

# Messenger Bots: How To Write Compelling Copy In Your Messenger Bot To Improve Conversions

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## Mary Kathryn Johnson's Brief Background

Nicknamed the "ChatBotMom", Mary is the CEO and Founder of Messenger Funnels. Her online career started in 2003 and has since helped her clients sell millions in products, services and online courses.

## What Are Messenger Bots

Messenger Bots are subscription based automated communication tools for businesses to use to communicate with their audience and subscribers. These tools are not only on Facebook (although currently it is the most common), they are growing in prominence on other social platforms as well.

## Where Messenger Bots Shines

Messenger Bots have a very high open rate, they are well suited to businesses that have a strong brand voice, or a brand persona. It allows more opportunities for micro-commitments, for customers, clients, subscriber audiences, etc, to engage with the brand and to get on board your message or cause. People shop more often with brands that they believe in.

## Best Practices

- Do not dump a mini email in a messenger bot. Keep it 160 characters or less in each text block. Otherwise, people will scan the message instead of reading them (just like they do with long emails).
- If a long message is required, try breaking it up the typing delay feature- those three little dots that make it look like you're typing - letting the subscriber know more is coming.
- You can actually deliver PDFs, videos, and audios in the chat bot, as long as they are 25 megabytes or less in size. Any files above that size takes longer to load and should be avoided.