

# Why Your Business Needs a Facebook Messenger Marketing Bot



At Build 2018, Microsoft CEO Satya Nadella said in the next five to 10 years, every brand will have its own digital assistant to represent them.

A March 2018 survey from Bing Ads (Consumer Adoption of Digital Assistants and Voice Technology) showed that more than 60% of respondents expected brands to have a personal assistant customers could build a relationship within the next five years.

To get there from here, one must begin with a Chatbot.

01

## Download

No one really wants to install yet another app.

- Restaurant bots can hold menus
- Real Estate bots can connect with MLS
- Mortgage bots can prequalify a homebuyer



02

## Functionality

Text, widgets, and video interactions can be used with many third party integrations:

- Gmail, Google Drive, Google Sheets
- MailChimp, Constant Contact, AWeber
- Dropbox, MySQL, RSS, Trello, Twitter



03

## Exposure

When Messenger merges with Instagram and WhatsApp, the potential audience is 2.7 billion.

- Imagine advertising on that platform in your marketing area
- And, being able to respond individually to everyone who expresses interest



04

## Sharing

Chat users already use social features to share.

- Publish a dinner coupon to be shared among friends
- Release your coffee shop coupon to your subscriber list
- Announce your trivia contest and encourage teams



05

## Convenience

Have a dress code? Have a catch of the day menu?

- Don't make customers give out their phone or email
- Keep it current on your bot



06

## Referrals

Cultivate your own brand evangelists

- Cultivate "Super fans" who will share your posts and promote you at every opportunity
- A brand evangelist is a true fan
- Word of mouth advertising is the old school name for brand evangelism



Courtesy of QRM Video and Mobile Marketing  
Visit [www.viraleaze.com](http://www.viraleaze.com) for more information