

Alisa Conner: [08:14](#) Welcome to the podcast. I am so excited to have one of my favorite people on today. Kelly Noble Mirabella. How are you?

Kelly Noble Mir: [08:21](#) I'm doing awesome. I'm excited to be on your show. Let's do this.

Alisa Conner: [08:25](#) I'm so excited. And Kelly, um, I follow Kelly very often and she's kind of one of my gurus. I just told her before I got on the call. Um, and she is all about chatbots right now and chatbots are hot and they are amazing and they're really simple to use and Kelly has some great training and stuff available for free that I'm sure she'll talk about, but I have invited her on today to get us up to speed on chatbots because I have a feeling a lot of my audience is really, really new and does not understand the power of chatbots. So before we get started, would you tell a little bit about who you are, how you got here, and what you do best?

Kelly Noble Mir: [08:59](#) So again, my name's Kelly and I own stellar media marketing. I've been a social media manager and enthusiasts for 11 years now and I've owned my business stellar media marketing for nine of those years. I specialize in social media marketing for small to medium size businesses and I've also been known to help out the occasional entrepreneur and solopreneur because that's where my passions lie. And for the past year or so I have been obsessed with chatbots. That's really my, my thing right now. I mean, I know a lot about social media in general, but sometimes I just get a little obsessed, so that's what I've been doing and I've just loved bringing trainings to people to teach them how easy they are and how really powerful they are.

Alisa Conner: [09:45](#) Awesome. And I have been sucked right into your chat box Talk, ChatBot talk. That's a mouthful. But yeah. Um, and have I followed you before on social media and Kelly knows her. She has her poop in a group. Is this really does? And there are people that say they do, but they don't. She does. So let's talk about chatbots for sure. Can we just start from the beginning, like I have no idea how chatbots work. I've maybe seen one that was like, Hey, I'm here are ours. If you want to get connected, you know, send us a message and we'll get back to you. Let's start with that. And then we can build.

Kelly Noble Mir: [10:25](#) Okay. So the grand scheme of chatbots, just so everyone's on the same page. A chatbot is a conversation that is automated or built out by a human or by artificial intelligence. It can be hosted on facebook, facebook messenger, which is exactly the topic we're going to really dive into today. It's also things like google voice on your phone or Siri. Those are voice activated activated

chatbots, so there's a whole gambit of different types of chatbots and Chatbots have been around since the 1950s. They've just really been around with this type of technology in the past like two or three years, and we're going to talk about facebook chatbots, so facebook chatbots are all run through a facebook business page. You do have to have a business page to have one and they can be as simple as what you were talking about, which is maybe a quick menu. When you go to someone's facebook page, the business page, you might see something pop up like a little message saying, do you want to do this, that and the other. If you've ever sent a message to a business on facebook and some kind of like automation comes back saying something as simple as we'll be right back to you usually respond in 24 hours or you might get be given choices like click here to learn more about this. Click here to learn more about this. Those are all chatbots, so the chat bot is kind of like an answering service that we can build out and they can do so many things from those really simple things we've talked about to more complex things like webinar and funnels and lead magnet delivery and all guides that they things answering FAQ, so it really is a limited only by your imagination and yes, there are a ton of really poorly built chat bots and that's because your chat Bot is only as good as the person who builds them and artificial intelligence isn't something we're going to really talk much about today. Technology really isn't there unless you have a lot of money you're willing to throw at it. We're going to talk about is building chatbots on your own, the tools you can use and how affordable it is and how really easy it is if you just get started and take baby steps.

Alisa Conner:

[12:29](#)

Right? So how. I guess my first question would be is we're building a chat bot and we're going to get into some tools in a minute and I know your favorite because I have it too, but I'm wondering for somebody that's new and they're like, okay, I'm on the Chat Bot bandwagon, but I don't know, like how am I going to get people interested in my chat bot? How do I even get them to open it or look at it or talk to it?

