



# Facebook Messenger BOTS

Creating new relationships

# What is a BOT?

A method to automate a sign-up process by creating a simple step-by-step procedure.

The screenshot displays the 'Growth Tools' interface for configuring a widget named 'Example Bar'. The interface is split into two main sections: a configuration panel on the left and a preview window on the right.

**Configuration Panel (Left):**

- Initial State:** Includes tabs for 'Initial State', 'Submitted State', 'Opt-In Actions', and 'Setup'. The 'Initial State' tab is active.
- Allow to hide bar:** A toggle switch is turned on (blue).
- Button Type:** Two radio button options: 'Send to messenger' (selected) and 'With checkbox'.
- Colors:** Two radio button options: 'Background' (selected) and 'Headline'.
- Button Background:** A dropdown menu set to 'Blue'.
- When Does It Display:** A dropdown menu set to '30' and another set to '% scrolled'.
- Show Widget To The Same User Again After:** A dropdown menu set to '3' and another set to 'Days'.
- If Manually Closed By A User, Show After:** A dropdown menu set to 'Never'.
- Next >** A blue button at the bottom right of the configuration panel.

**Preview Window (Right):**

- Shows a blurred view of a website with a 'Hello' greeting at the top.
- The 'Bar' widget is visible as a thin horizontal bar at the top of the page.
- Below the bar, there is a large heading 'Our Logo' and several columns of text and images, all blurred.



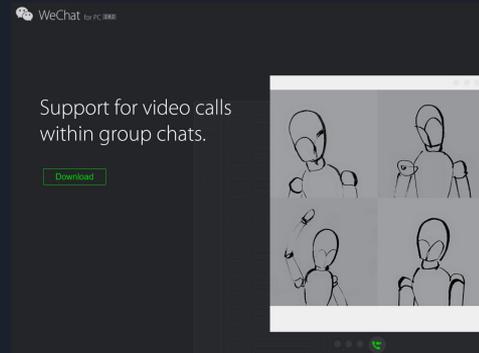
# What is a BOT?

The messenger chat SDK allows developers to create bots that users can send text messages to directly and that automatically respond with information, images, location services, product prices, Buy buttons, and more.

The Chat SDK can also tap into Messenger built-in payments system (or PayPal) to let users make purchases via bots.

Combine with Facebook Live becomes a powerful tool.

# WeChat/Line



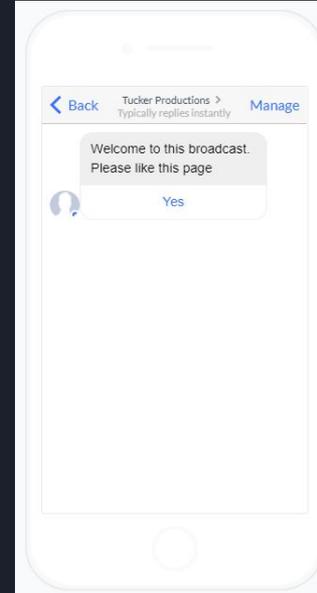
“The concept of lightweight chest-based interface for commerce, news, and more was pioneered and popularized in Asia by apps like China’s WeChat and Japan’s Line. Rather than forcing people to download entire apps for each business or use case, they can simply send messages “official accounts” or chat bots inside the instant messaging app they already use all day. These allow you to make purchases with a WeChat-connected payment option, order a taxi, buy movie tickets, pay bills, and more.

These bots and official accounts make accessing added utility not only convenient for the user. Chat app platforms relieve businesses from having to build, popularize, and maintain whole mobile apps for multiple phone operating systems. With so many apps flooding the app stores, getting people to discover them and go through the hassle of installing an app can be tough for businesses. It’s much more casual and less daunting for businesses to get users to simply message them.

The more useful features developers and businesses build into Messenger, the stickier it gets. It’s a similar strategy to Slack.”

# Who are the companies that make these Growth Tool BOTS?

- GrowthBot.Org (Hubspot)
- Facebook
- Chatfuel
- Spectrm
- Sequel
- Massivly
- PandoraBots
- Motion.ai
- ManyChat
- Sprout Social
- Reply.ai
- hellotars
- Microsoft (Cortana) - Apple (Siri) - Google (Home) - Amazon (Alexa)





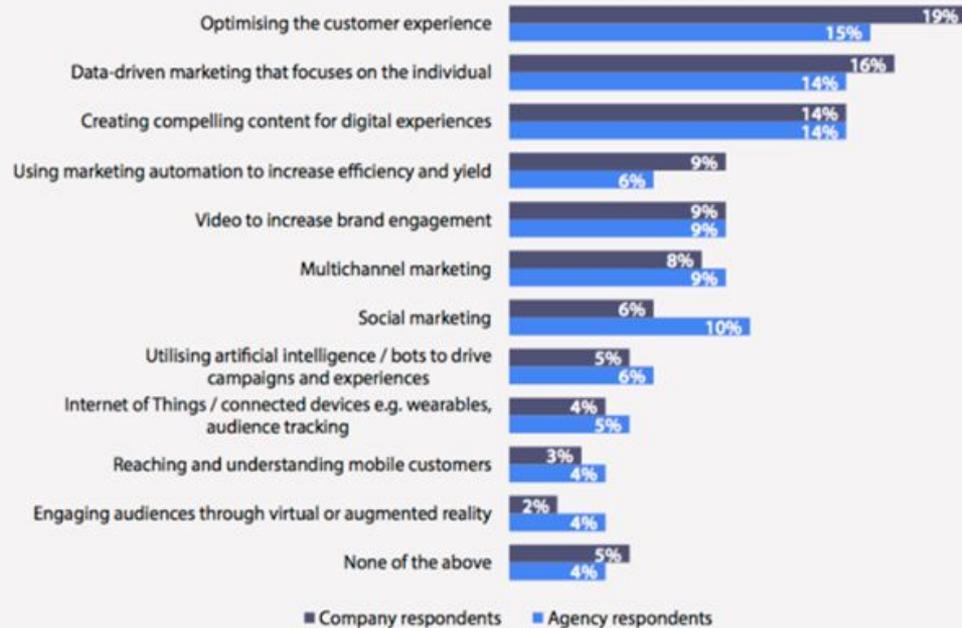
# Who is using BOTS?

