

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

Mary Kathryn Johnson

# 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

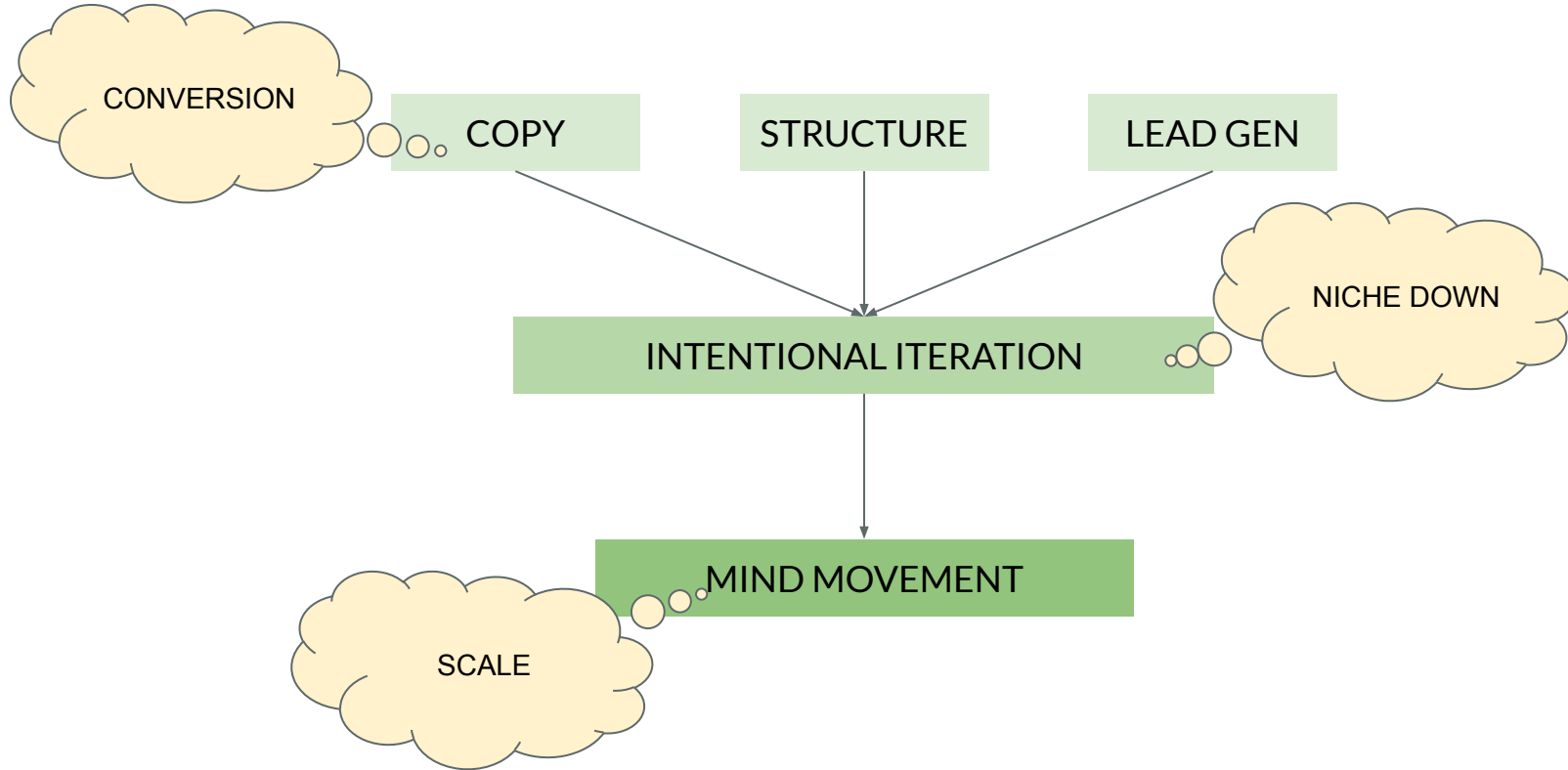
Email Marketing

Conversational Marketing

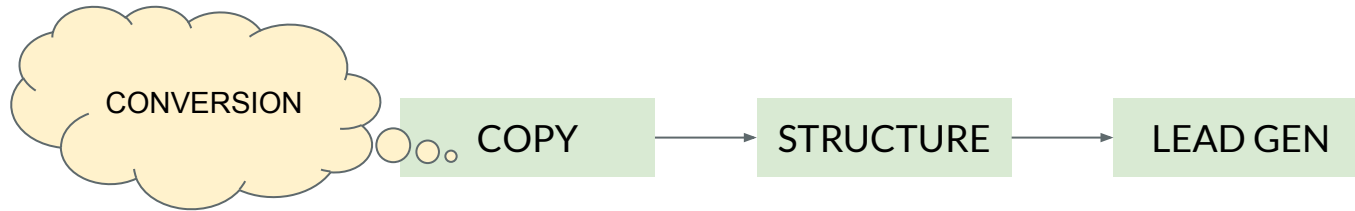
Content Production

Lead Generation

# MKJ Conversion Method



# We Will Cover Today...



1. Conversational Marketing Strategy
