



SETTING UP YOUR FIRST CHATBOT

WITH CAROLINE
SUMNER

www.signalbizhub.org

Getting started with messenger marketing





What is messenger marketing?



why

messenger

in the first

place?

mind-blowing stats about messenger



1.4 billion+

monthly active users



20 billion+

msgs exchanged between businesses & users every month



40 million+

businesses use Messenger every month

what do these numbers translate into?

👉 **incredibly high open and click through rates**

our average **open %**: 70%

our average **click %**: 50%

👉 **2-5x higher conversions** than traditional landing page and email funnels

👉 **2-5x happier businesses ;)**

Sent to

➤ 3489 people

Delivered to

✓ 3489 100.0%

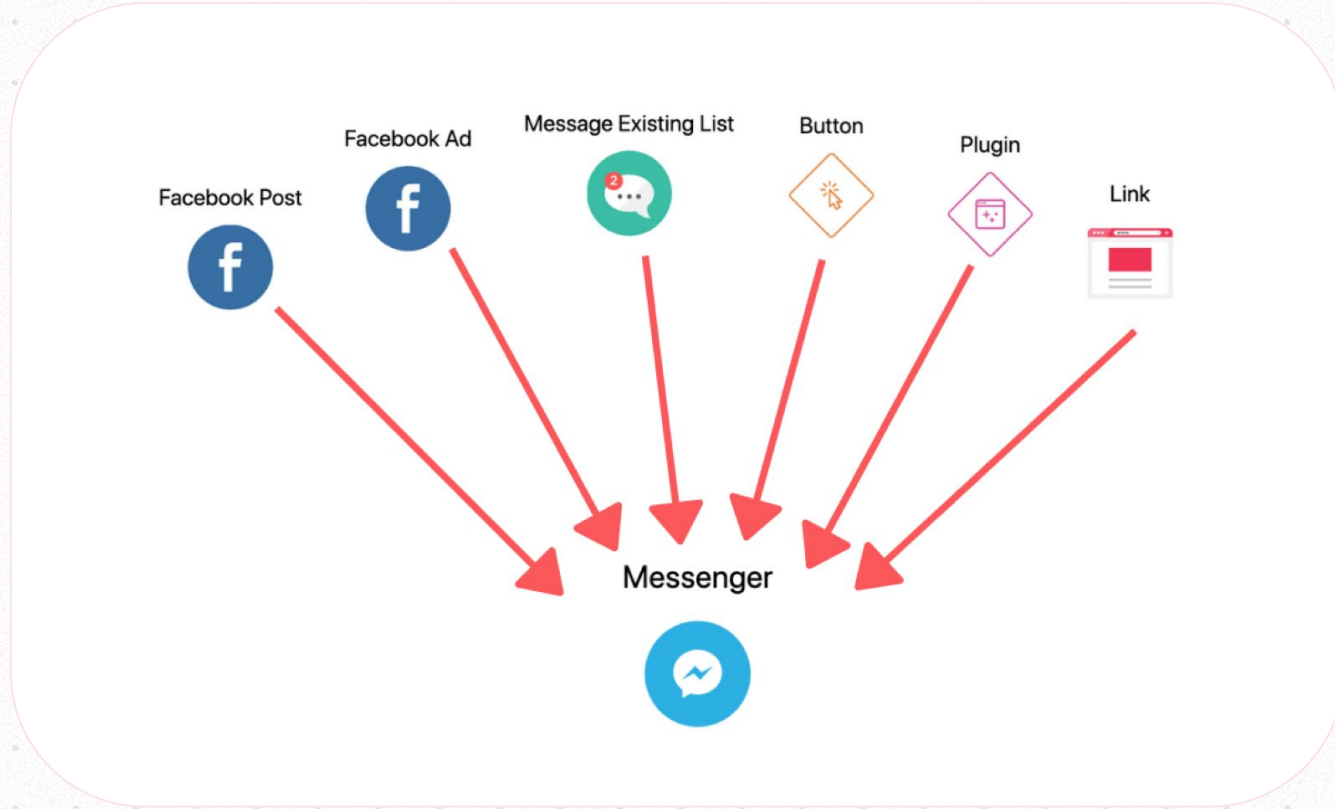
Opened by

👁 3489 100.0%

Clicked by

👉 3150 90.3%

how does messenger compare to email?



how does messenger compare to email?

Bots

70% Open Rates

60% Click Rates

56% Retention Rates

10% Conversion Rates

Email

20% Open Rates

4% Click Rates

30% Retention Rates

5% Conversion Rates

Apps

-

-

23% Retention Rates

6% Conversion Rates

how does messenger compare to email?



entry points for
your campaigns 

facebook page posts (can be turned into ads!)

