Messenger for Business

Messenger from **FACEBOOK**

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

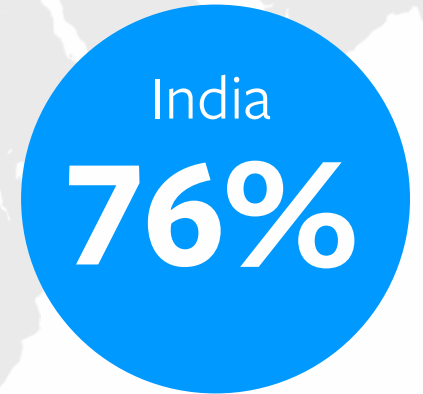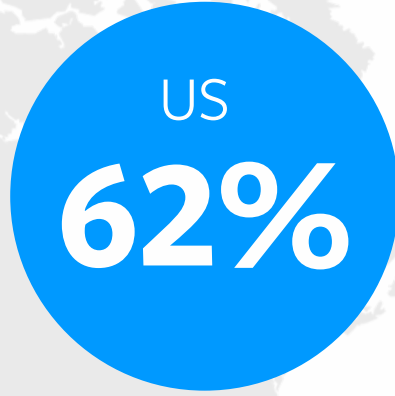# People prefer messaging over other communication channels

63%

of people across generations prefer to message than call or email

Messaging is convenient and convenience matters

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

US 62%

UK 61%

Brazil 69%

India 76%

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

Messaging helps businesses remove friction across the customer journey

Over

81%

message businesses to ask about products or services

Over

74%

message businesses to make a purchase

Over

75%

message businesses to get support for a product or service

Messaging is growing; the modern way to communicate

>1 in 2

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

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
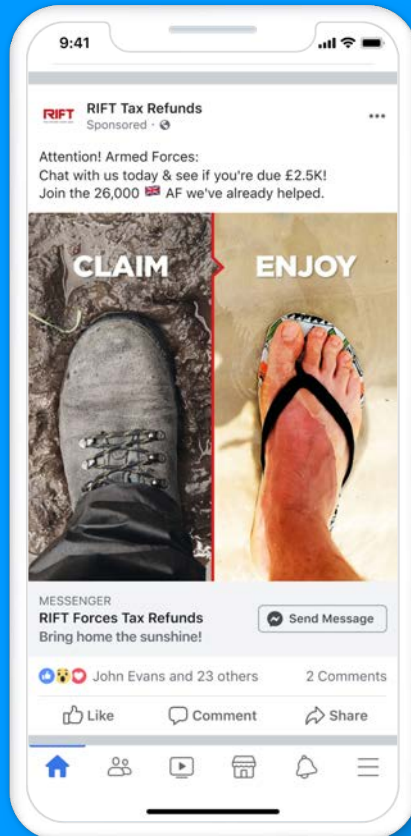
—

Rich media

Easy integration

Facebook Pages and Ads

—

3rd party integrations via API

—

Best-in-class developer platform

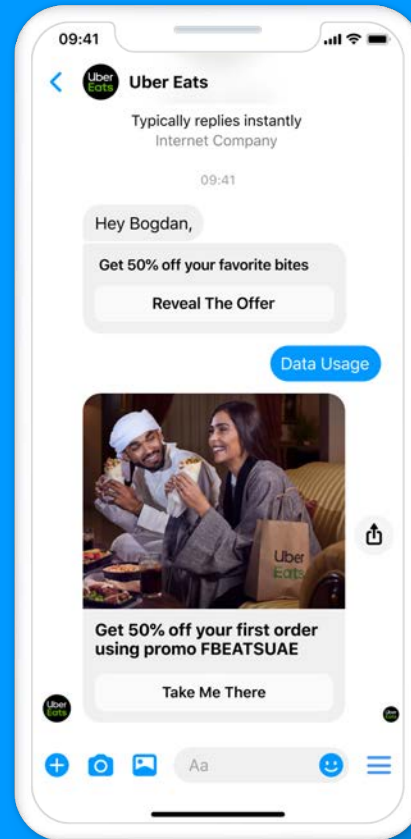# Messenger is where businesses are already seeing success

Raise awareness

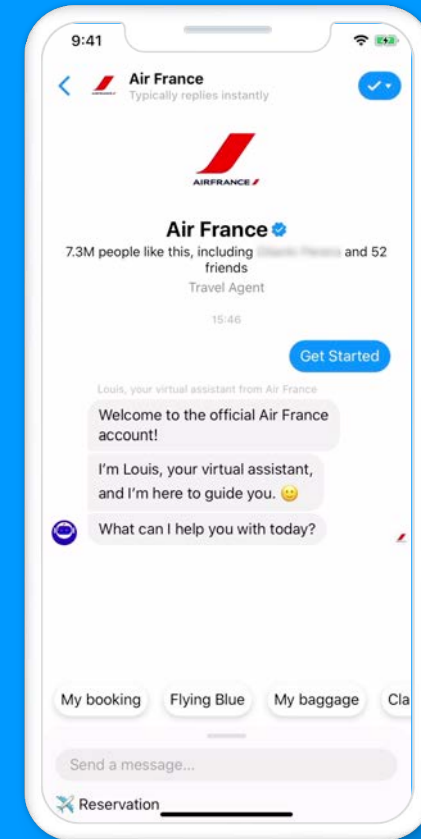

42%

increase in qualified leads

Drive sales

4X

more purchases in Messenger compared to other channels

Provide support

15PT

increase in Net Promoter Score

Getting started

Four steps to get started

Plan

Create

Connect

Optimize

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
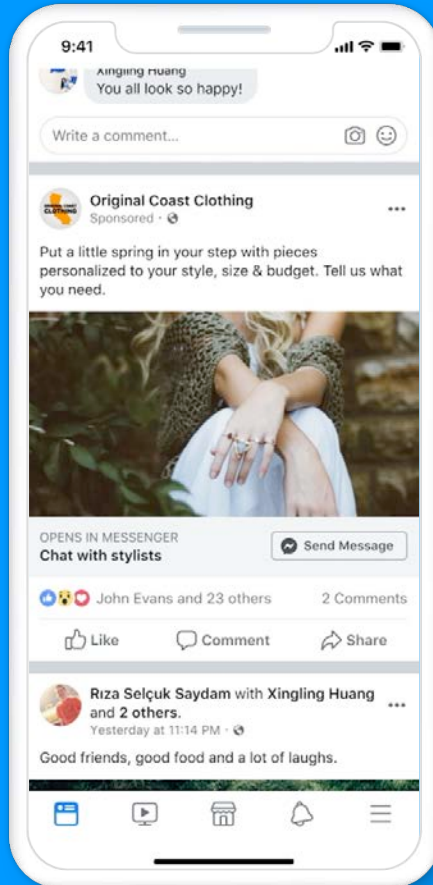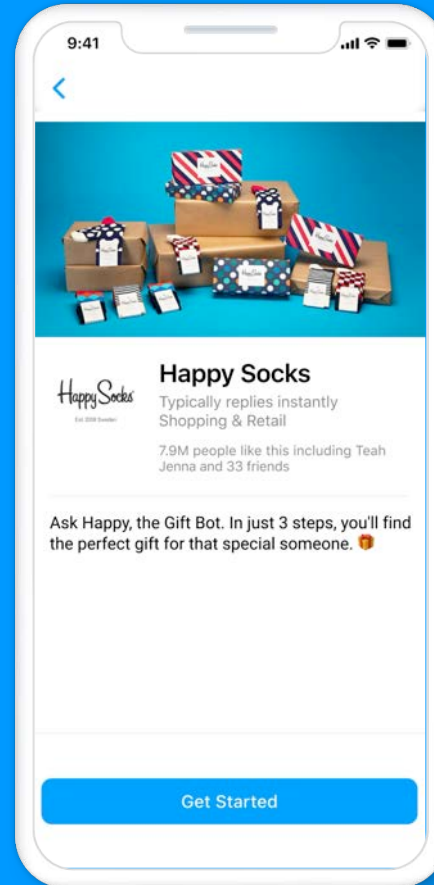
Plan

