

9:00 AM - 10:30 AM | USING AI TO ADDRESS CHALLENGES

Common themes: Chatbots, streamlining, lead generation

Facebook Messenger

<p>MESSENGER SETTINGS & CONFIGURATION</p> <ul style="list-style-type: none"> Inbox automations & away settings Embedding on KvCORE website 	<p>MAKE IT EASIER WITH MANYCHAT</p> <ul style="list-style-type: none"> Deliver links with ManyChat Menus & conversation starters Automate responses and use for 'link in bio' alternative! 	<p>DRIVE MORE TRAFFIC</p> <ul style="list-style-type: none"> By using 'click to message' buttons in ads when relevant
<p>NOTES</p> <hr/> <hr/> <hr/>		

The Automation Advantage

<p>ZAPIER</p> <ul style="list-style-type: none"> Content creation <ul style="list-style-type: none"> Auto-create blog/social content using Excel & ChatGPT Lead data <ul style="list-style-type: none"> Sync contacts to KvCORE Use KvCORE 3rd Party lead syncing options <ul style="list-style-type: none"> Teams - Use lead routing rules Notifications <ul style="list-style-type: none"> Receive emails or texts when certain things occur Dotloop <ul style="list-style-type: none"> Send loop data to spreadsheets Task Management <ul style="list-style-type: none"> MS ToDo - setup a zap for flagged emails Facebook <ul style="list-style-type: none"> Auto-post new Wordpress blog posts, share posts to a Group*. Sync lead gen form leads to KvCORE or a spreadsheet. 	<p>KVCORE</p> <ul style="list-style-type: none"> Smart Campaigns <ul style="list-style-type: none"> Intro email w/video - create a template and campaign based on hashtag Customize or add new campaigns for incoming leads, forms, etc <ul style="list-style-type: none"> Consider upgrading CORE Video and integrate video content into the new lead email campaigns OR - upload video content to YouTube and link to those videos from your email templates (PRO tip - screenshot video thumbnail, insert that into email and link to your YouTube video's URL) Marketplace lead generation <ul style="list-style-type: none"> Google AdWords/PPC Google Display Ads Facebook Retargeting Other Ideas _____ _____ _____ 	
<p>SOCI</p> <ul style="list-style-type: none"> Save time by pre-programming and integrating BHHS content Cross-publish to keep LinkedIn and Google Business listings up-to-date Other ideas _____ _____ _____ 	<p>VIDEO EDITING</p> <ul style="list-style-type: none"> Captions App - https://www.captions.ai/ Munch App - https://www.getmunch.com/ 	<p>NOTES</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

*Use hashtags or other unique character strings in post content along with a Zapier filter to control what posts, since all isn't a good idea

