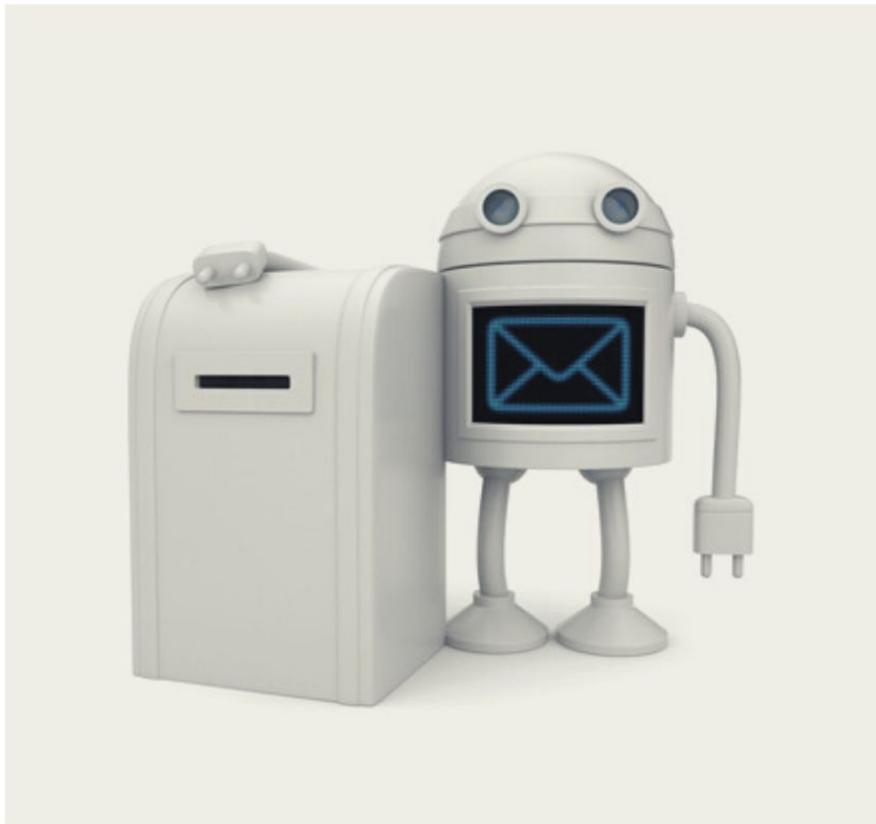


# CHATBOT QUIZ GUIDE

Generate Leads at Low Cost in  
Facebook Messenger



**THE COPYWRITER'S CRUCIBLE**



Chatbots.

Some marketers say they're passing fad.

Others...

...who are using chatbot quizzes to **generate HUGE lists of subscribers** for pennies on the dollar...

...know different.

They know that chatbots can get:

- **Open rates of over 90%**
- **Clickthrough rates of over 30%**
- **New subscribers for as little as \$1**



Stats that put email marketing to shame.

And stats that mean chatbots have **IMMENSE** potential for driving **traffic** to advertorials and sales pages at ultra low cost.

The screenshot shows the ManyChat interface for a sequence named 'Gut Health Quiz Sequence'. The interface includes a sidebar with navigation options like 'Erudite Lifestyle', 'Main Menu', 'Default Reply', 'Welcome Message', 'Keywords', 'Sequences', 'Rules', 'Flows', 'Settings', and 'Templates'. The main area displays a table of messages in the sequence, each with a schedule, an active status, and performance metrics.

Schedule	Active	Message	Sent	Clicks	Open Rate	CTR
After 1 day	<input checked="" type="checkbox"/>	Send Gut Health Quiz Sequence Intro copy	70	21	95.7%	30.0%
After 2 days	<input checked="" type="checkbox"/>	Send Bacteria Decides if Fat or Thin	64	18	93.8%	28.1%
After 3 days	<input checked="" type="checkbox"/>	Send Sauerkract copy 2	59	21	89.8%	35.6%
After 3 days	<input checked="" type="checkbox"/>	Send Accident at Golf Course	54	13	90.7%	24.1%
After 3 days	<input checked="" type="checkbox"/>	Send Rooibos Red Tea copy 2	50	11	92.0%	22.0%
After 3 days	<input checked="" type="checkbox"/>	Send Energy Drinks	47	10	91.5%	21.3%
After 3 days	<input checked="" type="checkbox"/>	Send Pepper Tea copy 2	46	13	89.1%	28.3%
After 3 days	<input checked="" type="checkbox"/>	Send Animals rarely have heart attacks	45	6	80.0%	13.3%

And it gets **BETTER**.

Because at the time of typing, few marketers and businesses are using chatbot quizzes.

That means the field is wide open for generating huge lists of **RESPONSIVE** chatbot subscribers and **turning them into customers**.

**AND** for a *fraction* of the **\$1.72 average cost per click** everyone else is paying.



## Why Chatbot Quizzes Are AMAZING For Lead Generation

Sounds BODACIOUS, right?

