



A Look at the Whys, Hows and Outcomes of A Messenger Bot Competition

Why A Messenger Competition?

SuperFastBusiness has produced a wealth of content over the years, which means there is a large audience who have been exposed to the material, much of whom, however, remain on the sidelines. Using a universally accessible platform like Messenger, a competition would be a good way to let more of them be seen, to get them to translate their interest into action.

On Net Present Value

Net present value is the current value of future returns adjusted for time and risk. Say you've loaned someone \$1,000. Paid back at the rate of \$100 a year for 10 years, that's not an appealing deal. A hundred dollars a month for 12 months sounds better, and \$300 a month for six months seems like a very good deal. It's these future returns that Messenger can improve in the following ways:

1. Segmenting your target market and getting to the high-net-worth clients will get you higher returns.
2. Cost per lead is incredibly low for Messenger.
3. Purchasing is faster.
4. The personal engagement you get from a chat on Messenger makes people comfortable and less likely to leave you after the experience.

A Prize Worth Chasing

A good rule of thumb is to offer a prize that you yourself would like to win. That way you know it's good. In our case, we offered a Silver Circle hoodie, a copy of Work Less Make More, one-on-one coaching worth \$3000, and a full month of the intensive SuperFastBusiness membership.

The Step-By-Step

Our Messenger bot was engineered to replicate the function of such tools as Glean.io and KingSumo, which makes people take multiple actions to gain bonus entries into a competition. The great thing about our bot is that it pushed people to our different social channels as follows:

It began with a promoted Facebook post. If you commented on the post, you entered the Messenger chat stream.



1. Once in Messenger, to get a bonus entry you'd have to tag a friend. This would create a viral loop where more people would organically find out about the competition.
2. You'd have to follow James on Instagram.
3. Subscribe to the SuperFastBusiness channel on YouTube.
4. Follow James on LinkedIn.

Participants were then presented questions designed first to segment them and then to point them towards a product best suited to their answers.

The Results

What was the outcome of all this?

First of all, the contest provided a snapshot of who was in James's social catchment. It showed the segmentation and the foremost challenges of people, predominantly traffic and sales, followed by strategy and direction. It also showed their income levels, with the biggest segment making from \$10,000 to \$500,000 per year. A good slice make over \$500,000, and a fifth have yet to make 10K. These are good indicators of the kind of products they can benefit from.

James's social numbers and list also benefited:

Messenger subscribers = +181

Facebook followers = +23

YouTube subscribers = +110

LinkedIn connections = +78

Emails and phone numbers were all captured, categorized by size of client and most pressing priorities.

All in all, the contest gained about \$55,000 worth of quality leads in a few short weeks.

And the winner? She turned out to be just the sort of client that could really benefit from James's tutelage, and in just one phone call, they've already re-engineered parts of her business and started her off on the coaching. A win all around.

Want help with a similar campaign? Find Anthony Idle on <http://anthonyidle.com/>

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