The Top 10 Facebook Messenger Marketing Hacks of All Time

+ Everything You Ever Needed to Know About Chatbot Marketing

Larry Kim, MobileMonkey

MobileMonkey

@mobilemonkey_ @larrykim

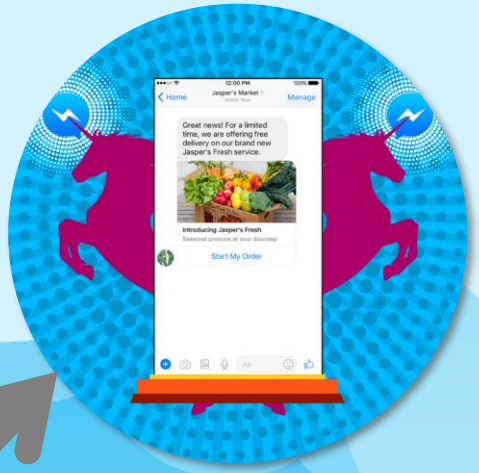
Today's Agenda

1. Intro to Facebook Messenger & Chatbot Marketing

2. Chatbot Building Blocks

3. Chat Blasting

4. Growing your FB Messenger Contact List



5. Facebook Messenger Ads

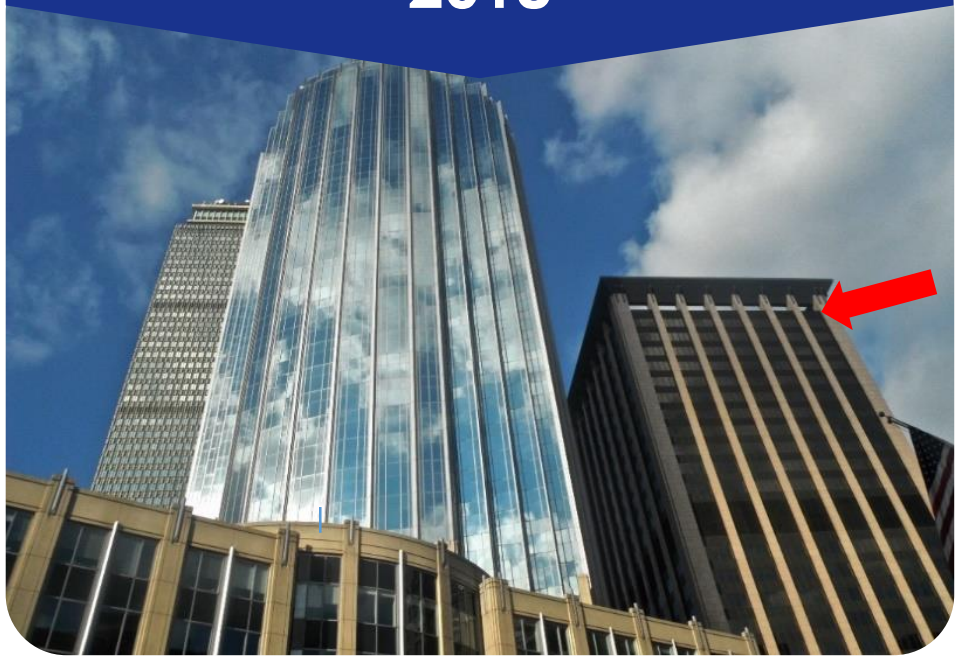
A Few Random Facts About Larry

Slightly Obsessed With Unicorns

Founded WordStream in 2008

2008

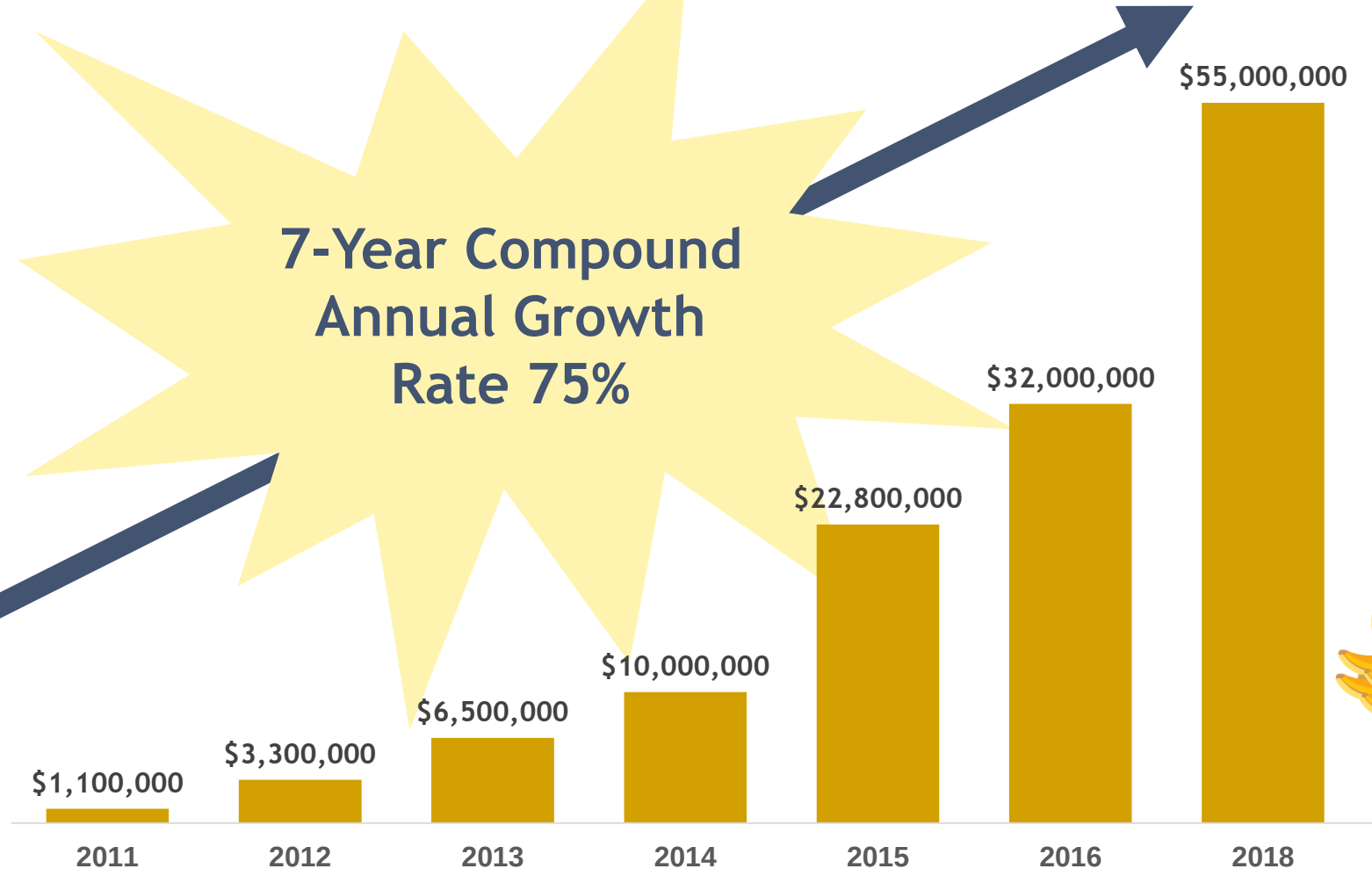
2018



Strong Financial Performance

WordStream Revenue Growth!

7-Year Compound Annual Growth Rate 75%



Search Engine Land

Search marketing software company WordStream acquired by Gannett for $150M

Founded in 2007, the popular PPC management tool has been sold.

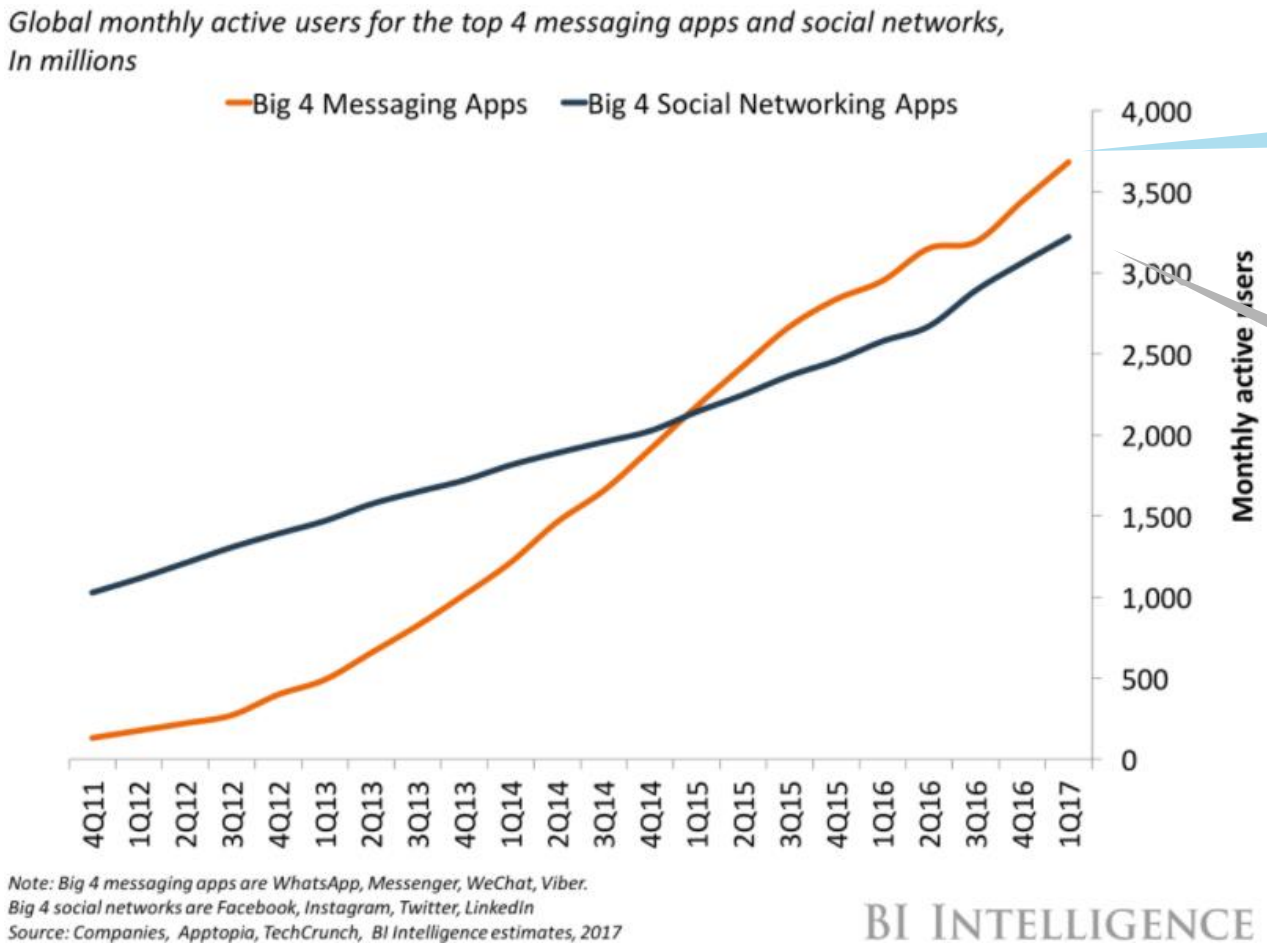
Barry Schwartz on May 10, 2018 at 11:37 am

WordStream, the paid search software company that helps advertisers manage their PPC campaigns, has been acquired by the Gannett Company for $150 million. The deal is $130 million in cash, plus up to an aggregate $20 million earnout payable in 2019 and 2020 based on achieving certain revenue targets, according to the announcement.

WordStream was founded by Larry Kim, a high profile personality in the search marketing industry,

Part 1: Why Should Marketers Care About Facebook Messenger & Chatbot Marketing?

Messaging Apps have Surpassed Social Networks



Yet only 1% of businesses can automatically engage w/ customers via messaging!

Facebook Messenger Users 1.3billion

FB Messenger Marketing 10-80x Better Engagement vs. Email or FB News Feed

Email Marketing

→ 5-10% Open Rates

FB News Feed

→ 0-1% Organic Post Visibility

Vs.