Buuuut...

Before you can profit from the juicy stats I've mentioned, **you need to get people subscribed.**

There are a few ways to do this.

One way is to run Facebook ads that **ask a provocative question.**

Anyone who comments then becomes a subscriber ***AUTOMATICALLY.***

This can be an effective strategy.

But it's best suited for converting an existing page's fans into chatbot subscribers.

A FAR better way of generating subscribers is a **chatbot quiz.**

A quiz you run **100% inside Facebook Messenger.**



There are so many benefits to chatbot quizzes it's INSANE:

1. **People LOVE quizzes** – For years, quizzes have cream of the crop when it comes to creating responsive ads.
2. **Quizzes get people taking action and diagnosing their issue** – With momentum comes movement. Getting people clicking and responding greases the slippery slide towards them subscribing to your email list or buying after the quiz.
3. **Shareability** – Making ads shareable is vital for keeping costs down. And quizzes are one of the most shared types of ads on Facebook going. Period.
4. **Low cost** – Facebook's goal is to keep people on their site as long as possible. So by running the quiz inside Messenger, Facebook rewards you with lower click costs.
5. **Compliance** – Quizzes don't involve making claims. So you face fewer compliance hurdles, particularly when running quizzes for health offers.
6. **Quick and easy** – There's no need to build a quiz on a separate website, worry about poor loading times, or whether they'll subscribe at the end.
7. **Segment and prequalify** – You can tag and segment people based on their answers and PRE QUALIFY them as customers.

I could go on with more benefits, but you get the gist: Chatbot quizzes are AWESOME for lead generation.



## How to Do It

You run a simple ad like this one:



**Erudite Lifestyle**  
Sponsored · 

Harvard Health says the gut is the core of all health in the body.

 Get a Gut Health Score in our [...See More](#)



MESSENGER  
**Take a Gut Health Check Quiz** 

[SEND MESSAGE](#)

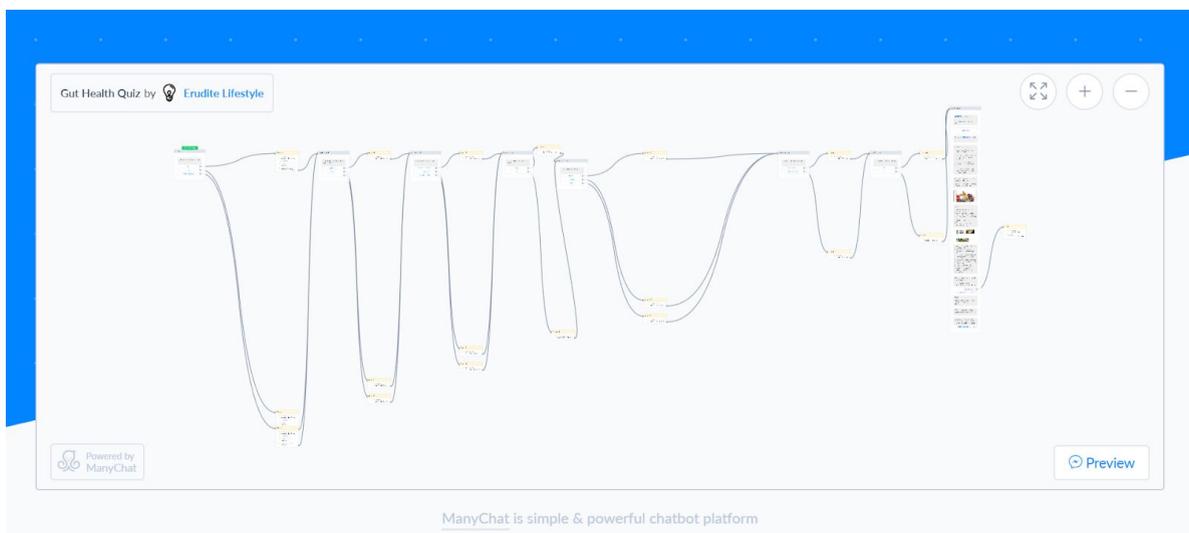


As soon as people click on the ad and click to start the quiz **they become a subscriber.**

That's it!

What to see a quiz in action?

Here's a [gut health quiz](#) I've used to generate subscribers for \$1. [Click here](#) to take the quiz in Messenger.





## How to Build the Chatbot Quiz

Let me introduce you to [Manychat](#).

Manychat is a drag-and-drop chatbot builder.

The screenshot shows the ManyChat interface for a flow titled "Animals rarely have heart attacks". The left sidebar contains navigation options: Erudite Lifestyle, Live Chat, Growth Tools, Broadcasting, Automation, Flows (selected), Settings, Templates, and My Account. The main content area displays performance metrics for the flow:

Metric	Value	Percentage
Sent to	45 people	
Delivered to	45	100.0%
Opened by	36	80.0%
Clicked by	6	13.3%

The right side of the interface shows a visual flowchart of the chatbot's logic, with a yellow banner indicating "You are viewing a published version".

