

Workshop- Session 1

12:35PM – Premiership Suite



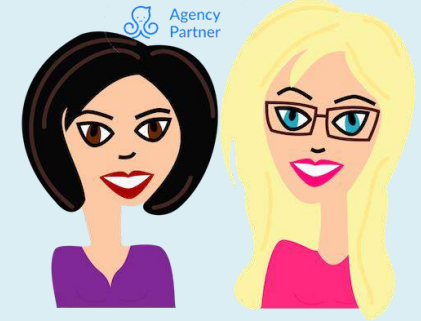
Adaire Palmer

Chabot: The Future of Your
Business on Facebook



Chatbots

The Future of Your Business on Facebook



What are they?



How do I use them?

Social Media with Adaire & Theonie

Presented by: Adaire Palmer

About Adaire

- Community services
- Government – emergency services
- Network marketing>hypnotherapy>social media

Qualifications

Masters of Education

Bachelor of Social Science (Community Development)

Diploma in Project Management

Cert IV in Workplace Training & Assessment

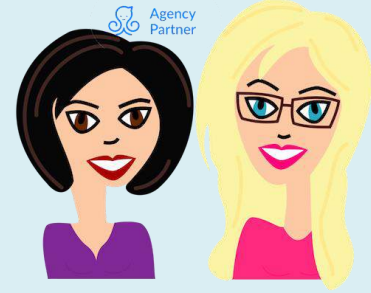
Certified Hypnotherapist

Master Practitioner NLP





What are Chatbots?



- z Chatbots (short for chat (ro)bots) are artificial intelligence programs that integrate with your Facebook business page and can be used for communication with your customers, clients and potential customers and clients.

Like email auto responders.....but NOT!

Messaging Stats & Small Business

*FB study on use of mobile
messaging 2016

63% said their messaging with businesses has increased over the past 2 years

56% would rather message than call a business for customer service

61% likes personalised messages from businesses

More than 50% are more likely to shop with a business they can message

Is it time for YOU to start using Chatbots?

Messaging Stats

Top Messenger Apps by Country [September 2018]

[Based on the Apple App Store Rank for each country in September 2018]



Source: Similarweb.com | September 2018 | Based on the Apple App Store Rank for each country
Illustrated by Larry Kim | MobileMonkey.com

Email v's Chatbots



EMAIL



Avg Open Rate: 23%

Avg CTR: 3.3%

MESSENGER

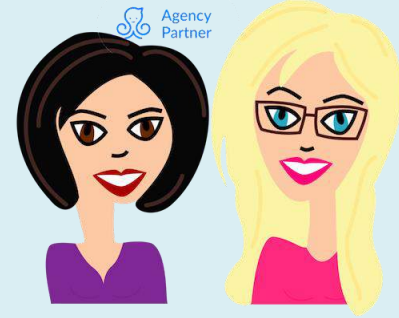


Avg Open Rate: **90%**

Avg CTR: **30%**




Why use Chatbots?



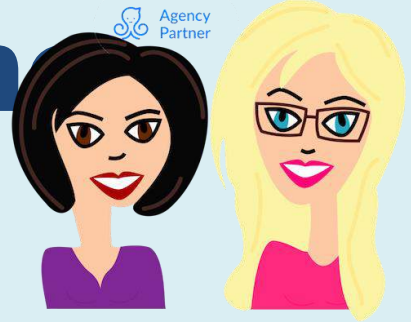
- connect with clients/customers
- provide instant answers to FAQs
- deliver content such as webinars and pdfs (ethical bribes)
- send people to your email list
- order or pre-order (flowers, pizza, shoes etc)
- Share news/weather updates (The Australian)
- Productivity
- Personal Tracker

Give it a burl!

1. Search 'Social Media with Adaire & Theonie'
2. Click on Send Message or the 
3. Click 'Get Started'
4. Type in 'TOUR'
5. Click 'Show Me'
6. Book Adaire or Theonie to connect your chatbot for FREE!



Where do bots fit in the scheme of things?



- one part of your marketing strategy - NOT the be all and end all:
 - add TO your email list
 - SEO/Google ranking
 - Social media
 - Networking/offline
 - website
- The House of Facebook - they fit in most 'rooms'

Friends



Back veranda

5000
People



Family

Business or Fan
Page room



Your
Personal
Profile

Messenger room

Groups you are a
Member of or admin
of room



H
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Facebook Adverts
room



Instant articles
room

Events room

Games room

From the Tourism Industry



[#FourKnotBot](#)

Murray River Cruises based in
Mannum

Questions?



Slides re-designed by Rose Davidson of:



Adelaide, South Australia

0429 823 417

<https://doesbiz.com>