



Messaging Apps applied to B2B Marketing

Andrew Spoeth



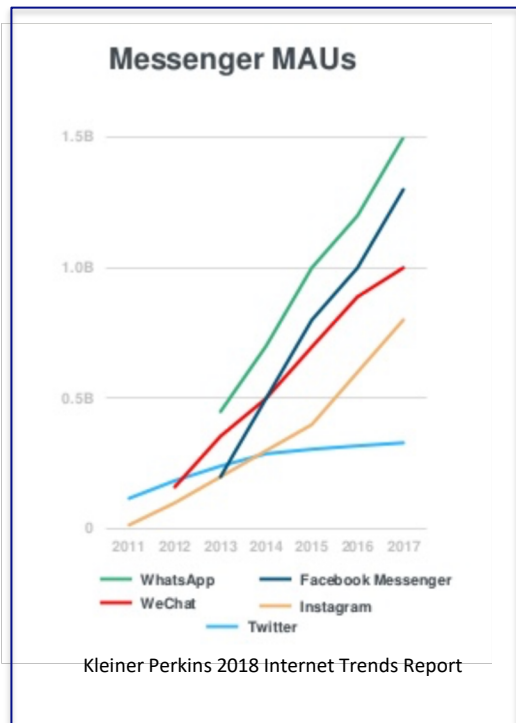
@andrewspoeth #B2BMX

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



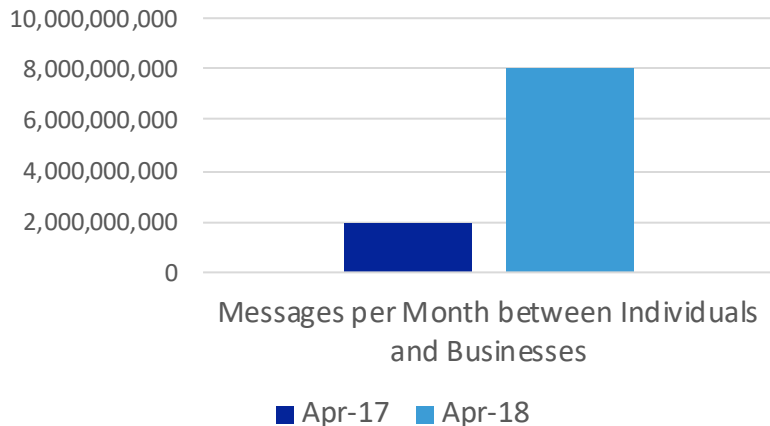
Trends in Messenger App Usage









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

- VP of Product for Facebook Messenger, Stan Chudnovsky







Facebook Messenger Volume



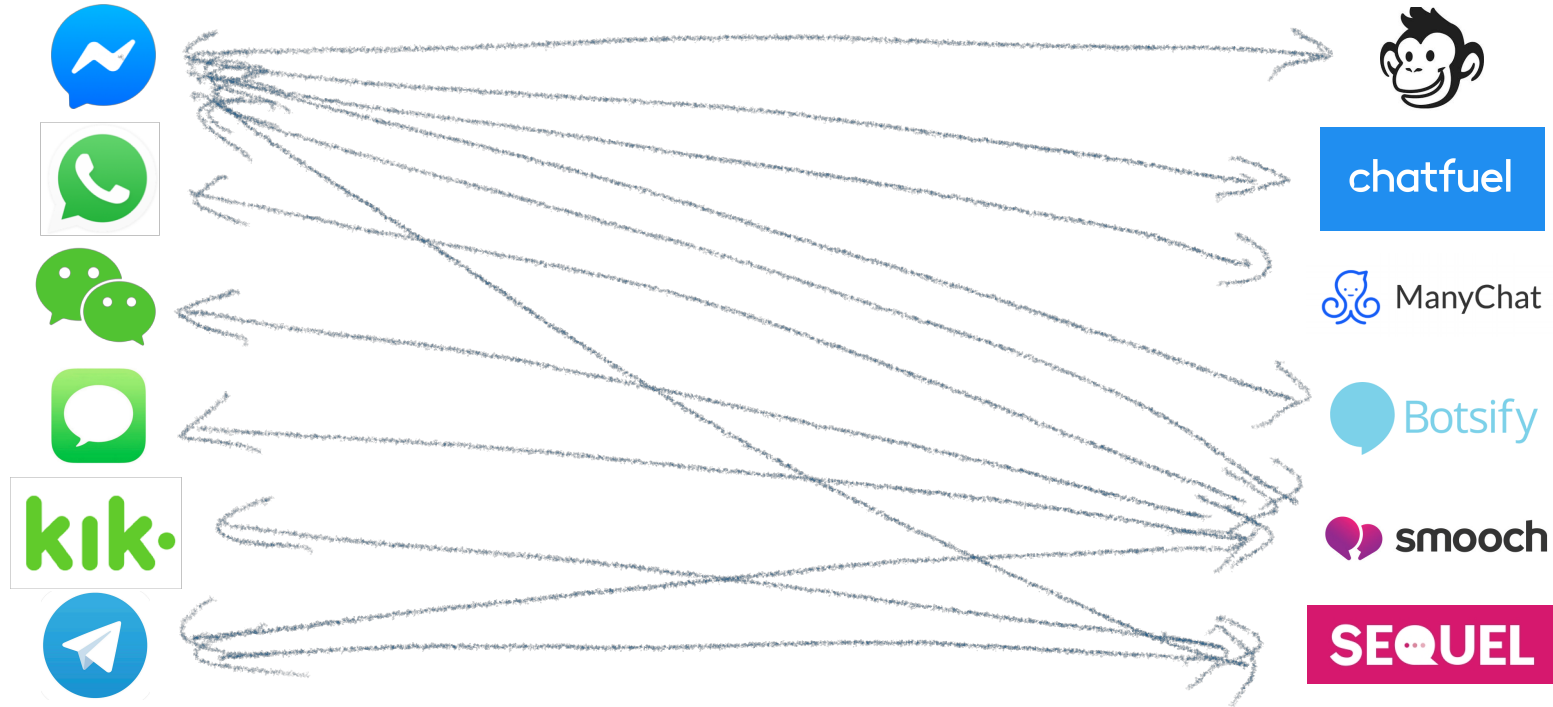
Messaging Apps Today

	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"	
