

Facebook Fortunes Webinar 26

Facebook Messenger Strategy

Kerry: Hello everyone and welcome to this week's Facebook Fortunes Webinar.

It is Webinar 26 and today I am going to be talking about the Facebook Messenger Strategy.

Here's the deal - over 1-billion people using Facebook Messenger, right now.

A lot of people are switching to sending messages via Facebook Messenger. I am not saying that it is going to replace email, but people tend to flip a message through Messenger, rather than email, now.

Who is finding that?

The reason that I think this is, is because it is really easy to use and really convenient and it is instant. It goes to someone's phone instantly and you can pretty much get an instant reply.

What's App is really popular in the US and more so than here.

As with any of the strategies that we use and with anything that we are wanting to do, we are wanting to stay ahead of the 8-ball e.g. doing stuff that other people are not doing, that will turn into dollars in the bank. We don't just want to do it for the sake of doing it.

With any of these strategies, I make sure that they are going to work and beneficial to you guys, before I share them.

I am super excited about this one, because with more people using Messenger and with it being nice and easy and with it being a pop-up on someone's phone, then why not communicate with your clients in a style that they are used to.

Facebook Messenger Ads were rolled out in November and not everyone has had access to them, but if you haven't go them right now, there is no doubt that you will be getting access to them pretty soon. I am sure that is being rolled out to everyone.

We want to be where the conversation is taking place, in our customers head. We can kind of have a one-on-one communication with a client, so it is a little bit more personable, also.

That's what I like about them, anyway!

The warning before jumping into Facebook Ads is to have a strategy.

There are two different types of ads and strategies that you can use and you do want to plan out what you are trying to achieve, whether it be to get someone to communicate with someone; to build up an audience; drive them to your product or service; drive them to an event etc. or is just to build branding or to touch base with them or to ask some questions for now, so that later on you can remarket to them.

So, start out with a bit of a strategy, but I suggest that you don't spoil it for the rest of us. Don't just straight in and beat these people, as soon as they get into your Messenger Box.

If you abuse this system, then it is something that Facebook might take away from us and there will be people who do abuse it, but if you use it strategically and in a clever way and in the best interests of your clients, then you are going to be leaps and bounds ahead of anyone else.

One of things that you might want to be wary of, especially if you have a lot of people who engage with you and your business on Facebook, then you might have to be prepared to respond back to people, whether that be manually or through a bot.

There are automated systems that you can use to communicate with people and I will put the link for these resources in the agenda, so they will be uploaded when the video is uploaded, so that you can play around with some of those.

Let's jump straight into them!

Darren has just said that he is interested to see the effect of this, because Messenger is seen as a Personal Space and I absolutely agree! That is why I am going to show you the different types of "bads" that I would run to Facebook Messenger, right now.

If any of you have some ideas, when I show you what these do and how these work, then share them in here so that I can share them with everyone.

Question: How is it better than Reply?

Answer: If you reply back to someone who has left a message on one of your posts, it goes into their notifications that you have left a reply. If you have replied straight back to Messenger on a post, then that is a manual process and you have to go back and manually send a message into their inbox, for anyone who has left a comment on your post.

So, it is a bit more manual and it is a lot better than reply, because you can get in front of a lot more people or build an audience of people that have messaged you, but I am going to show you the different strategies and how this works, as well, because it is probably a little bit different to what everyone is thinking right now.

There are two different types of Facebook Messenger Ads.

We have Facebook Messenger as a destination, so I am going to call them Facebook Messenger Destination Ads and the second one is a Facebook Messenger as a Sponsored type of ad - so, Sponsored Messages.

The Facebook Messenger Destination Ad - the first one - is pretty much a website click ad. In all intents and purposes, it looks and feels like a website click ad or you can use it in a page engagement ad.

At the other end, this ad appears in the newsfeed of desktop or mobile, on Facebook, but when someone clicks on it, it takes them through to Messenger. You can do this particular type of ad in Power Editor or Ads Manager.

I will just run through that again!

It effectively looks like a website click ad and appears in the newsfeed and the mobile of Facebook.

If someone clicks on the ad, rather than taking them through to the website, it actually takes them inside of Facebook Messenger, instead.

