

Announcer: [00:00](#) Welcome to the Feed U Podcast, giving you the real scoop on raising your business to new heights, expert education, inspiration and motivation to fuel your purpose, your passion, and your profits. Here's your host, Alisa Conner.

Announcer: [00:23](#) Hello. Hello. Welcome to the Feed U Podcast,. I'm Alisa Conner. I'm your host. Thanks so much for tuning in this week we are talking about Facebook messenger marketing. And before we jump in there, I just want to plant a little seed with you all. This is episode 45 super exciting for me as we're, um, rounding towards the one year anniversary of my podcast. But coming up in episode on episode 48, which is in three weeks, I have, um, that's a pretty exciting episode and if you want to know more about that, um, stay tuned to social media, specifically Instagram and Facebook stories. You can find me over on Instagram at Alisa m Conner and I am putting together a fun giveaway and a fun little contest and just some fun stuff to celebrate that episode. And if you tune into social media, you will find out why that is a special episode. Or if you're listening to this later, you'll find out in episode 48 as well. So that is a what's coming up on the podcast. I'm really excited about that. Today we are talking about Facebook messenger marketing specifically and um, how we can utilize that to not only grow our business, grow our email list, but enhance customer service. So, um, before we get started, here's a word from our sponsor.

Announcer: [01:46](#) One of the biggest frustrations I hear from business owners on a regular basis is I need more clients and I get it. Every business struggles with getting new clients until you know how to do it. The problem is is you spend your time networking and going to events and making phone calls that don't go anywhere. You're out trying to attract people to you when there is a much easier way growing your email list is so important because it fills your list with potential clients who actually want to hear from you. And it gives you the ability to reach out to them on a regular basis and share what you have to offer to grow her email list. You've got to have a great free download. Sign up for our free newsletter isn't working anymore. You've got to create a download that peaks their interest, gets them to take action and adds them to your list. Sounds easy, right? Of course. It's not easy. That's exactly why I created my new free training. To help you create an awesome free download. You can sign up at alisaconner.com/createmyfreebie. This live training is going to present the five easy steps that I've used with my clients to help them go from hot mess marketing to growing an email list that they consistently get sales from. So you don't want to miss this training. Head on over to alisaconner.com/createmyfreebie And sign up.

Announcer:

[03:18](#)

Today. Are we spending time talking about messenger marketing or like, Oh for the love of Pete. One more thing to learn. Well, I want it and I actually did an episode early in the podcast with um, the guru of Facebook messenger marketing and chatbot marketing, Kelly Maribella. So I will link to that in the show notes. But, um, messenger marketing is so powerful that I thought it was worthwhile for us to hop on or hop on and give you some updated stats and a little bit more about how to utilize, um, Facebook messenger and Facebook messenger marketing in your business. So before we get started, I just pulled up some recent, um, key stats from social media today. They wrote an article in May of 2019 so this is pretty, pretty, um, relative because this is June, no, July, July of, yeah, we're in July of 2019. So it's very, um, recent information. Currently there are 20 billion messages sent between people and businesses every month via messenger. There are over 300,000 active Messenger bots on the platform and it is the most popular app of all time behind Facebook. And so, um, even more so there are 410 million users who use video chat on Messenger monthly and, um, it has a 40% year over year growth rates. So what does that mean for your business and what does it mean? What are the key points for your business that we haven't even talked about? The Messenger open rates. Um, as far as somebody opening one of your Facebook messenger messages versus email is like nine to one. I think it's somewhere in the 90 percentile that people will open the message. And I personally think it's because one, they're already on the platform and it's easy, but to that little red dot drives people crazy. And so they don't want a red dot with a notification and it's an easy way to start a conversation. So, um, I wanted to dig in and give you some tips on ways to use chatbots, um, ways to, to start integrating chatbots, how to set up chat bots. And I am not a chat bot expert. My friend Kelly Noble Mirabella definitely is, but I've learned a lot with her and I thought it was really viable, not only for my business and I am still in the infancy stages of setting all these up, but I even see, um, the benefit of growing your email list. Yes, you can grow your email list with a chat bot. Otherwise, I be talking about it. Um, but also growing your fan base, getting people over to your Facebook, um, groups and it is definitely in alignment with what is changing the big change in social media, which is engagement and conversation. You may or may not have noticed both with Instagram and Facebook at this point, but pages are really, I'm not seeing a lot of attention from Facebook. What you're seeing Facebook put attention on and put more in front of your audience and in front of you as a user are things like Facebook stories that create engagement, Facebook live video, um, uploaded video and definitely groups and places that