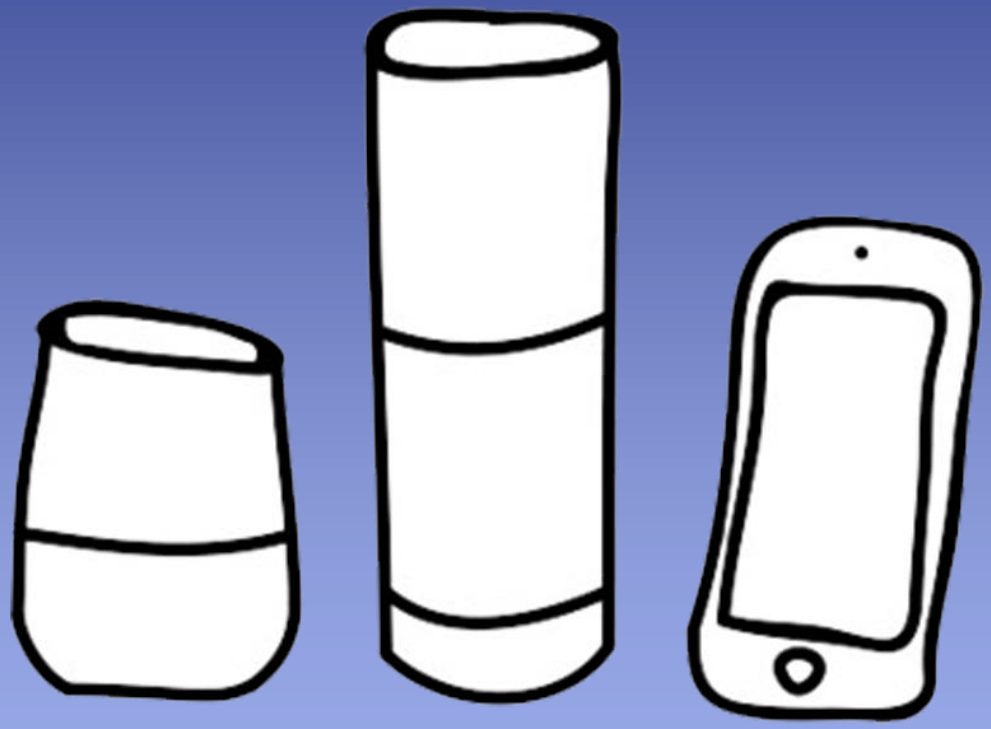
FB Messenger Blast

→ 70-80% Open Rates
(Within first 60 minutes!)

OK Great. Now What?

How Exactly Are *Marketers* Supposed to Use FB Messenger & Chatbot Stuff?

Many People Associate Chatbots with Virtual Assistants" or "Voice Search"



TC

Startups
Apps
Gadgets
Events
Videos

Crunchbase
More

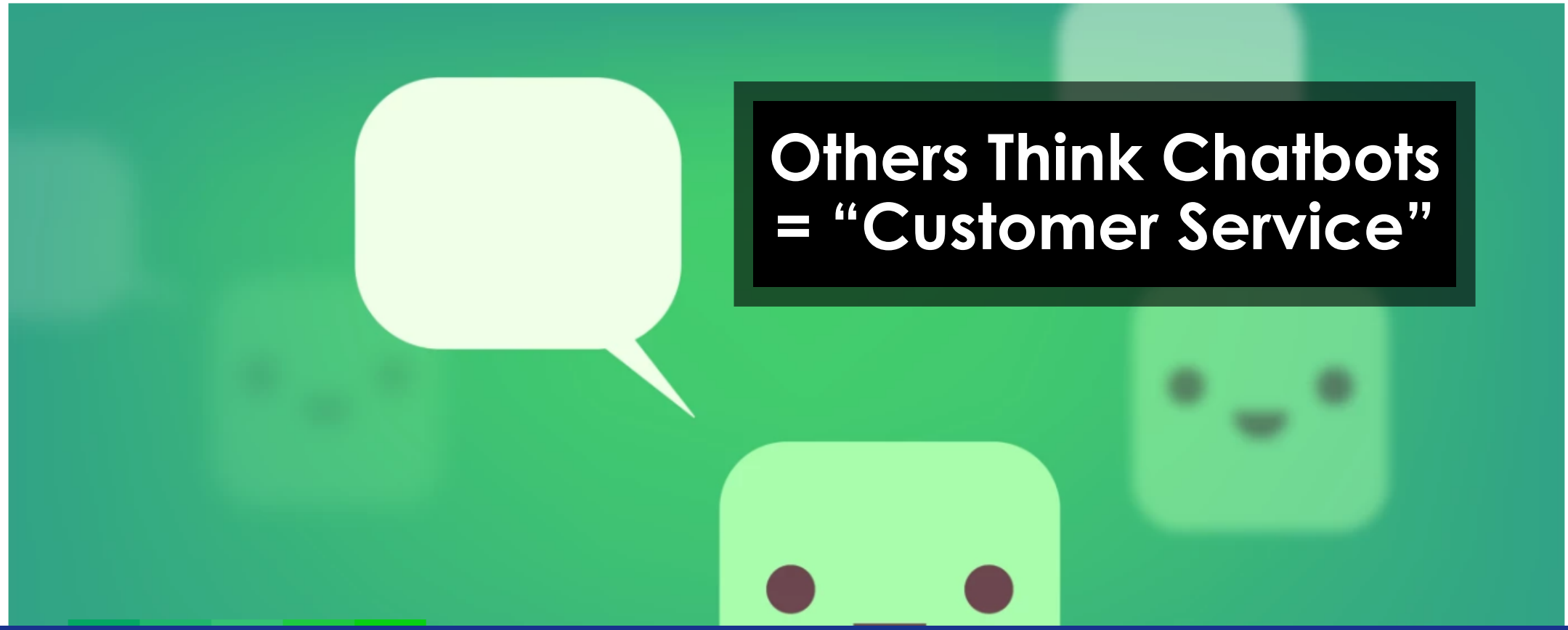
Search

Disrupt SF 2018
Y Combinator
nvidia
Google

What messaging means for the future of customer care

Kemal El Moujahid Sep 1, 2017

Comment



chatbot artificial intelligence

All News Images Videos Shopping More Settings Tools

About 2,410,000 results (0.40 seconds)

Scholarly articles for **chatbot artificial intelligence**

Real conversations with **artificial intelligence**: A ... - Hill - Cited by 49

Bringing **chatbots** into education: Towards natural ... - Kerlyl - Cited by 102

Chatbots: are they really useful? - Shawar - Cited by 135

How Artificial Intelligence Is Making Chatbots Better For Businesses

https://www.forbes.com/.../how-artificial-intelligence-is-making-chatbots-better-for-bu...

May 18, 2018 - As **chatbots** like Amazon's Alexa and Google Home are proliferating in our home... we look at the business applications of **chatbots**, how ...

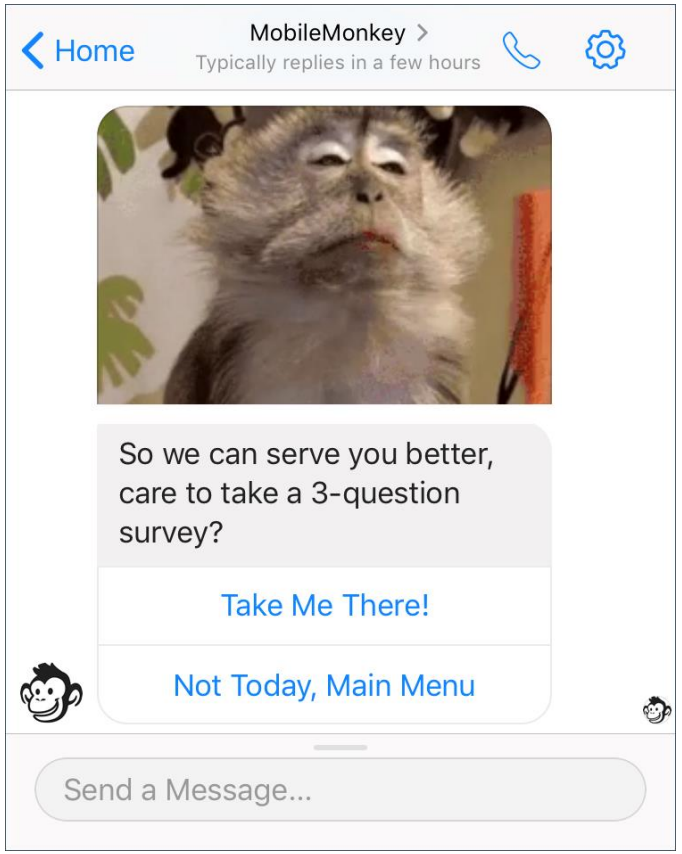
Chatbots and AI: The Key Event Tech Trends for 2018

https://chatbotsmagazine.com/chatbots-and-ai-the-key-event-tech-trends-for-2018-7b...

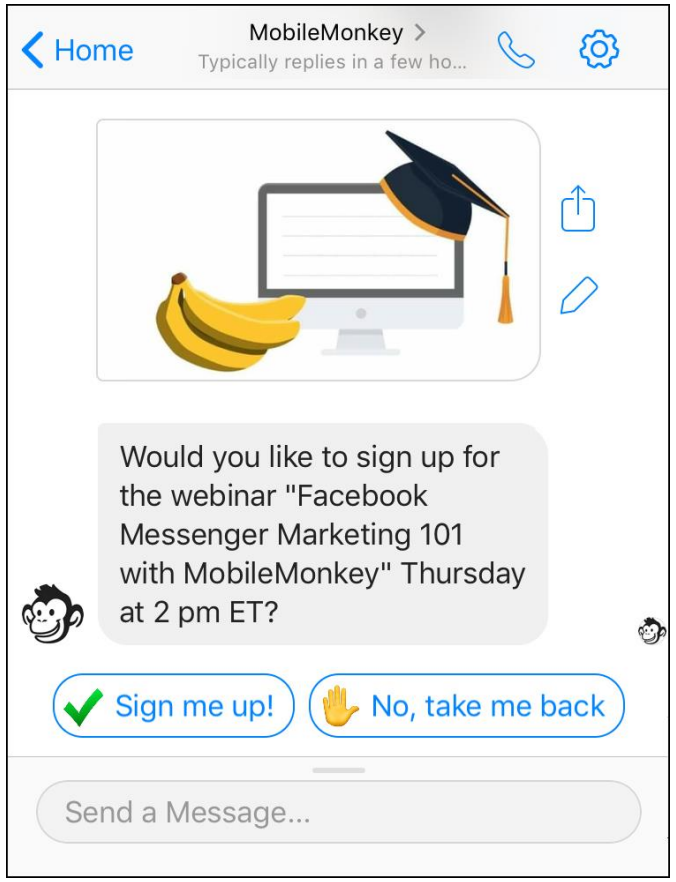
Feb 22, 2018 - **Chatbots** are a huge trend, there's no doubt about it. Big name brands are jumping at the opportunity to meet their customers where they're ...

Lot of confusing Mumbo-Jumbo about Chatbots & AI or Machine Learning

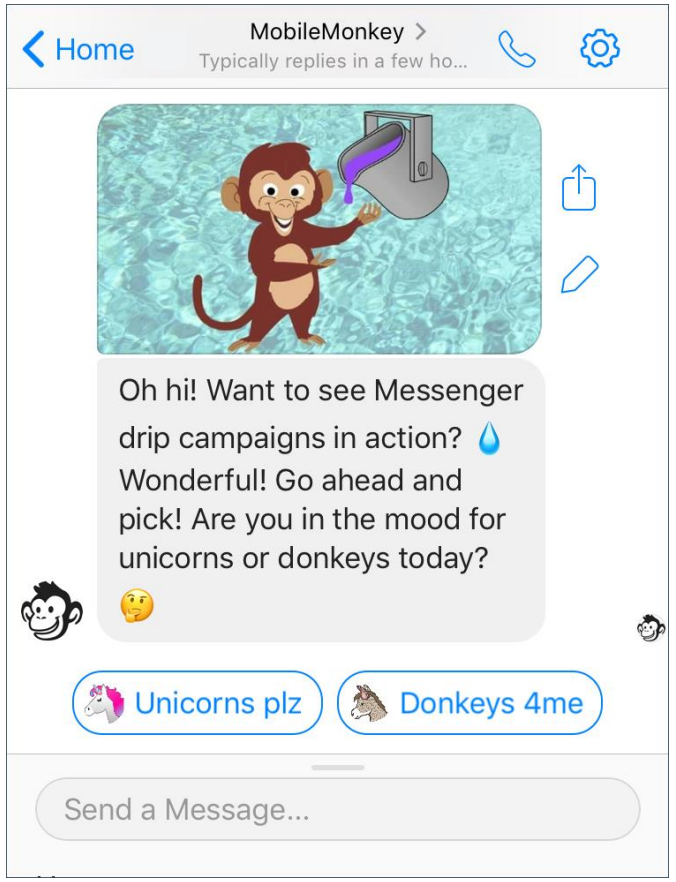
Think of Messaging as “The Next Email”!



Quick Surveys!