Kelly Noble Mir:

[12:54](#)

Sure. So really basic. The only way you can send a message out is if someone first engages with you and that. So basically when someone engages with your facebook messenger on your business page, they automatically become a subscriber and those are the people you can send your chat bot messages and stuff. So the question is how do I get people into this thing? Well, it's the same exact question as you would have. How do I get people on my email list? It's just a little easier to do actually, and there's so many. The answer is so many, so many ways, so you can. I'll give you a couple of examples. You could do a ref

url. This is my personal favorite. It's literally you build a url that you connect to a chatbot flow and a chat flow is the thing that you built the messages, the kind of choose your own adventure, a flow that you can get people into, so ref url is just a type of growth tool where it's a url that you generate. People would click into it, it would open up messenger into the flow that you've built, so you could do it very specific reasons, and I love this tool because you can post it on various social networks. You can put it in your email, you could put it on on your website as a button, so anywhere you would use a url, you can use this and that's one of my favorite ways to do it. Another really common, very popular way of getting people into your chat bot is called a comment growth tool. It's a facebook comment tools, so if you've ever seen on a post from a page that says, comment below and we'll shoot you a message with X, Y, Z, and it maybe it's a lead magnet or whatever. Then that's what that is. They set it up, connect it to a post and when someone comments whether it's a special keyword are really just open commenting, it will shoot them immediately, a message in their facebook messenger with whatever information you told him that you were going to deliver. Now those two growth tools out of many are probably the most popular and most effective and especially when you couple them with things like facebook live, so you could do a facebook live and in the facebook live you're talking about chatbots and I could say, by the way, I have a free checklist that you can get right now. If you comment below and let me know what's your biggest issue with chatbots right now? Or what's your biggest question? Or I could say if you put the key word Chatbot or bot buddy or whatever, my keyword is below and it would trigger that thing that I preset up and it would deliver them the lead magnet would capture their information, it grows my subscriber list and I can also segment those people based off that topic. So I know when I have something coming up about chatbots, I could send out a blast to those people saying, hey, you shown interest in this before, here's a Webinar I'm doing, or here's a new lead magnet that you might find interesting. So it really helps you bring people in and then also engage with your page more engaged with your live videos in this example. And then also it helps you to segment people. So you know, the more we segment, the more accurate our conversions are going to be, the more excited people are going to be to get our messages because we're giving them things they actually have interest in. So those are just two really quick examples, very powerful examples on how you can grow your list. But there's so many ways.

Alisa Conner: [16:11](#) So I have, um, I want you to talk a little bit about the statistics of Chat Bot messaging opening versus email, because to me that was really powerful information.

Kelly Noble Mir: [16:24](#) Yeah. So email rates, they're all over the board, but generally speaking, most small businesses are seeing open rates between 10 and 15 percent. If you get higher than that, go you. In fact, if you're in the twenties, you're like killing it, and those are open rates. So a chatbot open rate, we're finding chat bot open rates anywhere between 80 percent and 100 percent. Most likely you're in the 90 plus because people are gonna get deemed, they're curious, they open it, especially if they know it's coming because we preempted them, they're going to open that. Now your clickthrough rates are even lower for email or like what? Five percent or something. It's like ridiculous. And for those of you don't understand clickthrough rates, that's when they click on something, a button, a call to action. And that's really what we want people to do generally is, you know, click here to buy something or click here to read something. Well, in chatbots we're seeing click through rates of 60 plus 60 percent plus, so huge, huge difference and it's just, there's so much more powerful. And the other thing is there's more people using messenger every day. I think the last statistic I saw was something like over a billion, I want to say it's a billion, but it might be 4 billion. I think it's a billion. I'll have to double check those stats, but it's like over a billion people are using facebook messenger, so there's a very good likelihood that your audience is using it. Not to mention if you're utilizing business pages, which is where you have to utilize in order to use these chatbots, then anyone who engages with you, they have facebook messenger because they're on facebook. So it's kind of a given thing, but there's so many wonderful, powerful uses. So not only as the open rate way higher, the readership is way higher. The completion, the conversions are much higher and the click through rates. So the segmenting is so much easier. Everything's real time intuitive. I can see real time when people are clicking on buttons and stuff. So you can really learn more about your users and shift how you give, what type of content they give, how you send content, and the type of medium that you're going to be sharing based off those statistics, which is just so much more powerful than email. I don't believe it should replace email. I think it can do things, email can't do, there are things email still are better at like long form type of content, right? But if you can learn how to use these chatbots and messenger marketing, there's a huge opportunity there to capture new leads and your audience and ways that are much more engaged than email, which is passive.

Alisa Conner: [19:03](#) So being devil's advocate, you own your email list. Facebook owns your messenger.

Kelly Noble Mir: [19:10](#) Not Exactly.

Alisa Conner: [19:11](#) So let's talk about that a little bit.

