YOU ARE RICH NEWSLETTER

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Featuring

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Knockin' On Heaven's Door

I'm sure you're familiar with the song 'Knockin' On Heaven's Door' by Bob Dylan, arguably it's one of the greatest songs of our time. It has been covered by countless groups and artists since it was first penned. What you might not know is that it was originally written for the film Pat Garrett and Billy The Kid. The song plays in the scene where Sheriff Colin Baker, an ally of Pat Garret has been shot by Billy the Kid; Baker and his wife are down by a riverside in the final moments of his life and his death actually takes place offscreen.

So you could say that the song is about endings and death, but if you change your thinking slightly you could actually say that it's also about rebirth and new beginnings- the next step on the universal journey. It might mean starting the life you were always meant to lead, it could be starting that new business or job, bringing on a new set of products or launching into a new business sector. It might be more personal, moving in with a partner, getting married, starting a family. But as with all things, for something new to begin something has to end.

In our lives and our businesses, there will be many deaths and rebirths, old ideas and concepts die hard, but they make way for the new ones. Yes, we could be afraid of change, but that fear isn't going to stop those changes from coming to pass. So, why not embrace it as something new with potential to grow?

We started our businesses to change our lives, was it to enrich them? To get away from a scenario that was holding us back? Maybe we wanted to readdress our life/work balance, but in a very real way what we're all trying to do is get our own little slice of heaven. Where things come together and fit just right.

So here's the lesson for us- we're conditioned to see the endings and to be fearful of them, to fight against them, to hold onto what we had before and not let it go, but each and every ending has to happen at exactly that moment for our new beginning to form. Sometimes it might indeed be painful, but it was always going to happen! You can choose to embrace and wallow in pain of loss, or you can choose to take it as a lesson in life, learn from it, analyse its' cause, absorb it, then consign it to where it has to be… the past. Leave it there and move onto the adventure, the new opportunity, apply the lessons the past have imparted on you and before you know it, the next knocking you hear could very well be you knocking on the door of the heaven you have been seeking to create.

Google Quietly Rolls Out Combined Audience Targeting for Search Campaigns

Do you leverage Google as part of your paid programming? If so, then you may have noticed that the search engine and advertising platform recently enhanced search campaign features by adding combined audiences to your Google Ads accounts.

The update offers advertisers the ability to serve ads to even more targeted and specific audiences.

https://www.searchenginejournal.com/google-combined-audience-targeting-search-campaigns/335869/#close

Snapchatters and the Path to Purchase: Shopping Behaviors on Snapchat

Today's consumers are turning to their phones at every touch point of the purchase process. Smartphones are the most used tool for sharing and gathering information on the path to purchase.

https://forbusiness.snapchat.com/blog/snapchatters-and-the-path-to-purchase-shopping-behaviors-on-snapchat

FTC clarifies guidelines for how influencers must disclose endorsements

Last week, the Federal Trade Commission issued updated and clarified "endorsement guides" that govern so-called influencer advertising on social media.

When most people think of social media influencers, world-famous celebrities, athletes, and models might jump to mind. While such figures are highly sought out by certain global brands, much influencer advertising is done with smaller names — and smaller budgets.

According to Hootsuite, "brands pay Instagram influencers [an average of] between $100 and $2,085 per post."

With so much brand-influenced and sponsored content on various social media platforms, the FTC wants to make sure every day social media users can tell the difference between what's a regular post and what's a paid endorsement.

https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf

Podcasters: Please Interrupt Your Guest

Okay, this advice is going to be controversial, but I don't care.

If you're running a podcast, you get 60 minutes with a guest and no more. Maybe less.

For most guests, your podcast is not their first one. For some, it's not even in their first 50 or 100 podcasts.

That's why they have canned answers that they spit out automatically, without even thinking about it. The problem is, 4 times out of 5 those canned answers are dull and BORING. And many times they don't even answer your question.

Do you really want them to talk about the exact same things they talked about on the last 10 podcasts they were on? Or the same things they've already blogged about?

No way.

Before the interview, ask them this question:

"If I get crazy curious about something you say, is it alright if I interrupt you?"

They will very nearly always answer yes.

Then when they are droning on about their first paper route (again!) or how the secret to making money online is selling stuff (no kidding!) you can interrupt if you've got a great question.

There is a flip side to this: You've got to be genuinely curious. It's your curiosity that will provide the interesting question and the even more intriguing answer.

Them: "My first business was a paper route. Getting up at 5 am every morning taught me the importance of…" (Your audience is yawning at this point)

You: "Wait, what did you do when customers refused to pay you for the paper and slammed the door in your face?"

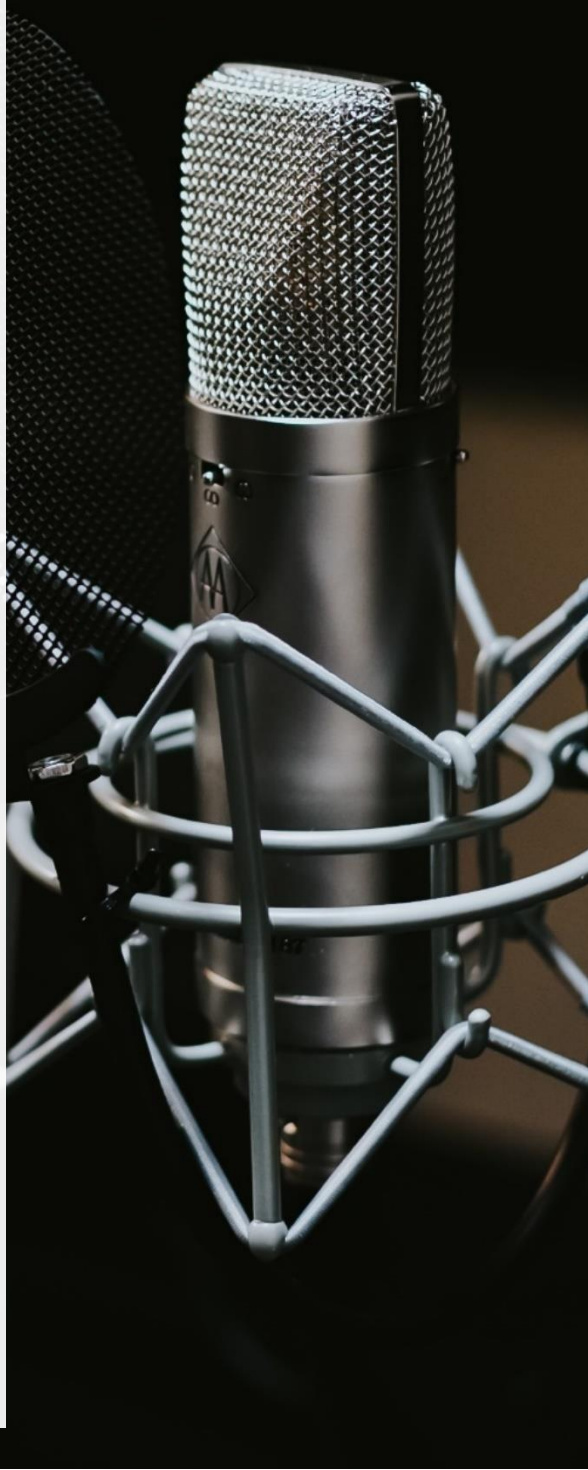
Or… "What's the weirdest thing that happened to you on your route that you never told your parents?"

Them: "The secret to making money online is simply that you've got to sell something. Until you sell something, no money is made. You could sell products or advertising space or leads or…"

You: "Awesome! So, what's the easiest thing for a brand-new online marketer to sell, and how do they sell it?"

You will never get another chance to ask, so go ahead and interrupt when appropriate.

And if your audience tells you not to interrupt your guests, tell them your #1 priority is getting your listeners the inside information most guests don't easily divulge without a little prompting.



Can Visitors READ Your Site?

That might sound like a silly question – of course they can read your site.

Unless…

Unless you've got 'helpful' stuff on the screen that is getting in the way.

Take a look at this screen shot:

On the left you see a tab for reviews with no way to get rid of the tab.

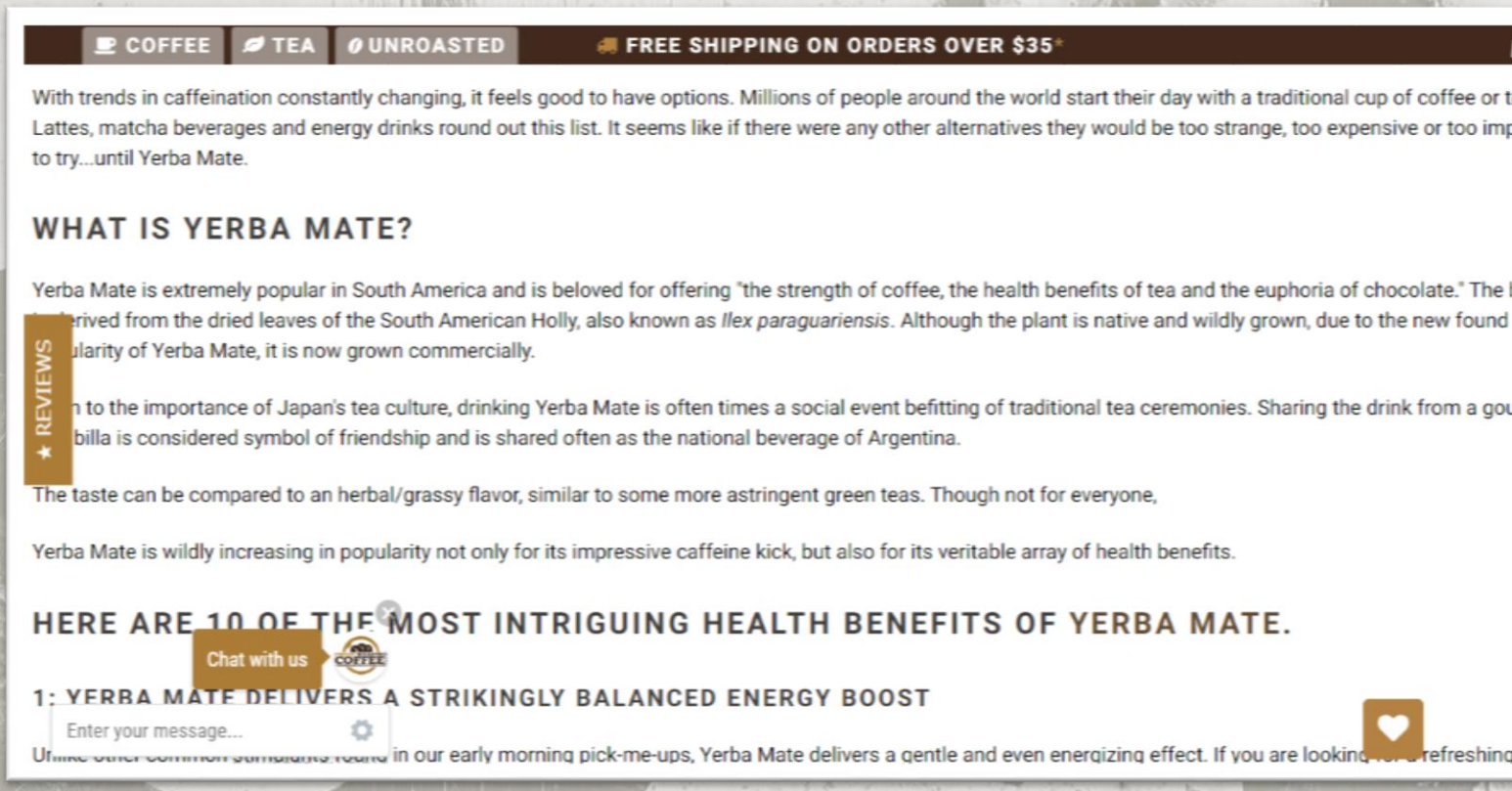
Bottom left is chat box that again, cannot be clicked away.

