

FACEBOOK MESSENGER ADS

Molly Pittman - VP Marketing, [DigitalMarketer.com](https://www.digitalmarketer.com)

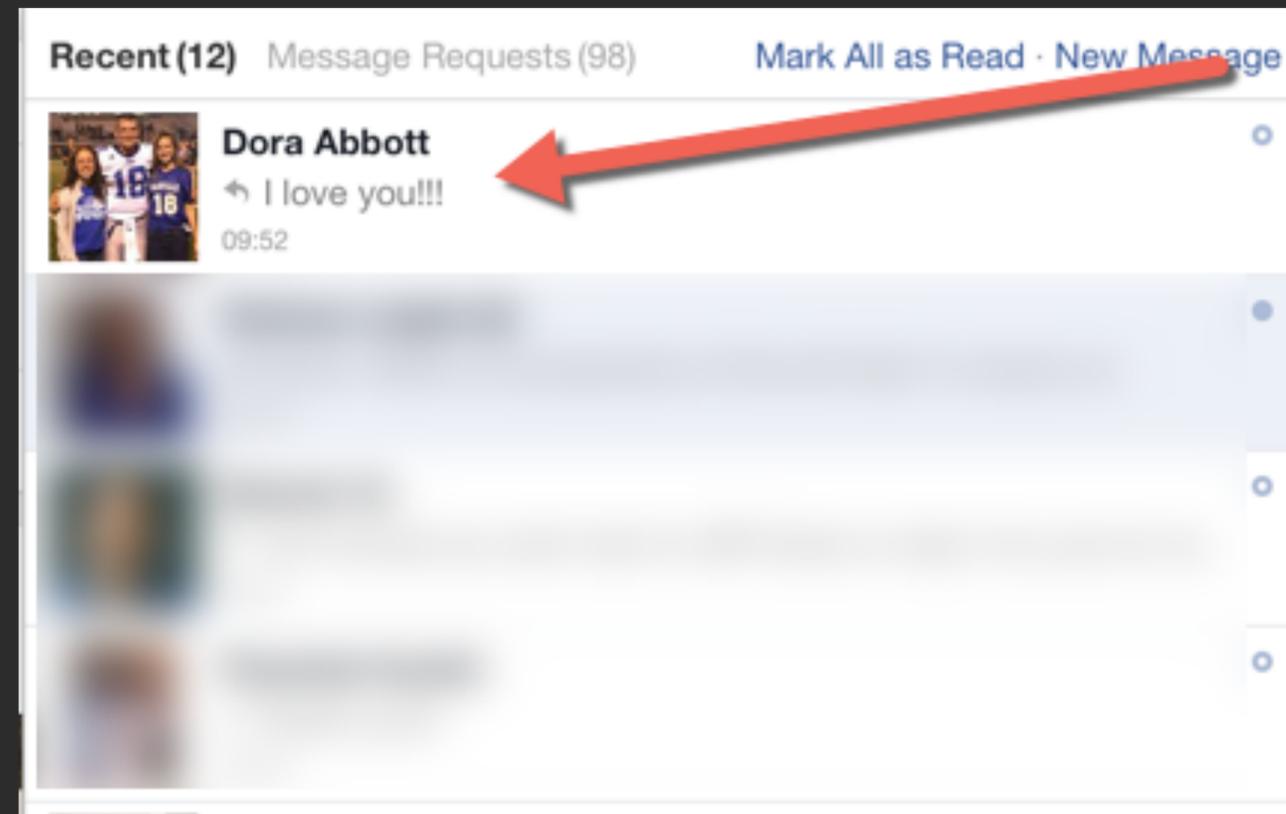


Facebook messenger ads...

- 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.....?”