You can run this ad with an image, a video, a carousel ad, slideshow ads etc., but if someone clicks on it they will get taken through to Messenger.

If I was going to run an ad like this, here are a couple of different things that I would do.

I might want to use it as a retargeting type of ad, which I will show you or I might want to use it to drive people to my webinar etc.

What I mean by this is that basically, with this ad you can target anyone and you can use it as page post engagement or website click ad or traffic ad, is what it is called now.

You could run it like:

"Do you want the exact formula for running a successful Facebook Live? Download my 3-Step Formula to run Facebook Live to get people to take action."

They click on it and get taken through to Messenger and you can have it prepopulated with a download.

You could also say:

"Thanks for clicking on the ad! Please flick me a message and I will send you a copy of the download!"

Now, that is one way that you can do it or you can use it as a Retargeting Ad.

Let's just say that I have an ad out there for my webinar and my webinar ad goes something like:

"Hey! Listen are you looking at wanting to grow your business using Facebook? Then join me on my webinar!"

My ad is better than that, but we'll do the basics of it.

If someone comes to my Registration Page, but they don't register. They go back to Facebook and I then might want to do a Destination Ad that would go something like:

"Hey! I see that you went to my Facebook Registration Page, but didn't register, Do you have any questions about the Facebook Remarketing Webinar and how it can help you grow your business?"

Facebook Chat with us to get your questions answered. We are here to help!"

They click on it and it takes them through to Messenger and they ask you a question.

Now, what this does is set it up for the next step, because here is what is really cool! You might ask why you would send them there, rather than the website and the reason is that Facebook is building an audience of people who message you.

So, in Step-2 in the process, we will run the Destination Ad and it might be grabbing my 3-Step Formula or the second one might be a Retargeting Ad, where you ask if they have any questions.

The next step to it is that you want to set up an audience of people who have messaged you.

You can set up this audience of people who have messaged you from 1 day; 2 days; 7 days; 10 days; 14 days etc.

So, what I am going to do right now, is stop for a second, because this is Step -2.

So, Step-1 is setting up the Destination Ad and that is the first strategy.

Do you have any questions about this before I demonstrate it?

Step-2 is obviously setting up the audience of people who have messaged you, for whatever length of time that you want it, after someone has messaged you.

Step-3 is you can then set up a Sponsored Ad.

These ads are the ones that you can and the placement is in Messenger. So, the sponsored message appears inside the Facebook Messenger Inbox. It really is an identical experience to receiving a Facebook Message from a friend, but they come from a Brand.

Now, you can only run these ads if someone has messaged you. You cannot run it to anyone else. You can only target people who have previously messaged your page, in the past.

It is available for campaigns with objectives of traffic - sending people to your website - or website conversions, so obviously with the objective to get more conversions.

That is what I really love about this and it is really important that the first step is something that is going to get people to want to interact with you, through Messenger. The Destination Ad needs to be something that is going to help people interact with you - you send a message back - and you have started that two-way conversation.

Step-2 - obviously they have messaged you and they feel like they know you, as such - it is that extra step & you are building an audience of these people who have messaged you. They have pretty much given you permission to message them, but they can unsubscribe from your messages, at any time, so effectively, it is like an email.

Your next ad could be something like this:

"Hi! Thanks so much for grabbing a copy of my 3-Step Formula to a Successful Facebook Live and as a VIP of mine, I would like to personally invite you to join me on my brand new, not yet launched program. You will get an exclusive peak at Facebook Live Training to build Brand and make more sales."

Then, you could have a link in there that will take you straight through to the training. That is going to pop up in their Messenger.

Let me run through it again and then I will do a demo.

The first ad is build the relationship and get them to message you and it might be a Retargeting Ad e.g. do you have any questions? Etc. and get them to message you and build the rapport a little bit more and then you jump in and tell them that now that they are a VIP, that they will get some exclusivity and it will be coming out to them first and they get access to X, Y & Z or whatever it maybe.

I know that some of you will probably have some ideas for that second ad and the sorts of things that you could do with it e.g. invite them to an event; VIP access to something; 50% discount on something (Here's my Marathon Girl Top and because you are one of my exclusive members, you get 50% off, but only until midnight tonight. Make sure that you visit this link and enter this code, to get your 50% off.)