Bottom right is a heart which had me baffled at first. Click on it and it tells you to log in so that you can save this page to your wish list.

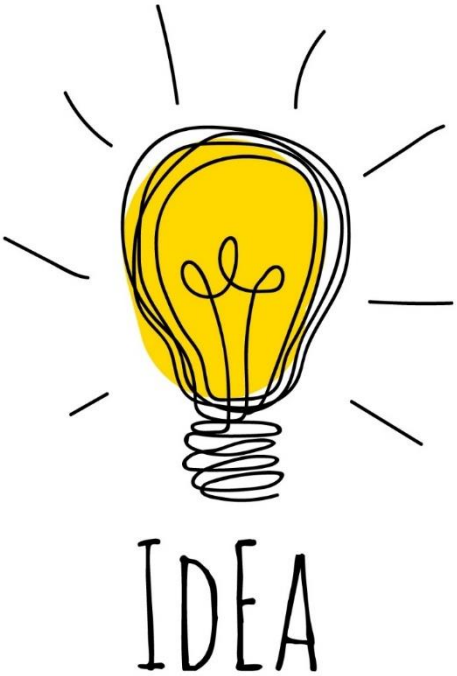
NONE of these things were helpful to me, and all of them were in the way of trying to read the article.

Yet I'm sure the site owner thinks these things are the bees' knees. And I'm sure they would be, too, if they weren't so @#$%& obtrusive.

What handy dandy little gizmos have you added to your site that are getting in the way of your visitors reading your content?



Business owners can now create product catalogs directly in WhatsApp



Facebook-owned WhatsApp is taking the next steps towards monetization with a new option that will enable businesses on the platform to better showcase their products via the WhatsApp Business app.

https://www.socialmediatoday.com/news/whatsapp-launches-product-catalogs-for-small-businesses/566873/

HubSpot report reveals buyers do most product research on social media

Throughout the past few years, social media channels have embraced their new role as product research platforms, devoting certain areas or features of their platforms to brands and products.

Where are most of your customers doing their product research? Social media.

Which social media platform is the most popular resource?

https://blog.hubspot.com/marketing/social-media-product-research

ARTICLE

The Darkside of Internet Marketing

> "Marketing is the price you pay for being unremarkable."
>
> *- Robert Stephens, founder of Geek Squad.*

This isn't black hat. Maybe grey hat. And the things I'm about to share with you are not illegal.

They are aggressive and controversial. They might upset some people. And I don't necessarily recommend using them.

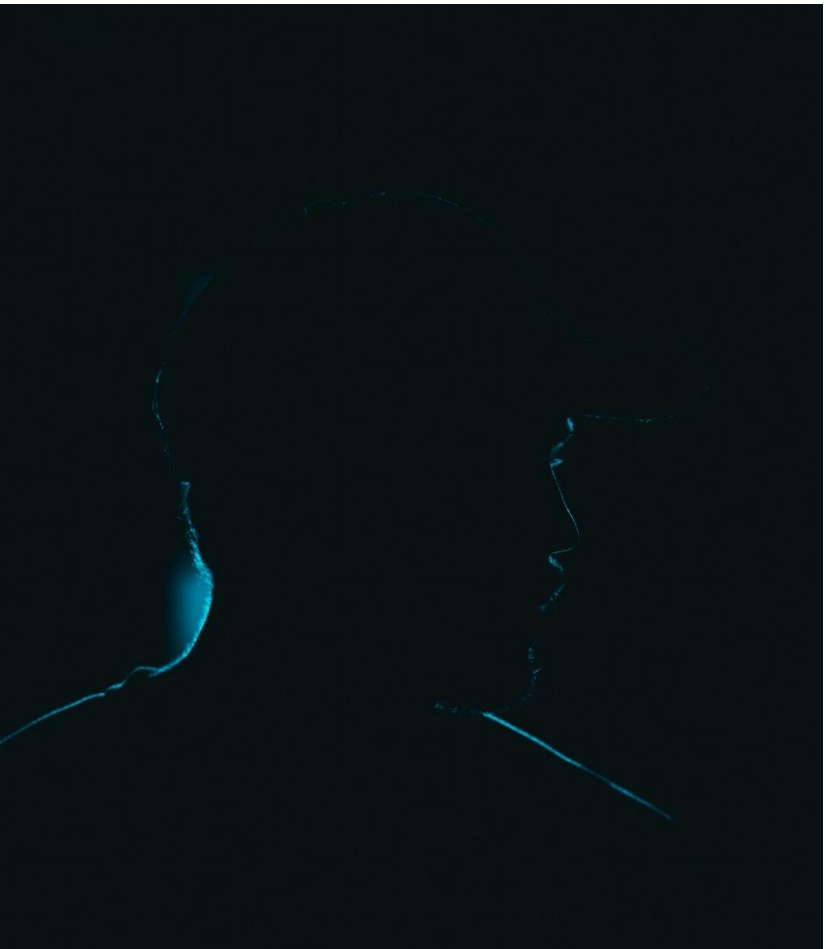
But I do think they serve an important purpose, in that they can make you think not just outside of the box, but outside the realm of everything you know of as online marketing.

You might view these as a springboard from which you can get your own creative ideas for promoting your business - not at a snail's pace - but at light speed.

Just one idea like the one's I'm about to show you can metamorphosize the right business literally overnight.

Before we dive in, I'm going to assume you have identified your target audience and the channels to reach them.

And you also have a value proposition (the benefit of using your product/problem you're solving) and clear differentiation from competitors.



Those are the basics.

And here are three examples of dark side internet marketing:

1. The Poo Stirrer

Let's say you've got a controversial topic that is being heavily debated by your target audience. For example, the presidential impeachment hearings in the U.S., or Brexit in the U.K. There are strong feelings on both sides. And it just so happens that your target group is within one of the groups in one of these debates.

This is your opportunity.

Go on all those discussion forums, Facebook Groups, Twitter hashtags and blog articles and start posting comments that are contrary to the popular opinion.

Key point here: For this to work, your "opinions" need to be just controversial enough to spark interest and discussion, but not so controversial that people will dismiss you as a troll and ignore you, or worse yet not click your link.

Be polite, not rude and aggressive. But be controversial.

Have a blog post set up with an article providing support and credibility to your argument, that is also…

… and pay attention here…

... packed with ads for your company's product.

Obviously, this article is not going to be on your domain, or even under your own name.

You might even buy a domain for this purpose, such as "UKShouldHaveQuitEUYearsAgo dot whatever" or something along those lines.

Create your post and generate 20-30 comments or discussions to make it appear active and give people the sense they need to join in on the argument.

Every time you engage in a debate on a third party site (or your VA engages in a debate) forward people to the relevant blog where they can see your "evidence".

Remember to place your ads on the blog. It should look like the ads just happened to be served by an ad network.

The stronger people feel about the topic, the better.

Depending on your product, you might even be able to make the post recommend the product, but again it's got to look like a third party is doing this.

Create a few more pages on this website to make it all look legit. Place your ads on those pages as well because… why not, right?

See what I mean by darkside marketing?

It's legal, but is it legit? You decide.

The point isn't to teach you this trick as much as it is to get your brain cells working. Because when you see something that's entirely different than what you're being taught – something that works really well, by the way – it should fire you up to find your own unique ways of doing what you might call 'guerilla' promotions.

2. Create the Story

We're always told in marketing to have a good story.

And this is excellent, primo, top-of-the-line advice, too.

But what if you're making the whole thing up?

In 2010, TheChive was fighting for viewers just like every other struggling website. They could have tried traditional marketing or even PR. But what reporter is going to write an article about a site for guy humor stuff?

They wanted eyeballs on their site, and this is how they did it:

In October 2010, Leo and John Resig, the brilliant guys at theChive, posted a story that had all the characteristics of an internet sensation.

Supposedly, some unnamed person sent them pictures of a gal named "Jenny" who was fed up with her boss' harassment. She decided to quit her job in a unique and entertaining way, and the headline read, "Girl quits her job on dry erase board, emails entire office" (33 Photos).

The story went viral, most likely because...

1. Jenny has a vulnerable girl next door look and she was victimized by a jerk male. This was a winning story for men who want to be a savior to women, as well as women who hate womanizing men.

2. Jenny quit her job in a grand way, as many people wish they could. She's now a hero in the readers' eyes, and people are sharing this story when the boss isn't looking.

3. They started a side discussion by misspelling a term, causing a debate. Yeah, I know that sounds silly, but it can be highly effective. HOPA? HPOA? Which is it? What does it mean? Better jump into the debate and argue with others online about it.

4. One of the dry erase boards referenced TechCrunch, saying the boss spent 5.3 hours a week on the site. Naturally, TechCrunch took notice and immediately did their own story, referencing the original TheChive story, causing even more buzz and traffic. Smart.

And of course, the entire story was created (fabricated) by TheChive.

Mainstream media soon took up the story, linking back to original TheChive article.

Reports say TheChive saw traffic jump dramatically as a result of the story, from 15,000 uniques an hour to 440,000 the next hour. It struck a personal chord, garnering 238K Facebook shares and 31K tweets.

Overall, its estimated that millions of unique visitors were exposed to TheChive as a result of the story.

And TheChive has since grown to be one of the biggest blogs in the space, if not the biggest.

Notice that TheChive was never the story, at least not during the actual hoax. It was simply the platform on which the story took place.

However, once the hoax was revealed, the creation of the hoax became the story and TheChive got plenty of additional press and credibility, twice.

The first time was of course the initial hoax, and the second time was the story of how it happened.

Do you want to fake stories? Maybe not. But can you pull pranks or hoaxes? Of course. Yes, maybe it is semantics, but it does work.

3. Be the Underdog

Let's say you're a small political party or maybe an underdog candidate trying to make it big. You need publicity and attention, but the media is focused on the big boys. What can you do?

I can tell you what others have already done around the world – create yourself an enemy.

For example, post information that your website has been attacked. Plant hostile files on the site to complete the picture.

Say that your database has been hacked into. File public complaints. Make it look like there is vibrant activity going on. People are plotting against you and so forth.

Sure, it sounds a bit silly and provocative but it's important to understand that every spin of this type increases traffic by hundreds of percentages.

That's hundreds of percentages at zero cost and almost no logistical effort. These are the rules of the game, whether we like them or not.

How does this translate to your business? If you pitch a reporter a story about your new product, they're going to yawn in your face. But tell them you're the victim of some big unknown evil, or even better, a David fighting a Goliath, and the media will love your story.

What happens anytime some organization boycotts a movie? Ticket sales go up. The harder they boycott, the more tickets are sold because of all the free publicity. Plus, people want to SEE the forbidden movie that everyone is now talking about.

Every time the group called "One Million Moms" protests a movie such as Toy Story 4 because two women in the background are dropping off a child at school (I am not making this up) publicity runs swift and ticket sales soar.

In fact, I've sometimes wondered if "One Million Moms," which has approximately 89,775 members (math is not their strong point) isn't really a ploy to increase sales of certain products.

If you should happen to make a lousy movie, put a scene in it that some group will hate enough to publicly boycott, and I can almost guarantee you'll make money.

It gets even better if most people don't like the group doing the boycott. Not only do you get tons of free publicity, but people who normally would never see your movie or buy your product will do so now just to spite that group. I know, I've done it myself.

One more quick story…

In a classic David vs. Goliath tale, two young hippies named Ben and Jerry started an ice-cream shop in 1978.

By 1984, they had grown the business to $4 million in sales.

Independent ice cream distributors started selling Ben & Jerry's in big grocery stores in Boston.

And that's when the fight started.