> 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
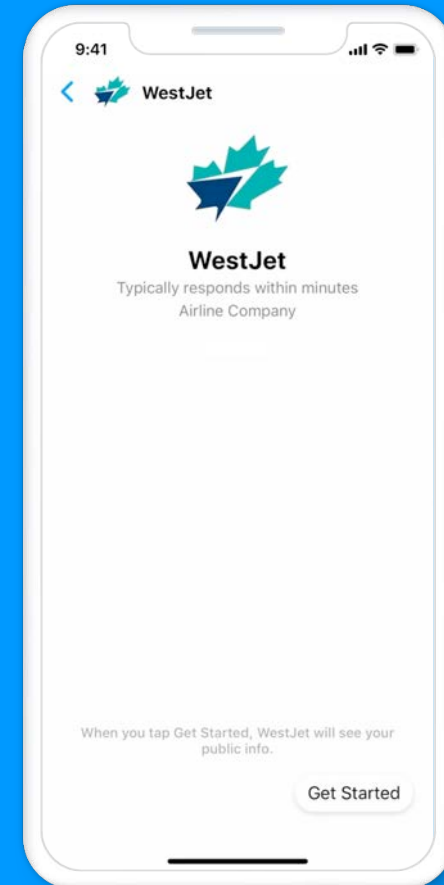
Choose your business objective

Generate leads

**Increase transactions**

Answer questions and offer support

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 3rd party integrations and enhanced automation.
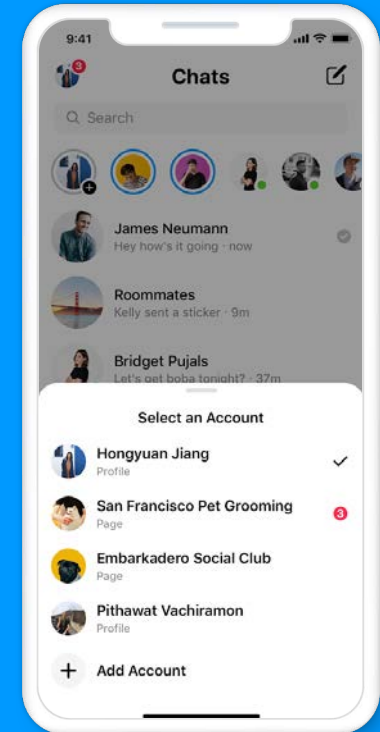
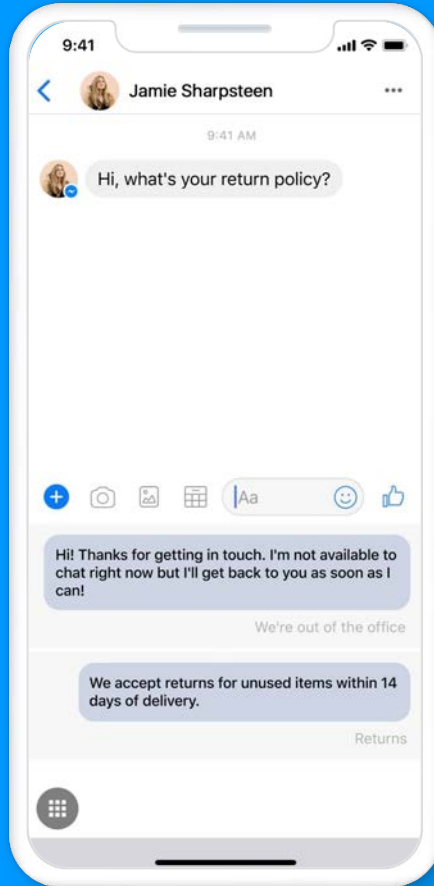# Facebook's first-party messaging tools
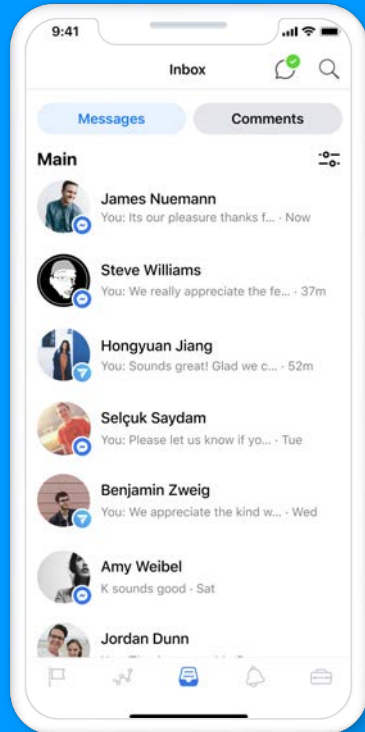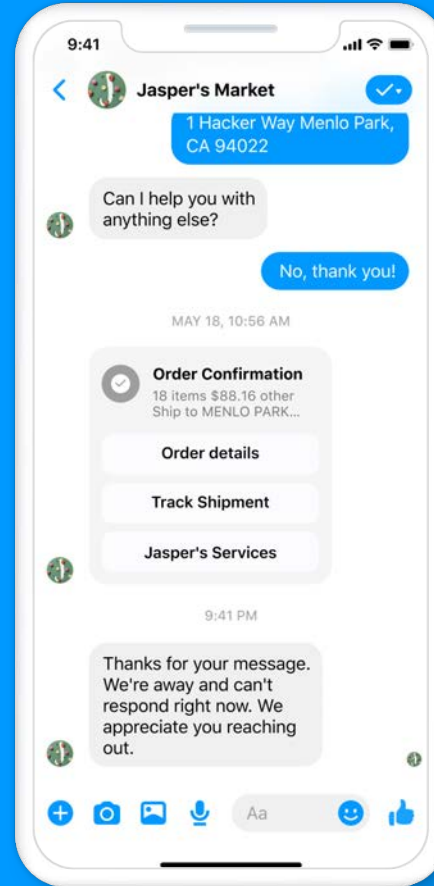

