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Messenger marketing agency

Facebook Messenger chatbots are the hottest marketing tactics to hit the digital marketing scene in the last ten years. Today, every marketing agency must sell Messenger chatbot services. Here what to expect to read this article. You'll be 100% convinced that your marketing agency needs to sell Messenger chatbot services. Find out if your marketing agency has one of the four features needed to successfully sell Messenger chatbot services. Get the five-step plan for selling Messenger chatbot services immediately. Let's go. Q&A time. Sell Messenger chatbot services? What exactly do you suggest? Simple: Digital marketing agencies need to sell Messenger chatbot services to their customers. It looks like this. You create custom Messenger chatbots for your customers. You set a price for the creation of the Messenger bots. You charge a monthly continuous retention for the continued use of the Messenger bots. Let's say one of your marketing customers is a personal trainer. You managed a few Facebook posts for her. She's had some marginal success. So far so good. But what if your customer is using a Messenger chatbot? She could save time, effortlessly board clients, segment her audience, filter out poor leads, scale her business, schedule complimentary consultations, and increase her income. All without lifting a finger. Who doesn't want that? As an agency, you can offer this service. Your customer sees the benefits, buys chatbot services, and gets great results. That's what I'm suggesting. Your agency sells Facebook Messenger chatbot services. You win. Your customers win. We all win. Why should marketing agencies start selling Facebook Messenger chatbot services? I'm always reluctant to tell people you should, you should, and you need to. Every situation is different. But that's really important. Facebook Messenger chatbots have the biggest reach, the highest level of engagement, the largest amount of power, and the least amount of cost and effort from any marketing channel anywhere. (Whew. These are a lot of superlatives in one sense.) At the moment, there are more users of the top four messaging apps than the top four social networks combined. (And frankly, it was like two years ago, so the difference is probably even higher today.) People use messaging apps all the time. Think back to your day. Did you use Messenger, WhatsApp, iMessage, or Instagram messages today? It's only 11:15a and I've received or sent over 71 messages on iMessage, Instagram and Messenger. (I work in the chatbot marketing field, so there it is.) Posting on social media is no longer the optimal method for high customer engagement. The stratospheric ad spending needed to compete on Facebook ads comes out of hand. Messaging apps are the current and future of digital marketing. And integrating chatbots with these messaging apps is ticket to high success marketing. The reasons agencies should start selling Facebook Messenger chatbot services are but there are three overarching upside: Facebook Messenger chatbots are the most effective marketing tactics available today. Digital marketing agencies are in the best position to profit by selling Facebook Messenger chatbot services. Customers stand to benefit enormously from purchasing chatbot services from marketing agencies. Let me throw out a final observation at this point. Very few agencies are doing this now. You'll find the occasional freelance that can offer to shor up a bot sequence for a thousand dollars, or an agency that vaguely discusses their NLP customer service chatbot. But not many agencies do the thing I suggest here – add Facebook Messenger chatbot services and sell them to their customers. What does this mean for you? You have the potential to come in early, profit big, and dominate the market. Therefore, you need to sell Messenger chatbots now. How will my agency benefit if we sell Facebook Messenger chatbot services? A marketing agency benefits when they earn more revenue, attract more customers, increase ROI, improve customer satisfaction, reduce customer churn, and scale. If your agency exists to earn revenue and serve customers, then adding Facebook Messenger chatbot services is basically a no-brainer. Digital marketing agencies today are in an ideal position to sell chatbot services. Customers already recognize you as an authority on digital marketing trends. Customers know you're doing Facebook marketing. Based on this rationale, the introduction of Messenger bot services as a product makes logical