Haagen-Dazs, owned at the time by $4 billion corporation Pillsbury, didn't like the competition.

But rather than compete in an open market, their game plan was to pressure distributors into refusing to carry Ben and Jerry's ice cream. Distributors were told that if they did not obey, there would be serious consequences – sort of reminds you of the mob, doesn't it?

Ben & Jerry's was a young company with limited resources. And they were innovative, finding the one thing that would give them a shot: They became the David to Pillsbury's Goliath.

They launched a grassroots campaign printed on the pints of their ice cream called, "What's the Doughboy Afraid of?"

If a customer sent in $10 they could get a bumper sticker and a t-shirt with the rallying cry: "What's the Doughboy Afraid of?" on the front and "Ben & Jerry's Legal Defense Fund: Major Contributor" on the back.

The customer-centered approach worked, the lawsuit was settled out of court and the rest is history.

None of these examples is meant to tell you what to do with your products or your company. But hopefully they've opened your eyes to a new world of possibilities if you will simply start thinking unconventionally.

Trending Content Ideas

Use these resources to generate ideas and find out what's hot right now.

Buzzsumo: Analyze what content performs best for any topic or competitor.
https://buzzsumo.com/

Google Trends: Explore what the world if watching.
https://trends.google.com/trends/

Hubspot Blog Topic Generator: Custom blog ideas.
https://www.hubspot.com/blog-topic-generator

Portent: Content idea generator.
https://www.portent.com/tools/title-maker

Quora: Questions and answers edited by Internet users.
https://www.quora.com/

Reddit: Social news aggregation, web content rating and discussion website.
https://www.reddit.com/

Nick James interview

Editor: Hello and welcome. Joining me this time is Nick James, who's arguably one of the UKs most well known and experienced internet marketers. He's certainly one of the most progressive and has won numerous awards, and I'm sure we'll talk about that during this session. Nick, it's great to connect.

Nick James: Hey, it's great to be here. Thanks for inviting me.

Editor: Now for those who aren't aware of you, or your achievements, maybe you could just start by telling me a little bit about your background and how you got started.

Nick James: Yeah, sure, because I'm certainly not somebody that's gone to university or had any kind of marketing degree or anything like that. I've come through from what I call grass-roots or the, I guess, the gorilla style of marketing. I had to make something work from the beginning. But listen, I knew nothing in 2000, 2001. That's when I actually had a chance meeting with somebody that was already making money online, making money in a completely different way than I'd ever heard of, or seen before.

And it was a chance meeting with this guy, and he basically just told me that he was making money by offering people things that were for sale. And I know it sounds really obvious now, but back then I was told that you had to give people your time. You had to have a job, you needed to go out to work in order to get a wage. And that was a real turning point in my life, because for the first time I had this huge illumination of this light bulb telling me that my income was no longer related, or index linked to the number of hours I was working a day for a boss, who, well, pretty much didn't like him and he didn't like me.

Editor: So I guess the first question then, off the back of that is, what made you want to do this in the first place? What was the thing that tipped you over the edge, that made you want to embrace this new way of working?

Nick James: Okay. So, the position we're in now is, I run a business with my wife and we turn over literally millions of dollars a year selling information products and software online. And we do that in a variety of different ways. We can go into it a little bit later.

But the thing that really got me started with this, was the fact that I'd actually gone through a breakup with my partner, my little boy's mom. We split up, we went through a bad separation. And it was at this point I think, somebody first introduced me to a self-help guy. You probably know him as well, Brian Tracy. And I was listening to a cassette tape from him called The Psychology of Achievement. And I remember he said to me ... Oh well, said to me. He said on this tape, you need to learn to love yourself and you need to learn to educate yourself.

Now listen, I'm not into one of these ... This kind of high-five, happy-clappy, self-help kind of mattress, okay? But he connected with me. He said something, and I thought to myself, I'm 20 years old and I fell out of love with educating myself. I didn't have a good secondary school or high school education, and here's a man that's telling me that I should put my energy into something because I'm in a very bad place right now. I should learn to forgive everybody else.

And do you know what? When I was coming out of that bad place and listened to him at that time, it was almost as if that saying of, when the student is ready, the teacher appears, actually happened, because I threw myself into something that I knew nothing about, and really just embraced all of this new information that I was being given. Things like, there's another way to earn money. You don't actually have to have a job and work for somebody else. You could be your own boss. If you want to be your own boss, there are lots of models you can follow. You don't actually have to be somebody that's selling time for money.

And I was in such a bad place at the time. I didn't want to think about my personal life. I wanted to throw myself into something new to stop thinking about a breakup, to stop thinking about my money worries, to stop thinking about all the things that I didn't have anymore. And so, I think I'm an avoidance of pain guy, and I did everything to avoid the pain that I was feeling, and threw myself into this wholeheartedly. And that could've been a huge difference as it regards to the difference between an also ran and somebody that really did want to hit the ground running.

Editor: So how hard or how easy was it for you at that point to actually get started? I mean, you've got the motivation, but how difficult, how easy was it for you, right at the very start?

Nick James: Well, I think a lot of these things, it comes down to consistency. And actually, when I actually think back, all I did was copy exactly what I was shown. I had a mentor who taught me how he was making his money, how he was selling his products, how he licenced them, how he marketed them. And I'll be honest with you, I didn't find it difficult in the sense of the word I didn't know what to do. And I didn't find it difficult in terms of motivation. So actually, I think the process for me was actually quite systematic, quite methodical.

And what I did find out was if I did what I was told ... And I think this is really important for everyone to take away... If you do what you're told by your mentor, you follow instructions to a T, you should get what you were shown. I think sometimes it's when we go off track and we change the recipe, we change what we're told because we think we know better. I think clever people change what they're told because they think they know better than the person that's teaching them.

So in that regard, it took me a while to set up my first business, my first internet business. I licenced my first product, I put some marketing together. And I was quite fortunate enough that by following those steps to a point of what I call, releasing the marketing products, releasing the marketing, and I got sales very quickly. And then I had this learned behaviour that, Oh, if I do this again, I'm going to make more sales. So I'll just keep repeating what I'd originally done to make my first sale.

So Nick, what advice would you give to someone who's just starting out in this business?

There are many things, but I think there's one key thing that I did actually write about recently when I was putting together a new book, Six Figures a Year in Info Publishing, and I go in depth in this, right at the very beginning, because of its importance. I think on page 16, we spell it out. But essentially, it's the aim, okay?

Essentially, what we're trying to do is, we're trying to make sure that we're always going to be adding value to people's lives. We're making a difference. And as well as adding value, making a difference, we're enriching people's lives so they get what they want as well. So it's a win-win situation for both people.

And if you can actually be the person that others think of in a favourable way, that each time somebody does business

And I say it is an important part of business because profits in business come from the lifetime customer value. And if you set up the foundations of your business correctly, the ethics of how you trade online correctly, then it's going to come back and it's going to reward you tenfold, hundredfold, in the future.

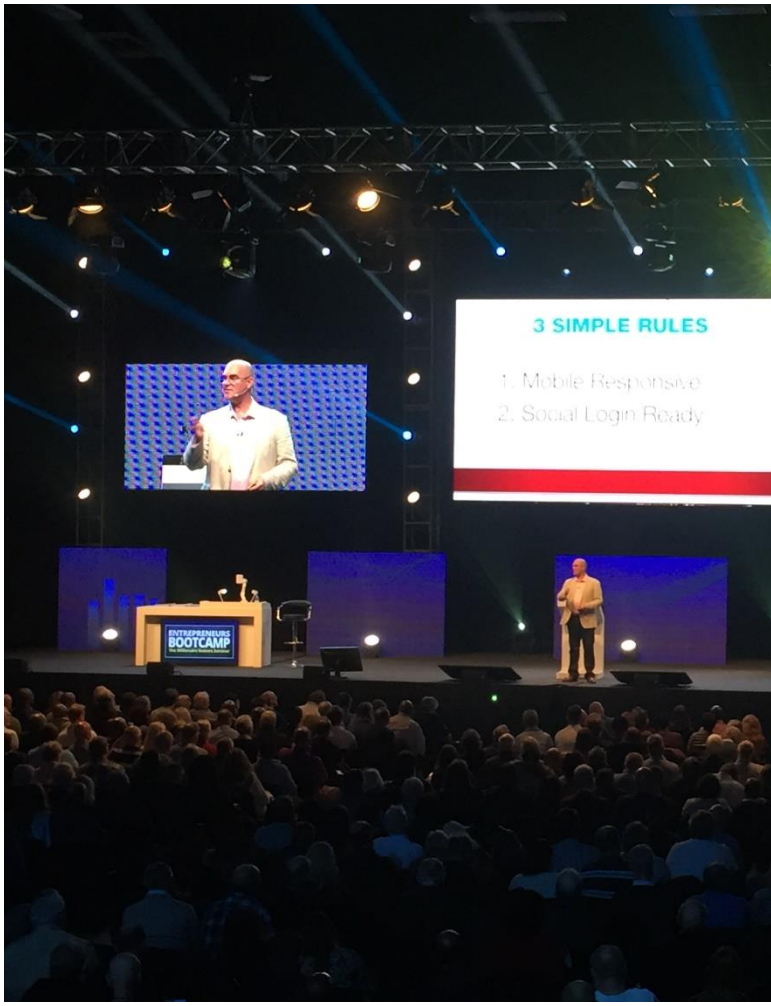
As I say, we talk about it a little bit more in Six Figures a Year in Info Publishing, and I'll tell you a little bit later on, how I can make sure you get a free copy of that book as well, with my compliments.

Editor: Now you do a lot in product licencing and PLR. Why is that so important to your business, would you say?

Nick James: I think you can get your first product to market 10 times faster if you licence it, than if you create it yourself. And I think if we start creating things, we want to start perfecting things. And to make something perfect, it never, ever reaches that hundred percent perfection. So we don't release something.

And I remember hearing Marlon Sanders, a very long time ago, wonderful in-step marketer, product developer, saying, "Half done, ain't done." So you have all these half done, half finished projects, but if it's half finished, you haven't sold one. You can't sell any of 10 half finished products.

And that's what I realised about product creation. You tend to start something and not finish it. But with licencing, the thing's already created. All you need to do is make it look a little bit different. Put another wrapper on it, rebrand it as we call it, give it another title, change the marketing out a little bit, and it's ready to go. The customer's waiting. I hadn't actually created a product until I'd licenced at least half a dozen products from other people. And I think that, again, was really useful.



Note from the editor:

This is a bridged version of the full interview which is available to listen to separately.

9 Social Media Marketing Pro-Tips You Missed

Is social media marketing right for your product?

And if so, how can you make the most of social media marketing?

I've curated 9 tips that might surprise you, annoy you or even flip your concept of social media marketing on its head.

1: Be One of the First

Most people try to build their brands on platforms that are extremely competitive.

But there are other ways:

Either build your brand on a new platform BEFORE it becomes huge…

…or build your brand on an unexpected platform.

In the first example, it's notable that many of the biggest stars of YouTube started when YouTube was fairly new.

And the same is true of Instagram and other social media networks.

By getting on a platform before it's huge, your competition will be much smaller.

In addition, up and coming platforms want to increase engagement, so they will show your content to more and more people.

In the second case, it's a matter of going where you're not expected, and this may or may not work for you.

Let's say you have a business to business service. Everyone would expect you to go to LinkedIn to do your promotion, and that's where you'll find your competition.

But what if instead, you went to Facebook? Instead of being one little fish of many on LinkedIn for your niche, you might wind up being a BIG fish in a big pond on Facebook, if you can reach your target audience.

It's worth a shot.

2: Don't Wag the Dog

To get better at social media, you might keep in mind that social media platforms are the tail and not the dog. The dog is your product, your offer and the campaign to promote the offer.

