

MESSENGER MARKETING



Presented by: Coach Kyle

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**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.**

The image features a vibrant green background with several abstract, geometric shapes in white and dark grey. These shapes, which resemble stylized paper airplanes or sharp triangles, are scattered primarily on the left side of the frame, pointing towards the right. The overall aesthetic is modern and dynamic.

TEN WAYS TO USE MESSENGER

#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.

A series of black and white geometric shapes, including triangles and polygons, are scattered along the left edge of the image, pointing towards the center.

TEN WAYS TO USE MESSENGER

#2 - "WORKING ON A PROJECT"

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

A series of black and white geometric shapes, including triangles and polygons, are scattered along the left edge of the image, creating a dynamic, abstract border.

TEN WAYS TO USE MESSENGER

#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.

A series of black and white geometric shapes, including triangles and polygons, are scattered along the left edge of the image, creating a modern, abstract border.

TEN WAYS TO USE MESSENGER

#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.

A series of black and white geometric shapes, including triangles and polygons, are scattered along the left edge of the image, pointing towards the center.

TEN WAYS TO USE MESSENGER

#5 - THANK YOU MESSAGES

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

Several black and white geometric shapes, including triangles and polygons, are scattered on the left side of the image, pointing towards the right.

TEN WAYS TO USE MESSENGER

#6 - SHARE ARTICLES INTENTIONALLY

PICK ARTICLES FOR CERTAIN
TYPES OF PEOPLE GROUPS,
PERSONALIZE THE MESSAGE AND
ASK THEM THEIR OPINION.

The image features a solid green background. On the left side, there are several abstract, geometric shapes in white and black, resembling stylized paper airplanes or sharp triangles, arranged in a vertical column. The text is positioned on the right side of the image.

TEN WAYS TO USE MESSENGER

#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!

A series of black and white geometric shapes, including triangles and polygons, are scattered along the left edge of the image, creating a modern, abstract border.

TEN WAYS TO USE MESSENGER

#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.

A series of white and black geometric shapes, including triangles and polygons, are scattered along the left edge of the image, creating a modern, abstract border.

TEN WAYS TO USE MESSENGER

#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!

A series of white and black geometric shapes, including triangles and polygons, are scattered along the left edge of the image, creating a modern, abstract border.

TEN WAYS TO USE MESSENGER

#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!

#COACHKYLE

I'M HERE TO HELP!

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