



Messenger Business

Marketing In The Age of Conversational Commerce



FIVE KEY STEPS TO SUCCEED



Plan

Plan your marketing strategy and identify where conversation can help you drive business results



Create

Create a seamless messaging experience for your consumers



Reach

Reach the right people to help them discover the experience



Test

Test and measure how the experience is impacting your business objective



Expand

Expand when the time is right



Create

Reach

Test

Expand



Plan

Plan your **conversation strategy** to address unmet customer needs

Plan your **marketing strategy** around conversation

Plan your marketing strategy around conversation

Determine the right campaign objective based on business goals and customer journey

Diversity to more objectives and optimization strategies to reach larger audiences

 **Discover**

 **Consider**

 **Purchase**

 **Post Purchase**

Plan



Create

Reach

Test

Expand



Create

Create a seamless and personal
conversation experience

Create a seamless **buying experience** to encourage conversation

Plan



Create

Reach

Test

Expand

Create your messaging experience

Considerations for automated experiences via chat bots:

Do you have a developer in-house or will you need a third-party?

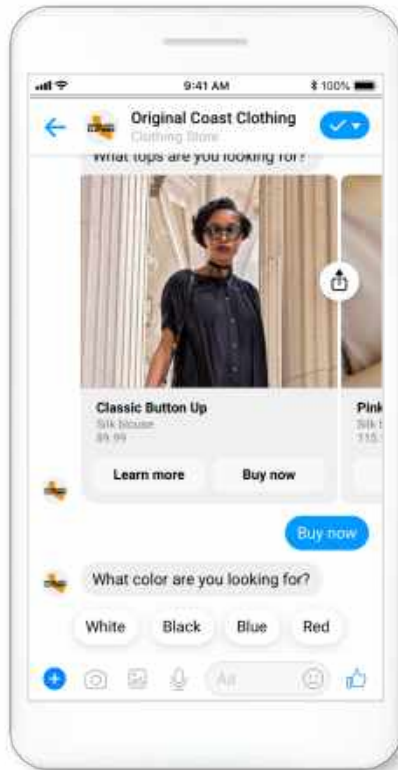
Will the experience complement your marketing strategy and communication channels?



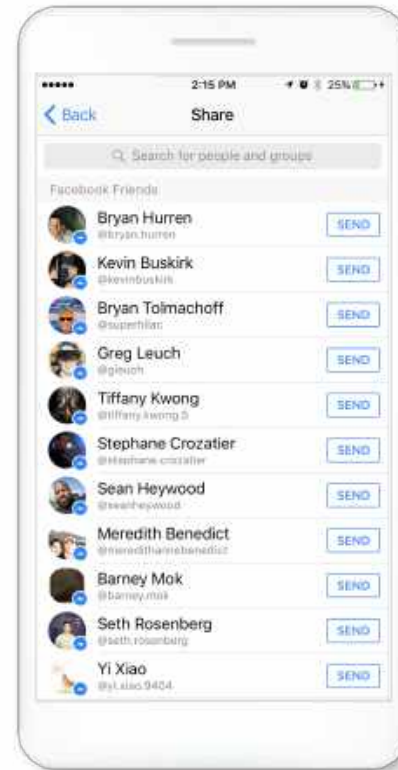
Leverage Messenger best practices to deliver customer satisfaction



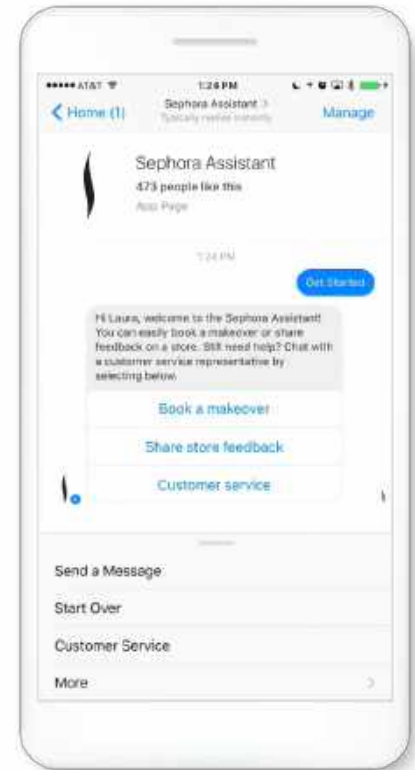
Use a **welcome greeting** to say hello



Leverage partial automation and guide conversation via visual carousel and **quick replies**



