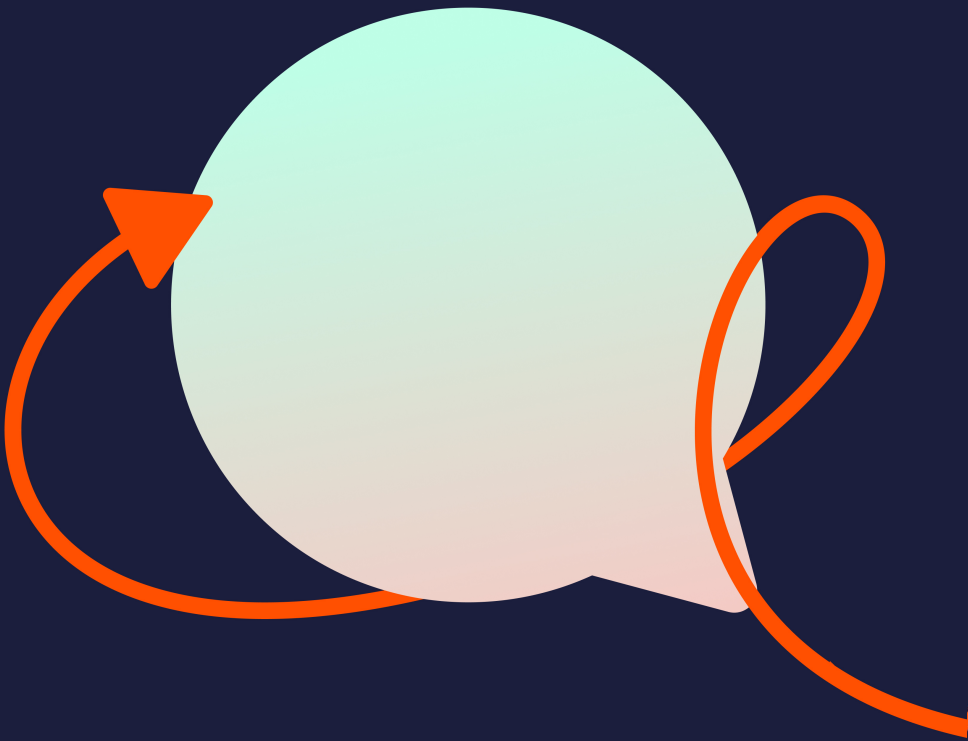


# The Ultimate Chat Marketing eBook



ManyChat

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# ManyChat: A brief history and timeline



Founded in 2015 by friends Mike Yan and Antony Gorin, ManyChat got its start that same year on the [Telegram](https://telegram.org)<sup>1</sup> platform, one of the first Western messaging apps to open up its application programming interfaces (APIs) to automated exchanges — or chatbots.

Despite going through the [500 Startups](https://500.co)<sup>2</sup> accelerator program, outside investment proved hard to come by. (Not everyone shared the same vision that chat could be at the center of customer communication.) This turned out to be a blessing in disguise, though, as it forced the ManyChat crew to bootstrap the operation, eventually launching a “Pro” plan aimed at generating revenue from users.

And it worked.

With a growing user base full of paying customers, ManyChat’s experience on Telegram really became a fantastic proof of concept. Not only did the company flip the script when it came to start-up growth, but Yan, Gorin and the rest of the team — which was growing after a \$1 million seed round — had also gotten a head start on the Chat Marketing competition.

After Facebook announced in April 2016 that it would open up its Messenger API to bot platforms, ManyChat was ready to capitalize on that development. And with more than [900 million people using Messenger](https://www.theverge.com/2016/4/12/11395806/facebook-messenger-bot-platform-announced-f8-conference)<sup>3</sup> every month, the sheer scale and potential for growth was too big to ignore.

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<sup>1</sup> <https://telegram.org>

<sup>2</sup> <https://500.co>

<sup>3</sup> <https://www.theverge.com/2016/4/12/11395806/facebook-messenger-bot-platform-announced-f8-conference>



So in May 2016, ManyChat froze operations on Telegram and focused exclusively on Messenger.

What followed were a series of milestones any company would be proud of: more investors finally came around, new, innovative products continued to roll out and ManyChat grew into the Chat Marketing pioneer that it is today.

## ManyChat Timeline



# The History of Chat Marketing



ManyChat

# Communication skills

When you think about it, human beings have always been a pretty talkative bunch. Whether we're sitting around a campfire telling stories, or chatting up relatives at a family reunion, we like to talk to each other.

In fact, the need for people to [socialize](#)<sup>1</sup> with others is one of humanity's most defining characteristics. Having conversations with people in person, over the phone or on Skype satisfies a deep need inside all of us to connect with those around us.

And the same concept rings true from a marketing standpoint. In fact, talking to customers in a one-on-one setting — a more personalized tactic — has been a hallmark of sales for, well, what seems like forever.

## New way of “thinking”

The seeds of automated conversation (one of the pillars of Chat Marketing) were planted around the mid-20<sup>th</sup> century with the development of computers and artificial intelligence (AI).

In 1950, British mathematician and pioneering thinker Alan Turing proposed a question-and-answer experiment that sought to determine a machine's ability to convincingly pass itself off as human;

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<sup>1</sup> <https://www.nbcnews.com/better/health/good-company-why-we-need-other-people-be-happy-ncna836106>

or display an “intelligence” indistinguishable from our own. The now-famous “[Turing test](#)”<sup>2</sup> helped lay the conceptual groundwork for the growing field of AI and, by extension, chatbots (the automated computer programs specifically designed to mimic human conversation) in the following decades.

A series of increasingly sophisticated and uniquely named [chatbots](#)<sup>3</sup> came onto the scene during this period. ELIZA, considered to be the first-ever chatbot, rolled out in 1966 and even passed the Turing test (for a time, anyway); other chatbot iterations such as PARRY (1972), Jabberwacky (1981), Dr. Sbaitso (1991), [A.L.I.C.E.](#)<sup>4</sup> (1995) and SmarterChild (2001) followed in ELIZA’s footsteps. Even today AI-powered products like IBM’s Watson platform and voice assistants like Amazon’s Alexa and Apple’s Siri can trace their lineage back to all of this foundational work.

And while artificial intelligence and chatbots — as well as closely related research areas such as machine learning and natural language processing — continued to make strides in the latter half of the 20<sup>th</sup> century, another monumental advance in the world of technology was evolving at the same time.

Enter the internet.

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<sup>2</sup> <https://www.merriam-webster.com/dictionary/Turing%20test>

<sup>3</sup> <https://www.socialmediatoday.com/news/chatbots-are-the-future-of-digital-marketing-infographic/554709/>

<sup>4</sup> Artificial Linguistic Internet Computer Entity



# All together now

By now, the origin story is a familiar one. What began in the early 1960s as the United States' effort to gain a strategic leg up on the Soviet Union during the [Cold War](#)<sup>5</sup> blossomed into a full-blown digital revolution, featuring a network of communicative computers throughout various governmental and commercial channels.

In 1989 the [World Wide Web](#)<sup>6</sup> was born followed by other forms of online communication like email and instant messaging programs — e.g. AOL Instant Messenger (AIM) and MSN Messenger — and would become widely adopted by the public.

Laptops, smartphones and other connected devices, powered by zippy broadband and Wi-Fi connections, eventually made the internet more mobile, faster and easier to access. Oh, and on top of all this, social media provided huge platforms to endlessly engage with our fellow citizens over the next few decades.

And the rest, as they say, is history.

## Age of inbound marketing

Today, roughly [4.5 billion](#)<sup>7</sup> people (more than half of all humanity) use the internet.

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<sup>5</sup> <https://www.history.com/topics/inventions/invention-of-the-internet>

<sup>6</sup> <https://www.pewresearch.org/internet/2014/03/11/world-wide-web-timeline/>

<sup>7</sup> <https://www.statista.com/statistics/617136/digital-population-worldwide/>

That's a lot of users. It's also a lot of potential customers.

Companies big and small took stock as marketing techniques adapted and grew with the internet, shifting largely from an [outbound exercise](#)<sup>8</sup> (reaching out to people) to one incorporating an inbound element (drawing people in).

So if radio, television, print and online ads — outbound marketing designed to capture an individual's attention with a one-way message — represents a more traditional way of doing things, this new era of inbound marketing (which started around the time of the dot-com crash in the early aughts) was now "[characterized by a great emphasis on information sharing, user-centered design, and collaboration.](#)"<sup>9</sup> In other words, the modern concept of creating a product or an experience that has actual meaning and value for customers, as opposed to just pushing out a message far and wide to as many people as possible, started to gain more traction as new digital mediums opened up.

And by the way, this "value" can come in many forms from across the internet: articles, white papers, e-books, infographics, you name it. (Note: This isn't an entirely new idea, of course. In the 19th century, the machinery company John Deere aimed to help farmers become more profitable by producing a magazine called [The Furrow](#).<sup>10</sup> Even the famed [Michelin Guide](#)<sup>11</sup> began as a free

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<sup>8</sup> <https://blog.hubspot.com/blog/tabid/6307/bid/2989/inbound-marketing-vs-outbound-marketing.aspx>

<sup>9</sup> <https://blog.hubspot.com/blog/tabid/6307/bid/31278/the-history-of-marketing-an-exhaustive-timeline-infographic.aspx>

<sup>10</sup> <https://contently.com/2018/04/02/infographic-brief-history-of-content-marketing/>

<sup>11</sup> <https://www.businessinsider.com/history-of-the-michelin-guide-2014-10>

travel publication designed to spark more interest in traveling by car through France. Michelin is a tire company after all.)

By pairing this valuable content with other strategies designed to increase discovery and awareness (e.g. search engine optimization, social media posts and blogs), inbound-focused marketers were better able to engage consumers. And by engaging consumers (and this is super important) marketers were now better able to qualify leads and kickstart the sales funnel process.

Those at the forefront of this began calling all of this “[content marketing](#),”<sup>12</sup> and it remains a vital strategy to this today.

## Some one-on-one time

So as all of these major technological and marketing developments began to converge over the last 25 years or so, one channel in particular stood out: email.

That’s not a typo. Yes, email. Its [obituary](#)<sup>13</sup> has been written plenty of times, but it’s proved naysayers wrong time and time again.

Now, you may be asking yourself, “But, how?” Well, email’s 1:1 nature has made it one of the top digital marketing channels for what seems like forever, and it’s still widely used because it gets results.

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<sup>12</sup> <https://contentmarketinginstitute.com/2016/07/history-content-marketing/>

<sup>13</sup> <https://www.inc.com/young-entrepreneur-council/why-email-marketing-isn-t-dead-and-how-it-can-dramatically-increase-your-revenue.html>

Check out a few eye-popping stats, courtesy of [Statista](#):<sup>14</sup>

- By 2023 there will be about 4.4 billion global email users, up from 3.8 billion in 2018.
- 2020 is expected to see some 306 billion emails sent and received around the world.
- In the United States alone, there were around 244 million total email users in [2019](#).<sup>15</sup>

Those are some staggering numbers. And when you consider the great open, click-through and conversion rates associated with [email marketing](#),<sup>16</sup> it's no wonder the channel is still regarded as a valuable customer acquisition and retention tool.

## Did we overdo it?

As great as email and other digital marketing approaches can be, it's important to recognize another development — a consumer-driven reaction, to be more precise — which occurred in tandem with the technological advances from the past few decades.

While it's true that digital marketers, armed with the latest bells and whistles, made great strides in their ability to scale, target and reach consumers seemingly wherever and whenever, they also, in some cases, really irritated them. Consumer's inboxes were clogged with spam, websites were rendered virtually un navigable because of obnoxious ads appearing everywhere and the market

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<sup>14</sup> <https://www.statista.com/statistics/456500/daily-number-of-e-mails-worldwide/>

<sup>15</sup> <https://www.statista.com/topics/4295/e-mail-usage-in-the-united-states/>

<sup>16</sup> <https://optinmonster.com/email-marketing-vs-social-media-performance-2016-2019-statistics/>

for content designed to bring value to customers (e.g. e-books and infographics) [became saturated](#).<sup>17</sup>

Volume goes up, quality goes down.

On one level, it's understandable. The competition for user traffic is intense, as is the pressure to generate leads and drive revenue. So the impulse to leverage a flashy new channel to the hilt — and sometimes even go overboard — is a natural reaction. But that doesn't necessarily make it right.

As marketers turned up the dial on their various campaigns, consumers responded in kind with preventative measures like do-not-call phone lists, email spam filters and ad blockers. People had had enough and they were tuning out unwanted noise. By the 2010s the world was ready for a new kind of marketer-customer connection, one that felt more natural and less intrusive.

Let's pause for a moment and consider what the digital media and technology environment looked like and how it was evolving, particularly in the instant messaging space:

- Mobile phone usage, in general, continued to grow around the world specifically with rising [smartphone ownership](#).<sup>18</sup>
- Phone texting via short message service (SMS) was a [dominant](#)<sup>19</sup> form of 1:1 communication, and iMessage became widely used after launching across various Apple products.

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<sup>17</sup> <https://blog.hubspot.com/marketing/marketers-this-is-why-we-cant-have-nice-things>

<sup>18</sup> <https://www.pewresearch.org/global/2019/02/05/smartphone-ownership-is-growing-rapidly-around-the-world-but-not-always-equally/>

<sup>19</sup> <https://theweek.com/articles/469869/text-message-turns-20-brief-history-sms>

- Social media platforms like Facebook, Twitter, Instagram and Snapchat created a worldwide conversation defined in part by quick status updates, direct messages and pithy comments.
- Messaging apps like Messenger by Facebook, WhatsApp (acquired by Facebook), WeChat, Kik and Viber also eventually entered the picture, creating even more 1:1 pathways that connected users.
- Alexa, Siri and Cortana — the voice assistants created by Amazon, Apple and Microsoft, respectively — made their “intelligent” debuts, fielding countless queries from their human interlocutors.

By the looks of it, a conversation revolution has been unfolding right before our eyes, and much of it happening in the palm of our hands.

The stage seemed to be set for some kind of breakthrough, some kind of scalable marketing technology, product or strategy (or, even better, all three rolled into one) that fully embraced and reflected this new era of personalized interaction.

But did anything like this exist?

Fortunately, an answer was on the horizon.

## Let's chat

2016 is an important year because in April, Facebook allowed chatbots on its Messenger platform, thereby allowing users to interact with an [“AI-powered ‘representative’ from a business within one of the largest social networks around.”](#)<sup>20</sup>

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<sup>20</sup> <https://venturebeat.com/2016/04/12/facebook-opens-its-messenger-platform-to-chatbots/>

By opening up the application programming interfaces (APIs) to developers who created these automated conversational programs, Facebook boosted the nascent Chat Marketing industry.

Now [Messenger, and its 900 million users](#),<sup>21</sup> were in play — a scale that dwarfed rival messaging apps like Telegram and Kik (both of which had also integrated chatbots into their platforms). This was a game changer.

Here's how [TechCrunch](#)<sup>22</sup> described Facebook's move into the chatbot space:

"[I]f bots on Messenger and other chatbot platforms thrive, they could redefine how businesses sell products and services. Instead of wandering around an app, a chatbot could ask your criteria and surface relevant things to buy. Rather than sifting through tons of content on a news site, a chatbot could learn what you like and deliver personal digests and suggestions."

For an innovator like ManyChat, which by this point already had some 20,000 chatbots running on Telegram, the writing was on the wall: If the company wanted to continue growing in this space, it had to quickly hitch its wagon to a bigger star or risk irrelevance.

So in May of 2016, ManyChat made the decision to freeze development on Telegram and throw its full weight behind the Messenger platform. That decision (a risky one since there was no

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<sup>21</sup> <https://www.theverge.com/2016/4/12/11395806/facebook-messenger-bot-platform-announced-f8-conference>

<sup>22</sup> <https://techcrunch.com/2016/04/12/agents-on-messenger/>

guarantee of success in this new arena) ended up kicking off a string of good fortune.

In nearly three years, [the company](#)<sup>23</sup> would:

- Secure \$18 million in Series A funding.
- Attract some 350 million subscribers.
- Rack up more than 1 million accounts.
- Send 7 billion messages per month.

Competitors would emerge, of course, but it was clear ManyChat, with its stay-one-step-ahead-of-your-rivals mindset and relentless focus on innovative products, was establishing itself as a true pioneer in the growing field of Chat Marketing.

The “Conversation Revolution” now had a leader.

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<sup>23</sup> ManyChat Demo Deck 14Nov19.pdf



# What exactly is Chat Marketing?



# Defining terms

Let's start with a really basic question: What exactly is Chat Marketing?

It's an omnichannel approach (also known as "Conversational Marketing") to quickly building relationships and moving customers through marketing and sales funnels, going beyond just conversing with them through messaging apps like Messenger by Facebook. It looks at the entire customer lifecycle, seeing where and how meaningful interactions can be created to drive more committed customers from acquisition to retention using multiple channels (i.e. Messenger, SMS, email and more) to communicate.

And all this is accomplished by using automated solutions, or chatbots, that engage people in a conversational and informative manner.

Since businesses these days are becoming increasingly focused on understanding consumer behavior and expanding their capabilities to improve customer experiences — all while aiming to boost productivity and lower costs — Chat Marketing is great for speeding up customer service response times, increasing click-through rates, and boosting brand awareness in the fastest, most efficient way possible.

But we all know creating a low-friction and adaptable marketing strategy isn't always easy. That's where this exciting new approach comes in.

## Tell me more

Thanks to new technologies that facilitate seamless personalized and relevant interactions, companies can now forge deeper connections with consumers through chat-based products, anticipate customer needs, and build multi-channel communications. And in many cases, businesses can create long-lasting, valuable relationships with both new and existing customers.

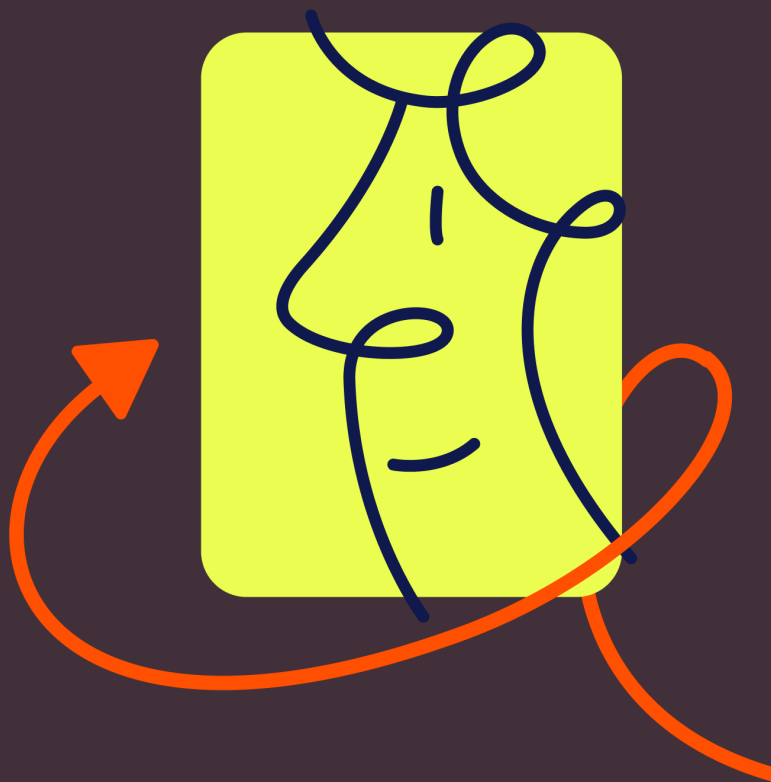
Additionally, Chat Marketing offers companies the potential to collect, manage and own accurate first-party data. Through frictionless buying cycles, more enjoyable exchanges and committed customers, Chat Marketers can capture more data even faster and use it to improve their entire business.

## A game changer

Remember that Chat Marketing — an approach that truly informs everyone from lead generation and content marketing to sales and customer success teams — is about the entire customer life cycle. It's about seeing when, where and how you can use it to create meaningful interactions that transition more engaged customers from acquisition to retention.

It's about revolutionizing your business.

# Who uses Chat Marketing?



## A versatile tool

Much like the Swiss Army knife and its fabled versatility, a single well-designed chatbot can field a wide variety of customer inquiries and respond with a host of relevant information. But instead of being equipped with a knife, file and screwdriver, a chatbot can easily offer customers information such as store hours, a coupon link or redirect to a FAQ page.

Pretty great, right?

For companies of any size, the ability to create an automated conversation that feels like a one-on-one chat tailored to a person's needs and wants is invaluable, and it can set your business apart from your competitors (who might still be using fairly standard marketing techniques), giving you a competitive edge.

With an easy-to-use platform like ManyChat you can literally build a chatbot in minutes without a background in coding. Let us repeat: no coding! You don't need to be a computer programmer or technical wizard to do this. The main requirement is a genuine desire to engage your customers in a new and creative way.

Implementing an innovative marketing strategy has never been easier.

# Who is this for?

Plenty of businesses have already taken advantage of this powerful software. Below are some examples of how ManyChat is being utilized across various professions and business models.

**eCommerce:** A ManyChat bot can easily walk customers through the buyer's journey — from first touch to order checkout — all within Messenger by Facebook. You can also automatically customize products shown to maximize sales potential.

And when it comes to cart abandonment, a serious problem among eCommerce store owners, an omnichannel Chat Marketing strategy can turn a reluctant shopper into a paying customer.

**Real estate agents:** One smart way to grow your online presence is by using a ManyChat bot to promote your agency and listings through Messenger. It's changing the way agents build lists and communicate with leads.

**Agencies & consultants:** Save time and money by allowing your ManyChat bot to complete the challenging task of qualifying leads in real time. (Qualified leads can even schedule an appointment inside Messenger.)

**Online educators:** Harness your bot's capabilities to lead visitors through interactive guides or notify followers of your latest educational content.

**Restaurants, gyms and salons:** If you're looking to grow your clientele, a chatbot makes it easier for customers to find your business by using Messenger. Once you've captured their attention, for example, the bot can offer your future patrons turn-by-turn directions to your brick-and-mortar or an option to book a reservation.

As you can see, there's a wide range of commercial applications, and virtually any business with a digital presence can benefit (and thrive) from a Chat Marketing approach.

# Messenger Marketing



ManyChat



# Part I:

## What is this channel and how does it work?

Here's a marketing truism that warrants repeating: People don't want intrusive messages.

Consumers naturally want convenience, empathy and the need to [feel in control](#)<sup>1</sup> of business interactions from start to finish. So businesses that want to stay innovative and relevant need to meet prospects where they're at and build trust through meaningful exchanges.

For a marketer or business owner, conversations are key to building personal relationships between brands and consumers. And when conversations happen in places where consumers are most comfortable (i.e., popular online platforms) the outcome can result in more qualified leads, sales and higher retention rates.

That's where Messenger Marketing comes in.

## So, what is Messenger Marketing?

Generally speaking, [Messenger Marketing](#)<sup>2</sup> is the process of getting people interested in your products or services using

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<sup>1</sup> <https://blog.hubspot.com/service/customer-needs>

<sup>2</sup> <https://manychat.com/blog/ultimate-guide-messenger-marketing-and-facebook-chatbots/>

Messenger by Facebook, WhatsApp, WeChat, Telegram and other messaging apps.

The goal is to grow your business by acquiring more leads and customers through conversations. A Messenger Marketing [strategy](#)<sup>3</sup> helps companies connect with customers, providing them with helpful content and nudging them to eventually perform actions that are impactful to your business, such as booking an appointment, downloading an app or signing up for a service.

[Messenger bots](#)<sup>4</sup> (chatbots that specifically live on Messenger) help drive successful Messenger Marketing efforts through automated conversations, which allows business owners to focus on other tasks and tune into interactions only when needed.

Automated conversations are driven by software that uses a smart combination of deterministic rules, manual programming and, in some cases, [artificial intelligence](#)<sup>5</sup> to successfully replicate human exchanges, which, in turn, boosts [lead generation](#),<sup>6</sup> one-to-one marketing, customer service, sales and more.

All of this allows a small business to engage in marketing activities on a much larger scale.

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<sup>3</sup> <https://manychat.com/blog/messenger-marketing-strategy/>

<sup>4</sup> <https://manychat.com/blog/how-to-build-a-facebook-messenger-bot-with-manychat/>

<sup>5</sup> <https://www.hubspot.com/stories/chatbot-marketing-future>

<sup>6</sup> <https://www.searchenginejournal.com/facebook-messenger-chatbot-lead-generation/260959/>

# How it's different from other channels

Emails, landing pages and social media. We've all used one, if not all, of these channels. So why add one more to the mix? Well, let's go over some important numbers.

When it comes to email, for example, the average open rates hover around **18%**<sup>7</sup> with click-through rates (CTR) at roughly **2.69%**<sup>8</sup>, which means people just aren't seeing enough of your messages. Most companies still find the whole thing difficult to crack, and continue to send bulk emails full of promotions and announcements, as well as newsletters, with personalized touches like "Hey Amy!" or "Hi Max." But it's the same strategy companies have been using for 10 years.

With regard to landing pages, **2.35%**<sup>9</sup> is thought to be a good conversion rate. But considering the average CTR for a paid Facebook ad is **.90%**,<sup>10</sup> coupled with painfully **low organic reach**<sup>11</sup> across the social media site, it's time to rethink how marketers communicate with their customers.

It's time for Messenger Marketing.

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<sup>7</sup> <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

<sup>8</sup> <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

<sup>9</sup> <https://www.impactbnd.com/blog/what-is-a-good-landing-page-conversion-rate>

<sup>10</sup> <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

<sup>11</sup> <https://blog.hootsuite.com/organic-reach-declining/>

Early adopters of the approach are already seeing the positive impact of [first mover advantage](#),<sup>12</sup> or being the first to deploy a certain tactic. Compared to the aforementioned tools, Messenger bots are generating roof-shattering engagement: [88% open rates and 56% click-through rates](#).<sup>13</sup>

We're clearly witnessing a major shift in business-to-consumer communication, and Messenger marketers are at the forefront of it with conversational, personal and authentic relationship-building tools achieved through messaging apps.

## Who is Messenger Marketing for?

A Messenger Marketing strategy gives every business — from eCommerce, online coaching and education to restaurants, beauty salons and professional services — a better way to automate hundreds of customer conversations at once so your business can answer more questions, generate more leads and close more business rather than doing it manually.

A Messenger bot lets you [automate conversations](#),<sup>14</sup> scale social media marketing, nurture leads, manage sales, improve retargeting and offer 24/7 [customer service](#)<sup>15</sup> all in one place. It also tracks

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<sup>12</sup> <https://neilpatel.com/blog/how-to-identify-untapped-marketing-channels-and-gain-first-movers-advantage/>

<sup>13</sup> <https://neilpatel.com/blog/open-rates-facebook-messenger/>

<sup>14</sup> <https://manychat.com/blog/ultimate-guide-messenger-marketing-and-facebook-chatbots/>

<sup>15</sup> <https://manychat.com/blog/chatbots-for-customer-service/>

and stores customer information, including interactions and demographics, for everyone on your team to access and use.

With access to past conversations, it's easier to learn about and market to your target audience. Plus, you can see how people have interacted with your company, what content they've seen and what they've purchased.

When you really boil it down, Messenger bots help large companies and small businesses (the latter of which typically needs to do more with less) continue to grow while on autopilot.

