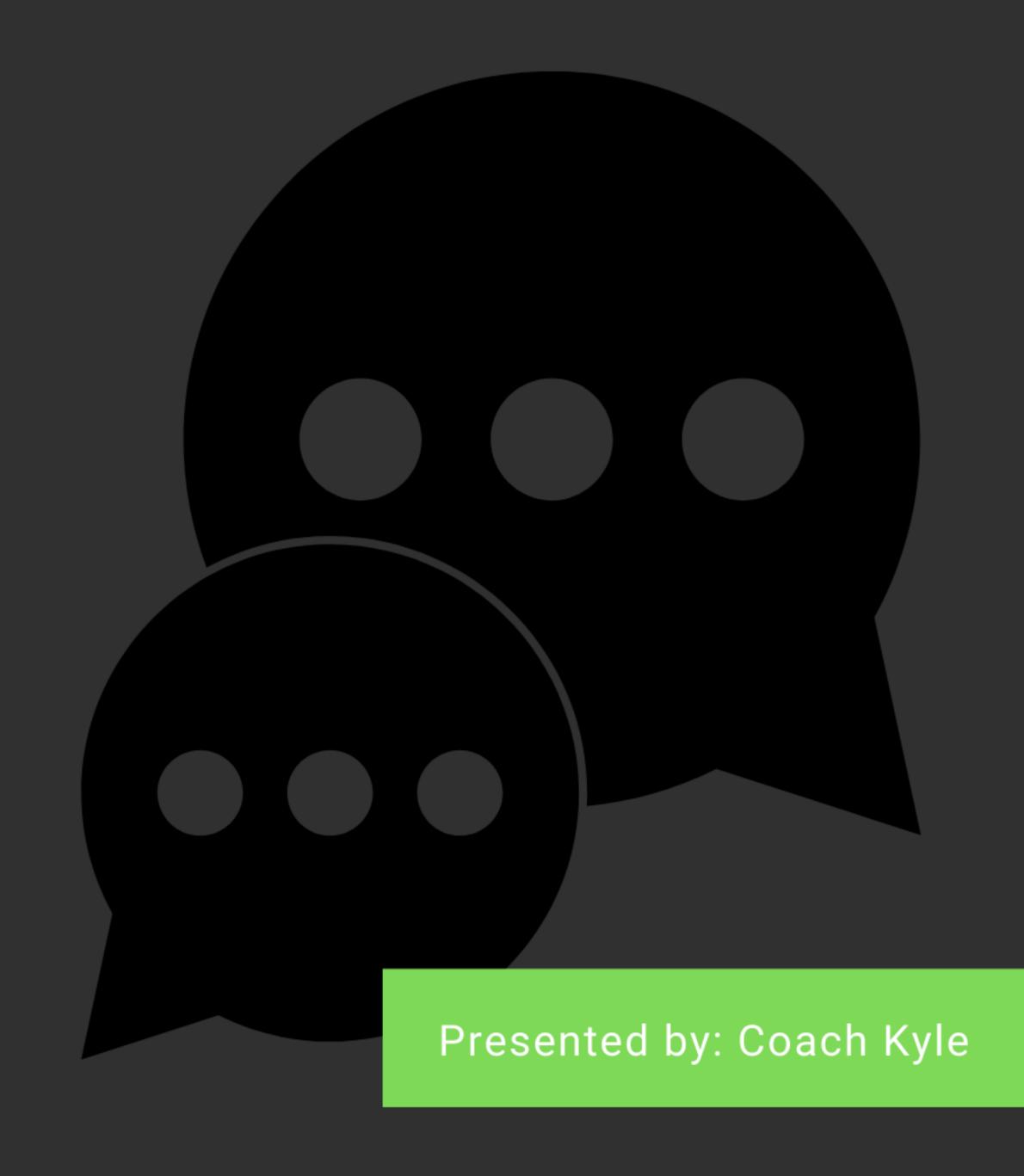
MESSENGER MARKETING





THE ROYAL ROAD TO A MAN'S HEART IS TO TALK TO HIM ABOUT THE THINGS HE TREASURES MOST. - DALE CARNEGIE



EMAIL

Average open rate of 27%. Click through of 3%.



MESSENGER

Average open rate of 88%. Click through up to 56%.

Why Messenger...

ONE-TO-ONE

It's as close as being in a room as we can get with people. It's super personable.

READ RECEIPT

When someone opens your message, you go from seeing a check box, to their profile picture. So you know they saw it.

BILLIONS

7 billion
conversations
happen daily.
Sounds like
something you
should be a part of.

THE ALGORITHM

When you PM back and forth, you're more likely to see each other's posts.

ADULT PLAY TIME! OPEN UP MESSENGER.

HUMAN PSYCHOLOGY MATTERS! THIS IS HOW WE GET PAST THE SURFACE.



Create opportunities to be a good listener.



Talk about what they care about.



Do what you say you're going to do.

#1 - BIRTHDAY VIDEOS

THE GOAL IS TO STAY TOP OF MIND...ON SOMEONE'S BIRTHDAY, THAT DOESN'T HAPPEN WHEN YOU ARE ONE OF HUNDREDS OF WALL POSTS. TIME TO STAND OUT.

#2 - "WORKING ON A PROJECT"

TO SELL, YOU NEED TO HAVE
CONVERSATIONS...THIS
GUARANTEES YOU SEVERAL PER
DAY WHEN YOU DO IT WELL.

#3 - INSTEAD OF TEXT MESSAGING

TEXTING PEOPLE DOESN'T HELP
THEM SEE YOU MORE OFTEN ON
FACEBOOK. SO, TECHNICALLY,
TEXTING IS WASTED EFFORT.
MESSAGE THEM. JUST TRY IT.