Manychat "lets you create a Facebook Messenger bot for marketing, sales and support."	
Botsify: "Reduce Customer Support Cost by Automatically Answering Customer Questions"	
Smooch "connects your business software to all the world's messaging channels for a more human customer experience."	
Sequel: "Create messenger bots with personality."	

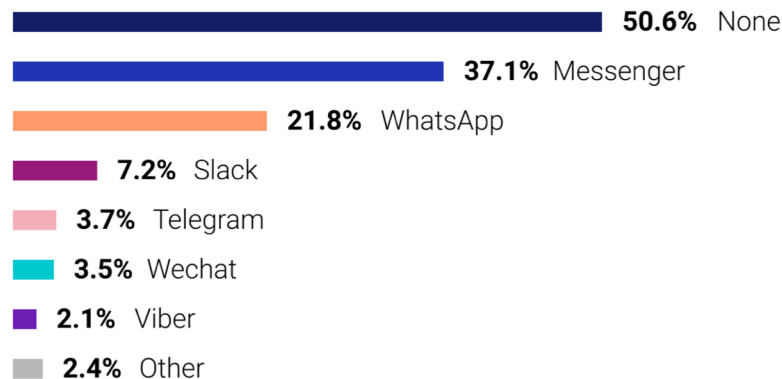
Vendor/Platform Connections





Current State of Messenger Marketing

Which messaging apps are you planning to incorporate into your marketing in 2019?

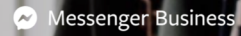


State of Social Report / 2019

buffer.com/state-of-social-2019

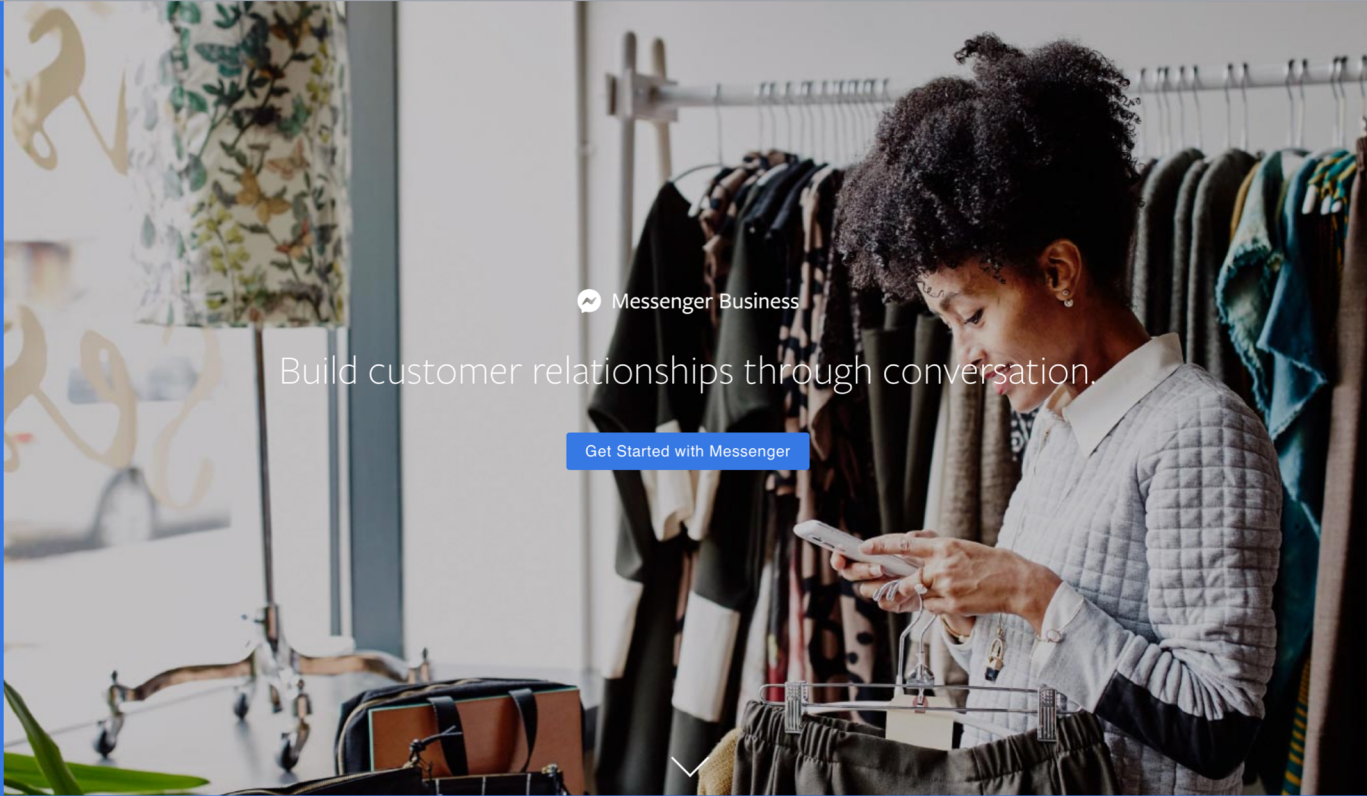


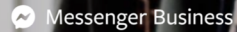
How to Develop a Content Strategy for Messenger Marketing



Build customer relationships through conversation.