Social media is simply the tail.

Too many people try to start with social media and go from there, and then they wonder why the tail isn't wagging the dog.

If you've got a product people want and an offer they cannot refuse, then social media can work for you.

3: Become a WOM Expert

Social media marketing works best when you get others to share your message. And to do that, you need to learn everything you can about word of mouth marketing, as well as what goes viral and why it goes viral.

Find out why people share the things they share.

Cripes, I gotta say that again because it's so important:

FIND OUT WHY PEOPLE SHARE THE THINGS THEY SHARE.

The more you know about this and apply what you learn, the better you will become at social media marketing.

A few points to get you started:

People share content:

1. To bring valuable, enlightening and entertaining content to others
2. To define themselves to others (and to themselves, too)
3. To get and stay connected to others
4. For self-fulfilment, to be credited by others for what they shared
5. To support causes they believe in and brands they like.

These all come down to one thing: nurturing relationships with others.

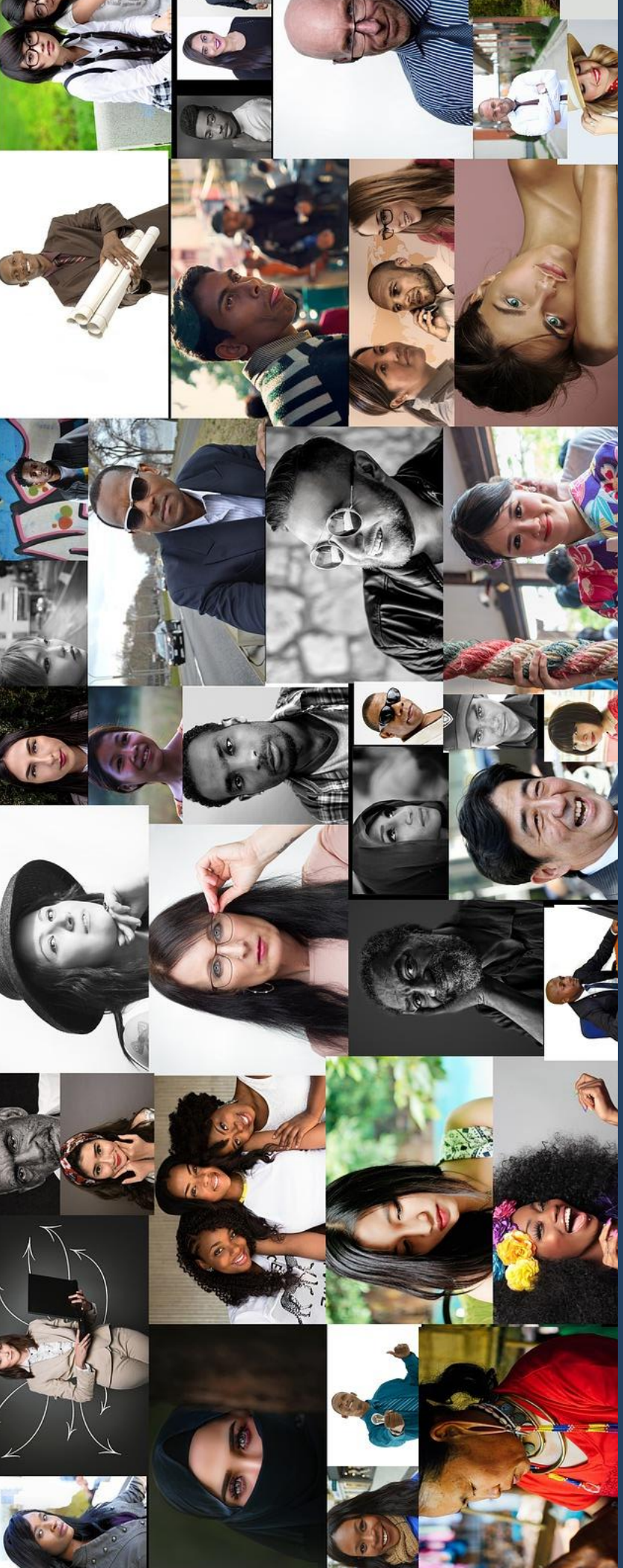
People are most likely to share content that is:

- Entertaining
- Inspiring
- Educational
- Convincing

In the "Generational Content Gap" survey from Fractl and Buzzstream, they found that:

A) Timing is everything. The majority of Baby Boomers consume content during the morning hours, between 5AM and 12PM. Compared to that, both other generations consume content in the late evening, between 8PM and 12AM. If you are a marketer and want to reach the right audience, always keep timing in mind!

B) The top 3 types of content consumed by all three generations are 1) blog articles (with a preferred length of 300 words), 2) visuals (with images, videos, and memes on the top) and 3) comments. Thoughts? Oh yes! Less is more!



C) When it comes to content categories, all of the groups like to consume content in the field of Entertainment. However, Baby Boomers' are the largest World News consumers; Gen Xers are very much into Healthy Living and Millennials are Technology fans.

4: Tell the Right Story to the Right Audience

You need to have story you want to tell. Maybe it's a story about your brand, your product or service, or even a story about you. It's the story that captures an audience's attention, makes you memorable and arouses interest.

Try this story out on your fellow humans and seeing if it works or not. Tweak it. Get it right.

Then and only then do you figure out what the best platform is to tell that story.

5: Create/Curate Industry-Focused Content

You could curate content that your audience will appreciate by using keyword based & RSS feed content curation on a tool like DrumUp. https://drumup.io/

The idea is to share great content with your followers so you can start conversations with them, be viewed as the go-to source of info, and even become the expert in your field, without actually BEING the expert.

Weird but true, associating with experts and even forwarding their content on makes you look good by association. It's almost like getting free social media karma.

6: Go to Mock War

What happens when McDonald's and Wendy's tout their own products? It's boring.

What happens when McDonald's and Wendy's take friendly pokes at each other and even engage in mock social media wars?

People pay attention, take sides and participate.

Don't make it a real war unless you've got a cause, like Greenpeace or Amnesty International. But do poke fun at your competition in a friendly way and expect they will poke back.

You will both win if this is done right.

7: Get Emotional

All great marketing engages people on an emotional level, and that includes social media.

You might think you don't have it in you to create, say, a video of a small boy doing all the chores around the house so his mom has time to go to his play. I saw that done recently by a company called Dialdirect, and it was done so well, it brought tears.

But you don't have to go all Hollywood in your emotional content creation.

VSO simply wrote the following words:

"Will you remember today forever? You went to work. The tube was strangely empty. You got a hilarious email. Someone made you a perfect cup of tea. You ate a delicious sandwich. The photocopier did not jam. There were no delays on the tube home. But will you remember today forever? You saw an ad on the tube that changed your life. You decided to do something about the state of the world. You offered your professional experience to VSO. You volunteered to share your skills in the world's poorest communities. You stood up not because there were no seats, but to be counted. To say you wanted to make a difference. This is your chance. This is the ad. This is the website: www.vso.org.uk. This is the number: 020 8780 7500. This is the day." VSO – Sharing Skills / Changing Lives

8: Avoid the Ruts

People get bored.

What's hot today is dull tomorrow and forgotten the day after that.

That's why you can rest on your laurels. Keep finding fresh new ways to get your message out there.

9: Build Your Brand

Here are some tips that can be useful for brand building with social media:

a. Make Rich Graphics: The best and first step for brand building is to attract the audience with unique and eye-catchy graphics.

b. Taglines or Slogans: Make great taglines for brand promotions. Let's take an example of Nike's slogan "Just Do It." And, their tagline or mission statement is "To bring inspiration and innovation to every athlete in the world." Think about how wide their target audience becomes with a tagline like that!

c. Descriptions: Make post descriptions small, unique and more catchy.

d. Build a brand #tag: Make your business a popular #tag. For example, #Nike has more than 87 million posts on Instagram.

e. Conduct Surveys: Surveys are another best way to promote your business. You can encourage the audience to participate in your survey and offer them gifts or giveaways.

f. Video Content: Make creative videos for your brand, services, products.

g. Don't do Blanket Posting: Avoid attacking the audience with the same images, the same content at the same time on all social media channels.

h. Online Competitions & quizzes: Organize online Competitions & quizzes on SM channels.

These type of activities build brand trust and increase visibility.

10: Maintain the Appearance of a Constant Presence

Out of sight, out of mind.

Have a presence on your social media channels every day, without fail. Have something relevant and interesting to share.

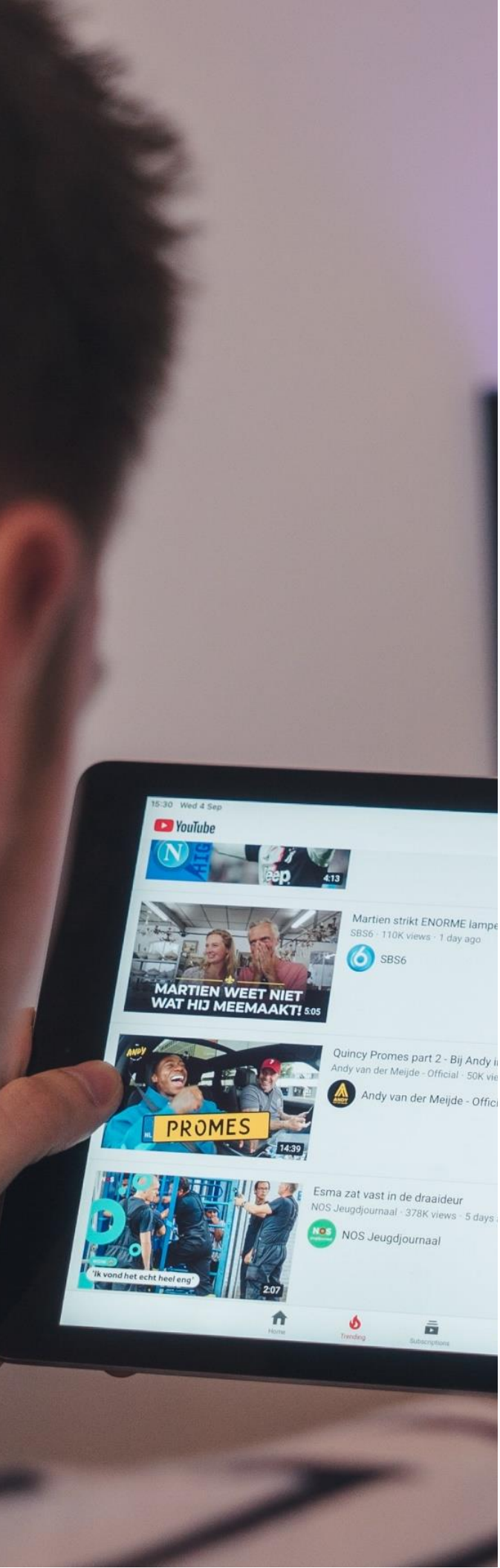
And as much as possible, automate everything with scheduling tools so you can focus your time elsewhere.

The key is to appear to be present and engaged, rather than actually being present and engaged.

Yes, I know some people are going to take exception to this, but the fact is that your time is valuable. Spend it wisely where you get the most return.

If it happens that your highest return for your time is being live on social media, that's terrific. If not, then don't get sucked into a social media vortex that swallows you whole and leaves you popular but broke.

Some marketers lose sight of the fact their end goal is to sell their product or service. If social media isn't your best channel for doing that, you'll have to decide how much time to spend on it.



7 Oddball Tips to Grow Your YouTube Channel

Two guys – partners – are struggling to make YouTube work for them. But they're simply not getting the views or the subscribers they hoped for.

And so they make a pact: They're going to do five videos a week for a few months and see if that kick starts anything.

It most definitely does.

