

Facebook Messenger



By Russell Allert

Do you use Messenger
regularly? For business or
personal.

Do you use it regularly for
business?

How many of you have
the app installed on your
phones?

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Importance of Messenger

11 Million Active
Messenger Users
in Australia

1 Billion People Globally

More people using
messaging apps than
social networks

By 2020, 80% of
smartphone users are
projected to be using a
mobile messaging app

53% say they're more
likely to shop with a
business they can
message



People across generations prefer to message than call or email

WHEN CHATTING ONE-TO-ONE OR WITH A GROUP

Millennials

65%

Gen Xers

65%

Boomers

63%

Have you heard of
WeChat ?

WeChat is a digital wallet

Credit card

Pay bills

Hospital pre-registrations

Visa renewal

Order goods and services

Transfer money to other users

Pay in-store

Book doctor appointments

Pay electricity fees or traffic fines

Book transportation (Taxis)

Employees keep track of annual leave days & expenses that need to be reimbursed

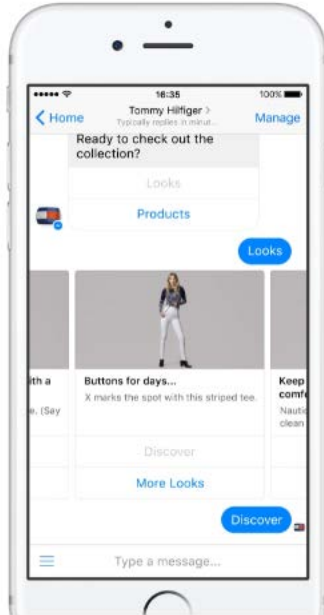
Employees can ask for time off or even clock in to show they are at work

...oh, and you can use it to chat too

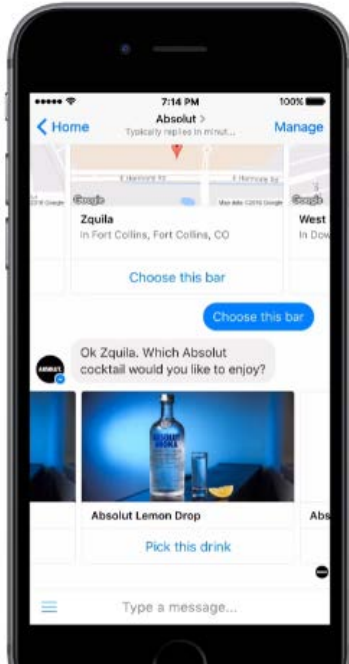
This is where
Messenger is headed

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Businesses are already
using this



Tommy Hilfiger: As part of New York Fashion Week, Tommy Hilfiger built a Messenger experience that allowed customers to purchase items from a new clothing line, immediately after the show.



Absolut: To drive product samples, Absolut vodka built a Messenger bot that provides potential customers a unique code they can use to redeem a complimentary drink at their favorite bar and get a discounted Lyft ride home.

Two Parts:
1.Chatbots
2.Messenger Ads

1.Chatbots

What are Chatbots?

Bots are small programs
that are designed to
automate the kinds of
tasks you would usually
do yourself

Building Bots

Create
Vs.
Build

ManyChat

ChatFuel

It's Alive!

Botsify

FlowXO

Great!

But how will chatbots
help me?

Customer service
Ask questions
Handle complaints
Purchases
Ordering
Re-ordering
Signing up for a subscription service
Signing up to newsletter
Product info
Ask directions - correct page on site or your physical store
Asking business hours
Making or confirming an appointment
Reminders
Getting more photos of a product
Feedback
Surveys

Subscription

Let's talk email

How many of you
have an email list?

How many of you
make sales from it?

What open rates are
you getting?

Imagine open rates of
90%

How to get started?

- Start thinking about it simply

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- Start with your FB Page

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- Start with your FB Page
- Set up simple bot with a simple welcome message: “Hey it’s us, let us know if you have any questions.”

Then start building
your Messenger
subscriber list

- Spreading your Messenger Bot list buttons on landing pages

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- Use ads to build your audience

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- Use ads to build your audience
- You can also build organically via Facebook Page - use the “Get Message” post feature & Page Contact Button and change it to “Send Message”

Once you have your
list you can start to
engage with them

Driving people

Messenger ads

Messenger Ads:

1.Placement

2.Destination

Placement Ads:
Appears inside
Messenger as a
message

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Platforms	▶ Facebook	<input type="checkbox"/>
	▶ Instagram	<input type="checkbox"/>
	Audience Network	<input type="checkbox"/>
	▼ Messenger	<input type="checkbox"/>
	Home	<input type="checkbox"/>
	Sponsored Messages	<input checked="" type="checkbox"/>

ADVANCED OPTIONS

Exclude Categories ⓘ

Apply Block Lists for Audience Network and Instant Articles



WED 15:44

Hey there!

Because you're a valued DM subscriber, we want to extend an invitation for you to join our 15,000+ member community of digital marketers.

The process is simple. Click the button below, follow the two step invitation process, and we'll reach back out to you in a few days.

Talk soon,

-DM



[Get My Invitation](#)

Destination Ads:
Opens a Messenger
window to prompt
chat

Links

Enter the text for your ad. [Learn more.](#)

Destination ⓘ

WEBSITE

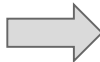
Website URL





MESSENGER

Message Text ⓘ


Structured Message (JSON) ⓘ

Headline ⓘ






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Find A Home Loan That Suits

 Like  Comment  Share

Final Points

Use Chatbot & People
in combination

Positives for Customers:

- Frictionless
- Don't have to leave the FB platform
- Gives personalised, one-on-one communication

Some other examples:

Derek Halpern

Hipmonk

ABC News

Jump on this NOW - while it
is not being used.

(You will kick yourself if you
don't.)

Questions?

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