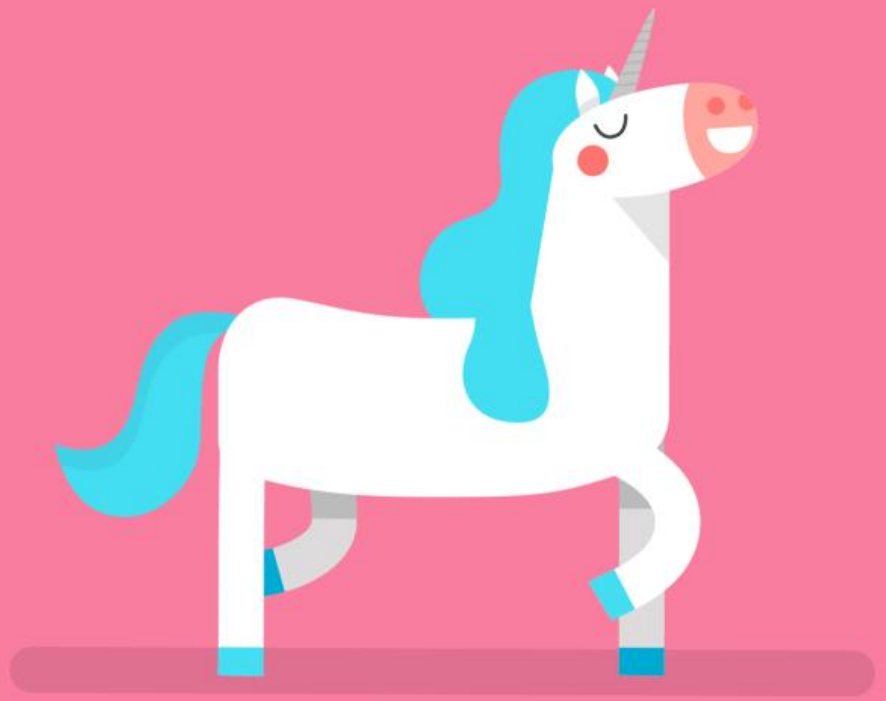


Registrations & Reminders!

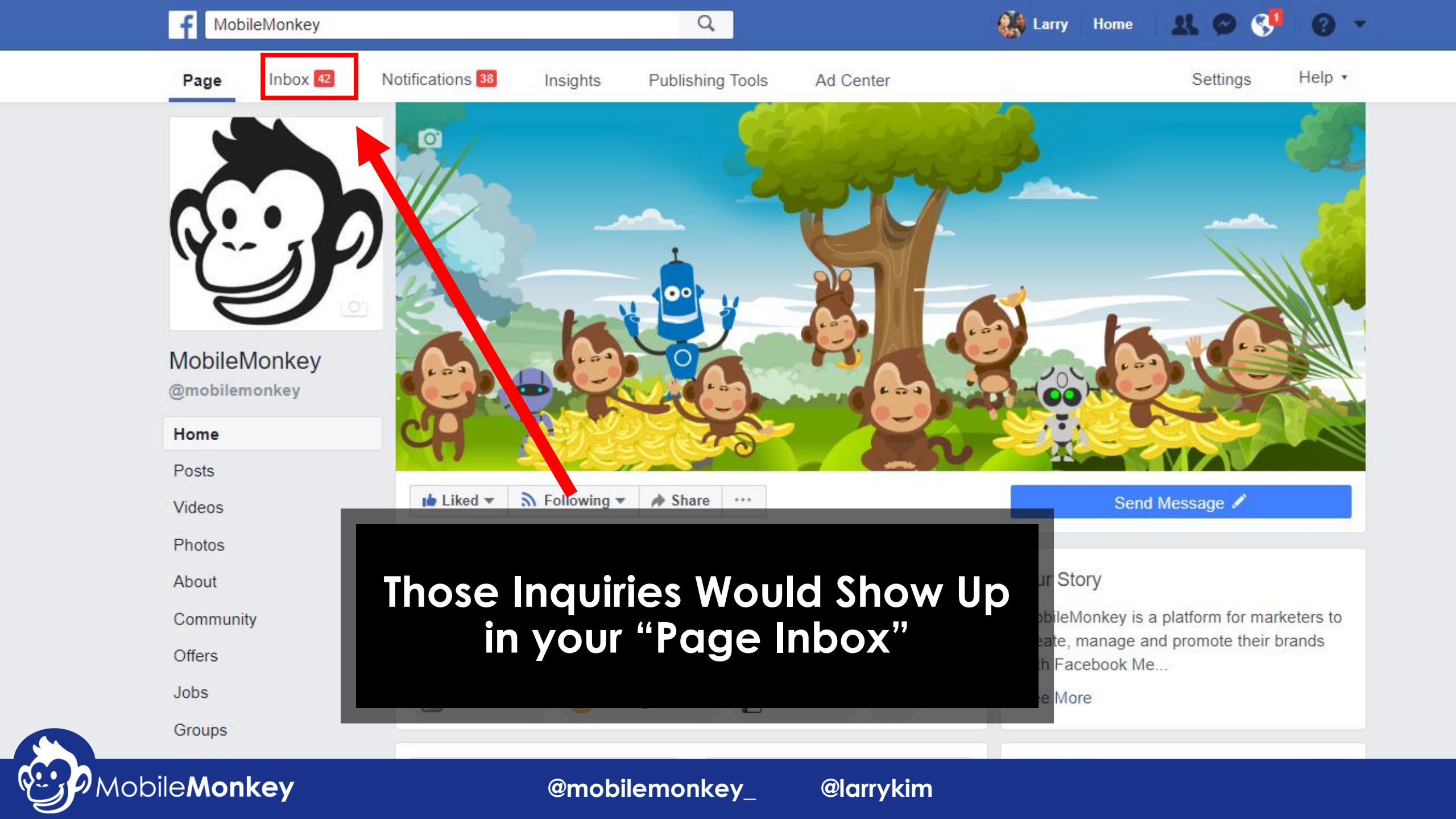


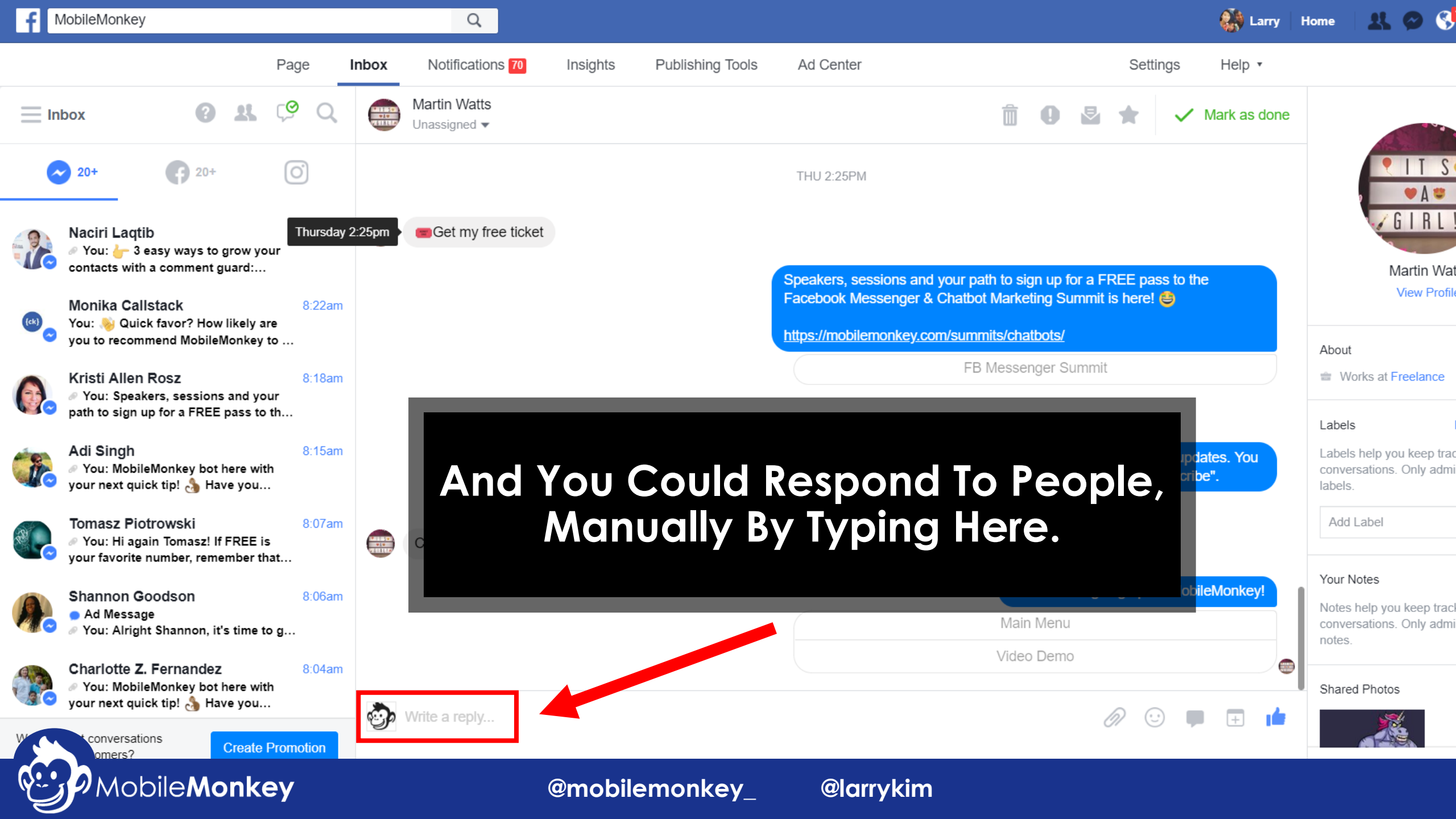
Segmentation & Drip Campaigns!

Holy Grail of Facebook Messenger Marketing & Growth Hack of The Next +5 Years = Chat Blasting!



Larry Kim
Larry
Home
Page
Inbox 11
Notifications 6
Insights
Publishing Tools
Promotions
Settings
Help
Go to Business Manager to manage this Page.
Introducing Messenger As an Ad Destination
Now you can use Messenger to start conversations with the people who click your ad.
Learn More
Larry Kim
@ws.larrykim
Home
About
Events
Posts
Videos
Photos
Shop
Notes
Groups
Community
Promote
Manage Promotions
How Facebook Messaging Used To Work:
If Someone Messaged Your Page...
Liked
Following
Share
Send Message
Create a Post
Write something on this Page...
Entrepreneur in Boston, Massachusetts
Page Tips
See All
MobileMonkey
@mobilemonkey_
@larrykim


MobileMonkey
Larry
Home
Page
Inbox 42
Notifications 38
Insights
Publishing Tools
Ad Center
Settings
Help
MobileMonkey
@mobilemonkey
Home
Posts
Videos
Photos
About
Community
Offers
Jobs
Groups
Liked
Following
Share
Send Message
Those Inquiries Would Show Up in your "Page Inbox"
MobileMonkey
@mobilemonkey_
@larrykim


MobileMonkey
Larry
Home
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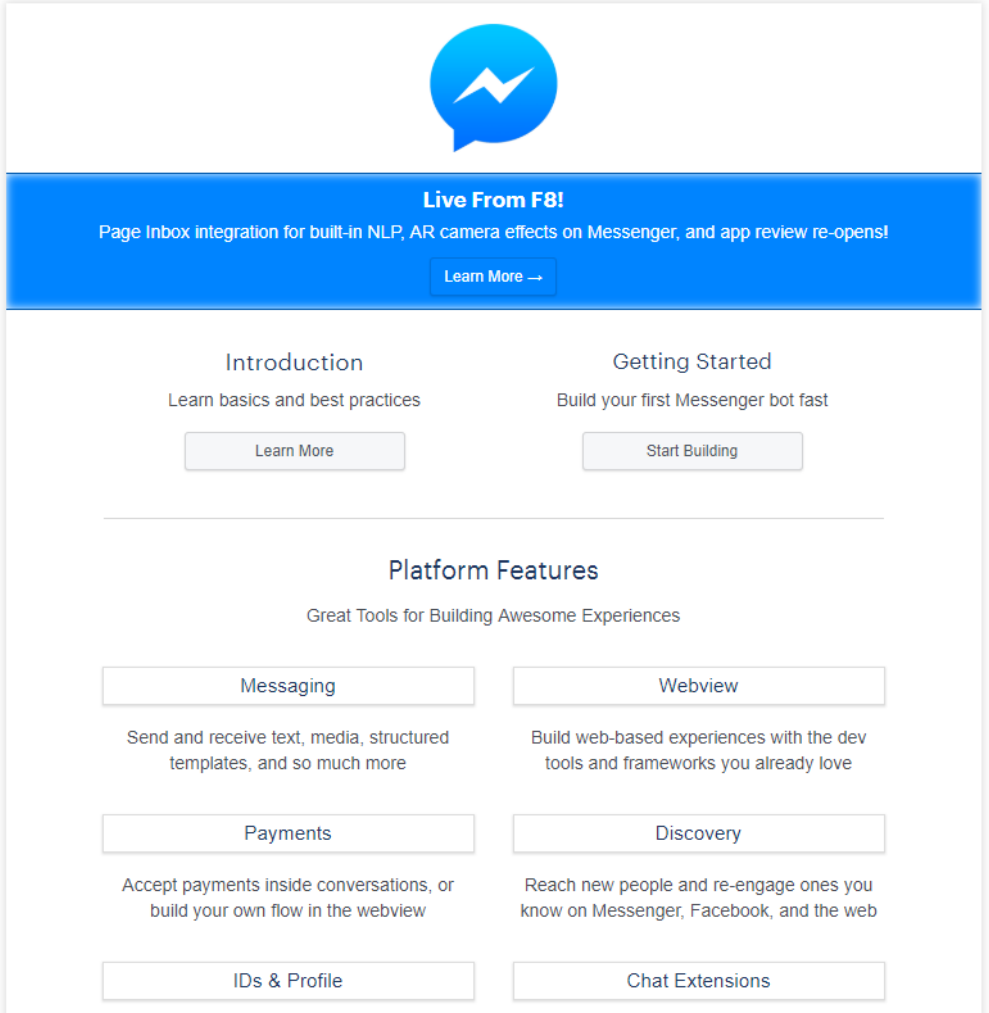
Inbox
Notifications 70
Insights
Publishing Tools
Ad Center
Settings
Help
Inbox
20+
20+
Naciri Laqtib
You: 3 easy ways to grow your contacts with a comment guard:...
Monika Callstack
8:22am
You: Quick favor? How likely are you to recommend MobileMonkey to ...
Kristi Allen Rosz
8:18am
You: Speakers, sessions and your path to sign up for a FREE pass to th...
Adi Singh
8:15am
You: MobileMonkey bot here with your next quick tip! Have you...
Tomasz Piotrowski
8:07am
You: Hi again Tomasz! If FREE is your favorite number, remember that...
Shannon Goodson
8:06am
Ad Message
You: Alright Shannon, it's time to g...
Charlotte Z. Fernandez
8:04am
You: MobileMonkey bot here with your next quick tip! Have you...
Create Promotion
Martin Watts
Unassigned
Mark as done
THU 2:25PM
Thursday 2:25pm
Get my free ticket
Speakers, sessions and your path to sign up for a FREE pass to the Facebook Messenger & Chatbot Marketing Summit is here!
https://mobilemonkey.com/summits/chatbots/
FB Messenger Summit
And You Could Respond To People, Manually By Typing Here.
Main Menu
Video Demo
Write a reply...
About
Works at Freelance
Labels
Labels help you keep trac conversations. Only admi labels.
Add Label
Your Notes
Notes help you keep trac conversations. Only admi notes.
Shared Photos
MobileMonkey
@mobilemonkey_
@larrykim