conversation happens and that is going to become more and more prevalent. They've already said that, you know, they want as a security reason for security reason, Facebook wants you, um, to encourage conversation and engagement with your audience. If you're not doing that and you are spamming people, which there are many rules with Facebook messaging. So, um, if you want to know the ins and outs on all of that, Kelly Mirabella again is your girl and I will link to her and I'm letting her know that I am featuring her in this episode again. Um, but you know, you spamming people through messenger is not allowed, however, it's a great way to get engagement and get some information and um, start gathering, you know, preferences from your ideal client and starting conversations when you can't be there. So without further ado, let's hop into a little bit about how to utilize chatbots to enhance your customer service journey and grow your business. So faced with messenger, um, needs an outside app in order to do a lot of the things that we're talking about. The app that was recommended to me that I love and I have not used anything else but I use it, um, on recommendation from Kelly is called many chat and many chat has a free version that enables you to do tons and tons of stuff, um, with your chat Bot, without ever having to pay for it. But even if you have to pay for it, they have a really low entry point. Um, I think it's \$15 a month to get started and then you get a whole bunch of other features. So, um, that being said, Kelly has tons of videos on youtube. I hate to send you, you know, all over the place, but she has tons of ways to learn. She also has a course, so if you want to check that out, um, but also many cha has tons of videos and, um, ways to get set up. I don't want to cover that right now. There are other people that are more, uh, knowledgeable about, you know, the integration and setting all that up. I just want to give some basic ways that you can use chatbots. So, um, because this should be, this should be part of your sales funnel. Like if you're not looking at a messenger Bot for your sales funnel, you are going to be behind the curve. That's all there is to it. Um, so the reason that we use many chat and the reason that Kelly recommends many chat and then I have, um, Udall, you know, jumped in with her recommendation is that it's easy to set up. Um, it's, it's sets up your chat Bot so that you can start conversations even when you're not there. So you may have, I have, um, clients and people that I can have connected with on the other side of the world. And our time difference is very, very different to like if I'm talking to someone in Europe, it's like an eight or nine hour time difference. So they may have a question and I may be in bed. And so by putting them into a Facebook messenger Chat Bot, I can set up, um, ways for them to ask, you know, questions or, you know, go to the next step and they can leave a message

or whatever. And then it will, um, alert them that I'm not there and that I will get back to them just as soon as, you know, the office opens in the morning and I can put my hours in there. And that way they left their message, it hasn't left their mind, and we can go back and forth and I can actually send them a video or an audio chat or any number of things in Facebook messenger. So lots of ways to personalize. If you miss that in last week's episode, that's what we talked about with personalizing your customer service. So go check that episode out. But that is a great way for you to personalize interactions with, um, potential prospects. Um, you can also send them to a option for your lead magnet. You can collect email addresses, um, all kinds of things to get people excited. So, um, it's a great way to get set up. It's, as I said, it's fairly easy to do, especially if you have any help from someone else. Um, and I believe that Kelly also sets these up. So if you are really like, no, I am not into the tech. I don't want to do it. Kelly, I'll do it for you. Um, of course she, I mean, she will do it. She will charge you for it, but she will do it. Um, and she loves to do, to build chatbots and she's really good at it. So the next reason to use chat bots to enhance your customer journey is it enables you to send out reminders for when you're going to go live. If you're doing a training event, if you have a webinar coming up, you can actually have people sign up directly on your registration page of, you know, they go through the registration page for say, um, I was just running a five day challenge. And um, and on the thank you page I put a link that said, hey, do you want to be alerted as to the live training on Facebook? Um, do you want a reminder? And then it links right to their Facebook messenger, um, login. So once they click that, I can send them a reminder and Facebook messaging and they'll get a reminder, not only be emailed, but they'll get it in messenger. And that way you're kind of hitting them duo places depending on where they are and your likelihood of them showing up to that live training or that Webinar is much, much higher. People are seeing between 44 and 75%, actually for a well over what you would get from email reminders. So, um, and they, uh, are, let's see, the open rate for chatbots is two to three times better than email, so an average of 70 to 80%. So if you're sending email and you have really low open rates and click rates, like say two, three, 4% is usually, I think that's about the average. Now for email, this is 70 to 80%. That is a huge increase. Um, and you catch them in the moment. So they may be on Facebook and you're doing a Facebook live in your group and you're doing a training and you've sent them that reminder, they happen to be there, they're going to click on it and go over and join you. Live. Worst comes to worse. You can also send the link for the replay and then they'll go over and see that post over there. So great ways