sense. It's likely that some of your customers expect your agency to sell chatbot services. Digital marketing agencies are supposed to do certain things – SEO, PPC, local search, etc. Chatbot services are on their way to be de rigueur for today's digital marketing agencies. A simple way to answer the question of how will my agency take advantage of is to respond because your customers are taking advantage. When they win, you win. The majority of businesses acknowledge that generating traffic and leads is a top challenge. As a marketing agency, this is a problem you can solve for your customers. Regardless of your customer's industry, demographic targeting, product, or service, Messenger chatbots can help solve the problem of generating traffic and leads. So, should my agency sell Facebook Messenger chatbots? How do we know? I'll be honest. Selling chatbot services isn't for every marketing agency. Some agencies are focused, say, on Squarespace websites, billboard design, or magazine layouts. They probably don't need to sell Messenger chatbots. More broadly, there are six main types of digital marketing agencies. Each of these agency types is in a position to sell Messenger chatbot services without distracting from their service focus or customers. Qualify your agency for selling Facebook (Keep in mind that an agency can also be a solopreneur or independent contractor.) Agencies ideally positioned to sell chatbot services At least one of the following characteristics: The agency offers a wide range of digital marketing services (SEO, PPC, CRO, etc.). The agency provides website design or creation, especially WordPress. (The free WP-Chatbot is a must-have). The agency deals with any customer service-related solutions for customers. The agency deals with any type of Facebook-related service (paid search, social posting, etc.). If your agency performs any one of these four broad activities, then your agency is a perfect candidate for selling Facebook Messenger chatbot services. Here are nine more qualifying questions that will allow you to determine whether selling chatbot services is the right move for your marketing agency. Does your agency want to make more money? Does your agency want more high-dollar retention customers? Do you want to scale back on the number of hours you work for customers but get higher returns? Do you want your customers to succeed? Want to beat the competition by staying in marketing trends ahead of the curve? Do you want to improve customer retention? Want more word-of-mouth references for your agency? Want to scale easily? (I hope we got some yes in there.) If you're not sure what exactly you do as a marketing agency, that's fine too. You can position yourself by selling chatbots and being able to get customers quickly. Our marketing agency is already selling some services very well. Why add chatbot services? I get it. You're doing one thing well. You sell them with streamlined accuracy and excellent markup. Your customers are giddy. Your retainers kick ass. Your marketers are unicorns. Your rate card is so beautiful. Why mess it up by selling Messenger chatbot services? And, sheesh, who wants a chatbot agency? Be? I do get it. But you also want to evolve as an agency. You want to stay ahead of the proverbial marketing curve. Customers expect chatbot marketing services. And if they don't now, then they will soon. Adding an additional service will not dilute the services you already offer. Instead, it will complement them. Chatbot services are stellar sales. If you're already serving customers with your legendary paid search services, integrating chatbots makes enormous sense. This increases the paid search efforts, giving them greater reach and success than paid search alone can achieve. Besides, with techniques like click-to-Messenger Facebook ad and Facebook autocorrects, you can lower their ad spending and increase conversions. Let's talk about niches for a minute. Niche yourself as a marketing agency, of course, is a smart move. You get hyperfocus on a certain type of customer, get a reputation within that vertical and make sofa. You can do the same thing with Messenger chatbots. Let's say your marketing agency is just fantastic at serving East Coast, child-friendly, dental offices with their marketing needs. Now you can be the best marketing agency for customers in the niche that will take advantage of Messenger chatbots. Wait. Isn't there a curve for building Messenger chatbots? I've heard that these things are complicated. Yes, there's a learning curve. But no, it's not complicated. You don't have to raise capital, hire more people, buy expensive things, and have month-long, offsite training sessions. Building Messenger chatbots is so easy! Here's a look at the MobileMonkey app. There is absolutely no coding required anywhere in the app. It's simply clicking, dragging, typing, point, typing, deploying. The WYSIWYG editor and logical followers of chatbot dialogues mean that you'll be up and running within minutes of creating a MobileMonkey account with a fully functioning Messenger chatbot. You can make full dialog sequions, create lead magnets, send chat explosions, and perform other Messenger hacks simple, fast, and easy. Based on our internal data, most users spend an average of 14 minutes per session in the app creating chatbots. They can create an entire sequence or send a chat explosion to thousands of users in those fourteen minutes. Customers deploy these chatbots at a rate of hundreds a day. User data and satisfaction studies have proven that for MobileMonkey customers, creating chatbots isn't just easy. It's fun! Maybe even hooked. [Cue evil laughs.] So, no, the learning curve is not steep. In fact, for most types of businesses, we've already created Facebook Messenger chatbot templates for you. All you have to do is customize and start a few things. For