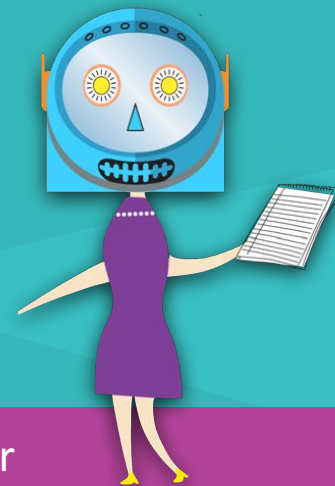


BOT CHAT:

# WHY SOCIAL MEDIA PROS SHOULD EMBRACE CHAT BOTS



# Molly Mahoney

## The Prepared Performer





# WHAT IS A BOT??

A way to automate your client interaction using a “ROBOT” that is programmed to have conversations for you.

# FACEBOOK MESSENGER BOTS

Open the Facebook App

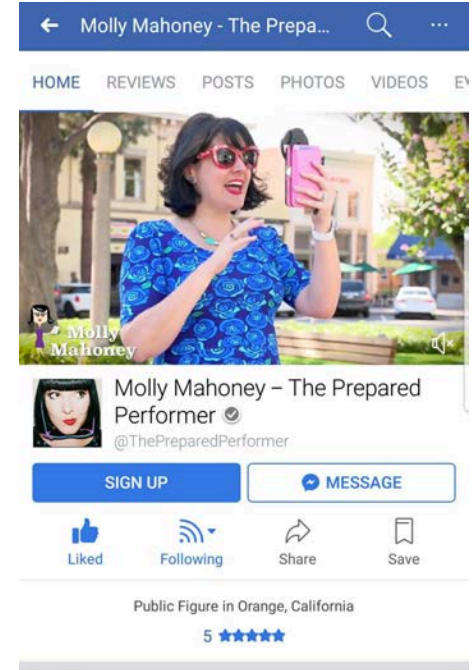
**Go to:**

Molly Mahoney

- The Prepared Performer

**Click:**

“Message” and then “Get Started”





facebook

160



# AVERAGE EMAIL OPEN RATES

## MailChimp



Company Size	Open Rate	Click Rate	Soft Rate	Hard Rate	Abuse Rate	Unsub Rate
1 to 10	21.53%	2.84%	0.56%	0.43%	0.02%	0.30%
11 to 25	20.62%	2.43%	0.57%	0.45%	0.02%	0.24%
26 to 50	21.40%	2.74%	0.39%	0.30%	0.01%	0.17%
50+	22.83%	2.75%	0.55%	0.50%	0.02%	0.20%

# AVERAGE CHATBOT OPEN RATES

ManyChat

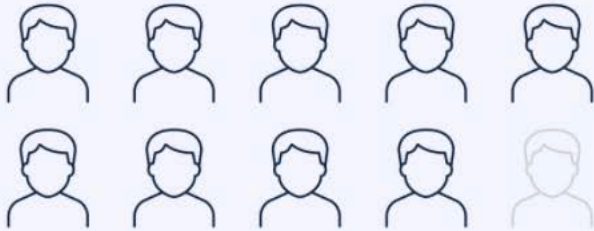
80% Open Rate

40% Click Through Rates

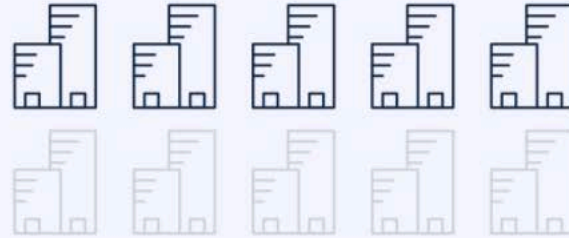


# YOUR CUSTOMERS WANT TO USE MESSAGING APPS!

## Twillo



**While 89% of consumers** would like to use messaging to communicate with businesses.



**Only 48% of businesses** are equipped to connect with customers through a message.

# IT'S FREE!

Kinda







**Bot or  
Human??**





**Molly Mahoney - The Prepared Performer** was live.

Published by BeLive [?] · July 3 at 10:03am · [?] · [?]

