



HOW CHATBOTS CAN
GROW YOUR
BOTTOMLINE PROFITS

INTRODUCTION TO

BOTS

Chatbots (or **Bots** for short) are starting to pop up everywhere you turn. **Forbes magazine** wrote that “**Chatbots** will be your new best friend,” but even if that is not the case, a Bot could be your **Business's Best New Team Player**.

As you dig into this eye-opening report, we're going to assume that you're moderately technical, but nowhere near being a **Coding Geek**. This means you can use a computer and recognize the importance of technology in your business, but only when it can produce tangible results. If true, you're in the **Right Place at the Right Time!**

The difference between **Bots** and every other hot new technology that has crossed your desk is that **Bots solve real-world problems** in a very **SIMPLE way**. Unlike apps for example, with **Bots**, your users do not need to download anything new or change any existing habits. While **Bots** are powerful in their capability, they have become popular primarily because of their **Ease Of Use**.

Bots run on existing **Messenger Apps**, most frequently on **Facebook Messenger**, which has about 1.5 BILLION active monthly users. Needless to say, you want to be where your customers are, and it has become clear that **Bots** are the future not only for **Support**, **but also for Sales and Marketing**. If you're open to something new, **Bots** very well could be the **Game-Changer** you've been looking for. **Not yet convinced?** By the time you finish reading this **Short Report**, you will at least be informed enough to make a **SMART DECISION**.

So before we jump into the **reasons a Bot can positively impact your Bottom Line**, let's first, discuss the other reason why you'd **Lose Money by not getting a Bot ASAP** (or if you have a **Bot**, why you should make sure to get a **GOOD ONE!**)...

REASON #1

BOTS ARE TAKING OVER **(WHETHER YOU LIKE IT OR NOT)**

Before you go thinking **Terminator**, realize that **Chatbots** are likely Not going to take over the world. They're just going to make it a little better. **Bots** provide a 2-way interactive experience to help a user achieve a goal, be it to get help, learn something, or buy a product. A good indicator of future technology trends in Asia and in China, the web has been dominated by **Bots, a Messenger App called WeChat**. And it's not just young people. **An astounding 98.5% of Chinese between the age of 50 to 80 use the Messaging App.**

REASON #2

BOTS BUILD LISTS **(AND NOT JUST IN MESSENGER)**

One of the first things that shocks people about Chatbots is how many different ways you can collect subscribers. When you think about email, you have one option: an opt-in form. **With Bots**, you can collect subscribers in a dozen different ways including clicking a link, clicking a button, commenting on a Facebook post, or scanning a code. When you consider the ease of gaining subscribers with the high value of each subscriber holds, it is astounding. When you factor in the fact that **Bot Subscribers** also become email subscribers at an extremely high rate, **it will blow your mind.**

REASON #3

BOTS ARE AUTOMATED **(SO YOU'D BE CRAZY NOT TO HAVE ONE)**

Nobody likes to work harder than they have to and nobody likes to wait any longer than they have to. **Bots solve both of those problems.** Let's face it, most businesses don't have Automation Communication is in place to serve customers and make sales around the clock.

If you're trying to compete in this day and age, and you haven't put automation to use for you, you're going to be fighting an uphill battle. Having an **effective customer-getting and customer serving Chatbot** will help you to stop chasing technology and finally get in front of it.

REASON #4

BOTS CONVERT CUSTOMERS **(BOTH ONLINE AND OFFLINE)**

You might have heard about the statistics about crazy high **Open Rates** and crazy high **Click Through Rates** with **Chatbots** and **Messenger Marketing**. They are true! But it doesn't stop there. The fact of the matter is that even after the click when a user lands on your Website or sales messages, they are more likely to buy when they come from a **Bot**. This is due to the engaging **2-Way Communication** that is only able to happen using this **new technology**. When you understand the engagement of a Bot, you'll realize that email isn't only far less practical, it's really **Old School Communication** and rather dull.

REASON #5

BOTS CREATE POSITIVE ROI **(SO THERE IS NO EXCUSE)**

Look, we're smart enough to know that there is only one thing that matters to you as a business owner...**ROI!** So ***"when I put money into it, how much will I get back?!"*** When it comes to investments, there is no better investment to make than that of **AUTOMATION**. If you think about it, an automated **Bot** is not only consistent and reliable; it will never take time off or ask for a raise. **It will just quietly continue serving your existing customers and getting you new ones day after day.**

While many people think that the role of a Bot is to replace, that's just not the case. Yes, a bot can reduce your cost by eliminating simple support functions.