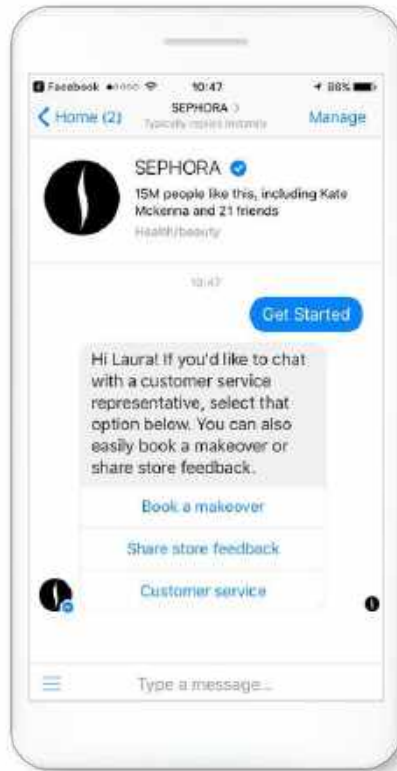
Turn on instant replies



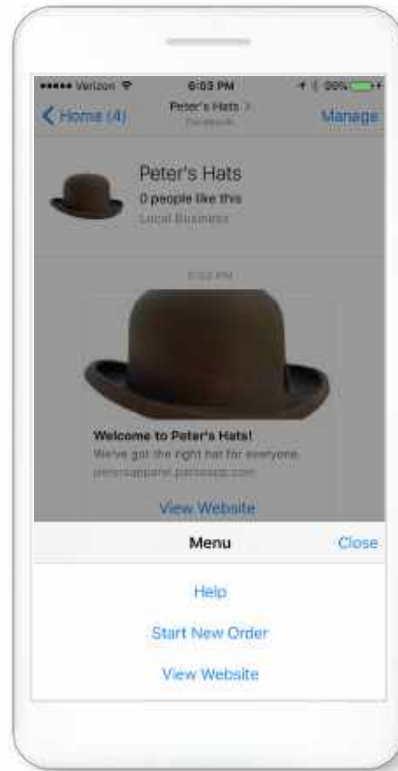
Use an away message and leverage saved messages



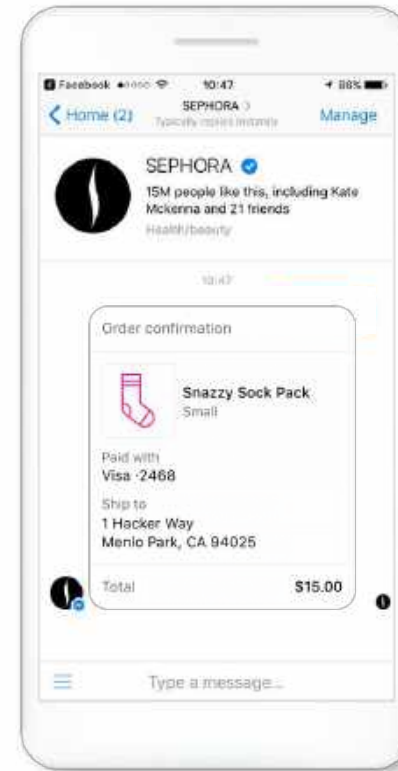
Functional self-serve templates are readily available