Along with building quizzes, you can use Manychat for building:

- Onboarding sequences for new customers
- An interactive FAQ on your website
- Upsell sequences for visitors to your Facebook page
- Automating customer service on your website
- Sending customers product updates and news

So it's like the **R2D2** of chatbot builders.



For now, let's focus on what to do after people complete the quiz.

And that's to get them on your email list.

## **Generate Email Subscribers in One Click**

You never know what spanners Facebook is going to throw in the works.

**So get chatbot subscribers onto an email list as *FAST* as possible.**

The good news is it **can be done in one click.**

After people have completed the quiz, dangle a lead magnet.

Make sure it's something quick to consume, and not a lengthy eBook that gets left to gather digital dust.

Now this is where Manychat gets ***REALLY*** clever.

Rather than share the lead magnet directly in the chat, you can **auto-populate the chat** with the email address they used to register on Facebook.

So all they need to do is click on it...

*Et Voila!*



You have a new email subscriber.

After sending them their free gift, you can then **follow up with an upsell sequence for your main product** by both email AND in Messenger.

Just don't be lazy and copy + paste the same message (*more on that later*).

## **Obey the 24 + 1 Rule**

All sounds great so far, don't you think?

Buuuuut...

There is a KEY rule to follow when contacting subscribers.

The **oft misunderstood 24 + 1 rule**.

When someone interacts with your bot you have a 24 hour window to send them promotional messages.

After that, you can only send **ONE more promotional message**.

Starting in 2020, you'll have to pay to send non-commercial messages after 24 hours.

That is UNLESS they've interacted with your chatbot.



So you need to make sure you **include questions and buttons** for people to click on, so you can continue directing them to your advertorials, sales pages, and offers.

## **Four Pillars to a High Quality Chatbot Experience**

Let's do a rundown on what we've covered:

- The high open rates and clickthroughs of chatbots
- The benefits of chatbot quizzes
- How to build chatbot quizzes with Manychat
- How to get subscribers onto your email list

All good so far?

But guess what...

if the conversation with your chatbot **SUCKS** people are going to unsubscribe faster than if you'd started posting Louis CK gags (*or whoever's been cancelled when you read this*).

The good news is there are a few simple rules to follow to create bots people will be happy to engage with, and maybe even share with their friends.



## 1. Have a Personality

Just like with every channel, you're only a finger flick away from having your messages ignored.

So keep them short, punchy, and conversational.

Ask your subscribers lots of questions, give them clearly worded buttons to click on, and **reward them with GIFs** when they do.

The first few messages should set expectations for what's to come. So tell them about the messages you'll be sending, how many, and how to unsubscribe if they want out.

When you're in Facebook's playground, it's better to ask for permission than beg for forgiveness.

## 2. Let Them Leave When they Want To

I know telling people how to unsubscribe is counterproductive.

But if you make it confusing or difficult for them to leave, they'll most likely flag your bot as spam. A Facebook ban will swiftly follow.

So REGULARLY remind subscribers how to unsubscribe.

But when they do, **create a witty unsubscribe sequence** as a last ditch bid to win them back.



### **3. Avoid 'dead ends' in the conversation.**

A 'dead end' is where the sequence ends abruptly and they realise they're chatting to a bot.

When the illusion is shattered, unsubscribes soon follow.

So **turn every dead end into a friendly sign off.**

### **4. Give Your Bot a Brain**

We're still a long way from Messenger Bots having the IQ of Suri.

Until they get an upgrade, setup **automated responses for common keywords and questions** you expect people to post in the chat.

You can even use this as an **interactive customer service tool**, and for answering common objections.



## Let's Build Your Chatbot Quiz Together

So there you go.

An action plan for creating chatbot quizzes for generating leads at low cost in Facebook Messenger.

You now have all the info you need to get started.

Or...

if you'd like the entire chatbot strategy worked out and implemented for you, I can handle the entire process.

This includes:

- Researching your customer challenges
- Developing quiz questions and answers that motivate people to find a solution
- Creating a lead magnet for getting chatbot subscribers onto your email list
- Followup chatbot sequence that builds rapport, trust, and upsells your main product
- Followup email sequence for up selling your main and backend products

As you can see, there's no one size fits all for this strategy.

So the first step is for you to get in touch.

For starters I need a few deets on:

- Your primary product
- Website
- Facebook page
- List size
- What lead generation strategies you're running



I don't like to rush you, but the sooner you get in touch the better.

Because like I said, generating leads with chatbot quizzes **is still a little known and under utilized strategy.**

But as more businesses find out about the high response rates, the costs and competition will go up FAST.

So while the iron is hot, get in touch. And let's get your chatbot quiz up and generating new subscribers for pennies on the dollar.



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