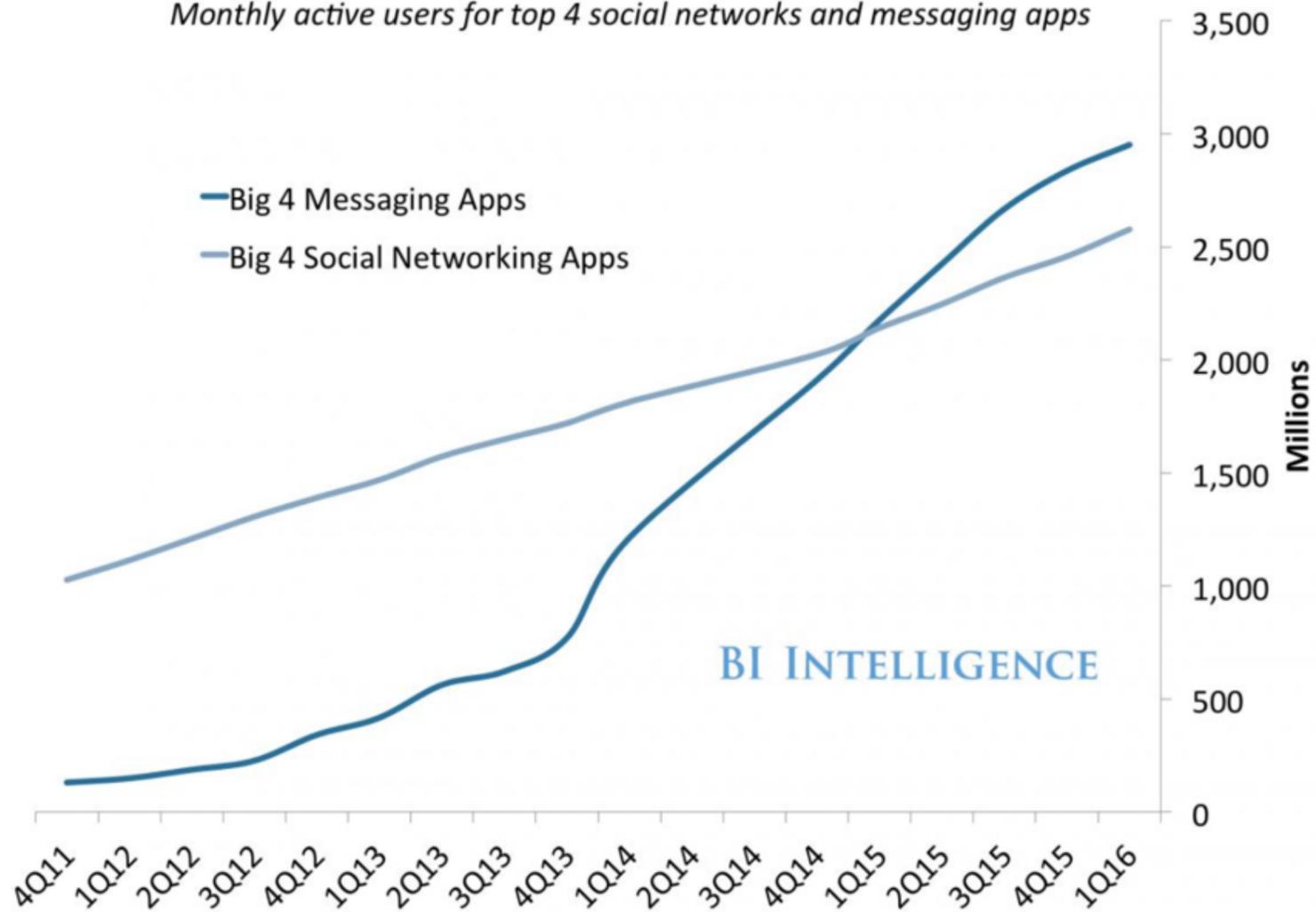
It's not about being "high-tech", it's about entering the conversation where your audience is having theirs.



This works like any other social advertising...

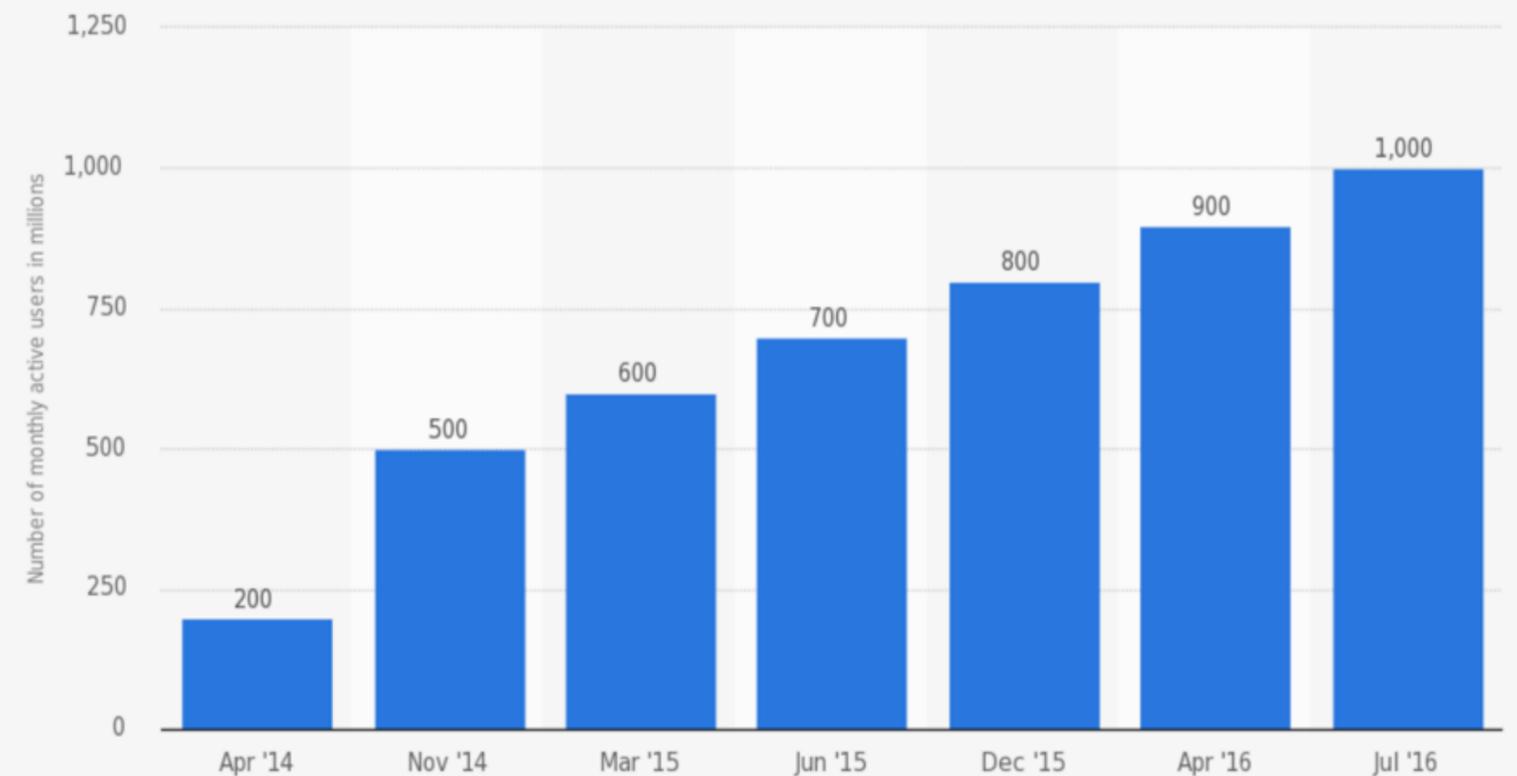
Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps



Source: Companies, BI Intelligence

Number of monthly active Facebook Messenger users from April 2014 to July 2016 (in millions)



Source:
Facebook
© Statista 2016

Additional Information:
Worldwide; Facebook; April 2014 to July 2016

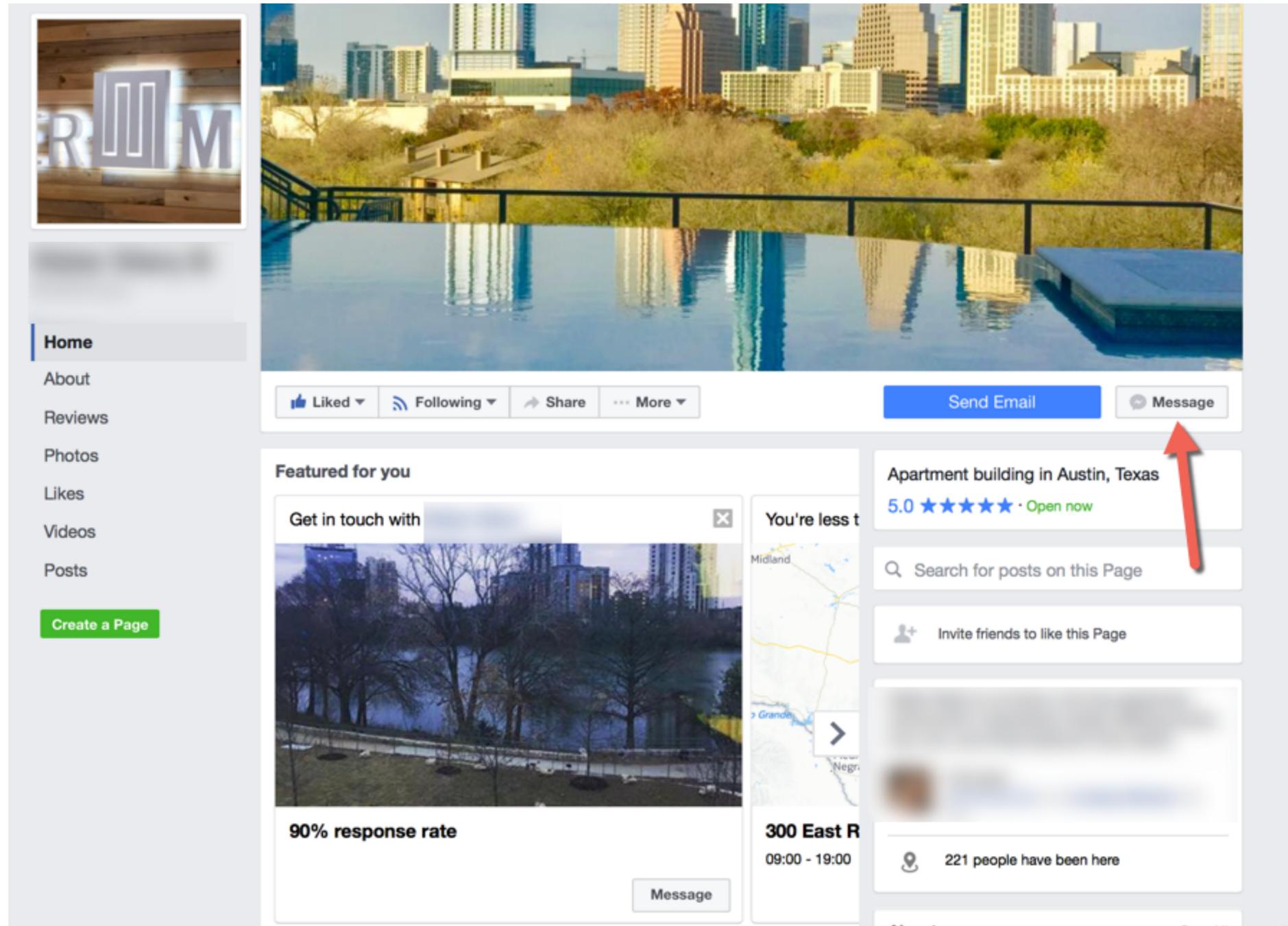
People's preferences are shifting...

- 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...