That said, a good Bot will create MORE conversations about how you want to communicate your products and services to shoppers and customers.





OK, so now that you're considering jumping on the **Bot Bandwagon**. We realize that in sharing these insights, they might not each make sense to you (and that's ok). After all, Bots are relatively new, even for experts like us. That said, when you break down the benefits in the three primary areas (**Marketing, Sales and Support**) things will begin to become a lot clearer.



MARKETING

Your **Bot** will open up an entirely new marketing channel for your business. We build **Bots** that are literal **Lead-Generation Machines**, capturing new prospects in ways you've never imaged. Once engaged, your **Bot** will create a personalized experience for each user, keeping them coming back again and again.

■ MESSENGER AUTORESPONDERS

Much like email, your Bot will allow you to communicate with your prospects using an autoresponder (but with much higher open rates). Set up your sequential messages and put the power of automated marketing to work for you.

■ MESSENGER BROADCASTS

Again, just like with an email marketing platform, you can reach your messenger subscribers with a Bot by sending broadcasts. This can include all subscribers or a targeted segment, which you're able to do like never before with a Bot.

■ HIGH OPEN AND CLICK-THROUGH

Research shows that there is a dramatic amount of difference in messenger and email click through rates. People nowadays opt for messenger apps because of its convenience and to keep away from the mess on their email feed. No one ever misses a message on their Facebook messenger.

■ 1-CLICK EMAIL OPT-IN

It's not about messenger vs. email. It's a messenger email. If you've struggled to build a sizable email list; you'll be pleasantly surprised to learn that a Bot is probably the best email-building tool created. Collect email addresses with one click (boom).



■ WEBSITE SLIDERS AND BARS

The fantastic thing about using a **Bot** as a **Website Slider or Bar** is it allows you to send **Traffic** from your Website right into your **Messenger**. Communication is the key to marketing and with a **Bot**, you can communicate with your **Prospects** simply and effectively.

MARKETING

■ KNOWLEDGE QUIZ

Knowledge Quiz is an excellent way to market. Aside from making your **Bot Fun and Entertaining**, whoever takes the quiz has a high chance of recommending it to other people who share the same interests.

■ GROWTH TOOL URLS

There are several ways to gain subscribers using growth tool **URLs**, and each type fits with a respective marketing strategy. **Bots are here to boost your traditional marketing strategies in fun and modern ways.**

■ EASY LANDING PAGES

Landing Pages aren't just for attracting visitors. A great Landing Page converts visitors into Leads. **Bots** collect all the information you need with a simple click by your **Prospect or Customer**.

■ INTELLIGENT POPUPS

Bot Pop-Ups, when done at the right time, are an excellent way to expand your reach, maximize your Leads, and extend **Customer Support**.

■ MESSENGER SCAN CODES

The functionality of a **Bot** isn't limited to the virtual world. You can print out the **Messenger Scan Codes** in your flyers or business cards to direct your **Prospects to your Bot**.



SALES

■ SHOPPING CART ABANDONERS

It can be quite disheartening to think that **upwards of 80% of people** who start to buy don't finish the process. That's where your **Bot** comes in.

■ BOOK SALES CALLS

If your business **Sells High-End Products or Services**, there is no substitute for having a dynamic **One-On-One Conversation** with a Prospective Client.

■ SELL INSIDE YOUR BOT

With a **Bot**, **your customers can now make purchases without leaving Messenger**. A **Sale** can be easily done with a few simple clicks. Imagine their convenience and the **increase in Sales** this would ...Give Your Company A Huge Boost!

■ "PERFECT PRODUCT" QUIZ

Convince your customers that your product will be the solution to their problem by letting them take ***the "Perfect Product" Quiz***.

■ OFFER COUPON CODES

Bots can automatically send **Discounts or Coupon Codes** to your **Subscribers** with the proper tags. It can also generate ***Unique Coupon Codes*** for each **Subscriber** using integrations.

Who doesn't love a good discount, right?

SALES

■ FACEBOOK MESSENGER ADS

Rather than sending your **Ad clickers to a Landing Page**, you can now send them directly into your **Chatbot**. By doing so, they can be instantly subscribed to your **Bot**, AND you can get them opted in for Email or anything else you wish.

