How to Use Conversational Design to Deliver Traffic & Cultivate Loyalty!

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Objectives

Map your conversational marketing strategy across all channels

Backwards map your subscriber journey and the conversations that will convert

Plan your content to speak to the symptoms experienced by your prospects
Current Knowledge?

ManyChat/Chatfuel/MobileMonkey/Octain.ai/AI

Email Marketing

Conversational Marketing

Content Production

Lead Generation
MKJ Conversion Method

CONVERSION

COPY

STRUCTURE

LEAD GEN

NICHE DOWN

MIND MOVEMENT

SCALE

INTENTIONAL ITERATION
We Will Cover Today...

CONVERSION → COPY → STRUCTURE → LEAD GEN
1. Conversational Marketing Strategy
2. Conversion & Subscriber Journey
3. Value-Based Lead Generation
Conversational Marketing

“Conversational Marketing is a one-to-one approach that companies use to shorten their sales cycle, learn about their customers and create a more human buying experience.” ~ Erik Devaney, Drift

With chatbots, we communicate in real time, with real people, where they are:

- CONVERSATION
- Prospect is driving, but we built the vehicle and the road
- Integration
  - Email
  - SMS/MMS
  - CRM
- Decide and/or Convert
Traditional Marketing Principles - Product/Business Focused

Product - What is it?

Price - How much is it?

Place - What channel makes it available?

Promotion - Advertising. How do prospects find out about it?
Conversational Marketing Principles – Prospect Focused

Needs, wants, and demands of the prospect

Value and satisfaction for the prospect

Relationships and communication with the prospect when and where they want

Social and ethical responsibilities and effects the prospect can relate to
If we aren’t clear about the destination, we can’t create the path prospects take to get there, and our call to action (CTA) when they arrive
Mind Map Form
Outline Form (which one below potentially creates more loyalty?)

Facebook Video Post for Webinar Registration
- Comment to bot subscriber
- Deliver lead magnet
- Deliver another lead magnet
- Webinar nurturing sequence
- Webinar attendance with integration to webinar provider & CRM
  - Retargeting Messenger ads
  - Follow up emails/messages
  - Replay view
- Sales page
- Order page
- Purchase

Facebook Ad for Webinar Registration
- Landing page
- Email opt in
  - Messenger lead magnet delivery/opt in
- Email/Messenger nurturing sequence
- Webinar attendance
  - Retargeting FB ads
  - Follow up emails/messages
  - Replay view
- Sales page
- Order page
- Purchase
Let’s Do It.

Create your Conversational Marketing Strategy in either Mind Map Form or Outline Form. Be sure to include every single step.
1. ChatBot Marketing Strategy
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Nurturing Subscriber Journey

“the process of caring for and encouraging the growth or development of someone or something”

In reference to chatbots, this is how we market with the prospect’s symptoms & pain points in mind:

- Provide valuable content
- Provide messages that connect and drive to the conversion
- Use questions/choices to segment subscribers
- Welcome unsubscribes
Objectives

Create the persona or voice of your chatbot so prospects can clearly determine if they belong in your world.

Develop visual, interactive, and concise chatbot copy translated from long-form email copy.

Master transparent relationship building and Prospect Focused Conversational Marketing.
Bot Persona

It is the character of your chatbot.

It reflects the moral character and personality of your company.

It should be clear that you are not a human so you do not lie to those who interact with your chatbot.
Bot Persona

Possible chatbot names

Brand Name

Personality Trait

Character Trait

Brand colors, images, and phrases

Personality Trait

Character Trait

Personality Trait

Character Trait
Thank you for reaching out. Our customer success team is busy helping other customers. We will respond to you as soon as one of our team members is available 😊

Okay, **First Name**! Since I'm not a human, and Dana and her team are off helping other Boss Moms raise their businesses and their babies, please shoot an email off to dana@boss-mom.com so we can get to your question ASAP!
Email Translation to Bots

Email is telling a story in long-form copywriting

Bots are interacting with a story in text-like messages

Let’s learn how to translate email copy into ChatBot copy
The Email Breakdown

1. Start with the full email copy in a doc
2. While keeping the *essence of the message*...
   a. Distill that down into one page (if longer)
   b. Distill that down into one paragraph
   c. Distill that down into one sentence
   d. Distil that down into one word
See the difference

Hey #NAME#

I know, there are so many courses out there that are one and done courses. Believe me...I've taken my fair share.