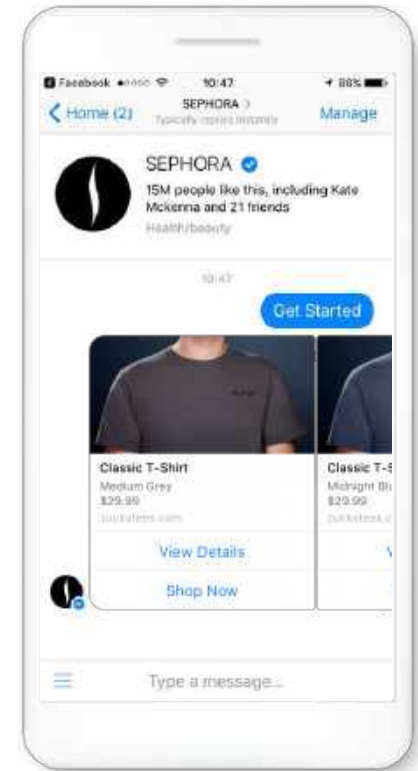
Text/ image and buttons



Persistent menu



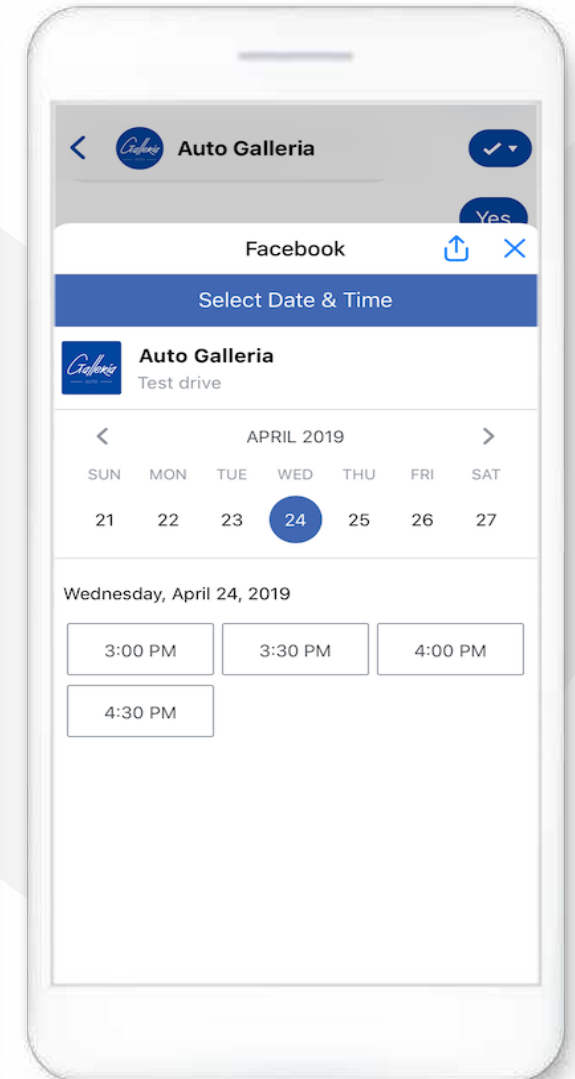
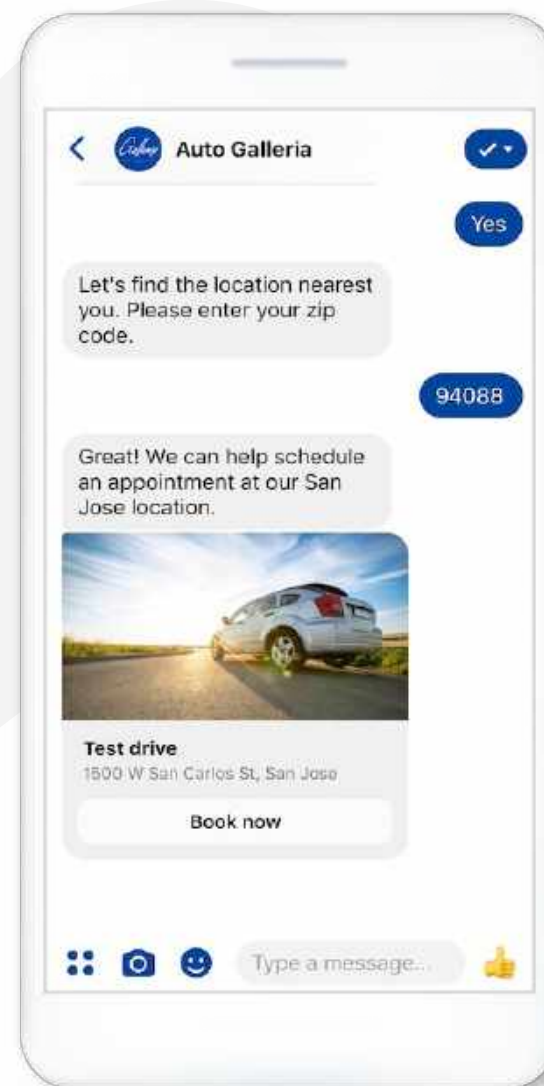
Receipt template



Carousel template

Upcoming functions – Appointment booking interface

We're introducing a new set of solutions aimed to make it easier for businesses to generate leads, drive in-store traffic, and provide customer care.



Pho Hang Nong - The Consumer Flow

Users comment on the post with a pre-defined hashtag (eg. **#phohangnong**) to start the ticket redemption

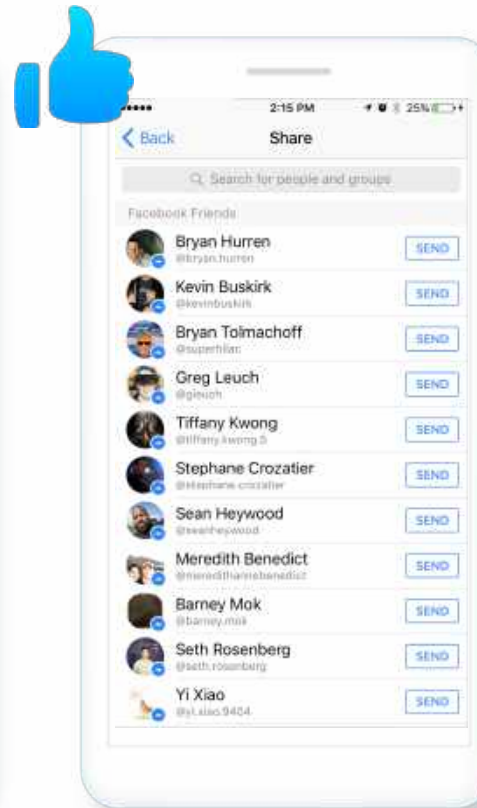


The chatbot detects the comment & send users a message about **Pho Hang Nong Ticket**