## Why Messenger Marketing matters for your business

Over **2.6 billion people**<sup>16</sup> actively use messaging apps every month, and for many, these apps have become the default (and rapidly growing) way to connect with friends and family, share information and stay up-to-date on the latest news. Successfully adapting to this changing consumer behavior is crucial to expanding your business. Even if you have a following on social media and you're generating some revenue, consistently acquiring and holding on to customers remains a larger challenge.

In light of all this, how do you truly build meaningful relationships with customers? How do you draw them deeper into the funnel and eventually close the deal?

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<sup>16</sup> <https://www.messengerpeople.com/global-messenger-usage-statistics/>

A smart Messenger Marketing strategy can help.

A tool like ManyChat, used in conjunction with the Messenger by Facebook app, offers a bird's-eye view of every customer conversation, and stores the information in one place with an intuitive dashboard that shows you past interactions with customers, the results of your campaigns, any sequences or flows and feedback.

You can even use external information about your users from your customer relationship management (CRM) system or Google Sheets, including lead score, phone number, webinar registration date and so much more. [Messenger marketers](#)<sup>17</sup> use a variety of tags, [segmented audiences](#)<sup>18</sup> and custom fields to better understand where prospects are in their [funnel](#),<sup>19</sup> and how to best approach them.

You'll be able to quickly identify the best call to action (CTA) [buttons](#)<sup>20</sup> for each lead group, and clearly see how and what your customers buy. Some of the best productivity benefits can come from adding a Messenger bot into your [marketing mix](#),<sup>21</sup> working alongside your email campaigns, YouTube channel and other marketing mediums.

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<sup>17</sup> <https://manychat.com/blog/messenger-marketing-chatbot-misconceptions/>

<sup>18</sup> <https://manychat.com/blog/audience-segmentation/>

<sup>19</sup> <https://manychat.com/blog/ecommerce-funnels/>

<sup>20</sup> <https://manychat.com/blog/what-to-do-if-users-dont-click-the-bots-buttons/>

<sup>21</sup> <https://manychat.com/blog/messenger-marketing-strategy/>

# How does Messenger Marketing work?

Messenger Marketing happens inside a customer's chat window in their messaging app. It's where a Messenger bot (built by a business) automates conversations and connects with users who interact with the bot through free-text queries or pre-made buttons that guide the conversation.

Remember, these bots are designed to work without a human operator, and can answer questions and respond like a real person. So when a message comes in over the messaging app, your bot reads the text and replies based on predetermined responses that make sense for your business.

For example, if a customer asks about your return policy, the bot already knows the correct response; if a customer asks about the availability of a service, the bot can answer by accessing the proper system; and, if a user types in something the bot doesn't understand, it will direct the customer to a live chat or satisfy their query in some other way.

Messenger Marketing offers an instant communication method. No more emails back and forth to solve a simple problem. And a Messenger Marketing platform like ManyChat, with its open API and thousands of integrations, helps businesses do more than just communicate with their customers. Users can make reservations in real time, check an order status instantly and get

help whenever they need it, day or night, all in a [conversational](#)<sup>22</sup> medium they're comfortable with and use daily.

## How Messenger Marketing can help your business today

### 1. Inexpensive lead generation that blends automated conversations with a live person when needed

Between creating and launching ads, consistently posting to social or creating free content as lead magnets, smaller businesses — often crunched for time and resources — can face major challenges when it comes to executing a profitable lead generation strategy.

One benefit of Messenger Marketing is the lower cost of customer acquisition. Take [Jason Swenk](#),<sup>23</sup> for example. The online coach for enterprise agencies experienced firsthand the power of a well-designed Messenger Marketing approach. After two months of using ManyChat, his program sales doubled, high-end services increased by 74% and generated revenue hit \$250,000.

### 2. Improve the bottom line

Using Messenger Marketing has been shown to create tangible results. Messenger bots in particular have a proven record of

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<sup>22</sup> <https://www.shopify.com/encyclopedia/conversational-commerce>

<sup>23</sup> <https://manychat.com/blog/lead-generation-examples/#jason-swenk-lead-generation-example>



success, in some cases increasing lead conversion by [2,900%](#),<sup>24</sup> boosting return on [ad spend by 12x](#)<sup>25</sup> and growing revenue by [\\$1.2 million](#)<sup>26</sup> in six months.

### 3. Better audience targeting

Messenger Marketing can help you discover and refine your audience, then segment them based on select criteria. By concentrating on targeted groups, ad dollars can then be spent on attracting the right leads, and sequences can nurture and guide leads to become paying customers.

### 4. Real-time customer support

Customers today want fast and personalized support 24/7. Messenger bots are a [powerful self-service tool](#)<sup>27</sup> and give users what they want at any time of day. Your bot can offer real-time, one-to-one conversations that help customers solve their problems, track customer satisfaction and respond to thousands of queries at once. And, even better, if [potential customers](#)<sup>28</sup> need an extra human touch, you can jump into a [live chat](#)<sup>29</sup> and respond to questions manually.

### 5. Improve retention

A good Messenger Marketing strategy will continually add value to customers' experience through great content, special deals,

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<sup>24</sup> <https://manychat.com/blog/conversion-rate-case-study/>

<sup>25</sup> <https://manychat.com/blog/steezy-digital/>

<sup>26</sup> <https://manychat.com/blog/offset-solar-chatbot-case-study/>

<sup>27</sup> <https://manychat.com/blog/chatbots-for-customer-service/>

<sup>28</sup> <https://buffer.com/library/facebook-messenger-marketing>

<sup>29</sup> <https://manychat.com/blog/how-to-use-manychat-live-chat/>

loyalty programs and more. This gives you an ongoing, personal touchpoint to interact with subscribers so you can improve your offer and turn loyal customers into advocates.

## 6. Support Chat Marketing efforts

Messenger is just one part of the entire [Chat Marketing](#)<sup>30</sup> ecosystem. You can send SMS messages or emails to prospects and customers, then bring them back into Messenger to continue the conversation. With ManyChat, you can also start a live chat with customers in Messenger or SMS to help answer questions or give product recommendations.

# How to set up a Messenger bot

Building a Messenger bot on a platform like ManyChat is quick and easy, and can be accomplished in six steps:

1. Create a free ManyChat account.
2. Link your Facebook business page.
3. Determine the theme and purpose of your Messenger bot.
4. Create a welcome message.
5. Set keywords to automate bot replies.
6. Create a CTA.

At the end of the day, you don't need to be a computer wiz or have a Ph.D. in software development to take advantage of this cutting-edge technology. It's really that simple.

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<sup>30</sup> <https://manychat.com/blog/what-is-chat-marketing/>

## Part II:

# GETTING RESULTS WITH MANYCHAT

So, now that you know what Messenger Marketing is all about and why it's an essential strategy for companies both large and small, it's time to back it up with a few success stories.

In this section, we'll take a look at some real businesses that benefited greatly from implementing ManyChat and Messenger Marketing techniques into their routine.

Case study no. 1:

## How The Pearl Source used ManyChat to generate over \$64,400 in holiday revenue

Founded in 2004, [The Pearl Source](https://www.thepearlsource.com/)<sup>31</sup> is an eCommerce pearl retailer — known for elegant jewelry pieces — that handpicks its semi-precious material directly from the source. Its selection, also featured in a Los Angeles showroom, has expanded to include pendants, earrings and rings with the highest quality pearls at a competitive price.

Wanting to achieve higher sales during the holiday season as well as build a list of customers for future marketing efforts, The Pearl

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<sup>31</sup> <https://www.thepearlsource.com/>

Source partnered with Adrian Dorobantu, founder of One Step Social Ads, a Chat Marketing agency with Facebook ad expertise, to launch a holiday campaign that would reach an engaged and interested audience.

After offering a 15% discount through an ad that linked to Messenger, the online pearl retailer's Messenger Marketing efforts resulted in 254 redemptions (a 43% conversion rate) and over \$64,400 in additional revenue from new customers.

## Targeting the right customers

Together, The Pearl Source and Dorobantu targeted three different audiences:

1. A Facebook lookalike audience based on its customer database, including individuals who had visited the online store.
2. One custom audience that consisted of people who had viewed content, but didn't add anything to their cart.
3. Another custom audience based on shoppers who added to their cart, but abandoned the purchase.

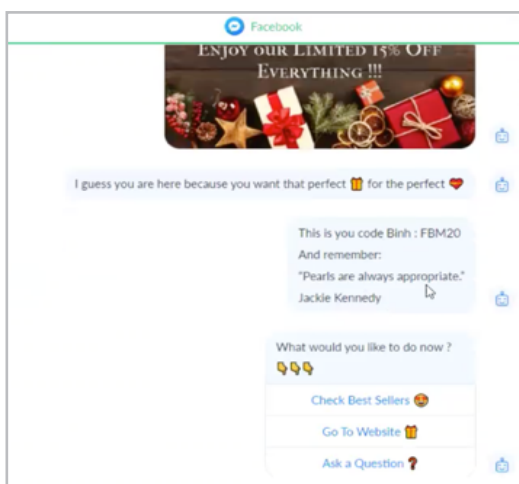
Together, the retailer and the Chat Marketing agency founder chose to use click-to-Messenger ads that directed people into a conversation with The Pearl Source. The team saw Messenger as an engaged way to deliver the discount and let customers choose their own journey. Hoping the enticing discount would bring a rush of sales, The Pearl Source limited the offer to a six-week deadline.

# Showcasing products inside Messenger

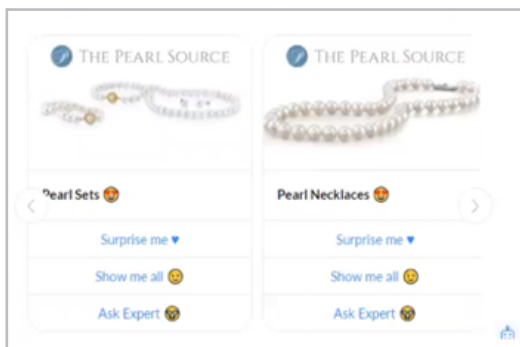
Since Messenger helps marketers build closer relationships with potential customers by enabling one-to-one engagement, it's a great channel to send promotions directly to an audience already inclined to buy a specific product or service.



Recognizing this tool, the team ran click-to-Messenger ads highlighting The Pearl Source's jewelry inventory and discount offer.



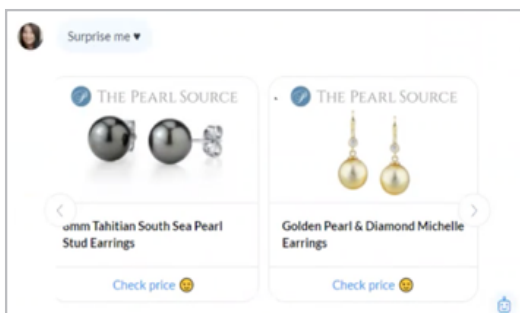
The ads used a "Shop Now" CTA that linked to a Messenger conversation. Once customers were inside the bot, The Pearl Source gave people their discount code and asked how they'd like to proceed through a series of actions: "Check Best Sellers," "Go to Website" or "Ask a Question."



Each action would then redirect to the appropriate page. If shoppers clicked “Check Best Sellers,” they’d be taken to an in-chat carousel with the company’s top product categories.

Once here, customers were given three options:

- **Surprise me:** Top products in the chosen category are shown in the chat window.
- **Show me all:** Customers are taken to The Pearl Source’s online store.
- **Ask expert:** Customers are directed to a team member in Live Chat.



With these three options, the business gave people the opportunity to view products inside the chat window or ask any questions in [Live Chat](#)<sup>32</sup> to encourage the sale.

<sup>32</sup> <https://manychat.com/blog/how-to-sell-using-2-way-sms-live-chat/>

When a user was ready to buy, they were sent to The Pearl Source's online store to complete the purchase. After the customer was redirected to its site, the retailer collected an email address and phone number to create easy communication for future repeat business.

Dorobantu also set up the campaign to send rotating ads to people who clicked through but didn't buy. Not only did this action drive more qualified clicks from ads, it also offered insights into the types of messages that resonated best with The Pearl Source's audience.

Alternatively, an **omnichannel approach**<sup>33</sup> lets businesses send relevant offers or updates directly to people who've interacted with their brand before on channels they're most comfortable using. In this case, The Pearl Source used these new lines of communication to boost marketing campaign efficiency and help launch new products down the road.

## A surge of sales

With a Facebook ad campaign that ran from Nov. 13 to Dec. 31 in 2019, The Pearl Source saw the holiday sales rush it was hoping for. Results included:

- 254 offers redeemed from Messenger.
- 43% conversion rate.
- Over \$64,400 in additional revenue from new customers.
- 12x return on ad spend (ROAS).
- 589 new subscribers for future marketing efforts.

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<sup>33</sup> <https://manychat.com/blog/online-video-marketing-courses/>

Case study no. 2:

# Creating a scalable Messenger Marketing agency for Misfit Media

Misfit Media,<sup>34</sup> a ManyChat agency partner, is a direct-response marketing agency for restaurants across the United States that specializes in trackable marketing. They work with more than 140 eateries, ranging from single locations and mid-size franchises to corporate chains.

During [Conversations 2019](#)<sup>35</sup> — ManyChat's annual conference for all things Messenger and Chat Marketing — Misfit's co-founders, Jace Kovacevich and Brett Linkletter, delivered a presentation on how they quickly built a seven-figure agency with Messenger Marketing, and how they continue to grow their business month after month.

## From the “do-all agency for everyone” to restaurant-specific Messenger Marketing experts

Misfit Media has certainly come a long way.

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<sup>34</sup> <https://www.misfitmedia.com/home>

<sup>35</sup> <https://manychat.com/blog/conversations-2019-agency-day/>



Back in 2016, Misfit was a full-service marketing agency that catered to virtually any client need. From content creation and email marketing to influencer management, Misfit did it all.

"If a client asked us to move their fridge, we'd do it," joked Linkletter.

But even though Kovacevich and Linkletter were skilled digital marketers, and the client opportunities were seemingly endless, the be-everything-to-everybody business model just wasn't sustainable.

So in 2017 Misfit charted a new course, putting them on a path toward becoming a niche agency dedicated to providing trackable, return on investment (ROI)-yielding marketing to American restaurants.

After this strategic pivot, Kovacevich and Linkletter discovered [Messenger Marketing](#),<sup>36</sup> which gave them the tools to confidently tackle two major problems that restaurants face: new customer acquisition and ROI tracking.

The team instantly saw success in the following months, drawing in customers with incentivizing [Click-to-Messenger ads](#),<sup>37</sup> as well as keeping tabs on redemptions and values (a hugely beneficial asset when it comes to retaining clients).

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<sup>36</sup> <https://manychat.com/blog/what-is-messenger-marketing/>

<sup>37</sup> <https://manychat.com/blog/facebook-ads-for-e-commerce-business/>

“ManyChat gave us the best avenue to help prove ROI and show that to our clients. It allowed us to take our business and service offering [to] the next level,” said Kovacevich, who went on to explain that the dynamic platform simplified complex processes — like funnel creation and cross-channel communication — integral to online marketing.

By letting ManyChat do some of the heavy lifting via automation, Misfit was able to execute advanced, scalable marketing strategies that drove results coveted by restaurant owners. So, unsurprisingly, Messenger Marketing became the bread and butter of the company’s services.

Not only was the agency garnering incredible results, but Misfit was also one of the first agencies to introduce [Messenger Marketing](#)<sup>38</sup> to the restaurant world. Immediately, their clients began seeing results with ROIs that seemed impossible to obtain before Messenger Marketing. The best part? Every stage of the process — spend, redemptions, revenue, etc. — was tracked down to the dollar.

Today, Misfit continues to see revenue growth quarter after quarter, adding 15 to 30 new restaurants to their client list every month. The agency has generated nearly half a million subscribers for clients, generated hundreds of thousands of dollars in revenue for those new acquisitions and evolved into a lean, seven-figure, restaurant marketing agency in just three years.

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<sup>38</sup> <https://manychat.com/blog/ultimate-guide-messenger-marketing-and-facebook-chatbots/>

# Why ManyChat?

Kovacevich had tested out a few other Messenger bot providers, but ManyChat emerged as the clear winner.

"[It was] everything I felt like I've been looking for in software," he said. "That's a big part of why we trust it and use it across most of our clients now."

Misfit uses ManyChat to execute its Chat Marketing campaigns for three main reasons:

1. **Intuitive user interface:** ManyChat gives Misfit the ability to build advanced bots and see results while remaining easily navigable.
2. **ManyChat's Flow Builder:** Anytime Misfit's team builds a complex marketing [funnel](#),<sup>39</sup> they use ManyChat's [visual editor](#).<sup>40</sup> It helps the agency see its flows from end-to-end, provides a clear layout of how a user will get from point A to point B and collects useful information along the way.
3. **Reliability:** ManyChat's software helped Misfit scale to the level they're at today. By leveraging its innovative and [updated features](#),<sup>41</sup> the agency was able to maximize revenue while keeping overhead low.

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<sup>39</sup> <https://manychat.com/blog/chatbot-funnel-case-study/>

<sup>40</sup> <https://manychat.com/blog/manychat-flow-builder-messenger-marketing/>

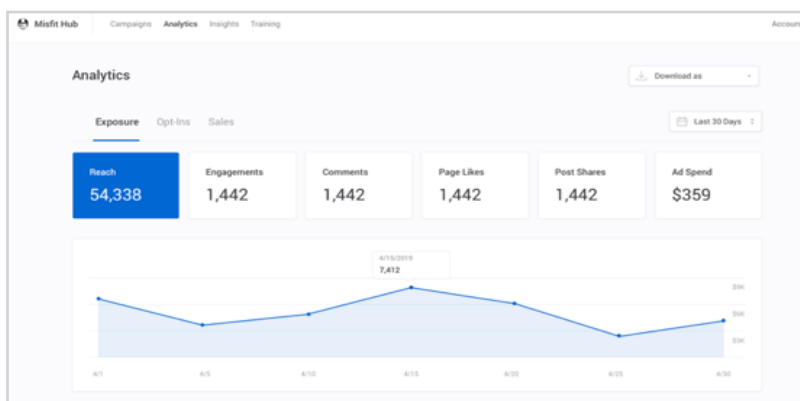
<sup>41</sup> <https://manychat.com/blog/announcing-sms-and-email-features/>

# Creating a scalable, seven-figure agency with a trusted partner

ManyChat proved to be the business game changer that Misfit needed in late 2017. And the Chat Marketing tool continues to be a crucial factor in the company's success in generating more than \$1 million in revenue a year.

Simply put, ManyChat's software adds an immense amount of value to the agency's business, enabling the Misfit team to expertly serve a large (and growing) client base and charge them accordingly.

Plus, it doesn't hurt that Misfit is no stranger to innovative digital products having developed their own analytics software, Misfit Hub, which provides clients with all of their campaign metrics in real time and serves as a direct communication channel to the company.



When you add it all up, the transparency and ROI that Misfit brings to the world of restaurant marketing is pretty remarkable. And others clearly agree, including one social media giant in particular.

In a testament to Misfit's expertise, Facebook published two case studies of the agency's work on its "Success Stories" page (see [5 Napkin Burger](#)<sup>42</sup> and [Miller's Roast Beef](#)<sup>43</sup>).

"If you look at ManyChat's success, their key partnerships and how fast they adapt, it's a no-brainer," said Kovacevich. "When you grow an agency business, you have a lot of money on the line every month. I need to feel I can depend on my software partners. They need to evolve as we evolve."

"ManyChat is our biggest partner. Out of all the things we've accomplished, it's given us validation and confidence to manage our growing list of clients."

Case study no. 3:

## How Zinvo Watches uses curated offerings to drive conversions with ManyChat

Dillon Ceglio — the founder of LogicBot, a [ManyChat agency partner](#),<sup>44</sup> and a Messenger Marketing expert — specializes in

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<sup>42</sup> <https://www.facebook.com/business/success/5-napkin-burger>

<sup>43</sup> <https://www.facebook.com/business/success/millers-roast-beef#>

<sup>44</sup> <https://manychat.com/agency/listing/377>

helping eCommerce brands understand their customers in order to drive conversions through conversations.

Digital products are the lifeblood of Ceglio's agency, and **Messenger bots**<sup>45</sup> in particular have helped his eCommerce clients learn more about their buyers, reduce **customer acquisition**<sup>46</sup> costs and improve the ROI on marketing campaigns.

This, combined with his record of success, drew the attention of online retailer **Zinvo Watches**,<sup>47</sup> which was looking to develop more meaningful interactions with customers while simultaneously increasing revenue.

Known worldwide as a premium timepiece maker, Zinvo has sold over 245,000 watches in 130 countries through 118 different retailers. Each Zinvo watch is built to reflect the modern lifestyle of their target audience: stylish millennials looking to stand out without spending too much money. The company is driven by expert craftsmanship and design, at an affordable price, and continues to build a community around the brand.

eCommerce retailers like Zinvo prosper by creating personalized experiences in unexpected places, such as Messenger .

For their campaign with LogicBot, the goal was threefold:

1. Expand its customer reach through targeted **Facebook ads**.<sup>48</sup>
2. Learn more about their different audience segments.
3. Deliver curated offerings to assist in the customer buying journey.

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<sup>45</sup> <https://manychat.com/blog/messenger-bots-increase-sales/>

<sup>46</sup> <https://manychat.com/blog/customer-acquisition/>

<sup>47</sup> <https://zinvowatches.com/>

<sup>48</sup> <https://manychat.com/blog/how-to-create-facebook-ads/>

Relying on his past experience in customer segmentation and personalization, Ceglio helped the retailer build a profitable funnel inside Messenger, which brought in leads at 38 cents per subscriber, better segmentation practices and a new way to empower customers.

## Helping customers win when buying watches

A major shift is underway for online stores. Thanks to new technologies that provide personalized and low-friction interactions, digital retailers can build more meaningful bonds with customers than ever before. Shoppers have a significantly better experience, while companies boost operations while lowering costs — a win-win for both parties.

Now, purchasing watches online can be overwhelming. Combing through an uncurated selection of items can result in frustrated customers abandoning potential transactions.

Ceglio saw an opportunity to address this problem in Zinvo's online store. The retailer could provide a carousel of curated watches based on visitor responses to a [short quiz](#).<sup>49</sup> The refined set of options, which now incorporated customer insight and preferences, provided shoppers reassurance and confidence in the purchasing process.

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<sup>49</sup> <https://manychat.com/blog/how-digital-help-grew-client-subscriber-list/>



But in order to provide Zinvo's customers with the best recommendations, Ceglio knew he had to create a quiz that gathered the proper information. His solution was the "Men's Style Guide" bot flow.

Using conditional logic, the bot recommended three curated watches at the end of each customer's quiz in Messenger. The response to these personalized recommendations was impressive. In the first few weeks of the campaign, nearly 2,400 people engaged with the bot at a 56% quiz completion rate, which filled Zinvo's pipeline with warm leads.

## Why ManyChat?

Ceglio's Messenger strategy involved providing customers with products they'd be interested in — and doing it as quickly and smoothly as possible. ManyChat was essential for a few different reasons:

- **Fast delivery:** ManyChat's conditional logic helped Zinvo send relevant messages to subscribers, automatically suggesting a tailored menu of watches. This created a great user experience — something eCommerce brands cannot live without today.



- **Minimal friction:** Everything from the quiz to product offers to personalized coupons took place inside Messenger, which meant no app hopping for users.
- **Precise execution:** Customer segmentation based on ManyChat tags allowed Zinvo to better execute their campaigns. Subscribers spent less energy searching for products making the buying process much easier.

## How LogicBot created a profitable funnel for Zinvo Watches

There are plenty of [eCommerce funnels](#)<sup>50</sup> around — too many to choose from if you're the average online retailer. (You've got inbound marketing funnels, Google AdWords funnels and YouTube ads, just to name a few.) Knowing which ones will convert takes time and testing.

Zinvo leveraged Ceglio's Facebook advertising strategy to expand its customer reach and attract interested buyers to the funnel through a paid ad for the style guide (aka the quiz).

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<sup>50</sup> <https://manychat.com/blog/ecommerce-funnels/>



Once in Messenger, customers were asked whether they were looking for men's or women's watches.



Users then navigated to Zinvo's quiz, where they were asked questions ranging from style preferences and favorite colors to how often they wear watches.



Based on their responses, customers were tagged and segmented before being sent promotional offers to encourage purchases.

Using this process, Zinvo was actively involved in helping shoppers at the earliest stages of their buying journey. While users knew they wanted a new watch, they might not have known which product to choose. Zinvo's recommendations not only helped their customers, but made the selling process easier.

The key mover here was the personalized recommendations; customers value advice, but in the end they want to be the ones making the final decision.

## Results roundup

Ceglio's strategy resulted in a positive feedback loop. The more data Zinvo had, the more tailored its offerings were for its users; the happier Zinvo's customers were, the greater chance these customers would return in the future.

Throughout this entire process, the company was continuously supplied with data so it could improve segmentation, create more desirable products and attract new customers.

Now, Zinvo brings in leads at a fraction of the cost and its feedback loop passes on endless bits of information the watch retailer uses to maintain its competitive edge.

# Times are changing

Whether you're a business owner who's interested in things like better lead generation, enhanced customer support or improved audience targeting, it's clear a Messenger Marketing strategy — particularly one that's combined with a powerful Chat Marketing tool like ManyChat — is a proven way to grow a business.

Automating conversations between businesses and customers is becoming more and more common, and people are becoming habituated to these types of exchanges on big social platforms like Facebook.

The way customers interact with businesses is truly changing. Are you changing, too?

# Social Media Marketing



# Part I:

## SEVEN TYPES OF SOCIAL MEDIA & HOW IT IMPACTS YOUR BUSINESS

Whether you have an online store, a brick-and-mortar shop or a solo consultancy, your potential profits are at risk without a healthy dose of social media marketing — the distribution of content across social media networks to promote a product, service or brand.

When it comes to this type of marketing approach, the first instinct most marketers have is to create a profile on one of the four big platforms: Facebook, Instagram, Twitter and LinkedIn. This is a great first step, but these aren't the only sites to be on.

As prospects and customers turn to more conversational and personal forms of communication, they're relying on different channels to form opinions and make buying decisions.

Apps like Messenger by Facebook and WhatsApp have emerged within the last few years as viable marketing tools, and both help grow brand awareness and improve audience targeting through chat-based experiences. For local businesses using these innovative platforms, it means selling that pizza before the competitor down the street (and enticing customers to come back for more), while for online companies, it looks like connecting with people in new, interactive ways that encourage action.

If you're a marketing newbie learning all of this for the first time, or a veteran in need of a refresher, this section has got you covered. Let's kick things off by going over the seven types of social media you can use to expand your online reach and generate new leads.

## 1. Chat apps

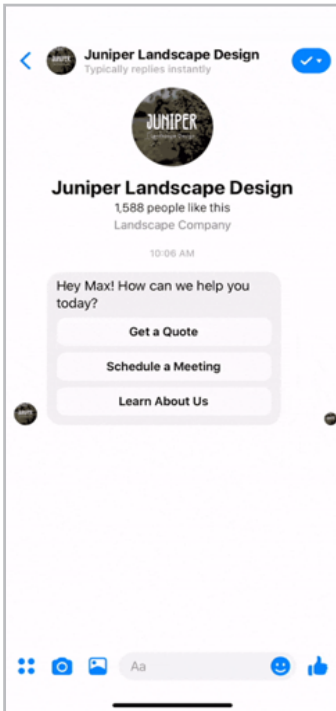
One way to make sure you're ahead of the social media curve is to invest in chat apps with a large user base. Chat platforms, such as Messenger by Facebook and WhatsApp, have exploded in recent years touting more than [1.3 billion](#)<sup>1</sup> and [1.4 billion](#)<sup>2</sup> monthly users, respectively.

