Using Chatbots to Get Your Audience to Love You

Annie Schiffmann
CEO, Founder, Downstage Media
Who is Your Audience?
Want them to fall in love with you?

In seconds

I love you almost as much as broadway.com loves Darren Criss.
Issue #1 - We are not talking *to* people. We are talking *at* them.
Issue #2 - People prefer to be contacted in a specific way - and it’s very personalized
Issue #3 - 1 to 1 Conversations
Don’t Scale
WHO CARES ABOUT EVERYONE? WHAT ABOUT ME?
Enter Chat Marketing
What is Chat Marketing?

Using Facebook Messenger, text, and email to create conversations with your audience.
Annie Schiffmann

- Professional Actress for 15+ years
- Theater Marketing for 6+ years
- Chat Marketing for 2+ years
- Founder of Downstage Media
4 billion active monthly users
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A modern day social network built around Messaging.

Asha Sharma, head of Messenger at Facebook on what the company is beginning to look like, April '19
“We’ve only seen the tip of the iceberg in terms of the development of the Facebook family of messaging apps.”

Mari Smith, Queen of Facebook
Why Use Chat Marketing?

Open rates are 4x better than traditional email open rates.
Learning Objectives

1. Why Chat Marketing helps your audience fall in love with you quickly

2. How effective Chat Marketing is when used with your current text and email platforms

3. Four key areas to get your Chat Marketing system connecting with your audience right away

4. Three different real world examples of sequences that you can implement based on trends in social media today
1. Why Chat Marketing helps your audience fall in love with you quickly
5 Love Languages
By Gary Chapman
1. Gift Giving
2. Quality Time
3. Physical Touch
4. Acts of Service
5. Words of Affirmation
5 Love Languages - Gift Giving

1. Gift Giving
2. Quality Time
3. Physical Touch
4. Acts of Service
5. Words of Affirmation
5 Love Languages - Quality Time

1. Gift Giving
2. **Quality Time**
3. Physical Touch
4. Acts of Service
5. Words of Affirmation
5 Love Languages - Physical Touch

1. Gift Giving
2. Quality Time
3. Physical Touch
4. Acts of Service
5. Words of Affirmation

Annie, I got an amazing spot for scotch (etc other drinks)

6pm, today (Saturday)

7th floor of the Fairmont. At Rules and Regs, as for Andrew or Nick.

After our drink, we’ll head into the ManyChat party together
5 Love Languages - Acts of Service

1. Gift Giving
2. Quality Time
3. Physical Touch
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5. Words of Affirmation
5 Love Languages - Words of Affirmation

1. Gift Giving
2. Quality Time
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2. Using Chat Marketing with Email and SMS
Beware of Using Facebook in This Climate
Use a Multi-Channel Approach

Good for Your Audience

They talk with you how they like.

Good For You

You keep and manage their information.
4 Key areas to get your Chat Marketing system connecting with your audience right away
4 Key Areas to Get Your Bot Started

1. Welcome Message
2. Main Menu
3. Default Reply
4. Live Chat on Website
4 Key Areas to Get Your Bot Started

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3 Real World examples of sequences that you can implement based on trends in social media today
How to Use Chat Marketing

Facebook Ads
How to Use Chat Marketing

Show Your Classes

Here are the classes that Anne Fattal's Footnotes offers for adults.

Tap Adult
Learn basic tap skills leading into more advanced rhythms and patterns.

- When is this class?
- Meet the Instructor
- Register Now
How to Use Chat Marketing

Group Orientation
7 Days of Chat Marketing

More tips to give you.

1. Open Camera App on your phone
2. Hover it over the QR Code
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Stop feeling like your calls to action aren't getting any action. Like your actions.
Start talking to your audience how they want to be spoken to.
Give them what they want in seconds and they will love you.
Happy to offer ideas, solutions, and strategies.

Downstage.Media
https://m.me/Downstage.Media