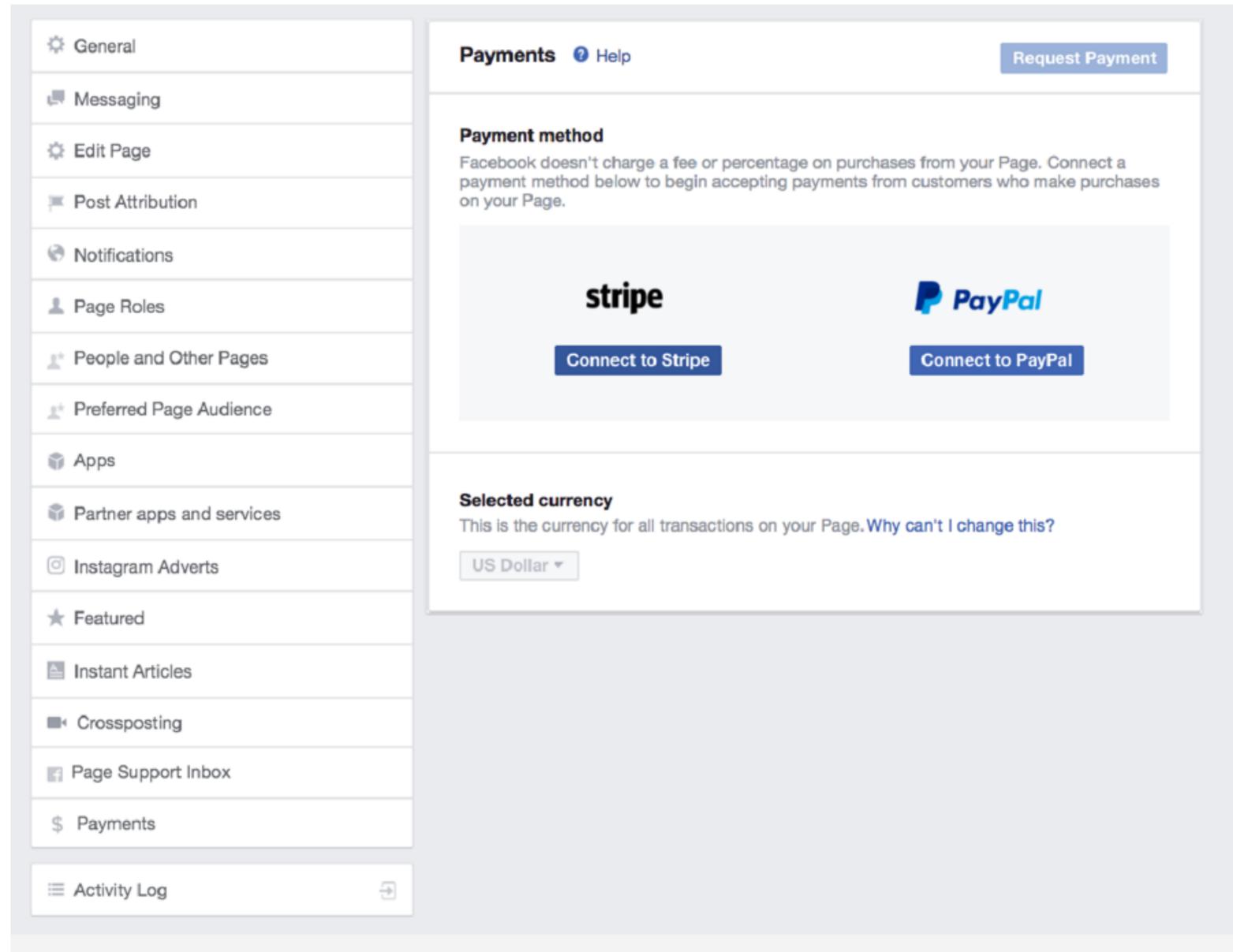


I signed an apartment lease through FB messenger...



The screenshot shows a Facebook page for an apartment building. The main header image is a rooftop pool overlooking a city skyline. Below the image are interaction buttons: 'Liked', 'Following', 'Share', 'More', 'Send Email', and 'Message'. A red arrow points to the 'Message' button. The page also features a 'Featured for you' section with a 'Get in touch with' card showing a '90% response rate' and a 'Message' button, and a location card for '300 East R' with a 5.0 star rating and 'Open now' status. A search bar and an 'Invite friends to like this Page' button are also visible.

It's not just for "talking" ...