2. Conversion & Subscriber Journey
3. Value-Based Lead Generation

# 1

# 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

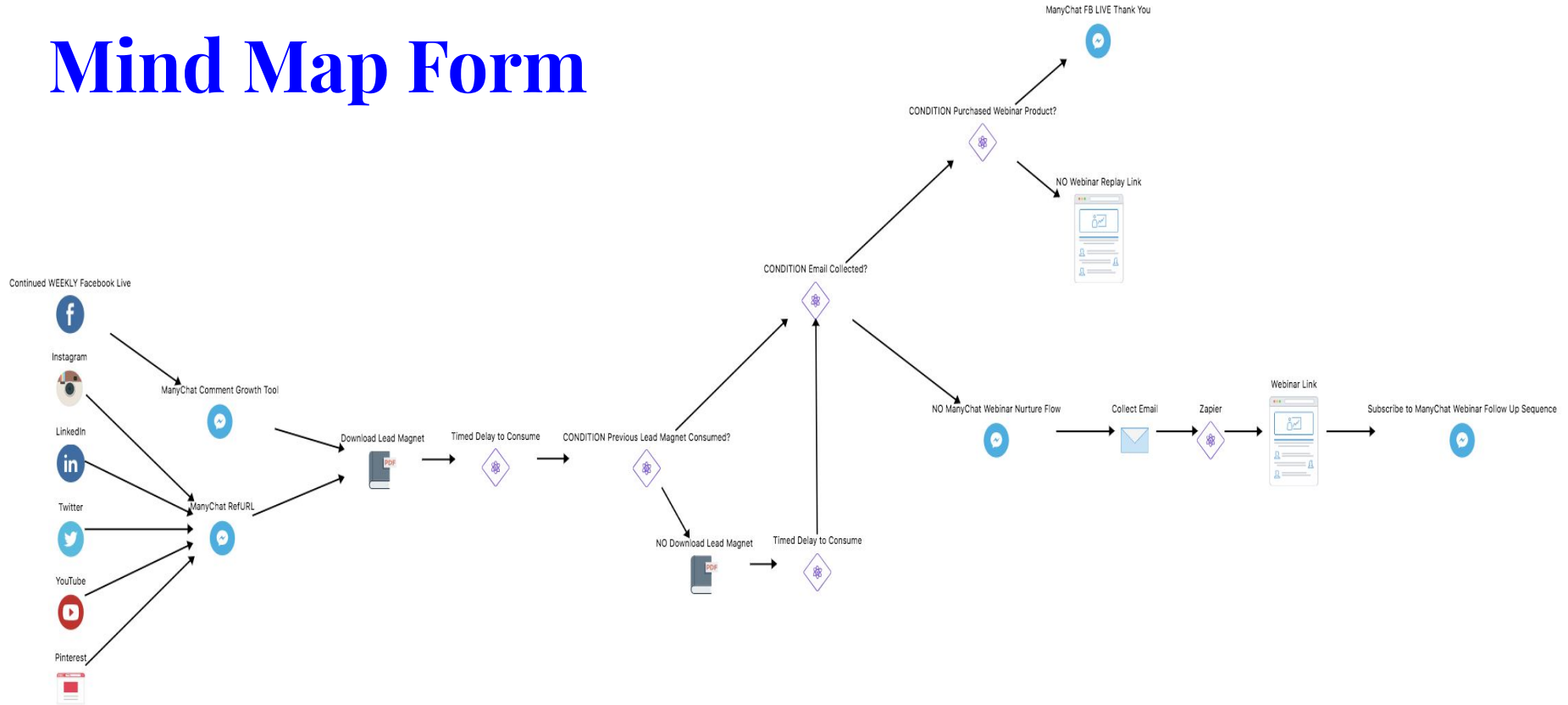
Value and satisfaction for the prospect

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
2. Conversion & Subscriber Journey
3. Value-Based Lead Generation