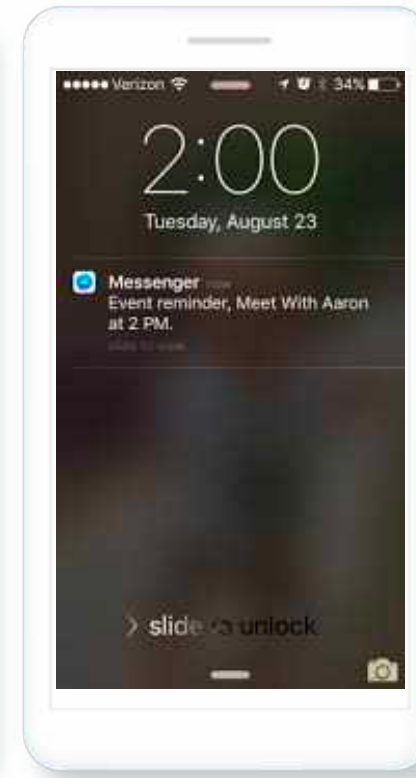
Improve drop-off

Consumers can **share the event** from the conversation with chat bot



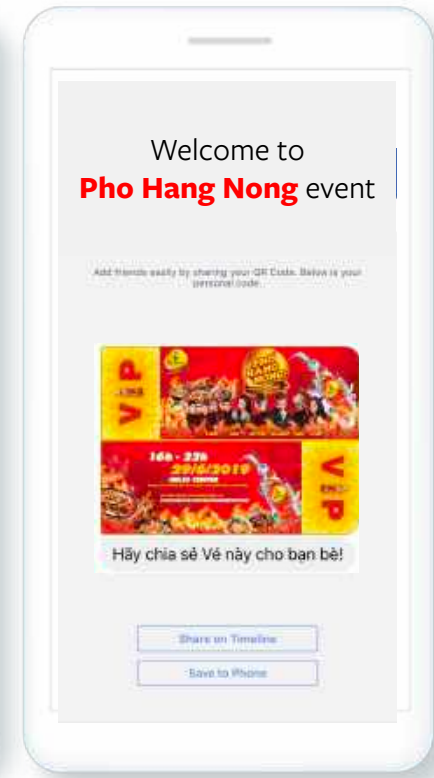
Drive Sharability

Get reminder from the bot when the event day is approaching



Ensure show-up

Scan code to get access to the event



Simplify registration





22%
Ticket delivered via bot

45x
Messenger connection

43%
Ticket redemption



Thanh Tran



Dr. Thanh Brand Manager

“We found a new way to get in touch with our young consumers, esp. the on-line savvy audience on top of our off-line approach.

Facebook Messenger helped to create an Online-to-Offline connection for our event activation, in which we can track, understand our consumer interactions, not only with the events, but more importantly, our brand.

We want look beyond this starting point to do more meaningful consumer connections”

Plan

Create



Reach

Test

Expand



Reach

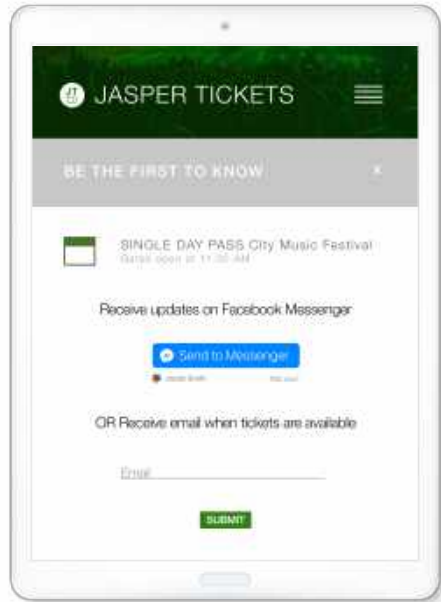
Reach the right people
to help them discover
the experience

Reach people via organic and
paid **entry points**

Reach people by **effective targeting**



Use organic entry points to enable conversations



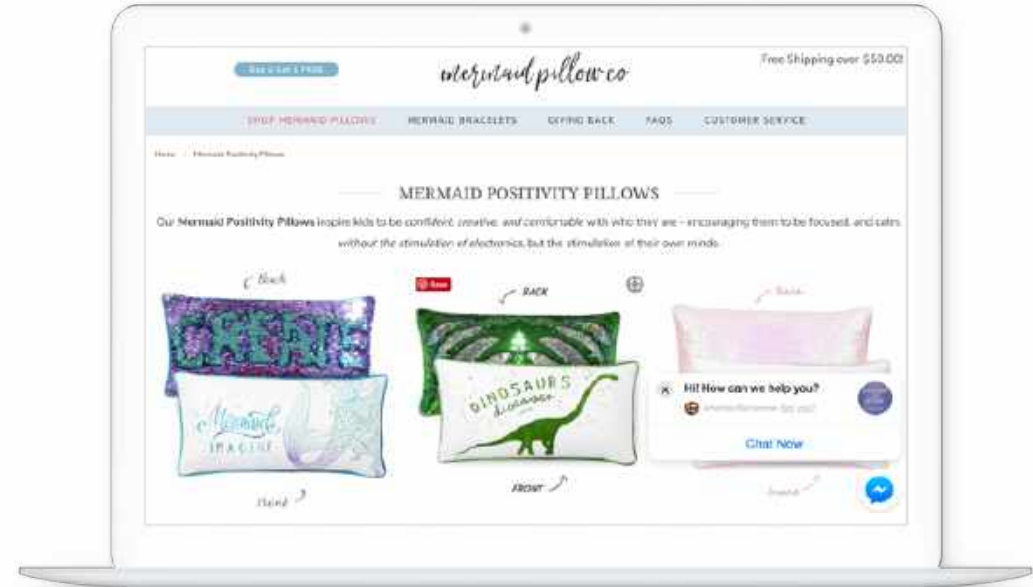
Send to Messenger plug-in

Display a button on your site for people to open a conversation on Messenger



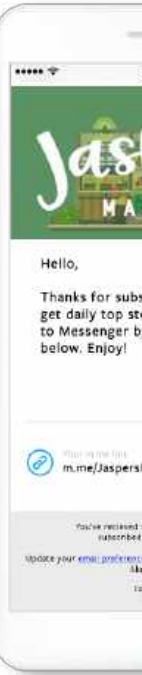
Checkbox plug-in

Display a checkbox in forms for people to opt-in to receive messages in Messenger