In addition to scale, these types of platforms provide businesses a direct line to consumers. Rather than limiting yourself to a comment on a Facebook post or a one-off email, utilize chat for a two-way, real-time conversation that benefits your business and your customer. For instance, when it comes to something like customer support, people tend to rank chat pretty high, compared to email and phone methods, for its timeliness, convenience and ease of use.

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<sup>1</sup> <https://www.socialmediatoday.com/news/facebook-messenger-by-the-numbers-2019-infographic/553809/>

<sup>2</sup> <https://dustinstout.com/social-media-statistics/#whatsapp-stats>



By now you know that [Chat Marketing](#)<sup>3</sup> is good for everything from lead generation and resolving customer issues to client onboarding and running [Facebook ads](#).<sup>4</sup> These apps help companies reduce the amount of labor that goes into manually completing tasks, and can significantly improve the productivity of your business.

To get started with chat, consider downloading a Chat Marketing platform like ManyChat. No matter what industry you're in, there's a way to [use chat](#)<sup>5</sup> to build deeper ties with people and move them closer to conversion.

## 2. Social media sites

Several useful social media networks exist today (LinkedIn, Facebook and Twitter, just to name a few), and over time, these

<sup>3</sup> <https://manychat.com/blog/what-is-chat-marketing/>

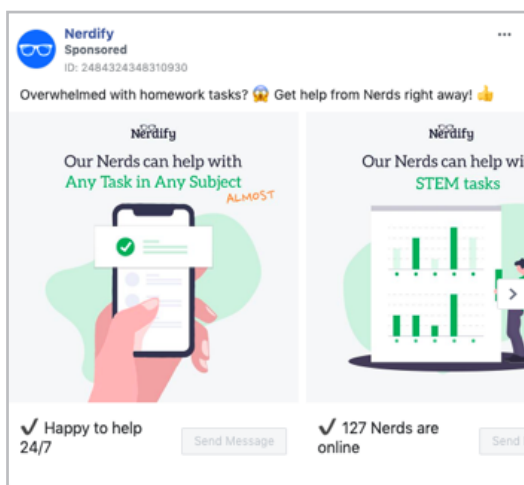
<sup>4</sup> <https://manychat.com/blog/facebook-ad-marketing-tips/>

<sup>5</sup> <https://manychat.com/blog/chat-marketing/>



sites have gone from relatively simple services to powerhouse advertising and customer insight platforms. Together these platforms average roughly **3.6 billion**<sup>6</sup> users, and are some of the best ways to reach new customers and raise brand awareness.

Through these platforms you can deliver ads to super-targeted groups for better placement and to maximize ad spend. You can also pull customer insights, build communities, learn customer trends, provide customer support and more. Having access to so much information is important for small businesses and fast-growing marketing agencies looking to boost company recognition.



Plus, getting started is easy. Make a free account and the rest is up to you. Begin by offering valuable information to readers, whether it's quick tips, blogs, videos, mini courses or other content, that addresses the user's problem. A great approach to

<sup>6</sup> <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

grab prospects' attention is through social media, where you can get interested readers to subscribe to your list, and meet their needs until they reach final conversion.

### 3. Media sharing networks

The ability to share photos, video and live streams with users is arguably the most powerful element for social networks like Instagram, Snapchat and YouTube. Whether it's a 10-second story or a compelling picture, [people respond best to imagery](#)<sup>7</sup> because it's easier for most individuals to absorb visual information rather than text-based material. Plus, we are social creatures and like to share our lives with family, friends and online communities. For this reason, businesses can use media sharing networks to:

- Each a larger and more engaged audience.
- Share creative, organic content.
- Connect with interested leads.
- Build brand awareness.
- Drive traffic to a website or Messenger bot.

When it comes to shepherding leads into your funnel, use a tool like ManyChat's [Messenger Ref URL](#)<sup>8</sup> to build a subscriber list and continue conversations in Messenger, text or email. Overall, ManyChat is an incredibly effective platform because businesses can create entire [multi-channel](#)<sup>9</sup> strategies that work with

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<sup>7</sup> <https://www.fastcompany.com/3035856/why-were-more-likely-to-remember-content-with-images-and-video-infogr>

<sup>8</sup> <https://manychat.com/blog/6-easy-ways-to-get-your-first-manychat-subscribers/>

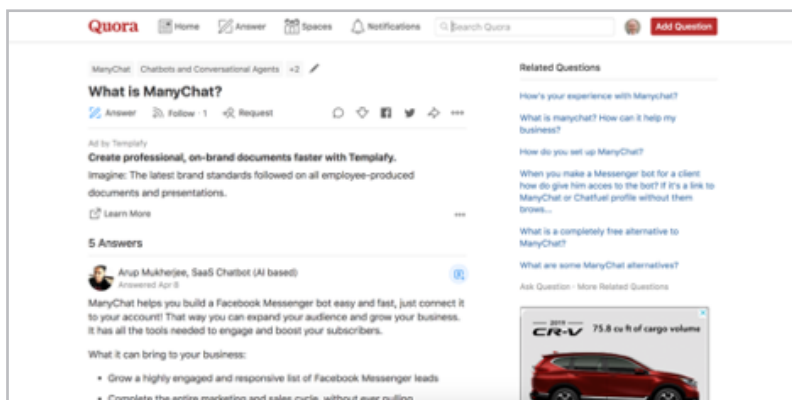
<sup>9</sup> <https://manychat.com/blog/multi-channel-marketing-manychat/>

Instagram, Snapchat and YouTube. And you can quickly turn leads into paying customers.

## 4. Discussion Forums

One of the most common ways to share information and expertise is through discussion forums like Quora and Reddit. These platforms are great places to find information, share news and opinions and interact with potential customers.

On Quora, for example, you can search for questions related to your industry and respond based on your experience. (Another way to think about it is you're proactively helping people solve problems rather than waiting for them to come to you.)



The more questions you answer, the greater presence you'll build; and, when you build an authoritative presence, there's a better

chance of gaining a loyal readership, which can lead to more site traffic and [potential customers](#).<sup>10</sup>

## 5. Blogging sites

Heavily trafficked platforms, such as Medium and Tumblr, allow you to publish content without the burden of a self-hosted domain. Some of the benefits of blogging sites are:

1. **Appealing and reader-friendly interface:** Popular blogging sites are clean and pleasing to the eye, so you don't need to worry about the design.
2. **Easy-to-get blog traffic:** A common challenge for marketers is getting site traffic. Medium rakes in nearly [176 million](#)<sup>11</sup> site visitors per month, potentially providing your business the opportunity for enormous exposure. It also allows users to curate their own content, so they have access to your updates and articles.
3. **Helps build community:** Readers can comment, share, send messages and connect with ease. This gives you yet another way to interact with potential leads.
4. **Simple set up:** Blogging sites are easy to launch. All you have to do is make an account and start publishing.

## 6. Live streaming

Many of the major social media sites have built-in platforms (e.g., [Facebook Live](#),<sup>12</sup> [YouTube Live](#)<sup>13</sup> and [Instagram Live](#)<sup>14</sup>) that allow

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<sup>10</sup> <https://manychat.com/blog/customer-acquisition/>

<sup>11</sup> <https://www.similarweb.com/website/medium.com#overview>

<sup>12</sup> <https://www.facebook.com/facebookmedia/solutions/facebook-live>

<sup>13</sup> [https://www.youtube.com/channel/UC4R8DWoMoI7CAwX8\\_LjQHig](https://www.youtube.com/channel/UC4R8DWoMoI7CAwX8_LjQHig)

<sup>14</sup> <https://sproutsocial.com/glossary/instagram-live/>

you to stream live video and, in some cases, pre-recorded footage and images for your audience with relative ease.



Once you have a [live streaming strategy](#)<sup>15</sup> in place, you can create [lead magnets](#)<sup>16</sup> to entice people to subscribe to your channel and regularly engage with your business.

Let's say you're a marketing agency looking to bring in more qualified leads. With a live streaming strategy you can identify potential customer problems, set up a plan to solve and address the issues and host a weekly training that provides individuals with the tools to troubleshoot or fix their problem. Then, you have prospects subscribe to your channel or Messenger bot to keep them updated on future training sessions, courses, videos and any other useful information you can provide.

And remember, live streaming should ultimately help drive conversions, as engaged viewers are more likely to respond with a click.

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<sup>15</sup> <https://manychat.com/blog/facebook-live-strategy/>

<sup>16</sup> <https://manychat.com/blog/lead-magnet-examples/>

# 7. Social review sites

Websites like Yelp, Zomato and TripAdvisor help customers find information and post reviews on a variety of topics, including travel destinations, restaurants, stores and even marketing agencies.

For businesses, there are several benefits to maintaining a reputable presence on these platforms. The more positive reviews you have the more credible your product or service is. Additionally, companies are able to respond to negative reviews and potentially win back business by resolving any customer complaints.

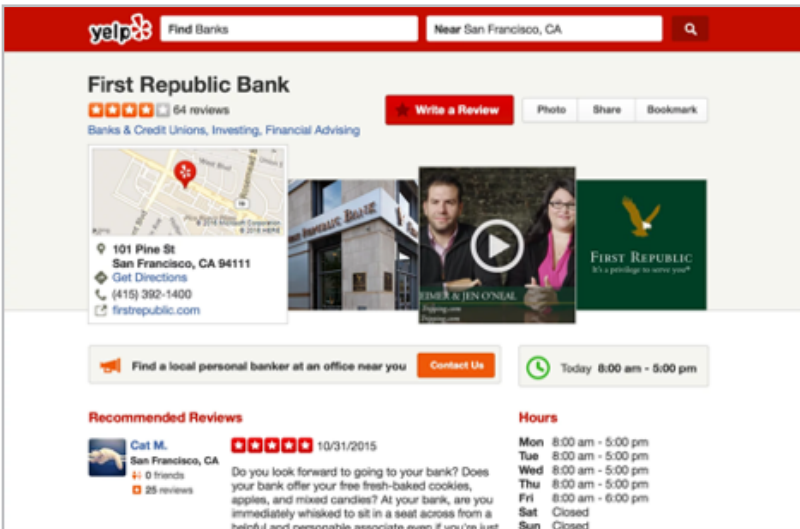


Image: Yelp

As a business owner or marketer, research what review sites your business should be on, then encourage customers to leave

a comment or review of their experience with your company to generate more business.

## **Managing all the different types of social media**

Social media marketing has long been dominated by sites like Facebook and Instagram, and has helped companies reach larger audiences to better promote their business. While these social platforms are important components in an online marketing strategy, it's imperative not to neglect other forms of social media (i.e. discussion forums and live streaming) that potential customers are frequenting.

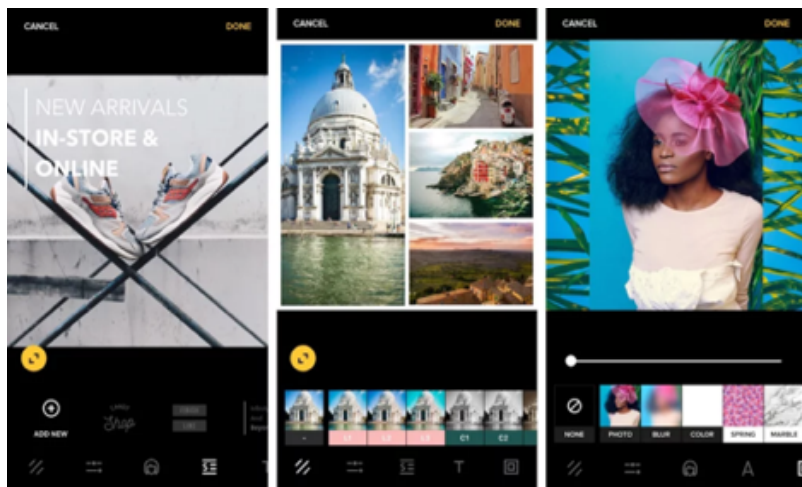
While finding the best social media channels for your business isn't always easy, and can involve a bit of trial and error, the benefits from mastering and implementing a social strategy is worth the investment.

## **Part II: HOW TO BOOST ONLINE SALES WITH A SOCIAL MEDIA ENGAGEMENT STRATEGY**

At this point you should have a pretty good idea of what the general social media landscape looks like, as well as which

platforms work best for certain businesses. So now we'll deep dive into the engagement side of social media.

In addition to sharing content and showcasing products, companies should interact with invested customers — or individuals who are active participants on your social sites through likes, comments, shares, click-throughs and direct messages.



This engagement is crucial, because it provides a gateway to an increase in brand awareness and conversions and, ultimately, more profits.

So arm yourself with the right tactics to build a strong social media engagement strategy. An uptick in sales is just around the corner!



# 1. Defining your social media strategy

The first step is to define what you want to accomplish with your business's social media engagement strategy. Is it to gain user feedback, generate leads or raise brand awareness? Whatever the goal, you'll need to really understand your target audience.

Start by [researching the type of customer](#)<sup>17</sup> you're trying to engage in order to create a detailed audience persona, and use the profile data to inform your approach to home in on the right users.



When it's time to start posting, remember that humorous copy and funny visual content (think GIFs, emojis and memes) can be pretty engaging. Here, Domino's Pizza UK combined emojis and an interesting image to spark conversation on its Twitter account.

Consider making a [project road map](#)<sup>18</sup> that clearly defines your objectives, deliverables and KPIs of your social media campaign to keep things organized and easier to analyze. Planning ahead helps you execute your strategy in a more effective and efficient manner.

<sup>17</sup> <https://sproutsocial.com/insights/social-media-marketing-strategy/>

<sup>18</sup> <https://monday.com/s/work-plan-creation>

## 2. Build trust in your brand

It's imperative to gain the trust of your customers and prospects by showing them that you care. For instance, having a dedicated response team that can [reply promptly](#)<sup>19</sup> to product questions on public-facing social pages or through direct message lets patrons know they're valued.

Another way to elevate a brand's standing is to answer questions on forums. As an industry pro your expertise brings new and vital information to consumer discussions.

In addition, using social media to draw attention to FAQ pages and other user-friendly material on your site or blog also builds your business's credibility. Case in point, Apartment Therapy's Instagram account uses the "link in bio" technique in an attempt to drive traffic to its site and provide folks with more relevant information.



<sup>19</sup> <https://socialmediaweek.org/blog/2017/10/10-tips-increasing-social-media-engagement/>

### 3. Have both proactive and reactive engagement strategies

There are two major types of social media engagement: reactive and proactive.

Reactive engagement means you're responding to things like comments or direct messages generated by external actors.

Whereas, proactive engagement means you're the one making the first move.

A proactive approach involves spotting engagement opportunities on platforms like Twitter, where customers can, and often do, interact with businesses. McDonald's is known for replying to Twitter users who have tagged the fast food giant in tweets.



But conversations surrounding your business may not always involve your [official accounts](#).<sup>20</sup> Being truly proactive means searching for mentions of your brand name, as well as discussions on relevant brand keywords and phrases, across social media networks.

And by the way, Chat Marketing — a one-on-one conversation with a customer that delivers hyper-personalized content like product recommendations and shipping notifications — exemplifies proactiveness. Make sure to include it in your tool kit.

## 4. Share valuable content

It can be tempting to promote just your content across your social media accounts, but that gets old fast, and it's not always about you. There's so much good content out there that's ready to be curated and shared, so why not take advantage of it?

The most important thing is developing the conversation between your business and your audience. Forging authentic, dynamic and interesting connections on social media will help solidify relationships down the line, and possibly turn users into customers.

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<sup>20</sup> <https://blog.hootsuite.com/social-media-engagement/>

So go ahead and keep your [audience engaged](#)<sup>21</sup> with up-to-date [content](#)<sup>22</sup> from other sources. And feel free to address people's needs by posting [relevant material from other experts](#)<sup>23</sup> and pages to mix things up.

Conde Nast Traveler, for instance, diversifies its content offerings by sharing other travelers' photos and experiences.



Remember that engagement, whether it involves deploying chatbots to improve [customer relations](#)<sup>24</sup> or simply sharing relevant industry content, is key to attracting prospective clients and [retaining customers](#).<sup>25</sup> But social media engagement is not a one-size-fits-all concept.

<sup>21</sup> <https://instasize.com/blog/how-to-get-more-followers-on-instagram>

<sup>22</sup> <https://manychat.com/blog/what-is-valuable-content/>

<sup>23</sup> <https://blog.hootsuite.com/social-media-engagement/>

<sup>24</sup> <https://manychat.com/blog/facebook-messenger-marketing-ad-campaigns/>

<sup>25</sup> <https://www.candybar.co/blog/customer-loyalty-program/>

Make sure to factor in things like target audience, budget and manpower (just to name a few) when determining your strategy. Pairing a thoughtful plan with the right goals will help drive your business's overall growth.

## **Part III:**

# **NINE WAYS TO USE FACEBOOK ADVERTISING TO GROW YOUR ECOMMERCE BUSINESS**

If you're trying to drive sales for your eCommerce business, learning how to advertise on Facebook is crucial. And while creating Facebook ads is one thing, running a paid ad campaign that reaches high-intent audiences is a whole other ball game. Obstacles like Facebook ad targeting, ad placement and the right creative can be challenging for even the most savvy Facebook advertiser.

If you feel like you're not using Facebook ads to its full potential, check out these nine tips to find out how to improve your [Facebook marketing strategy](#),<sup>26</sup> optimize your ad spending and maximize conversions.

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<sup>26</sup> <https://manychat.com/blog/facebook-marketing-strategy/>

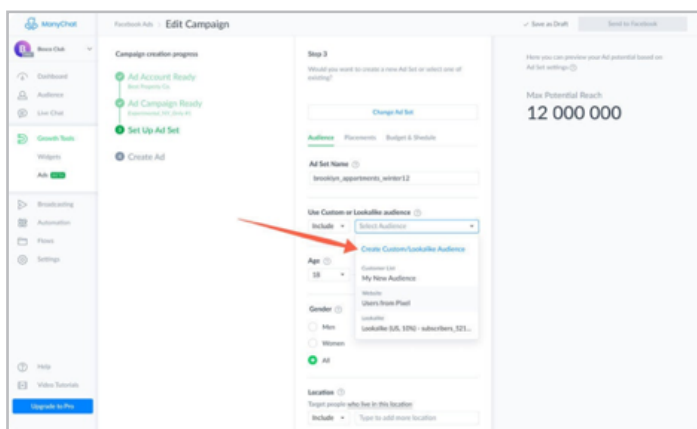
# How to advertise on Facebook

## 1. Target custom audiences based on Messenger subscribers

If you want to run a high-converting retargeting campaign for your store, a [Facebook Custom Audience](#)<sup>27</sup> will help you get there. You can export subscriber data from your ManyChat bot and create Facebook ads that target them based on specific criteria.

The best part? If you have a large subscriber list, you can segment the list before exporting. You can choose any number of tags, conditions or type of [audience segmentation](#)<sup>28</sup> you want.

To build a Custom Audience for [eCommerce marketing](#)<sup>29</sup> in ManyChat, select Create Custom/Lookalike Audience from the Select a Custom Audience dropdown in your ads account.

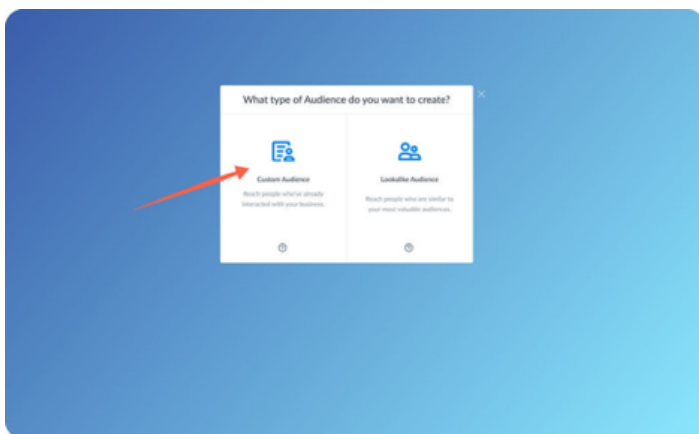


<sup>27</sup> <https://www.facebook.com/business/help/341425252616329?id=2469097953376494>

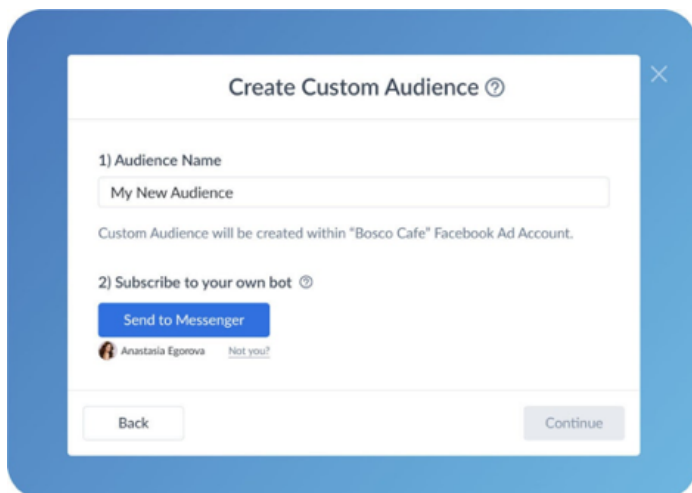
<sup>28</sup> <https://manychat.com/blog/audience-segmentation/>

<sup>29</sup> <https://manychat.com/meet-chatmarketing-for-ecommerce>

Choose Custom Audience on the following screen.

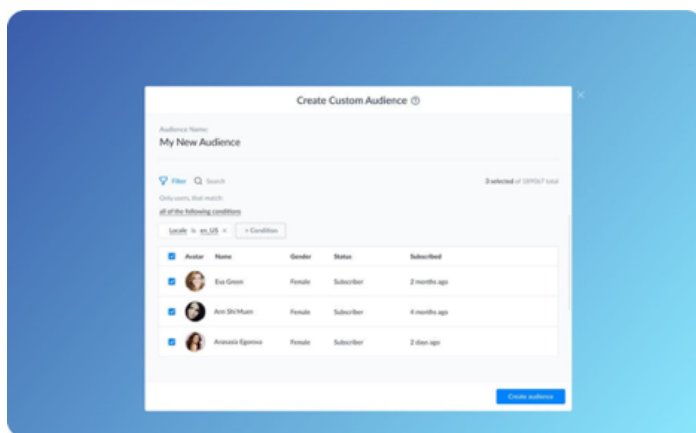


Name your new Custom Audience. (Note: If you aren't already subscribed to your bot, you'll have to do so before continuing.)





Filter through your subscribers to build the audience you want to target. Then click Create audience to upload your target audience to Facebook Business Manager.



Another way to create a custom audience is to export subscriber [Page-scoped ID<sup>30</sup>](#) (PSID) from your ManyChat account and manually load them into your Facebook Ads Manager.

Dig deeper into your data and see who your best customers are. Use those audience insights to inform your Facebook advertising strategy. If there are lots of high-value audiences in your Messenger contact list, run a campaign with special deals or promotions to them. Encourage them to enter a SMS or email list. The possibilities for Custom Audiences truly are plentiful.

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<sup>30</sup> <https://support.manychat.com/support/solutions/articles/36000103310-psid-explanation>

## 2. Build lookalike audiences from custom audiences

Lookalike audiences are proven conversion drivers. Not only do they drive more targeted shoppers to your business to make a purchase, they also give you a more efficient way to run ads.

In short, Facebook Lookalike audiences are groups of people who are likely to be interested in your business because they're similar to your best customers. You choose the custom audience, Facebook identifies the common characteristics they have and then delivers your ad to people who "look like" your audience.

While lookalikes vary per business, three audiences that can yield high conversions are siloed by:

1. Time spent on your [product pages](#).<sup>31</sup>
2. High spenders in your ManyChat bot.
3. People who view more than 75% of your video content.

Take into account that the larger your custom audience, the better your lookalike will be. Your ads to lookalike audiences will be more precise if Facebook knows a lot about your source audience, which can lower your advertising cost and lead to higher conversions.

With ManyChat, you can automatically feed a custom audience after an important conversion point in your bot flow. Each time you send a new person to the audience, Facebook creates a more refined lookalike.

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<sup>31</sup> <https://manychat.com/blog/product-page-best-practices/>

For example, let's say a recent customer, Max, bought a pair of shoes through your bot. ManyChat can automatically tell your Facebook Ads Manager to update the custom and lookalike audiences to modify and improve your ad reach.

It's like telling Facebook, "Hey, find more people like Max!" And when Kyle buys a similar pair of shoes, he gets added to the group. This process goes on until your ads are only being shown to people most likely to buy your product or service.

### **3. Test Facebook Marketplace ads**

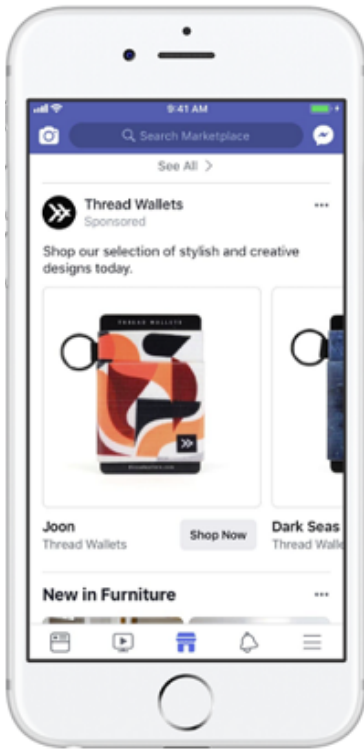
The more you can target customers where they actively shop, the more likely they'll make a purchase from your store. With Facebook Marketplace ads, you can tap into a target audience with high-buying intent in a place where over millions of interactions happen each day.

Facebook Marketplace ads work much like a long-tail Google pay per click (PPC) ad. Shoppers look for something specific, like outdoor furniture or a used car, and your ad shows alongside the listings. They are efficient, cost-effective and there's less competition versus a News Feed ad.

For example, [Thread Wallets](https://www.threadwallets.com/),<sup>32</sup> an accessory wallet company, runs successful dynamic ads in Facebook Marketplace to promote their seasonal collections.

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<sup>32</sup> <https://www.threadwallets.com/>



In this case study by Facebook, the retailer ran Marketplace ads to two custom audiences based on subscribers from various sources, and a lookalike audience based on their best customers.

Since adding Facebook Marketplace into its advertising mix, Thread Wallets has seen:

- Over 350 purchases from ads in Marketplace.
- A 16% decrease in cost per click, year over year.
- A 17% decrease in cost per conversion, year over year.
- A 41% increase in return on ad spend, year over year.

#### 4. Run click-to-Messenger ads

Running click-to-Messenger ads can be a good way to [lower your Facebook advertising cost](#)<sup>33</sup> for your online store. Messenger ads

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<sup>33</sup> <https://manychat.com/blog/lower-facebook-ad-costs/>

let people who click your ad start a conversation with you inside Facebook Messenger.

Traditionally, a Facebook ad campaign may send people directly to a store with little to no interaction with your business.