The Basics of Business Boosting Bots! Want to see how my clients and I have used Messenger Bots to make magic happen in our businesses? In the past month we've managed pull in the following results:

- 4x in open rates
- brought in 40 sales in 30 minutes (more than once!)
- 200 Leads in just 2 days! (Organically)... [See More](#)



**Get More Likes, Comments and Shares**  
Boost this post for \$150 to reach up to 64,000 people.

1,059,727 people reached

[Boost Post](#)

277

1K Comments 58 Shares



Like Comment Share

**1,059,727** People Reached

**38,982** Video Views

**2,371** Reactions, Comments & Shares

**421** Like **359** On Post **62** On Shares

**571** Love **540** On Post **31** On Shares

**71** Haha **71** On Post **0** On Shares

**113** Wow **113** On Post **0** On Shares

**20** Sad **20** On Post **0** On Shares

**49** Angry **49** On Post **0** On Shares

**1,139** Comments **1,089** On Post **50** On Shares

**63** Shares **58** On Post **5** On Shares

**19,251** Post Clicks

**6,055** Clicks to Play **6** Link Clicks **13,190** Other Clicks

**NEGATIVE FEEDBACK**

**32** Hide Post **14** Hide All Posts

**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

$$1 + 1 + \$900 =$$

Video

Post

[See metrics for all videos](#)

**Molly Mahoney - The Prepared Performer: LulaRoe Consultant Business Page Bootcamp**

Are you a LulaRoe consultant? (For your eyes only!) After talking to several consultants about a huge problem that is causing them to lose sales, I have decided to put together a special training just for you! We have had over 400 consultants join u...

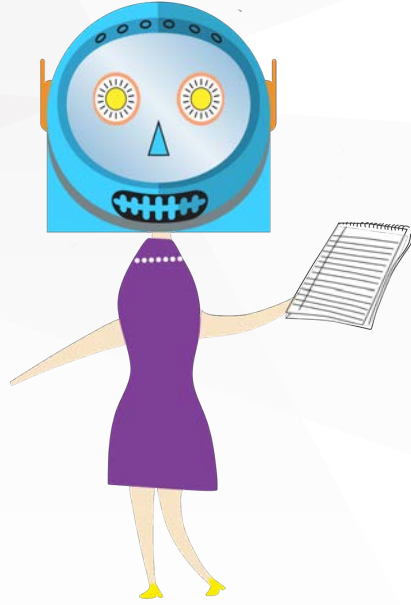
3:02 · Was Live: 04/28/2017 · [View Permalink](#)

### Performance for Your Post (i)

Peak Live Viewers	7	>
Minutes Viewed	19,075	>
Video Views	35,213	>
10-Second Views	16,431	>
Video Average Watch Time	0:15	>
Audience and Engagement		>

# 200 Sales in 3 weeks





**40 sales in 30 min**



**400+ sales  
in one  
month**

**\$90k in  
total  
sales**





Les Brown was live.

September 24 at 2:03pm · 🌐 · 🌐

Are you ready to be a voice of hope?

In this video, I show you How to Create a Custom Presentation so that you can share your story with the world.

Comment below with the word HUNGRY if you'd like to be notified when I "go live." ... [See More](#)



23K Views

Love Comment Share

815

Top Comments

220 Shares



Les Brown

Booking Inquiries: Please email us at [Les@LesBrown.com](mailto:Les@LesBrown.com) Always remember: You Have GREATNESS within you!