Customer Chat plug-in

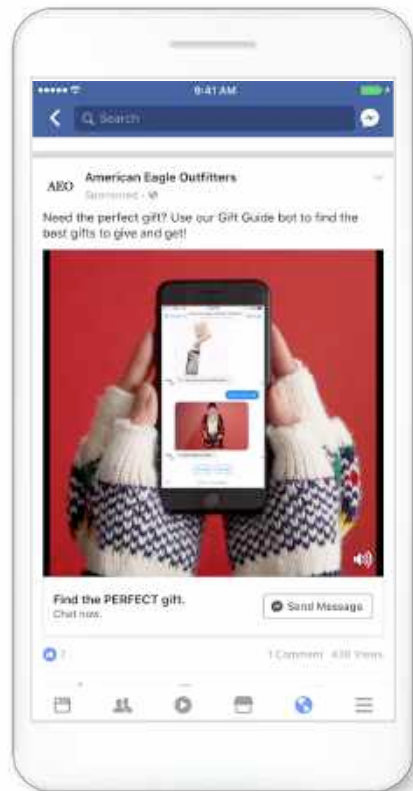
Enables businesses to integrate the Messenger experience directly on the website



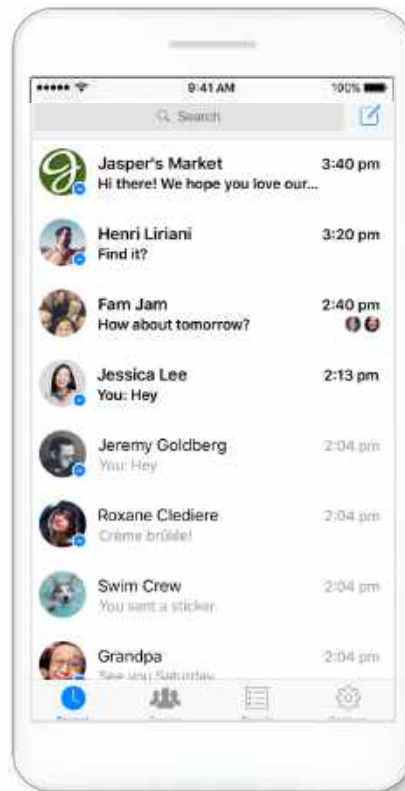
m.m

A shortened website etc. users to

Drive discovery with paid entry points



Click to Messenger Ads



Sponsored message



Messenger Dynamic Ads for Page Shop



Keep the conversation going

Re-engage your customers to move them closer to action



WITHIN 24 HOURS

send unlimited messages*



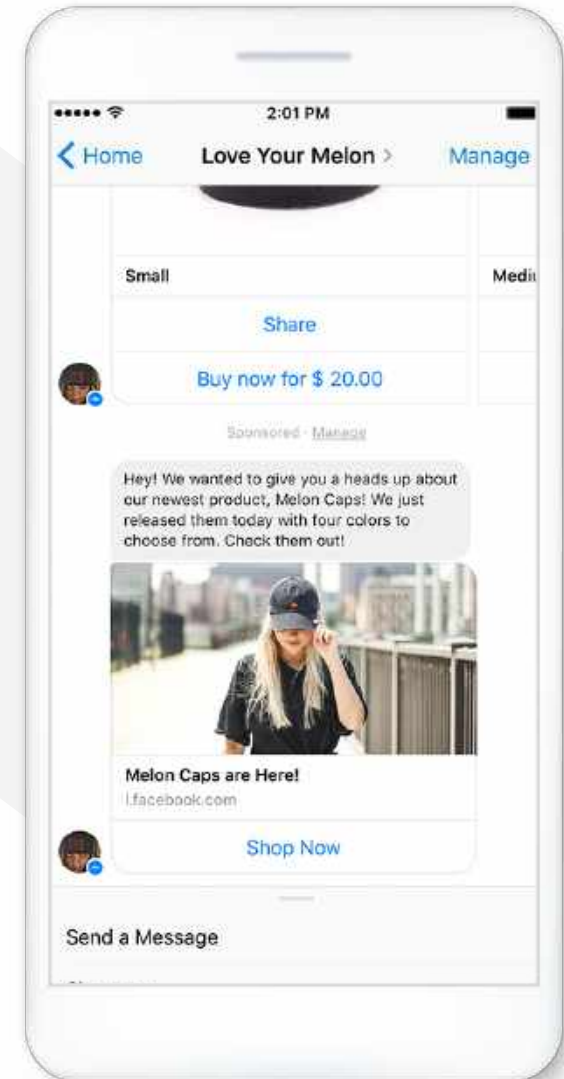
WITHIN 24 +1 HOURS

send one additional message



BEYOND 24 +1 HOURS

use Sponsored messages or Non-Promotional messages