Then, Facebook Released Their Messenger API
https://developers.facebook.com/docs/messenger-platform

Messenger Platform

- Introduction
- Getting Started
- Messaging
- Webhooks
- Webview
- Payments (Beta)
- Discovery & Re-engagement
- IDs & Profile
- Chat Extensions
- Natural Language Processing
- Analytics & Feedback
- AR Camera Effects (Beta)
- Submit Your Bot!
- Policy & Usage Guidelines
- Reference
- Useful Resources
- FAQ
- Changelog



Webhook Event	Description
`messages`	Subscribes to Message Received events
`messaging_account_linking`	Subscribes to Account Linking events
`messaging_checkout_updates` (beta)	Subscribes to Checkout Update events
`message_deliveries`	Subscribes to Message Delivered events
`message_echoes`	Subscribes to Message Echo events
`messaging_game_plays`	Subscribes to Instant Game events
`messaging_handovers` (beta)	Subscribes to Handover Protocol events
`messaging_optins`	Subscribes to Plugin Opt-in events
`messaging_referrals`	Subscribes to Referral events
`standby` (beta)	Subscribes to Handover Protocol Standby Channel events

Unfortunately This is Too Complicated for 99.9% of Marketers

MobileMonkey | Larry's Real Chatbot | Saved | Go to Dashboard | Test this Bot

BOT SETTINGS
- Builder
- Triggers
- Promote
- Campaigns

DATA
- Contacts
- Form Reports
- Analytics
- Configure

Contacts | Search Contacts | Export | View Audiences

Yannick	Proulx	male	en_US	GMT -4	03/14/2018
Danielle	Nicole	female	en_US	GMT -7	03/14/2018
Howard	Freidman	male	en_GB	GMT -6	03/14/2018
Ken	Mack-Solden	male	en_US	GMT -4	03/14/2018
Antoine	Théorêt-Poupart	male	en_US	GMT -4	03/14/2018
Brian	Haas	male	en_US	GMT -4	03/14/2018
Steven	Rugg	male	en_US	GMT -7	03/14/2018
Cynthia	Bankston				
Daniel	Loehr				
Ray	Ortega				
Alicia	Piazza				
Dennis	Smith				
Garrett	Scott				
Marcus	Reed				
Christina	Bologna				
Michael	Peters	male	en_US	GMT -5	03/14/2018
Ken	Choi	male	en_US	GMT -6	03/14/2018

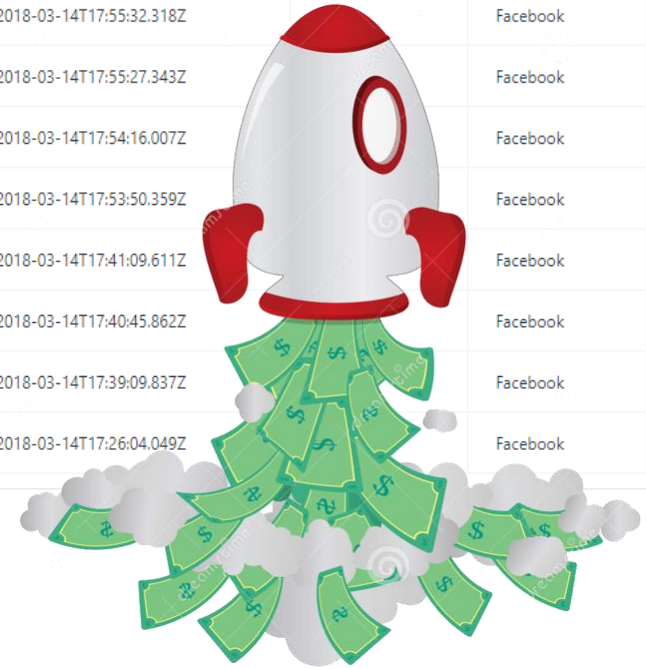
5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49

With Chatbot Tools, You Can Import Your FB Inbox and Blast Everyone Who Messaged Your FB Page. HOW?

Alicia Piazza

Chat Sessions | Form Submissions | Variables

Created At	Time	Source
2018-03-14T17:55:32.318Z		Facebook
2018-03-14T17:55:27.343Z		Facebook
2018-03-14T17:54:16.007Z		Facebook
2018-03-14T17:53:50.359Z		Facebook
2018-03-14T17:41:09.611Z		Facebook
2018-03-14T17:40:45.862Z		Facebook
2018-03-14T17:39:09.837Z		Facebook
2018-03-14T17:26:04.049Z		Facebook



MobileMonkey © 2018

MobileMonkey | Larry's Real Chatbot | Saved | Go to Dashboard | Test this Bot

BOT BUILDER
- Pages
- Q&A
- Settings

LEAD MAGNETS
- HTML Elements
- FB Comment Guard
- Messenger Ads

MARKETING AUTOMATION
- Chat Blaster
- Connections

AUDIENCE INSIGHTS
- Contacts
- Audiences
- Forms
- Bot Analytics

Text | Gallery | Image | List | Form | Quick question | Email | Video | Navigate | Attribute | Attachmnent

Bot Basics
- Welcome page — The first message a new visitor sees
- Default page — Message is given when no other option is available
- Unsubscribe page — Message to confirm a contact wants t...
- Main Menu

Add A Group

Default Group
- hacks - sign up
- Yes - Please Subscribe Me
- NO - Don't Subscribe Me
- test of AI — Hi - i'm Larry's chatbot, type somethin...

Image

Quick Question

Would you like to receive occ

Save to

{{HACKS}}

Input type

Multiple choice | Text only

Answer

YES

Associated page (optional)