Kelly Noble Mir: [19:13](#) So because you're using a third party tool, generally, I mean you, if you know how to code with python and stuff, you can certainly build a custom coded, Chat Bot through facebook. That's not what I do. Yeah, no thanks. I'm just going to use the easy drag and drop tools. So I use ManyChat and in ManyChat I can actually set it up so that, and I would recommend no matter what platform you use to build your chatbot that you're capturing emails and stuff so I can say, hey, is this your email? And facebook will generate the email that they use for their facebook and all they have to do is click to confirm or type in a new email. You capture all that information and it's stored in your, ManyChat. But then you can also use a tool like Zapier and you can export that real time again into your CRM, into your email systems. So that's a safeguard. And I would recommend you do that anyway. You can also download your facebook user ids for all of the people who subscribe through ManyChat anytime. So if you know, you get closed down or you know, facebook shut you off, you could still grab at least the user ids and create custom audiences. But the way to safeguard against what you're talking about, like I don't want Facebook to like own my content, rented land, right, is that in steps in your Chat Bot, whether you're giving a lead magnet or doing a webinar where you're still asking people for a contact information, generally email and you can base it basically like you could say, Hey, I have on your facebook page, Hey, I have this lead magnet checklist, you know, click this link, we're going to send it right to you. You send it and you say, by the way, can we grab your email list? We'll send you another, maybe an additional one or this one again too. So you don't lose it. You can keep it in your email and that way you can export that email and have that as your own database. So you control that.

Alisa Conner: [21:07](#) Okay, that's really powerful. I love that the followup with is this your email? And then it auto populate. That's totally, totally simple.

Kelly Noble Mir: [21:16](#) Exactly. It makes it quick and simple for the end user and it's much more accurate for you.

Alisa Conner: [21:22](#) That's awesome. Well, I think this is just awesome information, but I really want to get into some tools and I know you have

some really great tools that you recommend that you use, so let's talk about that for people that are new and really just want to jump in and get started.

Kelly Noble Mir:

[21:37](#)

Yeah, so chat bots can be really intimidating. They look hard. They look like you might need, you know, a PHD in coding, you know, I don't, I know very little coding and I get by, but I do not custom code any of my chatbots. I use a tool called ManyChat. They have a free version of ManyChat. If you go with the Pro version, which I highly recommend you dabble a little bit, step up to the pro version, 10 bucks a month for I think it's up to 500 subscribers, so it's a great place to start when you just want to like start dabbling and learning and building it out. Chatfuel is another very popular tool. Again, they have a free version as well. Those are the two that I would recommend. I know there's a ton of tools out there, but those are the big boys on the block, if you will. They have the most stable at or interface api's and stuff and their teams are amazing. Um, so those are the two that I would recommend in terms of which one is better. It's really a personal preference. I prefer ManyChat because it's very visual. They have a visual builder and it allows me to see all the flows of where people would go if they click on certain buttons. I'm a visual Gal, I like to see what I'm building out, so that's really my main reason I went with ManyChat and, but both of them basically do the same thing and it's really a drag and drop situation on building out your chatbot. So I would check out either chat fuel or my personal favorite ManyChats for your chat building needs and both have free versions right off the bat.

Alisa Conner:

[23:03](#)

Nice. So I know when you're getting started, I know when I started my first chat Bot I was like, there's so many moving pieces that you have to walk through where you're like, okay, well if the answer this yes, then you have to have this answer and then that goes to another answer and then if you answer no, then it's the same thing. Is there a way that you map that out or you figure that out ahead of time or do you just do it on the fly or?

Kelly Noble Mir:

[23:26](#)

Right. So there are tools out there that you can preplan your chatbot. I don't use any of them because of ManyChats. Visual flow builder, it allows me to do basically the same thing where I can visualize everything right there before I launch it. So I'm not a big fan of planning and a third tool and then bringing it. Because there's really no way to like you spend all this time to build it. There's no way to export it easily imported into ManyChat for instance. So you're just adding more to your plate. So because of the visual builder within ManyChat, I would

say your best bet is to just build it right there and visualize it and just don't go live with it until it's done now if you want to kind of play with them a little bit. One of my favorite things, I don't have one right here in front of me, but I usually have a notebook which is like sketch paper and I and I have like these are my chatbot markers and I will color code things and I'll sketch out how I want things to go again, I'm just a very visual Gal, but if you're not super visually, you just want to kind of get an idea. You could just write kind of a diagram notes like here's what I want, here's the first question, here's what I want to do, how am I going to get them from a to b? And it doesn't have to be a huge chat bot. In fact, some of the best chatbots are the shortest, most simplest ones because again, people don't want to sit there all day on their phone or on facebook chatting with your Chat Bot, right? We want to get them from the fastest way to get from a to b without like seeming crazy or pushy. So yeah, I would say you don't really need a third party tool anymore because these tools have those capabilities built in. Just use the, the visual builder to kind of visualize it or if you're like me, you want to sketch it out, I'll go ahead and do that on a piece of paper. Those are my favorite ways to build out my chat bots, but I used to use third party, like an additional tool to like diagram if you will, your favorite diagram tool. There's plenty out there, but then I found that I'm like spending all this time to build it. Okay, I'm ready now. I got to go rebuild it and it's just kind of a pain.

