



DAN PINNE

Case Study: Generating Leads & Sales With Messenger Marketing



Organik Digital

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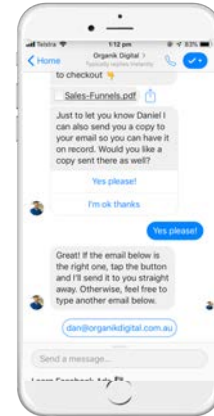


CREATING CONVERSATIONS

Conversations are fundamental to your business:

- ✓ Your customer learns about your business and it's products.
- ✓ You learn about your customer and the questions they ask.

***Build trust.
Build a relationship.
Strike a conversation.***



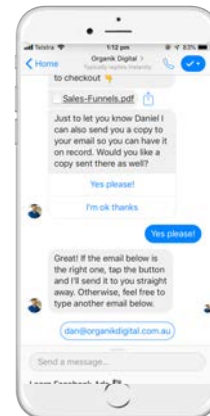
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MESSENGER MARKETING

The way people communicate has changed:

- ✓ Messenger is less busy for users.
 - They can easily subscribe & unsubscribe
 - You can't 'buy' a Messenger list and cold message them
- ✓ Over 2 Billion people have switched to messaging as their main form of communication.
- ✓ 1.3 Billion use Facebook Messenger every month.
- ✓ Messaging apps have become the #1 most used app on our phone.

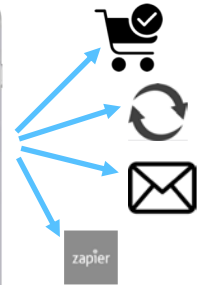
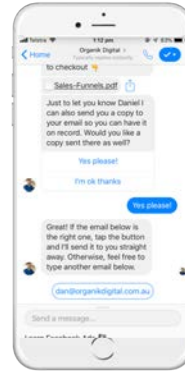
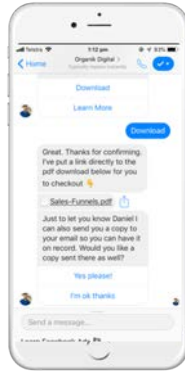
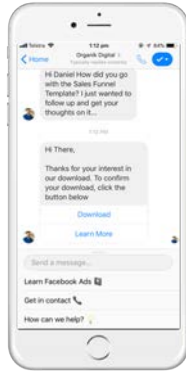


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WHAT IS A MESSENGER BOT?

- 1. User Clicks
- 2. Message is sent
- 3. User Confirms
- 4. Information sent



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WHAT DOES IT LOOK LIKE?

A Messenger Bot in action...

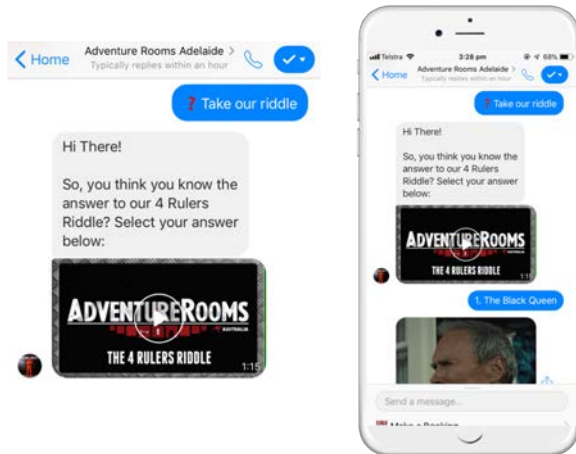
[ORGANIKDIGITAL.COM.AU/CECBOT](https://organikdigital.com.au/cecbot)

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MESSENGER BOTS EXAMPLES

AdventureRooms example:



- ✓ Users solved a riddle posted to their Facebook page
- ✓ Follow up conversations found out more about them.
- ✓ 1,100 subscribers in 3 months
- ✓ \$0.50 per subscriber