to do engagement, great ways to send out reminders, um, and it's really pretty easy to plug in. So, um, number three, you can increase engagement with comments on your Facebook posts. So, um, pages are, it's really difficult right now to just get organic reach just by posting. People are so busy just posting the way they've always posted. And like I said, when we started this episode, Facebook is really looking for engagement. They want to see that people are interested in what you're saying. And they measure that by the number of comments, the number of likes and the number of shares just as they always have. But they are really, um, preferably they're giving preferential treatment to those people, um, who's paid is actually have engagement. So to get your engagement up, this is a great way to do it, um, is to have people comment and, um, they, you know, like if, if they want, say, let, let me just do an example. So if you're doing a live training and whether they're there for the replay or they're there for the live training, um, you can actually have those comments, um, be two different things. So if they're there for the live training and you're giving away a free roadmap to go with the training and this would be a doable, a dual, um, benefit number one, you're getting them to get excited about that free giveaway. And you could actually turn it into a lead magnet and capture their email address directly in the bot and build it up. Um, or you could just give it away and deliberate right in the chat pod. But in order to get them into the Chat Bot, you would have them comment, um, on the Facebook live or the training, a live guide or give me the guide or yes, or whatever you want to do. And now of course, you have to have that set up before you go live. But, um, once you have it set up and they comment, then you, it will open them, open up messenger for them and they will then begin the conversation with you. And, um, so it enables you to deliver the Freebie, um, continue to communicate with them. And also, um, you can add them to your email list. Now on the flip side, if they didn't make it to the live training, you could have them reply with replay and you would then be able to have a different chat series, go to those people that were watching the replay and, um, deliver a different message and then deliver the replay of the training, um, or however you want to do that. So if they are watching the replay, I've seen it a lot of times where people will say, hey, just type replay in the comments. And then they send them a whole little sequence about the replay because you can also set sequences, just like email sequences. You can set them up in your chat Bot. And so, um, it enables you to delay on, like if you want to delay your email sequence by a day. Um, so if you're setting a reminder for a Webinar, for example, and you want to send them a reminder, um, the day before and then you want to send them a re the replay the day after, you

can set all of that up. And so it makes it really easy and it also makes it, um, a great way for you to communicate with them one on one versus trying to do sandblasting it out at all to all of Facebook. Um, so that's number three is increasing your engagement through comments. We cause you're gonna get all these comments and then more and more people are going to see that post. And, um, I've seen this done really successfully. I'm still playing with it and I'm seeing good results, but, um, I'm not quite the proficient expert yet, but I am working on it. So I will report back again what I uh, find. But it was, um, on that note, the numbers don't lie. And so to me I'm like, this is so, it's so powerful, not only for my business, but for those that I'm helping, um, that I could not ignore it. I could not ignore what Facebook, um, messenger is, is doing in the online space and how it is, um, the people that I see using it successfully are growing in their business. So I want to be able to share that with you. So let's talk about the power next of, okay, next I want to talk to you about the power of using . Facebook advertising and your Messenger Bot. Now, there are three ways that you can really utilize Facebook messaging in uh, or Facebook advertising and your Messenger. Um, number one is it would just be like a sponsored advertisement that you would have in your Facebook news feed, only it shows up in your messenger. So they may have messages from friend, friend and then they would have a sponsored post that would look very much like a Facebook ad looks on, um, your newsfeed. So you and have post, post, post and then a messenger ad. So you would, these are all paid options by the way. I just want to make sure that I'm clear on that. Um, but what's nice about that is that, uh, if they choose to, um, interact with that ad in their messenger, it's gonna open in messenger and you can start having a conversation with them. Uh, the other one is that you would actually have, um, sponsored messages for people that have already engaged with you. So if they are already, um, a customer or they have somehow engaged with you, like in a Facebook group or in alive in some of the ways that I previously talked about, um, you could actually sponsor a message to them directly in their inbox because you've already had a, um, conversation. So for example, an example of how this would work is maybe you, um, going back to, you know, a client that has genes in their store. Um, you may have a clothing distributor who has just done a whole series, um, on Facebook, like in their Facebook group talking about the power of dressing up jeans and that they're just, they're no longer just weekend gear and they, you know, giving you all these different ways to utilize jeans and how to dress them up and how to make them look more professional. And then they may run an ad for whatever specific genes they are targeting in all of their other, um, content in, uh, the, um,

what am I trying to say in there, um, in Facebook messenger for people that have already interacted. So if there were people that like maybe grabbed the download guide, they may pop in, uh, an ad in there later after, you know, the content has gone and they've had a few conversations, interactions that says, hey, um, we see that you've grabbed this guide and we just want to let you know that, um, we're having a sale on these jeans. And so, um, you can buy them here and then that would be the actual, um, sponsored message or the, the Facebook ad is that, you know, we, um, are super grateful for you and because we're grateful for you check this out. And then the third way that you could use Facebook advertising, um, for Messenger is you will see ads in your newsfeed and instead of the learn more, um, button that would take you off to a website. Uh, it would, it would, um, you could still have it say learn more, but it would actually open in Facebook messenger. So, um, I know if you've had any interaction with the bigger brands, you've had this happen already, but you know, there'll be advertising, say they're having a sandal special cause it's summer and if you want to check out these sandals, um, instead of going to look at the sandals yeah, on a website, um, it will actually take you into a messenger conversation that says, Hey, we noticed you liked these handles. Here's, you know, three or four styles. You can put pictures in there that are really hot this summer. And, um, if you'd like to get started, we'd like to give you a 20% coupon. Just let us know if that's something you want and they respond, they get the coupon. So there's three different ways that you can use messenger ads versus just like right now I feel like there's so much overwhelm in the newsfeed with Messenger ads that this is a really great way to just start a conversation quickly and move people through your sales funnel quickly. So again, you can do ads, um, within the messenger screen. So in between messages, I'm, you can do sponsored messages to people that have already started a conversation with you in their messenger app. And then the last is you can run regular ads except that instead of going to a website, you're sending them over to Facebook messenger and you're starting that conversation. So really, really powerful stuff to use. Um, Facebook advertising in your Messenger. And of course they made it that way. I would highly suspect that they will have Instagram messaging to come because they own Instagram as well. Um, and you know, they have direct messaging, but I highly suspect that it is going to take the same I'm route as Facebook messaging. So, um, it's already become really powerful for people to be able to sell and do different things over on Instagram. So I see the writing on the wall and I can't, um, I foresee that that is going to be the case. I mean, people are already utilizing direct messenger, um, direct messaging