Pages Manager App
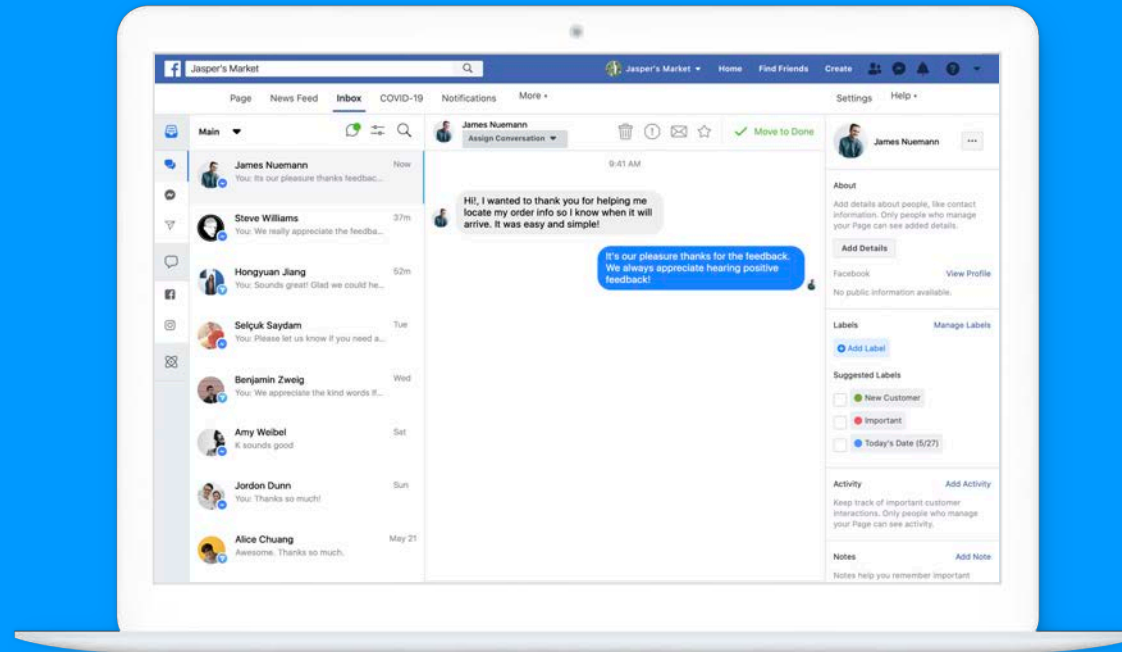
Unified inbox
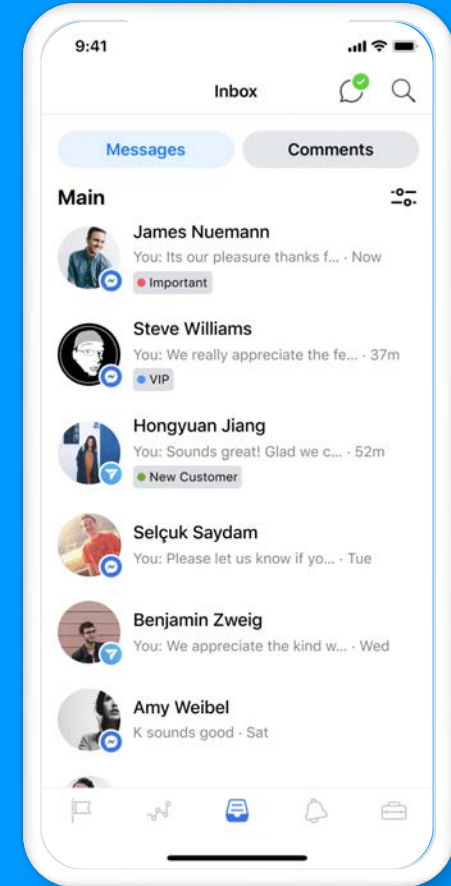
Business inbox in Messenger

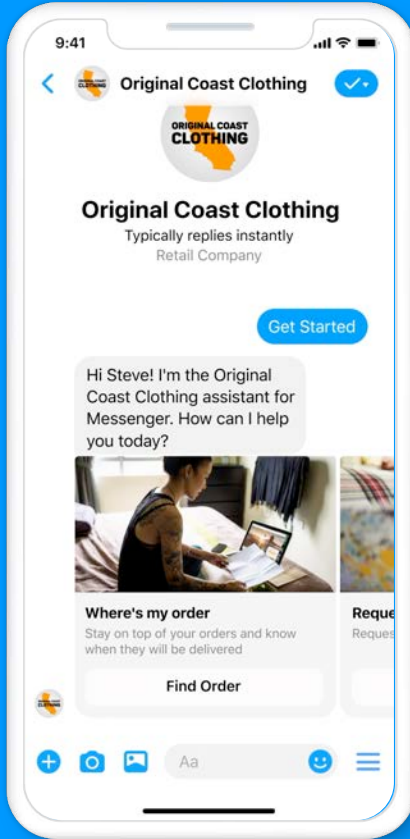# First-party messaging features

Saved Replies

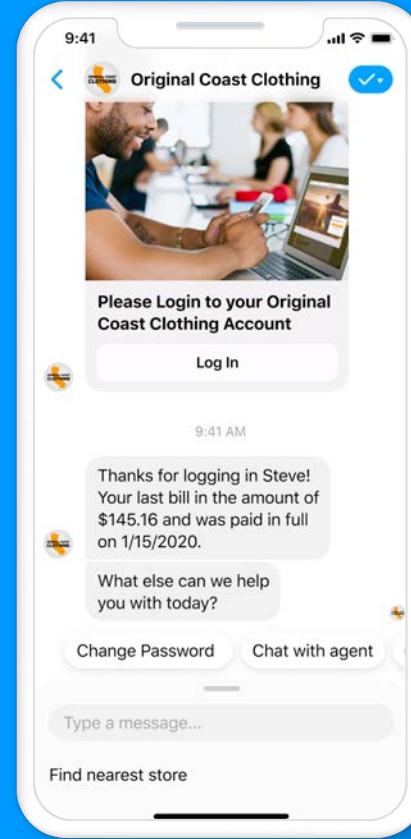**Automated Responses
and Away Messages**

Labels

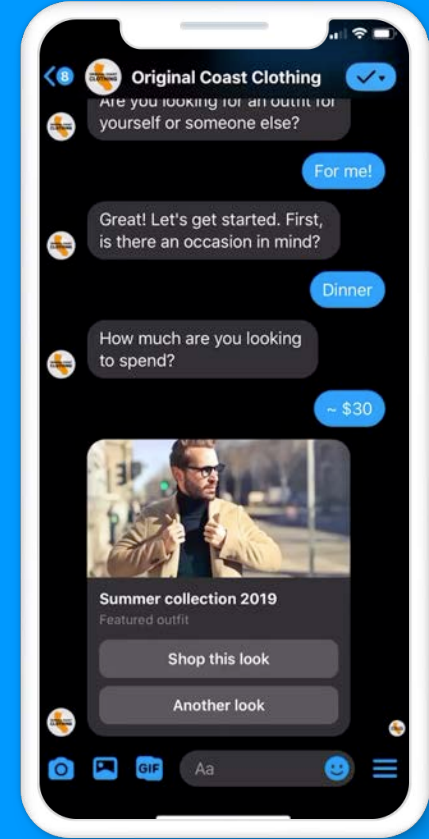# Advanced features available on the Messenger Platform API

Enhanced automation

Account linking and authentication

Integrations

Webview

Get more from Messenger developer partners

Benefit from messaging expertise in business-to-customer communication

Increase speed to market of your Messenger solution

Gain early access to platform products and features

Create

Messenger developer partners include:

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
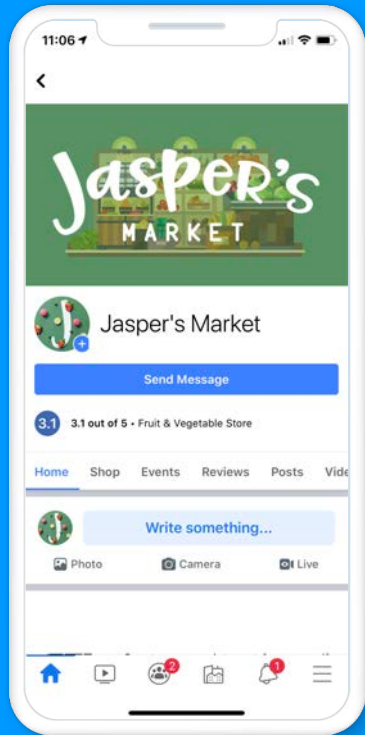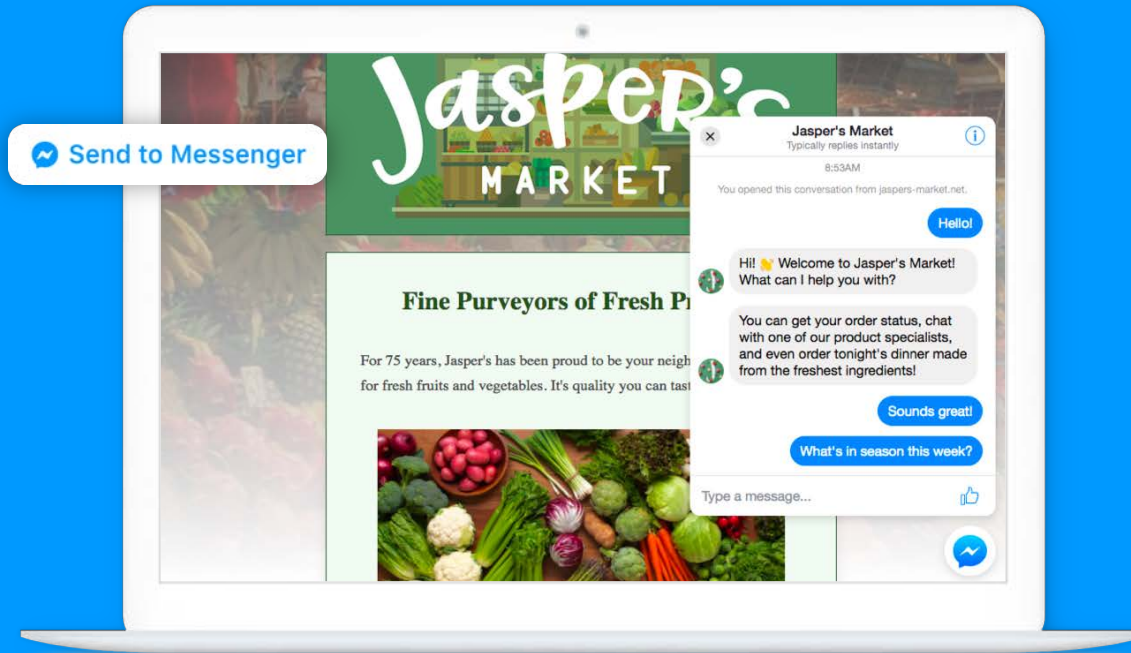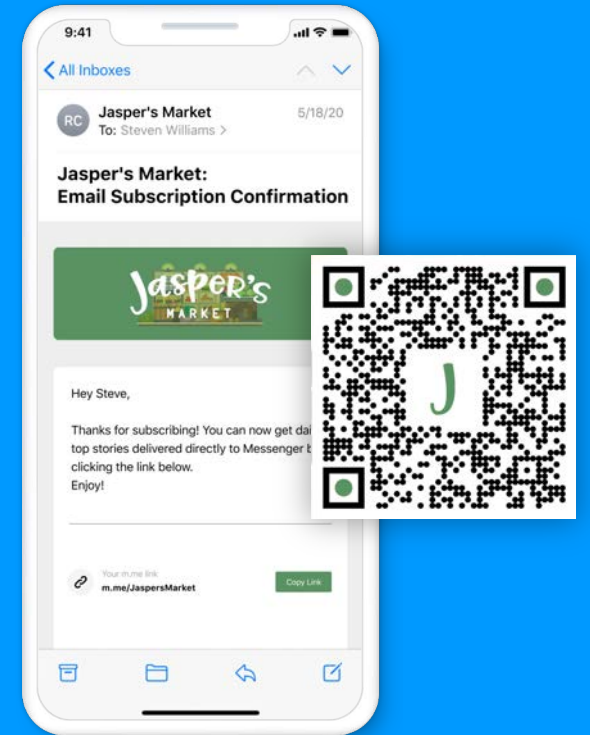
On Facebook
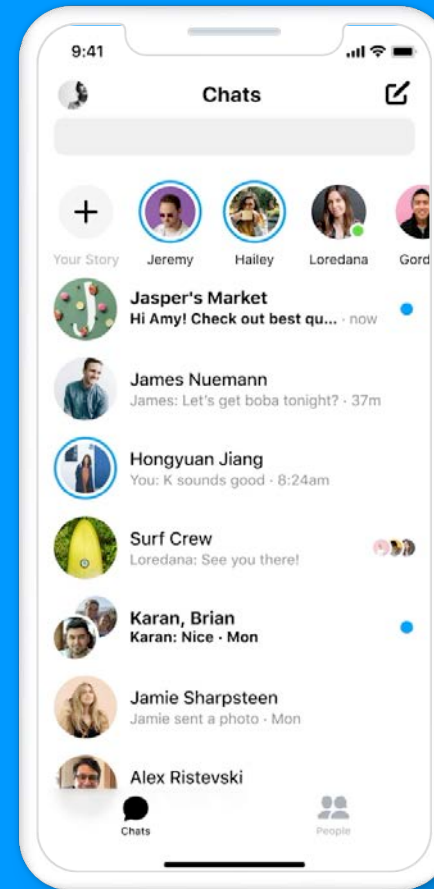
On your website

Everywhere else

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?
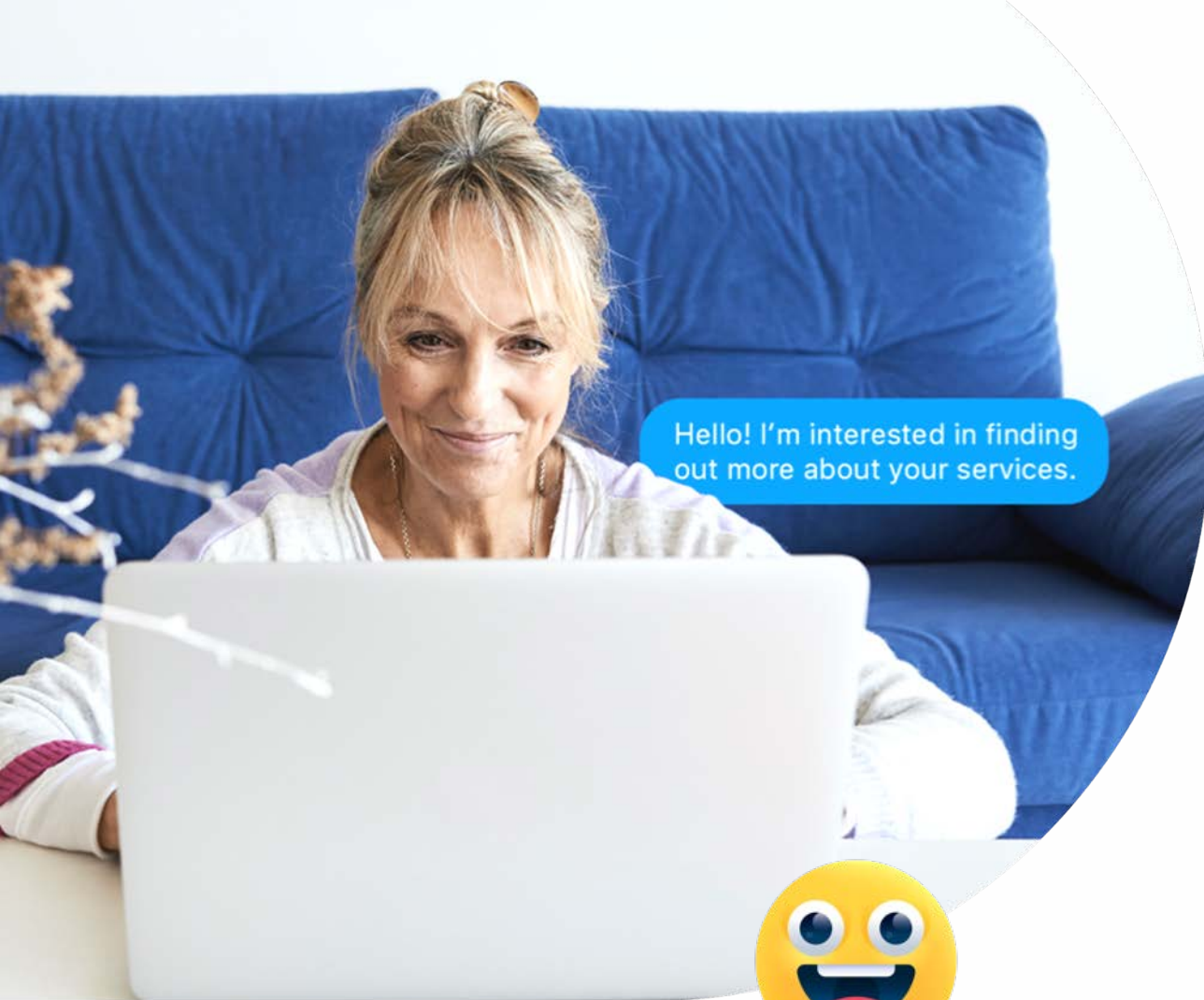
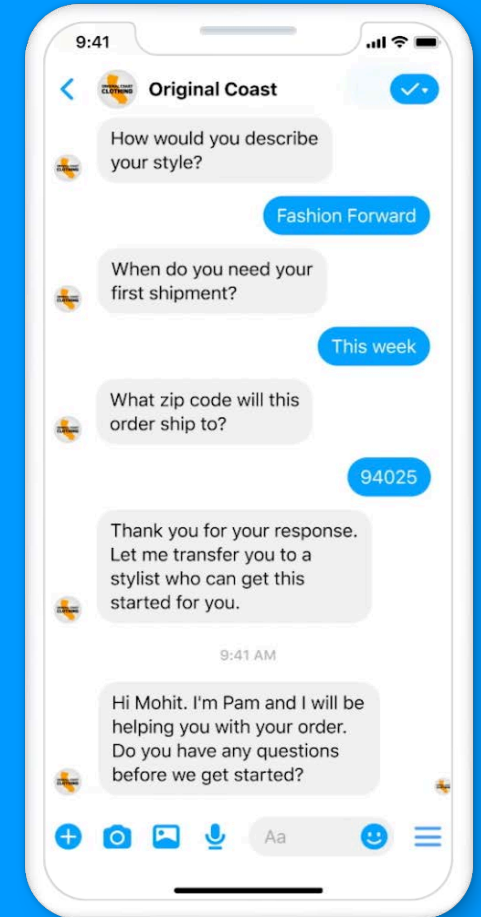Optimize

Messenger for lead generation

Start conversations with potential customers

A mobile-optimized experience helps businesses generate, qualify and nurture leads at scale
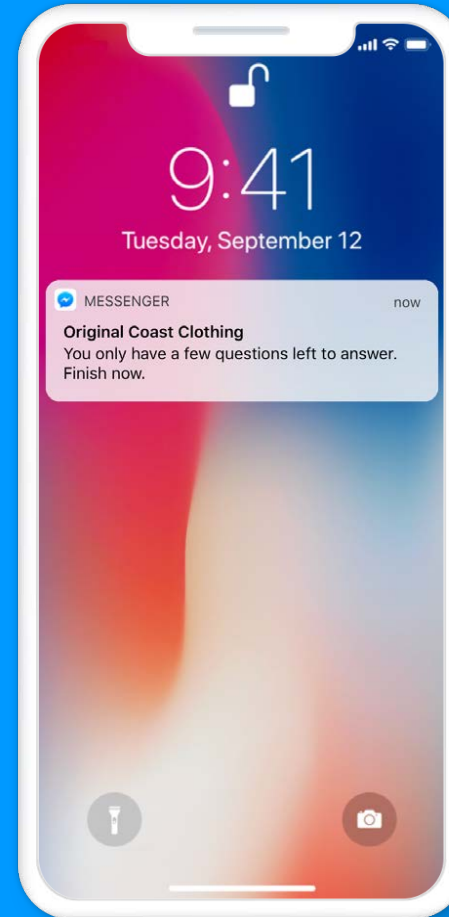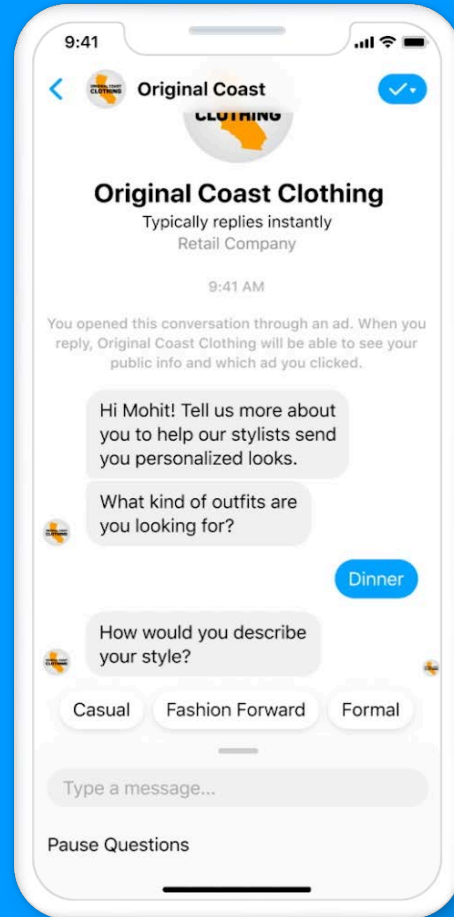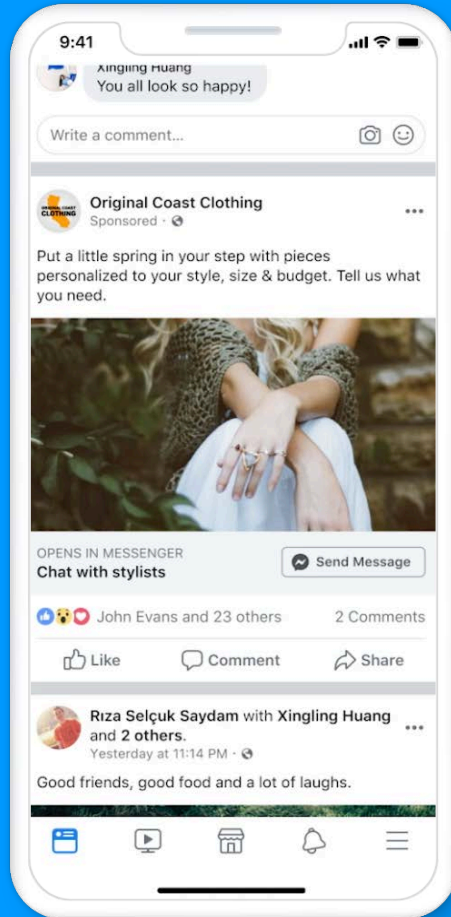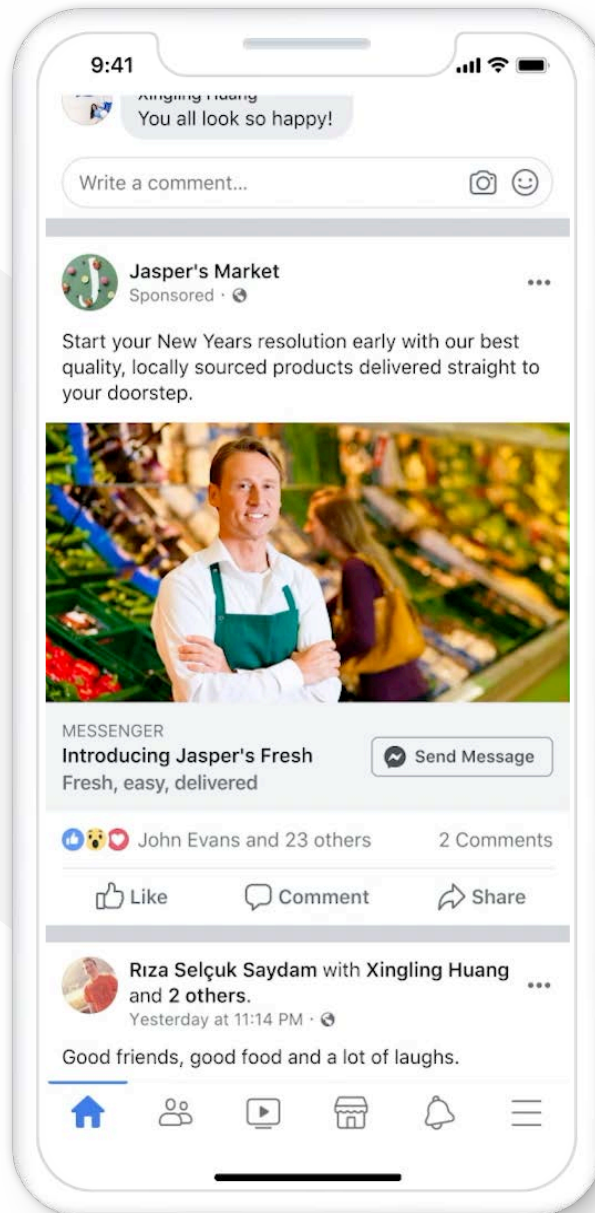
Reach the right prospects with Facebook ads targeting

