# Messenger for Business







## Build lasting customer relationships through conversation

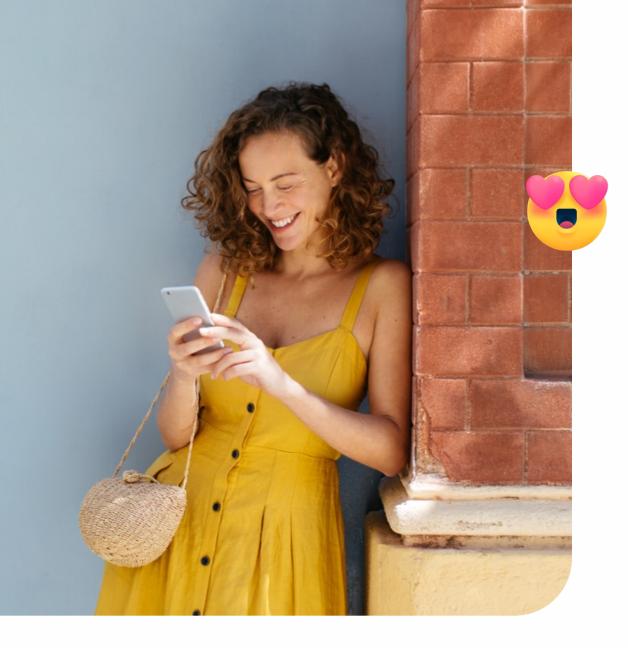
Messenger allows you to connect with

>1.3B

people in the channel they prefer making business personal and convenient

# Why messaging matters





#### People prefer messaging over other communication channels

63%

of people across generations prefer to message than call or email

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Unless a market is selected or called out specifically, data is on average across the 14 markets. Millennials are defined as people ages 18–34, Gen Xers as 35–54 and Boomers as 55+.

#### Messaging is convenient and convenience matters

People surveyed who say messaging is the easiest, most convenient way to contact a business:

61% Brazil 76% 69%

UK

India

US

62%

Facebook IQ source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook commissioned survey of 8,156 people in BR, GB, IN, and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.

Messaging helps people build trust and feel more connected to businesses

>1 in 2

people say messaging a business makes them feel more personally connected to the brand

Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.

# Messaging helps businesses remove friction across the customer journey

Over **81%** 

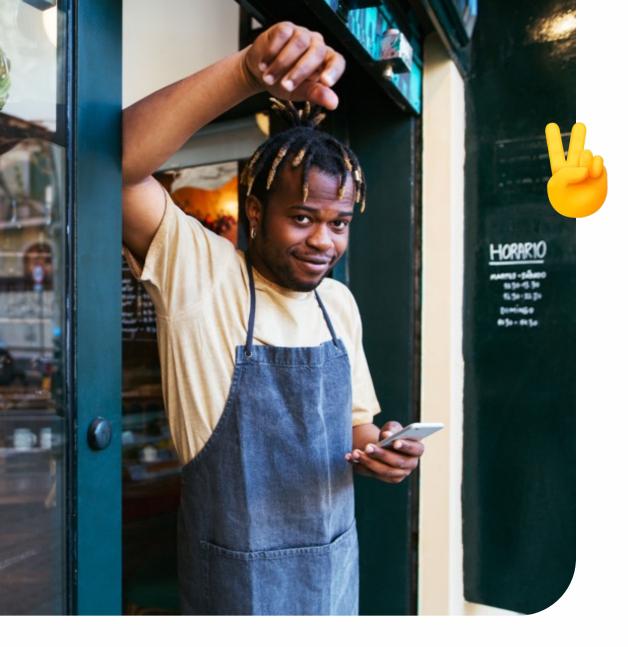
message businesses to ask about products or services



message businesses to make a purchase Over **75%** 

message businesses to get support for a product or service

Facebook IQ source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook commissioned survey of 8,156 people in BR, GB, IN, and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.



#### Messaging is growing; the modern way to communicate

>1 in 2

people surveyed across 15 markets consider business messaging the "modern way to communicate"

Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.