We're doing a giveaway for a \$100 voucher!

To enter, answer this in the comments...

If you're Warnie, who's your Stuart McGill?

We'll send you a Facebook message confirming your entry as soon as you comment.

The winner will be announced on October 25th.

The voucher will be redeemed electronically.



428680 people reached

Boost Post

Like Comment Share

Kieran Bligh, Callum Thunderbolt and 344 others

Top Comments



Natasha Takahashi That's a tough one...

Like · Reply · Page responded privately · 5d

“click to messenger” ads

Ready To Take The 3-Day Productivity Challenge?

 **Apply Now**

Ready To Take The 3-Day Productivity Challenge?

 **Learn More**

Ready To Take The 3-Day Productivity Challenge?

 **Sign Up**

Ready To Take The 3-Day Productivity Challenge?

 **Send Message**

sponsored messages

Sponsored · [Manage](#)

Cyber Monday is almost here! We have an exciting day planned with some surprise flash sales! Would you us to let you know when they start?

Yes, please!

No, thanks!

Unsubscribe



Send a Message...

message your existing list

Hey Natasha, we just announced a very special challenge that's happening over the next 3 days!

Want to hear about it?
Click the 🧠 below to reveal ⬇️



[Tell me more](#)



[Unsubscribe](#)

buttons or checkboxes on your website



How to Create
Object

How do I...
Let me Get
That for You...

**SOCIAL MEDIA
MARKETING
INDUSTRY REPORT**

How Marketers Are
Using Social Media to
Grow Their
Business

Social Media
Examiner

Send my free copy: **Social
Media Marketing Industry
Report**

Get this free report now.

 Send to Messenger

CONTINUE READING →

“ref” urls

messenger.com/t/botschool?ref= Insert a ref parameter

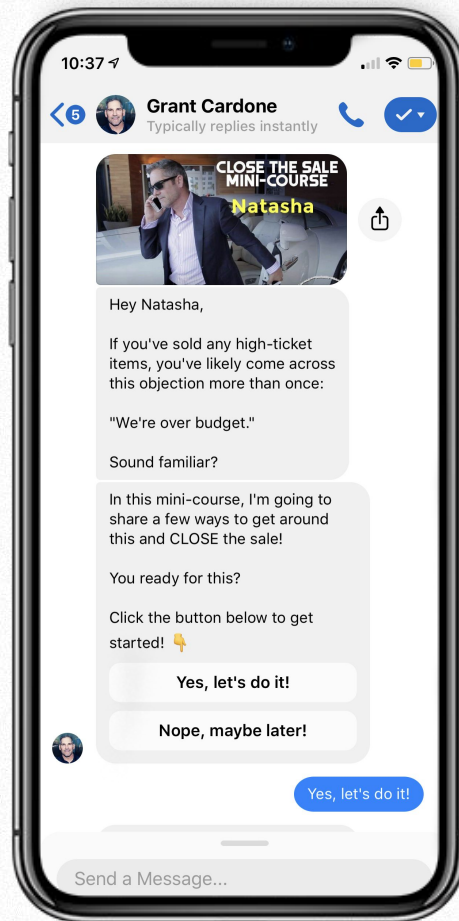
personalized experiences
with different use cases 🚀

personalized experience:

build a mini course

tips:

👉 use existing content! blog articles, videos, emails, etc.

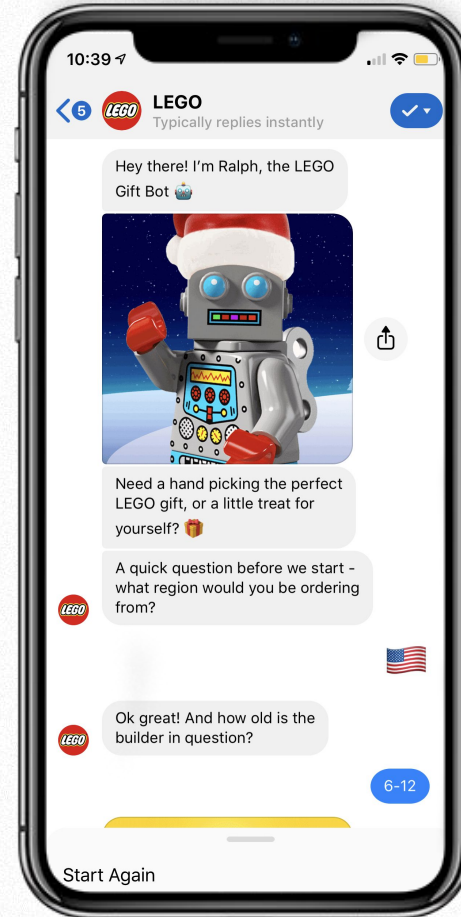


personalized experience:

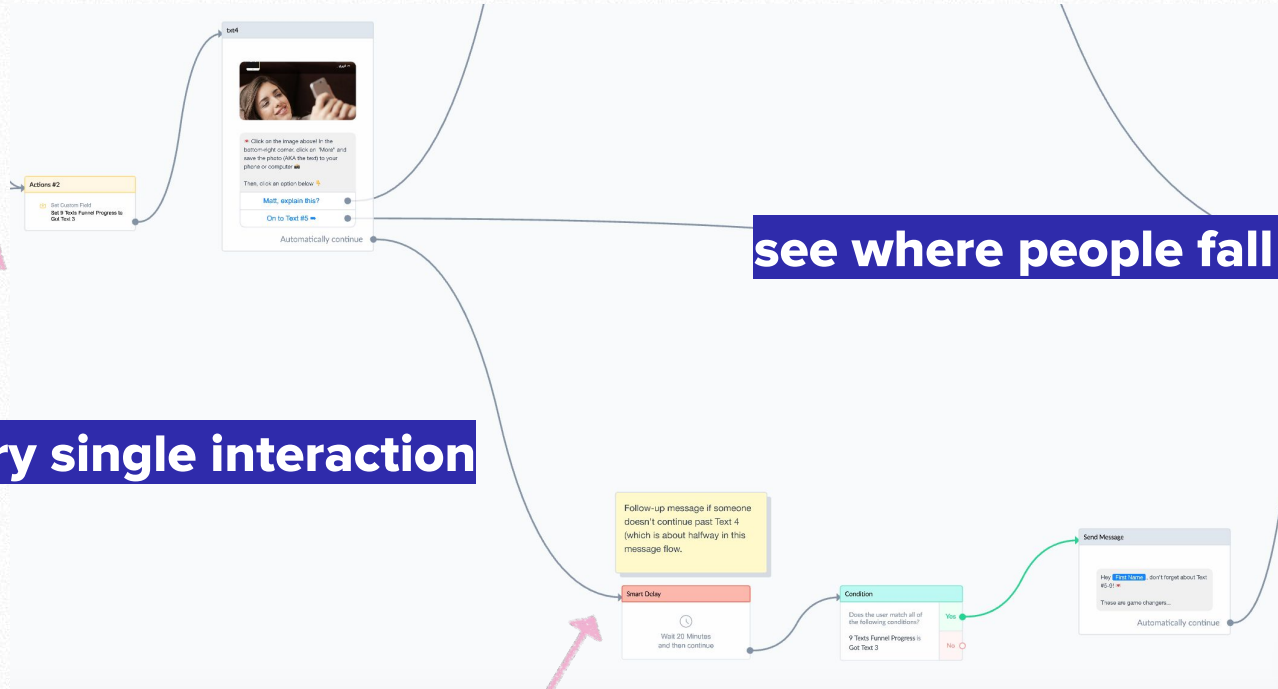
product quiz

tips:

👉 create questions out of your product categories, from broad to as detailed as possible



your ad spend can go a lot further with a bot



see where people fall off

track every single interaction

effective + easy follow-up

The mso framework



Your Goal

Understand the design framework that can help you scale marketing, sales & operations with intimacy and automation

The mso framework

Marketing

Create an audience to engage with & Grow

Acquire new customers

Entry points: social media posts, events, ads, emails

Sales

Make the chatbot profitable

Lead existing users through a qualification

Entry points: social media posts, existing subscribers, email

Operations

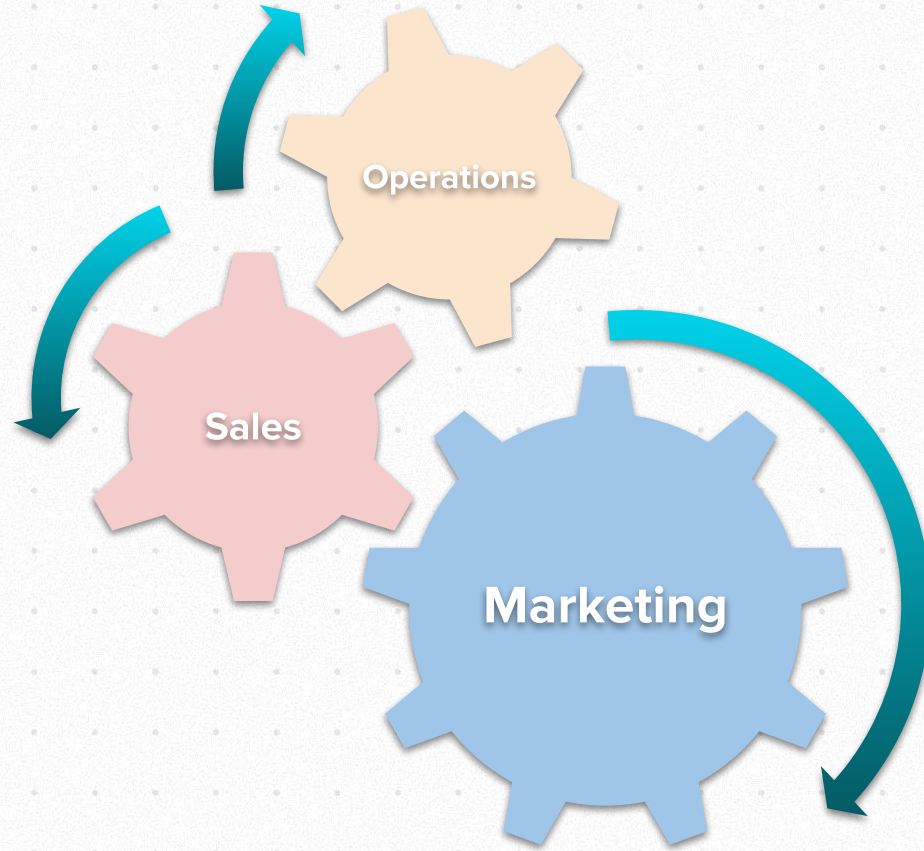
Automate repetitive tasks & support

Program to answer FAQs

Hand off points to a human

6% Conversion Rates

how does messenger compare to email?

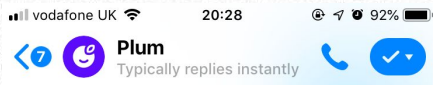


You are building

A framework for ROI

Real world examples





Good afternoon Caroline, I'm Plum and I'm a robot. I was created to automate your savings! I'm helping thousands in the UK 🇬🇧 save for their travels, purchases, bills or just a rainy day 🌧️

In fact, I'll be saving more than £20 million this year for 150,000+ customers and I've been recently featured in the BBC, the Telegraph and the Financial Times.

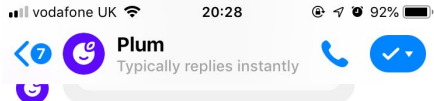
I'm already sensing a bit of chemistry between us, do you wanna get started? ❤️

Yes, sign me up!

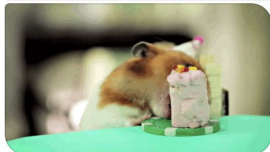
How does this work?

Yes, sign me up!

Send a message...



Taramtaram! It's your birthday Caroline 🎉 You're exactly 0.6184 robot years older. Best wishes from me and my human friends!



14 FEB, 17:02

Hey Caroline, Happy Valentine's Day! I know we haven't spoken in a while... but I think we could be really great together 🥰 Last year I saved an average of £750 per person 🙌 not that you're average...

Send a message...



But the end isn't near.

Imagine that out of the blue, your ad budget evaporates.

How do you continue promoting your business? 🤔

Show me 6 ways

Show me 6 ways

UNO.

✓ Off-Site SEO 🙌

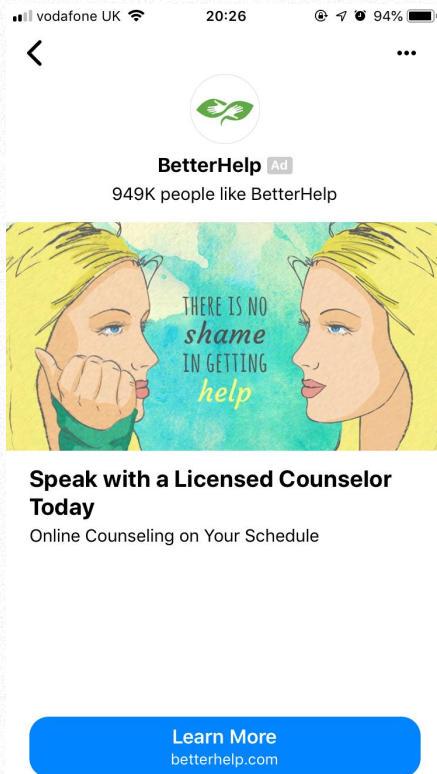
It has to do with elements that affect your brand's ranking, that "live" outside of your main website.

DOS.

✓ On-Site SEO 🙌

It's all about optimizing elements that exist on your brand's website. These

Send a message...





Looking for inspiration?

Tony Robbins
Dominos Pizza
Hipmunk
KLM

Last tips & challenges



Tips & challenges



your bot is like a concierge

run challenges & promotions where you opt into messenger rather than email

repurpose existing blogs into bot content - dont reinvent the wheel

Need help?

**I consult
Hire me!**

