A Guide on Advertising Your Bots

Guide put together by lunaxlee

Note: This guide was put together based on my experiences and some information I got from other creators. Do not take this as the ultimate, official guide when it comes to advertising, but rather like an informative journal.

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Introduction

If you're a bot creator who is intent on growing your numbers, you of course would need to advertise your bots and your profile. It's one way to achieve growth aside from generally improving your bots and making bots of popular fandom characters. Though you can grow without advertising your bots and by simply posting your creations, it will be a slow process and at a certain point, you'll see that it's better or you 'need' to advertise anyway. Especially if you aren't so vocal in a bot-making community where your efforts could be recognized.

However, advertising your bots doesn't automatically make you a better creator. A good creator ensures that their creation is well-put and of good quality. Before you start advertising, make sure that your content is the quality that you believe it to be.

It's also important to say that advertising your bots, no matter how often you do it, will be a slow process in the beginning. Don't expect that your expectations will be immediately met.

With all of that said, I also want to remind you that bot-creation is a self-managed thing. Again, advertisement is an optional thing and how you go about it (at least, how often you do it) is all up to you. It is also in your best interests to receive criticism about your advertisements (and your bots) and to learn from them.

Without further ado; the guide.

Platforms

This is a long section of the guide. Feel free to open the Document Outline to skip through or to skip to different parts of this section.

This section of the document talks about the different platforms you can advertise on. I felt that it was best to speak about this first because of how important it is to *know*

certain platforms before advertising them. You can get kicked, banned, blacklisted, or generally bullied for your advertisements, after all.

Also, if you have read through this section, you are free to explore other options not mentioned here. Just make sure to read the guidelines of those platforms and to see if it has a community that is interested in AI generated content or AI chatbots.

Examples of how to write advertisements for certain platforms are located in this section.

Discord Servers

I can't list down community guidelines and rules for each server because not all of them are similar in their standards, but here is a link to Discord's overall guidelines and terms.

Official AI chatbot servers

★ Your number one go-to place to advertise. Each chatbot site has their own Discord, as it is the standard for most sites nowadays to have one. It's where you get updates on the development of the site and a lot of the user base flocks to.

With that said, before you advertise your bots in them, make sure to **read their rules and guidelines** and **check if they have a channel where you can do promotion**.

However; if you are using the JanitorAI site to post your bots, there are two official servers that you can use to advertise. The JanitorAI server (created by the actual developers) and the Creator Server (created for the bot-creators of JanitorAI).

The JanitorAI main server allows for the sharing of bots in their '#bot-sharing' channel. However, their overall rules of the server still apply to this channel. Based on the rules and my own experience chatting on this server you would have to...

- **make advertisements in English** as there is a big portion of the members that are English speaking,
- **put trigger warnings and to censor NSFW images (including horror/gore/violence)** due to their limited NSFW and no gore or violence rules,
- **to not use hate speech**

The Janitor Creator server is the IOS is a server for creators, but there are regular users in there too. This server uses similar rules, so what I had listed above also applies there.

Both the JanitorAI and Creator servers' bot-sharing channels are forum-type channels. You may only post an ad for a bot once.

Other Discord servers

★ There are some Discord servers made for different communities. However, it's of course important to check if you can promote things that don't match the theme of the server or if they allow promotion of AI-generated content in the first place.

Just make sure to check them or ask the admins of the server about it before anything.

Your own server/bot hub server

★ I am sure that if you are a Discord member, you would have your own server with your own set of rules and guidelines. The only guidance I can give you on advertising on your own server, especially if it is a non AI chatbot server, is to check if your members would like to see your bots. Especially if you use AI-generated art.

If you do not know what a bot hub server is: it is a server where you can announce your bots first to a dedicated group of users (or a fanbase). In your bot hub server, you have your own set of rules and guidelines as well. Nothing to point out here.

Reddit

★ AI chatbot subreddits exist. But just like the Discord servers, they may have varying rules and guidelines. There may also be subreddits that are dedicated to AI-generated content that allow sharing of chatbots. Anyway, it's important to check the general policies of Reddit.

JanitorAI has an official subreddit as well. The subreddit follows the content policies and overall community guidelines of Reddit. So, when it comes to posting there, you need to:

- **tag NSFW for content, including images, appropriately** otherwise, your post will be taken down,
- **censor images if it contains nudity, other sexual content, gore/violence**,
- **put trigger warnings,**
- **do not use hate speech (ofc),**
- **to not promote anything else other than your bot** (no self-promo other than bots).

Not many promote their bots on Reddit as per observation and comments from other creators. This may be due to the no spam rule they have or the overall difference of the community compared to the official server's members. But don't be discouraged to advertise your bots.

Tumblr

★ Tumblr is a great platform to advertise and use to build your reputation as a bot maker. This is because Tumblr has many fandom communities and is a great place to post fanmade (or original) work. They also allow NSFW creations and have a tagging system so people can find your content easier. And if the AI chatbot site that you use does not have an organization system for your bots on your profile yet, you can also use Tumblr as an organized navigation page.