But with a Messenger ad, you can take a more helpful approach to selling by having a conversation in the Messenger chat window. You can automate the [lead generation process](#)<sup>34</sup> or jump into a Live Chat conversation with a person.

Click-to-Messenger ads can help you reach new customers through different custom audiences you create. Some examples of high-value audiences you can send ads to are a:

1. Custom Audience for retargeting people who've viewed products, but didn't add anything to their cart.
2. Custom Audience based on people who added products to their cart, then abandoned the purchase.
3. Lookalike Audience for customers with a lifetime value over \$1,000.

Messenger ads are also an engaging way to run sales and surface new products. With ManyChat, you can recreate the online store experience inside Messenger with product carousels and conversation.

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<sup>34</sup> <https://manychat.com/blog/lead-generation-process/>

Use the following advertising template based off of [The Pearl Source case study](#)<sup>35</sup> found in the Messenger Marketing section to get started. (The online retailer achieved a 47% conversion rate and sold over \$64,000 in additional revenue over six weeks.)



Check out [the flow](#)<sup>36</sup> before downloading it as a [template](#)<sup>37</sup> for your own click-to-Messenger ads.

## 5. Use video

If you want to successfully run Facebook ads for your eCommerce store, video ads are exactly the tool you need. [Facebook video ads](#)<sup>38</sup> are promotional content that you can choose to place in:

- In-stream while viewers watch over videos.
- Newsfeed where viewers scroll to find content.
- Stories that show up in between video story collections.

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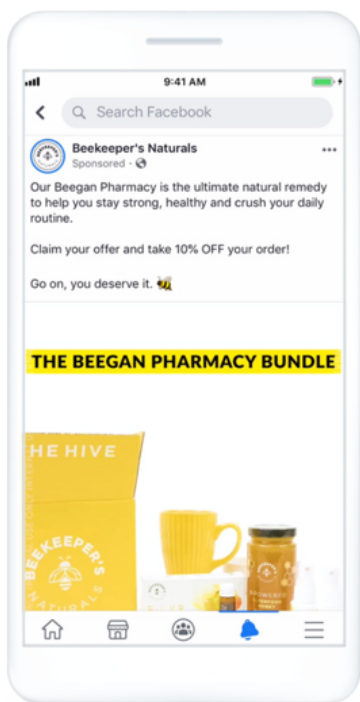
<sup>35</sup> <https://manychat.com/blog/the-pearl-source/>

<sup>36</sup> [https://manychat.com/flowPlayerPage?share\\_hash=16257\\_cb6f004a6017ac5dfaed20d1a22ee7c997f92032](https://manychat.com/flowPlayerPage?share_hash=16257_cb6f004a6017ac5dfaed20d1a22ee7c997f92032)

<sup>37</sup> <https://manychat.com/template/87692abd01f8a49327264fda97e4767c7ed4e912/review>

<sup>38</sup> <https://manychat.com/blog/facebook-video-ads/>

People are watching more videos than ever before. It's even expected that the average person will spend **100 minutes every day watching videos**<sup>39</sup> online by 2021. When it comes to advertising with video, you can expect a **20%-30% lift in conversions**<sup>40</sup> versus static images.



While organizing your **video marketing strategy**,<sup>41</sup> consider the example of **Beekeeper's Naturals**.<sup>42</sup> The retailer wanted to increase orders for its product sampler box, the Beegan Pharmacy, and boost average order value. They created a video ad which offered a 10% discount for those who clicked through to Messenger.

The ad shows a pair of hands opening a Beegan Pharmacy Bundle box before removing each product. As the hands open a new product, a text overlay pops up in the ad and explains what the product is and what it does. Additionally, the ad uses encouraging

<sup>39</sup> <https://www.marketingcharts.com/digital/video-110520>

<sup>40</sup> <https://databox.com/videos-vs-images-in-facebook-ads>

<sup>41</sup> <https://manychat.com/blog/video-marketing-strategy/>

<sup>42</sup> <https://beekeepersnaturals.com/>

ad copy — “Go on, you deserve it!” — that runs across the top of the video accompanied by an upbeat piano soundtrack.

Beekeeper’s Naturals also retargeted customers who’d shown interest in the video ad, resulting in a:

- 39% increase in bundle purchases.
- 4.5x increase in return on ad spend.

Using video Facebook ads for eCommerce can help you capture a cold audience’s attention and highlight products. You can target a handful of different audiences including lookalikes based on video views, custom audiences based on your ManyChat contacts and more. If you want to learn more about video advertising, read [How to Create Successful Facebook Video Ads](#).<sup>43</sup>

## 6. Improve your Facebook ad copy

Good ad copy sells. It tells a story. It entertains readers and builds a connection between them and your business. But also encourages them to take action. When you write compelling copy, you can better promote your products to a bigger audience and get them to pay attention to your business.

Good [Facebook ad copy](#)<sup>44</sup> can also help shoppers get more familiar with your brand, especially if you tell stories and [establish a brand voice](#).<sup>45</sup>

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<sup>43</sup> <https://manychat.com/blog/facebook-video-ads/>

<sup>44</sup> <https://manychat.com/blog/facebook-ad-copy/>

<sup>45</sup> <https://manychat.com/blog/how-to-establish-a-brand-voice/>



When developing your ad copy, make sure to write for each audience you target, but bear in mind their knowledge or awareness of the product or service you are trying to sell. Consider their pain points and interests and use that information to show how you can provide the best solution.

The best way to grab your audience's attention is to know who they are, put yourself in their shoes and let them know how your product applies to them.

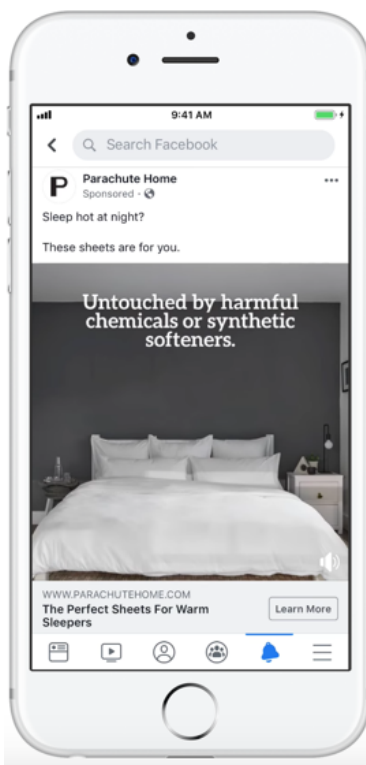


Image: Facebook

Take, for instance, the following ad from [Parachute Home](https://www.parachutehome.com/).<sup>46</sup> It speaks directly to its ideal customers by highlighting a problem the company knows the audience has.

<sup>46</sup> <https://www.parachutehome.com/>

The ad also showcases specific benefits that their ideal buyers care about when purchasing sheets, which, in this case, contain no harmful chemicals or synthetic softeners.

When writing your copy, think about how you can guide your audience through the steps they need to take to make a purchase. Who is your audience? What questions will they have about your product? What information will they need to make a purchase?

You can run [click-to-Messenger ads](#)<sup>47</sup> attached to a bot flow to deliver potential customers all the information they need to feel confident in buying your product or service.

## 7. Run split tests

Split testing, also referred to as A/B testing, is the process of comparing two versions of the ad or bot flow to figure out which performs better. A split test helps you answer important questions such as: What ad copy will perform better? Or, which bot flow gets more conversions?

Rather than guess, you can use split testing to quickly compare two ad strategies and use the one that makes you more money. To learn more about A/B testing in Facebook Business Manager, [start here](#).<sup>48</sup>

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<sup>47</sup> <https://manychat.com/blog/click-to-messenger-ad-examples/>

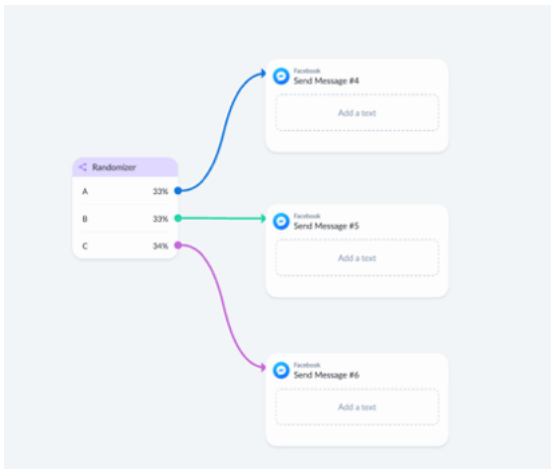
<sup>48</sup> [https://www.facebook.com/business/help/1738164643098669?id=445653312788501&recommended\\_by=1159714227408868](https://www.facebook.com/business/help/1738164643098669?id=445653312788501&recommended_by=1159714227408868)

## Split testing bot flows in ManyChat

When marketers test different flows in ManyChat, their goal is typically to measure the performance of each flow and reduce the cost per conversion.

There are two key ways to A/B test in the social media platform:

1. **Randomizer:** The ManyChat Randomizer is a block in Flow Builder you can use to send bot traffic down different paths. You can test up to six different paths; just make sure the total percentages of each equal 100%.  
After creating your messages and sending traffic through the flow, you can see which path performs better. You can then send more traffic down that flow to improve your overall conversion rate.



2. **Conversion paths:** This takes a little more work, but it's worth it if you want to maximize your ad spend. It involves using different ManyChat elements for different paths to conversion and seeing which performs the best.

For example, [The Dream Workshop](#),<sup>49</sup> an online and physical retail shop in Costa Rica, ran a three-way split test in one of their recent ad campaigns, which looked like the following:

- Facebook traffic ads attached to a ManyChat bot using the Messenger Ref URL.
- Facebook dynamic ads to a landing page with [Live Chat support](#)<sup>50</sup> through ManyChat.
- Dynamic ads pushed to WhatsApp for ages 55+ where a sales rep would talk people through the buying process.

By running split tests, The Dream Workshop achieved a 438% return on ad spend and sold an additional \$43,800 in online sales during the COVID-19 government shutdown.

## 8. Show product gallery in bot flow

There are a hundred ways a shopper can get distracted during the path to purchase. An Amazon package came to the door. The dog needs to go outside. It's lunchtime.

If you send shoppers to browse products on your website, they may never get there. If you send a coupon to their inbox, they may never get it.

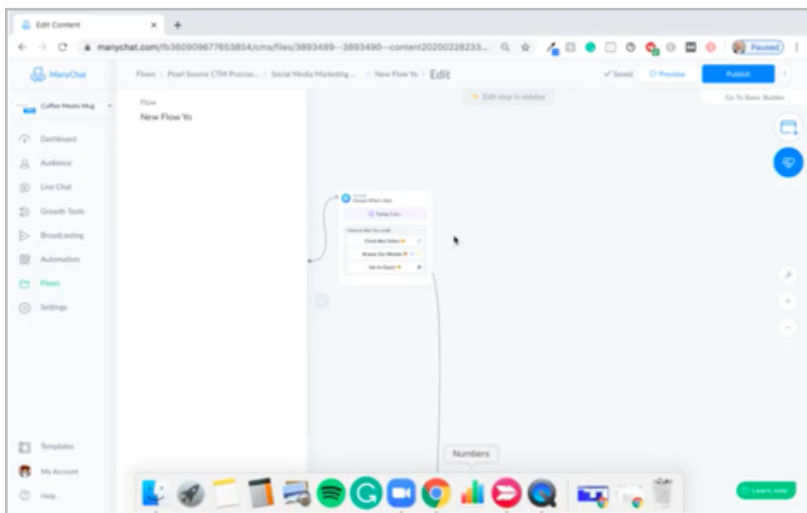
Product galleries in Messenger help familiarize customers with your products, fast. Galleries also take advantage of someone's excitement to buy after seeing an ad. Shoppers can redeem an offer, browse products and purchase something all without ever leaving the chat window.

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<sup>49</sup> <https://manychat.com/blog/the-dream-workshop/>

<sup>50</sup> <https://manychat.com/blog/how-to-use-manychat-live-chat/>

Here's how to build one in your ManyChat bot.



By keeping the entire interaction inside a chat, you can also offer Live Chat to answer questions and help people better understand your products' quality, which should encourage them to buy.

## 9. Take payments in Messenger

People like convenience and they're more likely to buy something when it's easy. Various studies on [payment methods](#)<sup>51</sup> have confirmed this. One way to remove friction from the path to purchase and increase conversions is by collecting payments inside Messenger.

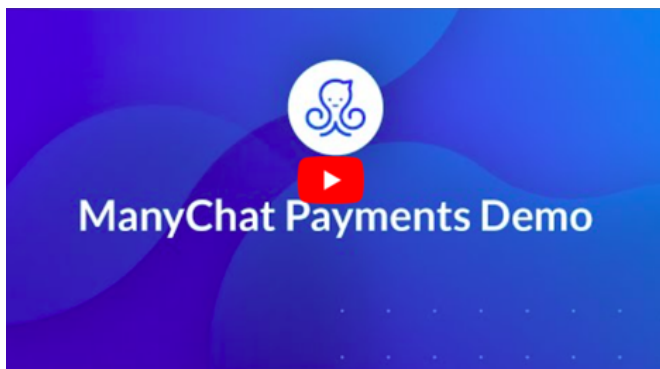
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<sup>51</sup> <https://www.europeanpaymentscouncil.eu/sites/default/files/inline-files/Payment%20Methods%20Report%202019%20-%20Innovations%20in%20the%20Way%20We%20Pay.pdf>

Integrations such as Stripe and Paypal make it easy for customers to pay through their digital wallets, and setting it up is pretty simple.

1. Link your payment provider to your ManyChat account.
2. Add a “buy” button to the Card, Gallery, List, or Media template.
3. Publish your flow.
4. Start selling!

If you want to start now, follow the ManyChat Payments Demo below.



By taking advantage of [Facebook Messenger payments](#),<sup>52</sup> you can exceed customer expectations and speed up the buyer’s journey.

## Getting the most out of your Facebook advertising

The best way to get value out of Facebook ads for eCommerce is to constantly test and improve your targeting and tactics, which result in a higher average of order values and conversions. By

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<sup>52</sup> <https://manychat.com/blog/facebook-messenger-payments/>

using the tips above, you'll be well on your way to running a highly successful ad campaign and drive more sales for your business.

For a more detailed look at how ManyChat works with Facebook, check out the book's Messenger Marketing section.

## Part IV:

# INSTAGRAM STORIES ADS: A BRIEF GUIDE FOR BEGINNERS

Let's turn our attention to one of the most engaging social media platforms to have emerged in recent years — Instagram, specifically, Instagram Stories ads.

With several digital channels to advertise on, marketers are turning to this popular and engaging ad format, more than ever before, in an attempt to stand out from the crowd and ahead of the competition.

And who can blame them? When an estimated [1 billion people](#)<sup>53</sup> use Instagram every month, and 500 million people use Instagram Stories every day, the marketing opportunities at this scale are too good to pass up.

So as people share stories and information continues to grow, there's never been a better time to launch your first Instagram Stories ad campaign. Factor in [Instagram's powerful ability to help](#)

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<sup>53</sup> <https://blog.hootsuite.com/instagram-statistics/>

shoppers<sup>54</sup> make buying decisions, and it's clear why so many big brands regularly use Stories ads to reach new customers.

If you're not familiar with Instagram Stories ads, don't sweat it. We'll go over a few best practices so you can get the most out of your Instagram marketing strategy.

## Are Instagram Stories ads right for your business?

Since launching in August 2016, Instagram Stories is a huge reason why the social media platform is so popular. And considering how many people use the feature on a daily basis, it's a great vehicle for getting in front of the proper audience.

Instagram Stories ads generally work well for businesses that have an active presence on the platform to begin with, including:

- eCommerce
- Fitness
- Restaurants
- Marketing and design agencies
- Beauty
- Fashion
- Home decor

Of course, these aren't the only sectors where successful Instagram marketing campaigns happen. Advertising for other

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<sup>54</sup> <https://www.facebook.com/business/news/insights/how-instagram-boosts-brands-and-drives-sales>



industries may just require a different approach and refined targeting to reach the right consumers.

## Instagram Stories Ad best practices

If you want to get the most out of your Stories ads, here are some tips to create campaigns that immerse your viewer and make them take action.

### 1. Grab your viewer's attention right away

Facebook found that people consume [Stories content quickly](#),<sup>55</sup> so brevity is crucial to keep your viewer's attention.

The question you should ask yourself creating an Instagram Stories ad is, "How can I create an ad that's not intrusive, but makes a viewer stop scrolling?"

Unlike newsfeed ads, once someone swipes away from your ad, they won't see it again. Ultimately, you want to create an ad that is memorable and grabs a viewer's attention by the first frame.

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<sup>55</sup> <https://www.facebook.com/business/news/insights/how-can-marketers-create-compelling-instagram-stories-ads>

Image: AdEspresso



Take this Instagram Stories ad from Purple, for example.

To make viewers stop in their Stories to check out the ad, the mattress brand uses a grabbing image, adds a clear CTA, product photos and a bit of humor to convey its product.

## 2. Use sound

While your Stories ad is what captures a viewer's attention, adding sound helps you stand out from the crowd right away. According to Instagram, [60% of Stories](#)<sup>56</sup> are viewed with sound on, so an early hook can help stop users in their scroll and can make all the difference.

<sup>56</sup> <https://business.instagram.com/a/stories-ads>



On top of that, [80% of Stories ads with sound](#)<sup>57</sup> showed better lower-funnel results than ads without sound. You can use music, voice-over or sound effects in your ad to be more creative and relevant, as well as show empathy towards your viewer.

### 3. Add your logo

You'll find "add your logo" in the best practices for several blogs discussing social media advertising, and the same is true for Instagram Stories ads. But, make a lasting impression quickly because viewers can't click back to your ad.

Considering [39%](#)<sup>58</sup> of consumers are more interested in a brand after seeing it on Instagram Stories, you want to make sure your brand sticks. In addition to your brand's logo appearing in the top left of the ad, include your name or logo in your creative within the first few seconds of your story. This helps viewers recognize your brand if they don't click the ad fast enough and want to find you elsewhere online.

### 4. Enhance your Stories with motion

Motion adds detail and texture to your message. According to [Facebook](#),<sup>59</sup> Stories with motion have been known to outperform static images with the CTA:

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<sup>57</sup> <https://www.facebook.com/business/news/learn-how-to-capture-attention-and-drive-results-with-stories-ads>

<sup>58</sup> <https://business.instagram.com/blog/how-do-people-perceive-and-use-instagram-stories-and-feed/>

<sup>59</sup> <https://www.facebookblueprint.com/student/activity/190265-creative-tips-for-ads-in-stories> (Facebook data, global, July 2019 - Sep 2019)

- “View content” by 83%.
- “Add to cart” by 88%.
- “Purchase” by 76%.

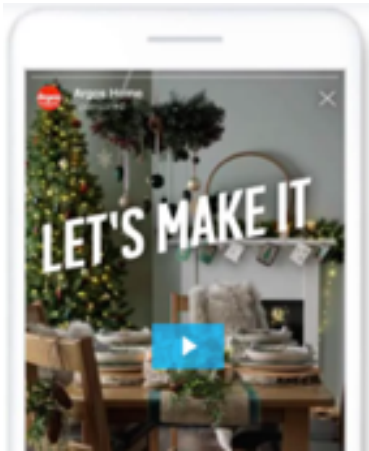


In addition to motion, you should include consistent branding and bold headlines to emphasize your product, as well as keep text at 24 characters or less so viewers can focus on the ad's movement.

## 5. Use multiple scenes

If your Stories ad is more complex, you can separate scenes into short “chapters.” Top performing ads tend to have multiple, concise scenes averaging roughly **2.8 seconds**<sup>60</sup> apiece.

<sup>60</sup> <https://www.facebook.com/business/news/insights/how-can-marketers-create-compelling-instagram-stories-ads>



For example, Argos Home created a holiday Stories with over five scenes in a 10-second spot.

People interact with Stories quickly, so to create an effective Stories ad, experiment with shorter, fast-paced narratives that get your message across in a fun way.

## Part V: GETTING RESULTS WITH MANYCHAT

After diving into all things social media in the preceding sections, you should have a pretty good idea of what the general landscape looks like and where some opportunities might lie for your business.

Now let's take a look at how a handful of companies took their social media marketing to the next level, generating real engagement — and real profits — by incorporating ManyChat into their innovative marketing strategies.

Case study no. 1:

## How Nikmit used ManyChat to surface new products and drive \$24,200 in additional sales

[Nikmit](#)<sup>61</sup> is an eCommerce marketplace in Macedonia that offers a growing catalogue of product lines including apparel, personal-care, consumer electronics, kitchen and home decor items.

The company relied solely on Facebook ads with a traffic objective and boosted organic posts to generate interest and surface new products. But they weren't getting the return they hoped for.

Nikmit teamed up with Goran Nikolov, an account manager and client strategist at [Roccad](#),<sup>62</sup> to [increase brand awareness](#)<sup>63</sup> and drive new sales for the retailer's winter product lines. By running click-to-Messenger ads for different product lines, building a subscriber list and retargeting warm audiences with sponsored messages, the company generated \$24,200 in additional revenue for the marketplace, with 20x return on ad spend (ROAS).

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<sup>61</sup> <https://nikmit.mk/>

<sup>62</sup> <https://roccad.com/>

<sup>63</sup> <https://manychat.com/blog/brand-awareness-2/>

# The problem

Nikmit's Facebook ad strategy focused on boosting organic posts and running Facebook traffic ads to build product awareness but wasn't getting the results they hoped for. The company had to get in front of the right audiences and start conversations with them to help boost awareness and sales.



Without ManyChat, we wouldn't have been able to build a big list of subscribers to generate sales from the sponsored messages. The platform allowed us to easily start conversations with shoppers, help them out, and reduce friction in the path-to-purchase.



**Goran Nikolov**

# The goal

Nikmit wanted to better surface product lines and build relationships with new audiences through [Chat Marketing](#).<sup>64</sup>

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<sup>64</sup> <https://manychat.com/blog/what-is-chat-marketing/>



# The approach

- Targeted Facebook **JSON ads**<sup>65</sup> to build subscriber lists: Nikolov ran Facebook ads targeting men and women over the age of 45. Since Nikmit ran ads for multiple product lines, he focused on demographics and interests related to the advertised product.
- ManyChat Keywords to automate conversations: Once a potential customer clicked through to the ad, they were given a few quick reply options. After a response was selected, the shopper would enter a different nurture campaign based on their reply.
- Retargeting with sponsored messages: Nikolov used sponsored messages to re-engage subscribers with a clearance offer on all winter products. Shoppers were sent to a landing page to browse the entire collection, then back into Messenger to complete payment.
- In-app Messenger payments: In Macedonia, people prefer to pay through Messenger and digital wallets versus a website. Nikolov capitalized on this preference by allowing people to complete their purchase in the chat window.

## Building a subscriber list using JSON ads

Nikolov ran a **lead nurture campaign**<sup>66</sup> to help the eCommerce retailer kick off a winter clearance sale in their store. The campaign began with surfacing the right products, to the right audiences through ad targeting and growing the subscriber list for further communication.

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<sup>65</sup> <https://support.manychat.com/support/solutions/articles/36000003004-facebook-ads-json>

<sup>66</sup> <https://manychat.com/blog/nurture-campaigns/>



“We rarely run offers when building a subscriber list for clients,” Nikolov said before adding, “For Nikmit, we wanted to see what products they were interested in, get them to subscribe, then nurture the relationship with sequences. We run offers after building a relationship through retargeting ads and [sponsored messages](#).”<sup>67</sup>



Nikolov tested a variety of [ManyChat Growth Tools](#),<sup>68</sup> but found what worked best were JSON ads. The ad was set up with a Send Message objective and a “Learn More” CTA.

<sup>67</sup> <https://manychat.com/blog/facebook-sponsored-messages/>

<sup>68</sup> <https://support.manychat.com/support/solutions/articles/36000000741-how-to-set-up-manychat-growth-tools>

Once a potential customer clicked on the ad, they were sent into a Messenger conversation and added into a follow-up sequence to nurture a lead until conversion.

“The automated sequence was extremely non-promotional,” Nikolov said. “We sent a mix of helpful content related to the product and helped answer any questions they had about the product in question.” Nikmit’s sales team leveraged [ManyChat’s Live Chat](#)<sup>69</sup> and live sales reps to respond to interested buyers’ questions in real time and encourage sales.

Additionally, keywords played a big part in helping the company automate much of the lead nurturing process.

“We set up quick replies for when someone entered the Messenger conversation from the ad,” Nikolov explained. “This allowed us to send them down a certain flow based on what information they were looking for or needed. It was more convenient for both the company and the shopper because shoppers could achieve their goals faster.”

## Using retargeting and sponsored messages to drive sales

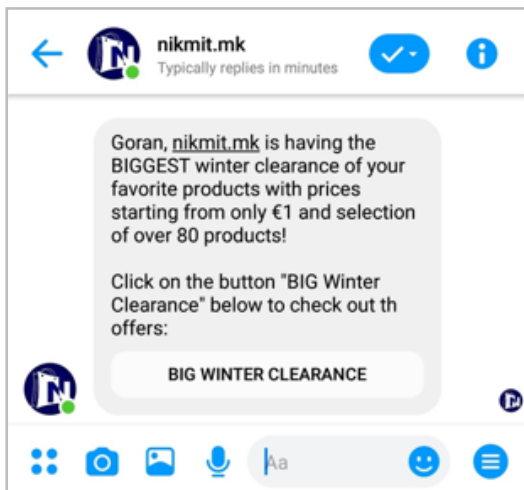
Since the eCommerce store was running promotions for different types of products, Goran set up [retargeting ads](#)<sup>70</sup> that would feature products tailored to warm customers based on their

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<sup>69</sup> <https://manychat.com/blog/how-to-use-manychat-live-chat/>

<sup>70</sup> <https://manychat.com/blog/retargeting-ads-for-beginners/>

behaviors in the original JSON ad. If a shopper didn't buy a product right away, they would then be shown similar products in their Facebook news feed.



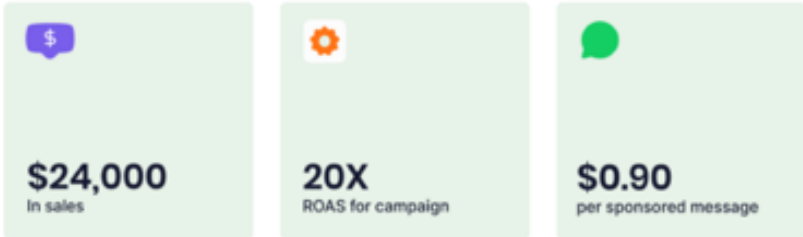
As Nikmit's slow season began, Nikolov sent sponsored messages to the company Messenger contact list with a clearance sales promotion.

After potential shoppers clicked the message's CTA they were sent to a landing page where they could view all the products on clearance. Once they chose a product, they were sent back into Messenger to complete the purchase.

## Conclusion

Nikolov and his team at Roccad successfully surfaced products and drove new sales for the eCommerce retailer. By building a subscriber list with ManyChat JSON ads, and retargeting potential shoppers with sponsored messages, the company achieved:

- \$24,200 in additional revenue.
- 20x return on ad spend.
- 9 cents per opened sponsored message.



Case study no. 2:

## How Legion Beats' viral giveaway generated over \$260,000 in revenue using ManyChat

Informally, Gabe Schillinger is just a dude who sells beats online. But professionally speaking, he's the founder of Legion Beats, a [music production company](https://legionbeats.com/)<sup>71</sup> based in San Rafael, California.