# **Messenger for business**



#### Why Messenger?



#### **Global reach**

1.3B users

Cross-platform, cross device

Real identity

## Seamless conversations

Easy to start and re-engage

Persistent thread

Synchronous or asynchronous

The modern way to communicate

Optimized for mobile

Rich media

## Easy integration

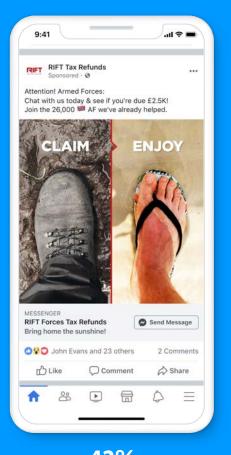
Facebook Pages and Ads

3<sup>rd</sup> party integrations via API

Best-in-class developer platform

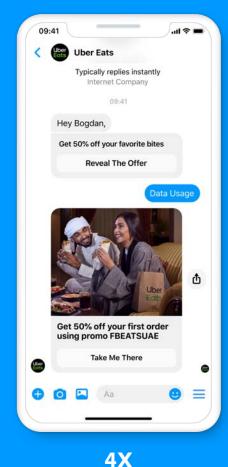
#### Messenger is where businesses are already seeing success

#### **Raise awareness**



**42%** increase in qualified leads

#### **Drive sales**



more purchases in Messenger compared to other channels

#### **Provide support**



**15PT** increase in Net Promoter Score

# **Getting started**



## Four steps to get started



#### Plan to close the gap between interest and action with Messenger

Start with a clear business objective and audience

- > Identify where conversation can solve friction in your existing customer journey
- > Explore case studies and example experiences for inspiration
- Get started using native Facebook tools by integrating your live chat vendor, or by building rich experiences using Messenger's platform





### Plan

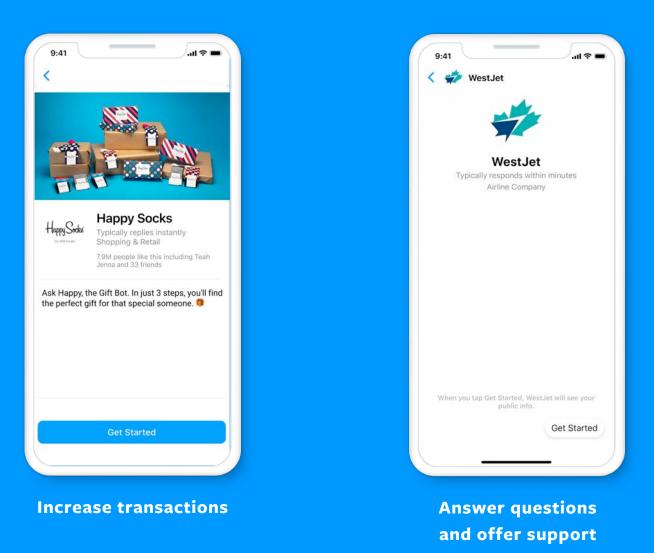
- Start with a clear business objective and audience
- Identify points in your customer journey where conversation can help remove friction or enrich the customer experience

#### Choose your business objective

🔂 Plan 😳 88 🖓







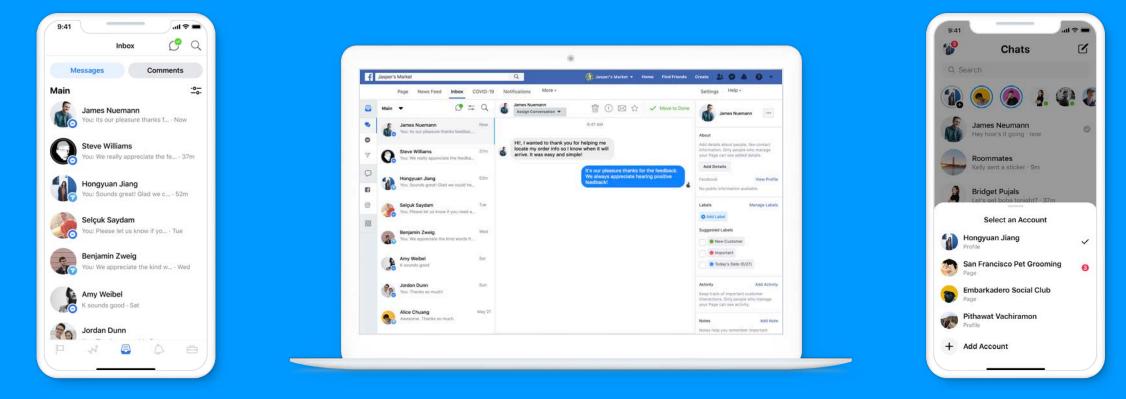


### Create

- > Build your Messenger experience
- Facebook's first-party tools are ideal for small businesses and simple use cases, while Messenger's platform APIs helps enterprise businesses connect with their customers at scale using 3<sup>rd</sup> party integrations and enhanced automation.

#### Facebook's first-party messaging tools

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**Pages Manager App** 

**Unified inbox** 

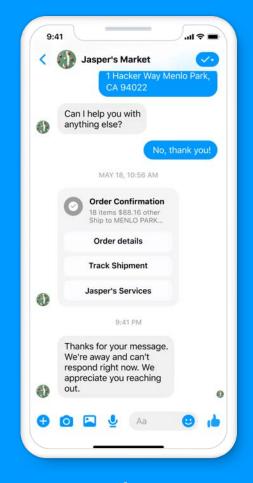
Business inbox in Messenger

#### **First-party messaging features**

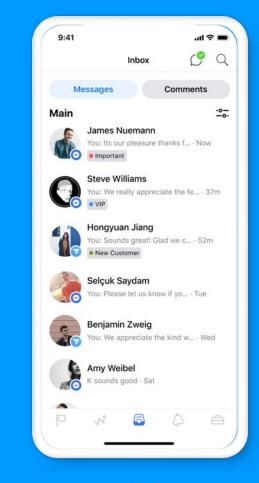
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**Saved Replies** 

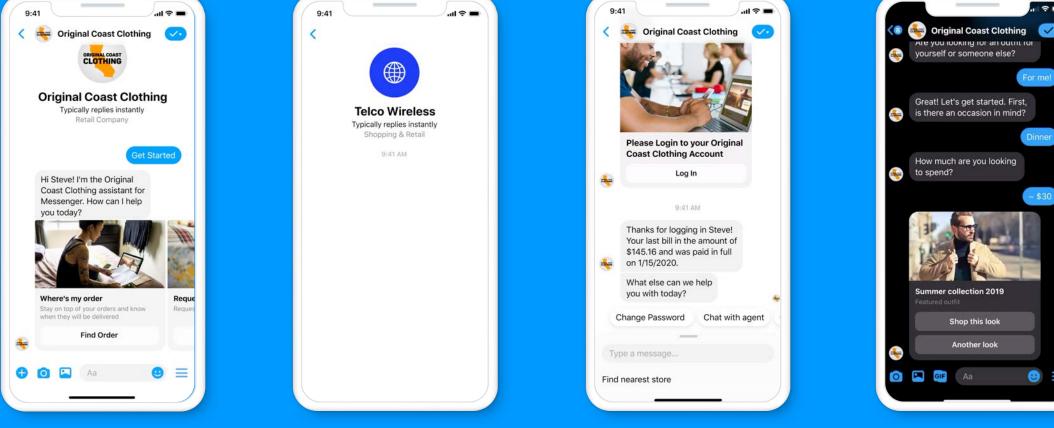


Automated Responses and Away Messages



Labels

#### Advanced features available on the Messenger Platform API



Enhanced automation

Account linking and authentication



Webview



#### Get more from Messenger developer partners



Benefit from messaging expertise in business-to-customer communication

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Increase speed to market of your Messenger solution



Gain early access to platform products and features

#### Messenger developer 💮 Create 🖧 🦩 抎 partners include: 🏷 sprinklr CLARABRIDGE Alcméon Khoros SET SAIL software snaps (f) Kustomer Conversocial Amplify.ai

For a comprehensive view of Messenger developer partners, <u>browse our directory here.</u>

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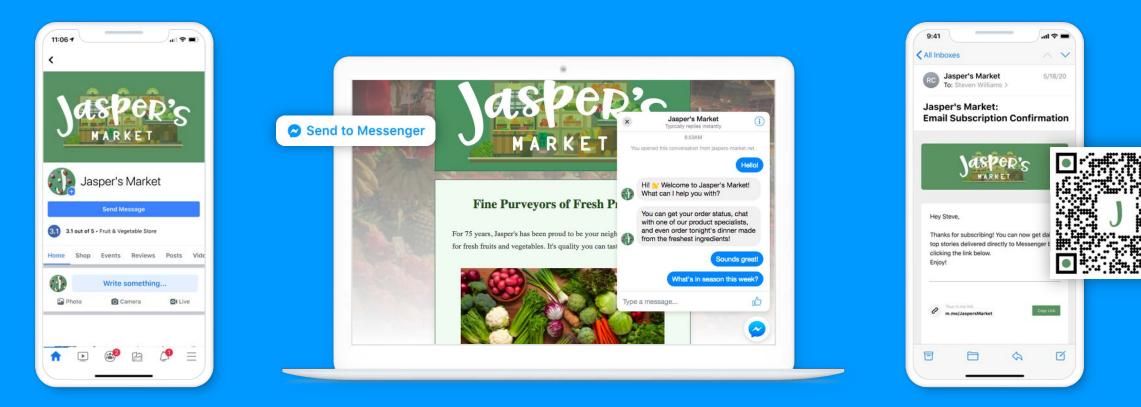


### Connect

Make it easy for people to reach out to your business using a mix of organic entry points and paid advertising solutions

# Organic ways to start a conversation with your business





**On Facebook** 

On your website

**Everywhere else** 

#### 🔂 😳 🖧 Connect 🖓

# Start conversations at scale with paid advertising solutions



Ads that click to Messenger



Sponsored messages



# Optimize

- > By evaluating the performance of your business metrics, you can learn what works and improve service over time
- > To get the most from Messenger, you should:
  - 1. Test
  - 2. Learn
  - 3. Expand and iterate

### Use Facebook's measurement tools to take a close look at the customer journey

> Where are you seeing dropoff?

> Where can you reduce friction or increase delight?





## Messenger for lead generation

Start conversations with potential customers

# A mobile-optimized experience helps businesses generate, qualify and nurture leads at scale



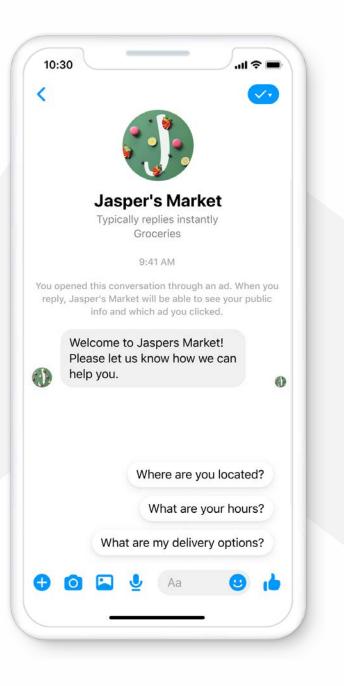
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R	You all look so happy!	
Write a comment		00
	Jasper's Market	

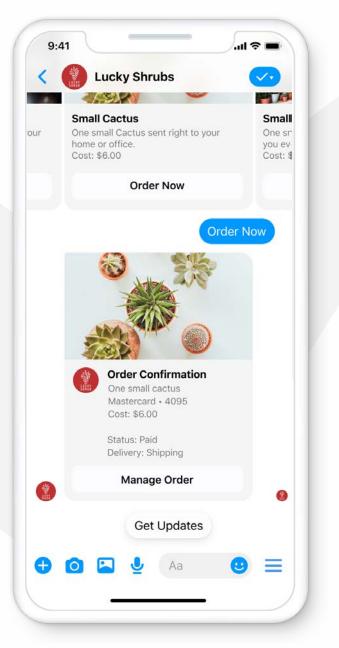
Start your New Years resolution early with our best quality, locally sourced products delivered straight to your doorstep.



MESSENGER Introducing Jasper's Fresh Fresh, easy, delivered				Send Message	
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Like		Comment		⇔ Share	
		at 11:14 PM · @ od food and		aughs.	
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Reach the right prospects with Facebook ads targeting





Help people establish a connection with your business with icebreakers and quick replies



# Use Reminders to easily follow up with prospects

### Leads collected in Messenger can be easily exported to your CRM



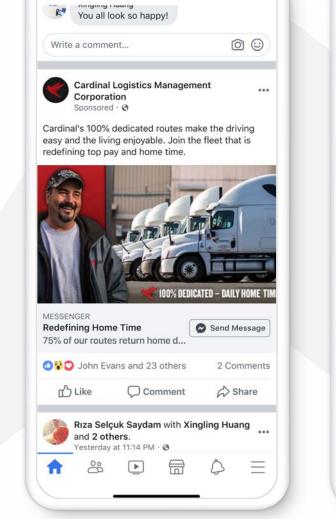


### **Cardinal Logistics**

The US-based transportation solutions provider works directly with clients to optimize their supply chains by developing and implementing customized transportation solutions. Cardinal Trucking relies on lead generation to recruit qualified drivers.

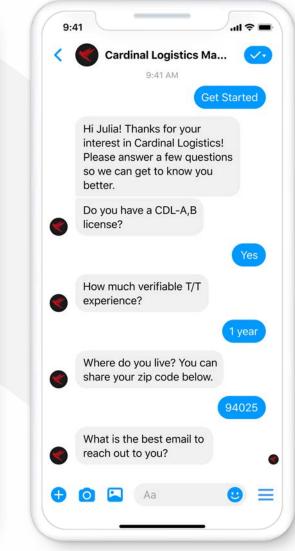
**1.8X** increase in qualified leads with Messenger





9:41

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BEST PRACTICES

# Lead generation

> Test your greeting

- > Start with qualifying questions
- Use Answer validation for phone, email and custom questions
- > Integrate with your CRM
- > Keep conversation light
- > End with clear next steps
- > Continue the conversation in Messenger

## Advertising on Messenger

Be where your customers are



Ad Placement

#### Ads in Messenger Inbox

Extend the reach of your Facebook campaigns to the 1.3B people who use Messenger each month

Loredana Gord Roommates Kelly sent a sticker · 9m James Nuemann James: Let's get boba tonight? · 37m Hongyuan Jiang You: K sounds good · 8:24am Surf Crew OND. Loredana: See you there! Jamie Sharpsteen Jamie sent a photo · Mon Alex Ristevski You: Totally · Tue Jasper's Market 🔤 C C C Check out our best quality p... -Chats People

Chats

..... 🕆 💻

2

9:41

Q Search

+

Note: Ads in Messenger Inbox are not currently available in the following countries: United States, Canada, France and Australia

Ad Placement

#### Ads in Messenger Stories

Use the Messenger Stories placement to increase the reach of your Instagram Stories and Facebook Stories campaigns



#### Ads that click to Messenger

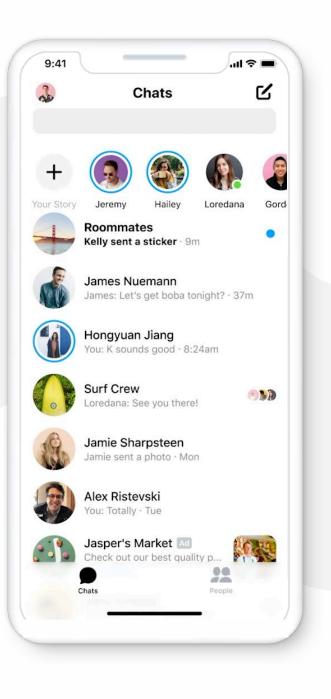
Ads that click to Messenger send people from ads in Messenger, Facebook and Instagram into Messenger conversations with your business

You all I	ook so happy!	
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Jasper's Sponsored		
	fears resolution early purced products delive	
	CL2	NY S
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Messages Objective

### **Sponsored messages**

Sponsored messages let you send offers, promotions and updates directly to the people you have an open conversation with in Messenger





### **5 Napkin Burger**

The New York City burger restaurant ran ads that clicked to Messenger and sponsored messages, which brought in nearly 500 new customers to its stores for meals. They also increased the average sale value by 20%.



## 20% 10X 2.5K

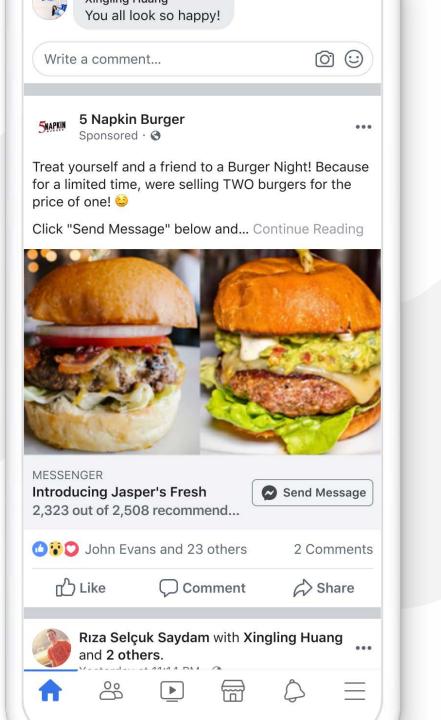
increase in average sale amount

return on ad spend

new Messenger and email subscribers

"We are constantly searching for ways to introduce new customers to our restaurants. I have been amazed with the effectiveness of using Messenger to achieve this goal. We have been able to attract first-time guests and make many of them regulars through thoughtful, ongoing communication on their preferred platform."

- Robert Guarino, Chief Executive Officer, 5 Napkin Burger





- > Leverage Facebook ads targeting
- > Opt-in to all available ad placements
- > Leverage icebreakers or Quick Replies to make it easy for people to start a conversation
- > Test, learn and iterate

# Thank you