Here are the community guidelines of Tumblr and generally, you'll want to:

- **tag posts as NSFW if appropriate**
- **censor images if they are fully nude, shows gore or violence,**
- **put trigger warnings**
- **tag posts as AI, AI generated, AI chatbot, etc.** platforms where original work is shared and heavily supported have people that may not want to see AI-generated content and will want to block them via tag.

Tiktok

★ A lot of users heard about JanitorAI (and other chatting sites) through Tiktok. It's safe to say that it's a good platform to advertise on. However, it's imperative to know that Tiktok is a platform where you watch videos and slideshows, unlike the other platforms listed here. Formatting ads for it will be different.

Here's the Tiktok guidelines and the guidelines and safety article for creators and here's what you should do;

- **tag posts as AI generated content**
- **censor both words and images that are NSFW or are inappropriate** (you can type vowels as punctuation marks as well if you want)
- **put content and trigger warnings**

You should know as well that there's no way to put a clickable link in your bio unless your account is a business account. I doubt you're willing to go through the process of turning your account into a business account right away(it involves submission of actual documents). But I find that after reaching a certain amount of views on TikTok, you get the option to convert it into a business account. More on this in the examples section.

Platforms that may be avoided

Platforms under this section may be *too* risky to post in. Explanations will be provided and the list will be updated every now and then. Again, feel free to experiment anyway.

- **Twitter or X**- there is a big portion of its user base that use the site to exhibit their artwork, and those who use this platform are very opinionated and are not afraid to express their dislike to certain things. It's especially risky for creators who mainly use art for AI generation for their bots.

Bot Information

What are the necessary things that should be included in writing advertisements? This section should answer this question, but it's pretty obvious what the answers are.

When it comes to advertising bots, here are the things you may want to show to your users in order to try to pull them in to use your bots:

- **The subject of the bot.** Is your bot a famous character? Is your bot an OC? Or is it a scenario bot?

- **Bot contents** Any trigger warnings, tags, tropes? Is there an established relationship, how old is the character— *what is your bot about and what will the user be experiencing?*

I'd add in the fact that you need to add the link to your bot and/or your profile, but I think it's common sense to.

There are other things you can include, such as the amount of permanent tokens of your bot (as there are people who use API that are limited by the amount of tokens), an image for the aesthetic of the bot or what you used for the thumbnail, etc. Some others include a screenshot or summary of the **Initial Message.** Whatever you think pulls your users in more.

Writing an Advertisement

Here's a question; if you were a regular user looking to try a new bot, what would appeal to you?

In the previous section, we list down what bot information is important to show; **the subject of the bot** and **the bot contents.** Use these aspects of your bot to create your own advertisement.

Here's an example:

Your 31-year-old husband returns home from work looking flustered.

~•~

A fluff bot set in the 1950s!

CONTENT WARNINGS: sexual themes with the inclusion of the following kinks: kink1, kink2, kink3.

BOT LINK: link

~•~

Art credits to linkedartist

Not interested? Check my profile for different bots!

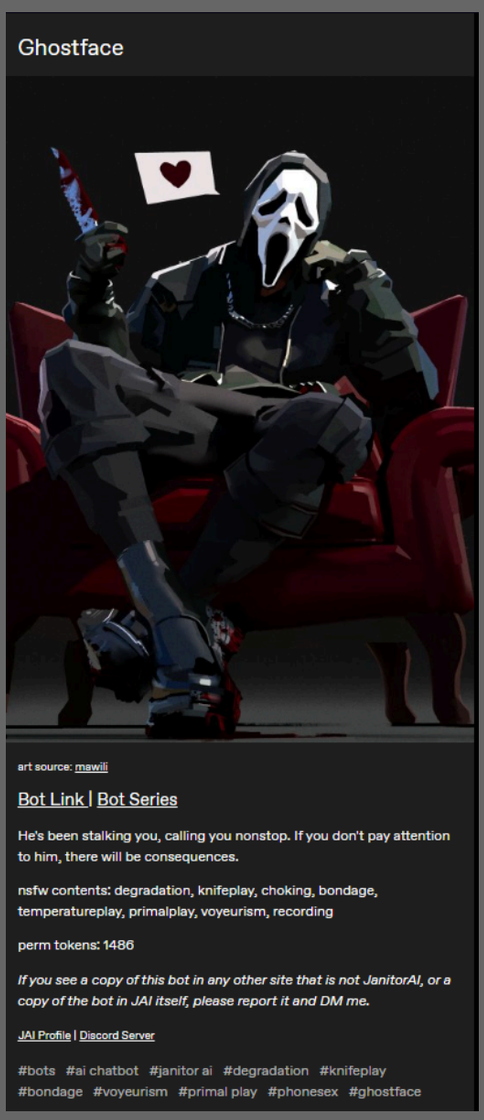
When you're writing your advertisement, make sure the information is clear but only put enough that will get someone curious. This is important as AI is predictable only to a certain degree. Setting expectations in your advertisement can be misleading.