## 2

# 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.



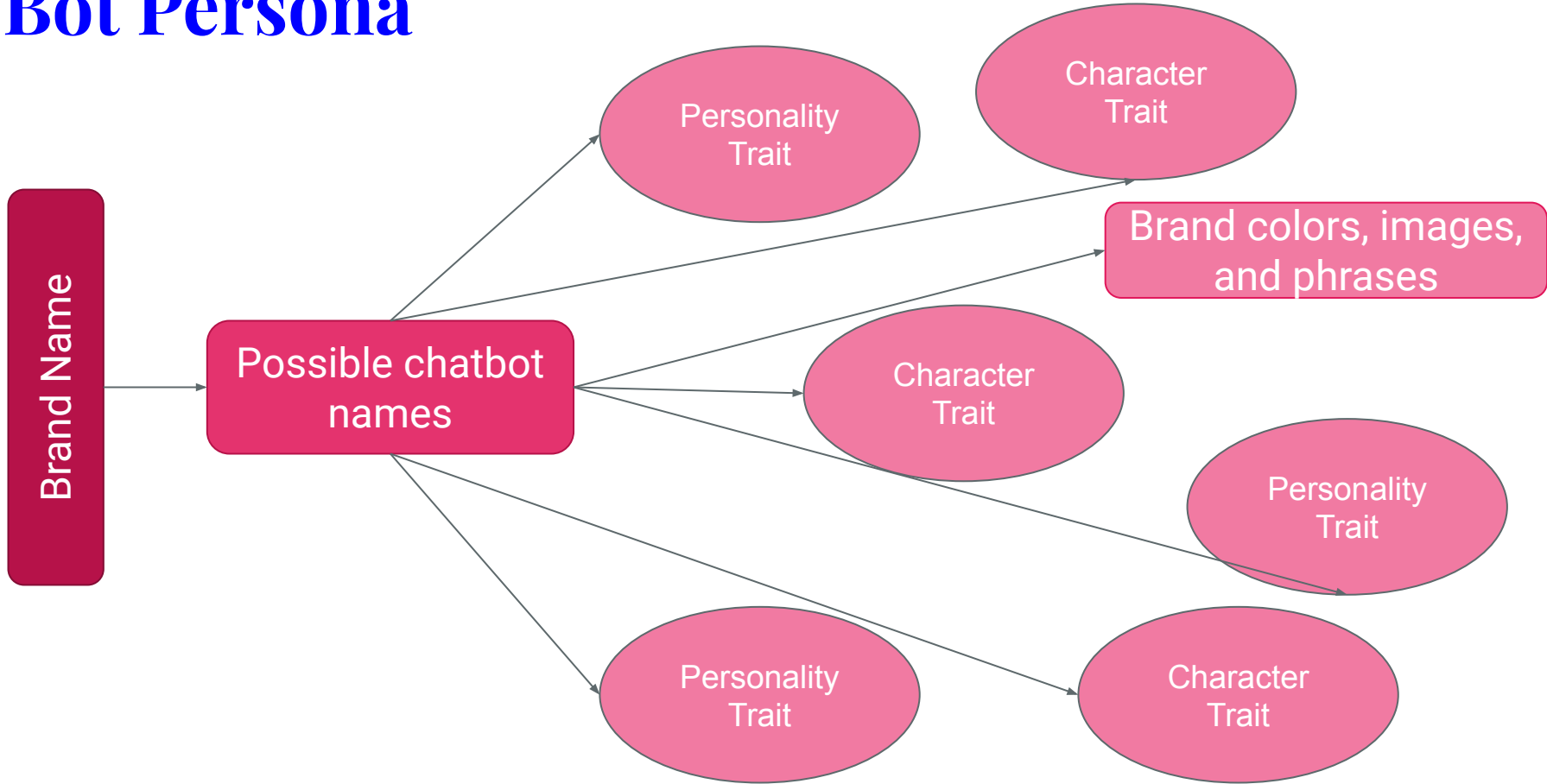
# Bot Persona

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



Click below to access all the ways to get in touch with me.

Contact

CTR 0%



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 😊

+ ADD BUTTON (OPTIONAL)

Play



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](mailto: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 0-\$100K FB community BECAUSE I WANT YOU TO MAKE THIS A REALITY!

[Get YOUR 0-\\$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!

- 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.
- 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.
- 0-\$100K System** is what I currently use to grow my businesses. The same process. The same recipe. BECAUSE IT WORKS.
- 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 [alison@becauseicanclan.com](mailto:alison@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!

[GET YOUR 0-\\$100K SYSTEM NOW!](#)

Talk soon

**Alison J Prince**

**Starting Step**

Message

3241	99.7%	96.9%	29.8%
Sent	Delivered	Opened	Clicked

HEY YA! Doors are CLOSING

HEY YA! Doors are CLOSING

Hey **First Name**, I know there are so many courses out there that are one and done, and whoo-wee... I've taken my fair share!

Typing 2 sec.

But this one is set up differently. It's built on a community and support is given!

Typing 2 sec.

Wanna see how it's set up? I'll give you a peek.

Mark, get Set, GO!

Yes! GO GO CTR 30%

**Yes! Show Me!**

966	100.0%	100.0%	65.5%
Sent	Delivered	Opened	Clicked

**Fast Track To Cash**  
I want sales coming in quickly for you. This is what I start out with!

I'm CTR 4%

**Payments Available**  
Enter Subtitle

I'm CTR 4%

**I Use It, Personally!**  
The 0-\$100K System is what I use to grow my businesses. BECAUSE IT WORKS!

I'm CTR 2%

Join 0-\$100k CTR 2%

Typing 8 sec.