Alisa Conner: [25:22](#)

That totally makes sense. So I'm going to take us back in our conversation when you were going through different ways to get started and I want to because rep url makes sense to me. I do web design, it make sense to you, but it may be like, can we just walk through an example of how you would use an ref url?

Kelly Noble Mir: [25:38](#)

So I'm using ref urls almost everyday on my facebook page. Feel free to go over there and check it out. So even when I use a comment tool, I use a ref url. Let's see, I have one on my facebook page that I could walk you through visual verbally. Let me go run and grab that real quick because I literally just posted one yesterday. Um, so, so those of you listening, I'm going to walk you through verbally, but if you want to see it visually, you could certainly go check out my face.

Alisa Conner: [26:04](#)

So a ref url for those of you that don't know what that is, it's basically a url or a domain that you are sending people to, um, the where they want to and will open up, right? So it'll open messenger or sometimes you may think of it as if you have an opt in that you're trying to get people to go and collect, it's

going to take them to a landing page. That's kind of what we're talking about is that that url,

Kelly Noble Mir:

[26:29](#)

And I'm going to grab the link and share it with you so that you can share it with anyone else if they want to visualize this process that I'm about to walk through. So I have a brand new lead magnet that I created called facebook. First of all business. It's like a 10 page guidebook for beginners, have facebook for business and the copy. I have an image that I posted to my facebook page and the copy reads, calling all small business owners. I created a totally free guidebook for you all about facebook marketing for business. Grab your copy now by clicking the link below. And I will shoot you a copy in facebook messenger. Do you have to be explicit when you're getting people into messenger that it's going to open messenger? Right? And then it just, there's the link. It's just, um, I actually use a link shortener, a branded link shortener, but they will, like ManyChat would give you kind of a longer. Lee, I take that late. I use Free Brandly personally. So my link is stellar247.com/FB guide. They click on that, it opens facebook messenger and it'll say something like, thank you for your interest in my facebook guide, a cliff, which is it okay if I send you messages via facebook and then there's a yes button, no button, and then the yes button they click yes. And it goes great. Here is access to the guide. Go ahead and click here. It'll open right up. Would you also like a copy sent to your email? If so, is this the right email? Just click to confirm. So that's the yes. And then if they say no, you say something like, um, I'm sorry that you feel that way. I can't send you the thing obviously, but if you'd like I can send it to you via email. Just click here to confirm. So that's basically it. I mean, that's how I use the url and then I can also share that url in an email blast basically saying the same thing.

Alisa Conner:

[28:18](#)

Right? Which is where I was going next is. Okay, so you've subscribed, which will say they said yes. And um, now when you come out with new content weekly or daily or whenever you come out with it, you can send it to them.

Kelly Noble Mir:

[28:33](#)

Yeah, absolutely.

Alisa Conner:

[28:35](#)

Let's talk about that a little bit and how powerful that is.

Kelly Noble Mir:

[28:37](#)

So when I, when they come into my chat bot in the back end, the thing that I built up is as soon as they confirm, I can send them messages, I add a tag and the tag is attached to anyone who says yes. And it's something like a facebook business subscribe. So anytime that I have content that is about facebook tips, facebook for business tips, which are going to be doing a



lot on my page, coming up, this is all part of a series that I'm doing. Then I will send out a broadcast which is basically like you would broadcast that email. You're sending an email, same concept, but in messenger and I would say, Hey, are you interested in learning about how to do facebook ads for your business? And they could say yes or no. If they say yes, great, I'm doing a live training this week at noon. Click here to subscribe to that. When I go live, I'll send out another broadcast to everyone I've tagged that have subscribed and I'll say, hey, I'm on right now. come over. So there's all these different. It's hard to explain verbally. There's all these different pieces that you can tie together where you're tagging along the way and you're making sure that the people who are interested or getting the stuff that they want, and that means that your click through rates are going to be higher. Your rates. People are going to show up for your live broadcast. If it's a live broadcast, a Webinar, it's a Webinar. They're going to read content on your blog. It's a blog and the beautiful thing about all of that is the chatbot helps you beat the facebook algorithm and that's the thing that I think is not said enough is that Facebook is killing us, right? It's like I used to have great reach and now it's even less. Well, my page is still getting phenomenal reach because in the back end I have these chat bots that are running and they're going to the right people based off what I'm posting or what I have coming up, whether it's a blog post or a new lead magnet or a facebook live, and those all in the end can lead to more sales because I'm consistently in front of the right people. It's the funnel. We have all the people at the top and barely know us and then we're kind of filtering down, filter it down, filter it down until we have the most ideal client and I think a lot of people are afraid that, well, what if people unsubscribe from my email or from my chat bot? They're afraid of losing people. What they're forgetting is that part of the process of funneling, right? We don't mind that these people drop off, we want these people and that's, it's the same concept with chatbots, were just segmenting, segmenting, segmenting until we have like our ideal group of raving fans who want to buy from us and consume our content.