He's worked with some of the industry's leading artists, including Kendrick Lamar, Snoop Dogg, 2 Chainz, and Chris Brown.

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<sup>71</sup> <https://legionbeats.com/>



For Schillinger, using ManyChat was all about amplifying his Black Friday giveaway campaigns, with the goal to convert as many of his subscribers as possible to membership holders. (Selling memberships is a key pillar of Legion Beats' revenue.)

His past attempts performed OK but there was room to do more, and Schillinger felt that he could optimize shareability.

Before using ManyChat, Legion Beats was only using email to get people to share, resulting in low open and click-through rates. Unfortunately, this meant that:

1. He was missing out on sales opportunities because emails would go unseen.
2. People were losing interest in the giveaway.
3. People were less inclined to share because they themselves didn't want to risk losing out on the giveaway.



Can you blame them when the prize is this good?

But once he used a combination of [ManyChat and email](#),<sup>72</sup> plus creative urgency tactics, Schillinger raked in over \$200,000 for this Black Friday campaign, making it the most profitable launch in his industry to date.

## Reimagining the standard viral campaign

Schillinger's goal for the viral campaign was twofold:

1. He wanted everyone to feel like they won something.
2. He wanted to build a [sales pipeline](#)<sup>73</sup> to sell memberships.

<sup>72</sup> <https://manychat.com/blog/is-email-dead/>

<sup>73</sup> <https://manychat.com/blog/ecommerce-funnels/>

Image: GIPHY



The business owner used a tiered giveaway system so each entrant is encouraged and wants to share with their friends. Plus, there was an added bonus — if the person you refer wins, you win, too.

There was no reason for entrants to feel like they were less likely to win. And the results spoke for themselves.

Between targeted Facebook ads and referrals, he was able to acquire leads for 20 cents apiece. Other ManyChat users have seen similar acquisition results (i.e., better and less expensive leads) by using [Messenger Marketing](#)<sup>74</sup> and [chatbots](#).<sup>75</sup>

And the giveaway funnel was pretty straightforward. It started with a comment-to-Messenger ad (seen above) that explained the prize, how to enter and more. When a person commented, they were sent a link to a landing page.

The landing page was home to the giveaway rules and the entrants' own referral URL. Next, people shared their URL and got points for each referral (tracked through [UpViral](#)<sup>76</sup>). And

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<sup>74</sup> <https://manychat.com/blog/ultimate-guide-messenger-marketing-and-facebook-chatbots/>

<sup>75</sup> <https://manychat.com/blog/chatbot-funnel-case-study/>

<sup>76</sup> <https://upviral.com/>

referrals would enter the original entrant's name and email on a new landing page. But, in order to get the 10 free beats for joining, all participants had to opt in to Messenger to access them. Now Schillinger could communicate with entrants on both email and Messenger, and it helped prevent cheating.

When people joined the giveaway, they were put into both a ManyChat and email follow-up sequence with MailChimp, where Schillinger used the [ManyChat and MailChimp](#)<sup>77</sup> Zap in Zapier to connect the two.

## From free giveaway entrants to credit card-ready customers

One area in which Legion Beats was struggling was selling memberships. So about five days into the giveaway, Schillinger started messaging subscribers about their membership program. Soon, they were given a special discount — 50% off their first month of membership. But there was a catch. They had to buy it within the next five days to receive the discount.

Schillinger's email and ManyChat combo strategy increased the chances of people acting on his message. Plus, the added sense of urgency in the follow-up sequences also helped.

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<sup>77</sup> <https://zapier.com/apps/mailchimp/integrations/manychat>



Entrants also received massive discounts on different beat packages leading up to announcing the winner, which created new selling opportunities that encouraged people to make purchases.

Schillinger used [Deadline Funnel](#)<sup>78</sup> to replicate a real-time launch of special discount packages. And because the marketing funnel was integrated with email and Messenger, every time someone checked the timer they saw the same countdown.

## The results

Creating a sense of urgency helped generate over \$200,000 in revenue from the first week's promo alone. It was the largest launch in Schillinger's industry (until he sells more next time, of course).

But beyond that, the giveaway helped fill his pipeline for future sales reflected in 525 people purchased the first offer (a different beat pack) with an all-commodity volume (ACV) of \$39.67, totaling \$20,827.81 in new revenue. There were also 353 more membership sign-ups, adding an additional \$31,113 in revenue for his company. And during the launch, he sold another 183 memberships, equaling roughly \$16,130 in revenue.

Between the \$202,000 he made during launch week, the revenue generated during the contest and the new members he made more than \$260,000!

Not bad for a dude selling beats online.

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<sup>78</sup> <https://deadlinefunnel.com/>

Case study no. 3:

# How Daniel Pikel used ManyChat to get more bookings for Bluesun Hotels

Daniel Pikel is the head of digital marketing at [Health Tourism Martinko](#).<sup>79</sup> He is also a ManyChat [Agency Partner](#)<sup>80</sup> and expert Messenger marketer.

For Pikel, Messenger bots have consistently increased return on ad spend (ROAS) by at least 2.5x for tourism companies. This got Krešimir Drvar's, head of marketing at Bluesun Hotels, attention who requested that Pikel create a similar Messenger bot experience for an upcoming remarketing campaign.

[Bluesun Hotels](#)<sup>81</sup> — the very first registered tourism group in Croatia — has earned a reputation for being one of the finest hotel chains (with 18 hotels, resorts and camps located on a slew of beautiful beaches) in the country. The leading chain, whose properties are all uniquely equipped with first-rate service and cuisine, is focused on providing custom experiences for prospective and existing customers.

Bluesun's goal for the campaign was to find the best discounted vacation package for each [audience segmentation](#)<sup>82</sup> (e.g., families,

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<sup>79</sup> <https://www.implant-centre-martinko.eu/>

<sup>80</sup> <https://manychat.com/agency/>

<sup>81</sup> <https://www.bluesunhotels.com/>

<sup>82</sup> <https://manychat.com/blog/audience-segmentation/>

couples or solo travelers). To accomplish this, however, required Bluesun to retarget a list of cold leads.

Drawing upon a Chat Marketing model used by Health Tourism Martinko (a global health services provider), Piki helped the hotel chain achieve a 17x return on ad spend, reduce price per lead by 300% and create a personalized and engaging user experience, which in turn brought in over 9,300 warm leads in 30 days.

## More expensive leads, less actual conversions

There's a lead generation dilemma happening right now. If you look at the latest [marketing statistics](#)<sup>B3</sup> you'll find most marketers have one challenge in common: getting successful leads.

Many companies like Bluesun Hotels rely on traditional channels like Google Adwords and Facebook conversion ads to fill the pipeline with credit-card ready leads. But for Bluesun, these approaches resulted in costlier, low-quality leads and fewer booked rooms during the busy season.

Piki came up with two solutions to this conundrum. One, create conversations that re-engaged Bluesun's list of cold leads — some of whom the company hadn't interacted with in years; and two, ask potential travelers what kind of vacation they wanted before sending them relevant content based on their responses.

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<sup>B3</sup> <https://www.hubspot.com/marketing-statistics>

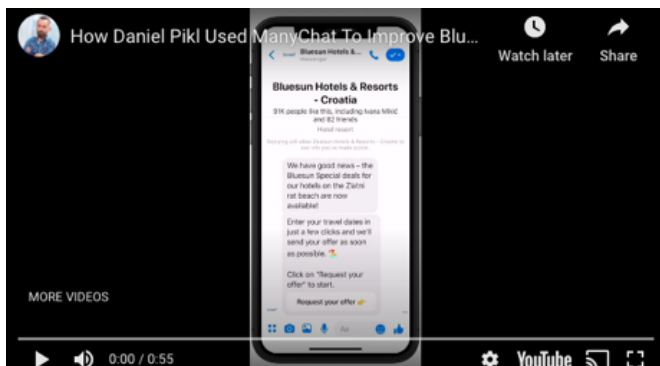
He decided to recreate Bluesun's Messenger funnel to better qualify leads and chat with people who actually wanted to book rooms in real time. He simultaneously rolled out a program that allowed Bluesun's sales team to talk one-on-one with potential travelers by phone, email or live chat.

Pikl knew that the more conversations the sales team had, the more conversions the company would get.

## Why ManyChat?

Pikl has been a Messenger marketer since 2016 and continues to use ManyChat for three main reasons:

1. **Segmentation:** The ability to qualify and segment leads inside ManyChat helps him improve targeting and get more leads faster.
2. **Testing:** Pikl found that ManyChat's simple tools make it easy to test different sequences and nurture leads in a more personal and casual way.
3. **Integrations:** ManyChat makes it easy to connect his favorite tools, such as Zapier, Calendly and Google Sheets, to automate repetitive tasks and free up time.



## Improving occupancy rates through smarter remarketing

The next step for Bluesun was to re-engage cold leads using Messenger and qualify them for sales, so the company decided to use paid messages to incentivize subscribers.

So, what was the reason to click? How about 30% off an exclusive, personalized vacation on the beautiful beaches of Croatia.

Pikl set up a sequence of qualifying questions for people who came into the bot from sponsored Messages. His bot asked things like where the travelers want to stay, how many children do they have and how many meals should be included in the price.

All this information was captured and used to help the sales team segment users based on their needs, allowing Bluesun to deliver relevant content. For example, if customers were traveling with children, the team offered resources that featured tips for family travel. And if a couple was booking a trip, the team would send activities and attractions for a more intimate stay.

After gaining a solid understanding of the type travelers they were dealing with, the sales team could better customize a trip of a lifetime for potential clients, which ultimately helped seal the deal.

# Results roundup

By using a ManyChat bot, Piki helped the Croatian hotel chain achieve impressive results for their remarketing campaigns:

- 17x return on ad spend.
- 300% decrease in cost per lead.
- 9,300+ warm leads.
- 14,000+ Messenger bot subscribers.

Case study no. 4:

## How Jump Consulting used ManyChat to boost Facebook Live distribution by 229x

Bella Vasta is on a mission to help pet industry professionals create scalable businesses for themselves and stand out from the competition.

With nearly 15 years of experience as a pet business coach, Vasta founded her company [Jump Consulting](https://jumpconsulting.net/)<sup>84</sup> in 2007. Her services and content offerings range from one-on-one coaching to free online training and masterminds to weekly podcasts and Facebook Live events.

But Vasta wanted to run a more efficient live-streaming campaign that would also generate a greater number of quality leads.

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<sup>84</sup> <https://jumpconsulting.net/>

In the past she relied on a registration bot, social media posts and co-marketing with guests to get the word out about her webinars. These tools were no doubt helpful, but the online coach struggled to reach a larger audience with her live trainings. So she partnered with Kelly Noble Mirabella of Stellar Media Marketing and [Baby Got Bot](#)<sup>85</sup> to find a better way.

Together, their goal was centered on designing a system that drove more views to Facebook Live while creating a fun, engaging experience for the user.



**Increased distribution  
by 229.5x**

That's when ManyChat entered the picture.

To increase leads from live trainings, Noble Mirabella tested a new [Facebook Live strategy](#)<sup>86</sup> that was connected to a Messenger experience. The experiment relied on irresistible lead magnets and ended up boosting viewership. As a result, distribution saw a 229.5x surge; one-minute views increased by 33.28x; shares got a 27.4x lift; and there were 17.3x more reactions.

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<sup>85</sup> <https://www.youtube.com/channel/UCfqk63CbhCZy2c2bX4A7NPA>

<sup>86</sup> <https://manychat.com/blog/drive-traffic-to-facebook-live-with-messenger-and-sms/>

# Reimagining Jump Consulting's registration process

There's an organic reach problem happening right now. Many online businesses similar to Jump rely on a lot of paid ads and existing lists to drive webinar traffic, but most don't have a surefire way to extend the organic (i.e., free) reach of their live trainings.

For Jump, creating an effective strategy based on shares was challenging. It was hard to get new viewers without spending money on ads. So, to achieve the level of growth Noble Mirabella wanted, she knew how invaluable a good referral system would be.

**“Bella has a really passionate audience so we knew if we could get them on initially, our strategy would be a success, we were able to tap into those raving fans and it just spread from there”**

Noble Mirabella also knew that to drive viewership for the Facebook Live event, she had to do a few things:

1. Preregister people with a ManyChat [Messenger bot](#).<sup>87</sup>
2. Encourage people to share the Facebook Live event.
3. Make it easy to share the event.

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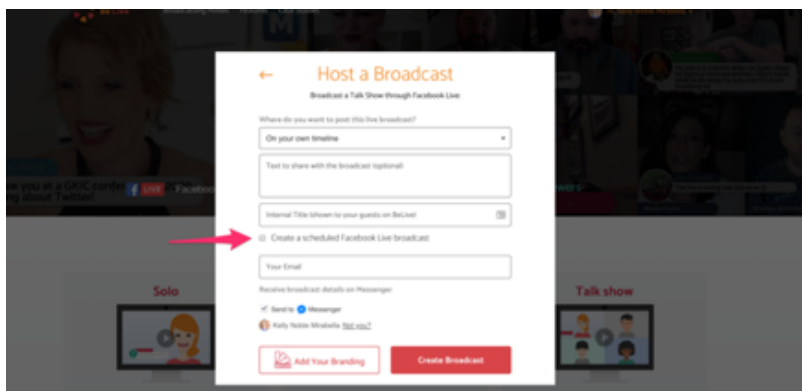
<sup>87</sup> <https://manychat.com/blog/how-to-build-a-facebook-messenger-bot-with-manychat/>



# Step 1: Prescheduling Facebook Live

For this campaign, Noble Mirabella used [BeLive.tv](https://be.live/)<sup>88</sup> to schedule the event beforehand. (Some alternative options are Zoom, BlueJeans, Crowdcast, Wirecast, OBS and Ecamm for Macs.)

Vasta and Noble Mirabella chose the platform’s “talk show” format for accessibility and the option to invite guests to join Jump’s show.



Scheduling the Facebook Live with BeLive.tv let Jump utilize more Chat Marketing tools, and gave them the ability to market the event.

<sup>88</sup> <https://be.live/>

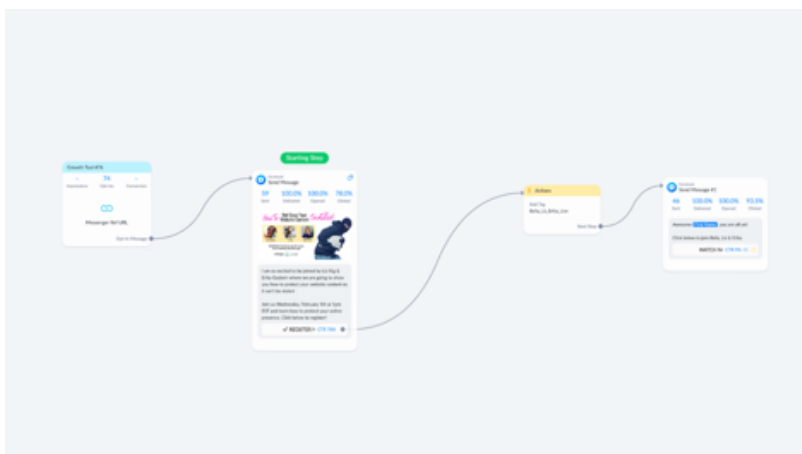
## Step 2: Registration

Noble Mirabella used a Messenger Ref URL to help Jump sign up new leads for the Facebook Live event. A [Messenger Ref URL](#)<sup>89</sup> can be placed on a range of marketing materials, including co-marketing lists with show guests, to help people sign up through the Messenger experience.



**Improved one-minute views by 33.28x**

They chose to preregister attendees in Messenger in order to send timely event reminders, and sent messages were supported by a confirmed event [Message Tag](#).<sup>90</sup>



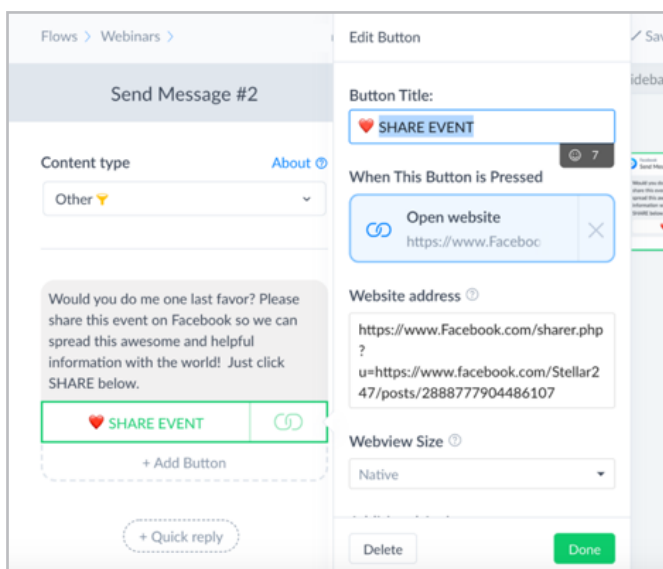
<sup>89</sup> <https://manychat.com/blog/6-easy-ways-to-get-your-first-manychat-subscribers/>

<sup>90</sup> <https://manychat.com/blog/facebook-message-tags/>



To improve the likelihood of people seeing reminders, Noble Mirabella also used [AddEvent](https://www.addevent.com/)<sup>91</sup> — a scheduling tool that let registrants add the event to any calendar of their choice.

Once someone registered for the event, she set up a one-minute smart delay that triggered a message encouraging new registrants to share the event. This [viral loop](https://www.youtube.com/watch?v=CpRQ3Wfw0bg)<sup>92</sup> helped bring more organic users into the registration process to boost lead volume.



When a person clicked the share button, they were brought into the Facebook app and given the option to share the event to their news feed or story to help promote it.

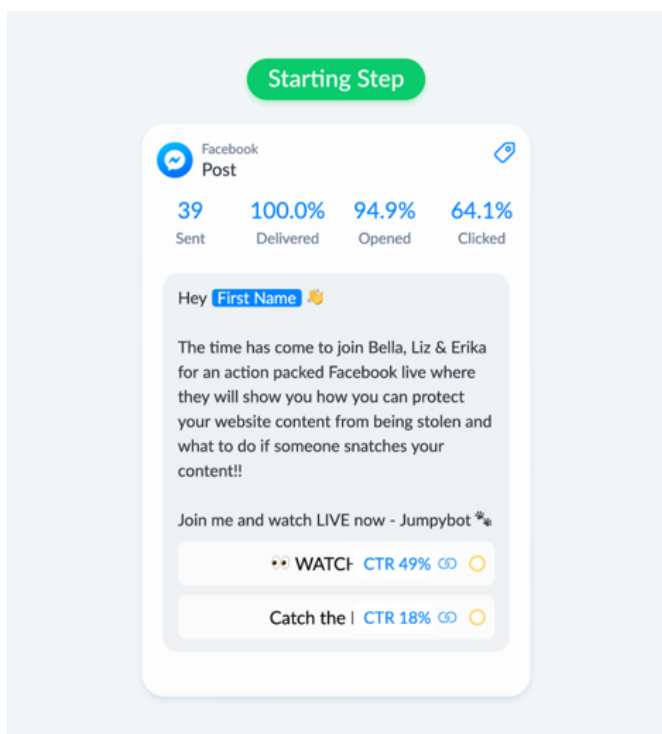
<sup>91</sup> <https://www.addevent.com/>

<sup>92</sup> <https://www.youtube.com/watch?v=CpRQ3Wfw0bg>

## Step 3: Sending a broadcast reminder

On the day of the event, Noble Mirabella scheduled a [broadcast](#)<sup>93</sup> reminder to go out to everyone tagged for the Live event.

Broadcasts help get the word out quick and can be sent via Messenger, SMS or email.



<sup>93</sup> <https://manychat.com/blog/how-to-send-facebook-messenger-broadcasts/>

## Step 4: Unlocking an irresistible offer

During the event, Jump's viewers received a keyword and were encouraged to comment on the Facebook Live for the chance to retrieve an irresistible offer.



**Boosted shares by 27.4x**

Noble Mirabella used a [Comment Growth tool](#)<sup>94</sup> to capture the text and send people to a Messenger conversation. Once in Messenger, participants could unlock the offer — a worksheet that supported a free mini-course by Jump — after sharing the event on their Facebook page.

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<sup>94</sup> <https://manychat.com/blog/comment-growth-tool/>

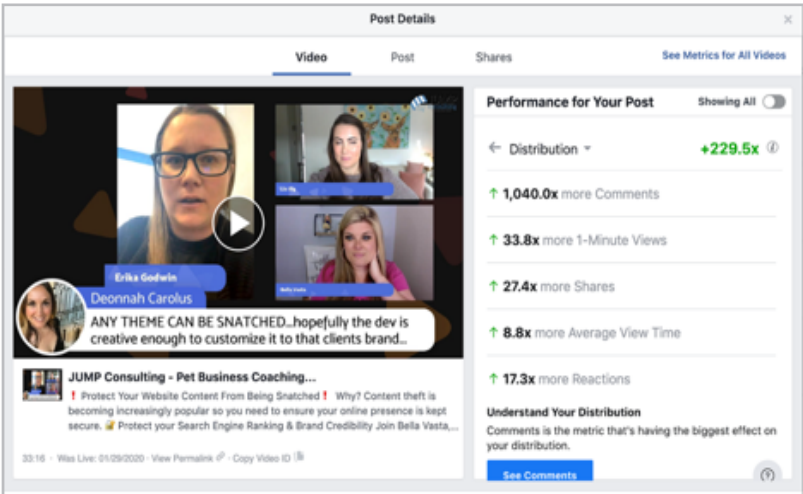


# Results

Jump's Facebook Live was a success. With the help of ManyChat, Noble Mirabella was able to create a never-before-seen Facebook Live strategy that boosted Jump's viewership and lead volume.

**Manychat makes it easy to build out Facebook Live campaigns by helping to build flows that make all the magic happen. From the Ref URL that gets people registered to the Comment Growth Tool that gets them engaged, ManyChat is the backbone to the whole operation.**

The company saw a significant increase in distribution and shares for the event, as well as more one-minute views and average view time.



Case study no. 5:

## How WithinTheFlow used ManyChat to build an engaged Facebook community

WithinTheFlow wanted to change the way group marketing operates. The company, created by accomplished digital marketer [Saleem Ahrar](https://www.saleemahrar.com/),<sup>95</sup> is a leading private community for eCommerce entrepreneurs. With its content and community engagement hosted through Messenger, WithinTheFlow aims to help 10,000 online store owners make their first \$10,000 by the end of 2020. But achieving this goal required a fresh approach.

**“The main issue nowadays is that group marketers build a community sell their software or app, and then leave. There are groups with over 90,000 members in e-commerce space made up of completely disengaged members.”**

As a group of experienced eCommerce entrepreneurs, the WithinTheFlow team has faced its fair share of hurdles when it came to running six-figure stores, including trying to engage a passive Facebook community.

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<sup>95</sup> <https://www.saleemahrar.com/>

These obstacles prompted the company to build a single hub that serves as a comprehensive resource for all things dropshipping and eCommerce. Ahrar and his colleagues researched the most common problems eCommerce entrepreneurs were having, produced content related to those issues and created [WithinTheFlow](#).<sup>96</sup>

But building a community was no easy task.

“The problem at the time was that we had no community to share information with. We didn’t want to collect email addresses. We were looking for something closer to people. So we adopted ManyChat,” Ahrar said.

Wanting to attract active community members, WithinTheFlow encouraged people to download ebooks, apply for memberships and grow their online stores.

## Attracting active community members with a Messenger bot

To build relationships with potential community members, WithinTheFlow decided to use ManyChat to provide better and faster engagement. After integrating ManyChat as a lead generation tool, WithinTheFlow was able to send messages directly to community members, including tailored articles based

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<sup>96</sup> <https://www.withintheflow.com/guides/>



on likes and interests, downloadable content to help grow their stores and answers to eCommerce-related questions.



**98% open rate for messages on average**

They built the group from scratch and ran organic campaigns to attract potential members. Campaigns were designed to capitalize on the brand's new connections and growing fan base drawn in by the company's content.

WithinTheFlow's working theory was that a [Messenger bot](#)<sup>97</sup> attached to an e-book [lead magnet](#)<sup>98</sup> could filter leads, and help forge deeper ties with engaged and active group members.

First, users would discover the e-book through WithinTheFlow's blog or landing page.

**Within The Flow** Tools Blog Guides Contact Us

11 min read

**Free eBook – 725 Most Profitable Ecommerce Niches**

The core idea behind this e-book is to empower new entrepreneurs about picking the **right niche** of their interest.

This e-book has been categorized in to 33 different broad categories.

Once you click on any broad category, you will be redirected to a list of niches under that broad category.

Share 845 Likes!

[Get this in Messenger](#)

INDEX

<sup>97</sup> <https://manychat.com/blog/how-to-build-a-facebook-messenger-bot-with-manychat/>

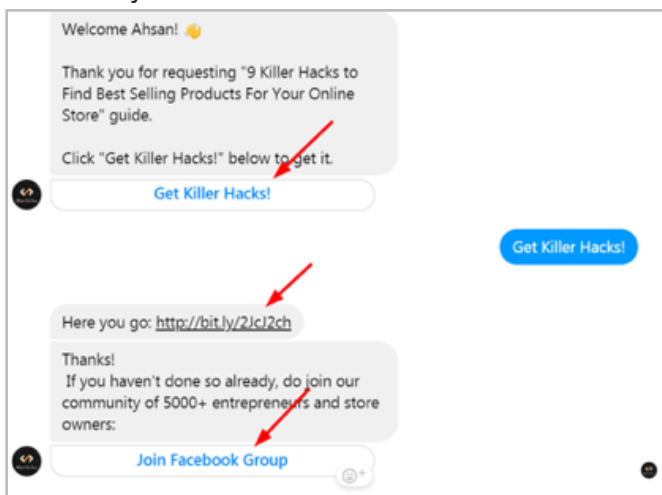
<sup>98</sup> <https://manychat.com/blog/lead-magnet-examples/>



In their e-book, WithinTheFlow touched on highly relevant eCommerce topics, which worked to generate interest and clicks. The CTA button let people know they'd receive the e-book in Messenger.



Ahrar attached a [Messenger Ref URL](#)<sup>99</sup> to the CTA to drive people to their bot. Once someone clicked, the filtering cycle began in the chat window to [qualify leads](#)<sup>100</sup> for WithinTheFlow's private community.



In the next phase, Ahrar collected user information and [segmented the audience](#)<sup>101</sup> in ManyChat. This allowed the team

<sup>99</sup> <https://manychat.com/blog/6-easy-ways-to-get-your-first-manychat-subscribers/>

<sup>100</sup> <https://manychat.com/blog/the-phone-funnel-framework-messenger/>

<sup>101</sup> <https://manychat.com/blog/audience-segmentation/>

to deliver relevant content and build deeper ties with community members, which kept click rates in the 90% range and the average duration of blog visits sky-high.

“If you filter and write only for your audience,” said Ahrar, “they will give you high regards.” This strategy is what transformed the community to over 5,000 members from all around the world including the U.S., U.K., Canada and Australia.