Get Started with Messenger





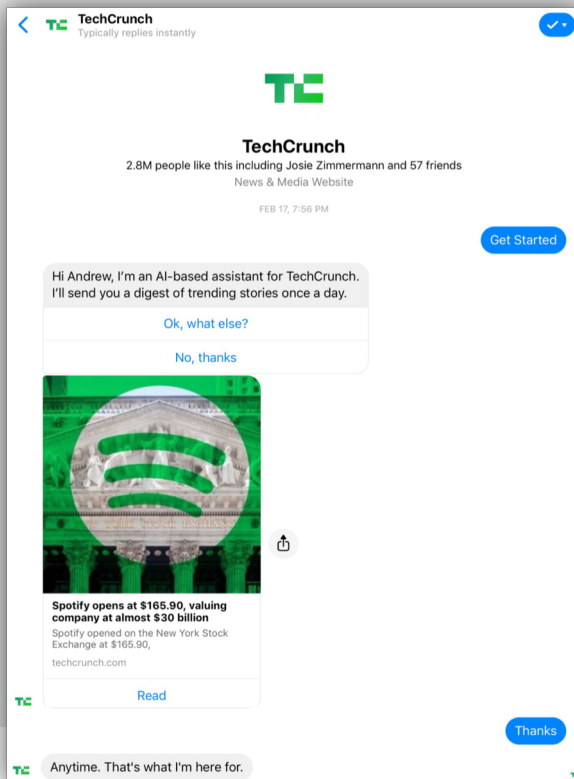
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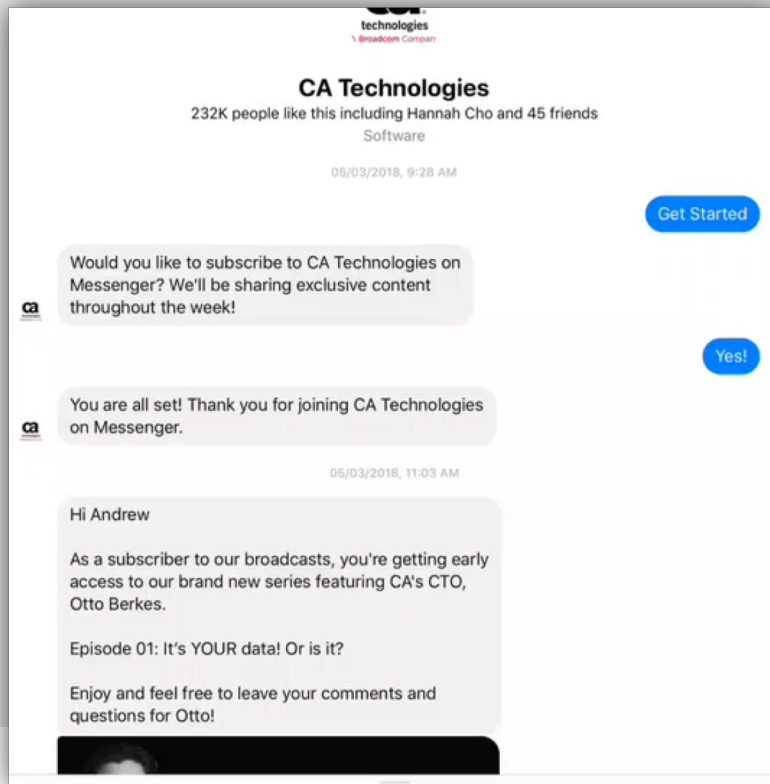
Facebook Messenger Formats

- 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?



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.

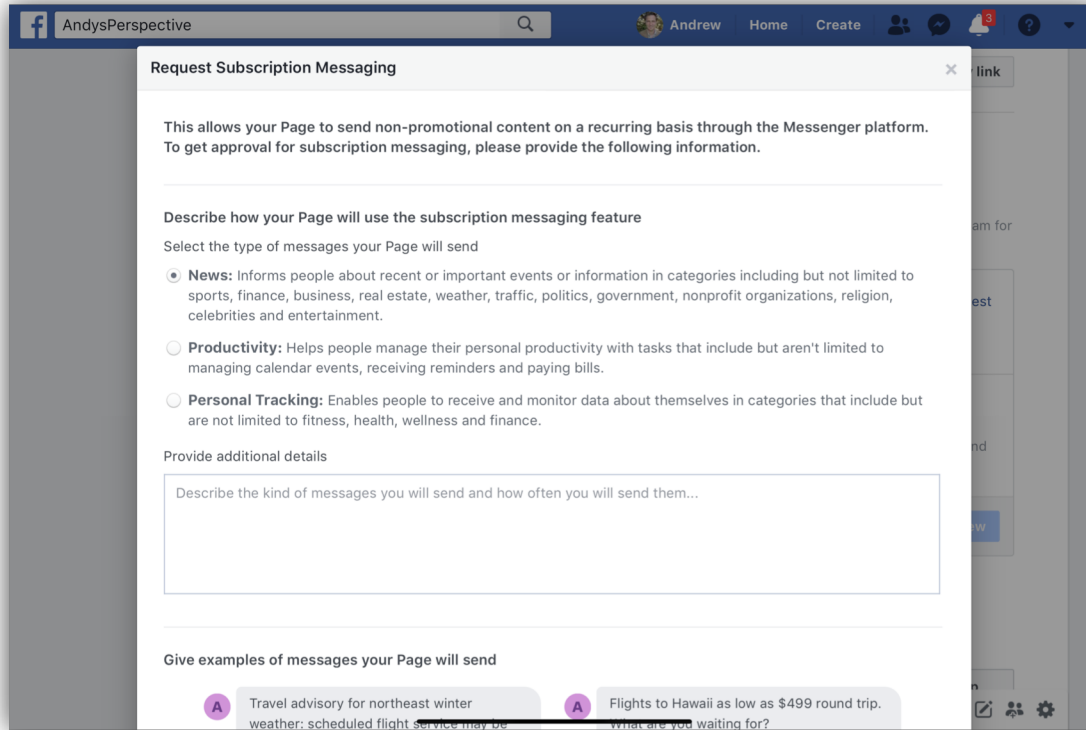
Follow-Up Broadcasts

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?



The screenshot shows a Facebook interface with a user profile 'Andrew' and navigation links 'Home' and 'Create'. A modal window titled 'Request Subscription Messaging' is open. The modal contains the following text: 'This allows your Page to send non-promotional content on a recurring basis through the Messenger platform. To get approval for subscription messaging, please provide the following information.' Below this is a section 'Describe how your Page will use the subscription messaging feature' with the instruction 'Select the type of messages your Page will send'. There are three radio button options: 'News' (selected), 'Productivity', and 'Personal Tracking'. Each option has a description. Below the options is a text box labeled 'Provide additional details' with the placeholder text 'Describe the kind of messages you will send and how often you will send them...'. At the bottom, there is a section 'Give examples of messages your Page will send' with two example messages shown in a list: 'Travel advisory for northeast winter weather; scheduled flight service may be' and 'Flights to Hawaii as low as \$499 round trip. What are you waiting for?'.

Request Subscription Messaging

This allows your Page to send non-promotional content on a recurring basis through the Messenger platform. To get approval for subscription messaging, please provide the following information.

Describe how your Page will use the subscription messaging feature



Select the type of messages your Page will send

- ☒ **News:** Informs people about recent or important events or information in categories including but not limited to sports, finance, business, real estate, weather, traffic, politics, government, nonprofit organizations, religion, celebrities and entertainment.
- ☐ **Productivity:** Helps people manage their personal productivity with tasks that include but aren't limited to managing calendar events, receiving reminders and paying bills.
- ☐ **Personal Tracking:** Enables people to receive and monitor data about themselves in categories that include but are not limited to fitness, health, wellness and finance.

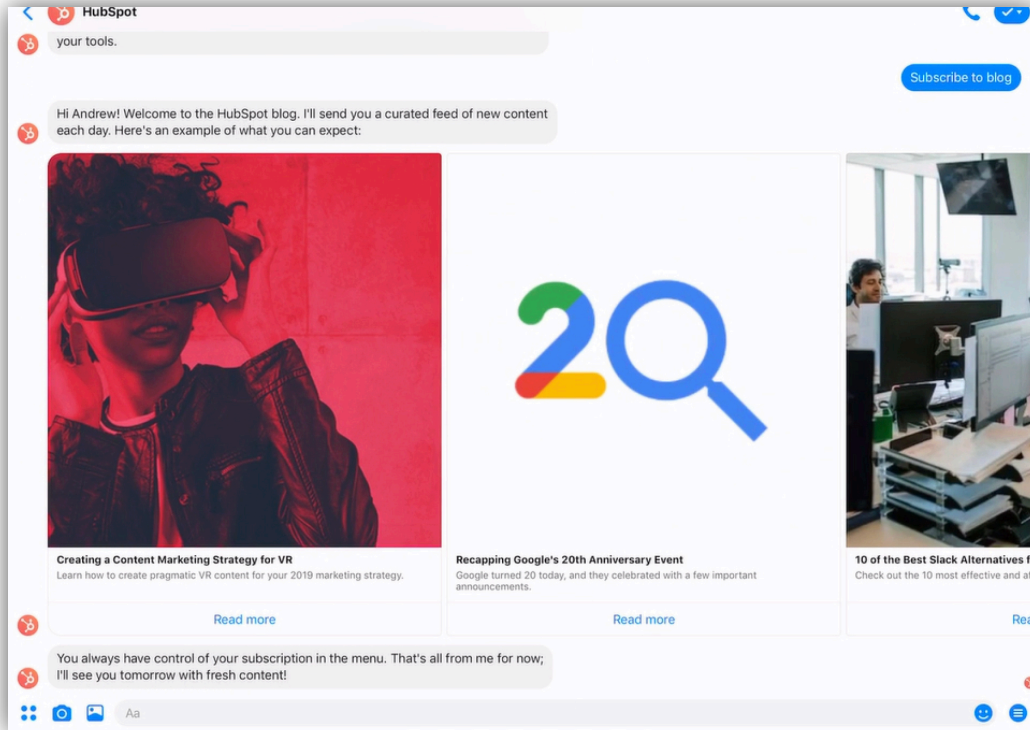
Provide additional details

Describe the kind of messages you will send and how often you will send them...

Give examples of messages your Page will send

-  Travel advisory for northeast winter weather; scheduled flight service may be
-  Flights to Hawaii as low as \$499 round trip. What are you waiting for?

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

Key Metrics for Messenger Marketing

Conversions

Attributable to Channel

Amplification

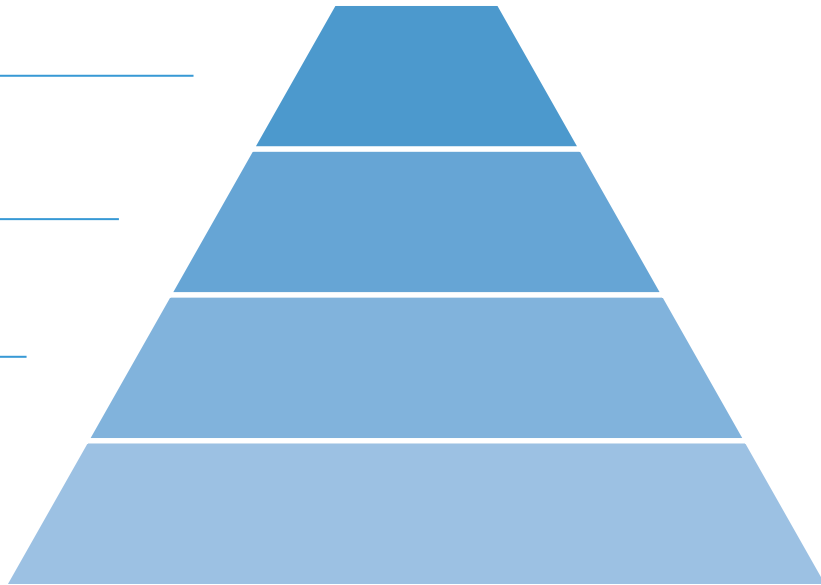
Shares, Retweets

Engagement

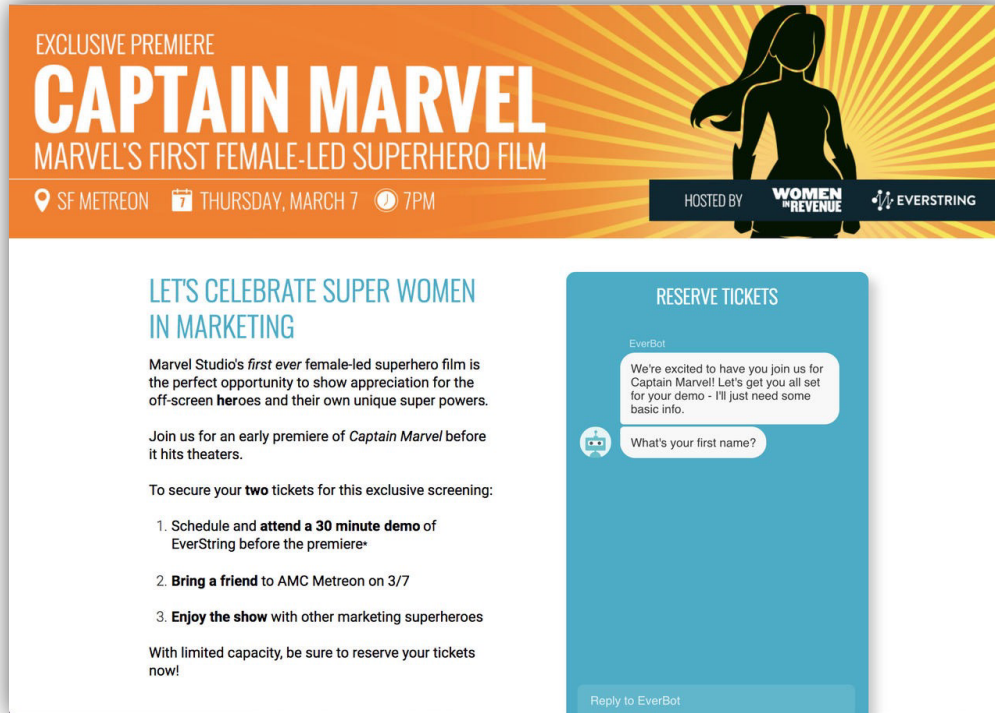
Click Actions

Audience

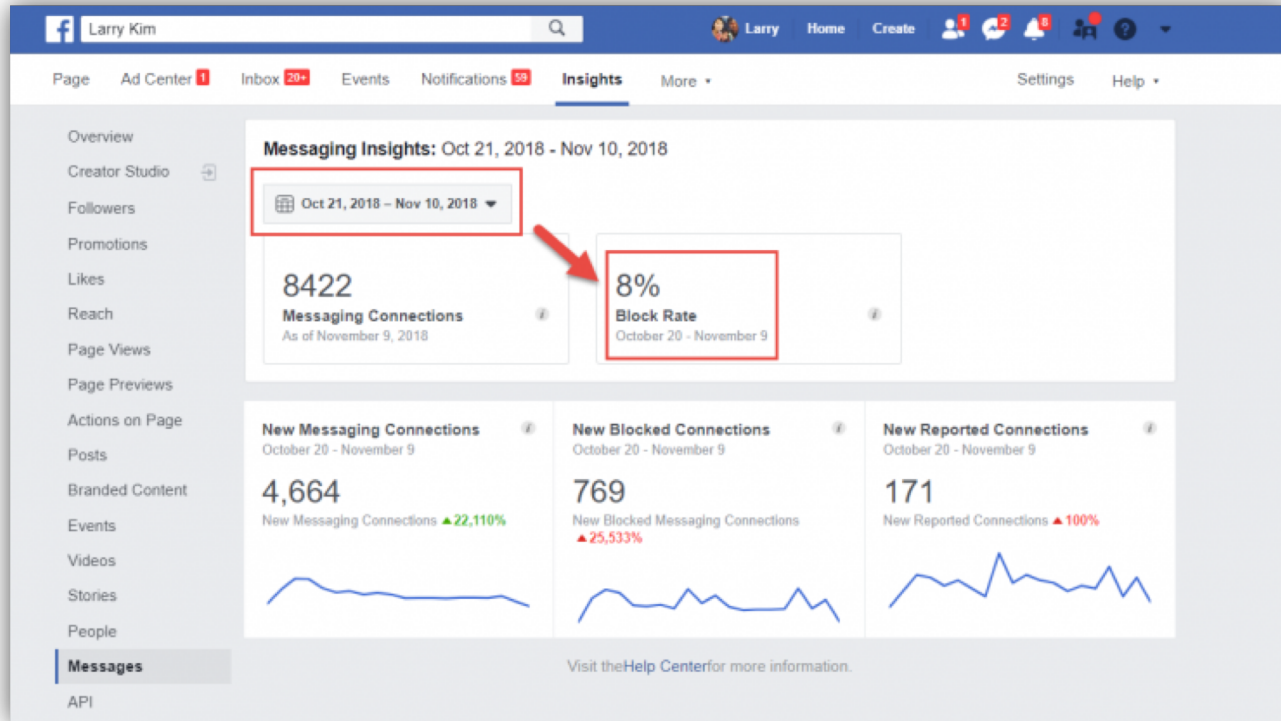
Followers, Subscribers



Using Chatbots to Reduce Friction and Capture Leads (Drift)

The image shows a promotional poster for the movie 'Captain Marvel'. The top half of the poster is orange with a silhouette of Captain Marvel against a sunburst background. Text on the poster includes 'EXCLUSIVE PREMIERE', 'CAPTAIN MARVEL', 'MARVEL'S FIRST FEMALE-LED SUPERHERO FILM', 'SF METREON', 'THURSDAY, MARCH 7', '7PM', 'HOSTED BY WOMEN IN REVENUE', and 'EVERSTRING'. The bottom half of the poster is white and contains text about celebrating super women in marketing and a list of instructions for securing tickets. A blue chatbot interface is overlaid on the right side of the white section, titled 'RESERVE TICKETS'. The chatbot, named 'EverBot', sends a message: 'We're excited to have you join us for Captain Marvel! Let's get you all set for your demo - I'll just need some basic info.' and then asks 'What's your first name?'. At the bottom of the chat interface is a text input field with the placeholder 'Reply to EverBot'.

Dashboard Example: Facebook Insights



