



CHATBOT LEAD MAGNET CAMPAIGN AUDIT

- Have you created your campaign flowchart?
- Have you edited all of the "opt-in" ManyChat flows (3)?
- Have you edited all of the "follow-up" ManyChat flows (2)?
- Are you asking for at least 1 other contact method from the user (email, phone number)?
- Have you started to drive traffic to one of your growth tools (AKA "entrypoints")?

Bonus Step:

- Connect your ManyChat bot to your CRM using Zapier (zapier.com) or Integromat (integromat.com), in order to track purchases to stop the follow-up sequence for buyers.

Notes: