Messaging Apps
applied to
B2B Marketing
Andrew Spoeth
B2B MARKETING EXCHANGE
#B2BMX

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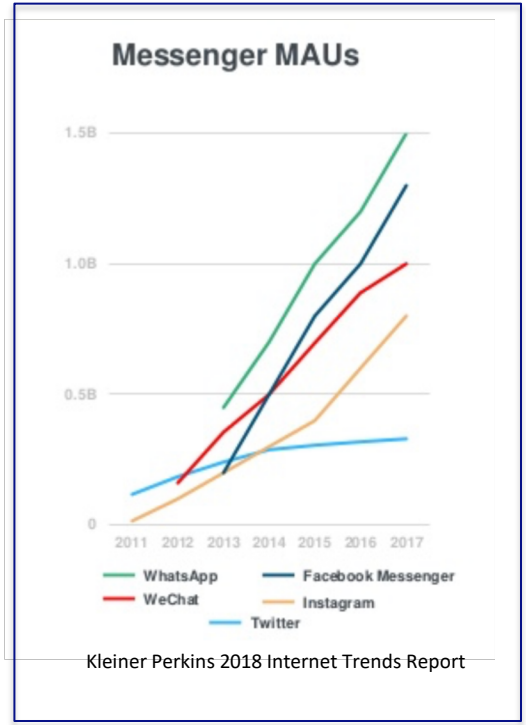
The Recent Evolution of Messenger Marketing

- April 2016: Facebook launches beta version of “Messenger Platform”, ability to build chatbots
- July 2017: Launch of Facebook Messenger Ads
- September 2017: Chatbots on WhatsApp as pilot program
- March 2018: Apple launches Business Chat
- January 2019: NYT story on Facebook’s intention of integrating WhatsApp, Messenger and Instagram infrastructure

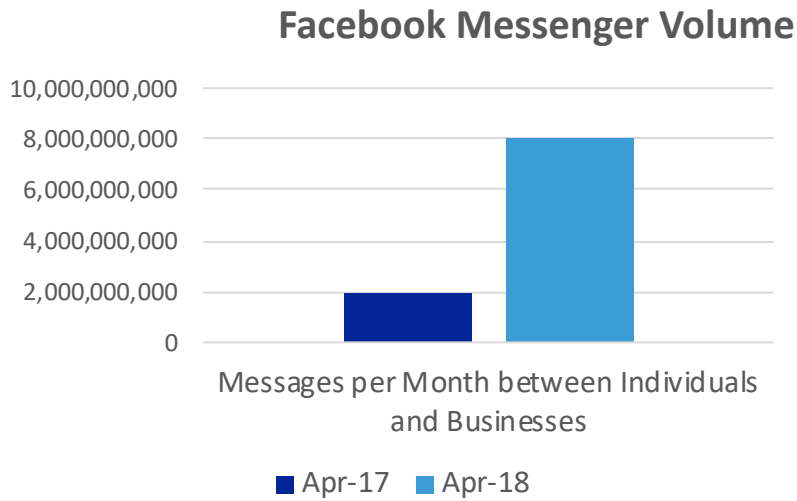
Trends in Messenger App Usage



Kleiner Perkins 2018 Internet Trends Report

"More and more of the conversations between people and businesses will migrate to messaging platforms."