Plan

Create



Reach

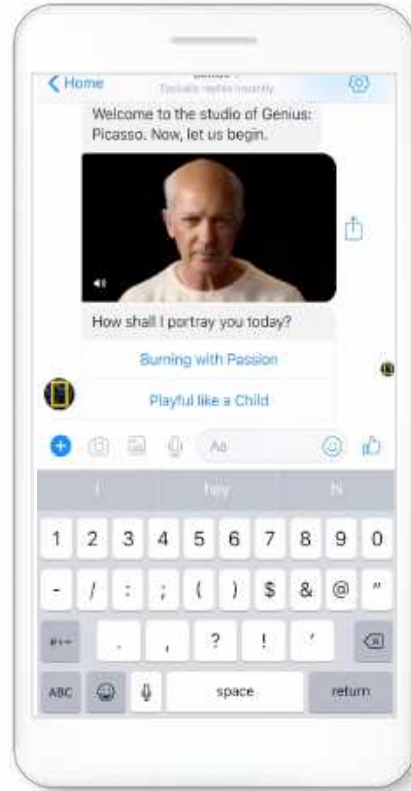
Test

Expand

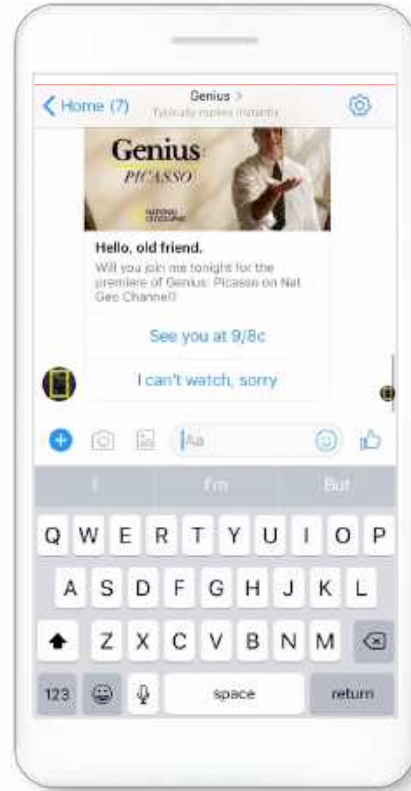
In feed ad



Sit for "Picasso" experience



Sponsored message for tune in



28pt
Ad recall

+46%
Activation
rate

6pts
Intent to
tune in



DISCOVER



CONSIDER



PURCHASE



POST
PURCHASE

Plan

Create



Reach

Test

Expand

In feed ad video and clear click to action



Claim for coupon



2.6mn

Coupon claimed

16pts

Brand awareness

92k

Coupons shared

DISCOVER

CONSIDER

PURCHASE

POST PURCHASE

Plan

Create



Reach

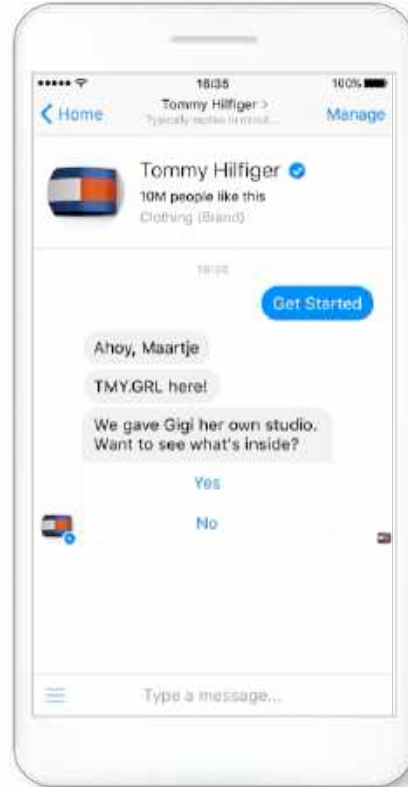
Test

Expand

Image ads on feed



Browse and buy on Messenger