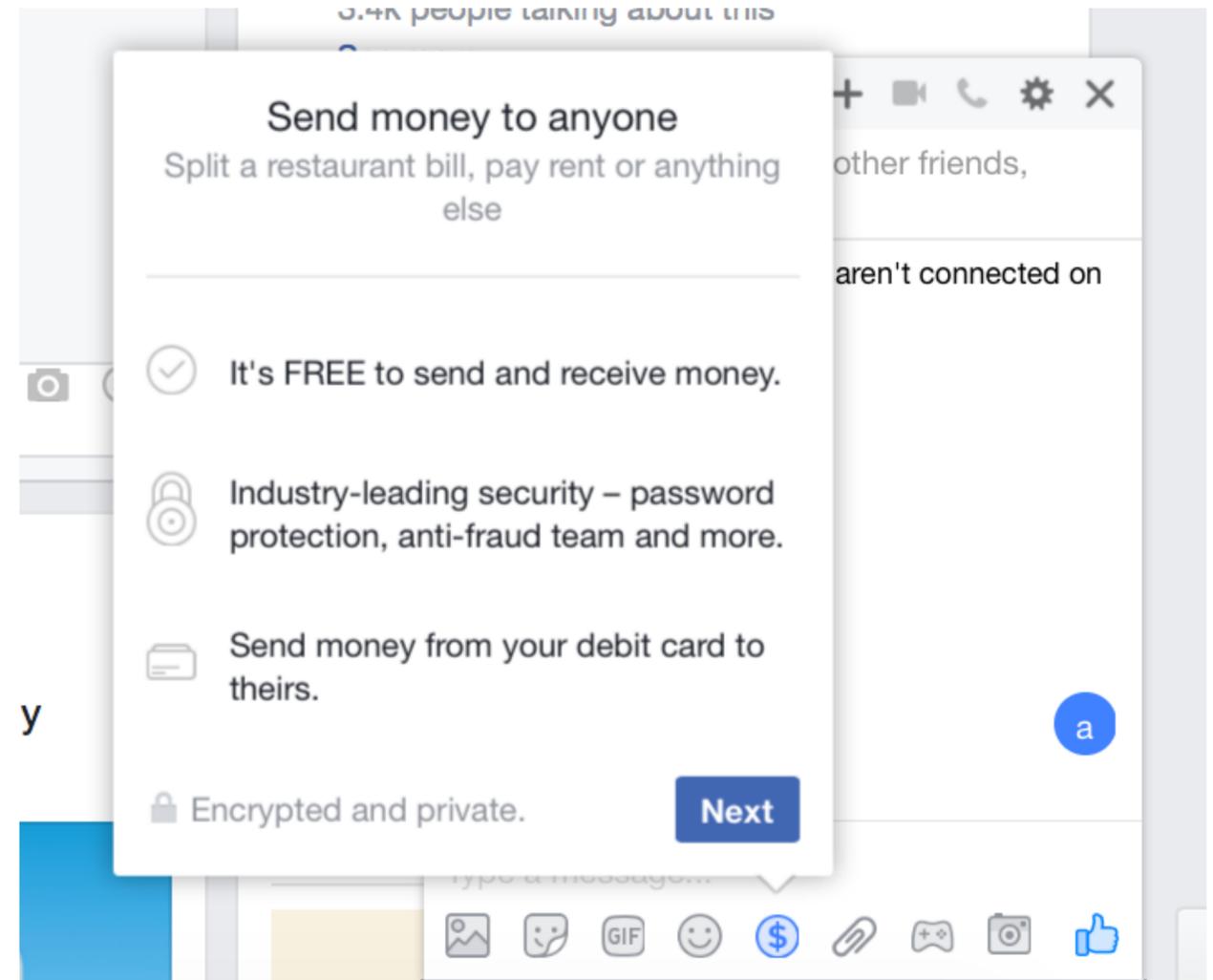
The screenshot shows the Facebook Payments settings page. On the left is a navigation menu with options: General, Messaging, Edit Page, Post Attribution, Notifications, Page Roles, People and Other Pages, Preferred Page Audience, Apps, Partner apps and services, Instagram Adverts, Featured, Instant Articles, Crossposting, Page Support Inbox, Payments, and Activity Log. The main content area is titled "Payments" and includes a "Request Payment" button. Under "Payment method", it explains that Facebook doesn't charge a fee and offers to connect to Stripe or PayPal. The "Selected currency" is set to "US Dollar".

Payments [Help](#) [Request Payment](#)

Payment method
Facebook doesn't charge a fee or percentage on purchases from your Page. Connect a payment method below to begin accepting payments from customers who make purchases on your Page.

stripe [Connect to Stripe](#) **PayPal** [Connect to PayPal](#)

Selected currency
This is the currency for all transactions on your Page. [Why can't I change this?](#)
US Dollar



The screenshot shows a Facebook "Send money to anyone" dialog box overlaid on a chat window. The dialog lists features: "It's FREE to send and receive money.", "Industry-leading security – password protection, anti-fraud team and more.", and "Send money from your debit card to theirs." It also states "Encrypted and private." and has a "Next" button. The background chat window shows a conversation with a friend named "a".

Send money to anyone
Split a restaurant bill, pay rent or anything else

- It's FREE to send and receive money.
- Industry-leading security – password protection, anti-fraud team and more.
- Send money from your debit card to theirs.

Encrypted and private. [Next](#)

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....

 **DigitalMarketer**
Published by Molly Pittman [?] · 15 November at 13:10 · 🌐

Have a question about how we can help double the size of your business? Have a question about DigitalMarketer lab or any of our products? Click here to chat!



Have a question? Click here to chat with us!
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>

@DIGITALMARKETER Send Message

45,389 people reached View Results

Like Comment Share

David Gabriel, Paul Melinte and 327 others Top comments

25 shares



DigitalMarketer ⚙️ ✕

To chat with DigitalMarketer and other friends, [turn on chat](#).

 260k people like this, including Babak Azad and 765 friends
Product/Service

25 OCTOBER 17:11

Welcome! Would you like to subscribe to DigitalMarketer?

Sure

 Want to create your own bot? Go to <https://m.me/ManyChat>

☰ Type a message...

Facebook messenger as a destination....

ADVERT: Select media, text and links to create one or multiple adverts.

Campaign

- Objective ✓

Advert Set

- Audience ✓
- Placements ✓
- Budget & schedule ✓

Advert

- Format ✓
- Media ▲
- Page and links** ✓

Page and links
Enter the text for your advert. [Learn more.](#)

Connect Facebook Page
Your business is represented in adverts by its Facebook Page.

DigitalMarketer +

Destination

Website URL

Messenger

Message Text

Structured Message (JSON)

Headline

Text

Advert preview 1 of 1 advert < >

Desktop News Feed 1 of 3 < >

DigitalMarketer shared a link. Sponsored · [Like Page](#)

fb.com [Learn More](#)

[Like](#) [Comment](#) [Share](#)



Facebook messenger as a destination....

Edit Advert: Lab Messenger Video

Destination ⓘ

Website URL ⓘ 1024

Enter the URL you want to promote

Canvas ⓘ

Select a canvas



Messenger ⓘ

Message Text ⓘ

Optional: Enter a message to accompany your advert...