There's a lot more you can do for your advertisements, aesthetically or technically otherwise. Oftentimes, the content or generally how you want it to look depends on the platform. If you're wondering what I mean, here are examples of what I do for some platforms:

Examples of different platforms

Examples given are screenshots of my own ads. You don't need to write these the same way I do.

Tumblr:



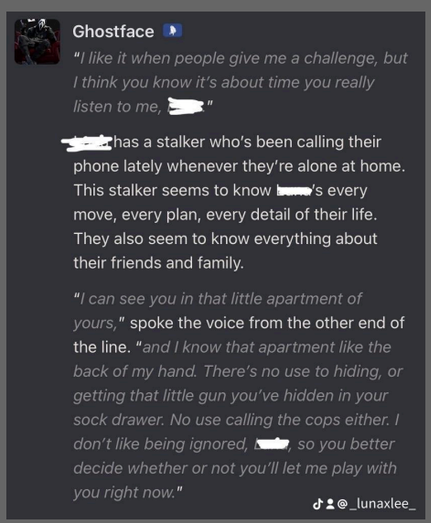
On Tumblr, you're able to write long paragraphs of text. This gives you room to leave a long explanation of your bot, if you so wish to. The beauty about Tumblr is that you can use html and css to design your posts, so you can establish a style for your bots. You can also embed links on your texts so users can just click them and directly be taken to the actual bot page.

Another feature on Tumblr, which you can use to your advantage, is the tagging system. You can make do with the NSFW tags to help find users who would be interested in them. You can otherwise tag the trope that the bot is written in, like arranged marriage, hanahaki disease, enemies to lovers...

Tiktok:







Compared to Tumblr, Tiktok content is shorter in duration and size. And as such, viewers on Tiktok would much prefer to consume short form content. So, I created a 3-part slideshow with edited screenshots to show what the bot is, and what the bot contents are, while at the same time adhering to the guidelines of Tiktok.

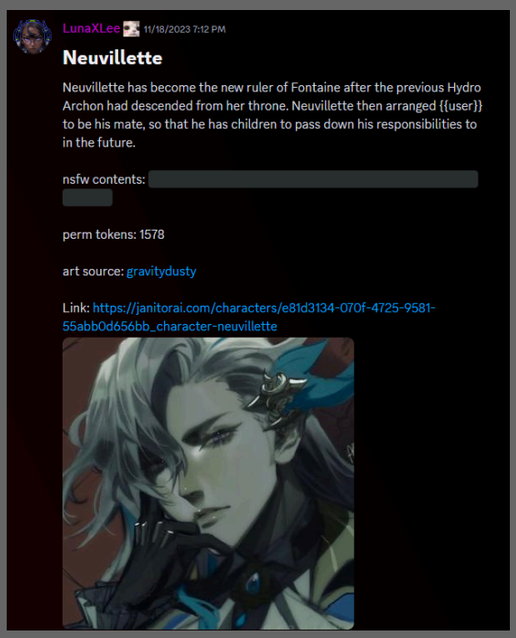
It is not pictured, but in the caption of this slideshow, I put in 'Search Ghostface on JanitorAI by lunaxlee'. This is due to one flaw of Tiktok; **you can't add clickable links to your captions or your bio until you have more than 1k followers or have turned your account into a business account.**

If you have an option to, you can put a link into your bio using the 'Website' option in the settings.

Tiktok has a tagging system as well, but due to the restrictions on that site, you don't often get to add the same tags Tumblr has. You can add tags like '#aichatbot' or '#janitorai' though, so you are able to get to your target audience.

When advertising on Tiktok, also **make sure that your video or slideshow is tagged as AI content on the screen where you're supposed to click to post it.** Without this, your content may not be published.

The bot-sharing channel on the JanitorAI Discord server



It's just like my examples before. Provide information for your bot, as well as the content warnings.

Discord supports **markdown**, so you are also able to format your text like so.

Advertising Schedules

I wouldn't say that you should set up a schedule for advertising. I make bots for fun and I don't like having to create a schedule as to when I have to get up and share a bot or my profile.

However, you should know that there are certain times of day where it's best to post an ad of your bots and it's based on **how active users are.** A lot of people see your ads when you post them when users are most active.

Observe user activity to determine when people are active.

You can use this information to determine when is the best time for you to post your bots on platforms.

It would be good practice as well to also **advertise your bots when they have just been released.**

Other tips for posting:

- User activity on Discord or other platforms is increased when the chatting site is in maintenance mode or is down.
- Repeated posting of advertisements in a single day yields good results. Just make sure to leave time between each post so it doesn't look like spam.
- Ask around. Maybe you'll find out that the website is popular in Western countries. This would mean you'd have to post bots in a specific time for their timezone.