60k
Messaged
exchanged

3.5x
Time spent

82%
Bot return
rate

DISCOVER

CONSIDER

 **PURCHASE**

POST
PURCHASE

Plan

Create



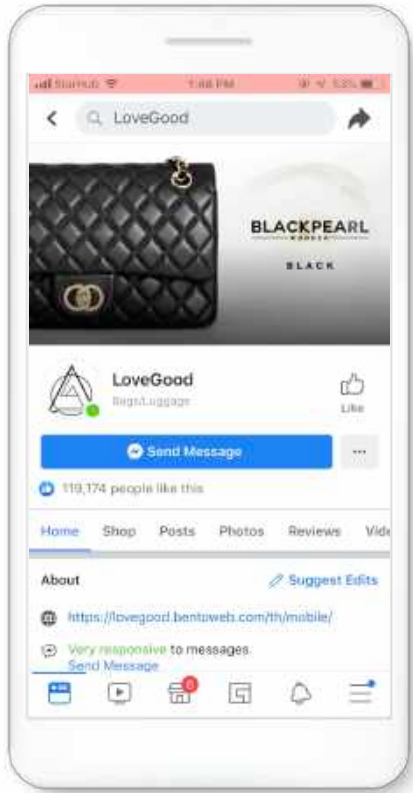
Reach

Test

Expand

Messenger Dynamic Ads for Shop

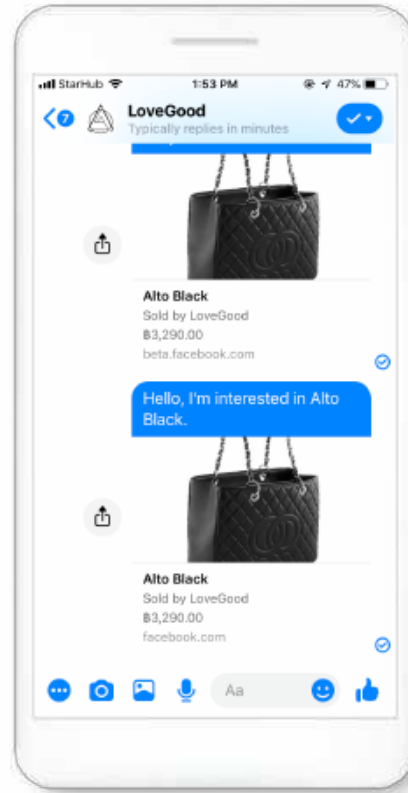
Products listed in shop sessions



Dynamic ads using collection format



Users can buy via Messenger



-40%
Cost per purchase

-50%
Cost per message

DISCOVER

CONSIDER

PURCHASE

POST PURCHASE

Plan

Create



Reach

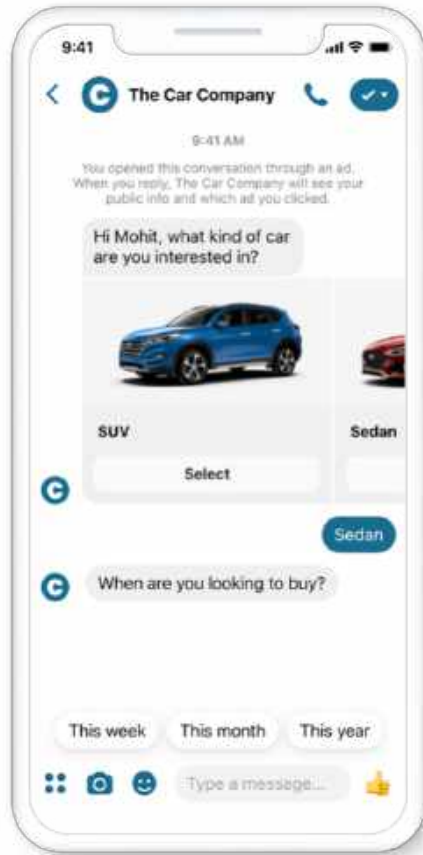
Test

Expand

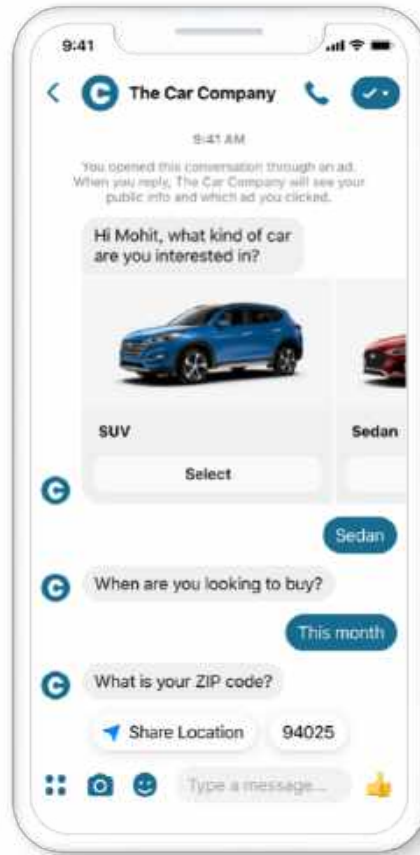
Upcoming solution: Lead qualification in Messenger