#4 - RANDOM CHECK-IN MESSAGES

SHOW UP AND CHECK-IN WITH PEOPLE. BE RANDOM, THAT'S IS TOTALLY COOL AND OK. I THINK PEOPLE GENUINELY LIKE IT.

#5 - THANK YOU MESSAGES

REACH OUT TO PEOPLE AND THANK
THEM. THANK THEM FOR WHAT?
ANYTHING! PICK ANYTHING!

#6 - SHARE ARTICLES INTENTIONALLY

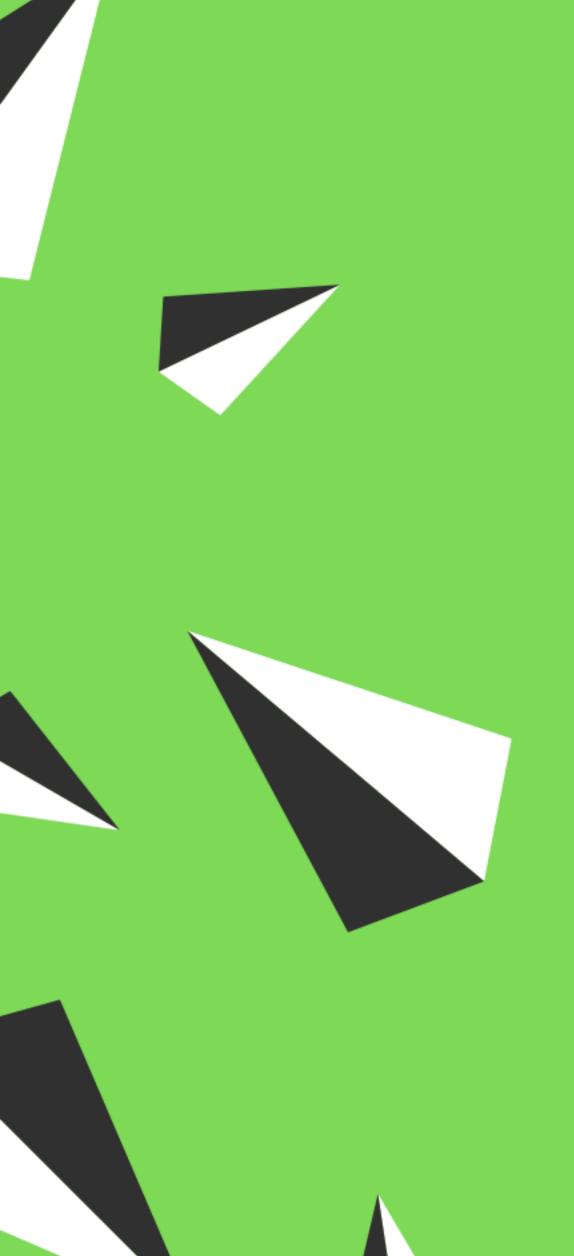
TYPES OF PEOPLE GROUPS,
PERSONALIZE THE MESSAGE AND
ASK THEM THEIR OPINION.

#7 - MEETING NEEDS MESSAGES

PAY ATTENTION TO YOUR NEWSFEED. WHEN YOU SEE SOMEONE SAY SOMETHING (AND YOU COULD HELP), SEND THEM A MESSAGE. THIS IS POWERFUL!

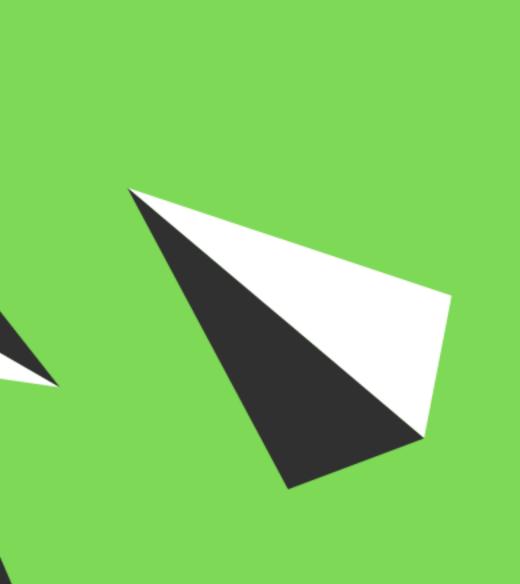
#8 - CORONAVIRUS MESSAGES

THIS IS GREAT FOR WHEN YOU'RE DRIVING OR HAVE MORE TO SAY THAN JUST A FEW WORDS. I LOVE WHEN PEOPLE GET TO HEAR ME AND NOT JUST READ ME.



#9-BE ACTIVE WITH YOUR OWN STORIES

FACEBOOK AND INSTAGRAM ARE
PUSHING STORIES HARD. THEY ARE
THE FIRST THING YOU SEE ON
BOTH PLATFORMS. THE MORE
STORIES YOU DO, THE MORE
MESSAGES YOU'LL GET. LET'S GO!



#10 - REPLY TO FRIENDS STORIES

WHEN WE REPLY TO FRIENDS
STORIES, IT PUTS US DIRECTLY IN
THEIR MESSENGER. IT'S THE MOST
ORGANIC WAY TO START A
CONVERSATION ON FACEBOOK.



MY QUESTION TO YOU?

WHICH ONE WILL YOU TRY FIRST?

TEXT ME YOUR FAVORITE NUMBER AND I'LL HOLD YOU ACCOUNTABLE!





I'M HERE TO HELP!



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