**90% click-through rate  
for e-book downloads**

## Why ManyChat?

Ahrar and his team at WithinTheFlow love ManyChat for three reasons:

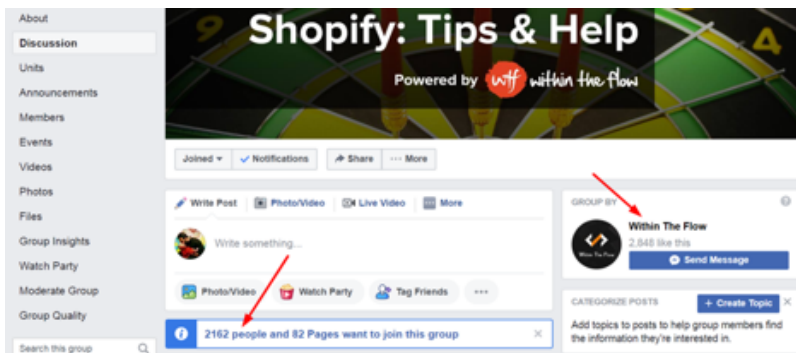
1. **Growth tools:** ManyChat’s range of growth tools allowed Ahrar to easily pull in traffic from different organic sources.
2. **Simple dashboard interface:** After testing a few chatbot providers, Ahrar found ManyChat’s dashboard intuitive and easy to use, and was comfortable building big, high-converting and lead-nurturing flows in Flow Builder<sup>102</sup> in a short amount of time.
3. **Cost-effective:** Ahrar felt ManyChat’s pricing allowed him to do a lot more with his capital, such as investing in better content and building WithinTheFlow’s community.

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<sup>102</sup> <https://flowbuilder.manychat.com/>

# WithinTheFlow's success

Sending traffic and filtering leads through a ManyChat bot produced the desired results for WithinTheFlow. More than 5,000 members joined the group, with 2,000 more on the waitlist.



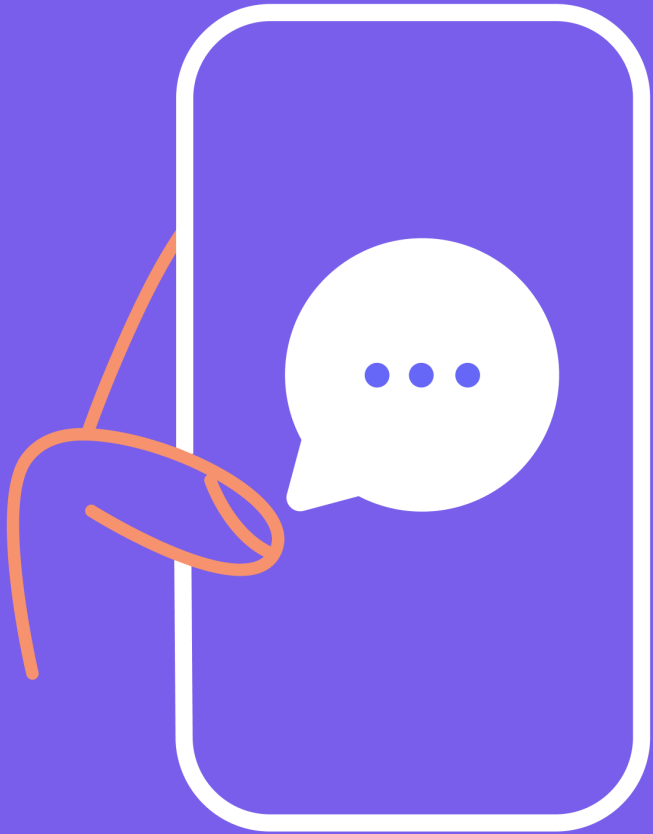
They've generated meaningful conversations with their ManyChat bot, and continue to deliver content and grow their engaged community of eCommerce entrepreneurs.

Some of the results include:

- 98% average open rate for messages.
- 90% click-through rate for e-book downloads.
- Over 4,800 e-book downloads and counting.

The numbers say it all.

# Sms Marketing



Today, mobile devices are more personal than ever. It's fair to say that [people spend a lot of their time texting](#)<sup>1</sup> on their smartphones. It's arguably the lowest friction method of communication that doesn't require an app or learning a new interface, and offers flexibility and convenience in responding to text communications.

And as email inboxes become more and more inundated with messages, SMS is one of the newest, smartest mobile channels to market your business through; and it's expected to grow in popularity into the foreseeable future.

## Part I: WHAT IS SMS MARKETING?

SMS (short message service, aka text messaging) marketing is exactly what it sounds like: A marketing campaign that utilizes text messages to deliver promotions to users, as well as create relationships and serve value to customers.

Businesses can send text messages to prospective or existing customers to increase brand awareness, boost engagement or launch a call to action (CTA) to increase sales. Text marketing campaigns can drive [leads](#)<sup>2</sup> and interest in products and services by utilizing messaging copy, imagery and click-to-purchase options. And when executed in a savvy, strategic, respectful and contextually relevant way, SMS is a key factor in an omnichannel marketing strategy and can propel your business forward.

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<sup>1</sup> <https://www.statista.com/statistics/187128/leading-us-smartphone-activities/>

<sup>2</sup> <https://manychat.com/blog/inbound-vs-outbound-leads/>

Here's a by-the-numbers breakdown:

## Your audience is waiting

- **1/3<sup>3</sup>** of millennials check their phone every five minutes without getting a notification.
- **13<sup>4</sup>** is the number of texts the average person sends per day.
- **5 billion<sup>5</sup>** people around the world currently send and receive SMS messages.

## They want to text with your business

- **75%<sup>6</sup>** of consumers under the age of 44 want to be able to contact a business via text.
- **48.7 million<sup>7</sup>** people will opt in to company communications via text in 2020.
- **86%<sup>8</sup>** of small business owners who use text messages to communicate with customers say it provides a higher rate of engagement.

## And you have the opportunity to outdo your competition

- **54%<sup>9</sup>** of consumers want to receive text messages from businesses.
- But only **11%<sup>10</sup>** of businesses send them.
- **61%<sup>11</sup>** of companies surveyed don't use text messaging to communicate with customers.

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<sup>3</sup> <https://assets.kpmg/content/dam/kpmg/xx/pdf/2017/11/me-my-life-my-wallet-full-report.pdf>

<sup>4</sup> <https://www.zipwhip.com/state-of-texting-2020/>

<sup>5</sup> <https://www.slicktext.com/blog/2018/11/44-mind-blowing-sms-marketing-and-texting-statistics/>

<sup>6</sup> <https://smallbiztrends.com/2019/12/text-message-marketing-statistics.html>

<sup>7</sup> <https://techjury.net/blog/sms-marketing-statistics/>

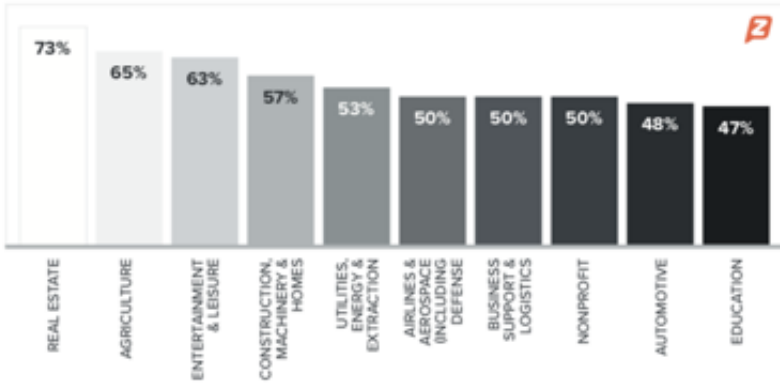
<sup>8</sup> <https://go.eztexing.com/hubfs/2019%20Text%20Communication%20Report-%20EZ%20Texting.pdf>

<sup>9</sup> <https://smallbiztrends.com/2019/12/text-message-marketing-statistics.html>

<sup>10</sup> <https://smallbiztrends.com/2019/12/text-message-marketing-statistics.html>

<sup>11</sup> <https://snapdesk.app/text-messaging-statistics-facts-stats-insights/>

TOP 10 INDUSTRIES THAT REPORTED TEXTING WITH CUSTOMERS  
(PERCENT OF INDUSTRY THAT TEXTS WITH CUSTOMERS)



## Why use SMS marketing?

[Studies](#)<sup>12</sup> have shown that text messaging has extended well beyond consumer-to-consumer communication and is fast becoming the preferred method for business-to-consumer interactions; plus the user-friendly experience and personal feel of SMS marketing makes it appealing for businesses.

According to [AT&T](#),<sup>13</sup> 85% of mobile users prefer to receive a SMS from a company over email and phone. Users also statistically open texts and click through in [record-high numbers](#)<sup>14</sup> compared to other marketing channels. Needless to say, text marketing is a channel you want to tap into. Decide where SMS marketing fits into your business's unique consumer journey and how to sync it with your other marketing channels.

<sup>12</sup> <https://www.zipwhip.com/state-of-texting-2020/>

<sup>13</sup> <https://www.business.att.com/content/dam/attbusiness/reports/business-texting-market-survey-report.pdf>

<sup>14</sup> <https://www.smscomparison.com/mass-text-messaging/2020-growth/>



## Part II:

# BEST PRACTICES

While the concept of SMS sounds simple enough, executing this component of mobile marketing isn't always easy. Knowing how and when to incorporate text communication into your inbound marketing strategy is crucial to an effective strategy performance.

## Your buyer's journey

When developing a marketing campaign, providing content to customers in the proper medium and at the right time is just as important as the messaging itself. With SMS, the customer decides when to interact, allowing for more communication opportunities in the buyer's journey. Additionally, text messaging can be utilized during the awareness, consideration, decision-making and customer retention phases, creating a more seamless purchasing experience.

"You could use text marketing to engage at every stage of the buying process," said Ardath Albee, CEO of Marketing Interactions Inc., "which becomes more and more important when we're challenged to create better and better customer experiences across our entire customer relationship."

Let's take a closer look at those four stages in the buying process.

### **Awareness**

During this first stage of your customers' journey, your potential buyers are just beginning to research and educate themselves on your services, as well as your competition's. Customers most likely will find you through an online search, by word of mouth or via your online ads or coupons. This is your opportunity to begin building a long-term relationship with them rather than going in for the quick, hard sell. (And you shouldn't be sending promotional texts in hopes of a sale either.)

Play the long game. When collecting leads from your SMS campaign, it's a good idea to move them into your other [marketing channels](#).<sup>15</sup> Use text conversation to build the relationship, then encourage people to visit other platforms such as your Messenger bot or YouTube channel.

### **Consideration**

This stage is when you offer your customers what they want. Since you've already collected your contacts via search, resulting web traffic and/or ad, coupon or QR code campaigns, your SMS campaign will remind customers that you're here to

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<sup>15</sup> <https://manychat.com/blog/messenger-marketing-strategy/>

serve them. You can use the consideration phase to recoup lost sales opportunities, too.

### **Decision-making**

At the decision-making stage it's time to close the deal with customers who are ready to buy. Product details, promotional offers and specials are all effective incentives to engage people, but you should also have a clear action for them to take. Segment your audience so you send relevant offers to individuals who have expressed interest and consideration.

This is also the stage where you want to curb your abandonment rates. At the beginning of the buying process customers provide their phone numbers. If a buyer leaves items in their cart, incentivize them to return by sending a coupon code they can apply to the deserted cart.

For example, the eCommerce glasses store Framesbuy uses text marketing to [reduce abandoned cart](#)<sup>16</sup> rates. (According to a 2020 update by Barilliance, some studies place abandonment as high as 80%.)

"Customer satisfaction is any business's top priority, especially for online stores, and thus we experimented with SMS marketing to build customer engagement as well as boost sales," said Framesbuy director, Jayant Ingle. "It has certainly

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<sup>16</sup> <https://www.slicktext.com/blog/2018/03/7-great-examples-of-sms-marketing-campaigns/>

increased the customer engagement levels and eventually helped in growing our business.”

### **Retention**

You've captured your audience and customers. Now get creative and keep them engaged and loyal. Customers tend to repeat behaviors, so you can tag purchases they've made and feed them sales updates, or use the information to create lookalike audiences. You can also promote a course you're selling, keep people updated on company news, send them to your most recent blog post, create appointment reminders, as well as offer special VIP discounts and sneak peaks.

## **Use SMS, Messenger and email concurrently**

Using a SMS campaign to capture email addresses — if you don't have them already — can kill two birds with one stone and get your business in front of as many people as possible.

Although SMS marketing and email marketing aren't mutually exclusive, both should be integral parts of your overall strategy. So why not have the two work together? Similarly, you can use texts to nudge customers over to Messenger, where they can receive offers, information and deals.

# Achieve contextually relevant messaging

## Timing is everything

If you are promoting an event for Friday night, send a text Friday afternoon. If you want to run a happy hour special, send your message at 3 or 4 p.m. on a workday rather than at 8 a.m. You also want to specify how many texts you'll send each week or month so people know exactly what to expect. No one likes being inundated with too many messages too frequently from a business. Try to stay between two and six texts per month.

## The message itself

A text can delight, engage or annoy. Don't forget that you're talking to people through their preferred medium; and you don't want to be the one to disrupt the flow with irritating or irrelevant messages that will cause rampant opt-outs. Besides, contextually **relevant**<sup>17</sup> texts are much more likely to get a click through, which means higher conversion rates. Provide content that your engaged consumers are actually interested in.

When designing SMS marketing campaigns, resist the urge to send random messages to subscribers; unsolicited messages are not necessarily the best performers. Instead, focus on keeping content friendly, useful and humanistic with messaging that's valuable, relevant and consistent.

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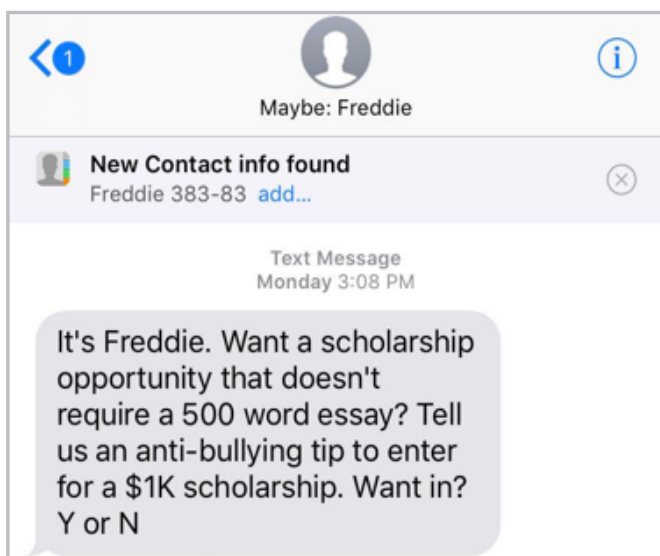
<sup>17</sup> <https://www.convinceandconvert.com/mobile/the-power-of-sms-marketing/>

## Use short and close-ended messages

It goes without saying, but the most effective messages are short. Long messages may appear spammy and lack purpose, so keeping your text concise is important in order to improve click-through rates.

“One of my best practices for text messaging: be shorter than short,” said Kelly Noble Mirabella, owner of Stellar Media Marketing. “People don’t want back-to-back messages in their texts, which means you need to be straight to the point. You can then take people from text to Messenger where you have more flexibility with how much copy and content you send.”

The message below is a great example of a short, clear message. It’s conversational and explains exactly what the receiver needs to do next and why.



## Keywords

Keywords maintain the communication dynamic and empower the customer to take an active role. Creating easy ways for people to opt in to your SMS marketing list is key to effective [acquisition](#).<sup>18</sup> It's also important to reserve certain keywords for people to text and subscribe with. When people text your shortcode — a special five- or six-digit number for your business — with the keyword, you can respond back with an automated and customizable response.

Marketers should treat this as a fun [opportunity](#)<sup>19</sup> to connect with potential subscribers. But keep keywords to one word; for example, "CHAI" may be more effective than "CHAITEALATTE." You can own multiple keywords for specific promotions and deals, too.

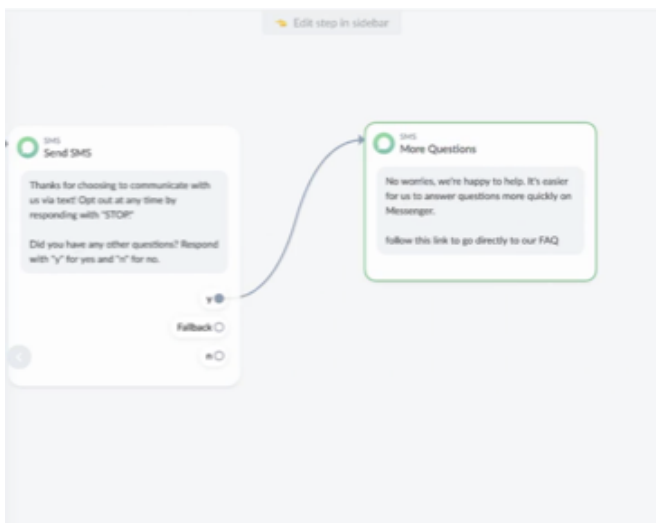
## Two-way SMS chat

Keywords can do more than help people opt in, and can trigger responses that are lively and interesting. In ManyChat, there are context-specific keywords called "user replies" — keywords that will trigger a response to a specific text message. User replies are great because it allows for an easy back-and-forth customer exchange with simple "1" and "2," or "y" and "n" trigger responses for different situations.

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<sup>18</sup> <https://manychat.com/blog/customer-acquisition/>

<sup>19</sup> <https://purplegator.com/sms-keyword-texting/>



Utilizing triggered user replies makes it simple for consumers to have a text conversation with your business (it's as simple as pushing a single character). And with ManyChat's Live Chat, you can have your sales or support team take over at any moment.

## Segmenting

Segmenting your audience before you plan your SMS campaign, and integrating it into your other marketing channels, allows you to provide the most relevant messaging to your audience; plus, understanding your customers' behaviors empowers your business to be able to offer them what they need.

Take the time to divide up your audience into different groups, delineated by a common factor, so you can tailor messages to resonate emotionally and financially with individuals on each list. For example, you can separate prospects from won customers, or ask your subscribers for information (e.g., zip codes, interests and



purchase history) to help you decide what news or offerings are the most relevant to send. (You can even segment it to customers' locations in order to direct them to a brick-and-mortar you might have in their area.)

## **Campaign examples**

Once you've segmented your audience appropriately, you can begin to strategize your campaigns accordingly.

### **Fundraising and awareness**

Nonprofit organizations and political campaigns have the opportunity to offer up-front, text-to-donate messaging. Due to the philanthropic or service-related nature of these campaigns, SMS strategies have proven to be very successful, especially when used in coordination with other marketing channels such as chat and email. These approaches also generate awareness and pull consumers down the funnel, with text as one of the last touchpoints.

In addition to text-to-donate messaging, businesses looking to create awareness around a social issue or campaign can use SMS to urge people to join mobile subscriber lists, sign a petition or continue to receive updates about a cause.

### **Customer loyalty programs**

SMS can offer an easy, inexpensive and quick way for customers to register for a customer loyalty program. The cosmetic and beauty brand Sephora offers customers the opportunity to join its rewards program with a physical or digital "Beauty Pass." All new pass holders start at the "White"

level, but can move up to “Black” or “Gold” memberships via purchases made as part of the [Sephora Beauty Insider](#)<sup>20</sup> program. Customers can choose how to use their rewards points — which can be applied to discounts, beauty classes, seasonal coupons and exclusive curated sets — and are not limited to set benefits.

This particular program empowers customers to opt for rewards they really want, eliciting a greater sense of satisfaction. You can simply send customers (who sign up) messages with loyalty rewards, and they'll return to your business to collect more.

### **Coupons, promotions and notifications**

An SMS notification campaign can immediately spread the word about a limited-time offer, event or promotion to purchase more products or services to your entire customer base. And since consumers redeem coupons delivered by SMS [10x more](#)<sup>21</sup> than other types of coupons, one-time discounts are an effective way to make sales and entice people into signing up.

### **Announce new products**

SMS can be a great way to notify your consumers about product updates and new features or releases. This type of

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<sup>20</sup> <https://www.sephora.com/profile/BeautyInsider>

<sup>21</sup> <https://techjury.net/blog/sms-marketing-statistics/>

campaign will keep your brand top of mind and your consumers engaged.

### **Create appointment reminders**

By eliminating no-shows and late cancellations, automated SMS reminders can be a great way to repair revenue leaks, save the front office time and streamline your business. You can set up automated reminders to include details like date, time and location, as well as what to bring, how to prepare or how to cancel or reschedule an appointment.

### **Collect feedback from customers**

Customer feedback can work to your benefit on several layers. Positive reviews will always help your brand's identity, boost your web presence and give you customer testimonials to use as marketing materials. Allowing for feedback also lets your customers know that they matter and that your business cares enough to address any issues.

## **Tracking your success**

Once you have the basics of SMS marketing down and have set up your campaigns, you'll want to track the success of every text campaign. Having access to data that helps you track and refine your campaigns is integral to your success. Some common key performance indicators (KPIs) that you should keep your eye on every month include:

- Sent text messages.
- Received text messages.
- Opened messages.
- Delivery reports on sent messages status.

- Recipient engagement.
- Tracking where customers opted in.
- Tracking where your customers opted out.

## Part III: COMPLIANCE

Text marketing isn't exactly a free-for-all. Sending the wrong message to the wrong person can mean legal trouble for your business, so understanding compliance laws is vital to maximizing text message marketing in your business. When it comes to compliance, it's understandable to feel overwhelmed and confused, but there are a few things you should know:

### U.S. text message compliance

U.S. businesses that want to get into SMS marketing need to familiarize themselves with organizations like:

- Mobile Marketing Association ([MMA](https://www.mmaglobal.com/)<sup>22</sup>)
- Federal Communications Commission ([FCC](https://www.fcc.gov/)<sup>23</sup>)
- [CTIA](https://www.ctia.org/)<sup>24</sup> (originally known as the Cellular Telecommunications Industry Association)

And laws like:

- Telephone Consumer Protection Act ([TCPA](#)<sup>25</sup>)
- Controlling the Assault of Non-Solicited Pornography and Marketing ([CAN-SPAM](#)<sup>26</sup>)

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<sup>22</sup> <https://www.mmaglobal.com/>

<sup>23</sup> <https://www.fcc.gov/>

<sup>24</sup> <https://www.ctia.org/>

<sup>25</sup> <https://www.fdic.gov/regulations/compliance/manual/8/viii-5.1.pdf>

<sup>26</sup> <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

- California Consumer Privacy Act ([CCPA](#)<sup>27</sup>)
- Europe's General Data Protection Regulation ([GDPR](#)<sup>28</sup>)

## Opt in and consent

### You can only send texts to your customers once they give consent

Whether you're a marketing agency wanting to add [text marketing](#)<sup>29</sup> as a new service, or a solopreneur trying to get into [Chat Marketing](#),<sup>30</sup> you need to get permission to send people text messages. Legally getting people to sign up for your SMS services may present the biggest barrier to building your SMS subscriber list — it's actually something that often gets marketers into trouble as they attempt to launch their first text marketing campaign.

### Getting your customers to opt in

Subscribers need to opt in (i.e., provide written consent) before you can send them a message. They need to know exactly what they're signing up for and the opt-in message needs to be clear. Send a confirmation message after they opt in stating the following:

1. Thank them for opting in.
2. Who you are.
3. What you'll be sending.

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<sup>27</sup> <https://oag.ca.gov/privacy/ccpa>

<sup>28</sup> <https://gdpr-info.eu/>

<sup>29</sup> <https://manychat.com/blog/text-message-marketing/>

<sup>30</sup> <https://manychat.com/blog/chat-marketing/>

4. The phrase, "Message and data rates may apply."
5. How to opt out.



In addition to complying with regulations, collecting phone numbers with permission will result in better open and click-through rates, reduce spam complaints and build your business's reputation. Here are some ways to get written consent, digitally:

- Have customers enter a phone number in Messenger.
- Get customer phone numbers in person.
- Ask customers to enter a phone number on an online form.
- Have customers send a text to your number.

## Seven effective Chat Marketing opt-in methods that work

To better understand how to implement opt-in messaging into your strategy, here are seven easy steps to follow.

## 1. Add opt-in messages to existing flows

One of the easiest ways to grow your SMS list is to simply add an opt-in option to an existing flow. Your existing flows can capture already-engaged people and help you get SMS subscribers who will actually click when you send a message. It also gives you a way to communicate with people and drive them back into your Messenger [bot](#)<sup>31</sup> to close the deal.

You can include a consent request at the start of sequences you have running. Or, use it as a substitute for any steps where a user would agree to a “Yes, send me content or deals” statement.

## 2. Offer an incentive with your message

After adjusting your new sequences and adding an opt-in message to them, you should think of a way to capture people who say, “No,” or ignore your message. The approach should include a good reason for someone to give you their phone number.

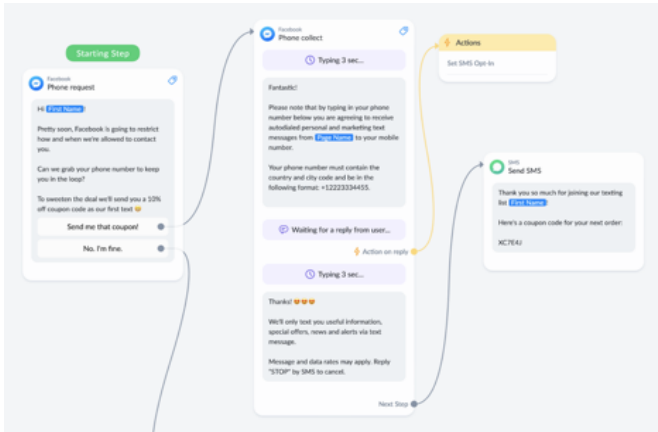
Consider what you can offer that will solve the user’s problem, in accordance with your business, such as:

- A discount or coupon.
- A piece of useful gated content.
- Prize entry (sweepstakes laws may apply).
- A free appetizer.
- Gamification: bonus points.

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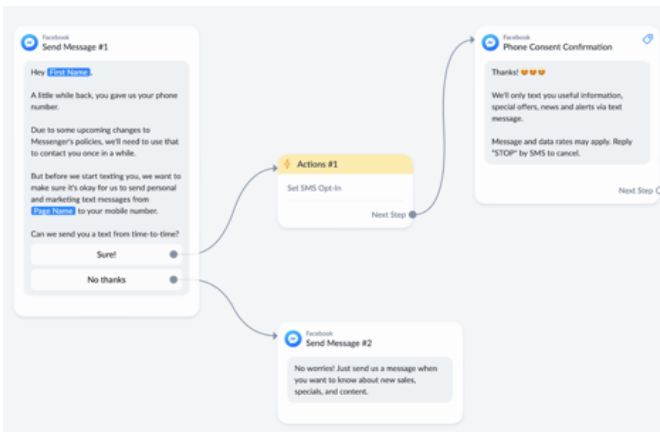
<sup>31</sup> <https://manychat.com/blog/chatbot-examples/>

Your flow might look like this:



### 3. Get opt ins from previously collected phone numbers

You may already have phone numbers from nonconsenting consumers, but to send them a message they need to give you permission for text communication. You can send a Messenger conversation asking for permission and all they have to do is tap to opt in. The flow might look something like this:





You may have also collected phone numbers and consent from another marketing platform, customer relationship management (CRM) or in person, and you can import these contacts into a SMS marketing platform like [ManyChat](#).<sup>32</sup>

#### 4. Capture phone numbers from website visitors

Don't limit collecting phone numbers to your chat channels. You can capture your website traffic by using an [Overlay Widget](#)<sup>33</sup> growth tool, or LiveChat to get website visitors' phone numbers, and implement it on any page of your site.