- VP of Product for Facebook Messenger, Stan Chudnovsky



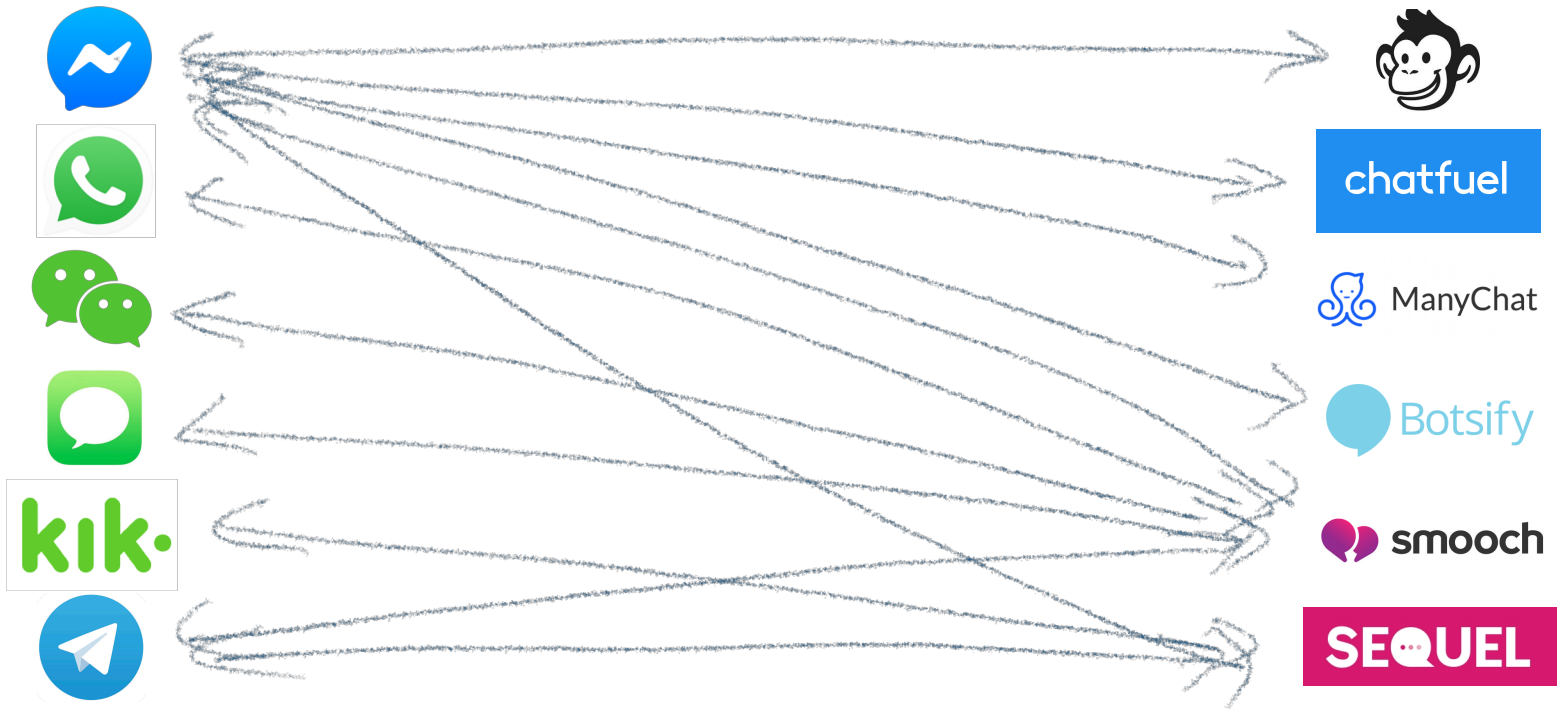
Messaging Apps Today

	Facebook Messenger launched as standalone app in 2011. 1.3 billion MAU.
	WhatsApp's largest user bases are in Asia, Europe and LATAM. 1.5 billion MAU. Owned by Facebook.
	WeChat is the leading Chinese messaging app. Owned by Tencent. Also heavy into ecommerce. Early pioneer of chatbot technology. Nearly 1.1 billion MAU.
	iMessage is the default messaging app built into Apple operating systems
	Kik has 300 million users, popular with teens and young adults. Founded in 2009 in Canada.
	Telegram. 200 million MAU, popular in Russia, Iran.

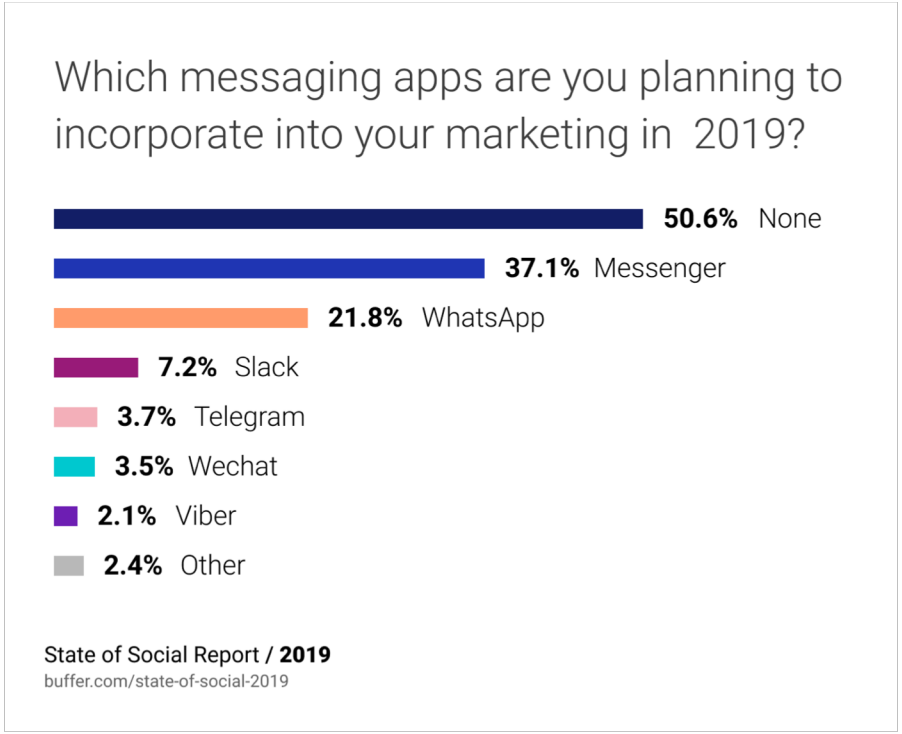
Vendors Enabling Marketers

MobileMonkey: “Connect with customers via the communication channel used by more than 1.3 billion users.”	
Chatfuel: “Relationship-based Messenger marketing”	chatfuel
Manychat “lets you create a Facebook Messenger bot for marketing, sales and support.”	ManyChat
Botsify: “Reduce Customer Support Cost by Automatically Answering Customer Questions”	Botsify
Smooch “connects your business software to all the world’s messaging channels for a more human customer experience.”	smooch
Sequel: “Create messenger bots with personality.”	SEQUEL

Vendor/Platform Connections



Current State of Messenger Marketing



How to Develop a Content Strategy for Messenger Marketing
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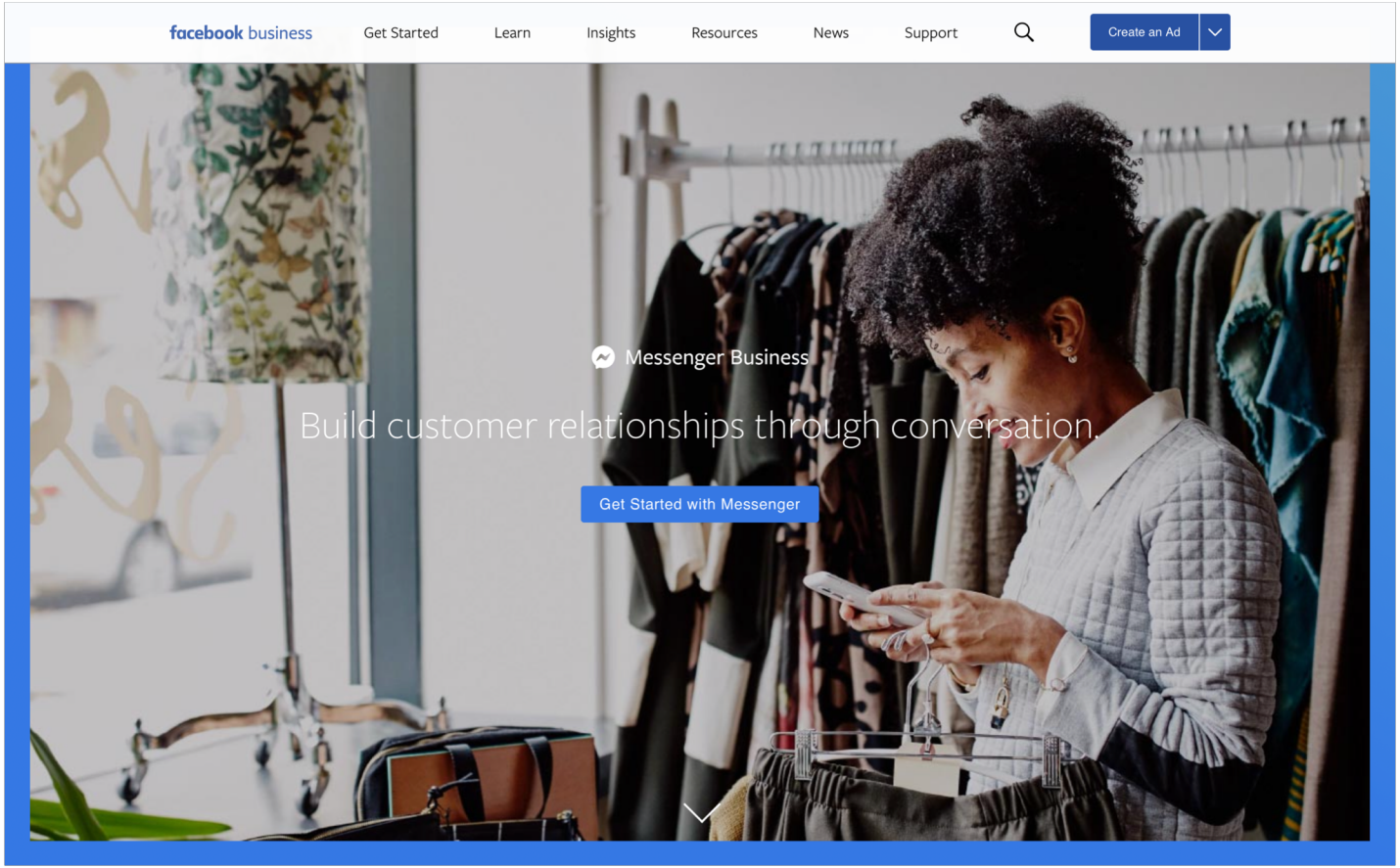
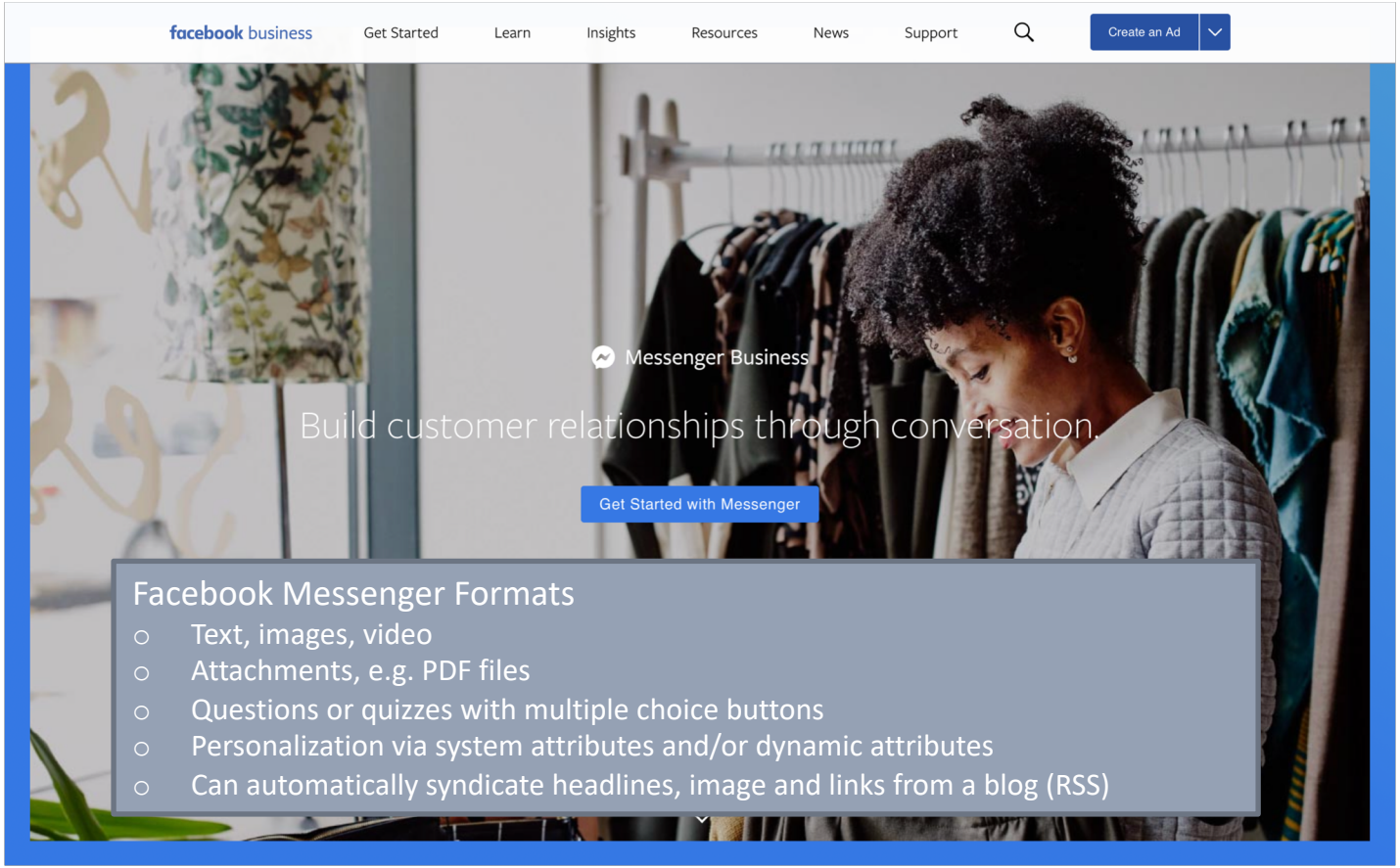
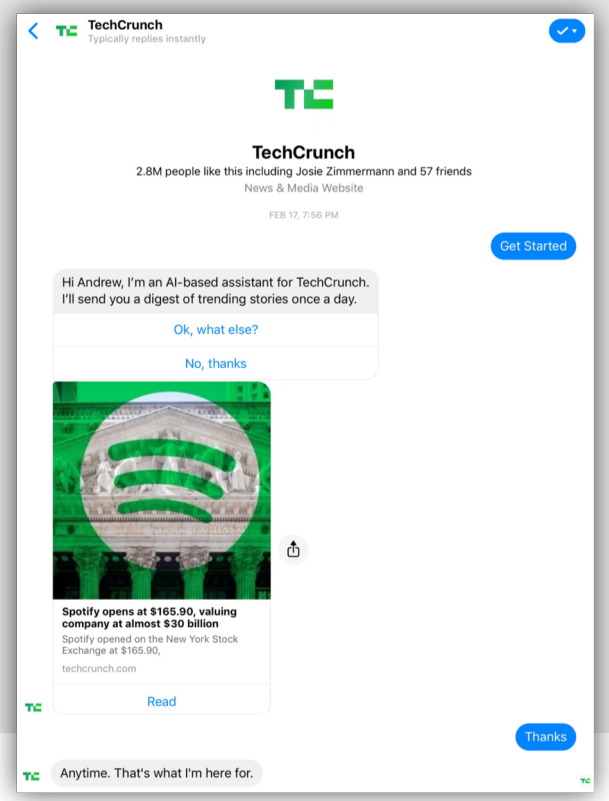
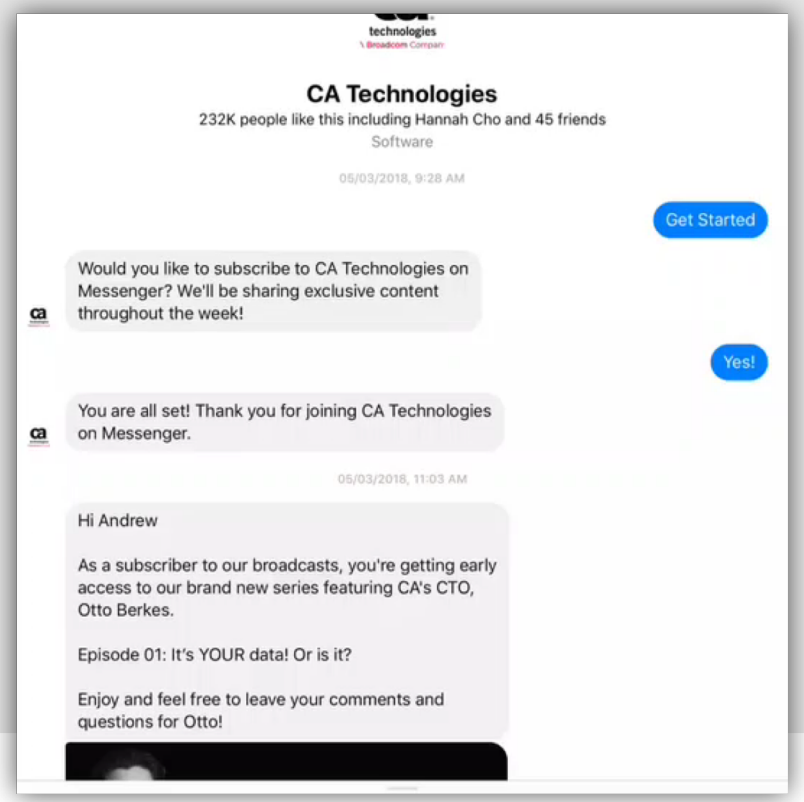

facebook business
Get Started
Learn
Insights
Resources
News
Support
Create an Ad
Messenger Business
Build customer relationships through conversation.
Get Started with Messenger

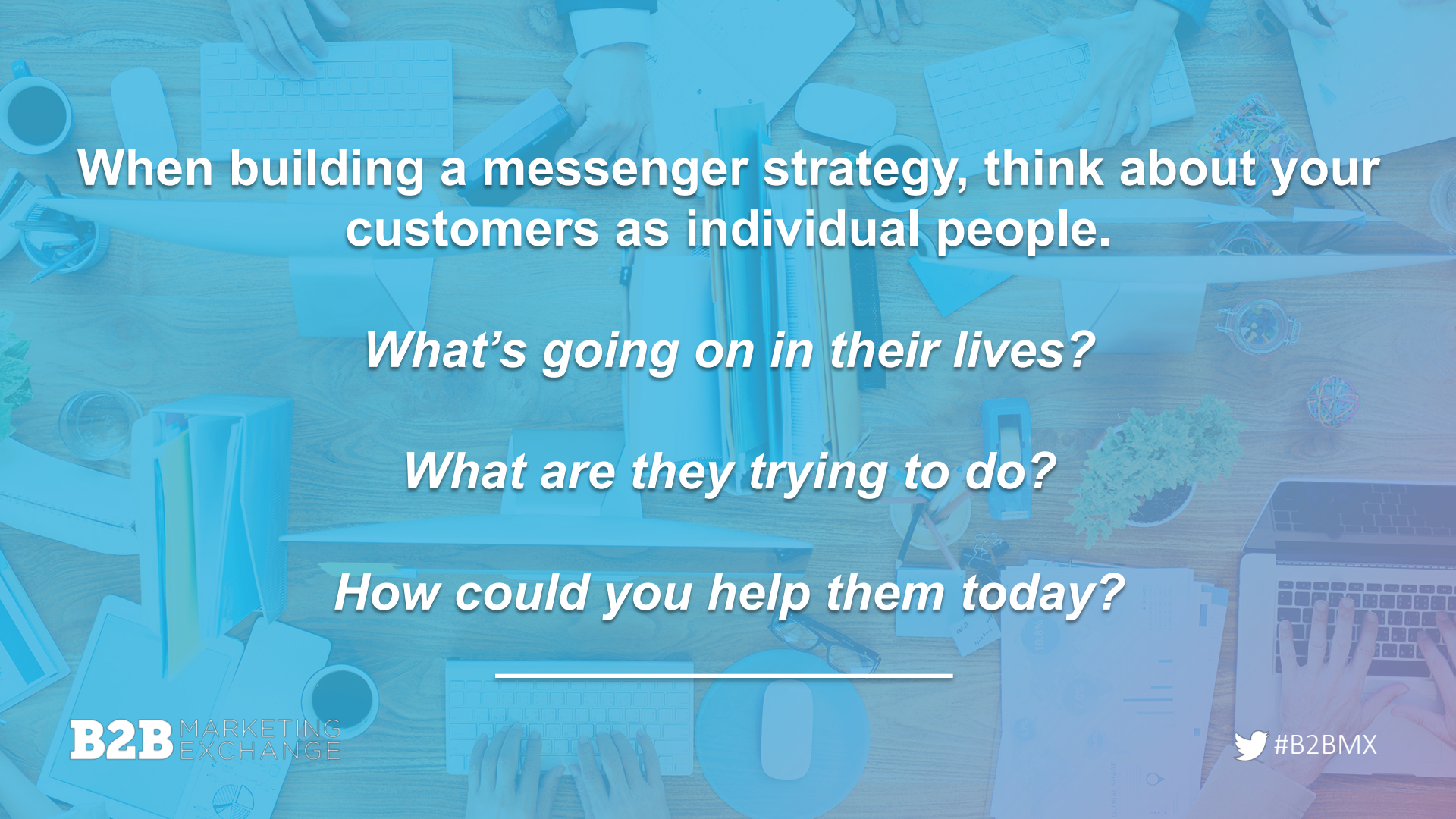

facebook business
Get Started
Learn
Insights
Resources
News
Support
Create an Ad
Messenger Business
Build customer relationships through conversation.
Get Started with Messenger
Facebook Messenger Formats
Text, images, video
Attachments, e.g. PDF files
Questions or quizzes with multiple choice buttons
Personalization via system attributes and/or dynamic attributes
Can automatically syndicate headlines, image and links from a blog (RSS)

Messenger Example: Nurture via News



Messenger Example: Exclusive Video Content




When building a messenger strategy, think about your customers as individual people.
What's going on in their lives?
What are they trying to do?
How could you help them today?
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How Audience Management Works

- As soon as users click a button or engage with your bot, they become a messaging connection.
- Your connections are people that have messaged you at some point.
- They can mute or unsubscribe at any point using built-in tools in the Facebook user interface.
- Most bot software will also automatically unsubscribe a user when the user types ‘stop’ or ‘unsubscribe’.

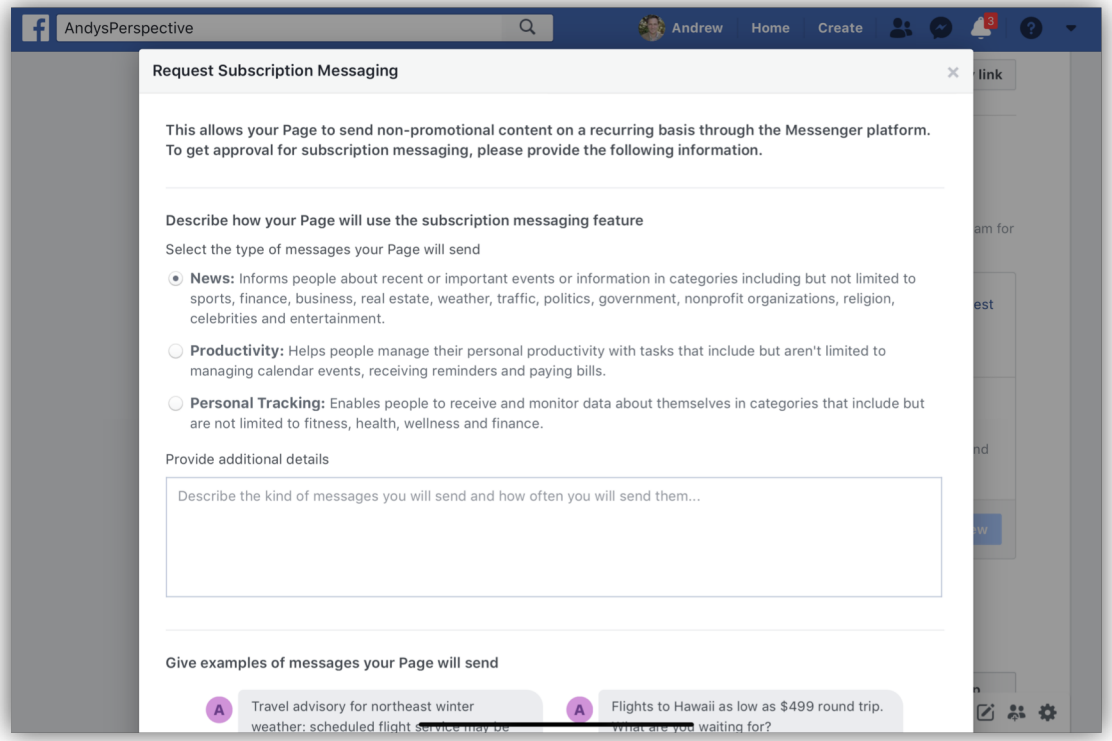
3 types of messages

Promotional Broadcasts
Commercial messages. Can only send to people who have actively interacted with your bot in the past 24 hours, i.e send you a message or click on a button.

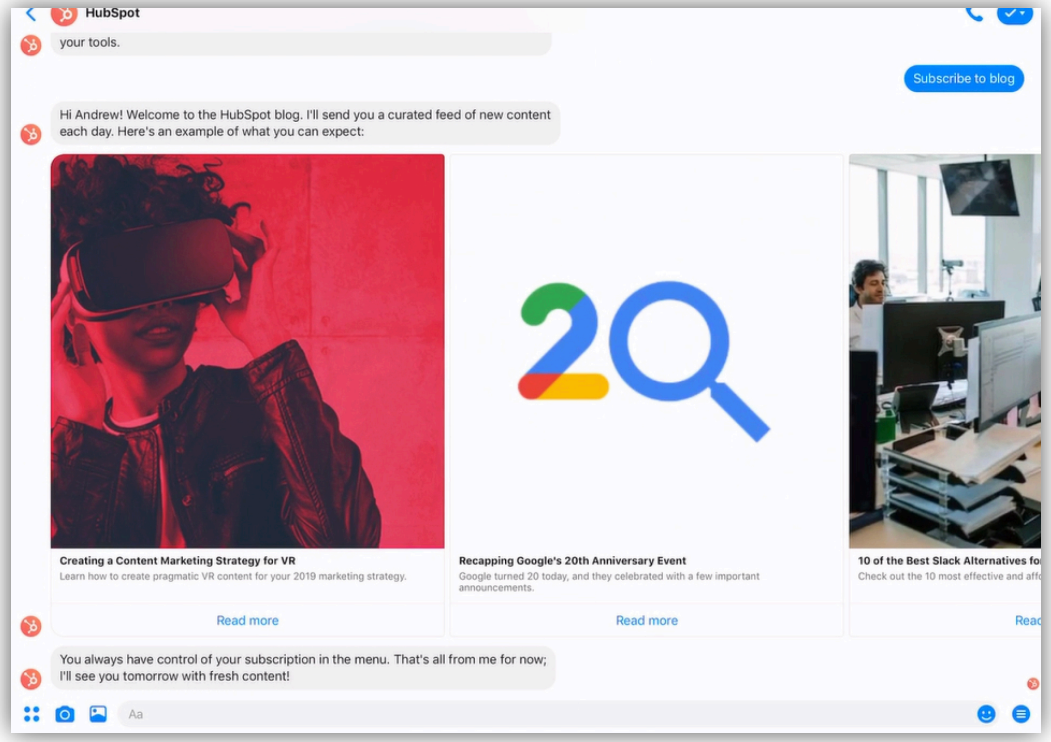
Follow-Up Broadcasts
Every time you send a promotional broadcast, you’re allowed to send one follow-up msg. This is the last chance you have to send a message until they interact with you again.

Subscription Broadcasts
Non-promotional content, e.g. news, educational or interactive content. Once someone engages with a subscription broadcast, you can send a promo broadcast.

What is Subscription Messaging?



Bringing a User into the Funnel: Example



HubSpot

Automated messaging
Product/Service

1.8M people like this including Carrie Neumann Kelly and 35 friends

HubSpot uses your info to contact you about our content, products, and services. See our Privacy Policy in the menu for more info and how to opt-out.

When you tap Get Started, HubSpot will see your public info.

Get Started

Audience Management Best Practices

- Focus on non-promotional ”Subscription Messages”
- Always give users the option to opt out
- Front load the messages in time
- Use segmentation and personalization to make broadcasts more relevant

Messenger KPIs
and
Relating them to Business Objectives
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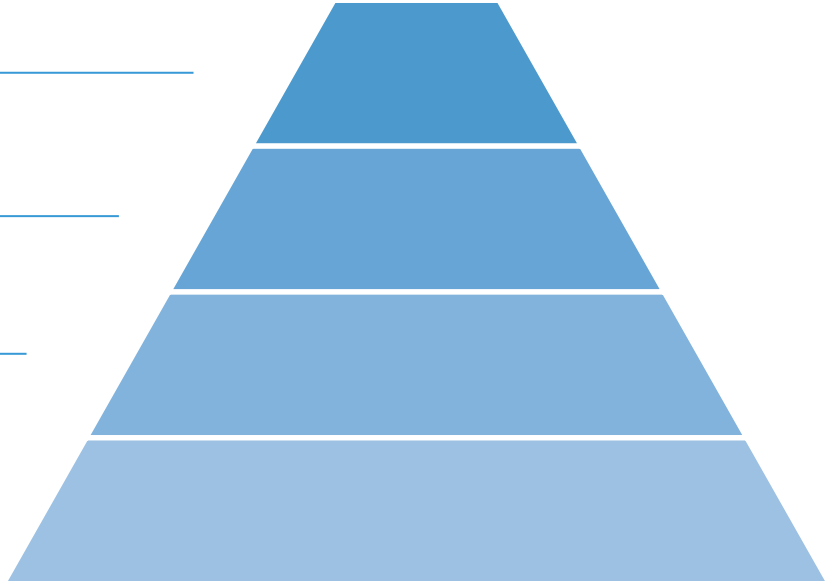
Key Metrics for Messenger Marketing

Conversions
Attributable to Channel

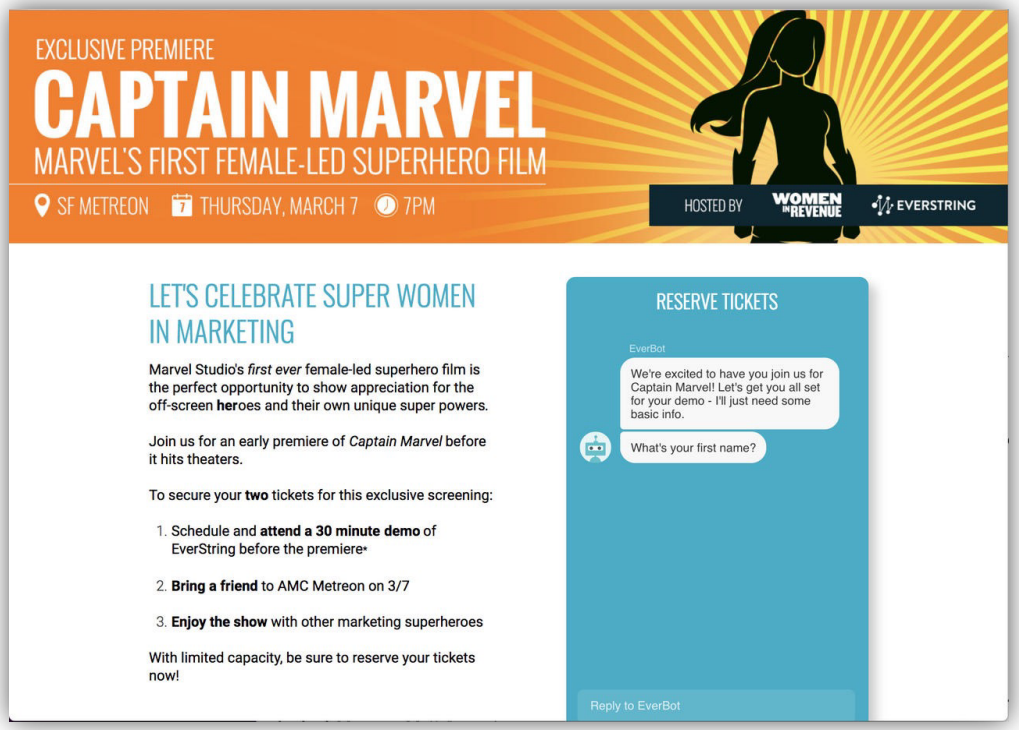
Amplification
Shares, Retweets

Engagement
Click Actions

Audience
Followers, Subscribers

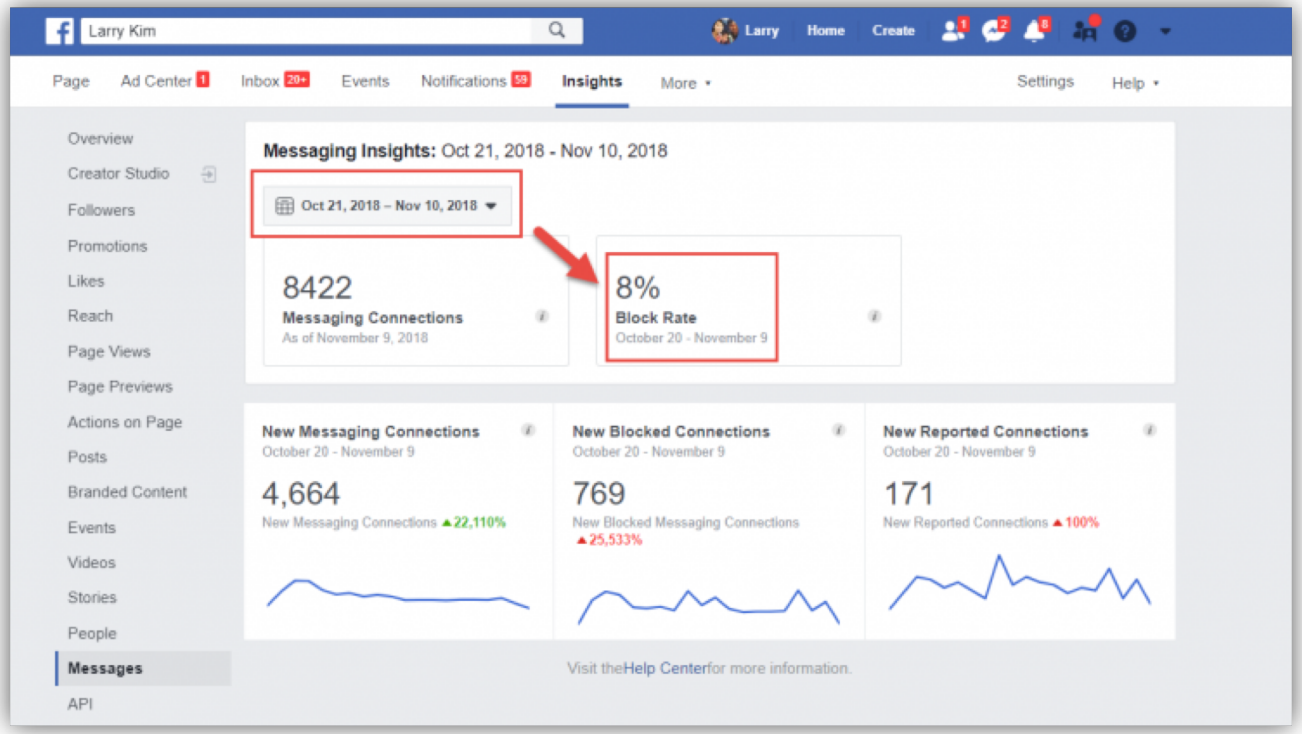


Using Chatbots to Reduce Friction and Capture Leads (Drift)