Courtesy of MobileMonkey.com

Dashboard Example (Vendor)

The screenshot displays the MobileMonkey dashboard. The top navigation bar includes the MobileMonkey logo, a 'Saved' status indicator, a 'Help' button, and a user profile icon. The left sidebar contains navigation links: MOBILEMONKEY CHATBOT, BOT BUILDER, MARKETING AUTOMATION (with sub-links for Chat Blaster, Drip Campaigns, RSS Blaster, and Connections), LEAD MAGNETS, AUDIENCE INSIGHTS, and SETTINGS. The main content area is titled 'Chat Blaster' and features a 'New Chat Blast' button. It lists three chat blast campaigns, each with a 'Sent' status icon, title, audience, page, send time, recipient count, and engagement metrics (Read and Responded percentages). Each campaign entry includes a 'View Report' button.

Status	Title	Audience	Page	Sent	Recipients	Read	Responded	Action
Sent	Blog Blast: Chat Blast Tactics	All Subscribers	Blog Blast: Chat Blast Tactics	Aug 3, 2018 8:07 am	4614	47.1%	11.5%	View Report
Sent	Blog Blast: WP Website Chat Install	All Subscribers	Blog Blast: Chat Blast Tactics	Jul 31, 2018 10:40 am	4506	44.5%	7.7%	View Report
Sent	Blog Blast: 7 Actionable Tips	All Subscribers	Blog Blast: Chat Blast Tactics	Jul 2, 2018 11:49 am	3523	54.7%	12.2%	View Report

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



Takeaways

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bit.ly/B2BMXdemo