That is really, really cool and I absolutely love this strategy and I will be rolling it out and will be able to give you statistics on it by next week, maybe.

I'm not sure if everyone is being really quiet or whether you don't have anyone questions, so please let me know either way when I ask if you have questions, please!

Darren is saying that he is processing how he can apply it.

So that everyone on the webinar knows, Darren is holding workshops, so I would be using it for retargeting. It is something a bit different, especially for your people. It is a new marketing strategy and if they see something like this, they will think it is really cool and wonder how to do it.

So, Darren, if I were you, I would be using it to retarget people who have come to your Registration Page, but have not registered, so you can then ask if they have any questions about the event. The issue with that is that you do need to be at the other end to answer any questions and hopefully, there won't be a massive influx of questions or you can have a bot set up, but every question might be a bit different.

Go to Ads Manager and click on Create Ad in the top right hand corner.

As I said, you need to choose Traffic or Page Engagement. If you choose any other one, the Messenger option will not show up.

Let's choose Traffic.

Give it a name in the Campaign Name Box and click Continue.

Make sure that you have Website or Messenger ticked in the Traffic Box.

Next, is the Audience Box and if I am going to remarket to people who have landed on my Registration Page, but have not registered, then I will go into Custom Audiences and choose the one that I want.

I'm not going to have an audience here, because I have not been promoting this. I am just showing you how to set it up.

I am going to choose Registered Over The Past 7-Days and I am going to exclude people that have landed on the Thank You Page or Registered over the past 7-days.

I am going to leave the age etc. blank, because they have come to my Registration Page and they have not registered, for whatever reason.

These sections are all unavailable because I have not run them in the last 7-days or so, but you will get an idea.

We are going to go and Edit Placements in the Placement Box and we are going to choose Facebook and all of its sub-headings and Messenger and not Instagram and Audience Network.

That will only work for the second ad, by the way, if the audience is Messenger.

I am going to have a small budget and have Link Clicks in the Optimisation for Ad Delivery.

I then give it an Ad Set Name and click on Continue.

I choose a Single Image and upload my image.

In the Page & Links Section I choose the page that I want .

Instead of the website URL, we are going to use Messenger.

So, you can send back a message and they automatically send one to you. You can send back a prepopulated message, in the Message Text Box.

I give it a Headline in the Headline box.

In the Send Message, you could have contact us or whatever you like.

Put any Text you want in the message into the Text Box.

You can put a Newsfeed Description in the News Feed Link Description box. This is basically what the ad looks like on mobile and desktop and as soon as they click on the ad, it will take them straight through to Messenger and they will see:

"Thanks for reaching out - we are here to help you decide if the Facebook Ads Secrets webinar is right for you and to help you grow your business, using Facebook - please feel free to flick us a question and we will respond back as soon as possible."

We can track this with our Pixel, but at this stage they are going through Messenger, but it might be cool to figure out once they did, what response we had from the day after seeing the ad to 28-days after viewing your website.

That ad is ready to go, so we click on the green Place Order button in the bottom right hand corner.

That is the idea of the retargeting one and like I said, I could have done that with a prepopulated link in there and that could take them directly to download something or to another video or whatever else.

There are lots of things that you can do there.

For now, we will click on Continue.

This is recorded, so if you didn't see what I just did, you will be able to watch the recording.

I've only done a \$5 budget, because I don't know how big the budget is right now.

I'll be starting to run this week from next week and then I will have some stats for that particular one.

That is called Setting Up Destination Ad.

Now, let's go through what you would do if you wanted to set up a sponsored ad.

We go into Ads Manager in the top left hand corner and choose Audiences in the dropdown bar.

Click on Create Audience and I did a Messenger one earlier.

I click on it! This is people who visited my page over the past 7-days.

It hasn't shown yet because it takes up the task to prepopulate, now.

So, let's click on Create Audience, again and then choose Custom Audience.

Then click on Engagement on Facebook and then Page.

Choose a page in the Page Box and in the Include Box, choose People who sent a message to your page.

I am going to choose 30-days in the In The Past Box and then I'll give it a name in the Audience Name Box and then click on Create Audience and then on Next.