Once they got serious about staying consistent and they invested a lot of effort and time into that goal, they started to get more and more views as well as more and more subscribers.

But what really surprised them was that some of the videos that did very well were not the videos that they thought were going to do well.

Some of videos that they made off the cuff, that were about little things they wanted to cover on a whim, blew up.

YouTube rewarded them for that.

And then those videos started to get shared everywhere.

Other videos that they spent a ton of time on, putting in a lot of effort to make them high quality, just didn't go anywhere.

What's surprising is how unpredictable YouTube can be. The YouTube algorithm can be your best friend or your worst enemy, and it can be difficult to predict.

Maybe the best way to continue to grow your channel is to just keep doing videos. Because you never know, that next one could be the one that hits 10 million views.

Here are a few tips on how to grow your YouTube channel. They may or may not apply to you, but I chose these because they're maybe a little unusual from what you normally hear.

1: "Hey brillo hair guy, shut your mouth."

If you're making videos and allowing comments, you're going to get trolled. It's just a fact of life. Some people are going to hate on you, click the thumbs down on your video, and say some really stupid, mean stuff.

That's not important.

What is important is how you react to it.

If you want to delete the comment, go ahead.

If you want to leave the comment and reply to it, then take the high road. ALWAYS take the high road. Never reply within the first hour of reading the comment. Wait until you are cooled off and level headed. And then, be a better person than they are. Others will respect the heck out of you for it.

That's all well and good, but there's something else I need to say about troll comments…

…somehow, some way, you've got to find the key to letting the comments slide off of you like water off of a duck's back. If you don't, you'll start second guessing yourself, trying to please everyone and end up pleasing no one.

Maybe you don't read the comments. Maybe you have someone else read the comments for you.

Or maybe you decide that you don't give a flying flip what anyone else says.

Because first they hate on you, then they try to be like you.

If you let a handful of trolls bring you down, then they have won their sick little game.

Do you know what H.A.T.E.R.S. stands for? Having Anger Towards Everyone Reaching Success.

Learn to either ignore or love the haters and they'll never touch that flame that burns inside of you.

2: Post a lot of videos.

Okay, we already talked about this, but I wanted to bring the point home.

If you want attention on YouTube, quantity matters.

Find out what people are searching for and then take those long tale keywords and create short videos.

Don't get all elaborate and fancy – just you talking will do fine. Have some personality, have fun with it, and tell them what they want to know.

Make lots of these and you'll do great.

Which brings us to…

3: Make content that MATTERS to YOUR target audience

It's not just about giving out answers people want, it's also about giving the right answers to the right people.

This is basic, and yet many people don't do this. They're all over the place and then they wonder where the audience is.

If you have a few videos meant for one target group, and a few more for a second target group and a third, it's going to confuse the heck out of people.

Choose your target market and make every video for them.

4: Make videos about videos

Okay, that sounds weird, but stick with me.

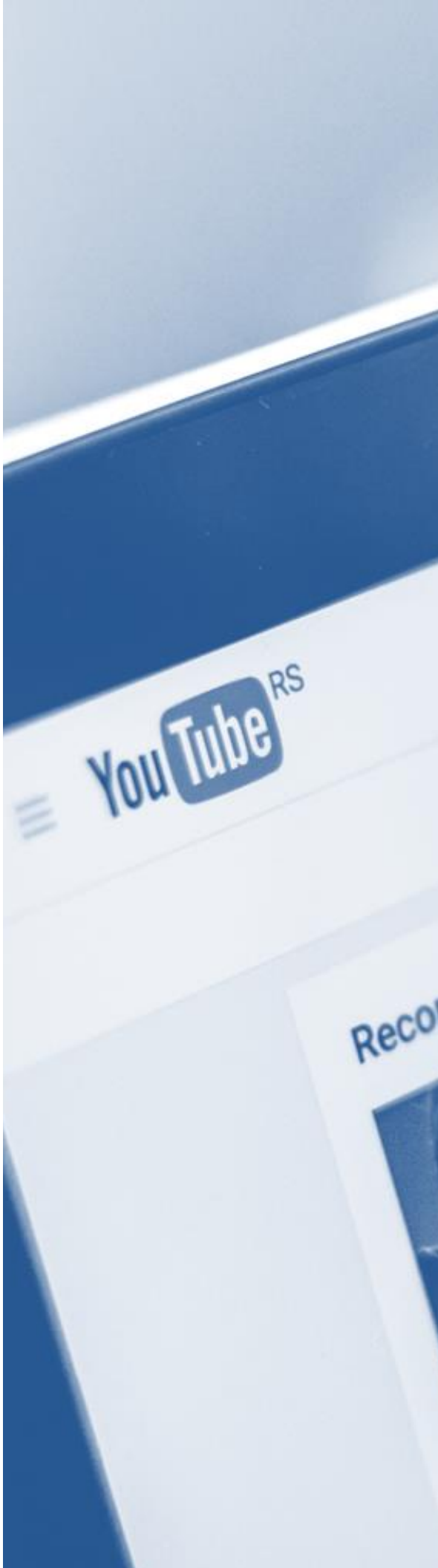
Someone makes a dynamite video with their point of view on a topic.

You turn around and make your own video on the same topic but with your point of view, or maybe your own idea or tip, or whatever.

You're directly referencing their video in your title and in your video. If their video gets play, then yours will get play, too, just through the piggy back method.

Bonus points – Know that the original video creater will notice you and your video. If they don't see it, someone will tell them about it, guaranteed.

This can be an excellent way to introduce yourself and maybe even make a new friend in the business.



5: Thumb - Title - Hook - Start - Fun

To make engaging videos that grab people by the throat and make them watch until the end, do all of the following:

A: Have a truly great thumbnail, one that bounces off the page and into their eyeballs.

What makes a thumbnail pop? Spend an hour on YouTube just looking at thumbnails, seeing which ones jump out at you and WHY. Check the date the video was posted and how many views, too.

At the end of that hour you'll have some key insight on what works and what doesn't.

B: Have an amazing title that is totally irresistible.

It's entirely possible to spend as much time on your thumbnail and title as the entire rest of the video, for good reason.

C: Have a hook – the one thing that just grabs their attention.

How to make $100 day? Boring. How to make $100 a day with a bag of parsley, a whisk broom and a picture of Madonna? I'm all ears.

D: Start the video with something that holds them until the end.

None of this 30 second introduction nonsense and you'll get around to the meat of the topic in 3 minutes. I hate that stuff, and so do most people. Don't even say your name until you have them hooked. Just dive right in, give them a tiny taste of the treat to come, and then you can quickly introduce yourself and get right back to the topic.

E: Have fun.

Weird but true, if you have fun recording your video, people will have fun watching it. Just be yourself and enjoy the process – even the mistakes and flubs. Be self-deprecating, smile, be nice to your audience – just act like you're on a fun date with a gorgeous man/woman and you'll get the idea.

6: Keep your mental game strong.

What does this have to do with making videos and getting subscribers?

Look at the biggest channels and the biggest names on YouTube, and you see people who give it everything they've got in every video. They're always "on" in one form or another.

To continue to think of great video ideas and make those videos, you've got to stay strong mentally. Get exercise, eat well, sleep enough and do whatever you need to do to stay the course. Believe in yourself and your goal, whatever that might be, and revisit that goal daily.

Do this and when you reach a hurdle, you'll be able to leap over it rather than shutting down and quitting like most people do.

7: How to get links to your videos

This is really important, so pay close attention.

To get links to your videos, to get people talking about your videos, to get people sharing your videos on social media, this is what you need to do:

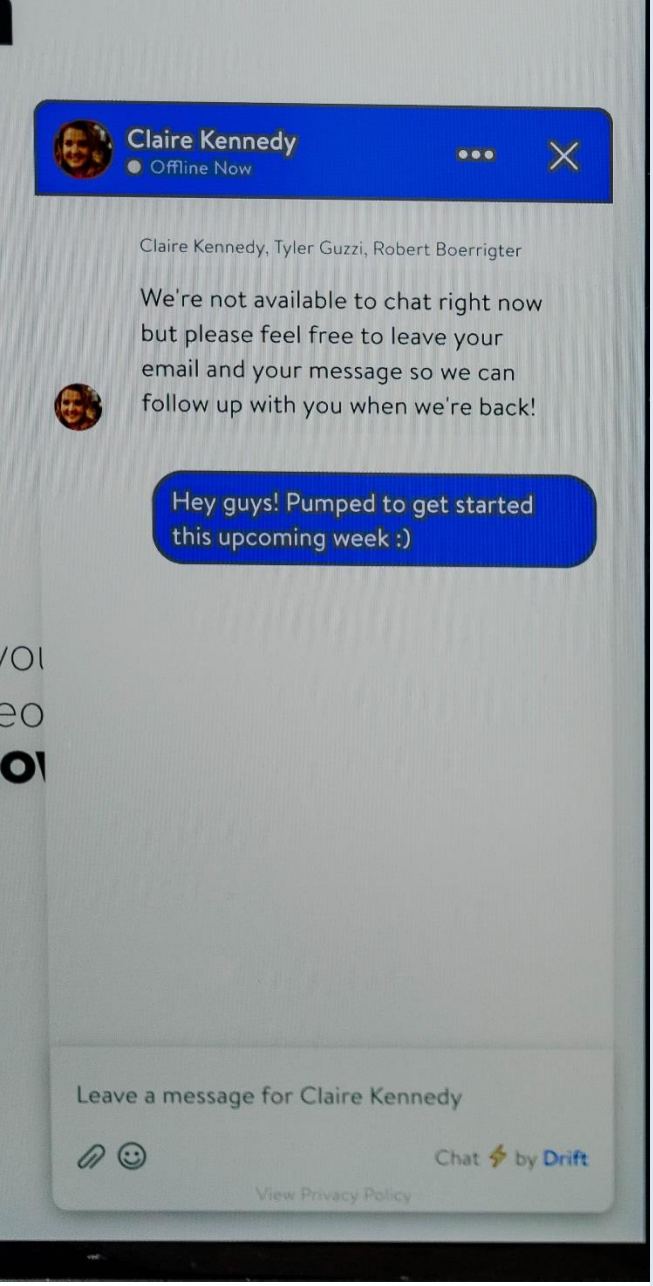
Create videos worth linking to, talking about and sharing.

Yes, it was a trite answer, sorry about that.

But it was a TRUE answer, too.

I could offer you a hundred gimmicks on how to get people to link to and share your videos.

But if you do the things I listed in #5 above, you won't need those 100 things.



How to Build a Super Responsive List Using a Chatbot

Here's how to build a profitable messenger bot for your business so you can build a large customer list with a high open rate.

What's your open rate on your emails? Odds are it's not nearly as high as you would like, right?

Just suppose you could get open rates of 50%, 75% and even higher? Could you make some serious money?

With a messenger bot, open rates like these are entirely possible.

And of course with higher open rates comes higher conversions, too.

That's why this might just be one of the best alternatives to a traditional email list.

Having a messenger bot is much more interactive than email, and people tend to trust a Facebook page more than a traditional marketing email, too.

Using this system, it's possible to generate thousands of dollars even with a small list because the quality of the leads is higher and the messages get opened.

Obviously, you still want to build your email list, too, since that's even more income for you. But for now, let's just talk about getting your messenger bot set up and running.

The first thing you need is a messenger platform. Choose any service you like, but for this example I'm going to use ManyChat https://manychat.com/ because it's free for up to 500 subscribers and a pro account is only ten bucks a month.

The second thing you need is a Facebook page. If you don't have one yet, just log into your personal Facebook account and then click the link in the top right hand corner and go to manage pages. Click on create a page and follow the prompts to create your business page.

Inside ManyChat, connect your Facebook and then you're good to go.

