friday, 8am - 5pm.

Not only do they want answers to their questions right away, but they no longer have to leave their home in order to make a purchase. An interactive chatbot is the perfect tool for any online business.

Technology is here to stay, and customers love how it saves them so much time. Chatbots will save you both time and money, since it takes away the cost of traditional person-filled labor positions.

So, if you'd like more information on how to successfully build one, keep reading!

Tip #1: Customer FAQ's

When creating a chatbot for your Facebook messenger marketing campaign, you may feel overwhelmed at what you should and should not include in it. After all, you don't want to inundate your customer with so much information that they lose interest in your product.

Which is why you should refer to your company's most Frequently Asked Questions (FAQ's).

Consider sending out a broadcast email or hosting a Facebook Live session, and see what questions pop up during your event. You can discuss your product during the event or even just use it as a basic, get to know us interaction with your audience.

Pay attention to the questions that keep popping up the most. For example, do you offer discounted or free shipping on large orders, free exchanges and returns, promotions, etc. When you go to