BUT... this is set up differently. It's built on a community. A lot of thought and time goes into the private $$100K FB community BECAUSE I WANT YOU TO MAKE THIS A REALITY!

Get YOUR $$100K SYSTEM

I'm in it for the long run with you to make sure you have what you need.

The doors are closing in 12 hours.

Don't MISS THIS PRICE!

1. **0-$$100K System** is the only course with a fast cash prelaunch guide to show you how to bring in cash quickly so you have money to build your business.

2. **0-$$100K System** is available to you right now for 4 payments of $299 or one payment of $997. The payment plan is set up to let your business start paying for the system.

3. **0-$$100K System** is what I currently use to grow my businesses. The same process. The same recipe. BECAUSE IT WORKS.

4. **0-$$100K System** helps you to decide the business path you want to take as you decide the life style you want to live.

Want to know more?

Watch the replay here
Email me at alisson@becauseicanclan.com or check out the blog
Check out my youtube channel here
Check me out on Instagram - It's more family life. You can see that I'm real!
I'm around. I'm here. I'm ready to help you make this happen!

Talk soon
Alison J Prince
Messages Should Be...
Grow The Know, Like, Trust Factors

**Know**
Visible to a variety of audiences - consistent messaging and location

**Like**
Prospects follow and Subscribe in order to be Nurtured

**Trust**
Nurturing Prospects builds trust which makes the Pitch and Decision to Buy easier.
Conversational Marketing Principles –
Prospect Focused

Needs, wants, and demands of the prospect

Value and satisfaction for the prospect

Relationships and communication with the prospect when and where they want

Social and ethical responsibilities and effects the prospect can relate to
The Journey - Overview

1. Who is the prospect?
2. What is their need?
3. Why did we understand and create a solution?
4. How will it improve their life?
5. What is it worth?
6. Where can they get it?
The Conversational Journey

**PROSPECT:**
- Demographics.
- Desires. Where do they hang out?
- Hobbies.

**PROSPECT:**
- Why did they bite?
- Pain. What daily activities trigger their pain?

**CLIENT:**
- What event made them understand? What solution did they create, and Why?

**PROSPECT:**
- How will the solution improve their daily life? Specifics - time $$$. mindset,

**PROSPECT:**
- What is this improvement worth? Give it a financial, emotional, long term value.

**PROSPECT:**
- How can they get the solution, what are the benefits, and how is it delivered?
Conversation Plot

Subscribe

Pitch

Nurture

Decide

Buy
Sequence/Flow in ManyChat
Let's Do It.

Create your subscriber journey for just one day's conversation in either Mind Map Form or Outline Form with the actual copy you will deliver in the bot messages. Be sure to include every single message, button, user input, zap, custom field, etc.
1. ChatBot Marketing Strategy
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3 Value Based Lead Gen

“a type of marketing that involves the creation and sharing of online content (videos, blogs, social posts, etc.) that does not explicitly promote a brand.”

In reference to chatbots, this is how we hook the prospect by addressing our solution to their symptoms:

- Top of funnel content offers
- Provide valuable content
- Provide messages that connect and drive to more content
2.8 x

Typically, it takes at least 2.8 touch points for a prospect to become a customer. Are you only using Ads to create those touch points? Would you like to use organic, value-based touch points as well?
Top & Middle of Funnel Content on Social

Video
Audio
Text

MessengerFunnels
All Roads Lead to Messenger (for the time being)
Organic Content

Posted on all platforms your audience frequents, and on which you have a presence.

- FB Video
- IG Stories
- Pinterest Image
- Tweets
- YT Video
- Website Top Bar
- Website Buttons
- Blog CTA
Messenger Supports the Subscriber Journey

FB/Google Ads Retarget for Urgency
Let’s Do It.

Create your organic and paid content plan for your Messenger Marketing Strategy. Be sure to include all content your business has to offer.
Your Plan to Deliver Traffic & Cultivate Loyalty

1. ChatBot Marketing Strategy
2. Conversion & Subscriber Journey
3. Value-Based Lead Generation
Thank You!

If you want to exchange contact info, and get a copy of the slides I shared today, simply FOCUS ON THIS CODE using the camera on your phone.

MKJ, aka, ChatBotMom