<https://m.me/thelesbrown>

Active Subscribers

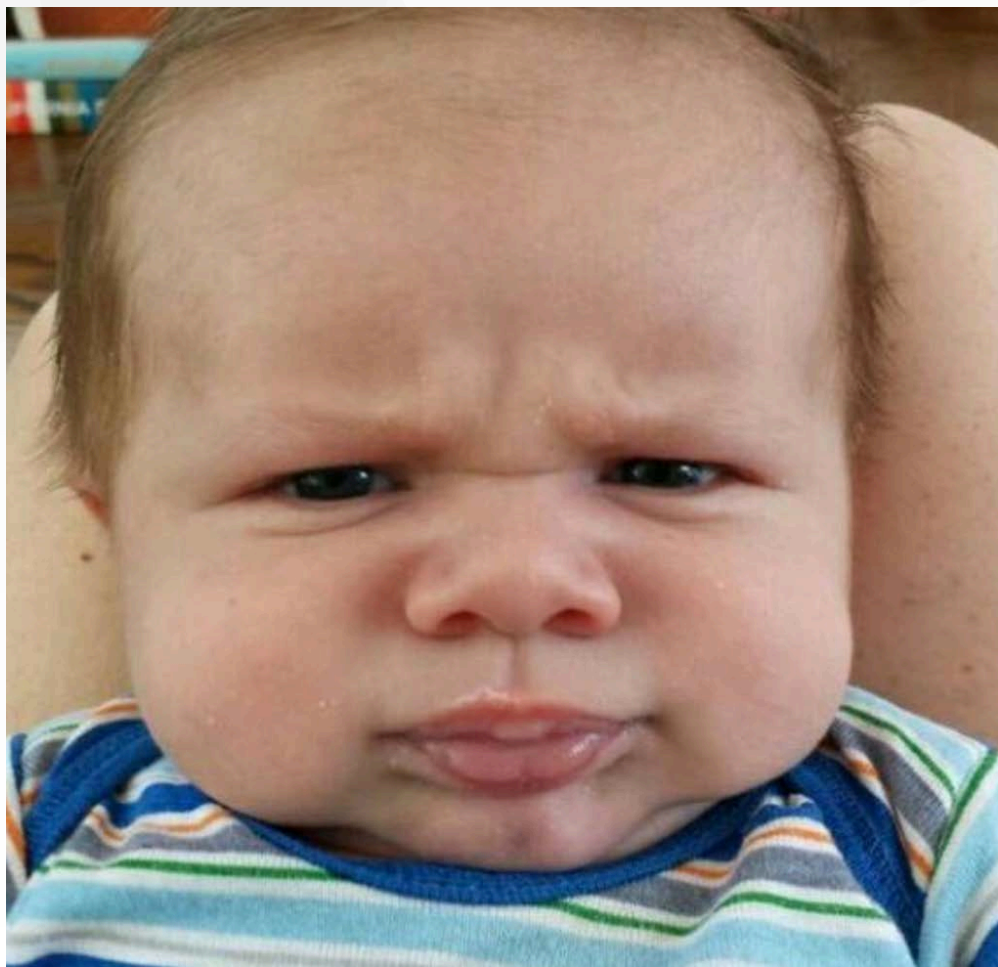
September 7, 2017 - November 7, 2017

2437





## Bots and Belive for Massive Reach



	CHATFUEL	MANYCHAT
Cost	FREE (version) Paid starts at \$30 a month	FREE (version) Paid starts at \$10 a month
Pros	<ul style="list-style-type: none"> <li>-Multiple plug-ins</li> <li>-Stripe and Payment Integration</li> <li>-Ability to clone entire bot</li> <li>-Templates for specific industries</li> </ul>	<ul style="list-style-type: none"> <li>-Zapier Integration</li> <li>-Option to White Label</li> <li>-Active FB Support Community</li> <li>-Website Pop Ups</li> <li>-Easy User Interface</li> </ul>
Cons	<ul style="list-style-type: none"> <li>-No "tag" feature</li> <li>-Limited Subscriber Dashboard</li> <li>- No Website Pop Ups</li> </ul>	<ul style="list-style-type: none"> <li>-Limited Cloning Between Fb Pages</li> <li>-No internal Payment Option</li> </ul>

**Starting Block**

Initial message

89%	100.0%	100.0%	36.8%
No.	Value	Time	Cost

8 (100.0%)

Start



Knowledge

Start

You have asked me to help in regards to the message in the screenshot and asked for help. I will attempt to help below and if you have any further questions, please let me know.

You are a great person and I hope you have a great day!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

How did you do?

100.0% (100.0%) (100.0%) (100.0%)

Start

Thank you for your help!

This content belongs to another flow.

Reason: Logic

This content belongs to another flow.

Reason: Logic









[www.ThePreparedPerformer.com/botcasestudy](http://www.ThePreparedPerformer.com/botcasestudy)