Messenger Marketing

The Future of Online Commerce

a White Paper from

Social Media Toolworks

Get More Leads
Close More Deals
Boost Your Brand

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Introduction: What Are Chatbots?

Not too long ago, hearing "*mobile first*" made everyone think about apps. And without doubt, they're still one of the many ways in which businesses explore their target markets and attract new leads. However, in a world where technology dominates the marketing scheme, having a way to add a personal touch to your business campaigns is priceless.

With that in mind, say hello to chatbots!

AI powered chatbots are computer programs designed to simulate dialogues with people over the Internet. They are designed to create conversations in real time and carry out certain predefined actions, such as book appointments, nurture customer loyalty or even close more sales when you're not available to do it yourself.

Truth be told, bots have been around for decades, yet people are still wondering what they are and why does a business even need to design a chatbot. When compared to old fashioned ways to get new leads, messenger marketing is by far, the most effective way to get your products or services in front of your target audience and create a long lasting impression.

Creating Powerful Chatbots for Your Business

Social media has already *revolutionized the way business marketing works*, but setting up a messenger marketing chatbot is GUARANTEED to generate results!

- Messenger bots are available 24/7
- Chatbots can be 100% personalized to cater to your customer's needs
- Messenger chatbot campaigns have an average open rate of 98%

We Have the Experience

With years of experience in creating messenger marketing campaigns that convert, Social Media Toolworks is ready to help you close your next sale with the help of AI powered chatbots. Here's why setting up a messenger bot is a must for a business:

100% Response Rate

Having a hard time replying to every single inquiry sent to you via your business page? Setting up a chatbot will solve the problem right away! A messenger bot responds to ALL your messages, keeps your fans happy and converts more leads into customers.

Personalized Chats with Your Leads

When set up correctly, chatbots are able to answer specific questions your audience may have about your services or products. Instead of telling your leads to waste time looking for information on your business page or website, you could serve your fans the information they need on a platter.

Better Customer Service

"Please hold, your call is important to us" - sound familiar? By properly setting up a chatbot for your business, you'll be able to offer your fans a much better customer service and experience. The more attention you offer your leads, the greater their desire to become your next customers!

Repetitive Task Automation

There are a series of questions that get asked all the time: **When do you open? Can I see a menu? What's your address?** All these questions and more can easily be answered in an automatic manner, with a chatbot! Instead of typing the same information over and over again, you can save time and reduce your workload by taking advantage of messenger marketing.

Creating Effective Messenger Marketing Campaigns

As a business owner, you should be focused on closing more sales. And there's no better way to achieve your objective than by narrowing down your ideal buyer persona and reaching out to them with an offer.

The real challenge of today's market is finding your target audience and appealing to their needs. Furthermore, your sales team can't work 24/7 and this translates into too many missed opportunities!

A messenger marketing campaign can eliminate these problems.

A chatbot - ***when set up properly*** - can easily engage with people who are already interested in your business, can answer simple questions your leads may have, can qualify them and then pass them on to a real sales agent or close a sale on the spot, even when you're not around.

Even when your business is closed for the day, or the weekend, your marketing messenger is engaging with your customers and prospects 24 hours a day, 7 days a week!

Respecting the Core Principles of Chatbot Campaigns

Social Media Toolworks is constantly monitoring the rules and requirements of running a successful messenger campaign so you won't have to!

Did you know that people today are spending more time in messaging apps than on social media? Furthermore, email marketing metrics studies say that the average open rate of an email campaign is less than 22%, compared to 98% when launching a messenger marketing campaign!

But you can't launch a successful chatbot campaign without following the rules! Otherwise, you risk getting shut down before even getting started.

That's where our services come into play. We have the experience and expertise to build an effective messenger marketing campaign, while respecting the core principles and rules that prevent your chatbot from being blacklisted on social media.

Return on Marketing Investment

Messenger bot campaigns are very similar to email marketing. There's just one important difference: **messenger bots are much more effective!**

Most features of e-mail marketing campaign can be replaced by a chatbot: lead generation, newsletters, customer care & shipping notifications, general and informative communications, order confirmations and thank you messages. *However, if content received by email may be immediately deleted or ignored, people tend to care more about what they receive via Messenger.*

Let's face it, when was the last time you ignored your messenger notifications on your phone? With that in mind, it's clear that messenger marketing can transform a slow marketing campaign into a client generating machine, and Social Media Toolworks has the tools, the know-how, and the experience to create a campaign tailored to your business.

Watch the return on your marketing investment soar when you engage your customers and prospects with messenger marketing AI technology.

Conclusion

Messenger bots already play an important role in the digital customer service mix. With continued rapid technology advancements, chatbots should definitely be a part of your marketing strategy, helping you better serve your customers today and maintain their loyalty long term.

If you're ready to learn more about the possibilities for Messenger Marketing in your business or professional practice, Social Media Toolworks is here to help. Contact us today for a free consultation and a complete analysis of your online presence and where messenger marketing can best enhance your strategy.

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Will you be there when they're ready to talk?