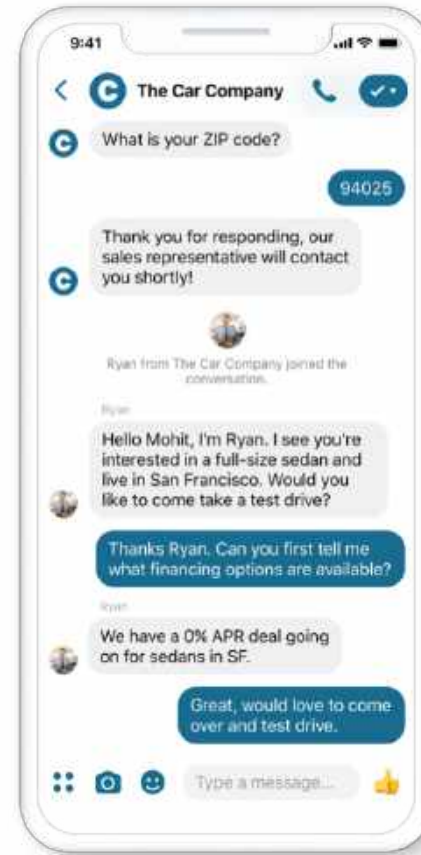
In feed ad



Qualification



Inquiry



Plan

Create



Reach

Test

Expand

+65%
customer
satisfaction



22%
higher CSAT
than call ctr



DISCOVER

CONSIDER

PURCHASE

POST
PURCHASE

Plan

Create

Reach



Test

Expand



Test

Test and measure how the experience is impacting your business objective

Measure campaign performance and how people interact with your business

Test the impact of your campaigns

Plan

Create

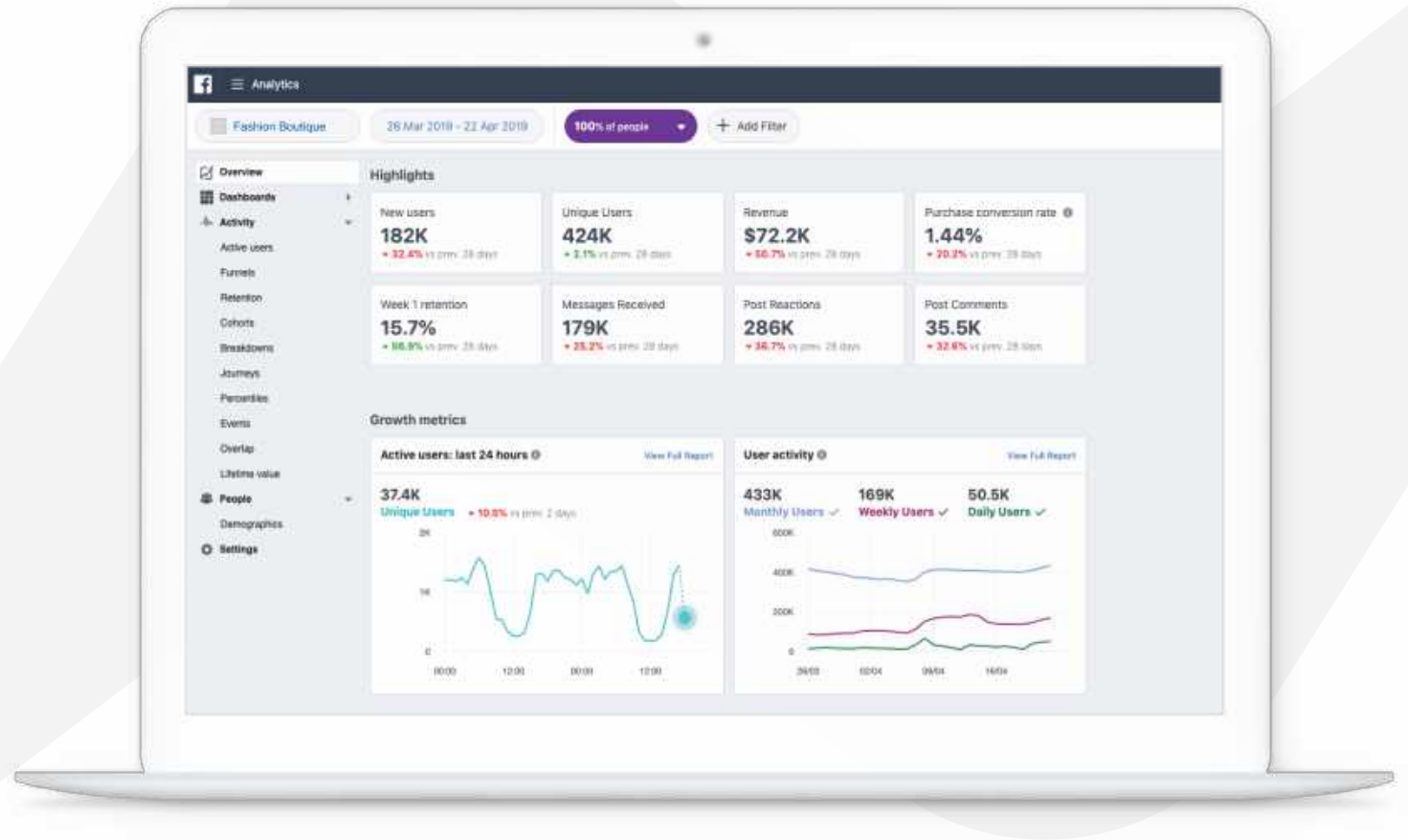
Reach



Test

Expand

Understand where and how people interact with your business with Facebook Analytics



Plan

Create

Reach

Test

Expand



Expand

Expand when the
time is right

Expand to new messaging
experiences

Expand your targeting to
reach new people

Plan

Create

Reach

Test

Expand

Expand your Messenger experience to multiple Business objectives

Continue to develop additional; campaign objective based on business goals and customer journey



Discover



Consider



Purchase

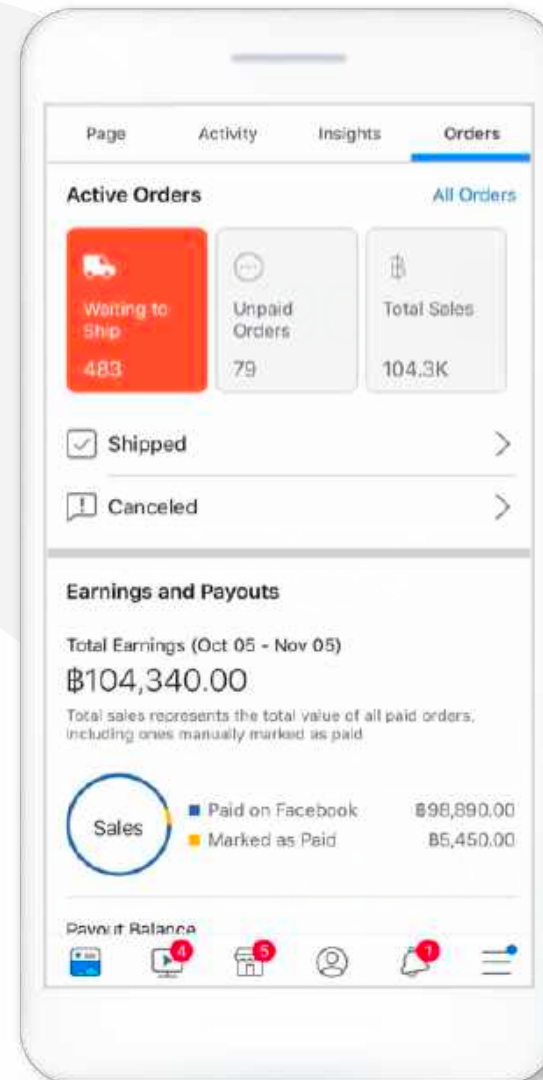


Post
Purchase

Leverage 3rd party solution to expand Messenger's operation

Payments and track all payout details in the payment section

Understand and prioritize outstanding action items with order management tool





Messenger Business

Messenger Day Vietnam

31 July 2019