Structured Message (JSON) ⓘ

Text

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 happy to help!

Headline ⓘ

Questions about DM Lab? Chat with us!

News Feed Link Description ⓘ

Call To Action ⓘ

Send Message *

Optional: Enter a message to accompany your advert...

Advert preview

1 of 1 advert < >

Desktop News Feed ▾

1 of 3 < >

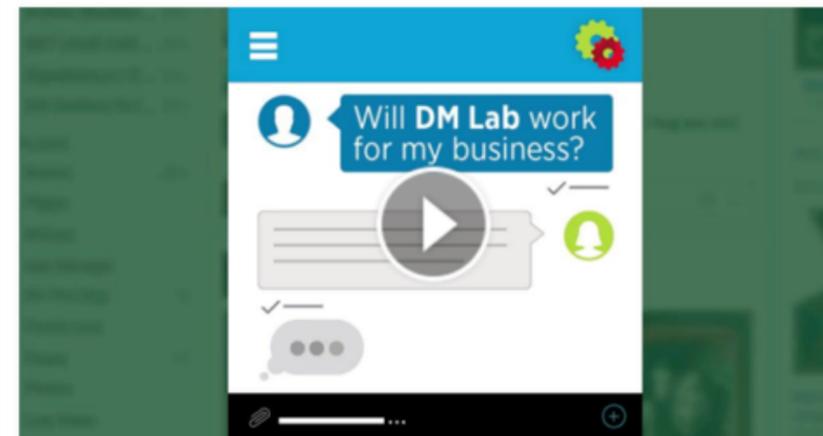


DigitalMarketer
Sponsored · 🌐

Like Page

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 happy to help!



Questions about DM Lab? Chat with us!

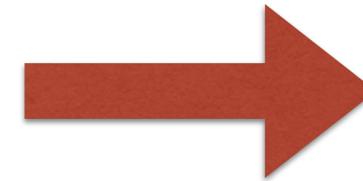
Send Message

17 reactions

Like Comment Share

(If you don't have the feature yet....)

This screenshot shows the Facebook page for DigitalMarketer. The page header features the profile picture (two interlocking gears, one green and one red) and the name 'DigitalMarketer' with the handle '@digitalmarketer'. The cover photo displays the text 'Love Marketing? Hate Boring?' and 'The #1 Source For Up-To-Date Digital Marketing Tactics & Strategies'. Below the cover photo is a navigation bar with 'Liked', 'Following', and 'More' options. The main content area includes a 'Write something...' text box, a 'Product/Service' section, and a grid of action buttons: 'Share a Photo or Video', 'Get People to Learn More', 'Advertise your Business', 'Get Messages', 'Create an Event', 'Create an Offer', 'Create a Job Post', and 'Write a Note'. A red arrow points from the 'Get Messages' button to the 'Create a post' dialog box on the right.



This screenshot shows the 'Create a post' dialog box on the Facebook page. The dialog box is titled 'Create a post' and has a close button (X) in the top right corner. It features the DigitalMarketer profile picture and a text input field with the placeholder 'Write something...'. Below the text field is a preview of the post, which includes the cover photo and the text 'Love Marketing? Hate Boring?' and 'The #1 Source For Up-To-Date Digital Marketing Tactics & Strategies'. A 'Click to select an image' button is overlaid on the preview. Below the preview, the page name 'DigitalMarketer' is displayed, along with a bio: 'We will double 10,000 businesses in the next 5 years. Will yours be one ...'. A 'Send Message' button is visible. At the bottom of the dialog box, there are 'Boost post' and 'Publish' buttons. The background shows the page's navigation menu and other elements, including a 'Send Message' button and a 'Boost post' button.

Generated 300+ conversations for \$800...

DigitalMarketer
Published by Molly Pittman [?] · 15 November at 13:10 · 🌐

Have a question about how we can help double the size of your business? Have a question about DigitalMarketer lab or any of our products? Click here to chat!



Have a question? Click here to chat with us!
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@DIGITALMARKETER Send Message

45,389 people reached View Results

Like Comment Share

David Gabriel, Paul Melinte and 327 others Top comments

25 shares



Inbox 99 Filter by

Search people and messages

In Progress - General

Nathan Marchant Tues
I call would be great you can contact ...
In Progress - Sales

It's totally okay!
Completed

Sorry for your troubles. Our Dev te...
Completed

Great! 😊 Let us know if you have ...
Completed

Is it currently just you handling your...
In Progress - Sales

You answer, uauuu. Thanks!
Completed

Hi Kevin! Suzi here from DigitalMar...
Completed

be sure to join the FB page DM EN...
In Progress - Sales

Thanks for checking it out! If you w...
In Progress - Sales

Away

View Profile

Actions

Welcome! Feel free to send us a message or choose from the menu options below.

- Our Blog
- Our Products
- Our Podcast

Sent by ManyChat [?]

Do you have a UK contact number I am very interested in some of our products but not to sure where to start.

I would love to talk my options over with someone.

TUES 15:14

Hello Nathan,

Thanks for reaching out. We don't currently have a team in the UK just yet but we are working on it.

For now I would love to help. If you would rather call tomorrow, let me know my number is 512 549 6300. If you would like for me to call you, let me know your best contact info and I will call first thing in the morning.

If you would like to solve it via FB msg im fine with that as well, just let me know a little about your business and the direction your headed. Thanks!

Sent by Kyle DM [?]