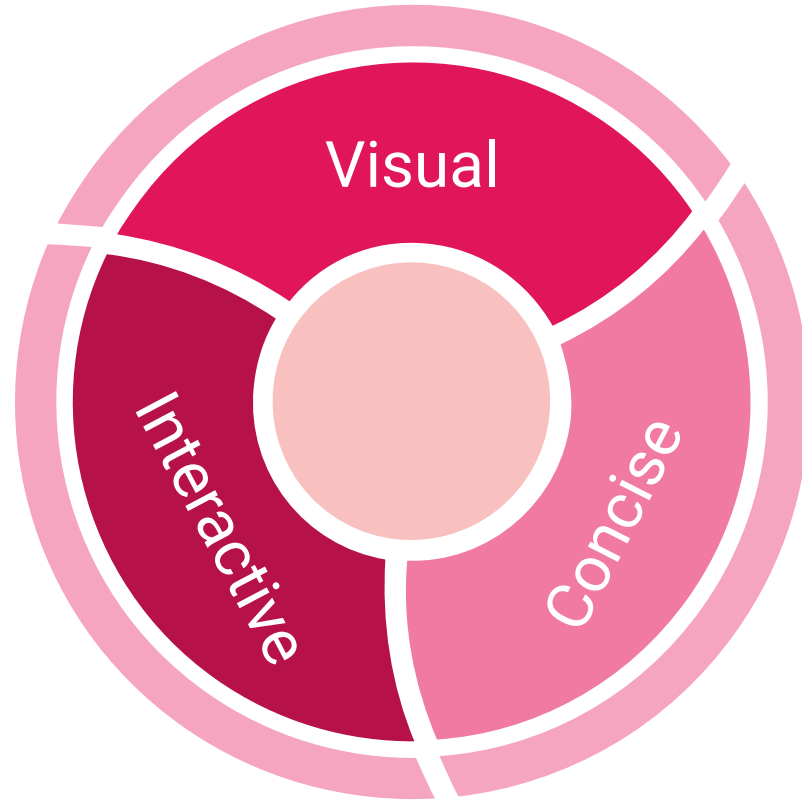
If you wonder if I'm really using this system, just email me or check out my blog, YouTube channel, or IG account. I'm real. I'm around. I'm ready to help you make this happen!

Check Out In CTR 6%

Read My CTR 6%

Watch On Y CTR 5%

# 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

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Value and satisfaction for the prospect

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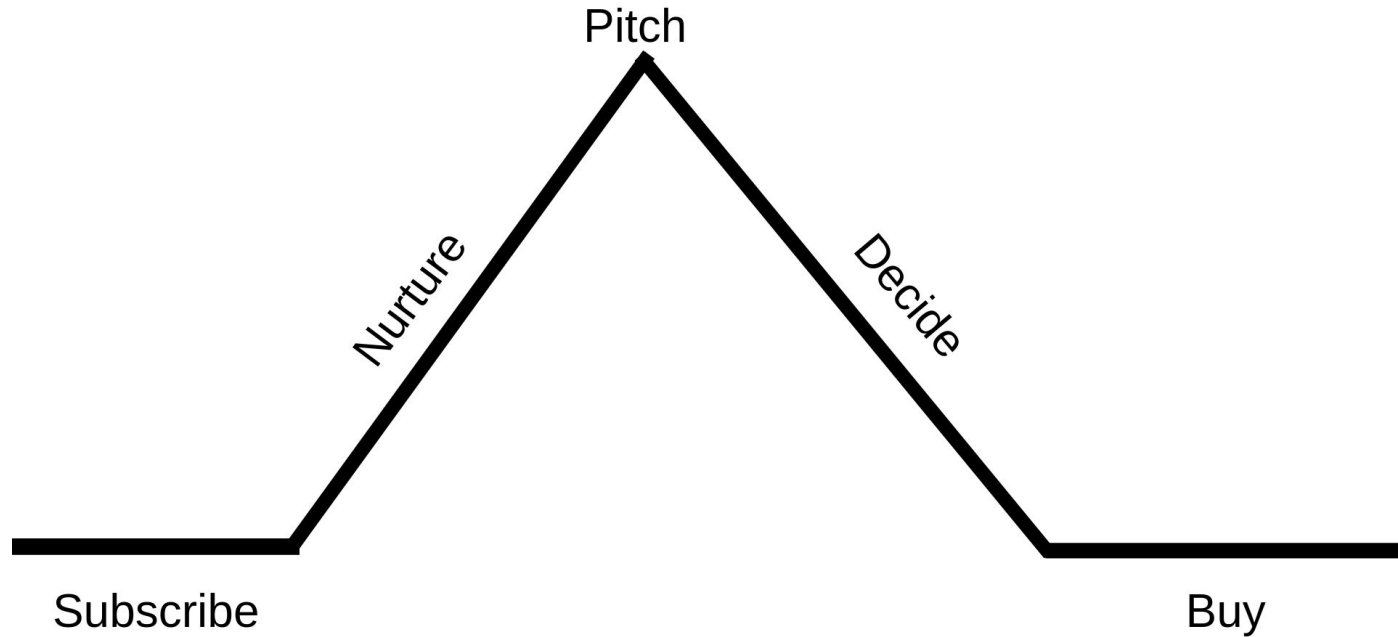
# The Journey - Overview

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?