An example of this workflow could look like the following:

1. Embed overlay widget on your website.
2. A user clicks into your bot and enters the flow.
3. Your bot collects the user's phone number.
4. Get user consent.

#### 5. Add a text option to your email newsletter

Is your email newsletter a big part of your marketing strategy? Make sure you add a text message CTA asking people to join, and consider adding a [Messenger Ref URL](#)<sup>34</sup> to your CTA to get people to enter an opt-in flow.

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<sup>32</sup> <https://manychat.com/blog/category/sms-marketing/>

<sup>33</sup> <https://support.manychat.com/support/solutions/articles/36000001147-overlay-widgets>

<sup>34</sup> <https://manychat.com/blog/6-easy-ways-to-get-your-first-manychatsubscribers/>

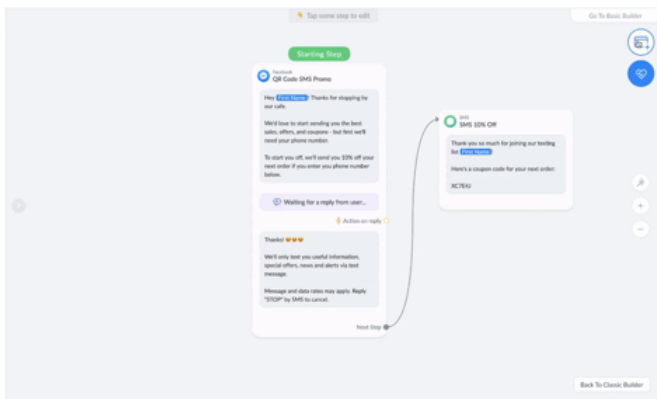
## 6. Use paid messages

Paid messages make it easy for potential customers to connect with your business and exchange information. When someone clicks your ad, you can collect contact details like a phone number and email address in your flow. Then you can automatically receive leads in your ManyChat account and follow up with them via [text or email](#).<sup>35</sup>

## 7. Create a QR code

One method many marketers aren't using to grab numbers, but should, are [QR codes](#)<sup>36</sup> because you can use them to send customers to a specific opt-in flow in your Messenger bot. In this case, it can be a flow that uses SMS and email steps to achieve conversion.

QR codes are a great way for many businesses such as cafes, restaurants, clubs, outdoor advertisers and event marketers to connect with leads. They are affordable, easy to create and track, and help you stand out from the crowd while collecting that phone number.



<sup>35</sup> <https://manychat.com/blog/multi-channel-marketing-manychat/>

<sup>36</sup> <https://manychat.com/blog/how-to-use-qr-codes-in-your-messenger-bot/#setup-qr-code-manychat>

# Offer an opt out

Whenever possible, add “Text STOP to cancel” at the end of your response upon the initial opt-in message, and occasionally throughout your sequence. People need to have the option to opt out if they don’t want to receive your messages anymore, and you need to give them an easy way to remove themselves.

It’s important to let subscribers know that when they opt out from text, they are not opting out of your Messenger list. People often forget or don’t know they have to do both if they want to stop getting messages from you completely.

## Never text about SHAFT

According to [best practices from the CTIA](#),<sup>37</sup> a leading advocacy group in the U.S. wireless industry, messages that include the following subject matter can result in an immediate ban from SMS communication:

**SEX**

**HATE**

**ALCOHOL**

**FIREARMS**

**TOBACCO**

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<sup>37</sup> <https://api.ctia.org/docs/default-source/default-document-library/170119-ctia-messaging-principles-and-best-practices.pdf>

# If you don't comply, what can go wrong?

Legal costs and penalties can climb sky-high for companies that don't comply with laws and regulations. A few landmark examples of lawsuits around unwanted text messaging include:

- **Burger King:**<sup>38</sup> The company hired a third party to deliver a spam text advertising campaign. It cost them \$250 per phone number after a class action settlement.
- **Papa John's Pizza:**<sup>39</sup> The company was sued in a \$250 million class action lawsuit for illegally sending customers unwanted text messages. They settled for \$16 million.
- **20<sup>th</sup> Century Fox:**<sup>40</sup> During the DVD release of the movie "Robots," the American film studio sent out an SMS campaign that resulted in a \$16 million class action settlement at \$200 per phone number.

Don't rush the process. Comply according to federal and state rules and you'll save your business a lot of headache and lost revenue.

*Disclaimer: This information is provided for educational purposes only and should not be relied upon as legal advice. Please always consult your own attorney before engaging in text marketing.*

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<sup>38</sup> <https://www.law360.com/articles/201253>

<sup>39</sup> <https://www.pizzamarketplace.com/news/papa-johns-settles-text-spam-lawsuit-for-165m/>

<sup>40</sup> <https://classactionlawsuitsinthenews.com/class-action-lawsuit-settlements/twentieth-century-fox-class-action-settlement-of-robots-dvd-sms-text-message-tcpa-class-action-lawsuit/>

## Part IV:

# GETTING RESULTS WITH MANYCHAT

It's hard to argue against implementing SMS into your marketing strategy. Under best practices and within compliance, a SMS marketing strategy allows you to communicate easily with customers, and helps your business harness a cost-effective and simple channel that drives success. The benefits of using text to build relationships with customers is becoming clearer every day.

And while use cases vary by industry, many businesses use this type of messaging across all business-related functions to ease team workflow and improve customer relationships. SMS is currently being used for scheduling, customer service and support, sales and inquiries, marketing, promotions, billing, collection and recruiting and staffing. Here are two examples of local food service businesses that used promotional SMS marketing campaigns to boost their profits — and their reputation.

Case study no. 1:

## This restaurant promoted a limited-time offer with ManyChat's SMS and sold out of tamales

To create maximum impact in the short time before Christmas, a family-owned Mexican restaurant in Washington state teamed up with chatbot marketer Mackensie Liberman to market a holiday tamale promotion. The eatery offered \$23.95 for a dozen tamales during an eight-day period, allowing customers to select the type of tamale and a scheduled pickup time.

The campaign was targeted towards the restaurant's current subscriber list in the Spokane area. Liberman didn't use paid Facebook [messages](#)<sup>41</sup> because of the challenging bid and approval process, but instead used a mix of SMS and Messenger to ensure maximum visibility.

### Promoting a limited-time offer with SMS and Messenger

Each channel had its own message with a [CTA](#)<sup>42</sup> for placing an order to take advantage of the limited-time offer.

The text message sent read:

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<sup>41</sup> <https://manychat.com/blog/facebook-sponsored-messages/>

<sup>42</sup> <https://manychat.com/blog/messenger-bot-ctas/>

Through December 4th, we're offering a dozen of our delicious tamales for take-out for only \$23.95. Just in time for the holidays. Pork or vegetarian. Hot or cold. It's up to you! If you want to order a dozen or two, just click this link.

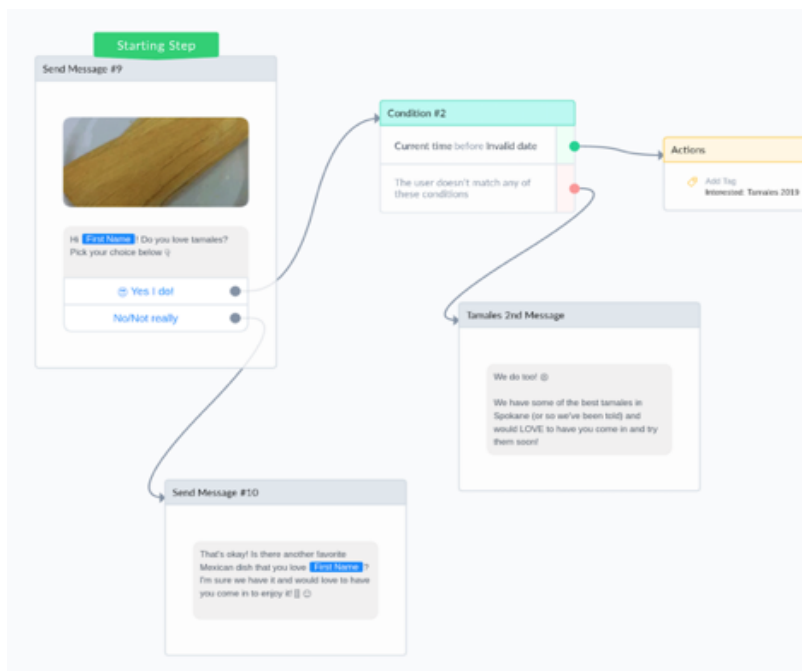
The non-promotional Messenger sequence message asked:

*Do you love tamales?*

When clicking through the SMS message, the customer was sent to Messenger to input order details.



People who were interested in the offer were asked if they wanted to order a dozen. Those who responded “no” were asked their favorite Mexican dish, and then invited to stop by and enjoy that dish at the restaurant before the end of the year.



Individuals who wanted to place an order of tamales were asked a few questions using a combination of multiple-choice user input and free keyword input, which helped the restaurant stay organized when taking orders through Messenger. They asked the following questions:

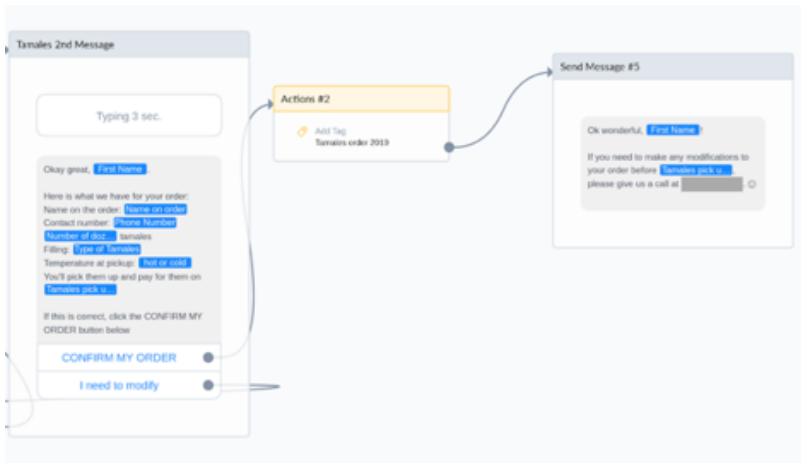
1. How many dozens of tamales do you want?
2. Do you want pork or vegetarian?
3. Do you want the tamales hot or cold?



4. What is the name of the person picking up the order, and what is their phone number?
5. What is a good pickup date and time, before December 25th, to come in and pay for the order?



After a customer submitted their details, the restaurant sent an order summary of all the input responses to the user, who was then prompted to either confirm or modify the order.



When a user confirmed the order, they were tagged, a Zap sent the information to Google Sheets and a text was sent to the restaurant owner to notify him of the new order.

If the customer modified the order, they were asked which part of the order needed to be changed. The text sequence also added a tag so when changes were made the user was sent straight to the confirmation summary, instead of going through the entire ordering process again.

## **Sending reminders to encourage action**

Liberman also implemented automated follow-ups to encourage people to complete their orders, and set up rules for reminder messages after each question. So, if a user dropped off after two questions, the Messenger [chatbot](#)<sup>43</sup> sent a message 10 minutes later asking if they still wanted tamales. If the question was met with a “yes” response, the customer was taken back to where they left off.

In addition, Liberman created two different messages that reminded people of their tamale order, one sent the day before pickup and the other an hour before pickup, reconfirming the previously selected date and time. The messages also included directions to the restaurant with a Google Maps link.

## **The campaign’s success**

The restaurant’s eight-day campaign was so successful that it ran out of tamales, and boosted subscribers to 3,547 (364 of which are thanks to SMS). 819 subscribers selected in Messenger that they love tamales, 29 of the 819 started the order process (in addition to 10 from SMS) and 23 people ordered a total of 27 dozen tamales.

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<sup>43</sup> <https://manychat.com/blog/chatbot-examples/>

Originally, the restaurant owner wanted to postpone this campaign until next year, but was convinced to give it a go. And it was a good thing he did. The owner was so overwhelmed by the response that he decided to send a free appetizer coupon to everyone who showed interest in ordering, not just to the 23 people who actually completed an order.

Case study no. 2:

## How one food truck owner boosted his revenue by 30% with an SMS marketing campaign

Food truck vendor Don Marler found himself struggling to keep up with constant [Facebook Messenger updates](#)<sup>44</sup> and the accompanying rules and regulations. Free broadcasts had become antiquated, and Marler didn't have a plan in place to continue audience engagement or drive sales. So, the vendor took it upon himself to join Mackensie Liberman's [Chatbot Agency Blueprint](#)<sup>45</sup> course and community, as well as participate in her consulting sessions designed to offer businesses tools to overcome obstacles.

Marler implemented what he learned through Liberman's course and his food truck (known for its mouthwatering cheesesteak sandwiches) became renowned throughout the St. Louis, Missouri

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<sup>44</sup> <https://manychat.com/blog/facebook-messenger-policy-2020/>

<sup>45</sup> <https://orcmarketology.clickfunnels.com/chatbotagencyblueprint33846734>

area, all thanks to [Chat Marketing](#).<sup>46</sup> And better yet, business is booming.



**5X return-on-ad spend  
on average**

## Using SMS to keep customers informed and drive sales

Marler wanted to attract more location-based sales and engage with customers by encouraging them to redeem offers via [SMS](#)<sup>47</sup> and [Messenger](#).<sup>48</sup>

Before using SMS, Marler relied on Messenger broadcasts and organic social media posts to let people know he was coming to their town. While those approaches were helpful, he struggled to keep his audience engaged after changes to the Facebook broadcast policy. He turned to Liberman to find a better way.

**“He was about ready to stop using ManyChat, if he couldn’t send broadcasts to tell people in different towns saying he was going to be there, how would he get the word out?”**

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<sup>46</sup> <https://manychat.com/blog/what-is-chat-marketing/>

<sup>47</sup> <https://manychat.com/blog/sms-marketing-best-practices/>

<sup>48</sup> <https://manychat.com/blog/does-your-business-need-messenger-marketing/>

Liberman, a beta user for ManyChat SMS, decided to help the food truck business with a new campaign that would reach people already connected to the cheesesteak vendor through Messenger. Together, Liberman and Marler chose to focus on text message marketing — a cost-effective and engaging way to let diners know when the food cart would be in their area. The text included a link to order beforehand to lock in sales, and only cost the company a penny per message.

SMS helps businesses build closer ties with their customer base by allowing real-time engagement without a 24-hour messaging window. It also acts as an excellent channel for sending promotions to an audience who's interested in your product or service.



**Over 90% open rate  
for text messages**

“As a big American wrestling fan,” Liberman explained, “[Marler] can send out a promotional text saying, ‘When you come in, say the word Hulk Hogan, and you’ll get two dollars off.’”

The messages were a fun, meaningful way to express his personality and boost brand awareness through text. The verbal keywords also helped Marler track how many people see a text and visit the truck versus through a Messenger coupon.

## Using a multi-channel strategy to connect with an audience

To get people on his SMS list, Marler employed the following approach:

1. One organic post on Facebook that lets people know where he'll be in the upcoming week.
2. A coupon offer that clicks through to Messenger.
3. To get the coupon, users must give their email, phone number and SMS opt-in consent.
4. Once a user opts in to SMS, he segments each subscriber by their location in ManyChat. This allows him to send an SMS to those people whenever he's in their neighborhood.



**More than \$7,000 in additional revenue per month**

A multi-channel approach allows businesses to send relevant promotions, offers or updates directly to subscribers on the platform they're most comfortable using. In this case, Marler connects with people through text messages, video posts on Facebook and Messenger; he plans to add email to the mix, too.

ManyChat's software helps deliver SMS and Messenger conversations. By texting with people who had previously engaged with his Messenger bot, Marler was able to maximize sales and keep costs low.

## How the vendor grew an SMS subscriber list

To work towards his goal of getting more SMS subscribers, Marler runs a combination of paid ads and a [Comment Growth Tool](#)<sup>49</sup> to get people in his bot. People are directed to a “buy one, get one free” sequence where they have to enter their phone number and email address to receive the coupon.



**Increase of 30% of total revenue for the business**

In addition, Marler uses a mix of conditions and rules to offer different coupons to already engaged customers. For example, if someone comments for the second time on a post connected to a Comment Growth Tool, they receive a different coupon. The third time, another coupon, and so on, offering five in total.

When people come in for the fifth time, Marler has already built a close relationship with the repeat customer. He can text, chat (with Messenger) or email, and customers are more likely to respond.

## Boosting sales and awareness with SMS

Since starting the SMS campaign in September 2019, Marler saw the boost in sales that he wanted.

### His results:

- Over 90% open rate for text messages.
- More than \$7,000 in additional revenue per month.

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<sup>49</sup> <https://manychat.com/blog/comment-growth-tool/>

- Roughly 5x return on ad spend.
- Increase of 30% total revenue for the business.

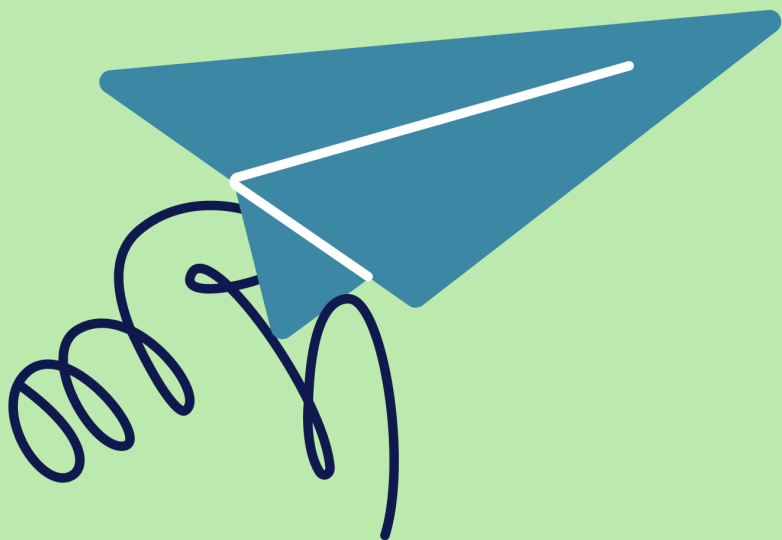
## **It's time to adopt texting for your business**

Doing your due diligence to find the best platform to integrate SMS into your multi-channel marketing plan can give you the edge on your competition, build your business's reputation, boost sales and revenue, offer your customers the service they truly value and create meaningful relationships with them.

Consumers enjoy the ease, convenience and personalized human connection of a text. Two-way texting empowers them to make the best choice and helps them feel heard in a sea of consumers and brands. As we all grow more connected in this digital age, you won't want to miss out on the opportunity to capture and retain that consumer-brand bond.



# Email Marketing



# Part I:

## IS EMAIL ENOUGH?

As it's been mentioned in previous sections, there's this persistent idea in the marketing world that email — a well-established digital channel known for its 1:1 connection between business and customer — is dying, if not already dead.

With more and more platforms able to instantly communicate (through texting, social media, Messenger, Slack, etc.) with users, marketers can have dynamic conversations with people in real time and see results right away. And with such an advancement in communication technologies it's easy to assume that email has been rendered obsolete.

Hate to break it to you, but this is simply not true and email is alive and well. But its reality is much more nuanced than you might think. Email itself isn't the problem (in fact, it should still play a big role in your marketing mix), but rather the issue is whether businesses are using it properly in conjunction with other similar tools and best practices.

Despite slow decline in open and click-through rates, as well as conversions, email isn't on its last leg. But forward-thinking marketers aiming for a more comprehensive approach do need to consider, for example, how it can work with [Facebook Messenger bots](#)<sup>1</sup> — a complementary technology that really does have the potential to overtake email someday.

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<sup>1</sup> <https://manychat.com/blog/best-facebook-chatbots-2019/>

The truth is, advances in [Messenger](#)<sup>2</sup> and other [conversational marketing](#)<sup>3</sup> channels have created a more competitive landscape, making it harder to effectively reach people's inboxes. But ultimately this rise of [Messenger Marketing](#)<sup>4</sup> is nothing to fear or avoid, and pairing it with email makes for a pretty potent combination.

## So where is email marketing going?

Remember, when we're talking about email it's not an all-or-nothing proposition. Future-oriented marketers know that a well-balanced approach includes a good mix of traditional and emerging tools — rather than relying solely on a single channel.

If you put all your eggs in one basket you risk losing key interactions with customers, whereas a multi-faceted campaign expands your audience reach. So, if a customer misses your email, Instagram post or tweet, you can catch them on Messenger or another marketing channel. Furthermore, with an integrated foundation like this in place you can capture and connect with customers in real time, as well as support marketing automation, Facebook advertising, lead nurturing and analytics — all elements that make up a healthy marketing strategy.

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<sup>2</sup> <https://manychat.com/blog/ultimate-guide-messenger-marketing-and-facebook-chatbots/>

<sup>3</sup> <https://manychat.com/blog/conversational-marketing/>

<sup>4</sup> <https://manychat.com/blog/start-using-messenger-marketing-chatbots/>

Leading companies are already exploring the possibilities, and many have started to combine Messenger Marketing, email and other marketing channels to connect with and build audiences at scale.

“People are building these huge subscriber lists. For me, ManyChat is the backbone of the core of our marketing funnels. However, we still use email, websites and more to build audiences. It’s about not trying to do everything in Messenger. It’s the middle part of the funnel, but it’s not the whole funnel. So utilize everything you can within your marketing ecosystem.”

John Preston — Director at Superstar Bots

## How to turn your marketing mix into a lean, mean, lead generating machine — again

Here are four ways to build out a new marketing model to include email integration.

### 1. Provide valuable content for subscribers

An effective marketing strategy offers content to educate and engage your audience. Whether it’s how-to videos, educational blogs or inspiring emails, your goal is to give them what they want, when they want it.

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<sup>5</sup> <https://www.linkedin.com/in/john-preston-164b555a/?originalSubdomain=uk>

## 2. Create multiple entry points into your ecosystem

Many companies spend a lot of time and energy trying to perfect one channel, whether it be YouTube, a blog or Messenger. A better approach is to catch customers in multiple places and offer a seamless transition between all your channels. For example, when you get a new ManyChat subscriber, add them to an audience in MailChimp with an [app integration tool like Zapier](#).<sup>6</sup>

## 3. Carefully segment your audiences

People who adopt this new marketing approach are also rethinking how they segment audiences for promotional efforts. Email marketing tries to encourage people to open with catchy subject lines, spam tactics or other methods without knowing who's on the other side.

Every one of your customers is in a different stage of buying your product. Consider where they are, the [questions they ask](#),<sup>7</sup> the best time (and channel) to reach out and what they need to make a transaction.

## 4. Automate the process

Perhaps the most exciting part of all this comes from the ability to automate (nearly) the entire selling process. Marketers can create a complete marketing ecosystem that keeps customers around longer and extends the purchase cycle.

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<sup>6</sup> <https://zapier.com/apps/mailchimp/integrations/manychat>

<sup>7</sup> <https://manychat.com/blog/best-marketing-questions-to-ask-with-ryan-deiss/>

This [new marketing strategy](#)<sup>8</sup> helps companies attract more qualified leads so they can ultimately reduce manpower, better manage operations and provide customer support at a lesser cost.

## Part II: BEST PRACTICES TO IMPROVE YOUR CAMPAIGNS

Conversations are powerful, especially when you can produce messages tailored to your audience on specific mediums such as email.

We've seen the results of how impactful [Messenger bots](#)<sup>9</sup> are with conversations, lead generation and ROI — it's a game changer. But [email marketing also has an enormous ROI](#)<sup>10</sup> and remains a hugely effective method for gaining customers. Best of all, the work you're already doing with your Messenger bot can be integrated seamlessly.

But before we go any further, let's make sure you're adhering to some best practices to help you craft a strong email marketing strategy and drive those all-important conversions.

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<sup>8</sup> <https://manychat.com/blog/messenger-marketing-strategy/>

<sup>9</sup> <https://manychat.com/blog/best-facebook-chatbots-2019/>

<sup>10</sup> <https://blog.hubspot.com/marketing/email-marketing-stats>

# Get permission

Due to Europe's [General Data Protection Regulation](#)<sup>11</sup> (GDPR) policy from 2018 — a sweeping set of digital privacy rules with far-reaching effects around the world — you need explicit consent from a user in order to send them emails. (An example of this would be having a potential recipient type their email address in a website subscription form. You can also utilize a Messenger bot to capture this type of information.)

Some companies will purchase cold lists and begin blasting out emails (that may or may not be relevant) to those users. This is not good. For one thing, it's illegal under the GDPR. It also makes your business look bad and decreases engagement. [Studies show](#)<sup>12</sup> that the average email open rates for permission-based campaigns are 30%-40%, while email campaigns sent to recipients who did not give their permission have an average open rate of 2%.

As long as you're doing everything by the book and in compliance with GDPR standards, you should be good to go.

# Make it easy to unsubscribe

You may be tempted to bury your unsubscribe link in order to prevent people from opting out of your emails. Resist that

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<sup>11</sup> <https://manychat.com/blog/gdpr-manychat-updates/>

<sup>12</sup> <https://www.campaignmonitor.com/resources/guides/permission/>

temptation. Making it easy for people to unsubscribe is actually a good email marketing strategy.

Think about it: Making your unsubscribe button easy to spot increases transparency and builds trust. And requiring just one click to unsubscribe also enhances your sender reputation. (Remember that [it's actually illegal](#)<sup>13</sup> under the CAN-SPAM act to make it difficult to opt out.)

If people ultimately do decide to unsubscribe from your emails, don't worry too much — it doesn't mean they won't be a customer in the future.

## Be clear about your intentions

It's important to be honest about what people will receive (and when they receive it, for that matter) as they opt in to your emails so they won't be disappointed down the road. You can let users know what's in store on your opt-in website page, in a [welcome email](#)<sup>14</sup> or in a [chatbot sequence](#).<sup>15</sup>

Once you've promised your subscribers something, deliver on it. For example, if you say you're going to send them social media marketing tips, then send them social media marketing tips and nothing else.

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<sup>13</sup> <https://www.forbes.com/sites/forbesagencycouncil/2018/06/06/is-your-email-marketing-compliant-with-the-can-spam-act/#5c50e82732d0>

<sup>14</sup> <https://instapage.com/blog/best-welcome-email-examples>

<sup>15</sup> <https://manychat.com/blog/manychat-sequences-tutorial/>



# Collect emails from Messenger

Once you have all the legalities figured out, the next step in creating an email marketing strategy is to collect a list of email addresses — contact information for people who have interacted with your brand in the past or might be interested in the future — so you can cultivate a long-term relationship with these leads and convert them into customers.

With the help of ManyChat, you can create a Facebook Messenger bot flow that asks the user for their email addresses. In fact, [Facebook Messenger marketing](#)<sup>16</sup> is a fantastic way to start the conversation because this kind of interaction is what the social network was designed for. So after you've engaged your leads with a [chatbot](#),<sup>17</sup> and received permission to begin sending emails, you should be off to the races.

## Segment your email list

As your email list grows, you'll need to [segment](#)<sup>18</sup> the audience (i.e. organizing the data based on subscriber characteristics) to ensure that each recipient is only getting messages that are relevant to them.

