FACEBOOK MESSENGER ADS

Molly Pittman - VP Marketing, DigitalMarketer.com
Facebook messenger ads...

1. Released November 8th, 2016  
   (still rolling out across accounts)

2. 1 billion users (as of July 2016)
“This will only work for tech audiences….?”
It’s not about being “high-tech”, it’s about entering the conversation where your audience is having theirs.
This works like any other social advertising…
People’s preferences are shifting…

1. 56% of people would rather message than call customer service
2. More than 1 in 2 people say they’re more likely to shop with a business they can message
3. 67% expect to message businesses more in the next 2 years
It’s not just customer service...

- **Consideration**
  - 35% Asking a business a question
  - 33% Asking about store hours, location or inventory

- **Conversion**
  - 34% Making or confirming an appointment
  - 33% Making a purchase or placing an order

- **Connection**
  - 30% Providing feedback about a business
  - 39% Sharing photos of a product
I signed an apartment lease through FB messenger...
It’s not just for “talking”…
How they work… (2 totally different ads)

1. Facebook messenger as a destination (opens in a message)

2. Facebook messenger as a placement (sponsored messages)
Facebook messenger as a destination....
Facebook messenger as a destination
Facebook messenger as a destination....
(If you don’t have the feature yet....)
Generated 300+ conversations for $800...
Retarget down the funnel (overcome barrier to entry)...

DigitalMarketer
10 January at 13:16

Have questions about DigitalMarketer Lab and how it can help grow your business?
Facebook chat with one of our specialists to get your questions answered, we're here to help!

Questions about DM Lab? Chat with one of our specialists.
We will double 10,000 businesses in the next 5 years. Will yours be one of them?
@DIGITALMARKETER
Target at the top of the funnel (must prompt with relevant question)!
Facebook messenger as a destination....

1. You can target anyone

2. Only available in the newsfeed (mobile and desktop)

3. Objective = send people to a destination on or off FB OR boost post
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
Facebook messenger as a placement....
Facebook messenger as a placement.... “sponsored messages”

1. You can only target people who have previously messaged your page
2. Objective = send people to a destination on or off FB, increase conversions
3. Messages can contain one link and one photo
4. “Facebook will charge advertisers for their sponsored messages anytime the ad appears on a Messenger user’s screen in their Messenger inbox, and brands will have to pay for the ad impression even if the person on the other end never opens the sponsored message.”
BUT - there’s a better, easier, and cheaper way to do this!
Better way to do this....

Create a Facebook bot to engage your audience.

Send news and content, automate interaction and much more.
Easy 2-minute setup. No coding required. Free.

Create a Facebook Bot
Many Chat...

1. Yes, it’s a bot - but, you don’t HAVE to use that feature
2. You’re building a subscriber list
3. You can broadcast for $10/month
4. You can set up follow up sequences
Building subscribers...

DigitalMarketer
We will double 10,000 businesses in the next 5 years. Will yours be one of them? Start Here: http://www.digitalmarketer.com/customer-value-optimization
https://m.me/digitalmarketer

Total Subscribers

794
Sending broadcasts (sponsored messages) via Many Chat...

New Message

1. Broadcast Message  2. Broadcast Settings

Here you can send a message to your subscribers. Use the + Add buttons to add text, images or cards to the message. You can also attach buttons to individual messages to create interactivity.

Post

Select or drop any file to upload

Enter your text...

+ Add Button

New Message

1. Broadcast Message  2. Broadcast Settings

Filter Subscribers

You can target your broadcast to any desired segment of your audience.

Schedule Broadcast

Start Sending Now

Message Type

Subscription Broadcast

Subscription broadcast messages can't contain ads or promotional materials, but can be sent at any time regardless of time passed since last user activity.

Time Zone Settings

Send all at the same time

All messages will be sent at the same time and will be delivered as soon as possible.

Notification Settings

Regular Push

Regular Push notification will make a sound and display a phone notification. Use it for important messages.

This broadcast will be sent to 794 users

Send Now
Sending broadcasts (sponsored messages) via Many Chat...

<table>
<thead>
<tr>
<th>Post</th>
<th>Processed</th>
<th>Sent</th>
<th>Read (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hey there! Because you...</td>
<td>11 Jan 2017 15:45</td>
<td>799</td>
<td>536 (67.08%)</td>
</tr>
<tr>
<td>Visit <a href="http://www.trafficandconversio">www.trafficandconversio</a>...</td>
<td>22 Dec 2016 09:11</td>
<td>727</td>
<td>629 (86.52%)</td>
</tr>
<tr>
<td>Tickets to our 8th annual Tra...</td>
<td>22 Dec 2016 09:11</td>
<td>728</td>
<td>632 (86.81%)</td>
</tr>
<tr>
<td>Help us raise money for child...</td>
<td>23 Nov 2016 13:23</td>
<td>227</td>
<td>204 (89.87%)</td>
</tr>
</tbody>
</table>
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Talk soon,
-DM

Tickets to our 8th annual Traffic & Conversion Summit increase in price tonight at midnight.... grab yours while they’re still 50% off!

(and because you’re a DM subscriber, use the code "carpedm" at checkout for an extra $300 off!!)

Feel free to reply back to this message with any questions about #TCS2017 😊.

Visit www.trafficandconversionsummit.com/learn-more for more information!
Communication strategy for messenger...

1. Announce new content/items of interest

2. Promote new products

3. Reminders for flash sales/deals
How to take advantage of messenger even if you’re not buying ads…
1. Install ManyChat. Inbound messages will become subscribers
2. Think of inbound messages as a selling opportunity
3. Use your many chat link to drive conversations
4. Integrate FB messenger with your tech stack
Hi Molly,

You’re not coming to T&C alone, are you?

What better way to get your team excited about learning and implementing new strategies to grow the business than spending a few days with them in San Diego?

Since you already bought your T&C 2017 ticket, you’ve unlocked a special companion price so that you can bring a few (or all) of your team with you.

And the more you bring, the bigger the discount!

So, I’ve got one question for you…

“How many team members do you want to bring with you to T&C this year?”

You’ve got three ways to answer…

1. Just reply to this email
2. Give us a call at 512-600-4363
3. (My personal favorite and the fastest way to hear your special discount) Let’s chat on Facebook! Click this link to open the chat and tell me how many people you’d like to bring: http://m.me/digitalmarketer
Integration with Shopify…

Notifications

Get order updates, customer service and more
Send to Messenger

Molly Pittman

Subscribe to our newsletter

Return to shipping method

Complete order
Integration with Shopify...

Ivory Ella
319k people like this, including Katie McClain Swafford and 3 friends
Clothing (Brand)

18/2/2016 17:30

Here's your confirmation for order #899309. Thanks for shopping with us.

When you reply, Ivory Ella will be able to see info you've made public, like your name.

Pale Sky Boyfriend T-Shirt Hoodie
M

Paid with
Visa 7381

Total
$46.49

If you have any questions, message us here.

Order #899309
Tracking Number: 9405510200793242114234

View order
Track shipment
Continue shopping
This requires a lot of resources?

1. Start small, down the funnel...

2. Get help from a bot.

3. Integrate with customer service software or use tagging system.
Use tagging system inside of Facebook...
1. Install ManyChat
2. Run FB Messenger destination ads to build your list
3. Send sponsored messages to your list