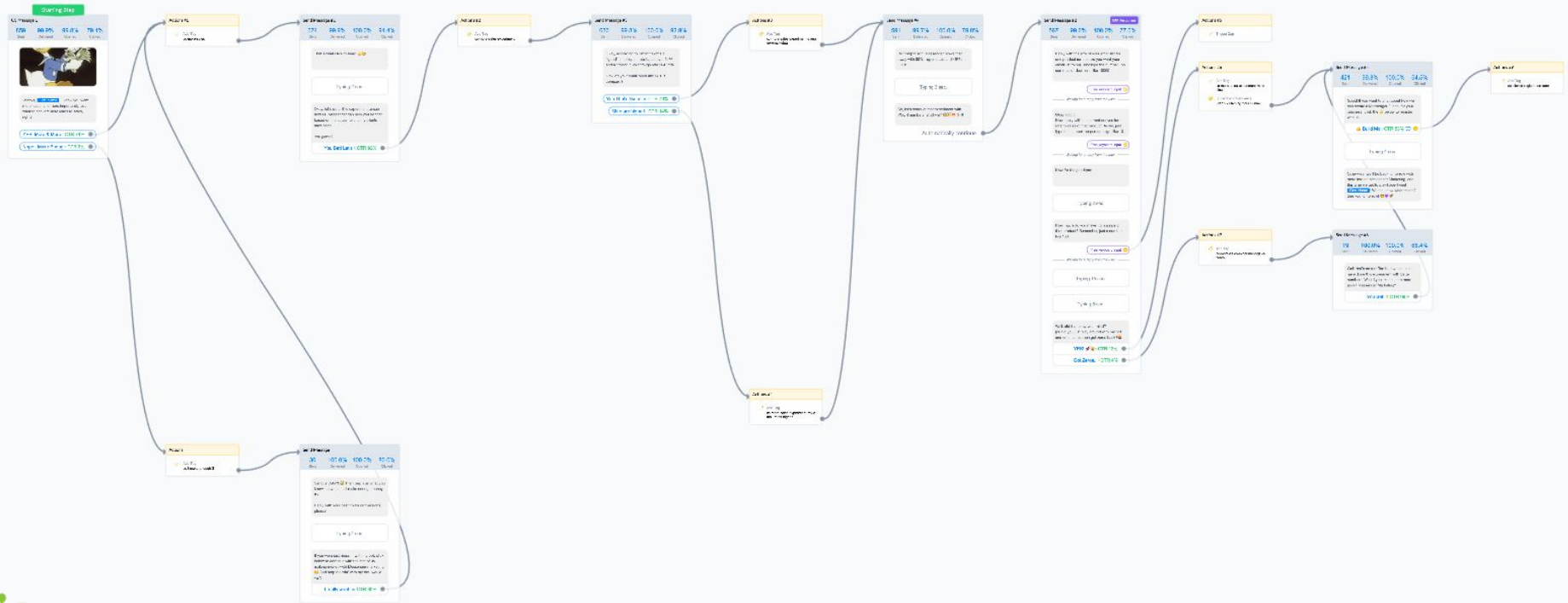
# The Conversational Journey



# Conversation Plot



# 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
2. Conversion & Subscriber Journey
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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