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<sup>16</sup> <https://manychat.com/blog/ultimate-guide-messenger-marketing-and-facebook-chatbots/>

<sup>17</sup> <https://manychat.com/blog/chatbot-examples/>

<sup>18</sup> <https://manychat.com/blog/audience-segmentation/>

There are [a few different ways](#)<sup>19</sup> to segment your list. For example, if you do business all over the world, you'd want to divide up your subscribers by location. You can also [segment by purchase history](#)<sup>20</sup> — someone who's never bought a product from your company before and a repeat customer should each be classified and targeted with different campaigns.

## Identify times and frequency

How often should you send emails to your subscribers? And what time of day should you send them? The ideal frequency will vary from brand to brand. A nonprofit organization could get by with a twice-a-month newsletter while a fashion brand that regularly runs promotions might need to send three emails a week to keep customers updated on the latest sales.

With regards to timing, don't send emails in the middle of the night. Start by sending emails on weekdays, ideally in the middle of the week, during normal business hours. Make sure to pay attention to which emails get the highest open rates to home in an optimal cadence for everything.

## Design a drip campaign

A drip campaign is a type of email marketing strategy where a pre-written set of emails is sent to subscribers over a period of time.

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<sup>19</sup> <https://blogs.constantcontact.com/4-ways-to-segment-your-list/>

<sup>20</sup> <https://manychat.com/blog/behavioral-segmentation/>

Drip campaigns are often designed to [convert](#)<sup>21</sup> a new prospect into a customer; in this scenario, a company might send half a dozen emails, with the first few being educational in nature, and the last couple of messages slightly more promotional.

Your goal is to provide valuable content that proves you know what you're talking about. If you're successful, people will begin trusting your company and will be more receptive to whatever it is you're selling.

## Craft compelling subject lines

Subject lines can be difficult to write but they are hugely important. Good ones describe what's inside the email while still enticing people to click inside for the full message.

You can improve subject lines by personalizing them and/or asking a question. You can also inject some personality into them (if it's on brand for you to use a smiley-face emoji, go for it!). Keep them short (ideally [under 50 characters](#)<sup>22</sup>) so they don't get cut off on mobile. And use words that create a sense of urgency. Subject lines with "soon," "daily" and "weekly" have higher engagement rates.

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<sup>21</sup> <https://manychat.com/blog/customer-acquisition/>

<sup>22</sup> <https://blog.hubspot.com/marketing/improve-your-email-subject-line>

## Focus on copy

The body copy in your email should align with your brand voice and personality. A large technology company would perhaps have a more formal brand voice, whereas a small business that sells surfing gear could be more casual and include the occasional piece of slang. In general, being [conversational](#)<sup>23</sup> is better so your emails will sound more human and relatable.

Also, get to the point quickly and look for ways to keep things concise. Hooking a reader with a story is always good, but afterwards clearly explain what you're offering and why they should care. Your body copy will lead right into your CTA, making it easy for people to opt in once they understand the value proposition.

## Focus on design

The design of your email — the colors, fonts, imagery and layout — plays a big role in whether or not someone will read the full message. Well-designed emails are a pleasure to read, while emails that have subpar graphics, too-small font sizes and no images generate a bad user experience.

Colors should be on brand and consistent. Fonts need to be legible but don't worry about getting too fancy; focus on using standard fonts (i.e., Arial, Verdana, Times New Roman) that

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<sup>23</sup> <https://manychat.com/blog/conversational-marketing/>

are readable on any platform. Use photos and graphics when appropriate; images should be [clickable](#)<sup>24</sup> and high quality, while any graphics ideally incorporate the same colors and fonts as the rest of the email.

Finally, think about the layout of everything. Since many people read in an [F-shaped pattern](#),<sup>25</sup> it's best practice to design your emails for this type of top-down scanning, with the most important information in the more highly trafficked areas. An email header, for instance, could include your logo and, say, store categories; a footer might contain links to social media accounts and an unsubscribe button.

## Optimize your CTA

A CTA does just what you would expect. It gets your email subscribers to take an action, which could be almost anything. CTAs often lead to a website product page, but they could also ask users to download something or invite them to give feedback on a recent purchase.

Make your CTA button more visible by making it a bright color, giving it a unique shape or even adding some arrows pointing to it. Experiment with the copy of the button, too; this is a good place to get creative, using phrases such as "Start learning today" to help the reader envision specifically what will happen when they opt in.

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<sup>24</sup> <https://blog.hubspot.com/marketing/make-emails-more-clickable-list>

<sup>25</sup> <https://www.wiredplus.com/hub/f-shaped-reading-pattern/>

# Test your emails

Your email could have the wittiest subject line, stunning graphic design and top-notch copywriting — but it would all be for naught if the message goes out with any errors.

Do yourself a favor: Before you hit that send button, test the email by sending it to yourself. That way you can do a thorough copy edit to catch any broken links or incorrect information. Even better, use an inbox preview tool to let you see how your email appears on different email providers.

A/B testing (also called split testing) is another important component of email marketing. This type of testing is an experiment where you send out two versions of the same email and see how users respond to each. And you can test different subject lines, copy, CTAs and design elements.

For example, half of your subscribers might receive an email with the subject line “50% off today only” while the other half gets an email with the subject line “New T-shirts half off.” A/B testing allows you to pinpoint what works best so you can get more conversions.

## Part III:

# GETTING RESULTS WITH MANYCHAT

By now, it should be clear that email still has plenty of life in it. Check out how ManyChat used its own Customer Chat Growth Tool to boost subscriptions to their email newsletter, and how one marketing agency integrates email into its customer communication strategy.

Case study no. 1:

## How ManyChat used Customer Chat to increase email subscribers by 50%

### Overview

The content team at ManyChat is always looking for new ways to grow their email newsletter “The Chat.” Previously, the team collected emails on the blog homepage through an embedded sign-up form, but the placement wasn’t getting the desired amount of monthly signups. To spread the word about the newsletter and get more subscriptions, the team turned to the Customer Chat [Growth Tool](#)<sup>26</sup> to see what a conversational sign-up process could do.

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<sup>26</sup> <https://manychat.com/blog/growth-tools/>

After one quarter, the Customer Chat resulted in a 50% increase in subscribers for “The Chat” and engagement with their content.

## The Problem

ManyChat relied on an embedded sign-up form on their blog homepage to get newsletter sign-ups. They wanted more interactive ways to engage with new website visitors and promote the newsletter to encourage sign-ups.

## The goal

ManyChat wanted to increase the volume of newsletter subscriptions for the quarter to share valuable content with people, grow interest in their [free video course](#)<sup>27</sup> and boost engagement.

## The Approach

- Turn website visitors into email subscribers with Customer Chat. ManyChat set up the Growth Tool on all pages with “/blog” in the URL. Once a visitor clicked the chat bubble, they entered an automated flow that promoted the newsletter and asked for their email address.
- Use GIFs as a visual language. Through using GIFs, the bot expressed different emotions throughout the flow relevant to a

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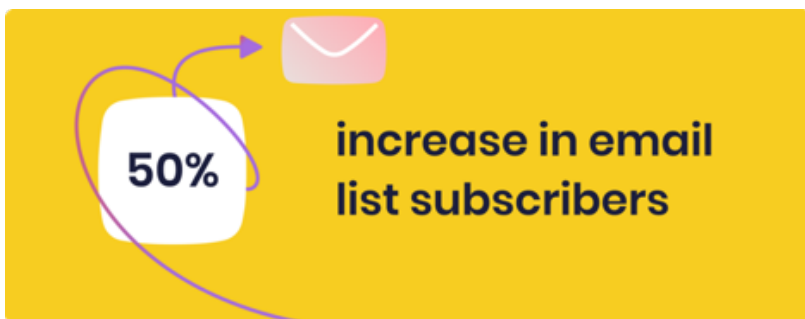
<sup>27</sup> <https://manychat.com/free-video-course>



person's actions. This visual language helped make a text-based conversation more funny, entertaining and engaging.

- Give people more engagement opportunities after a conversion event. To maximize the bot's impact, ManyChat offered people a variety of options at the end of the flow. People could click to go see case studies, sign up for a free account or keep browsing the blog.
- Track conversion events using ManyChat Analytics. Since conversion events — like newsletter sign-ups and sign-up page views — were tracked in ManyChat Analytics, the team could make small adjustments to the flow over time to improve conversions.

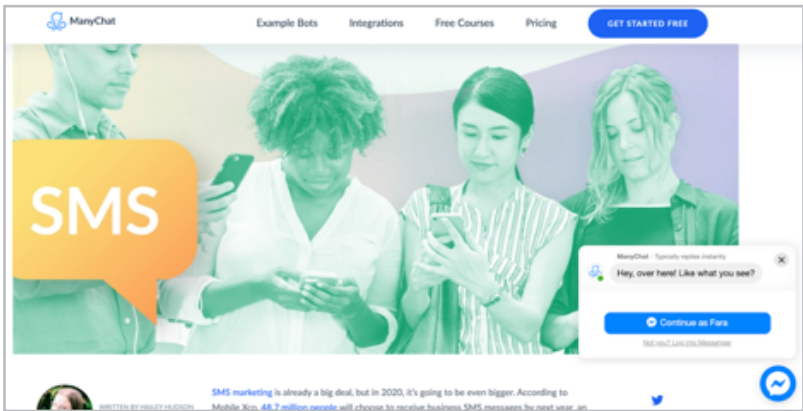
## The Results



## How ManyChat grew their email list by 50% in two months

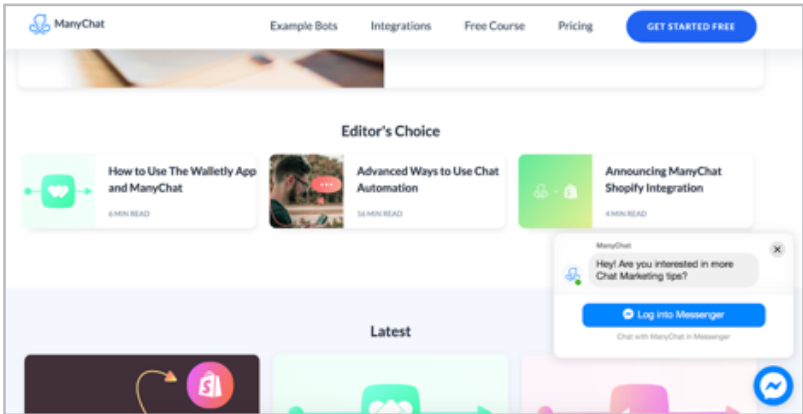
### Creating a welcoming intro message

Initially, the team tested a conversational intro message like the one below.

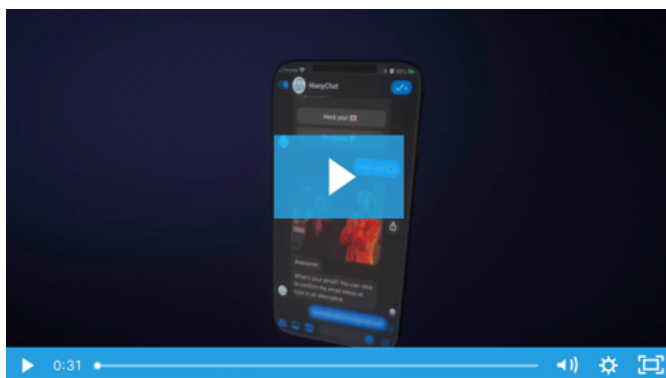


After running this intro message for a month, they saw the message converting around 6.4% from widget to flow. While that conversion rate wasn't bad, they decided to shift the message to reflect the bot flow's purpose: to get newsletter sign-ups.

The new message below is what stuck and converted at 7.8%, a 21.78% increase in conversions.

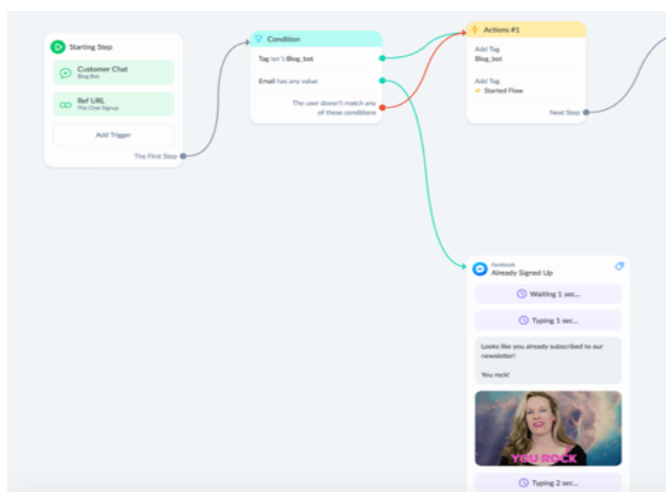


Here's what the flow looks like from a subscriber's phone.



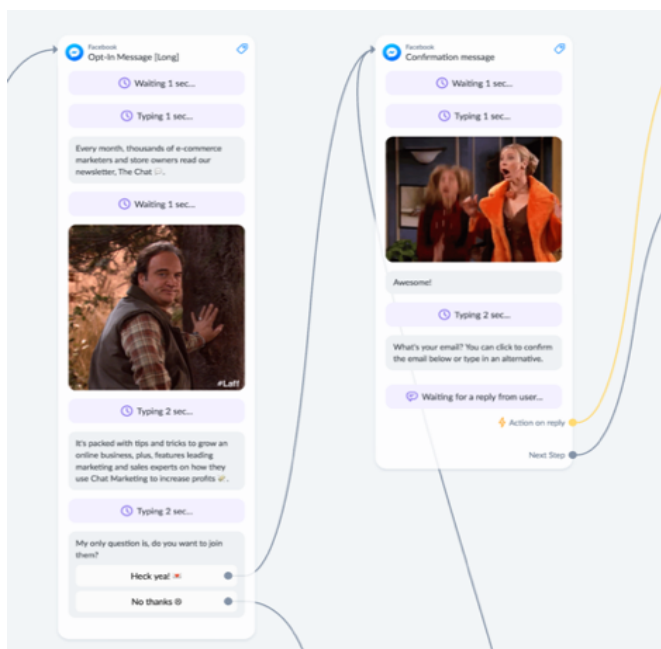
## Building out the flow

The first step was to create a Condition to identify people who've already subscribed to the newsletter. If they had a Blog\_bot tag and email saved to the System Field, they were sent a follow-up message that thanked them for subscribing. Plus, a rockin' GIF of Kelly Noble Mirabella.

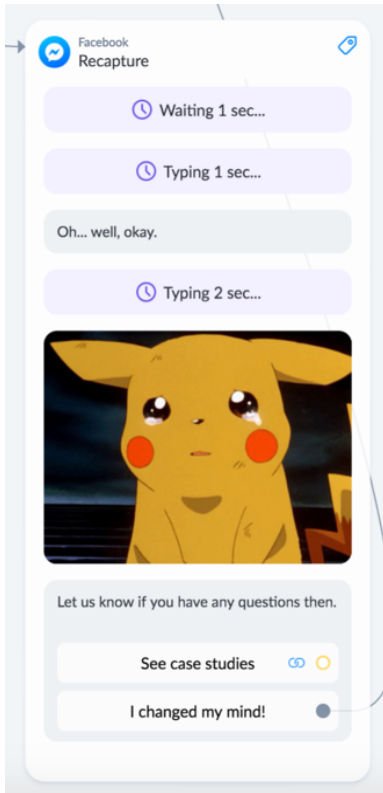


If this was someone's first time in the bot or if they hadn't yet subscribed, they'd enter the flow. The opt-in message works for three reasons:

- It tells the person what they'll get from signing up.
- It uses a GIF to liven up the long message.
- It uses emojis in buttons to encourage clicks.



If a person clicked "Heck yeah!", they were sent a follow-up confirmation message to subscribe to the list with their email attached to their Facebook account or another email address through keyboard input.



If a person clicked "No thanks," they were sent a recovery message to try and get them back into the main flow.

From here, users could:

- See case studies on the website.
- Change their mind and go back to the flow.
- Exit the conversation.

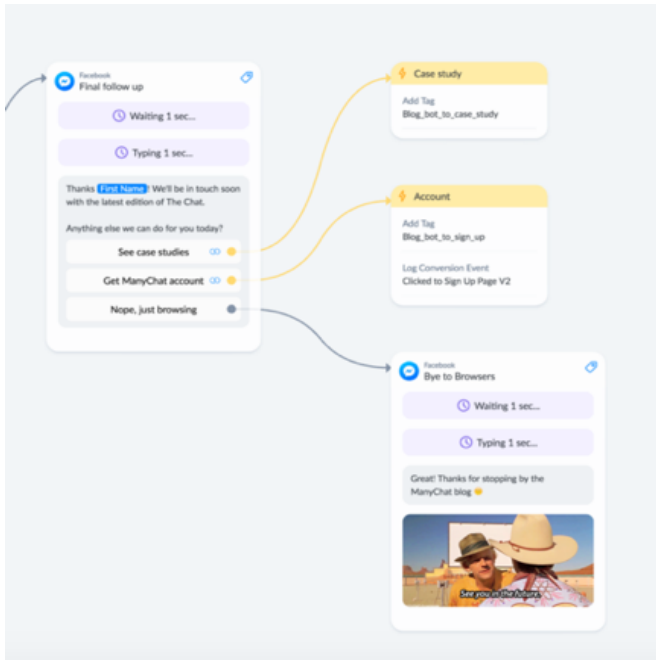
At the time of publication , 2,174 people opened the recovery message and 21% viewed case studies, while 20% changed their mind and went back to sign up for "The Chat."

After a person signed up for "The Chat," the ManyChat team set up an Action block to:

- Log email sign up as a conversion event to track in ManyChat Analytics.
- Capture the email in a System Field for the ManyChat bot.
- Send the email to the company's Mailchimp list.
- Add subscriber to a Google Sheet.

After logging that information, users were sent a follow-up where they were given three choices:

- View case studies.
- Get a ManyChat account.
- Continue browsing.



If a person went to the case studies page or went to sign up for a ManyChat account, they were tagged to help the marketing team with their remarketing efforts.

## Conclusion

The marketing team successfully engaged with website visitors and drove newsletter sign-ups throughout the second quarter. Using the Customer Chat widget on their blog site, they were able to increase email sign-ups by more than 50% and drive more qualified leads for their Pro accounts.

Case study no. 2:

## How Orca Marketology leans on email as a backup plan

Mackensie Liberman, owner of Chat Marketing agency [Orca Marketology](#),<sup>28</sup> has been using ManyChat since the chat marketing platform's inception, and runs mostly local marketing campaigns through Messenger, SMS and email.

## Another way to communicate

Liberman began using [ManyChat's email functionality](#)<sup>29</sup> after a big [Messenger policy update on March 4, 2020](#),<sup>30</sup> which laid out some new rules — and limitations — on how and when businesses can interact with customers.

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<sup>28</sup> <https://manychat.com/blog/orca-marketology/>

<sup>29</sup> <https://manychat.com/blog/announcing-sms-and-email-features/>

<sup>30</sup> <https://manychat.com/blog/facebook-messenger-policy-2020/>

Following the major announcement, she needed a way to communicate with people outside the 24-hour messaging window; and since not everyone wants to give their phone number to a business, she used email to connect with them.

## Email as a backup plan

“Some subscribers don’t check Messenger and fall outside the 24-hour window. Others are hesitant to give their phone number to a business,” said Liberman. “With ManyChat email, I can reach those people and send relevant offers, reminders and promotions to increase leads and sales for my clients’ businesses.”

Liberman collects emails from users during a Messenger or SMS opt in, and uses email as the last resort — a backup plan for when she can’t reach subscribers on other channels.

So when sending a promotion, deal or reminder, Liberman uses the following messaging hierarchy:

1. Messenger
2. People who opt in for One-Time Notification
3. Text
4. Email

There are even a few top-use cases where ManyChat email helps, including:

1. **Weekly webinar reminders:** For an investment research company, Liberman sends weekly reminders for upcoming webinars using



email and SMS. (Other marketers have also told ManyChat they incorporate email when sending various types of reminders.)

2. **Coupon reminders and One-Time Notification opt-in:** One goal Liberman keeps in mind when using email is getting people back into Messenger. Once in Messenger, subscribers can access their coupon in the chat window and opt in for a [One-Time Notification](#)<sup>31</sup> for the next sale.

In sum, ManyChat's email solution is an effective way to amplify and extend your Facebook and SMS Chat Marketing campaigns. Plus, the numbers say it all with ManyChat customers see open rates at 66% higher than [industry average](#),<sup>32</sup> and click-through rates at 250% higher than [industry average](#).<sup>33</sup>

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<sup>31</sup> <https://manychat.com/blog/how-to-use-one-time-notifications-for-facebook-messenger/>

<sup>32</sup> <https://mailchimp.com/resources/email-marketing-benchmarks/>

<sup>33</sup> <https://mailchimp.com/resources/email-marketing-benchmarks/>

# The Future of Chat Marketing



What does the future hold for Chat Marketing? To answer that question, you have to understand that the way people communicate now has been fundamentally changed — thanks in large part to technological advances like the smartphone.

The fact is, billions of people use chat platforms like Messenger by Facebook, WhatsApp and SMS to connect with each other. And the way businesses connect with their customers should always mirror that kind of human-to-human communication.

## Mobile First

There's no doubt that the mobile revolution has arrived. Need further proof? Just look at what happened in November of 2019, when, for the first time in history, [mobile traffic surpassed U.S. desktop traffic](#).<sup>1</sup>

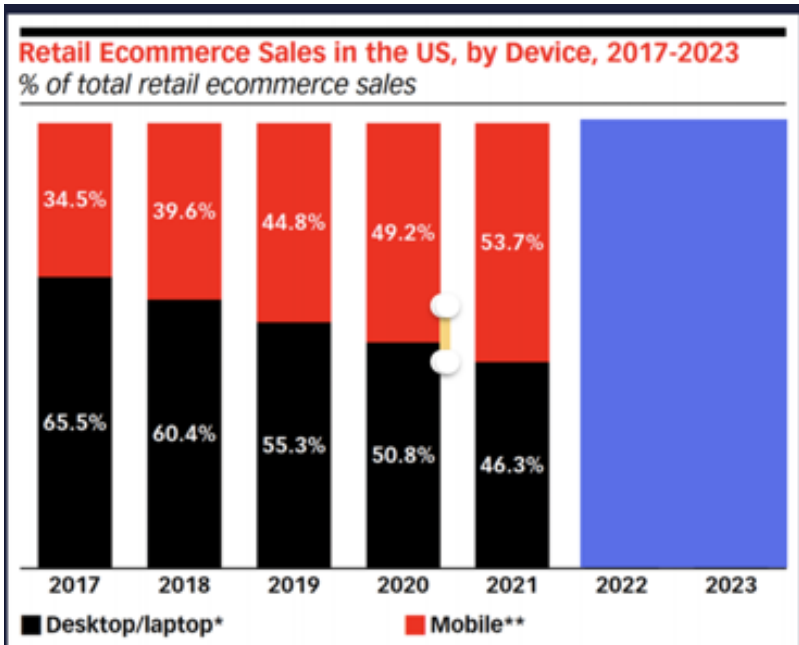
And when it comes to eCommerce, consider that [45% of U.S. sales in 2019 were conducted on mobile devices](#)<sup>2</sup> — and that number is projected to hit [54% by 2021](#).<sup>3</sup> Already a popular way to browse the web, mobile is becoming the default channel for transactions, too.

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<sup>1</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 11)

<sup>2</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 20)

<sup>3</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 22)



In 2020 alone,<sup>4</sup> the estimated number of mobile messaging app users worldwide (2.7 billion) is expected to overtake the number of mobile social network users (2.66 billion), with the upward trend slated to continue in the coming years.

So really, Chat Marketing is just getting started.

But how should you properly leverage all of this information and be part of the conversation? A company's marketing strategy certainly depends on the type of business, but there are a handful of channels that provide the foundation for a winning Chat Marketing strategy.

<sup>4</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 65)

- **SMS:**<sup>5</sup> People love texting, full stop. A very personal and highly engaging experience, it's no wonder SMS has 99% open rates and 10%-30% CTRs. And with 5 billion SMS-enabled devices out there, texting cannot be ignored.
- **Messenger by Facebook:** With [1.45 billion people using Messenger](#),<sup>6</sup> we're talking about scale on an epic level. In fact, ManyChat powers [8.5 million](#)<sup>7</sup> active conversations per day on the platform, with customers seeing CTR rates [130% higher](#)<sup>8</sup> than the industry average. The social network giant has shown a deep investment in eCommerce, lead generation and live chat, so mark this as a high-priority channel.
- **Instagram and WhatsApp:** As two other Facebook-owned platforms, Instagram and WhatsApp are becoming increasingly important in the chat space. More and more, businesses are using Instagram to directly connect with customers; and Whatsapp will play a bigger role as it continues to grow in the U.S. and around the world.
- **iMessage:**<sup>9</sup> Over half of all U.S. mobile traffic is happening on Apple's iMessage platform. If you're even remotely interested in building out an effective SMS strategy, you'd do well to factor Apple into the equation.
- **Email:** We still like email, but it's not a desktop kind of world anymore. However, with [42% of all emails being opened on mobile](#),<sup>10</sup> the smart move is to combine this still widely used channel into a chat-focused approach.

There are other intriguing developments on the horizon, as well. For example, Google users will be able to [message businesses](#)

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<sup>5</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 54)

<sup>6</sup> <https://docs.google.com/document/d/1PcifdCcL74xyyxHdLxdbHGzr6bwEIKMzahcwToUVIfE/edit?ts=5f36b884>

<sup>7</sup> <https://docs.google.com/document/d/1PcifdCcL74xyyxHdLxdbHGzr6bwEIKMzahcwToUVIfE/edit?ts=5f36b884>

<sup>8</sup> <https://docs.google.com/document/d/1PcifdCcL74xyyxHdLxdbHGzr6bwEIKMzahcwToUVIfE/edit?ts=5f36b884>

<sup>9</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 74)

<sup>10</sup> [https://www.dropbox.com/s/gqb96x54twd84fa/smmw\\_mike.pdf](https://www.dropbox.com/s/gqb96x54twd84fa/smmw_mike.pdf) (p. 40)

directly from search results,<sup>11</sup> introducing a whole range of possibilities when it comes to SEO/SEM and chat strategy. And a new protocol called **Rich Communication Services (RCS)**<sup>12</sup> has started to roll out. Think of it as “SMS 2.0” — it’s essentially texting with expanded and enhanced multimedia capabilities. Just imagine the kind of leaps in engagement Chat Marketing can take once this technology is more widespread.

And then there’s ManyChat.

Used by over 1 million businesses and 200,000 marketing agencies around the world, we help businesses like yours engage with millions of new customers through Messenger by Facebook and SMS, and improve your ROI by up to 600%.

Our passionate team and interactive Chat Marketing platform — complete with powerful automation and insights tools, as well as integrations with services like Shopify, Hubspot, Facebook, Active Campaign, Stripe and Paypal — along with our thriving community of Chat Marketing experts and agencies make us the most trusted Chat Marketing platform for mobile commerce. And this is all happening right now.

So when you really think about it, the future of Chat Marketing is ... already here.

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<sup>11</sup> <https://www.poweredbysearch.com/blog/customers-will-soon-message-right-google-search-results/>

<sup>12</sup> <https://www.digitaltrends.com/mobile/what-is-rcs-messaging/>