■ AUTOMATED FOLLOW-UP

One of the most crucial parts of making a **Sale is following up on a Prospect**. With a **Bot**, you can easily schedule a **Prospecting follow-up** with your **Subscribers**. **Think about all the effort and time you will save!** Using a **Bot** will also ensure you **don't miss a Single Follow-up.**

■ INCREASE ENGAGEMENT

Messenger isn't only for communicating with friends and family; you can now increase the reach of your Brand by providing Prospects with a quick and convenient way of talking to you. Gone were the days when **Bot** responses were minimal. You'll be amazed!
There are several ways you can interact with a **Bot and you won't believe the conversation.**



SUPPORT

It has been estimated that by the **Year 2030, Chatbots will power 85% of all customer service interactions.** Needless to say, this can result in **Significant Cost Savings.** Even better though is that the time saved can allow your team to focus on what matters most: **Acquiring And Retaining Happy CUSTOMERS.**

■ CUSTOMER CHAT WIDGETS

Accessibility and responsiveness are some of the elements of a **legendary Customer Support of yesterday.**

With a Customer Chat Widget, your customers can easily send you a message whenever they click on the **Messenger Button.**

■ AUTOMATED KEYWORD REPLIES

Sending out an automated response whenever someone types in a message or a keyword is a great way to save time for your customer support representative. Keyword replies can easily take care of issues as small as directing your customer to the courier tracking website.

■ CUSTOMER TAGGING

You can now **automatically segment** and classify your Subscribers using Tags. Knowing your customers is an essential element in building a relationship with them.

■ LIVE CHAT INBOX

Because some people want **Human Contact**, and not all questions can be answered by your **Bot**, a live chat feature is available so someone who knows about the product can hop in the conversation, without disrupting the bot's functionality, whenever they're needed.

SUPPORT

■ GOOGLE SHEET INTEGRATION

Customer information is a vital part of any business. Automatically collect and store your customer data using Google Sheets integrations and your bot.

■ CHECKBOX INTEGRATION

Do you have web forms you already use to collect email and other important customer info? If so, you can easily add a checkbox to your existing forms which will also subscribe the user to your **Bot** at the same time. **Easy Peasy!**

■ SURVEY CUSTOMERS

You can't blame customers for not having the time to open your email, wait for the landing page to load, and then answer your boring survey. You can now have the opportunity to collect surveys using a **Chatbot** by giving your Subscribers simple questions within the conversation. **They won't even notice that it's a Survey!**

■ REDUCED LABOR COST

We know **Labor Costs** are one of the things you should keep an eye on when running your company. Aside from the cost, managing people also takes a lot of hard work and cost. **Bots** are a wise investment when it comes to **improving your Support System.**

■ 24/7/365

Bots are available whenever you need them. **Unlike a Human** that needs sleep to power **Bots** are intelligently designed to respond on time.





**WHERE
TO GO
FROM
HERE**

By now, it's safe to say you realize ***you need a Bot***. More accurately, that you ***WILL have a bot***, it's just a ***matter of when***.

So You Have 2 Basic Options.

The first is, of course, to sit back and do nothing.

To procrastinate and let this massive trend pass you right by. If you did, it's not like the world would end. Heck, you've missed opportunities. before, and you can always get a Bot 5 years from now (don't expect to get the benefit of beating your competition and creating a unique the advantage in the marketplace).

Your second option (and, in our opinion, the wise one) is to **get a customer-getting Chatbot as fast as humanly possible** (because you'll need Humans build it for you, and it supports your Team). ***Your first step, if you haven't already, is to reach*** Please send us a message to get a **Free Consultation**.

After all, we're tech geeks who specialize in building bots and at this point, the demand is so high **we don't need to beg for Customers**.

What we will do on our call is talk about your business and what a Bot can do for you. We'll get specific as to your best course of action and if it makes sense, we'll help you figure out how to move forward with the best plan. **Your solution will be both cost-effective and results-oriented, because *that's how we roll*.**

So, with that said, we hope you've enjoyed this brief. introduction, and we look forward to connecting with you in person (because there are still some things a ***Bot Can't Do!***) ***Bot Won't Replace Us, But The People Using The Will!***

"Before Anything Else, Preparation Is The Key To Success."
-Alexander Graham Bell