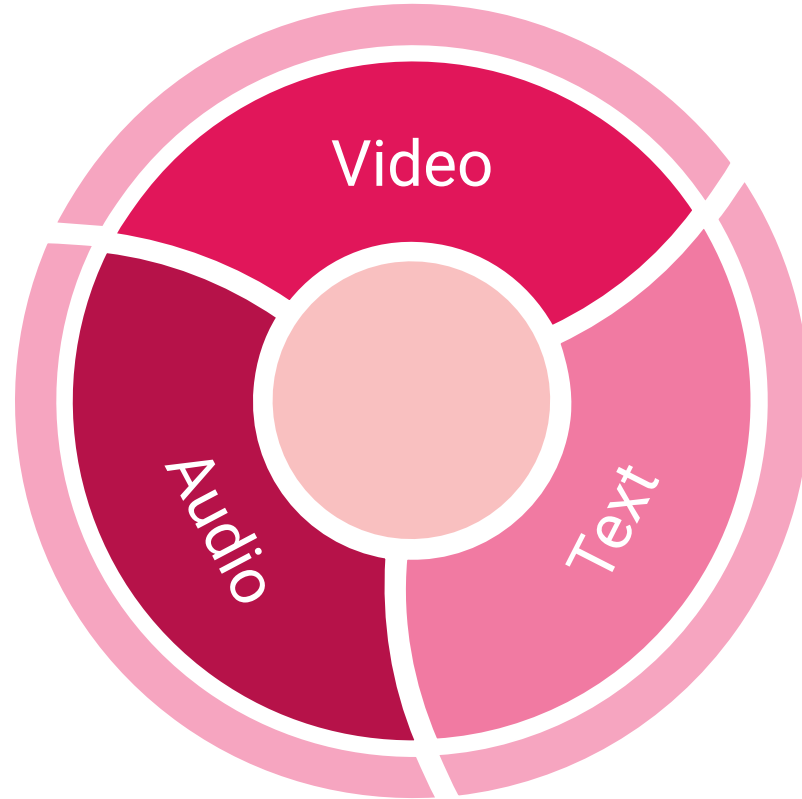
# 2.8 x

Typically, it takes at least 2.8 touch points for a prospect to become a customer.

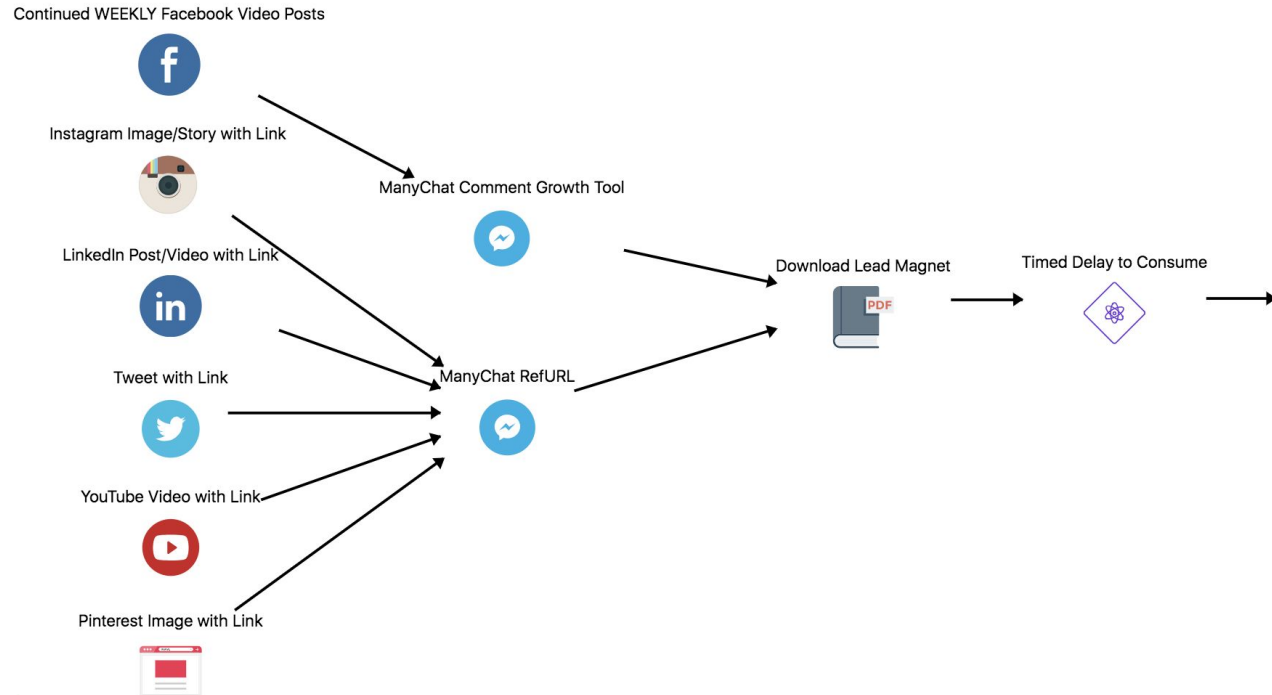
Are you only using Ads to create those touch points?