example, that dentist office you service will benefit from a chatbot like this one (pre-made). You can test the chatbot here. Look, if you're already offering Facebook services — ad, post, whatever — then you own the required understanding for creating Messenger chatbots. Even if you've never touched Facebook ad manager, creating Messenger chatbots isn't hard at all. What price should we set for the sale of Messenger bot services? That's a big question with a lot of contingencies, factors and disclaimers, but I'll try to shoot straight. First, you need to choose what kind of pricing structure you want with Hourly rate. Simply charge the customer for your customary hourly fee. Be careful with this method, since the time required to create chatbots is very low, but the down payment for customers is extremely high. Value-based pricing. Your customer pays according to how much estimated value a chatbot will bring to your customer. This can be a tough sell, especially if payment is required in advance, but it's a lucrative salary for both agency and customer. Point-based pricing. The point-based model adds charges based on additional features, drops, explosions, and integrations. The more the customer wants, the more it costs. If you run your customer's chatbot after you've created (recommended), you'll also want to charge an ongoing monthly fee or retention. The management the bot takes time and typically requires a monthly payment for the chatbot tool and/or the number of contacts on the list. What is an Average Pricing Model? pricing model? An example: As you can see, selling Messenger chatbots can deliver an enormous ROI to your agency. Just as exciting is the fact that chatbot services are just as profitable for your customers. Okay, selling Messenger chatbot services sounds good. So how do we do it? [Free five-part framework] Ah, we're on my favorite question. Implementation. How does an agency start offering Messenger chatbot services to their customers? I suggest this five-part framework. Choose a chatbot building platform like MobileMonkey. It's free. Learn how to use it. Creating chatbots for your own agency is the perfect starting point. Set a price point for chatbot creation, which can be as simple as your hourly rate. Set an ongoing retention fee for chatbot service. The ongoing chatbot service allows optimization, reporting, etc. Offer this shiny chatbot service product to existing customers. It's only a framework. It provides guidance, but the exact process you follow to start offering chatbot services will differ according to how your agency operates. Um. I have questions. Lots of questions. It's fine. Offering a new marketing service, especially an emerging tactic like chatbot technology, can be intimidating. Plus, it requires some careful consideration. There are five things I suggest to get your questions answered. Choose one or choose them all. Chances are, you'll find what you need. VERY IMPORTANT: Sign up for the Agency Growth Accelerator. It's a full-day summit that tells agencies how to scale big time using a medley of tactics, chatbots included. Free tickets available here. Get started using MobileMonkey. It's free, so you have nothing to lose. Getting into the product will answer many questions. Learn more about the MobileMonkey agency plan. We've created an exclusive price point for agencies to unleash the full power of MobileMonkey for as many customers and business pages as they want. Check it out. Buy a MobileMonkey Pro plan that includes one-on-one consultation sessions with a dedicated account manager. With this plan, you receive so many coaching sessions you want (additional costs may apply) to get bot building support, and answers to all your chatbot questions. Join the MobileMonkey Facebook group. Apply to join this closed group, and get deep intel on all the agency chatbot information you're missing on. Please do this now. Reggie Bradford, the late VP of Oracle, delivered a keynote in Prague in 2016. In that keynote, he predicted that the biggest technological innovations in the next few years would be messaging apps and chatbots. In Bradford's words, This wave is about to hit you hard. This will force you back into the sand and water on your nose. But if you're ready, it can be an incredible opportunity. A little dramatic, but yes, the time is here. The wave came. (Not sure about the on your nose, but still.) Marketing agencies that survive and thrive in the new era of digital innovation are agencies selling Messenger chatbot Marketing agencies that don't sell Messenger chatbot services might not stand a chance. Now is the perfect time to start. Be a Unicorn in a sea of Donkeys Get my very best Unicorn marketing & entrepreneurship growth hacks: Sign up to send them directly to your email. Sign up for occasional Facebook Messenger Marketing news and tips via Facebook Messenger. About the Author Larry Kim is the CEO of MobileMonkey – provider of the world's best Facebook Messenger Marketing Platform. He is also the founder of WordStream. You can connect with him on Facebook Messenger, Twitter, LinkedIn, Instagram. Originally Published on Mobilemonkey.com Mobilemonkey.com

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