Help people establish a connection with your business with icebreakers and quick replies
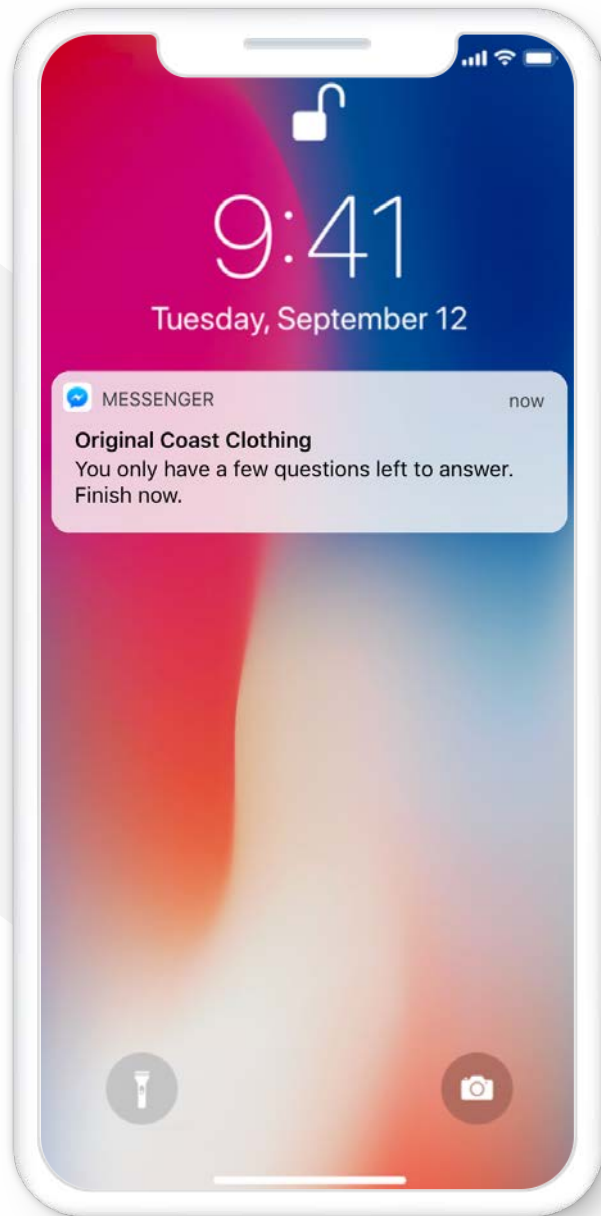
Use Reminders to easily follow up with prospects

Leads collected in Messenger can be easily exported to your CRM

Cardinal Logistics

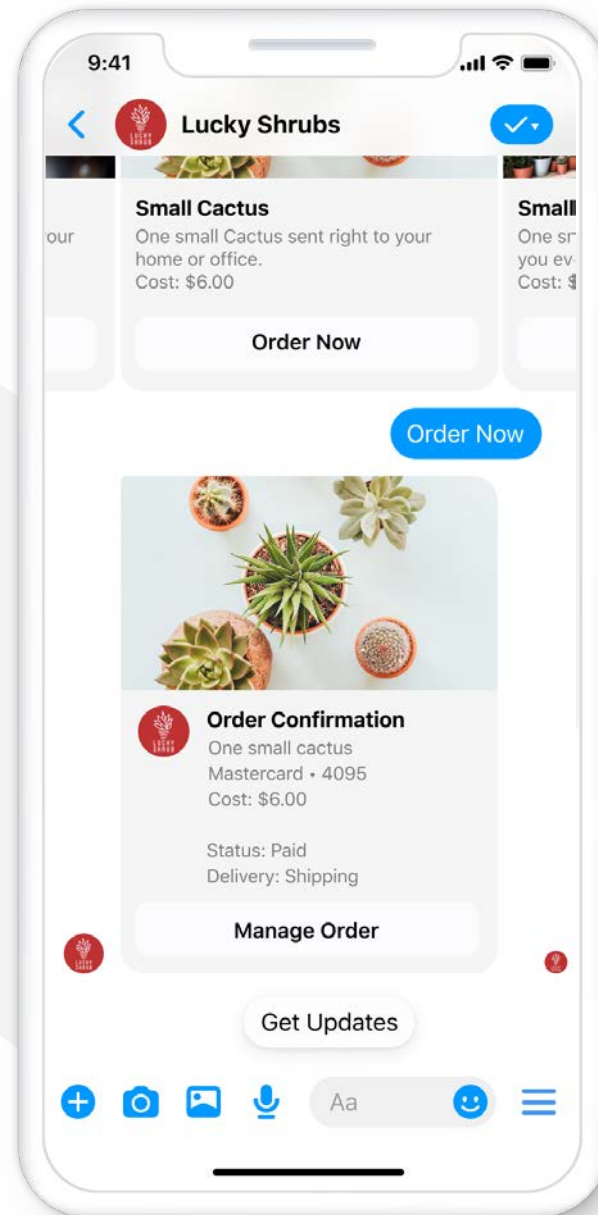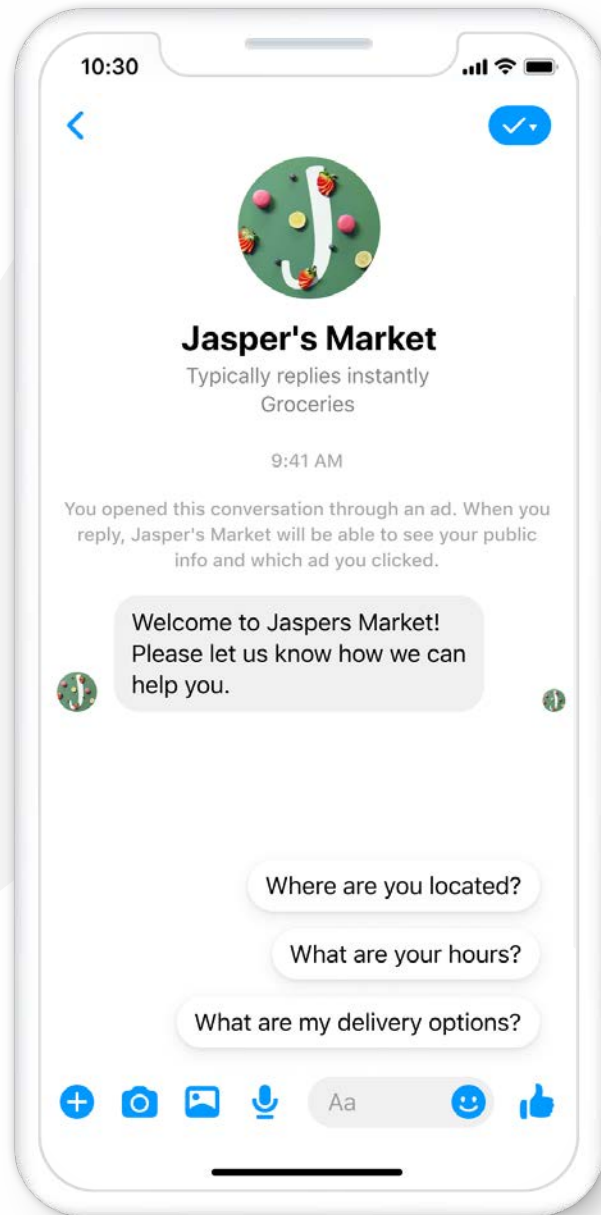The US-based transportation solutions provider works directly with clients to optimize their supply chains by developing and implementing customized transportation solutions. Cardinal Trucking relies on lead generation to recruit qualified drivers.

