NOVEMBER 12 + 13, 2020

REBOUND in 2021

THROUGH TOURISM MARKETING

VIRTUAL WORKSHOP

DIY TOURISM

Welcome

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Lead Instructor of
JB Media Institute

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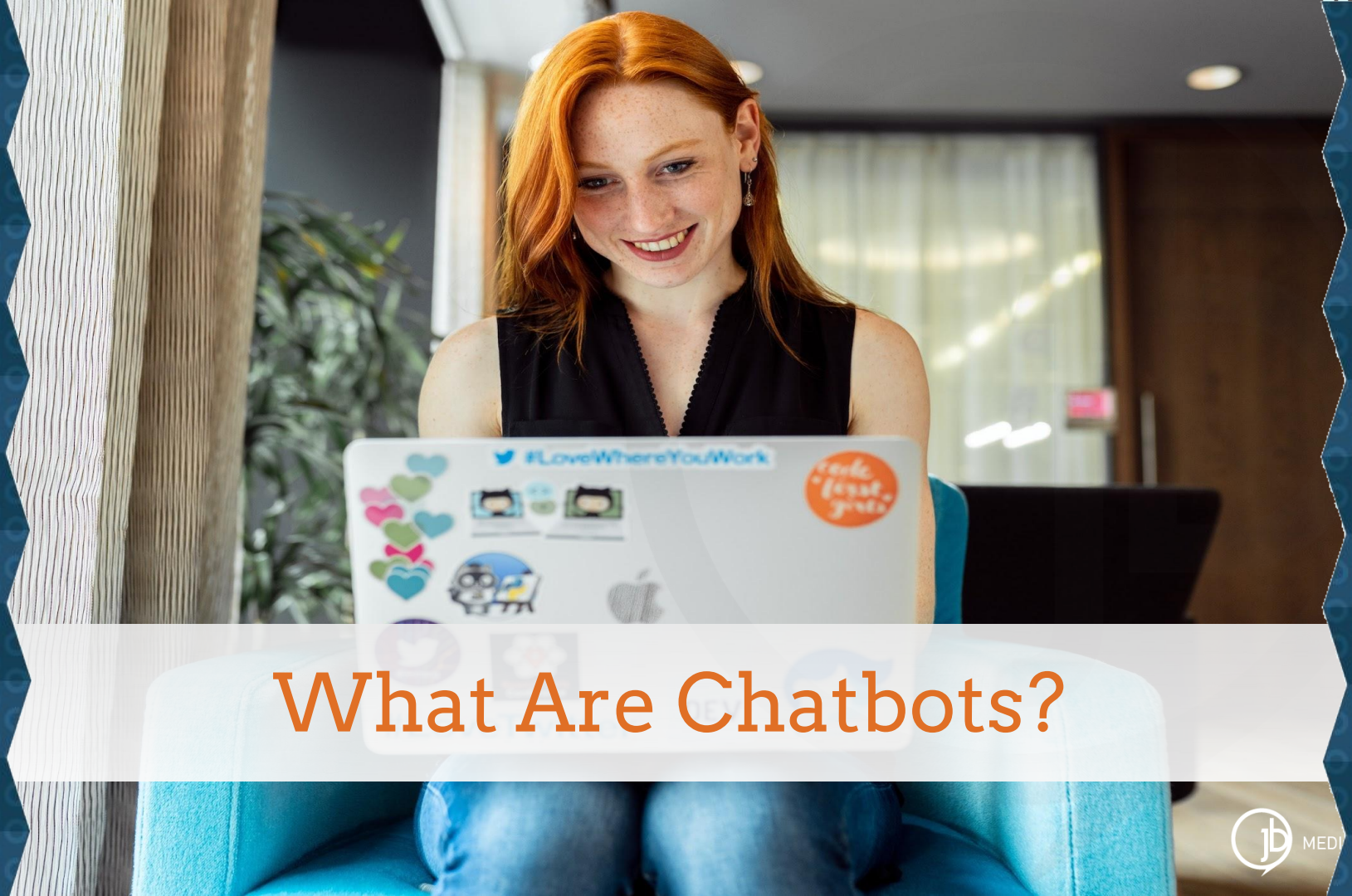
Social Media Messaging: Innovative Automations to Increase Engagement

Communications



What Are Chatbots?

Chatterbots, Interactive Agents, Virtual Assistants, & Conversational Interfaces

A chatbot can be powered by pre-programmed responses or artificial intelligence (AI) to answer questions and provide information to people without a human operator.

PURPOSE: to answer questions and give out important info quickly and efficiently.
PROS: chatbots not only answer questions, but they can do so without the help of a human representative - this frees up time and saves money by increasing efficiency.
LearnG2 2019 Guide to Chatbots

Types of Chatbots

1. Simple (Scripted) – This type of chatbot only has conversations that are pre-defined ways to go in specific directions. They can not debate from what is programmed. Their purpose is automation and accomplishing simpler goals.
2. Intelligent – AI allows chatbots to provide flexible responses to people's questions and it learns from each conversation and experience so it is able to answer future questions more accurately.