Add Trigger

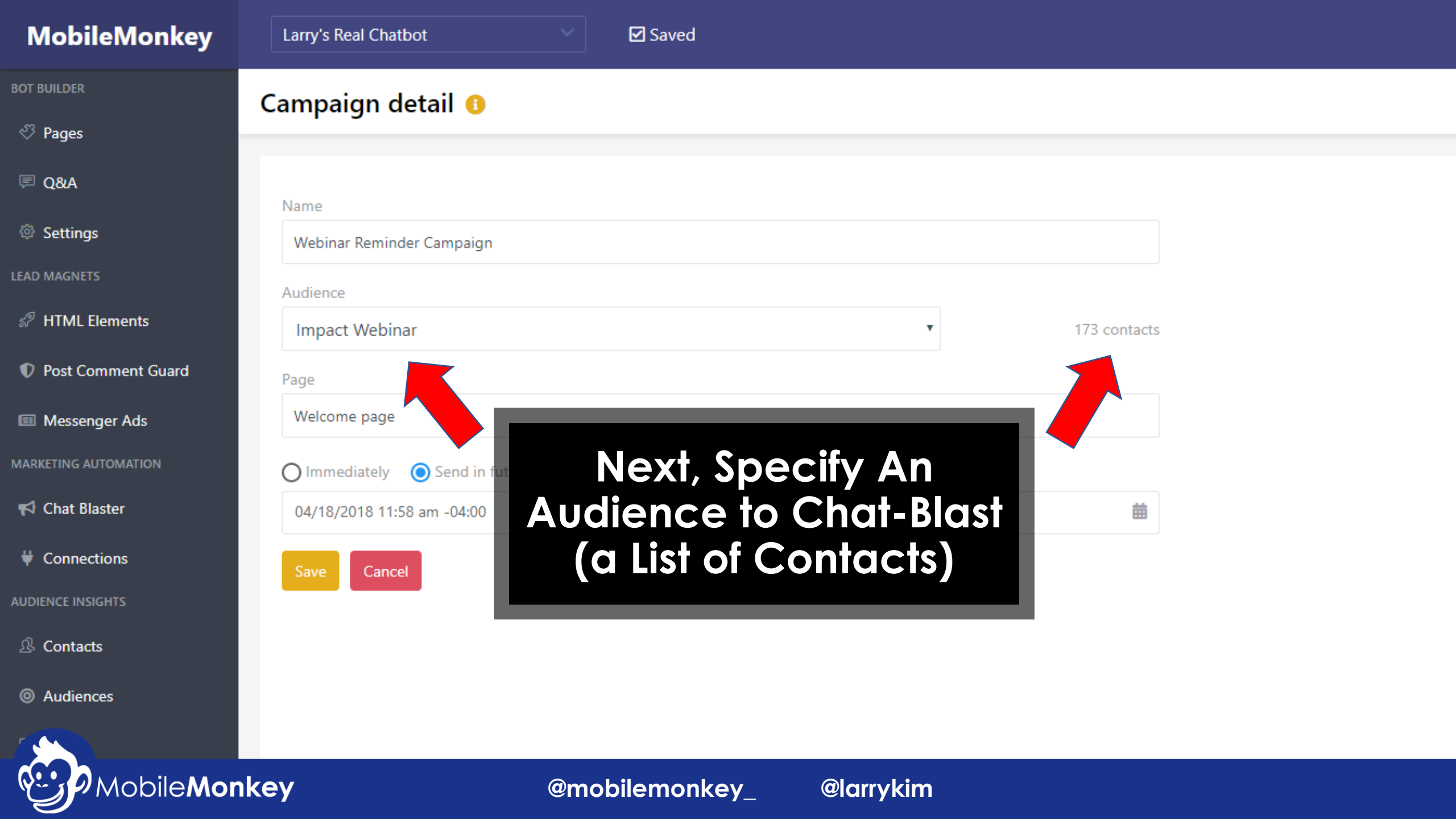
hacks

Add Trigger

Add note

Enter note

First Create Some Content To Chat-Blast To Your Messenger Contact List


MobileMonkey
Larry's Real Chatbot
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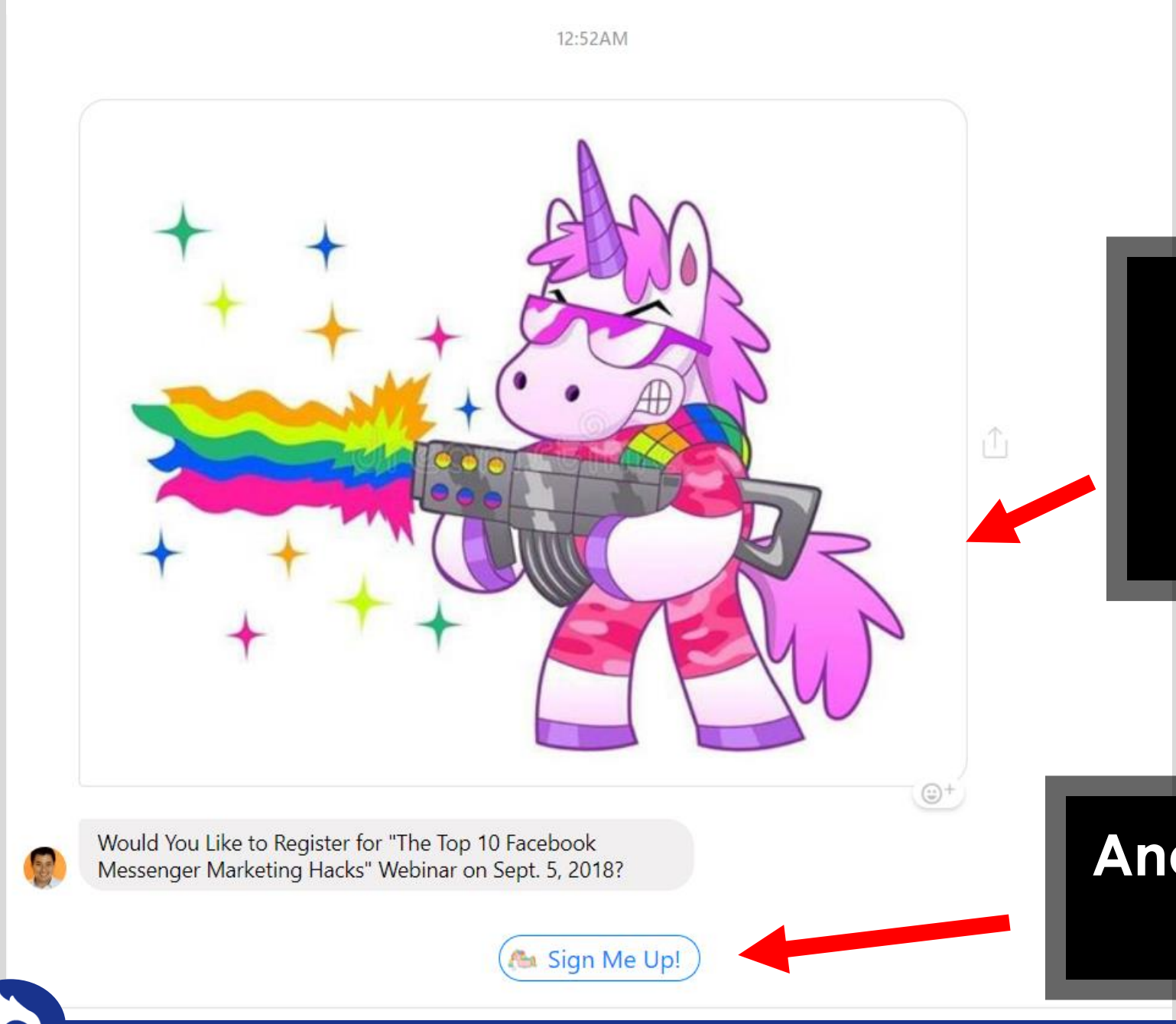
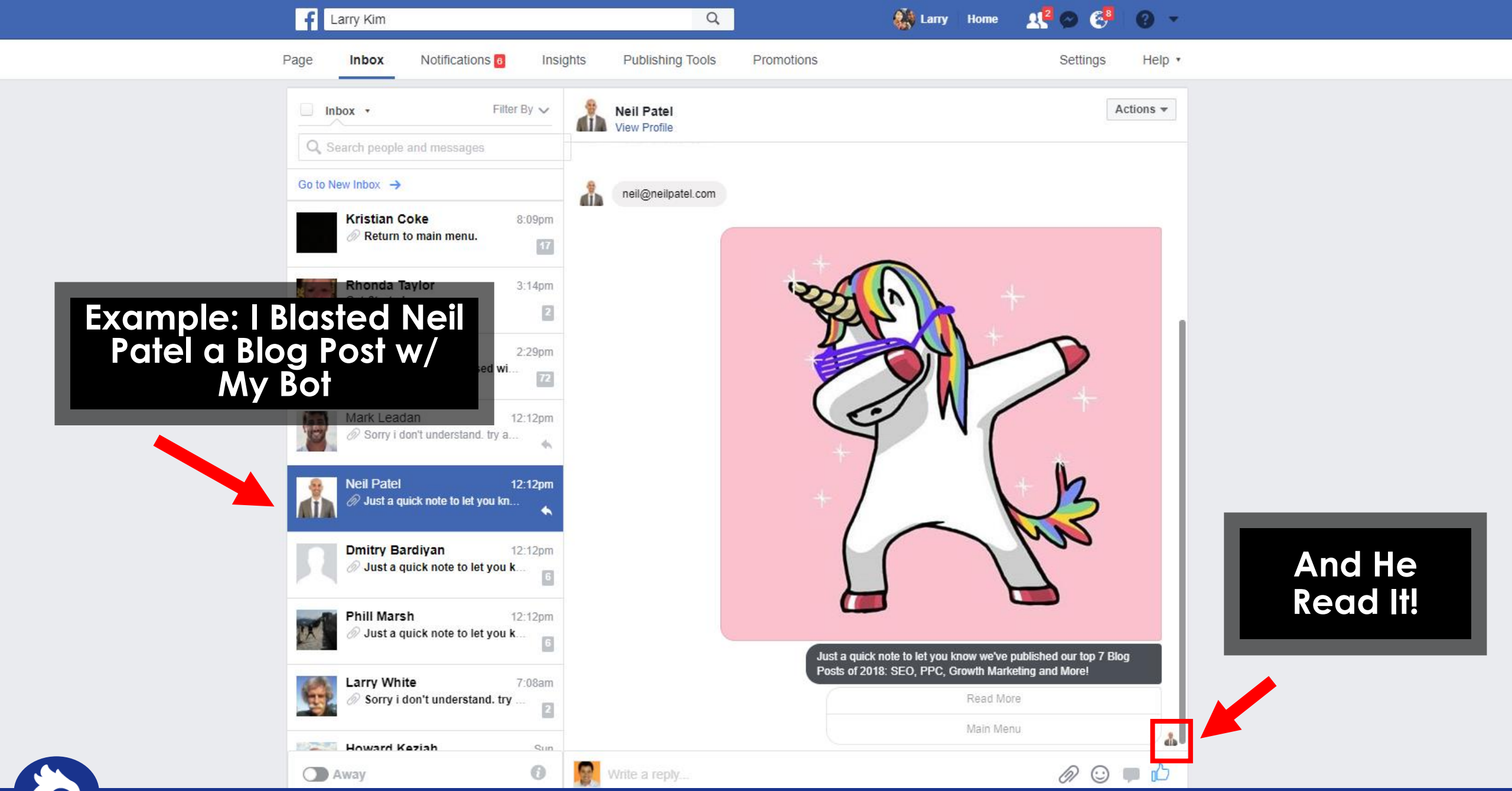
BOT BUILDER
Pages
Q&A
Settings
LEAD MAGNETS
HTML Elements
Post Comment Guard
Messenger Ads
MARKETING AUTOMATION
Chat Blaster
Connections
AUDIENCE INSIGHTS
Contacts
Audiences
Campaign detail
Name
Webinar Reminder Campaign
Audience
Impact Webinar
173 contacts
Page
Welcome page
Immediately
Send in fut
04/18/2018 11:58 am -04:00
Save
Cancel
Next, Specify An Audience to Chat-Blast (a List of Contacts)
MobileMonkey
@mobilemonkey_
@larrykim

MobileMonkey
Larry's Real Chatbot
Saved
BOT SETTINGS
Builder
Triggers
Promote
Campaigns
DATA
Contacts
Form Reports
Analytics
Configure
Campaign detail
Name
Chat Blaster Campaign
Audience
Untitled Audience (2018-03-19 18:31:34 UTC)
257 contacts
Page
Welcome page
Send
Cancel
This message will send to 257 of contacts
Send
Cancel
Then Chat-Blast Your Desired Content to Your Chosen Audience! (Kinda like Email Marketing...)
MobileMonkey
@mobilemonkey_
@larrykim



Except That Messages Are Distributed Via Facebook Messenger Push-Notifications!

And are More Engaging Than Email!

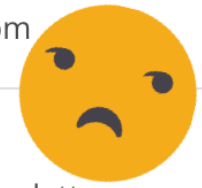

Larry Kim
Larry
Home
Page
Inbox
Notifications 6
Insights
Publishing Tools
Promotions
Settings
Help
Inbox
Filter By
Search people and messages
Go to New Inbox
Kristian Coke 8:09pm
Return to main menu.
Rhonda Taylor 3:14pm
2:29pm
Mark Leadan 12:12pm
Sorry i don't understand. try a...
Neil Patel 12:12pm
Just a quick note to let you kn...
Dmitry Bardiyan 12:12pm
Just a quick note to let you k...
Phill Marsh 12:12pm
Just a quick note to let you k...
Larry White 7:08am
Sorry i don't understand. try ...
Howard Keziah
Away
Neil Patel
View Profile
Actions
neil@neilpatel.com
Just a quick note to let you know we've published our top 7 Blog Posts of 2018: SEO, PPC, Growth Marketing and More!
Read More
Main Menu
Write a reply...
Example: I Blasted Neil Patel a Blog Post w/ My Bot
And He Read It!
MobileMonkey
@mobilemonkey_
@larrykim

Is This Spam? Email vs. Chat Blasting

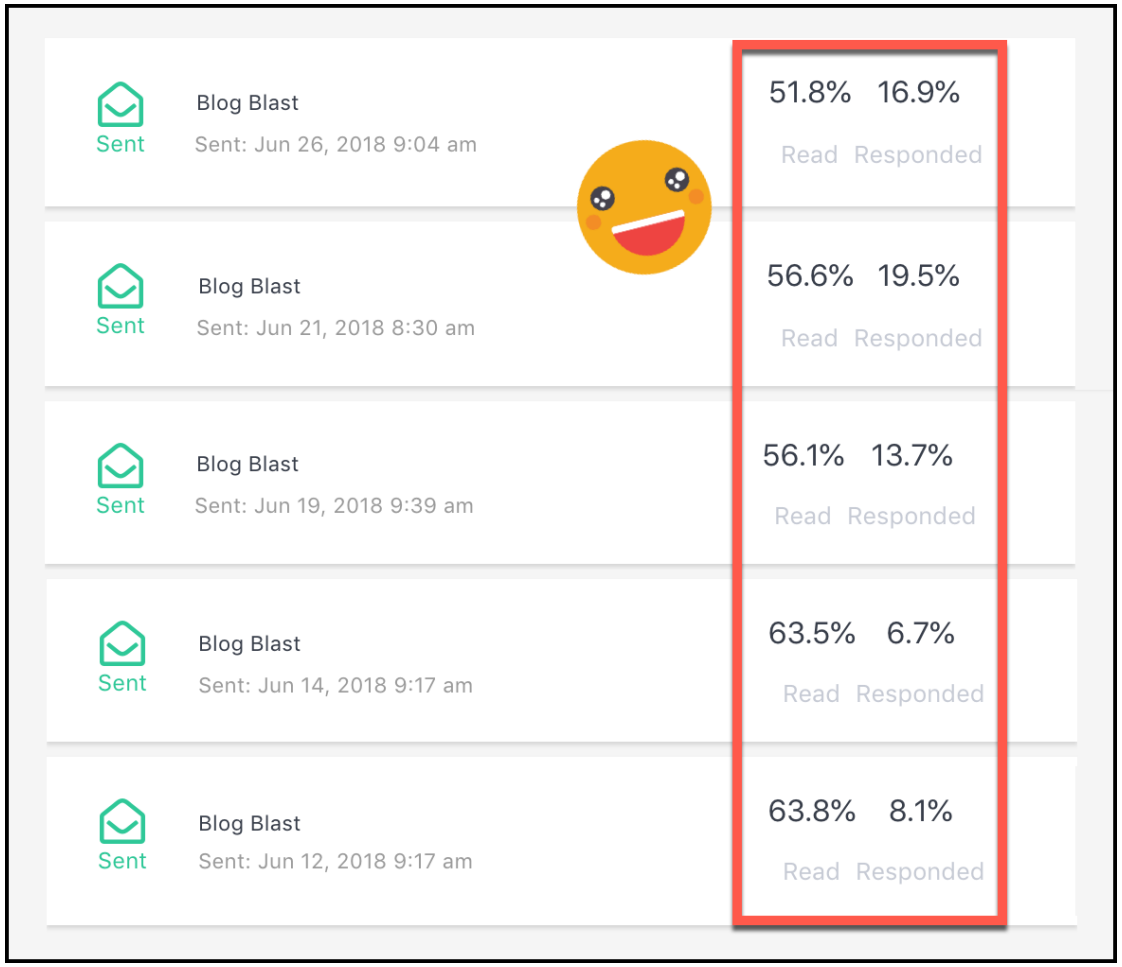
How do open and click-through-rates compare?