1.8X
increase in qualified leads with Messenger

55%
lower cost per qualified lead with Messenger

Source: Facebook Case Study, Jan 2020
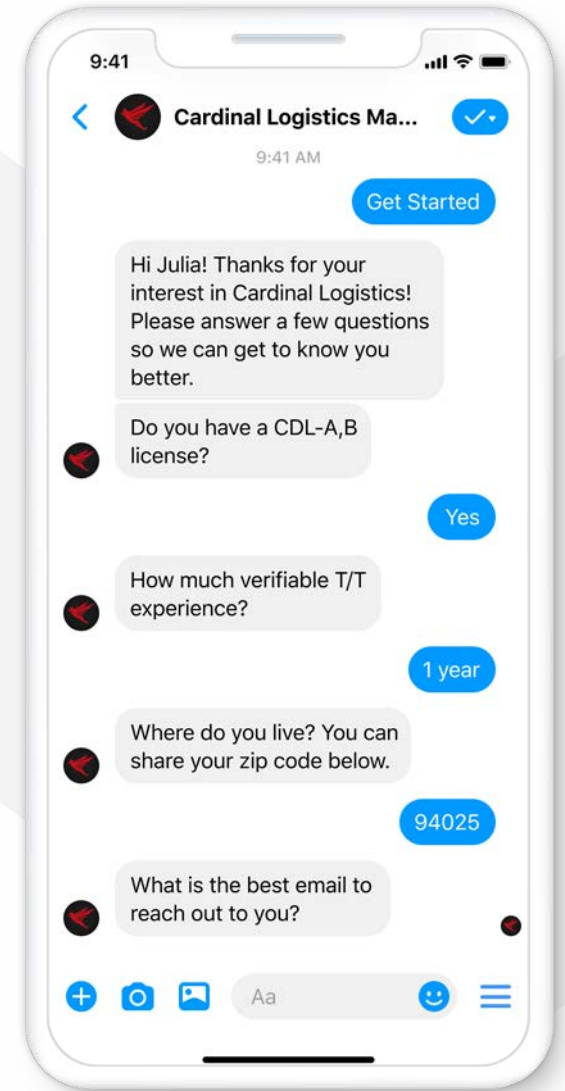
Lead generation

- 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

Ads in Messenger Inbox

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

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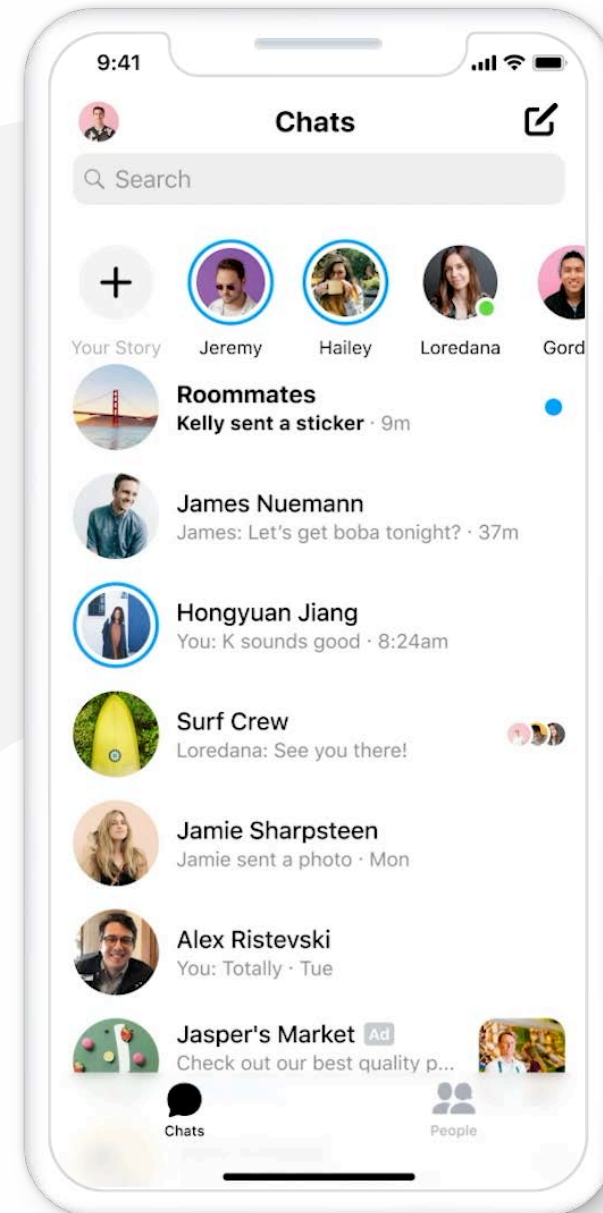
Ads in
Messenger Stories

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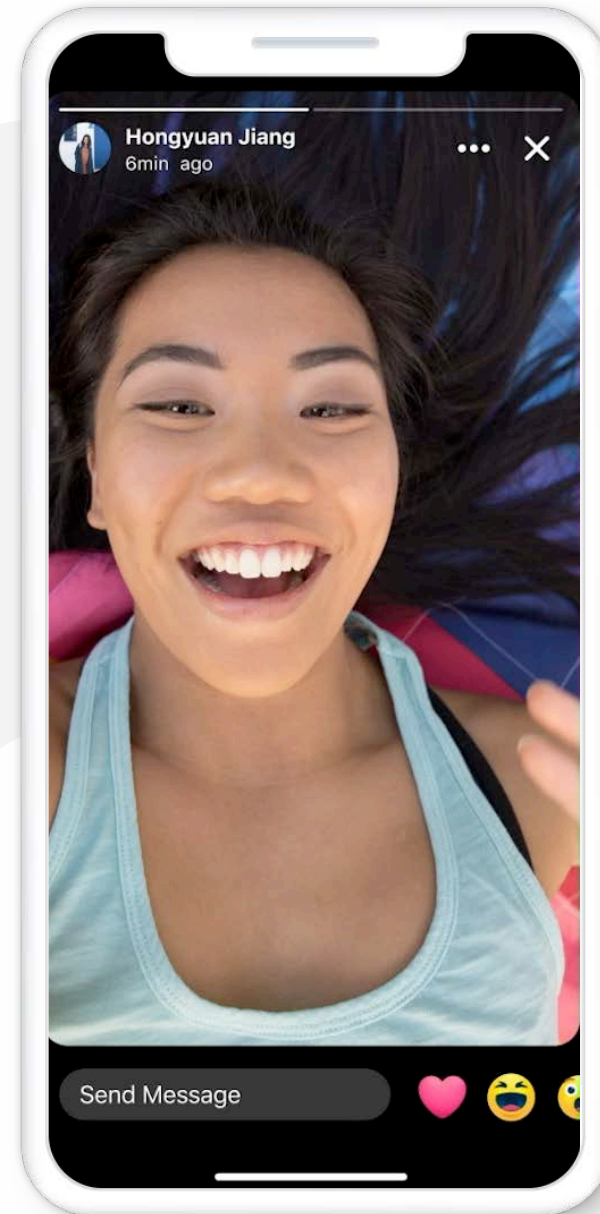
Ads that click to Messenger