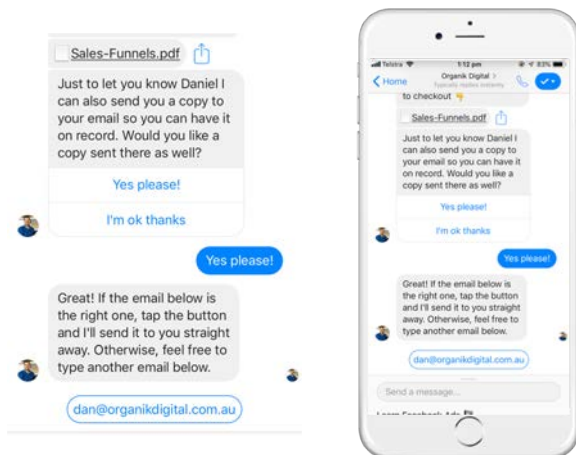
organikdigital.com.au/adventurerooms

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MESSENGER BOTS EXAMPLES

Organik Digital example:



- ✓ Free download PDF on sales funnels.
- ✓ 80% conversion to additional email address.
- ✓ Average 50 subscribers per month.
- ✓ \$1.50 per subscriber

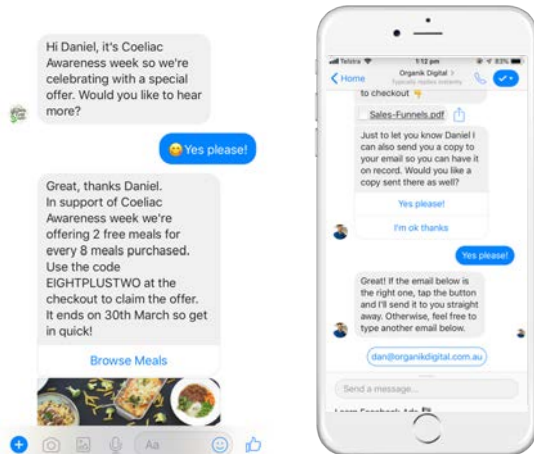
organikdigital.com.au/salesfunnelbot

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MESSENGER BOTS EXAMPLES

Gluten Free Meal Co. example:



- ✓ Free download PDF on with recipes.
- ✓ Future broadcasts.
- ✓ Over 800 subscribers at \$0.45 each.
- ✓ \$6.50 Return On Ad Spend (ROAS)

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CREATING A MESSENGER BOT

4 Steps to creating a Messenger Bot in 20 mins

1. Choose a bot program:

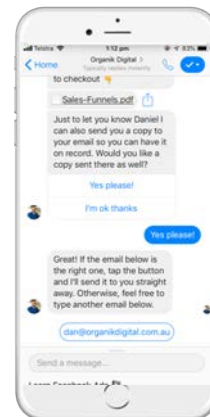
 botlist.co provides info on all of them

 Manychat is recommended

2. Connect your Facebook Page.

3. Setup your main menu.

4. Create automations to common questions.



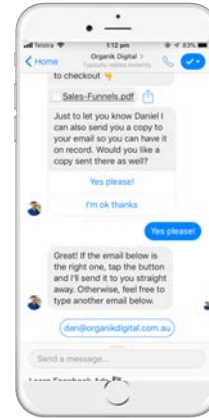
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MESSENGER BOT TIPS

Conversations are fundamental to your business:

- ✓ Messenger Marketing is 75% conversational marketing, and 25% bot building.
- ✓ Keep it simple, don't over automate.
- ✓ A simple bot that solves business objectives is the initial goal.
- ✓ Keep your messages short.
- ✓ Don't try to pretend it's a human being.



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THE FUTURE

What's next (or currently here) for Messenger Marketing?

“I believe Messenger is the future of Marketing”

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THE FUTURE

What's next (or currently here) for Messenger Marketing?

“I believe Messenger is the future of Marketing”

NOT MY QUOTE

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THE FUTURE

What's next (or currently here) for Messenger Marketing?

“I believe Messenger is the future of Marketing”



Stefanos Loukakos

- Head of Messenger Business at Facebook

NOT MY QUOTE

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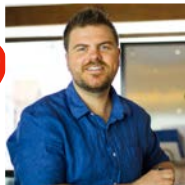
“IF YOU WANT TO CONNECT
WITH YOUR CUSTOMERS,
YOUR BUSINESS
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“IF YOU WANT TO CONNECT
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MY
ROUTE



**Dan
Pinne**

- Facebook Marketer
at Organik Digital

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LINKS & RESOURCES

ORGANIKDIGITAL.COM.AU/CEC

1. Presentation slides
2. Example Bots
3. Links to key tools and resources
4. **Messenger Bot competition**
5. Contact info and bot building packages



Dan Pinne
- Facebook Marketer at Organik Digital

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Build a relationship.
Strike a conversation.*

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