over on Instagram. And so I just, I see that you in the future will likely have the capability to do all of these things over there as well. So let's talk about some ways that we can use chatbots. Um, lots of different ways. And there's also some ways that you do not want to use chatbots. So let's get to the first. Um, first let's talk about the ways you do wanna use them. Um, number one is it's a great way to welcome people before you ever have a conversation. You can just say, hey, here's the things, um, that I do, welcome to my page. Let me know how I can help you. And it could even just be like a lot of times the first messages, Hey, do you have any questions? Let us know. And then you'll see that little chat bot, um, continue in messenger button and it's always, it's usually blue. Um, and you click on that and then it opens up the Facebook messenger app. Um, and then you can start a conversation. You can actually start them down the path and build out a chat Bot to get them going. So on my end, I think it says, Hey, I'm welcome. Let me know. You know, if you, I have some free goods, let me know if you want him or something that I can't remember exactly what they put. And then the next part of the conversation is, you know, is it okay if I send you messages on Facebook Messenger? Always asked that. If you do not, do not send them anything else. It's just like having a double opt in on your email. Um, and then it's always good practice to put, you know, if you want to unsubscribe from the [inaudible] just hit unsubscribe or stop or whatever your keyword is, just because, you know, people will sign up for things and then, um, you don't want to annoy him. You know, you just want, you want to give them the opportunity to converse with you in a different way. So, um, let's see. Um, so the welcome and then you can actually give them other options. So like for mine it says something like, are you interested in the podcast? And then, um, you know, I, I'm working, I right now it goes to the podcast page, but I am actually working out my own flow of what that's gonna look like. Hey, do you want to listen to the new episode here it is, and integrating that right into the chat Bot. Um, and then, you know, if you want to know more about services, do you want to know more about StoryBrand? You know, whatever it is so that I know where they're going and then I can start a conversation with them because they've already filtered through, um, what they want to talk about. So, um, it's a great way to start conversations and get people the information that you want faster. Uh, you can also, as I talked about, you can, um, build your list by having people comment and you can actually send, um, a chat bot message to them that says, Hey, can you confirm your email? Because a lot of times, like with me, my Facebook email is not the same as the email that I want to opt in to things. So if it'll say, can I send this free download or this free coupon to this email? And that person will

say yes or no. And if they say no, you can say, oh well what's a good email for me to send that to will then all of that appears in many chat. And you can actually, that's building your email list. You can export those people and put them over into your regular email service provider, which I highly recommend, but you can also message them directly from many chat. So if you have say, a new podcast episode coming out and they've said they're interested in the podcast, you can then send them a reminder, hey, just um, dropped a new podcast episode. This is what it's about. This is what you're going to get out of it. If you want to listen, click here and it will enable you to deliver what you need directly to them. In addition to that, I would just wanted to give you some ways that you can actually get people to engage with your chat bot because that's really kind of the point is you want to be able to have as many conversation conversation started as you can gather their email address. So you're building that list. And as I said before, you can, um, you know, you can put some content out there and you can have people comment or you can be doing a Facebook live or maybe you have a video you just popped up there and you create a trigger word that if they comment with that word, it opens the Chat Bot. And then you can continue the conversation. And maybe you have a Freebie to go with that. You're doing a content upgrade and you can build your list. Well, there are some other ways you can do that as well. You can actually create a quiz in your chat Bot, um, and you can promote the quiz, but then, um, deliver not only, oh, everybody loves quizzes. So a quiz is a really great way to get people excited about your chat Bot, but you can create a quiz and then, you know, um, Kelly did a really great job with this when she was, she did a quiz and then, um, I think she had some sort of giveaway at the end. Like if you, um, if you were this, you know, um, point a, then you would get this prize and if you were m subject B you would get this prize. And if you were a subject c, then you just got to high five. But it just makes it kind of fun for them to get through the quiz. But it also, what's really cool about a quiz is even if it's just a fun quiz, it helps you get to know your audience. And we want to know as much about our audience as possible because the more we know, the more power we have to create and deliver what they want. Um, so that being said, quizzes are a great way to increase engagement, get people interested in your chat Bot and they're just fun. I mean, look at all those quiz apps that are on Facebook. They're always, people are always taking quizzes. They just love it. They can't help themselves. Um, you can also ask people to reply with a Gif, either in your chat Bot or in your, um, in your Facebook posts. And you know, if they respond with a gift, then maybe it links them over to your messenger Bot and,