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

Sponsored messages

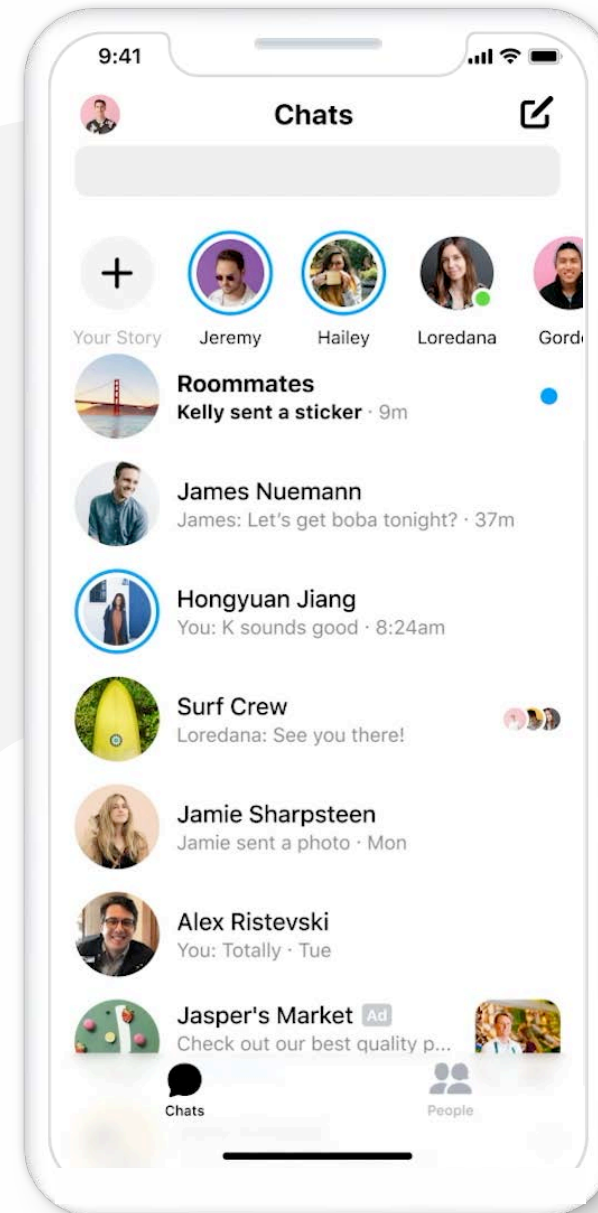Sponsored messages let you send offers, promotions and updates directly to the people you have an open conversation with in Messenger

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%.

477
in-store offer redemptions

20%
increase in average sale amount

10X
return on ad spend

2.5K
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
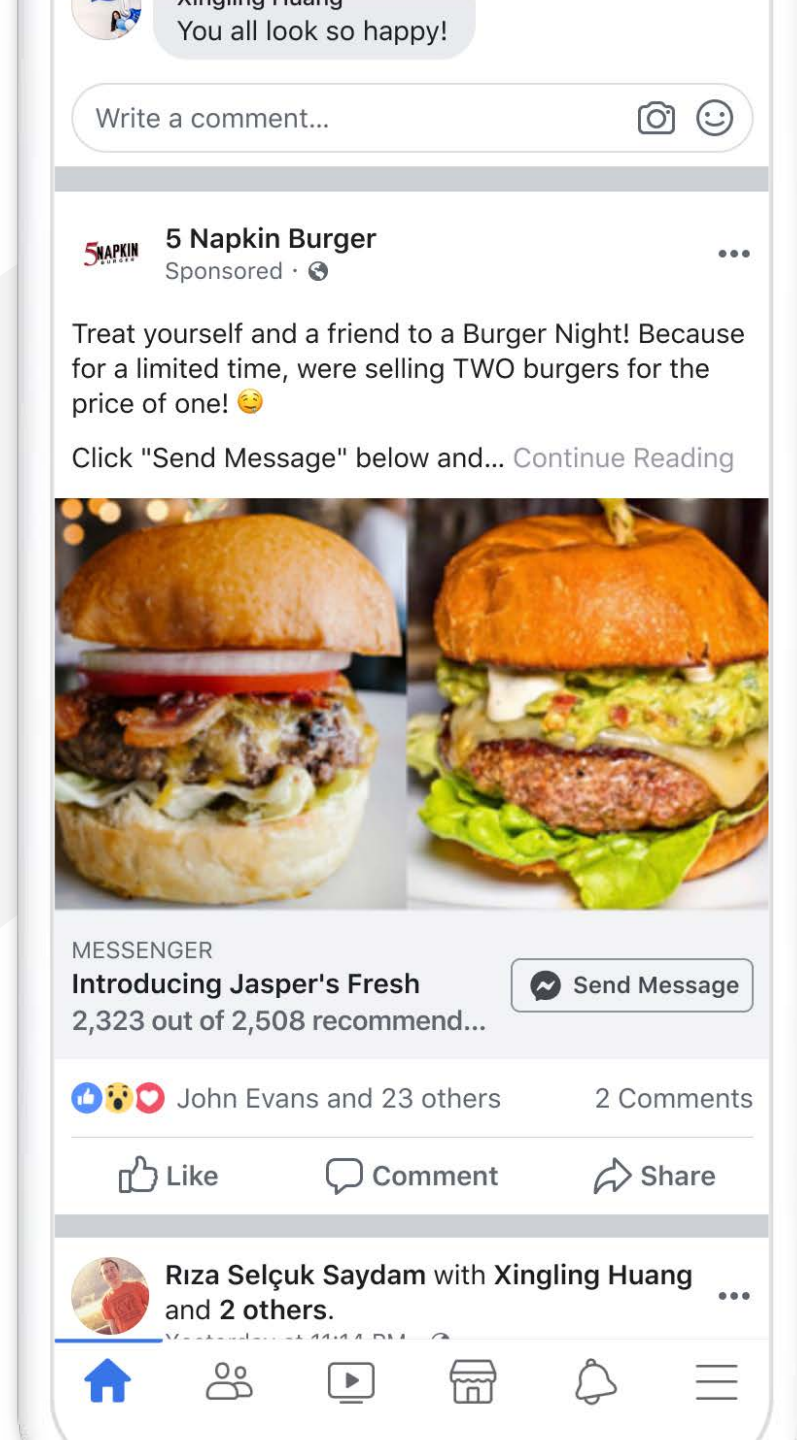
Advertising

👉

> 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

😍

Messenger
from FACEBOOK