I call would be great you can contact me on

I look forward to your call

Write a reply...

About

Works at Self Sculpt Future

Labels Add & manage

In Progress - Sales x

Apply a label...

Your Notes Add notes

Notes help you to keep track of your conversations. Only admins can see notes.

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

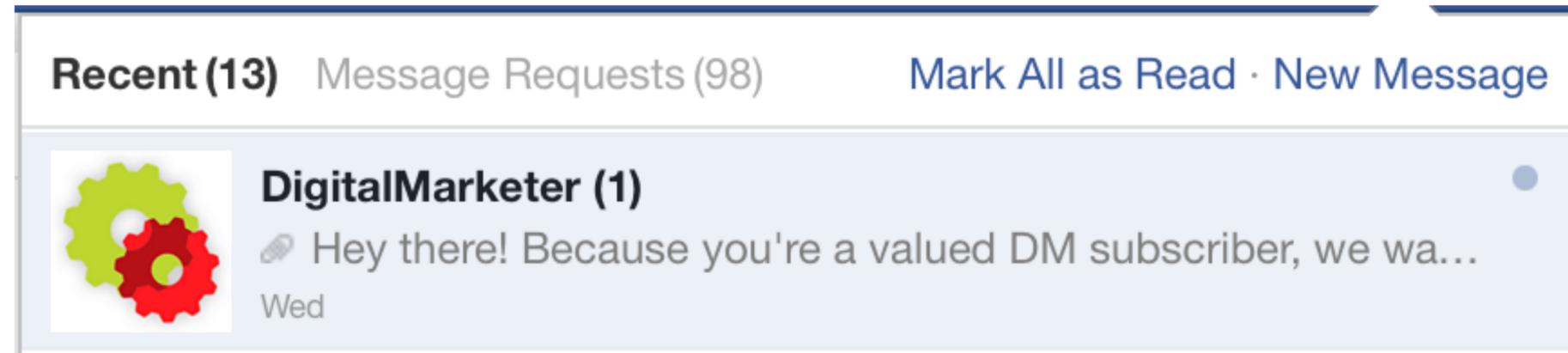
[Send Message](#)

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**

Facebook messenger as a “placement” (sponsored message)



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](#)

Facebook messenger as a placement.....

The image shows the Facebook Ad Manager interface for configuring an advertisement. The left sidebar contains a navigation menu with three main sections: 'Campaign' (with a sub-item 'Objective'), 'Advert Set' (with sub-items 'Page', 'Audience', 'Placements', and 'Budget & schedule'), and 'Advert' (with sub-items 'Format', 'Media', and 'Page and links'). The 'Placements' section is currently selected and highlighted in blue.

The main content area is titled 'ADVERT SET: Define your audience, budget and schedule.' and is divided into two columns. The right column is titled 'Placements' and contains the following information:

- Placements**
Show your adverts to the right people in the right places.
- Automatic Placements (recommended)**
Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [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.](#)

Below these options is a 'Platforms' section with a table of placement options:

Platform	Selected
Facebook	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
Audience Network	<input type="checkbox"/>
Messenger	<input checked="" type="checkbox"/>

A red arrow points to the checked checkbox for 'Messenger'.

Below the platforms table is the 'ADVANCED OPTIONS' section, which includes the following text:

- Exclude categories for Audience Network
- Apply block lists for the Audience Network

On the far right edge of the interface, there is a vertical sidebar with several partially visible labels: 'Au', 'Sni', 'Au', and 'Pot'.

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.....

[Features](#)[Contact](#)[FAQ](#)[Sign In](#)[Create Bot](#)

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...

- Main
 - Dashboard
- Audience
- Growth Tools
- Settings
- Broadcasting
 - Broadcasts +
 - Autoposting
- Automation
- Main Menu
- Welcome Message
- Default Reply
- Keywords
- Sequences