Would you like to use organic, value-based touch points as well?

# Top & Middle of Funnel Content on Social



# All Roads Lead to Messenger (for the time being)

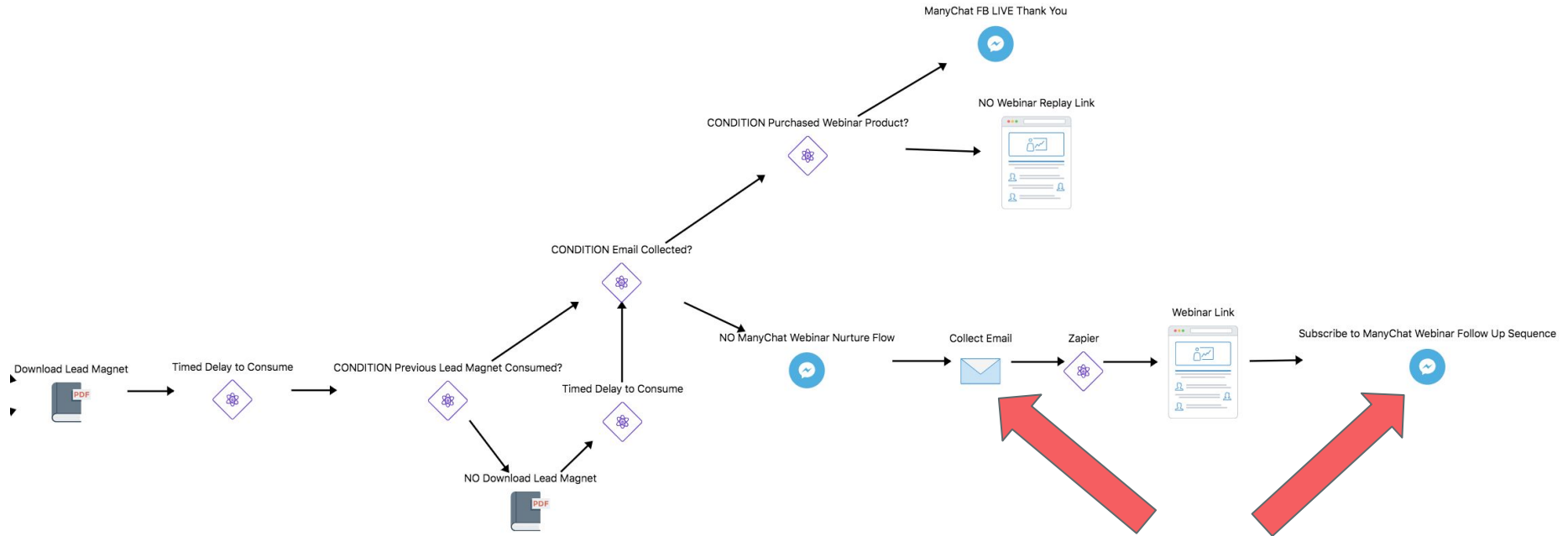


# Organic Content

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