To build your first messenger bot, go to new growth tools and you'll see all kinds of options like buttons and bars you can create for your website. You'll also see 'reference links' which is a URL you can use in an email or on your site for people to opt in.

You can start out with just a basic messenger URL where people can opt into your messenger bot and get access to you and your business.

You can even create Facebook ads that are connected to a messenger bot so people can directly connect with your business straight from a Facebook ad.

Click on messenger ref link and ManyChat is going to populate a template for you. It will say something like, “Welcome Your Name thank you for subscribing, the next posts will be coming soon” and so forth.

Obviously, you want to tailor this to your business, so go to edit and edit the message.

Change “Welcome” to “Hey” and use, “There” as the fallback in place of a missing name. If you have their name, then it will say, Hey Mary, and if you don’t have their name it will say “Hey there.” Otherwise you could end up with “Welcome there,” which just sounds funny.

Then you might write, “Thank you for reaching out. How may I help you? Ask your question down below.”

You want people to engage with your messenger bot because the only way that they're going to be opted into your list, is if they actually reply to your first message. That’s why we need them to reply, which is why we say to ask their question down below.

We also want to include an unsubscribe button. Having the button is much cleaner than having a message that says, “P.S. If you want to subscribe, press stop.” It’s much cleaner to have a nice little button so if they do want to unsubscribe they can just click it and be on their merry way.

Now type in ‘unsubscribe’, and then start another flow: ‘Action’, ‘unsubscribe from bot’, and that's going to unsubscribe them. You’ll see right there in ManyChat how it’s going to look in their Facebook Messenger.

Remember it’s important for your subscribers to have a way to unsubscribe, so that you don’t get reported for spam.

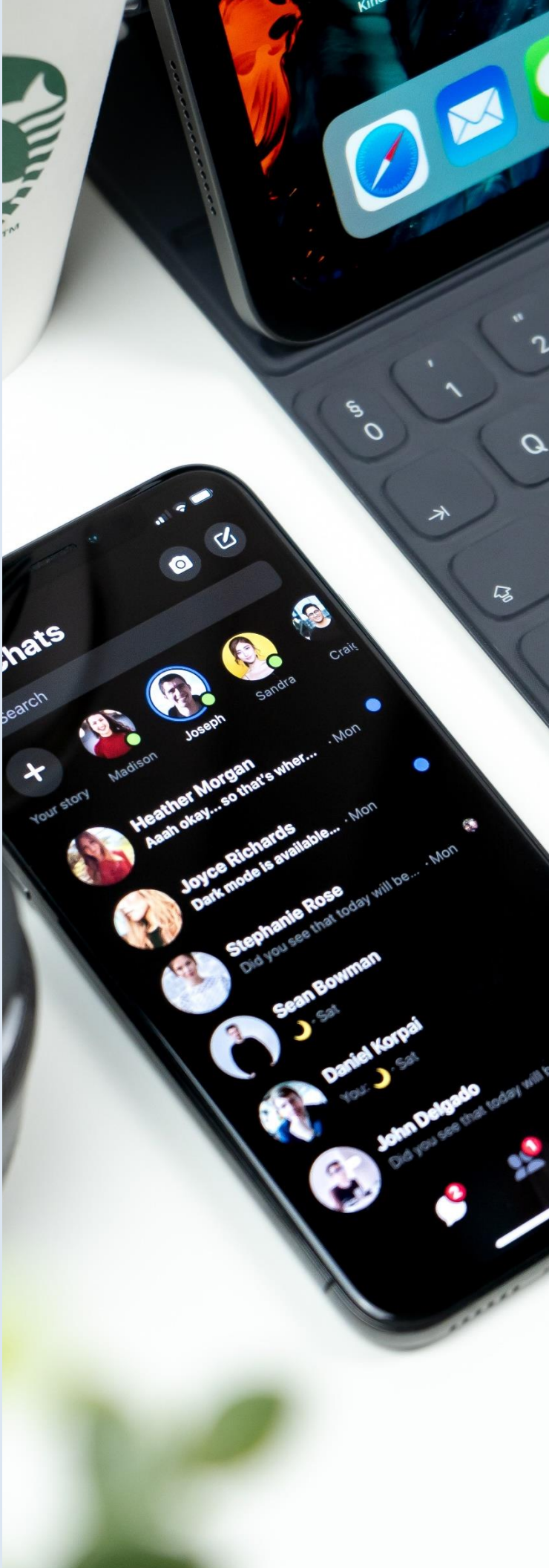
You can create messages that say you’re away from your computer or away from your desk and you will be back shortly. If they get this message then they know you’re going to reach out to them.

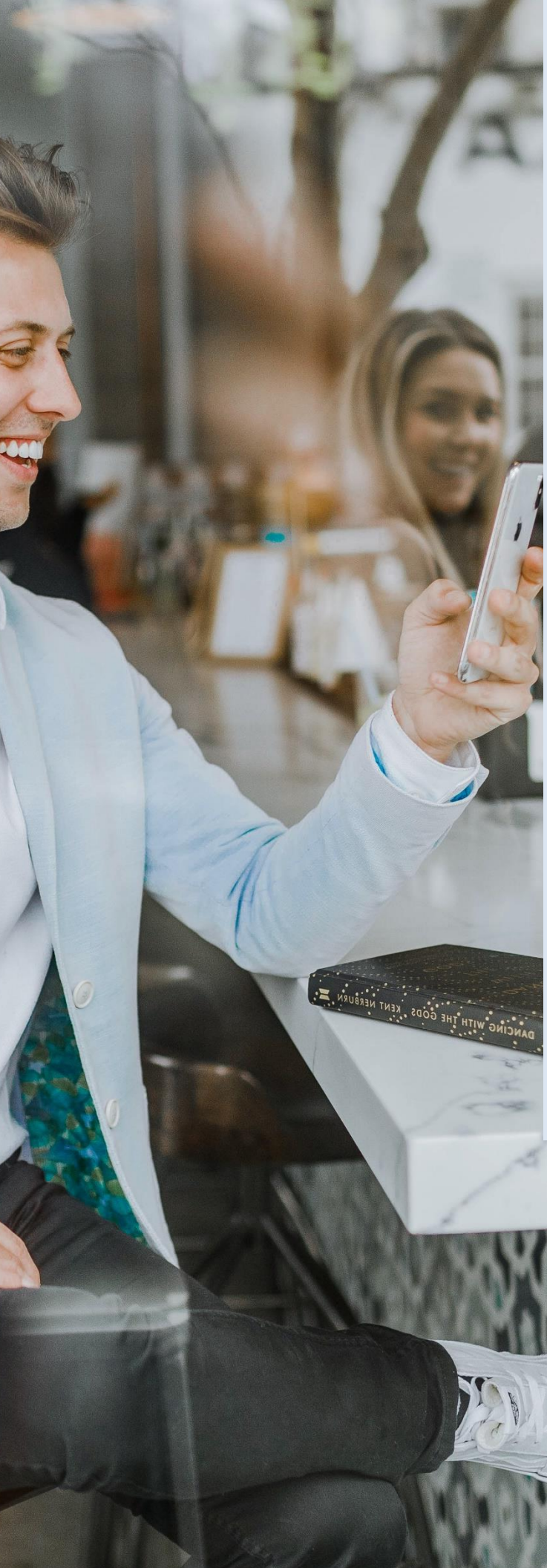
You can preview your messages to check and see if they look alright. Just send it to yourself on your Facebook account. Don’t worry, no one but you will see it.

Open messenger and you can see exactly what this bot looks like and then you can go ahead and publish the bot by going to growth tool 14, pressing publish and grabbing the link under setup.

When you send this link to anyone – for example, you send it out in an email or you put it on your website, then when someone clicks that they're gonna get the welcome message that you created.

Now there's another thing you can do: When someone opts into your bot and they click the link and send you a message or question, you can enter them into a sequence.





This is where we can get a little bit more technical and add additional value to your customers by giving them updates. For example, maybe these are updates to different products that we want to sell to them or just add value.

To connect the sequence and save it, go to automation, go to sequences, go to new sequence and if you like type in test sequence to see how it works.

Create your messages and set up the time when they will be sent, such as in two hours or in two days, adjusting the time frame for what you're doing. This is like an email autoresponder, only in chat. This kind of messenger bot can highly engage people with huge open rates.

Send them additional messages with content or links to your products.

Inside of ManyChat you'll see that it's generally self-explanatory, but the point is to get people to opt in, and then to engage them and get them clicking on your links.

You'll find that services such as ManyChat have templates for nearly everything, so all you have to do is customize them.

Remind your subscriber who you are while they're getting messages from you, and then deliver valuable information to them. Create your messages in broadcast or the growth tool and then publish.

Now when someone comes to your growth tool link, they opt-in and ask their question, they've also opted into your messenger.

Where this gets really powerful is running Facebook Ads to your messenger bot, driving traffic on demand. If you don't know how to run Facebook ads, just find a course and connect your messenger bot to the ads you run.

It's entirely possible to generate thousands of new messenger bot subscribers this way.

Send out messages frequently, and watch your open rates. You're going to be astonished at how high they are. Then go ahead and promote your first product using this method and see what happens.

I think you're going to be extremely pleased.

What Does Bounce Rate Mean to Your Business and What Can You Do to Improve It?

Bounce rate, the dreaded monster that website owners fight every day. They know that when their bounce rate is high, the likeliness of their website being given any search love is slim to none.

So, What is Bounce Rate?

According to Google, bounce rate is a metric that is calculated by search engines based on a single page visitor or session. The search engine tracks to see if the visitor remains on the site or just exits without any further interaction. Basically, they allow the page to load and then rather than clicking the 'read more' or a menu selection, they just click the back button to exit the site.

https://support.google.com/analytics/answer/1009409?hl=en

How Does This Affect My Website?

Well, that really depends on your site. If the home page is your gateway to the rest of your content, then this can have a huge impact. When the visitor lands on your home page and doesn't do anything except click away, they never see what you really want them to see and so your website suffers.

If you are using landing pages and it's a 'fill in your details' or 'go away' page, then it may not be a bad thing as far as the search engines are concerned, but I look at this differently.

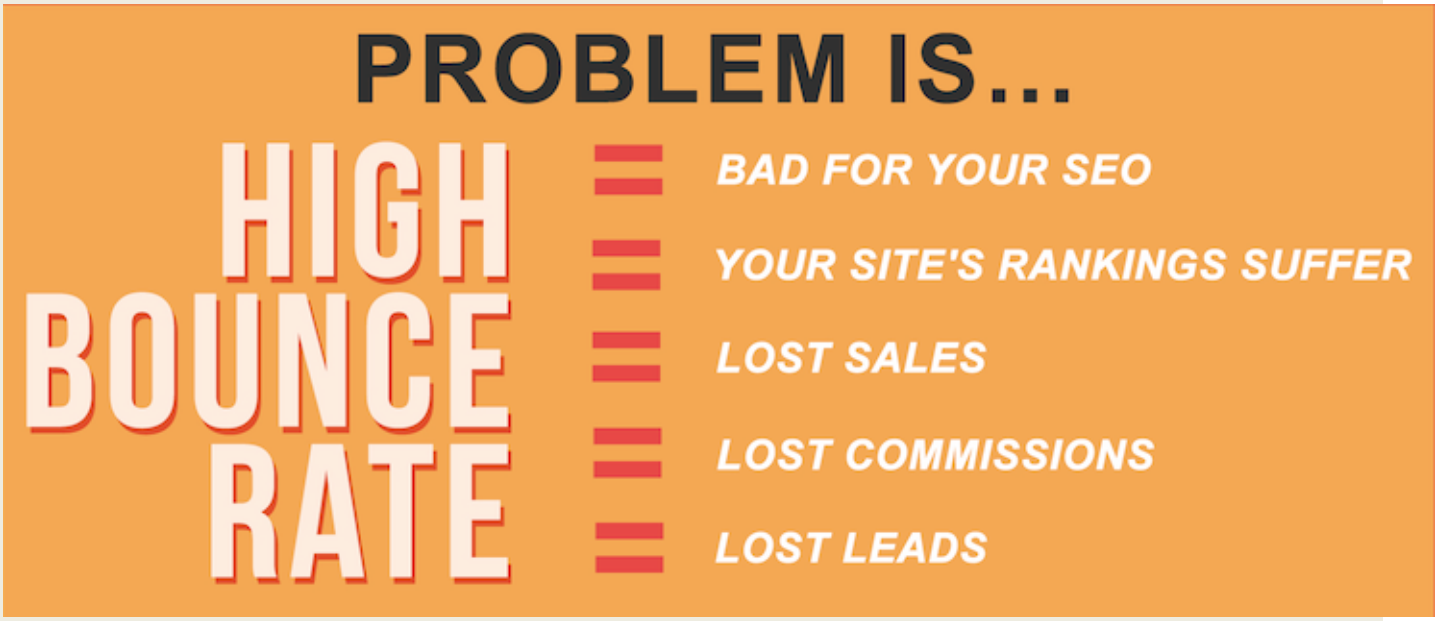
When you are sending someone to a landing or squeeze page, you are trying to get people to subscribe or sign up for something. You are trying to build a list.