*From GrowthBot a request*

- 1. Envato, Melbourne*
- 2. The Sydney Morning Herald, Pyrmont*
- 3. Sutherland Shire Council, Sutherland*
- 4. Liverpool Council AU, Liverpool*
- 5. Goulburn Mulwaree Council, Goulburn*
- 6. UrbanGrowth NSW, Sydney*
- 7. JB Hi-Fi, Chadstone*
- 8. Telstra, Melbourne*

## Simple commands produce interesting results, keeping the information interesting

FIGURE 4: WHICH ONE AREA IS THE SINGLE MOST EXCITING OPPORTUNITY FOR YOUR ORGANISATION (OR YOUR CLIENTS) IN 2018?



Company respondents: 2,857  
Agency respondents: 2,597

# Who has built a BOT?

The screenshot displays a Microsoft Power Automate flow editor for a flow named "Subscribe to bot". The interface includes a left-hand navigation pane with a "Flow" section containing the flow name and a "Sent to" section showing "0 people". Below this, there are three rows of statistics: "Delivered to" (0, 0%), "Opened by" (0, 0%), and "Clicked by" (0, 0%). The main workspace shows a "Starting Step" card with a green header. The card content includes a title "Successfully subscribed", a table with four columns (Sent, Delivered, Opened, Clicked) all showing 0 and 0%, and a text block: "You have successfully subscribed to {{page\_name}}! The next post is coming soon, stay tuned!". Below the text is a note: "P.S. If you want to unsubscribe again just type 'stop'". The top right of the editor has an "Edit Message" button and a "Go To Basic Builder" button. A yellow banner at the top center reads "You are viewing a published version" with an "Edit" link.

Flows > Subscribe to bot Edit Message Go To Basic Builder

You are viewing a published version Edit

Flow  
Subscribe to bot

Sent to  
▶ 0 people

Delivered to  
✔ 0 0%

Opened by  
👁 0 0%

Clicked by  
👉 0 0%

**Starting Step**

Successfully subscribed

0	0%	0%	0%
Sent	Delivered	Opened	Clicked

You have successfully subscribed to {{page\_name}}! The next post is coming soon, stay tuned!

P.S. If you want to unsubscribe again just type "stop".



# Facebook Live

- Keywords to produce results
- Facebook rates comment engagement as a key component to the content of a video.  
The more comments, the higher the ranking
- Creating brand loyalty

# Cortana/Siri/Alexa/Home



Cortana is your truly personal digital assistant

Cortana is designed to help you get things done. Ready on day one to provide answers and complete basic tasks, Cortana learns over time to become more useful every day. Count on Cortana to stay on top of reminders and work across your device.

Introducing Invoke - Harman Kardon sound meets Cortana

Make every moment matter. Make every control your music, make and receive calls with Skype, get answers to questions, and more.

[GET MORE DETAILS >](#)

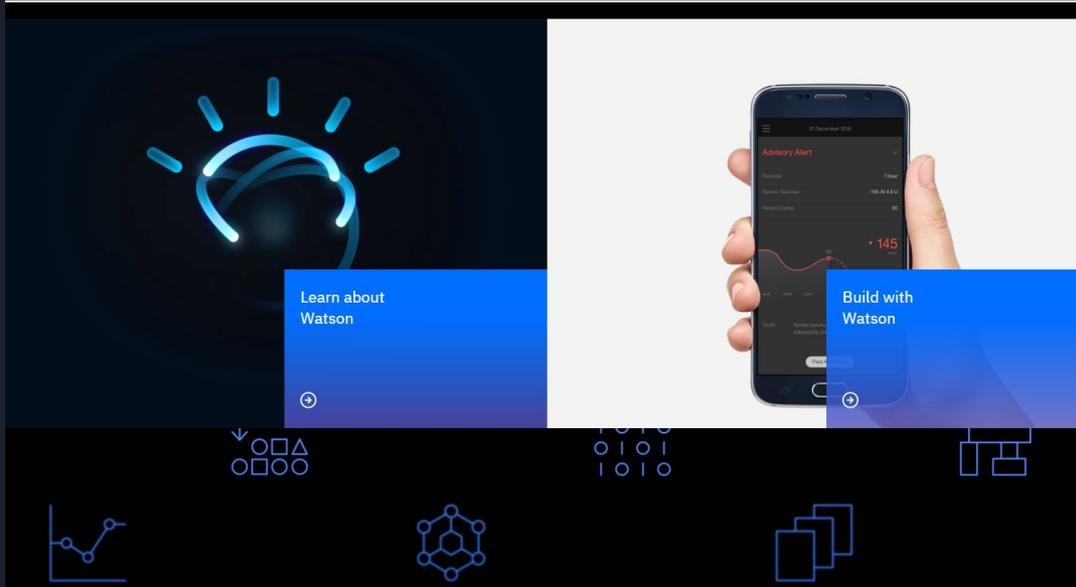


Google Home

[google.com/home](http://google.com/home)



# IBM Watson



Watson is a question answering computer system capable of answering questions posed in natural language, developed in IBM's DeepQA project by a research team led by principal investigator David Ferrucci. Watson was named after IBM's first CEO, industrialist Thomas J. Watson.