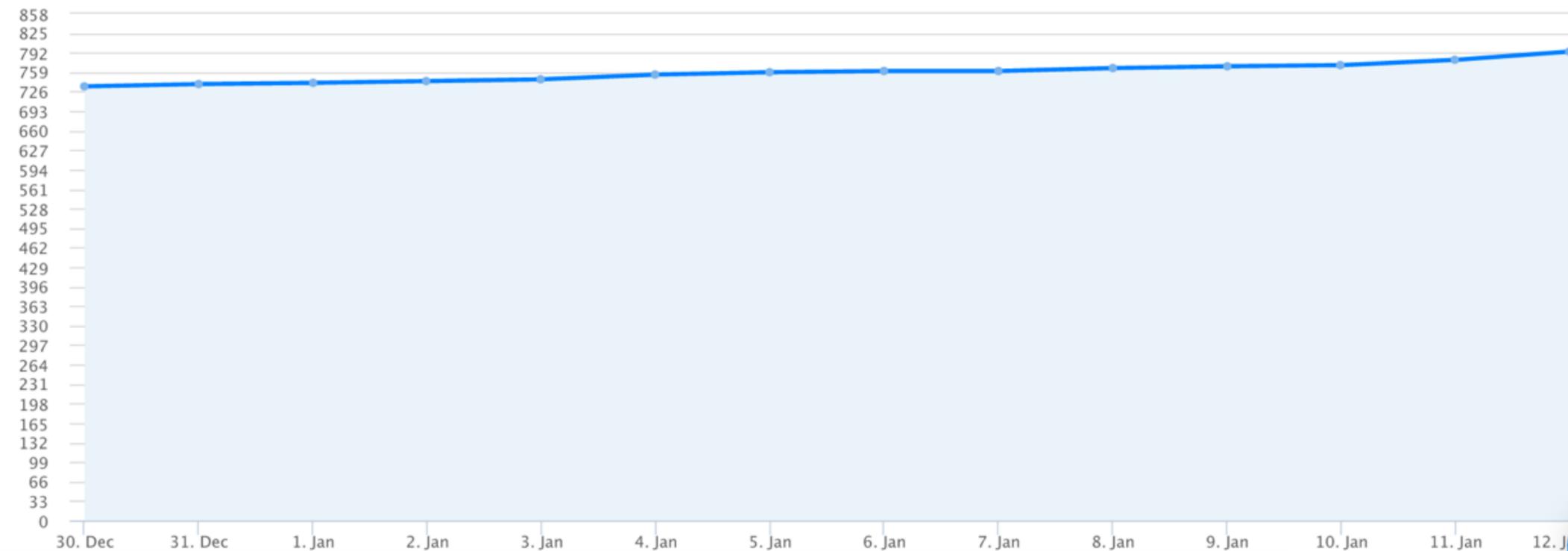


DigitalMarketer

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

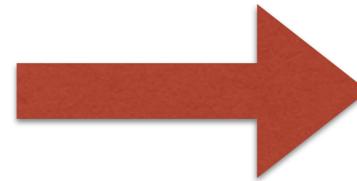
Select or drop any file to upload

Enter your text...

+ Add Button

+ Text + Image + Card + Gallery + List

Cancel Preview **Go Next**



New Message

1. Broadcast Message 2. Broadcast Settings

Filter Subscribers

Targeting

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...

History

Post	Processed	Sent	Read (%)
Hey there! Because you'...	11 Jan 2017 15:45	799	536 (67.08%)
Visit www.trafficandconversio...	22 Dec 2016 09:11	727	629 (86.52%)
Tickets to our 8th annual Tra...	22 Dec 2016 09:11	728	632 (86.81%)
Help us raise money for child...	23 Nov 2016 13:23	227	204 (89.87%)

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

22/12/2016 09:10

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](#)

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**

Link inside of email...



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](tel: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>

The screenshot shows a Facebook Messenger interface. At the top, there are navigation tabs: Page, Messages, Notifications (with a red badge showing 90), Insights, and Publishing Tools. Below the navigation is a search bar with the word "ticket" entered. A list of messages is shown, with the most recent one selected and expanded. The expanded message shows a conversation between a user and Kyle DM. The user asks for help with a ticket, and Kyle DM provides instructions on how to get another ticket, including mentioning a companion price and an AmEx card. The user thanks Kyle DM, and Kyle DM responds with a welcome message.

Page Messages Notifications 90 Insights Publishing Tools

Filter by

ticket

Messages that contain "ticket"

Perfect!! thanks, I'll check with my boss now and will get back to you tomorrow... might be adding at least another ticket!

Great! let me know 😊

Sent by Kyle DM (?)

18 NOVEMBER 08:45

Good morning! I would like to in fact get another ticket. The person's name on the ticket will

and the last 4 of the card you can charge is an AmEx ending in

Hey Kristen! the ticket has been set up and Caleb is good to go!

Thank you and your team 😊 I will be seeing you in San Diego!

Sent by Kyle DM (?)

Thanks so much!!

18 NOVEMBER 12:57

you are very welcome.

Sent by Kyle DM (?)

WED 13:23

Integration with Shopify...

Notifications

 **Get order updates, customer service and more**

Send to  Messenger

 Molly Pittman [Not you?](#)

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)

18/12/2016 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.

20/12/2016 12:51



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...

The screenshot displays a Facebook inbox interface with a list of messages on the left and a detailed view of a message on the right. The list of messages includes:

- In Progress - General** (tagged)
- Nathan Marchant** (tagged) - "I call would be great you can contact ..."
Tag: **In Progress - Sales**
- Completed** (tagged)
- Completed** (tagged)
- Completed** (tagged)
- In Progress - Sales** (tagged) - "Is it currently just you handling your..."
- Completed** (tagged)
- Completed** (tagged)
- In Progress - Sales** (tagged) - "be sure to join the FB page DM EN..."
- In Progress - Sales** (tagged) - "Thanks for checking it out! If you w..."

The detailed view of the message from Nathan Marchant shows:

- Message:** "I call would be great you can contact me on [redacted]"
- Reply:** "I look forward to your call"
- Response:** "Hello Nathan, Thanks for reaching out. We don't currently have a team in the UK just yet but we are working on it. For now I would love to help. If you would rather call tomorrow, let me know my number is 512 549 6300. If you would like for me to call you, let me know your best contact info and I will call first thing in the morning. If you would like to solve it via FB msg im fine with that as well, just let me know a little about your business and the direction your headed. Thanks!"
- Response:** "Do you have a UK contact number I am very interested in some of our products but not to sure where to start. I would love to talk my options over with someone."
- Response:** "Welcome! Feel free to send us a message or choose from the menu options below." (with menu options: Our Blog, Our Products, Our Podcast)

On the right side of the interface, the **Labels** section shows:

- Labels:** **In Progress - Sales** (selected)
- Your Notes:** (empty)

Red arrows point from the labels in the list to the corresponding messages in the detailed view, illustrating the tagging system.

- 1. Install ManyChat**
- 2. Run FB Messenger destination ads to build your list**
- 3. Send sponsored messages to your list**