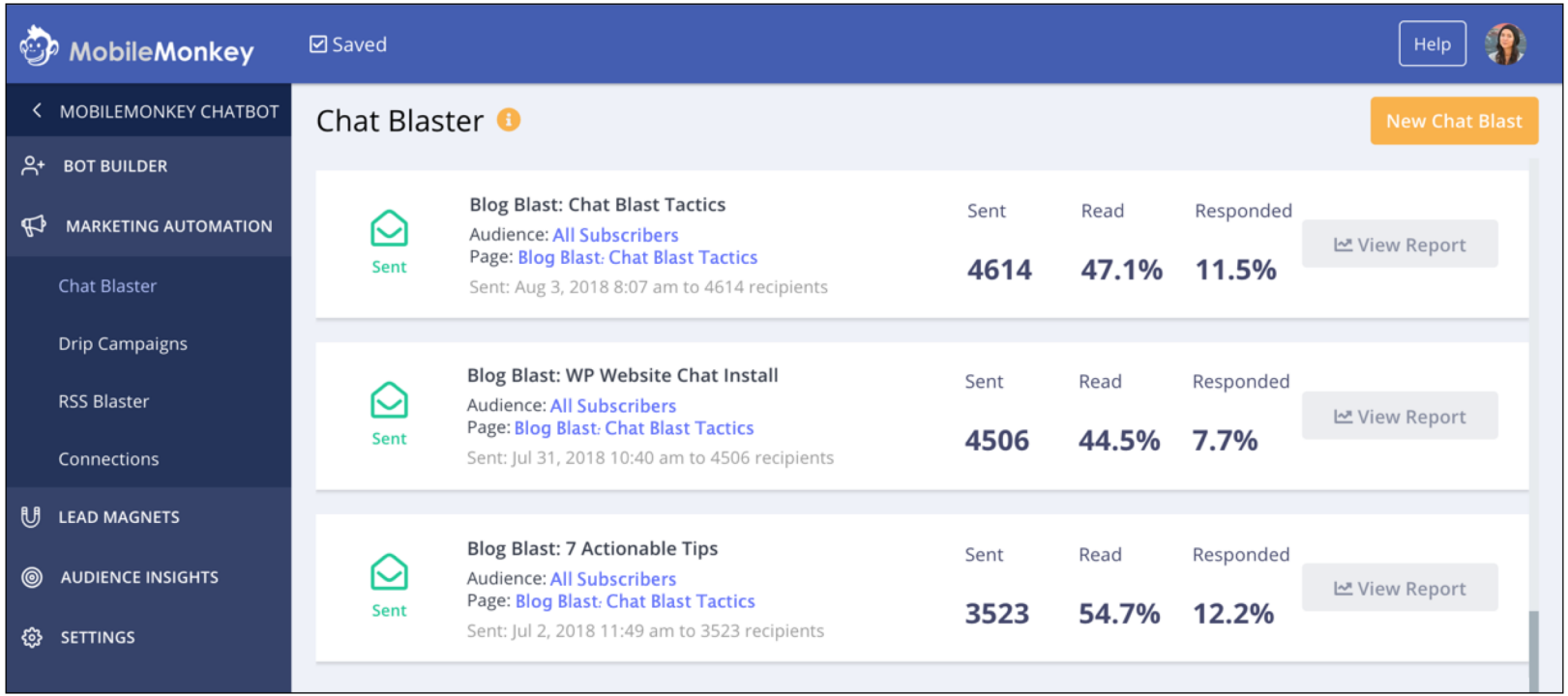
Courtesy of EverString

Dashboard Example: Facebook Insights



Courtesy of MobileMonkey.com

Dashboard Example (Vendor)

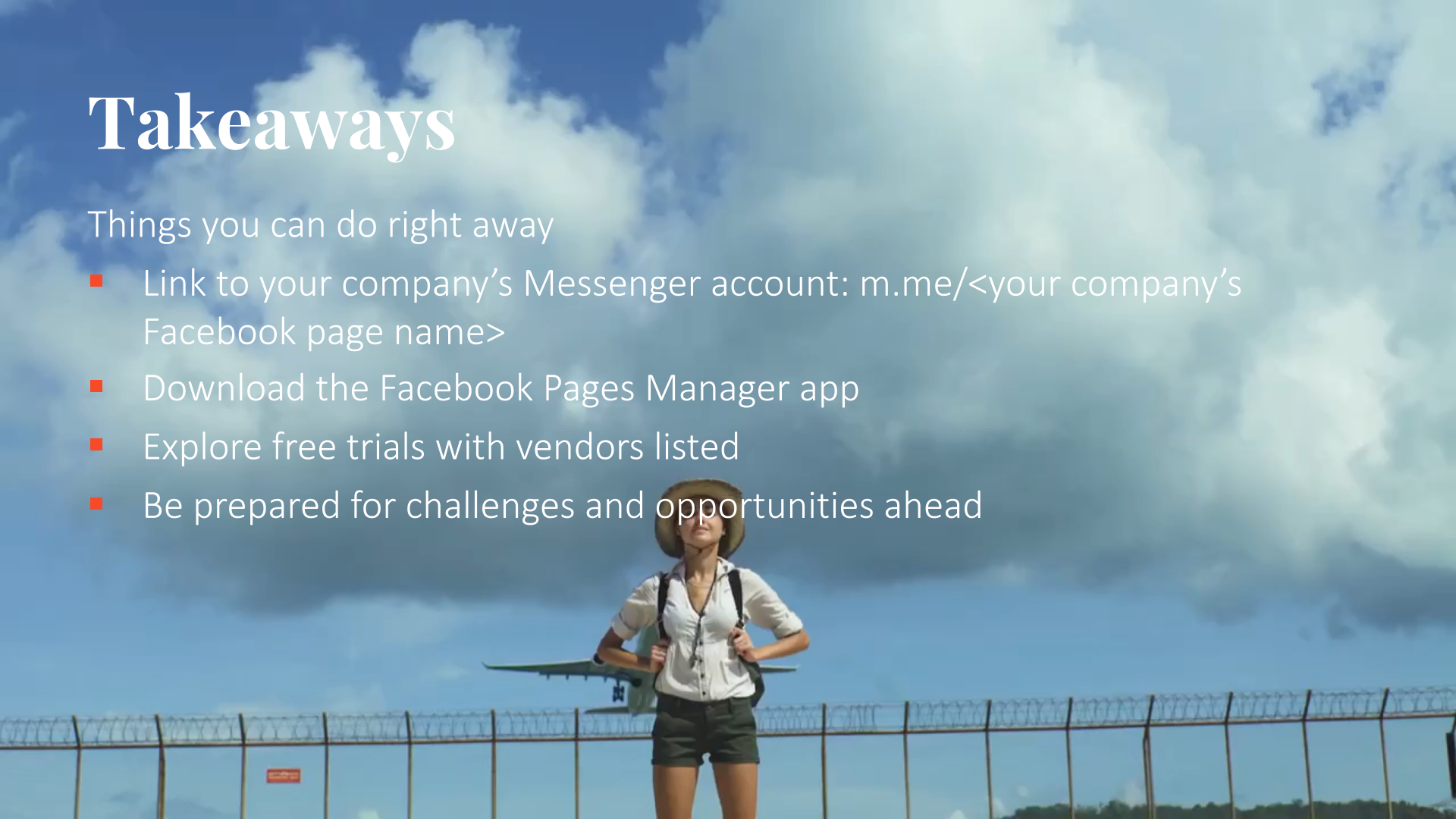


Courtesy of MobileMonkey.com

Takeaways

Things you can do right away

- Link to your company's Messenger account: m.me/<your company's Facebook page name>
- Download the Facebook Pages Manager app
- Explore free trials with vendors listed
- Be prepared for challenges and opportunities ahead



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