In either scenario you need to know enough about your customers/audiences and what they want and need so you can design and build chatbots that are useful and user-friendly.

Bots must have purpose.

- Automated Responses
- FAQs
- Product and Service Details
- Audience Segmentation
- Product and Service Recommendations
- Feedback and Review Generation
- Discounts, Sales, and Deals
- Reminders, Updates, and Announcements
- Remarketing/Retargeting

What CTAs are the top priority?

Know what calls to action are the most important for your business to grow.

- How can your bots generate those actions more quickly and easily?
- What conversions are most valuable?

- purchases
- phone calls
- website visits
- sign ups
- registrations

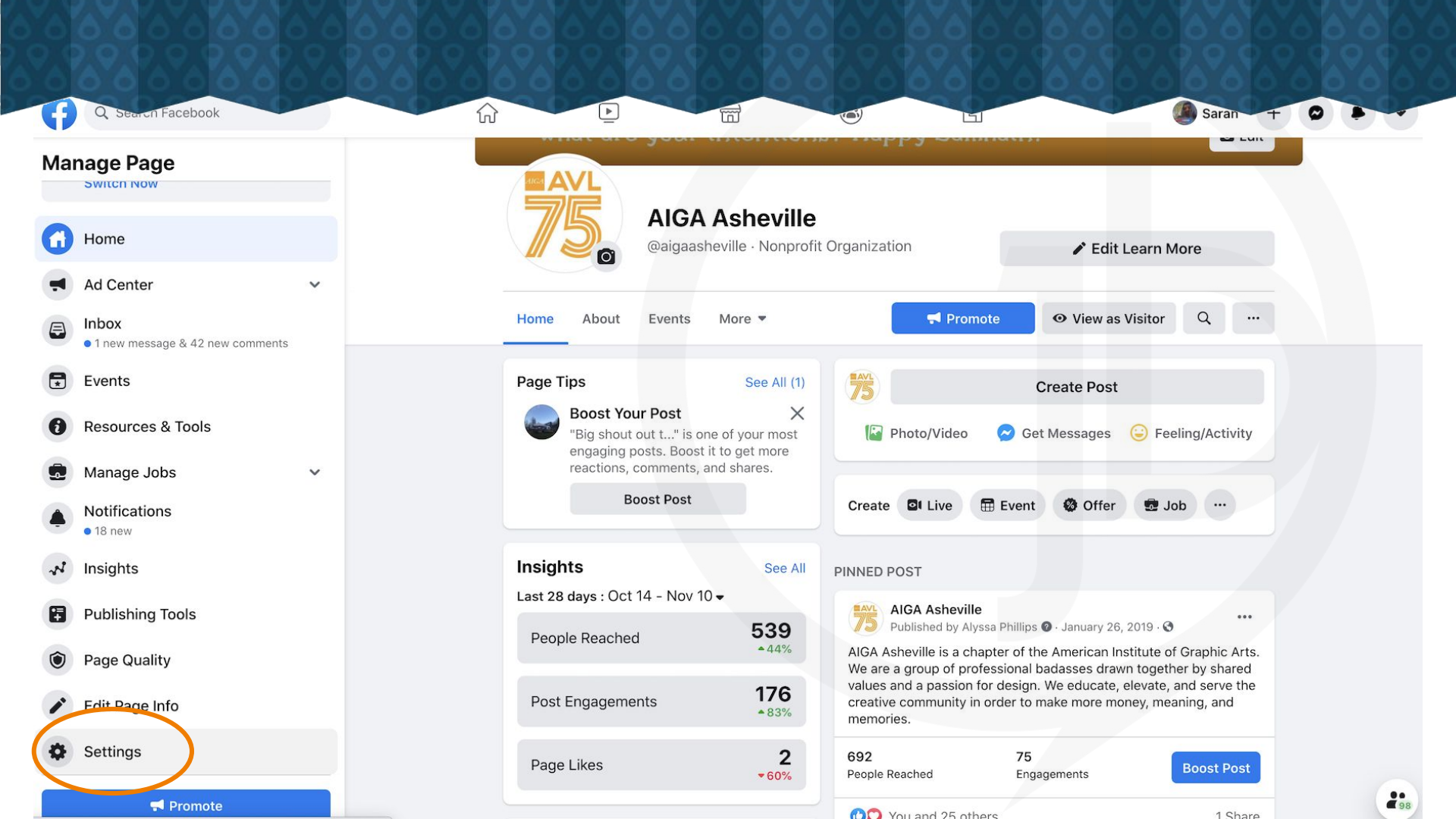
Facebook Messenger

Let's take a tour!