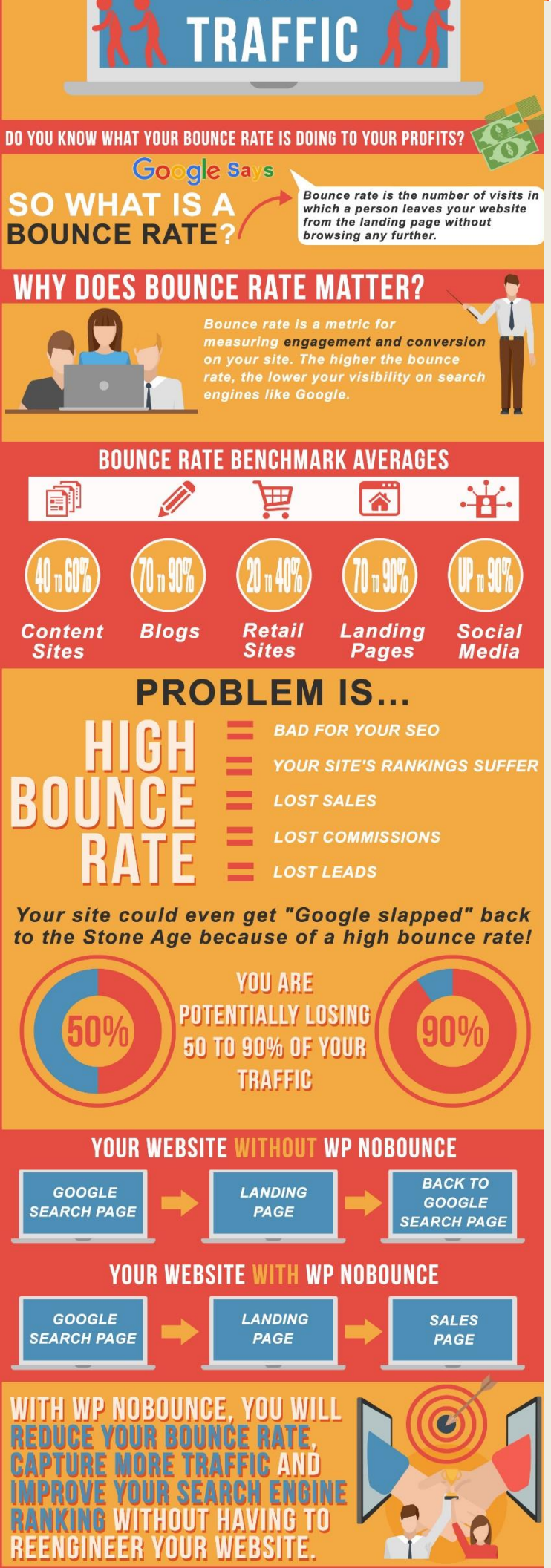
Looking at it that way, you have to be concerned. More than likely you are paying for traffic and that means that you are not getting the potential bang for your buck so to speak.

Although Google says they don't use the bounce rate in their algorithm, there are others that say different. According to SEMrush, it is the fourth most important ranking factor. https://www.semrush.com/ranking-factors/

It really makes you wonder which of these are correct. Reality is, that both Google and SEMrush have a point. This metric is one that, depending on what you are trying to accomplish with your website pages, is one that you should be paying attention to.

If you are running an eCommerce site, then people just clicking away may be a sign of not targeting the right audience or possibly offering a product that is not one that your audience is interested in.





When it comes to landing/squeeze pages, this may mean that your offer on the page is not strong enough for the visitor to want to give you their information.

Then there is your blog content. If your blog post is not compelling enough for the visitor to stick around, then this could mean that your headline does not truly represent what the article is conveying.

All of these scenarios can lead to reduced interest and loss of potential subscribers and profits.

How Can I combat these issues?

In order to improve your bounce rate, you first want to look at how you can improve your website or webpage experience. Now this can mean different things depending on your website. Understanding your objectives and your audience is paramount to getting this right.

User experience covers all aspects of the end-user's interaction with your website and the services and/or products being offered. This equates to the overall experience visitors have when connecting to your website. When the visitor finds your website to be one that is pleasing to the eye and easy to maneuver, they will see it as a website worth spending time on.

Understanding how your audience sees your website content, products and services can take time and quite a bit of testing, but in the long run is something that should be on your to-do list.

In our world of instant gratification, website visitors will only take a few seconds to decide if your website or landing page is worth their time. This is something that is only going to continue on and may even get worse. You need to make sure your site is loading quickly, almost instantaneously. Having to wait for an extended time, 10 or 15 seconds, is going to destroy any opportunity you have to capture the attention of new visitors.

With landing pages, you want to do A/B split testing. This one is important but, in my humble opinion, means that half of my potential audience may not stick around because they didn't like the page they see. There is a solution to this! Instead of just showing them one page in the split, what if you could send the visitor to the other page in the split test if they clicked the back button instead of subscribing to your awesome offering?

This would accomplish 2 things rather quickly. The point of the split test is to determine which page is found to be more to your audiences liking. So, by sending them to the opposite page when they click away, you get twice as much feedback from the same traffic.

The same thing goes for your blog content. A focused blog is writing about specific things within the niche. This means there are probably multiple posts on the same subject. The posts are just approaching the subject differently. If you have the ability to send your visitor to another post that is related to the one they didn't find interesting, it gives you another opportunity to engage with them and improves the time spent on your website. This also improves your bounce rate.

Again, with eCommerce, you can introduce you visitor to another product you are selling without losing the opportunity to close a sale.

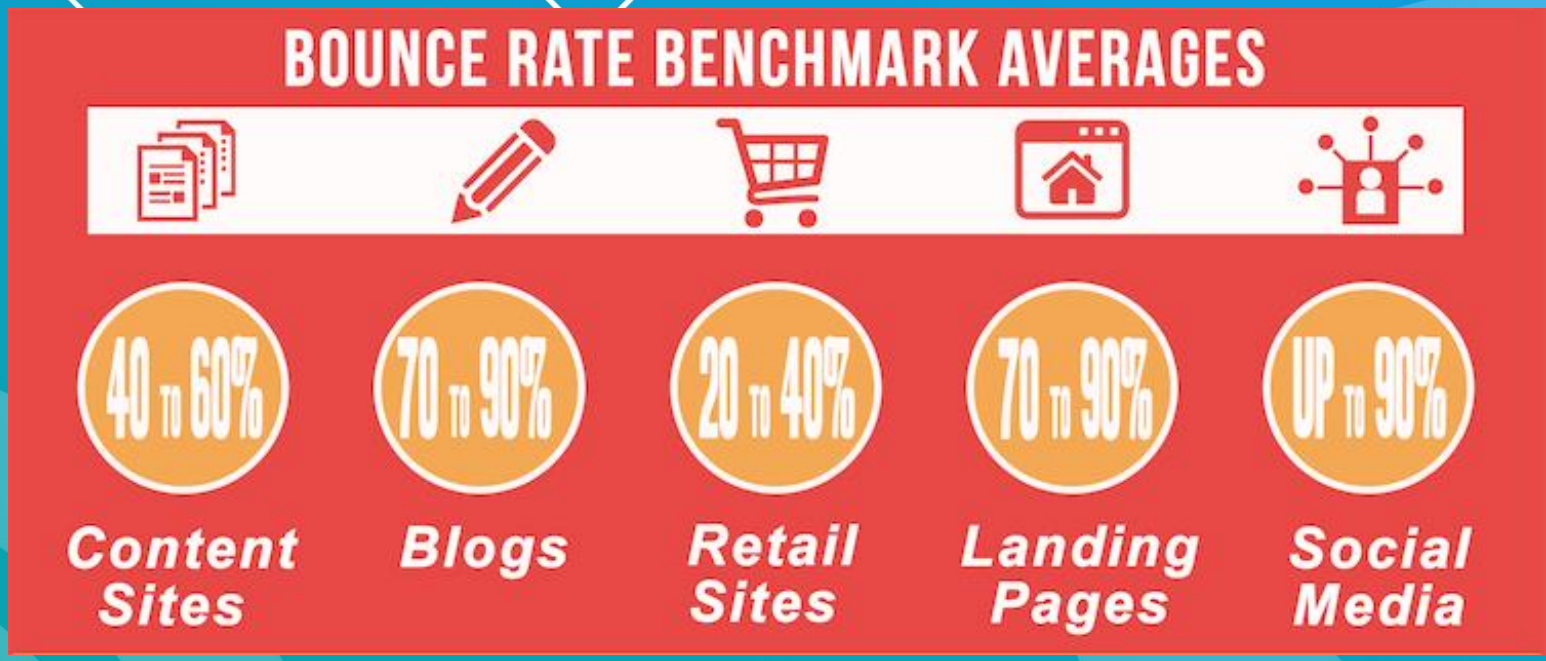
So, rather than having potential buyers 'bounce' away from your initial offering, why not give them the opportunity to 'bounce' over to another offering of yours, keeping them on your site rather than leaving you altogether! WP NoBounce can make that happen for you.

Check out WPNoBounce today and start getting more from your traffic and increased sales.

http://wpnobounce.com

For the newsletter owner to get affiliate access:

http://wpnobounce.com/affiliates



THE BIG SECTION

Chatbots: The Future of Marketing
A Beginner's Guide to Chat Bots

When you think of chatbot marketing, what comes to mind?

Chatbots are making serious progress for marketing, sales and support teams.

Imagine having a bot that talks to your prospect on your sales page.

Or a bot on your customer service page that answers questions for you.

Or even a Facebook messenger bot that gets 10 times the opens your email list gets, with 10 times the results.

All of it is possible with chatbots, if you know how.

First Things First

What is a chatbot?

A bot is a computer program that automates certain tasks.

And in the case of a chatbot, the task being automated is a one on one conversation with a person.

These bots range from the simple; a series of IF-THEN statements…

… to the complex; sophisticated technology like artificial intelligence and natural-language processing.

Alexa is a type of chatbot, as is the Domino's Pizza app.

Today's chatbots can reply with text, audio, video, images, GIFs, or just about anything else.

And even the mediums for chatbots have grown exponentially. They're everywhere, such as the chat apps like Messenger and WhatsApp, as well as the little button in the corner of websites asking if you need any help.

For this article we'll be talking mainly about chatbots found on social media channels.

How To Build Your Own Messenger Chatbot

Let's answer the biggest question of all: Do you need to be a programmer to create your own chatbot?