Alisa Conner:

[31:13](#)

So that being said, if you, you have people on your list, on your subscriber list for, let's just say facebook ads and then they decide they don't really want to hear facebook ads to give them the option to opt out at some point. Or is it every time you send them content, do you just say, you know, I have a new facebook ads video that walks you through how to segment your audience? Do you want to see that yes or no? And if they say no, then they go to a different pile?

Kelly Noble Mir:

[31:43](#)

So I always. So these are all best practices. You don't have to do it this way. By the way. Anyone can anytime say type in unsubscribed. It's built into ManyChat and I believe at Chapa and they unsubscribe and you can't send a message once they unsubscribe, like you literally get taken out of the list automatically. It's not like email where we all, I'll get around to it. They literally do not subscribe, but I actually build it. Every time I send a message I put a little quick button at the bottom that just says unsubscribe. If they don't want any more for me, and that's cool. Just like I explained, I don't mind that people drop off, but yes, as I'm segmenting them. So are you interested in facebook ads? Yes. Obviously we want to tag them with facebook ads. No, obviously we don't want to send them any more information about facebook ads that's going to annoy them. Right. So then I might say, I might send them another message like, okay, no worries, no big deal. Hey, would you like to continue to get information about facebook for business in? And then they can say yes or no, and so you're giving them more choices. Just don't overwhelm them because if they say no, they probably don't want to sit there and chat with your chatbot for very long, but just maybe one more choice and then you're just tagging them correctly just to make sure they're getting the information that is relevant to them.

Alisa Conner:

[32:57](#)

This has been so awesome and I want to be respectful of your time. Do you have any last minute tips that you want to throw out there and let us know that we absolutely have to know before we get started?

Kelly Noble Mir:

[33:06](#)

Yeah. I would say get started is the first tip. Like a lot of people I think are just intimidated and like I mentioned at the very beginning, sometimes the most powerful chatbots are the simplest chatbots, so just get in there and create a simple welcome message chat bot or a simple menu and then you can build from there. You don't have to build like that was a mistake that I did in the very beginning as I thought, oh, I have to spend all this time and build this amazing looking chap out with all these crazy flows. And of course you're proud of it because it's beautiful. You're like, Whoa, I built this and then it literally is the most useless chap in the world because no one's going to go through all of that. Right? So build based off of what is useful, what would bring value to your customer, your client. And if it's, you know, I just want to get people into my chatbots, my goal, then I'm going to create like a checklist or a lead magnet and just say, hey, comment here or click here and I want to send it to you in facebook messenger and just keep it simple. So I guess that's the big takeaway is kiss. That's what we used to call it in college. You'd be keep it simple, stupid, right? I don't think they

do that anymore because you see. But that's how I learned it. So do the kiss method. Start small, start simple, and then build a chatbot based off a need, not just cars.

- Alisa Conner: [34:24](#) That's awesome. Well, Kelly, I would love for you to tell everybody where they can find out more about you and find all of your awesome videos that I have already stalked, but other people probably want to know that in case they need help getting started and they likely will. I will. Okay.
- Kelly Noble Mir: [34:36](#) For them to be able to find you. Great. Well, I can be found anywhere online at stellar247.c0m. That's stellar247.com. If you want to learn more about my trainings. I have a ton of youtube training and to be worn they are in the style of the eighties because I like that fun. And they are on Youtube at Stellar247.
- Alisa Conner: [34:58](#) Awesome. And they are really fun. Yeah. Thanks so much for being here today and I know that this has been super informative and I appreciate you coming on.
- Kelly Noble Mir: [35:06](#) Great. Thanks. So thanks so much for having me.
- Alisa Conner: [35:09](#) Thank you.