Facebook for Developers - Chat Plugin

Facebook Instant Replies

Facebook Appointments


Search Facebook
Saran
Manage Page
Switch Now
Home
Ad Center
Inbox
1 new message & 42 new comments
Events
Resources & Tools
Manage Jobs
Notifications
18 new
Insights
Publishing Tools
Page Quality
Edit Page Info
Settings
Promote
AIGA Asheville
@aigaasheville · Nonprofit Organization
Edit Learn More
Home
About
Events
More
Promote
View as Visitor
Page Tips
See All (1)
Boost Your Post
"Big shout out t..." is one of your most engaging posts. Boost it to get more reactions, comments, and shares.
Boost Post
Insights
See All
Last 28 days : Oct 14 - Nov 10
People Reached
539
44%
Post Engagements
176
83%
Page Likes
2
60%
Create Post
Photo/Video
Get Messages
Feeling/Activity
Create
Live
Event
Offer
Job
PINNED POST
AIGA Asheville
Published by Alyssa Phillips · January 26, 2019 ·
AIGA Asheville is a chapter of the American Institute of Graphic Arts. We are a group of professional badasses drawn together by shared values and a passion for design. We educate, elevate, and serve the creative community in order to make more money, meaning, and memories.
692
People Reached
75
Engagements
Boost Post
You and 25 others
1 Share

AIGA Asheville › Page Settings

Page Settings

Search Page Settings

- General
- Messaging
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Facebook Badges
- Page Roles
- Diversity Info
- Groups
- People and Other Pages
- Preferred Page Audience

Messaging Settings

Set up features and edit preferences for managing messages across Messenger and Instagram. You can manage notification settings in the Notifications tab.

Sections

General Settings	Jump to Section
Starting a Messenger Conversation	Jump to Section
During a Messenger Conversation	Jump to Section

General Settings

Use the Return key to send messages — On

Press the Return/Enter key on a computer to send Messenger and Instagram messages. If this feature is off, click Send.

Starting a Messenger Conversation

Show a greeting — On

Greet people before they send your Page a message. Your greeting appears in the chat window before a message is sent or in the About section of your business's Messenger profile.

Change

> *"Hi Sarah Deborah Benoit! Thanks for getting in touch with us on Messenger. Please send us any questions you may have."*

Your Messenger URL

Use your Messenger link off Facebook, such as on a flyer, in an email or in an SMS message. Your Messenger link directs people to a conversation with your Page.

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AIGA Asheville › Page Settings

Page Settings

Search Page Settings

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in the About section of your business's Messenger profile.

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"Hi Sarah Deborah Benoit! Thanks for getting in touch with us on Messenger. Please send us any questions you may have."

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Use your Messenger link off Facebook, such as on a flyer, in an email or in an SMS message. Your Messenger link directs people to a conversation with your Page.

Your Messenger link
m.me/aigaasheville

Copy Link

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started

During a Messenger Conversation

Set up automated responses

Customize responses that are automatically sent to people in the Automated Responses tab in Inbox.

Set Up

Show who's sending messages on behalf of your Page

Tell people who's responding to them in Messenger on behalf of your Page. People can choose how their name appears.

Off

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Search Facebook

Sarah

AIGA Asheville > Inbox

Inbox

Messages

- All Messages
  - 1 message
- Messenger
- Instagram Direct

Comments & More

- Facebook
  - 20+ comments
- Instagram
  - 20+ comments

Automated Responses

Automated Responses

Greet People

- Instant Reply — on
- Away Message — Off

Share and Get Information

- Frequently Asked Questions — on
- Contact Information — off
- Location — on

Send Confirmations

- Job Application Received — off

Follow Up

- Appointment Reminders — on
- Appointment Follow-up — off
- Page Recommended — off
- Page Not Recommended — off

Page Recommended

Off

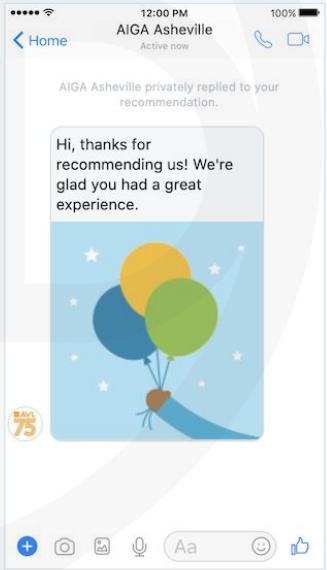
Send a message after someone publicly shares that they recommend your Page.

You can customize your message to thank them, send an offer or start a conversation.

Timing

Sent 10 minutes after someone publicly shares that they recommend AIGA Asheville

Edit



Mobile Monkey

Let's take a tour!

How to Build a Chatbot for Facebook

Mobile Monkey Chatbot Tutorials

Build Conversational Chatbots

Mobile Monkey

Create custom chatbot dialogues for your website, SMS, Facebook, and more.
Engage and convert people in a one on one environment. Save time and money.

Mobile Monkey Features

Break Outs

What is one automated message or dialogue you can create for the new year?

SPEAKERS

Status Forward

Inspir
PR GI

CHAIR & MEDIA

jb MEDIA INSTITUTE

magellan
STRATEGY GROUP

Conclusions

Free learning opportunities:

- ★ Free Monthly Webinar: Our next Digital Drop-in is Wednesday Dec. 2, 2020
- ★ Free Digital Marketing Toolkit

Online Courses

Find out more about the Content Strategy Roadmap.