um, you ask them a question in the Bot about why they pick that Gif and then you start a conversation. And so, um, so for example, like if you asked the question, um, respond to the gift and my sales funnel makes me feel like respond with a Gif. Well, as they start to respond, you, you know, two things. One, you know, um, that they have a sales funnel and to, um, depending on their gift, you will know whether they are ready to pull their hair out because their sales hole isn't working. Um, or that they're perfectly happy with it and you can talk to them about, you know, different things. Um, so there's just an example that, you know, another way to create conversation, create engagement and get them going in that sales funnel. And then, um, another way to do that is to have surveys. You know, you may have, um, survey results, like it's different than polls, but you could actually do a survey, um, post and then, um, you know, take the survey information from your Chat Bot and deliver them a, um, specific sequence to go with whatever they choose. So for example, do you like yellow? Um, which kind of jelly beans do you like? Yellow, pink, green or white? Well, if they picked yellow, they get us one sequence. If they pick white, they get another sequence. Um, if they pick, you know, pink, then they get the unicorn sequence. So you get the idea. And so, you know, you're, you're filtering, filtering them through their, by their choices to the next step of your sales funnel. So I hope that makes sense. It's really kinda hard to, um, just talk about it on a podcast. But, um, I wanted to give you a taste of what this looks like and what this feels like. And like all the different places you can apply it because it's really, really powerful. Um, and I'm thinking of specifically, um, like if you had a product or you know, a product or service. So let's say you're a consultant and you're offering online training and you have three different sales audiences. So you start your survey with, are you a receptionist? Are you a manager or are you a CEO? Well, that's the survey, or you know, whichever role type they are or as a c, you know, however you want to do that, well then you would have a sequence that goes after each of those audiences that, you know, talks to them in their language and about the problems that they are struggling with. So again, it's really powerful. I don't want to spend any more time like walking through the nitty gritty details on it, but I just want to make you aware that it is out there and I want you to think through how it could work for your business. And then also, um, the, um, the final way is that, you know, you could take those posts that a lot of people have commented on and you've kind of filtered them into your Messenger Bot and you can actually promote them with a paid ad and get more people to comment on that post and engage with that post so that it's building your list even bigger. So, um, I hope that makes sense. I hope that

that has given you some ideas as far as all the different things you can do with chatbots, um, and grow your customer service and find out about them. And, um, anything you can learn about your client or your customer or your prospect is, it is so enough, it's so valuable because you can take that information and you can go create content. You can go create programs, you can, you don't know where it's going to go. And so anytime that we can create and create that engagement and that conversation and an ability to have a conversation with people, um, through a chat Bot specifically, um, the more we learn and the further we can take our clients, customers and prospects on our sales journey. And that's really the point. I mean if you're on social media and the, Eh, you don't have an end game in mind, you're just out there throwing stuff out there. I want to give you the tools to be able to actually make social media work for you to build your sales funnel so that you can have more sales. Because if you're not selling anything, you're not going to be in business very long. So that's what I've got for you today. Um, I hope that it was helpful. Again, I'm going to put, I have lots of lots of links for you cause there's, this was a lot of technical information and I am going to reach out to Kelly and let her know that I mentioning her in this, but she is a great, um, resource for getting this started and getting it built. Um, and actually putting some of the stuff we talked about into action. So if you want to map out your sales funnel on before you, um, learn how to do this, talk to me and then Kelly will help you implement it. So with that being said, um, I will see you all next week. We're edging closer to episode 48, so stay tuned for that. Again, if you want more about that, go follow me on social media, specifically Instagram and you can find me over there at Alisa m Connor. And then next week is um, one more episode about customer service. And um, if you are familiar with Gary Vendor check, I am going to um, take my own stab at his, uh, Jab, Jab, Jab, right hook. So tune in next week to find out what that's all about. Thanks so much for listening and I will catch you on the flip side. Have a great day and take care.]

Announcer:

[34:12](#)

Just a reminder, don't forget to sign up for my free training to create your irresistible download. Everybody wants a great free download. Why shouldn't you have one to grow and build your email list so you can get more clients by joining me on my free training at alisaconner.com/createmyfreebie. I'll see you soon.