You can create a look-a-like audience of people who have messaged your page, as well. These could be quite cool!

I choose the Location in the Location Box and then click Create Audience.

We can create a look-a-like audience by clicking on Create Audience and then on Look-A-Like Audience.

I choose the source in the Source Box and then choose the Location and then Create Audience.

The second step is to set up the audience from the people who have messaged your page.

We go back into Facebook Ads Manager or for Power Editor, for some of you and we are going to go and create an ad, again.

It can either be a Traffic or a Conversion Ad.

Let's go Traffic, for now.

I give the campaign a name in the Campaign Name Box, at the bottom and click Continue.

I am going to pick my Audience in the Audience Section.

I choose which audience I want in the Custom Audience Box and keep in mind that it is only people that have messaged us and we can't advertise to look-a-like audience, with this particular ad, but we can advertise to people who have messaged us in the past 30-days.

I then go to the Placements Section and choose Edit Placements.

Then, in the Platforms Box, I click on Messenger and in the sub-headings, I choose Sponsored Messages and then click on Turn On.

I will set the daily budget at \$5, until I get a better idea, because there won't be that many, for now.

You have to manually bid for this. They have come up with \$30 per thousand impressions and that is only a potential reach of 10-million.

I'm not sure why that is, but that wouldn't be with my audience, anyway.

I didn't put the Custom Audience in because it has not populated the audience, yet. This maybe a bit frustrating! Sorry! I didn't think about that and therefore, it is showing no audience.

Let's just try creating a new one.

I click on the blue Create New in the Custom Audience Box.

Let's see if this works!

I choose the Page and I will leave the rest as it is.

I give it a name in the Audience Name Box and then click on Create Audience.

I wouldn't usually use a 365-day period for this, but I'm leaving it at that, for right now.

I am setting the budget at the minimum of \$25 per 1,000 impressions.

I haven't chosen a Page, so I have to do that, or it will show an error.

I click on Continue and then on Single Image and Browse Library, because I am going to use the original one.

I copy and paste the URL into the Website URL box in the Page & Links Section and put a Headline into the Headline Box.

I put the text I want into the Text Box.

Then, I choose Book Now in the Call To Action Box.

We are going to Track this and then click on Place Order.

Those are the two different types of ads.

I'm sorry about the glitch there.

Unfortunately, we cannot do it to the page that I have just chosen, because apparently it is not whitelisted for Messenger Ads. When you are doing it, make sure that you check that you page is whitelisted first.

I love it when I am doing things "on the fly" for you guys and things like this happens. It is right at you - live!

I am going to have to get this page whitelisted, when I figure out exactly how to do it with this particular page, because it was automatically up and running with Run Marathon Training or maybe I am in waiting for the roll out facility, but I will let you know.

That is pretty much how you do both ads!

Question: Can you engage with a particular post?

Answer: Yes, you can, but you won't be able to do Messenger Ads to someone who has engaged with a particular post.

You will only be able to do Messenger Ads to people who have messaged your business and when your page is whitelisted for Messenger Ads and I guess, that is when Facebook decides to do it or for some reason, because it is through Business Manager, I haven't been able to do it in this instance. I am not 100% sure!

Is anyone confused about it? I know that it took a bit for me to set up those ads, as it does with any of the new stuff and using a new page etc.

Happy Easter everyone! I hope that you will all have a great one! I am going to relax on a farm for the weekend, which will be fantastic!

I will come back all refreshed, but tomorrow I am running through a lot of new Facebook Training and setting up all sorts of things, so tomorrow is a big, dive-deep into Facebook Strategy for me. So, Good Friday is going to be a training day for me and will be friggin' fantastic Friday and anything that I come up with, I will definitely share with you all.

Thank you very much! I will find out about this whitelisting thing! As I said, it automatically showed up on my page and I haven't seen it before, so whether it is has just not rolled out with this particular page or whether it is because I am doing it through Business Manager or maybe it is because I am doing it through Daryl's account. I just really don't know!

The reason that I am doing it through Daryl's account is because that is where I am running most of my campaign through, so I wanted to set it up so that it was there and ready to rock and roll, when I decide to switch ads on and off! Perhaps I should have tested it first.

Have a great Easter and we will see you after that!

Bye!