Absolutely not anymore. Now there are all kinds of services that help you build your own chatbot without any programming skills.

And many of these tools are easy to set up - you just choose your IF-THEN sequence and test it out:

Here are several of the more popular chatbot services:

OnSequel https://www.onsequel.com/

Chatfuel https://chatfuel.com/

Botsify https://botsify.com/

Mobile Monkey https://mobilemonkey.com/

FlowXO https://flowxo.com/

Facebook Messenger's official page offers to build your own bot directly through the platform's landing page. This method though, may be a little bit more complicated than others. https://developers.facebook.com/products/messenger/

10 Tips for Building Your Own Successful Chatbot

1: Research

Consider what your bot is going to do and then research to find out how it will work.

For example, if the chatbot is going to answer product or customer service questions, then look through your data and find out what your most frequently asked questions are.

Customer service chatbots are a real time saver, since they can usually answer 80% of customer questions for you in real time. Imagine if 80% of your customer service requests were handled automatically, without a real human having to touch it. What would that mean for your time, or the time of your virtual assistants?

To create a customer service bot, look at the most frequently asked questions for your product or service to see what content makes sense to begin with.

To find these FAQs, you might ask your customer service team or poor through the questions you've personally answered. You're looking for the questions that come up time and time again.

Look at the questions asked on social media, too. Anyone on your staff who interacts with your customers is someone who can help you assemble your FAQ.

If you have a sales team, be sure to consult them. And even take a look at the questions you've strived to answer through social media and content marketing.

If you want to go even further, you can source questions from outside your immediate website, products and team. The search suggestions at the bottom of relevant Google pages are a good place to start, as are crowdsourced communities like Quora and Reddit.

If you're building a chatbot to help with sales, to generate leads or to promote any product or service, it's crucial to research common questions and customer journeys so your bot is fully prepared to be as useful as possible.

2: Conversation Tree

You're going to build your bot its very own conversation tree.

Chatbots work best when given a concrete set of questions to answer. It takes a good amount of specificity and pre-planning to get this right. Otherwise the chatbot will deliver a less than believable experience and perhaps even give the wrong answer.

But this is why a conversation tree works so well.

Picture a gigantic flowchart or a mindmap.

Beginning with the first hello from the bot along with its very first question for the user, you branch off from there. You'll be building conversation flows for every different direction the conversation may turn.

You can use tools such as Lucidcharts and Whimsical for creating easy-to-read flowcharts that will make this project much easier for you and your team.

3: Avoid fully open-ended conversations

Bots can get confused, and open-ended conversations can lead to a poor experience for the user. If your bot doesn't have highly-advanced language processing, then an open-ended question like "How can we help you today?" may or may not work. Frankly, it could wind up going in a direction you don't even predict.

If you take a look at Hello Fresh in Facebook Messenger, you'll see that among the bot's first messages to the user is an offering of a menu of choices: "Here are some common questions I can answer" Options include things like:

- How does it work?
- What does it cost?
- Are you gluten-free?
- Are you vegan?
- Give me a discount!

The user chooses any of these statements by tapping on them in the Messenger interface. Then the bot responds with an automated reply.

This method is the safest route to take and removes the guesswork from the bot's replies since it knows exactly what to say, depending on which message it receives.

4: Let people know that a human is available

You might think that people don't like chatbots, but that's not true. In fact, 69% of consumers prefer communicating with chatbots compared to in-app support, most likely because people love speedy answers to their problems.

Of course, that also means that 31% of consumers might prefer the old-fashioned way - email or social support.

But this can be added into your bot experience, too.

You have the option of simply letting people know as part of the bot's welcome messages that the user is invited to get in touch with a human at any time.

5: Give your bot the right voice

Your brand has a voice and tone, and your bot can be a natural extension of that same voice and tone. Look at the way your posts are written and use that same style when deciding what your bot will say. This consistency will create a seamless experience for your users, making them feel comfortable and at ease.

Another option, which I don't recommend, is to lean into the "bot-ness" by making the voice a bit more obviously robotic. Many companies do this, although I have figured out why.

Whatever you choose is entirely up to you. Just stay consistent with it throughout your conversation tree.

Your opening message is key. Use your voice and tone to be welcoming and put the user at immediate ease.

And be sure to let users know they can get in touch with a human at any time. That's a great nugget to place into your bot's welcome message.

Also include things like:

- A catchy hello.
- Expectation-setting. Letting people know they're talking with a bot.
- And a solid first question with plenty of options to capture as many possible user journeys as you can.

6: Track the effectiveness of your bot

One of your biggest questions will be… is this chatbot working?

That depends, because "working" can mean a lot of different things.

If you're using chatbots to reduce your customer support volume, then that's an easy metric to track.

If you want to measure the effectiveness of marketing or sales, then it can be invaluable to track the bot's success with measurable links and codes.

For example, you can include the word "bot" right in your coupon code (for example: BotCoupon25).

And you can do this with your UTM codes for the content you link from your bot. (A UTM code is a simple code that you can attach to a custom URL in order to track a source, medium, and campaign name.)

Give it a UTM source of chatbot and you can measure the clicks and traffic that come from the bot, as well as track the UTM all the way through your customer journey.

You may even end up measuring ROI from the bot and learn how well your investment is paying off.

7: Replace email newsletters with chatbot newsletters

You've probably got a good idea of how great a chatbot can be for incoming requests.

But how about outbound? There is a lot of room to experiment here. And while you might hesitate to do this if it seems too strange or new, one of the prime places is using your bot as a content delivery system.

For instance, on Facebook Messenger, any time someone talks to you through Messenger, they are added to your contact list.

You can set up a chat bot to ask these folks to opt in to hear regular updates and announcements from you, then - voila! - you've just built a subscriber list on your messenger bot.

Tools like Mobile Monkey can then make it easy to send out new blog posts or quick information to this group.

Some estimates say that chatbot newsletters generate a 70-80% engagement rate.

8. Send surveys to your contacts

Do you want to pick your prospects brains? With the high engagement rate of bots, you also have a good chance of getting your message noticed and acted upon for surveys.

As you know, it can be difficult to survey folks via email or on a website or app. You just don't get that many responses. But it's a bit easier with bots.

With surveys, you first ask people to opt in to hear from you and then you can message them occasionally with a short and simple survey.

Many of the tools we mentioned earlier include the option for two button-based responses, which are perfectly suited for the mobile-first experiences of social media bots.

9. Take your bot to the next level

Check out this list of powerful chatbot superpowers:

- Theme parks tell you the wait time for rides
- Hotels can tell you room availability
- Booking sites tell you the best options for your dates and your price range
- Food delivery places let you order

These are all possible because of the Big Data that these brands use in their bots.

But if you're not at this level yet, that's okay.

You can get started by anticipating the most common customer questions and doing your best to fill in your bot with details.

Simple things like hours of operations, daily deals, etc. can make for a delightful experience.

And if you do have a customer base who clamors for data-rich answers, then use the examples above to inspire your chatbot dreams.

You might also personalize your chat experience with variables like first names or locations.

10. Promote your chatbot

This one might seem obvious, but it's perhaps one of the most important tips we've covered so far.

Your bot will only be successful if people find it and use it, so get the word out and tell everyone.

This might happen organically as people visit your Facebook page and are routed to you on Messenger, or you can be proactive about it.

For example, you might mention your bot in a list of all your customer support channels

You can add a call-to-action on your blog or website to get in touch with you

And you might advertise on social for people to opt-in to your bot experience.

Bottom Line: If you're not using chatbots yet, you might be missing out on time saved, goodwill built and sales made. Chatbots aren't the future anymore, they're the present, and if used correctly they can do wonders for your business.

EPILOGUE

London In The Snow

Have you ever seen London in the snow?

On normal days, London is not dissimilar to any other sprawling metropolis dotted around the globe. Compared to some it might have more history, it may look antiquated and quaint. But it has certain similarities to all of them, hundreds of thousands commute into London for work every day, some may live there, some not, some will socialise there, some not, there are people living and working in London that grew up there or have come from near and far, people from every country, every walk of life all live, work and play there.

But when the working day is over, and the people have gone home, you will see the city laid bare, it's dirty and noisy, sometimes not very well maintained, there are good bits and bad bits. If you were to walk around London you might think that the city is near to collapsing under the weight of the sins committed by its inhabitants. You might feel that the air pollution is a result not of the cars and trucks and buses but the exhaled breath of the buildings trying to clear their throats, or the souls in the pursuit of capitalism to which they have been subjected. Sometimes it feels that no matter what might change there is no way it could ever get clean again.

The history, the people, the businesses all combine together in a stew of greed and capitalism, similar stews can be found across the globe. But then occasionally something funny happens, something that reminds us all that it is simply a thin veneer, a mask that hides the true city and its people. It'll snow…

London in the snow is simply one of the most beautiful and incredible places in the world, even the most hardened of capitalists can be seen shrugging off the business mask and enjoying the sheer beauty that the falling snowflakes bestow upon the city. The news media will always predict the worst when snow hits, and people will stay away, but if you do venture in, you'll see magic in the making. In the exact same city with added snow you see the true beauty of each person that normally day to day is masked away. People will stop and gaze at white parks and snowflake encrusted trees and bushes, the whole city will have a glistening sheen across it that seems to promise that all is not lost, magic still lives there and all you have to do is let it in. People might smile easier and forget about the late or non-running trains around Christmas time, it has an air of relaxation and joy that isn't there the rest of the year.

Stop and look around you right now, where you are now, be it at work, at home on a train or plane. Does life feel magical or is it simply one more stressful situation you're moving through to get to the next one? Wouldn't you feel happier if you could look around and see fields of pristine white, promising you that everything is new again? That's what London in the snow feels like, it feels like a fresh start.

Do we honour it or lead it to ruin? In every situation, think of snow. Be it stressful or anxious, there are reasons to find joy and something to embrace and move forward with. We just have to see those opportunities as beauty and grab them, move forward not from a stressful place but from one of joy and newness, just like London seems to when it snows…

See you next month!

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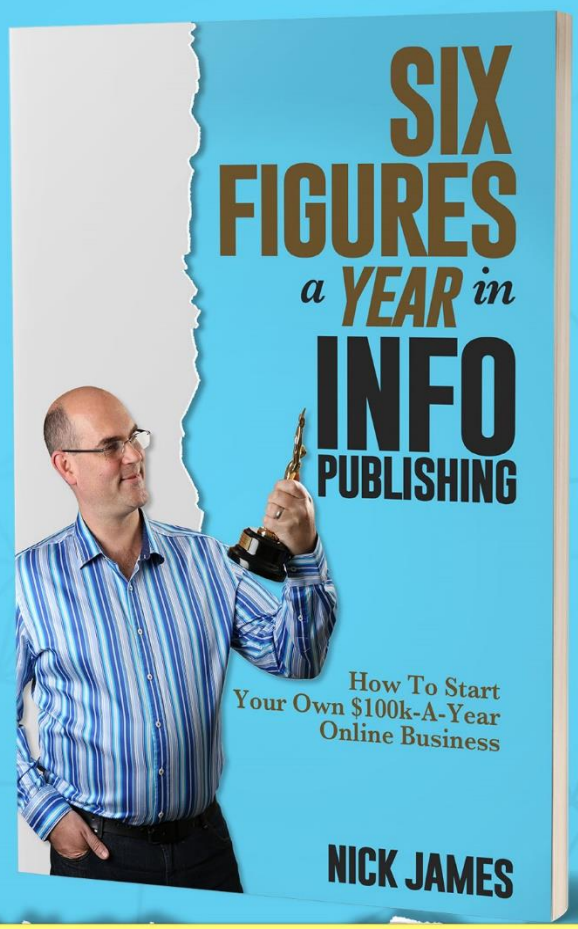

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