MailChimp

Blog Newsletters **Regular** · MobileMonkey Blog Newsletter **Sent** on Tue, Jun 26, 2018 12:00 pm	20.7% Opens	1.8% Clicks
Blog Newsletters **Regular** · MobileMonkey Blog Newsletter **Sent** on Thu, Jun 21, 2018 12:00 pm	20.9% Opens	2.2% Clicks
Blog Newsletters **Regular** · MobileMonkey Blog Newsletter **Sent** on Tue, Jun 19, 2018 12:00 pm	23.9% Opens	2.0% Clicks
Blog Newsletters **Regular** · MobileMonkey Blog Newsletter **Sent** on Thu, Jun 14, 2018 12:00 pm	22.7% Opens	1.1% Clicks
Blog Newsletters **Regular** · MobileMonkey Blog Newsletter **Sent** on Tue, Jun 12, 2018 12:00 pm	26.3% Opens	2.4% Clicks

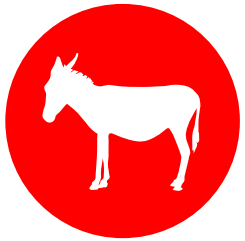


VS.



3-10x read rates & 10-20x click rates
= ~60x More Engagement!

Messaging Is Fundamentally Less Spammy + More Engaging Than Email!

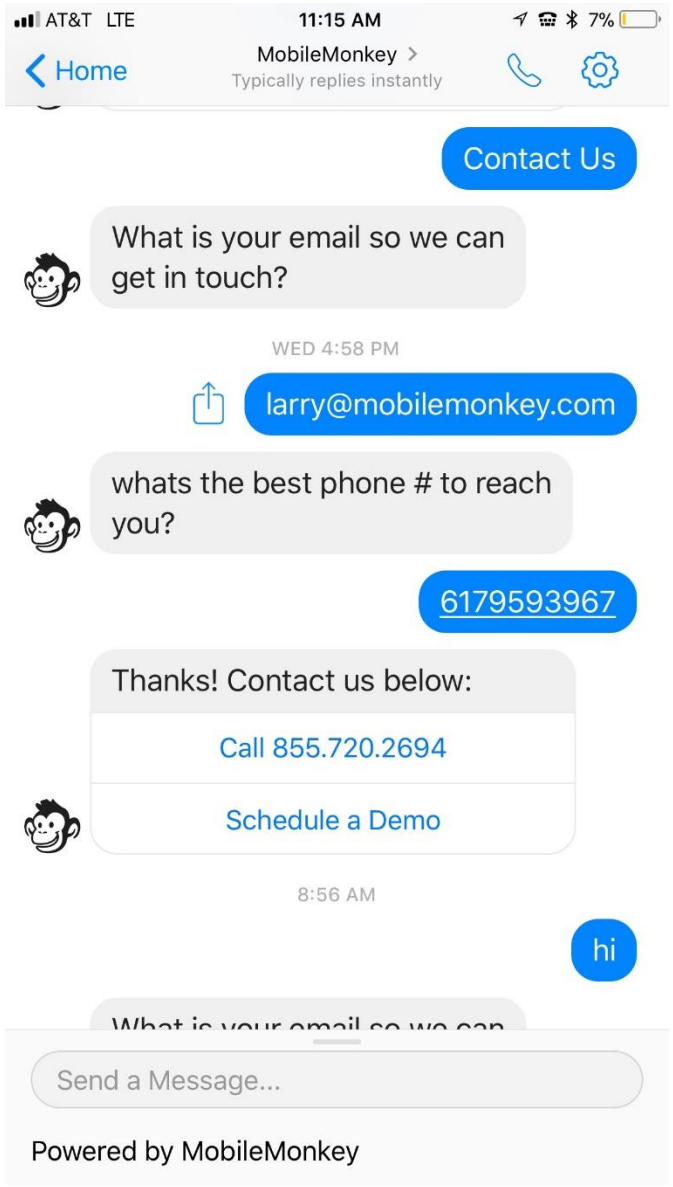


Email

Messaging

Spanners can't buy lists of names?	✗	✓
Senders must honor unsubscribes?	✗	✓
Dynamic, interactive content?	✗	✓

Part 2: Facebook Messenger Chatbot Marketing Building Blocks & Structure



1. Chat Marketing is like combining an Email + Website Marketing experience
2. How do you make this??

MobileMonkey | Larry's Real Chatbot | Saved | Go to Dashboard | Test this Bot

BOT BUILDER
- Pages
- Q&A
- Settings

LEAD MAGNETS
- HTML Elements
- FB Comment Guard
- Messenger Ads

MARKETING AUTOMATION
- Chat Blaster
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Text | Gallery | Image | List | Form | Quick question | Email | Video | Navigate | Attribute | Attachmnent

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Default Group
- hacks - sign up
- Yes - Please Subscribe Me
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- test of AI — Hi - i'm Larry's chatbot, type somethin...

Image

Quick Question

Would you like to receive occasional

Save to

{{HACKS}}

Input type

Multiple choice | Text only

Answer

YES

Associated page (optional)

Add Trigger

hacks

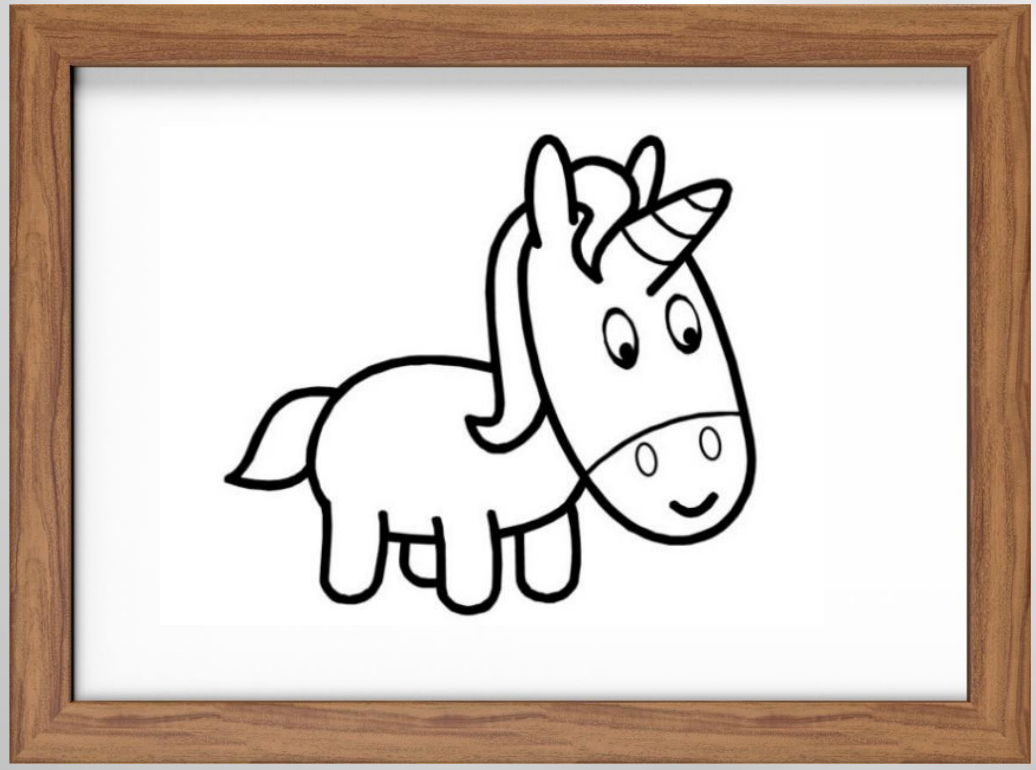
Add Trigger

Add note

Enter note

Most People Just Use a Visual Chatbot Builder Like MobileMonkey!

Static vs Dynamic Chat Content



vs

Text | Gallery | Image | List | Form | Quick question | Email | Video | Navigate | Attribute | Attachmnent

Larry Messenger Sign Up Page

Create Page

Comment Guards

Landing Pages

New Blog Announcement

Webinar Sign Up Page

Chatbot Embargo Over

Create Page

Example Application

Distilled Webinar

mbargo Updates

Webinar Sign Up Page

Image

Text

Live Webinar: Wednesday, April 18, 2018. The Top 10 Facebook Messenger Marketing Hacks of All Time. Please sign up below:

Add button

Add Trigger

register for webinar

Add Trigger

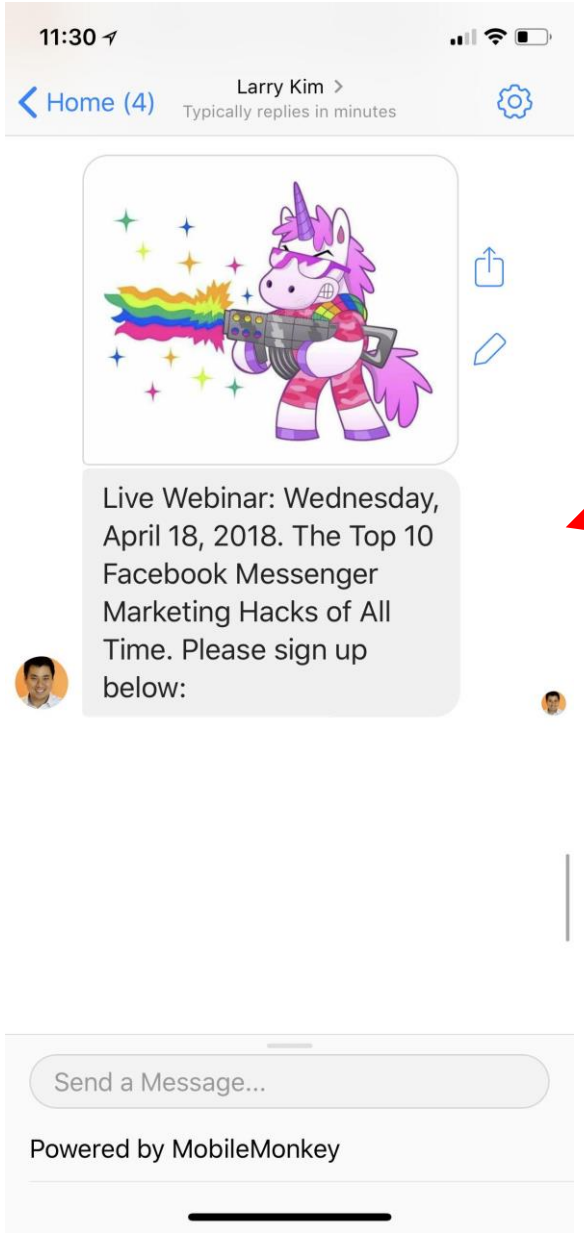
Add note

Enter note

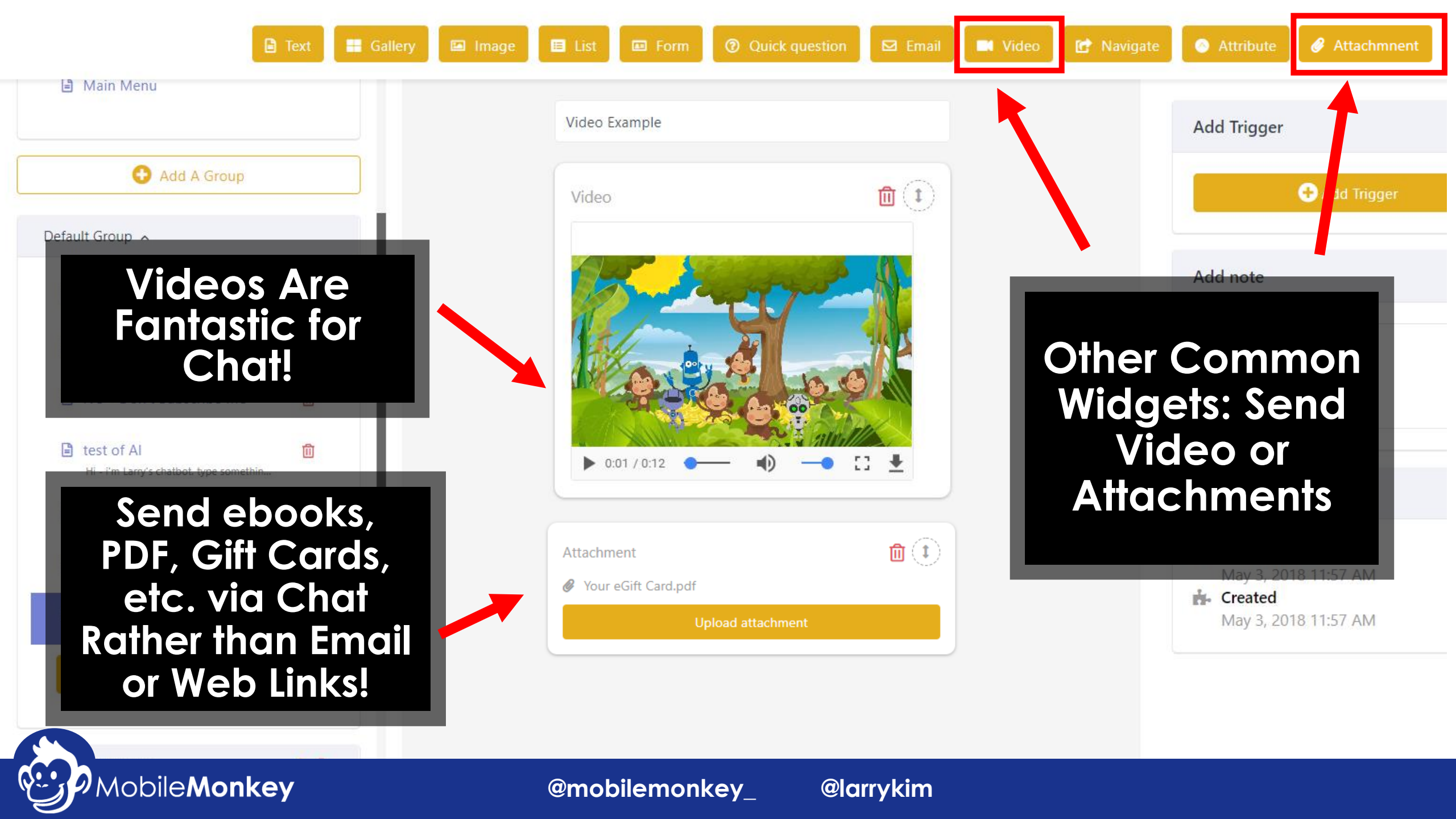
Created

Apr 17, 2018 2:29 PM

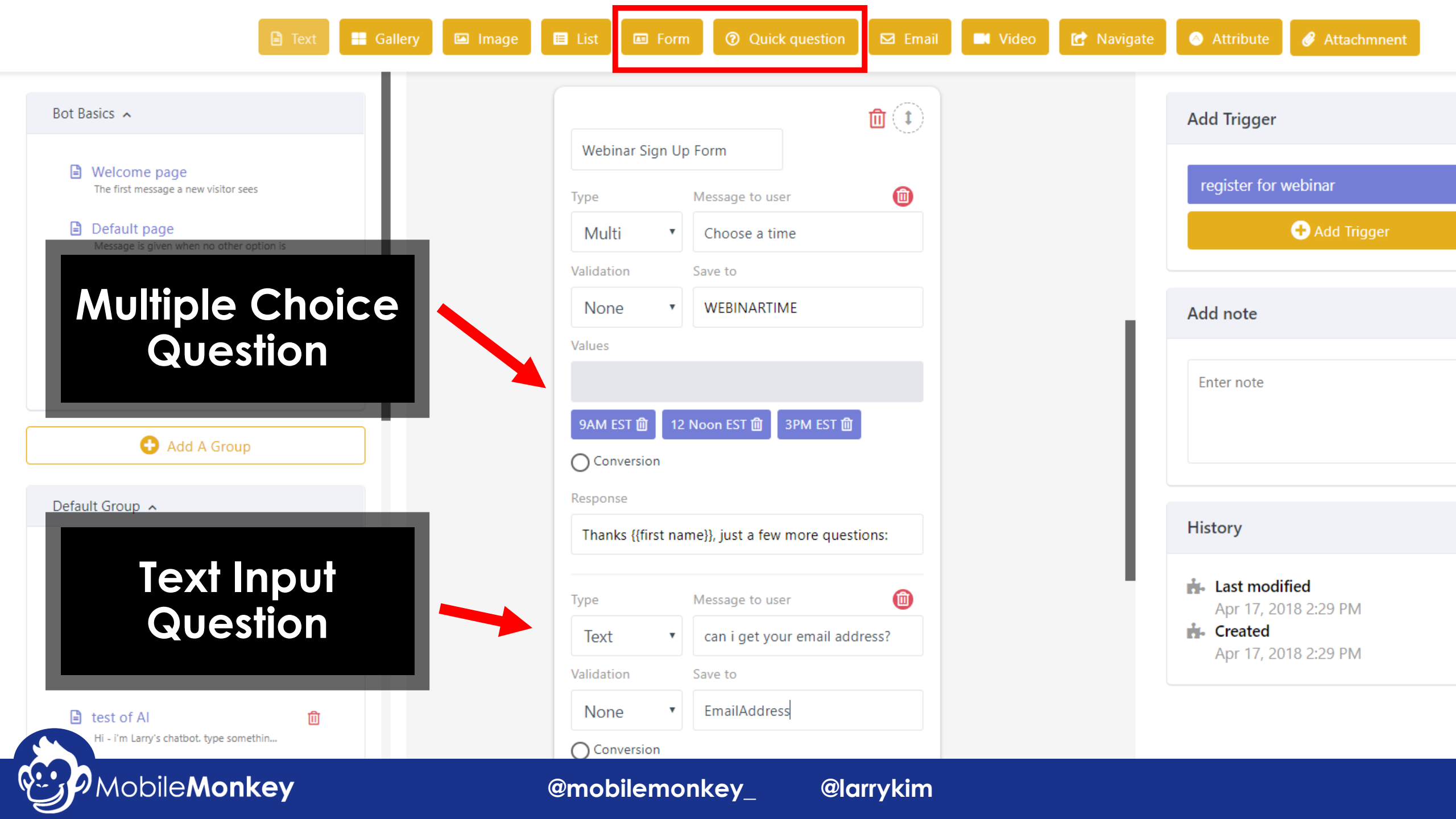
Combining a Image + Text on a Page

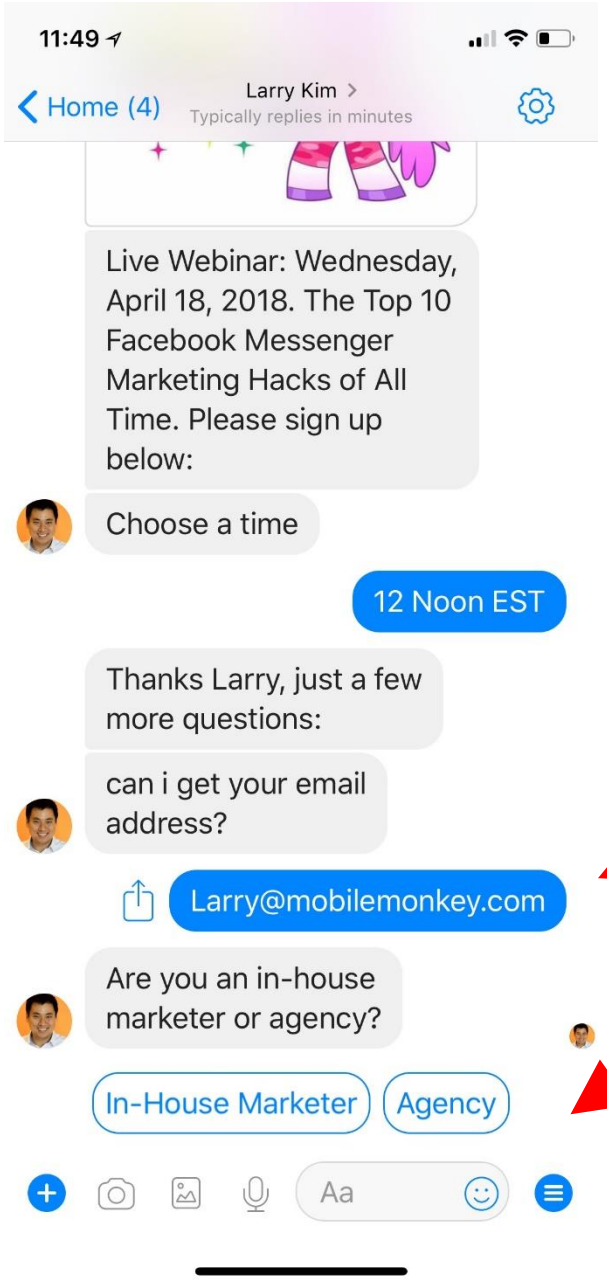


Static Image and text widgets, as viewed in Messenger


Text
Gallery
Image
List
Form
Quick question
Email
Video
Navigate
Attribute
Attachmnent
Main Menu
Add A Group
Default Group
test of AI
Video Example
Video
0:01 / 0:12
Attachment
Your eGift Card.pdf
Upload attachment
Add Trigger
Add note
May 3, 2018 11:57 AM
Created
May 3, 2018 11:57 AM
Videos Are Fantastic for Chat!
Send ebooks, PDF, Gift Cards, etc. via Chat Rather than Email or Web Links!
Other Common Widgets: Send Video or Attachments

What About Dynamic Chat Elements – Like Collecting Registration Data, etc.


Text
Gallery
Image
List
Form
Quick question
Email
Video
Navigate
Attribute
Attachmnent
Bot Basics
Welcome page
The first message a new visitor sees
Default page
Message is given when no other option is
Multiple Choice Question
Add A Group
Default Group
Text Input Question
test of AI
Hi - i'm Larry's chatbot. type somethin...
Webinar Sign Up Form
Type
Message to user
Multi
Choose a time
Validation
Save to
None
WEBINARTIME
Values
9AM EST
12 Noon EST
3PM EST
Conversion
Response
Thanks {{first name}}, just a few more questions:
Type
Message to user
Text
can i get your email address?
Validation
Save to
None
EmailAddress
Conversion
Add Trigger
register for webinar
Add Trigger
Add note
Enter note
History
Last modified
Apr 17, 2018 2:29 PM
Created
Apr 17, 2018 2:29 PM
MobileMonkey
@mobilemonkey_
@larrykim



Asking Questions and Saving User Responses

By Asking Users Questions, You Can Segment Your Audience So That …

You Can Send Them Down Different "Messenger Funnels"

Create Audience

Agency Marketers

Filters

#	Attribute	Operator	Value
1	AGENCY	equal	agency

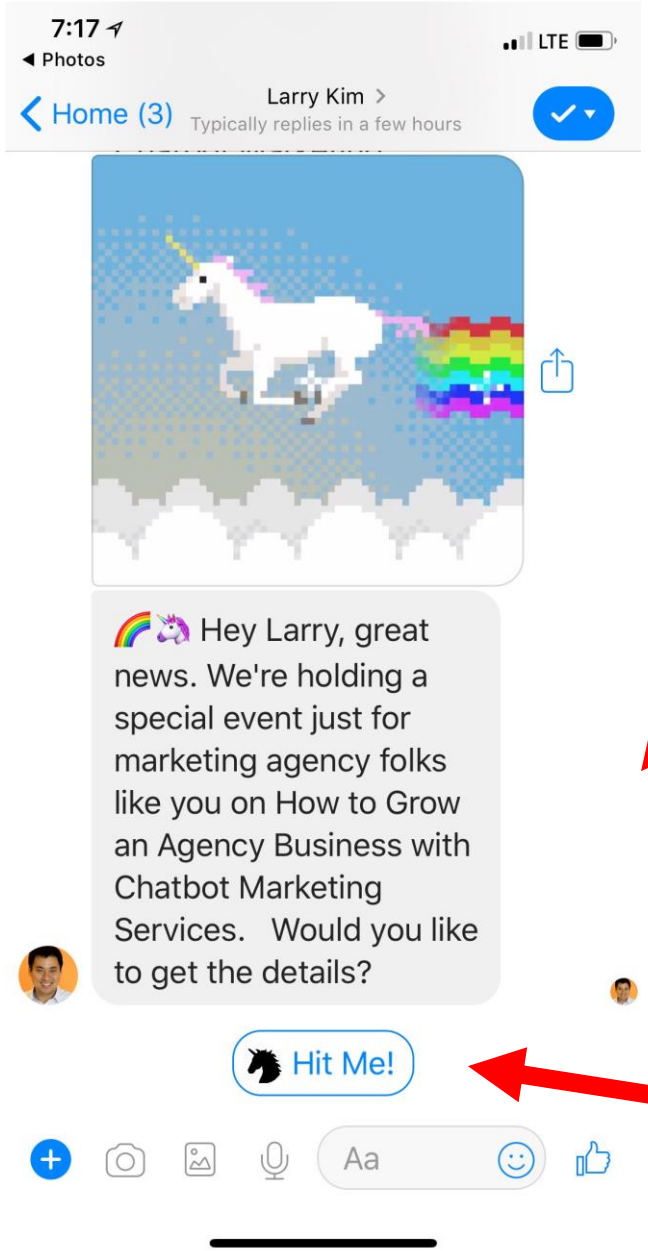
Add Filter

You Can Also Define Custom Audiences Based on "Conversational Criteria".

Audience Preview

Contacts

First Name	Last Name
Daniel	Golder
Jason	Ohare
John	Huntinghouse
Jim	Fuhs
Howard	Keziah
Michael	Reiter
Ioana	Pop
Sonja	Kuzmanovic
Sandra	Hennessy
Sheila	Eugenio
Ancel	Briley



So You Can Chat-Blast Very Relevant Content or Drip Campaigns.

(Note: This Chat-Blast had a whopping 85% Response Rate…)

🌈🦄 Hey Larry, can i get your email address?

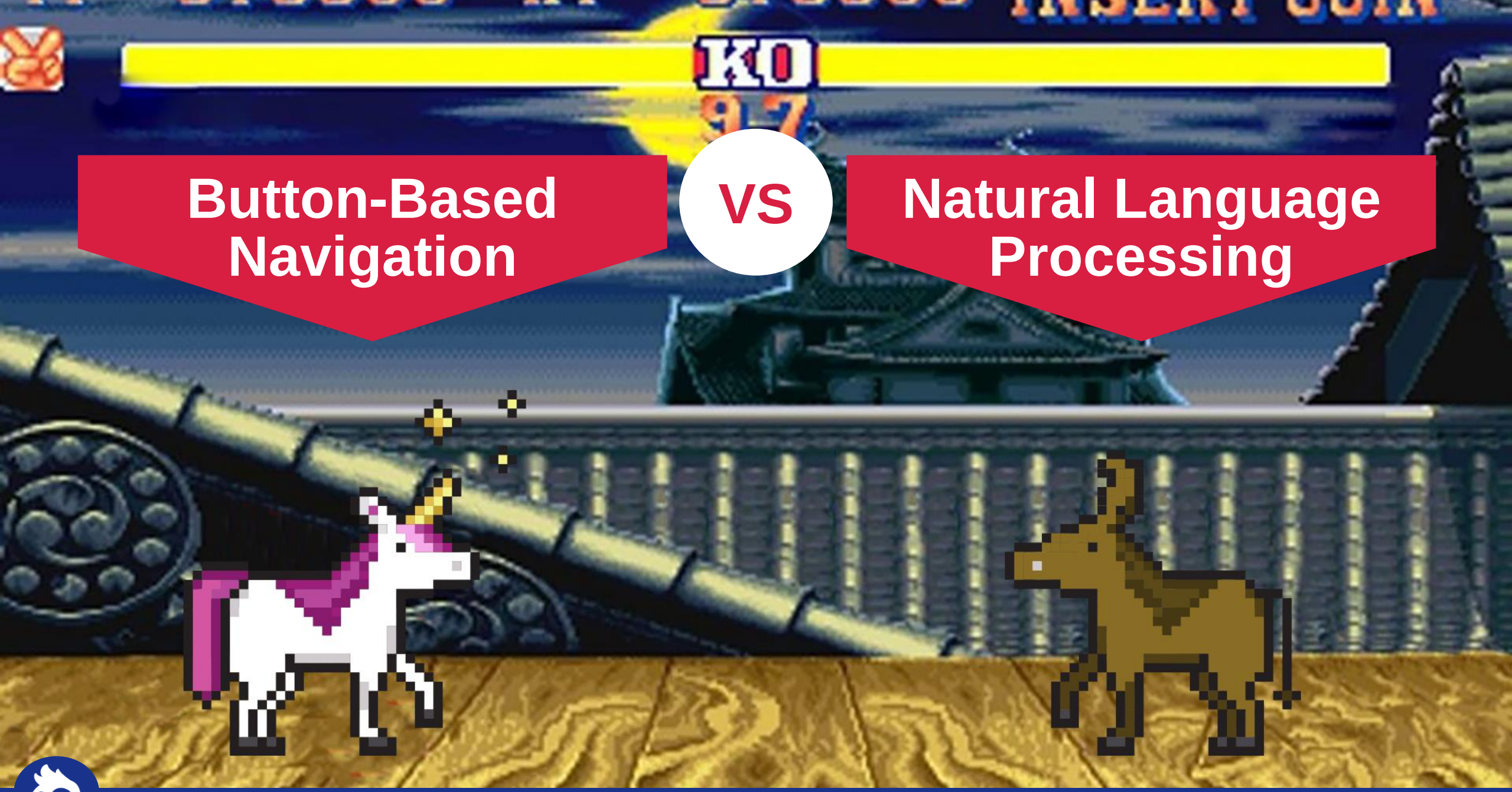
larry122@yahoo.com

You Can Pre-Fill Questions with Email Addresses, Phone Numbers & Addresses

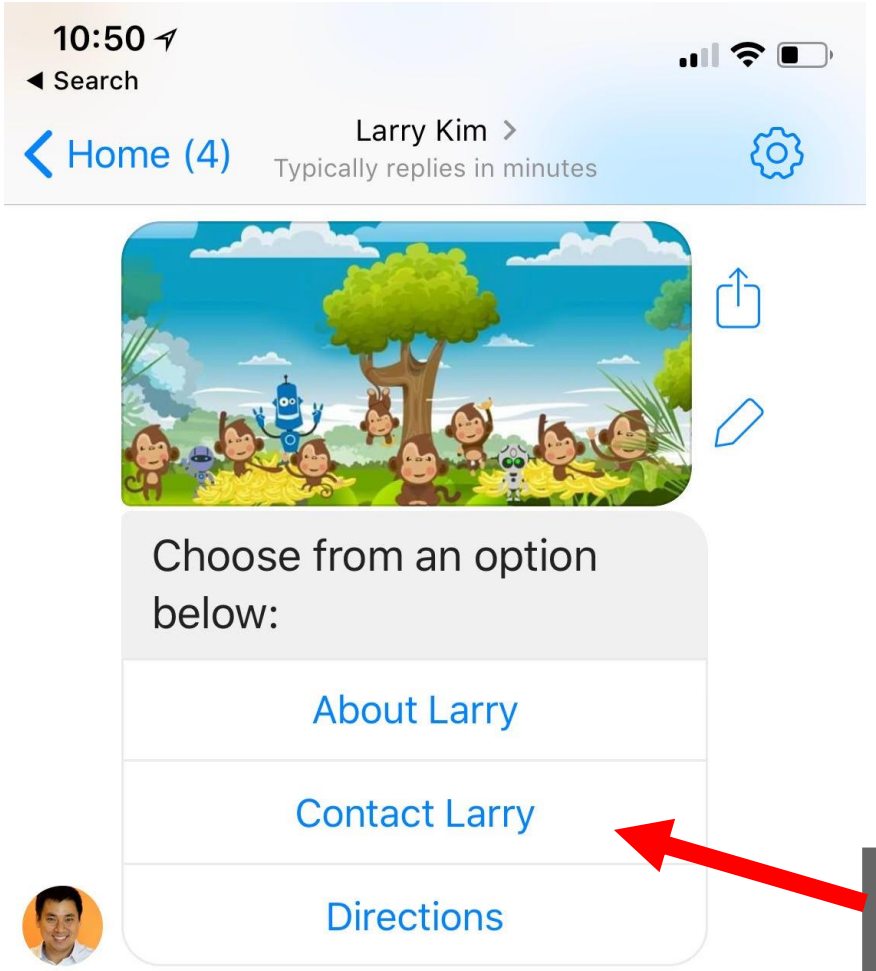
Button-Based Navigation

VS

Natural Language Processing



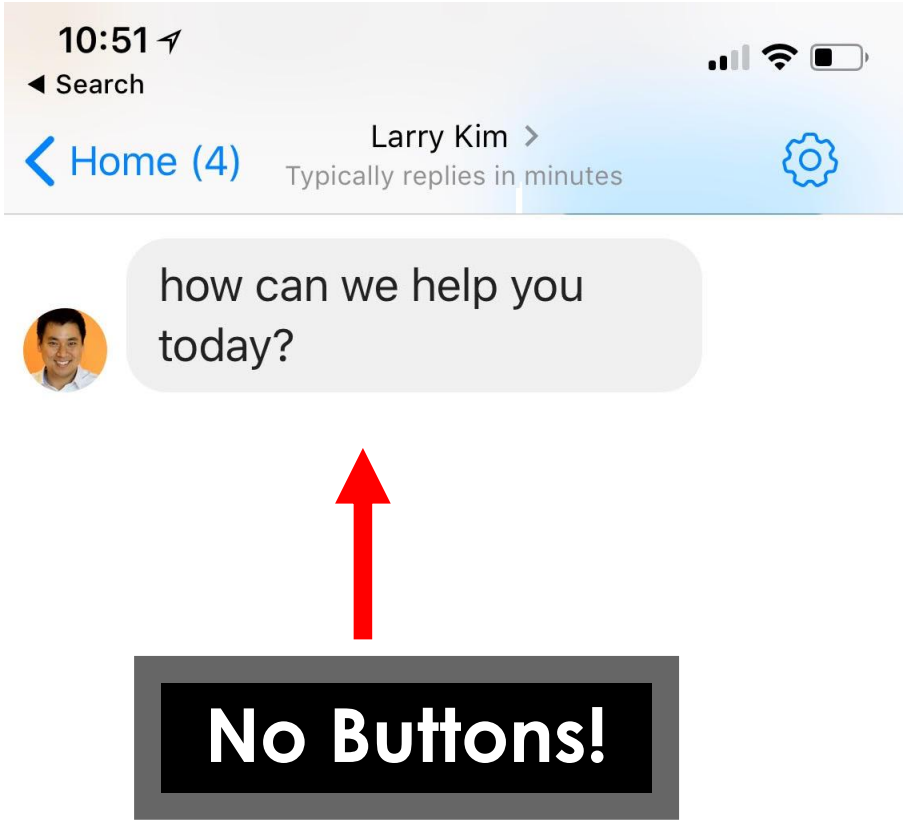
Button-Based Chatbot Navigation



Similar to a Webpage or "Phone Tree"	✓
Easiest to Implement	✓
User has a pretty good idea what your bot is capable of doing.	✓

Buttons!

Natural Language Processing-Based Chatbot Navigation



Similar to Siri, Alexa, Google Home, etc.	✓
Ideal if you have too much content and not enough room for menus.	✓
Amazing user experience if it works, terrible if it doesn't work.	✓

Text | Gallery | Image | List | Form | Quick question | Email | Video | Navigate | Attribute

Create Page

Webinar Sign Up Page

Image

Text

Live Webinar: Wednesday, April 18,
Facebook Messenger Marketing Hacks of All Time. Please
sign up below:

Add button

Add Trigger

register for webinar

today's webinar

Phrases

Press enter to add more phrases

webinar recording

Responses

Webinar Sign Up Page

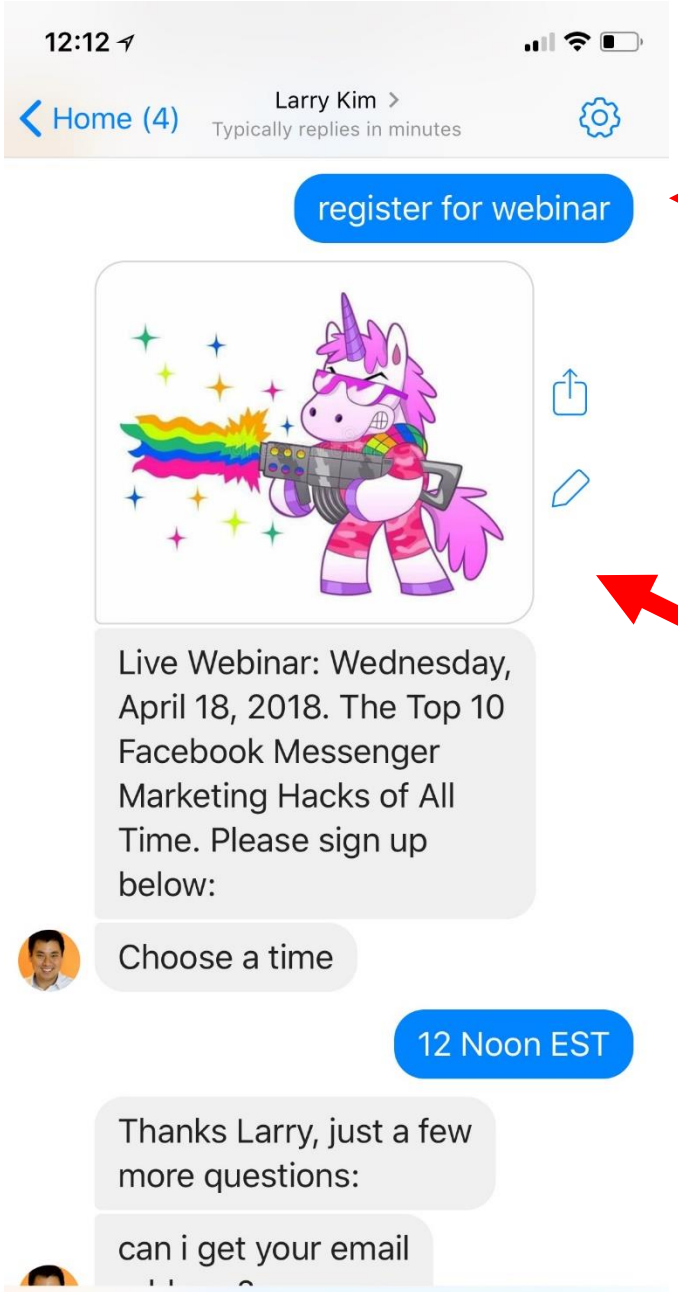
Edit on Triggers page

Add Trigger

Add note

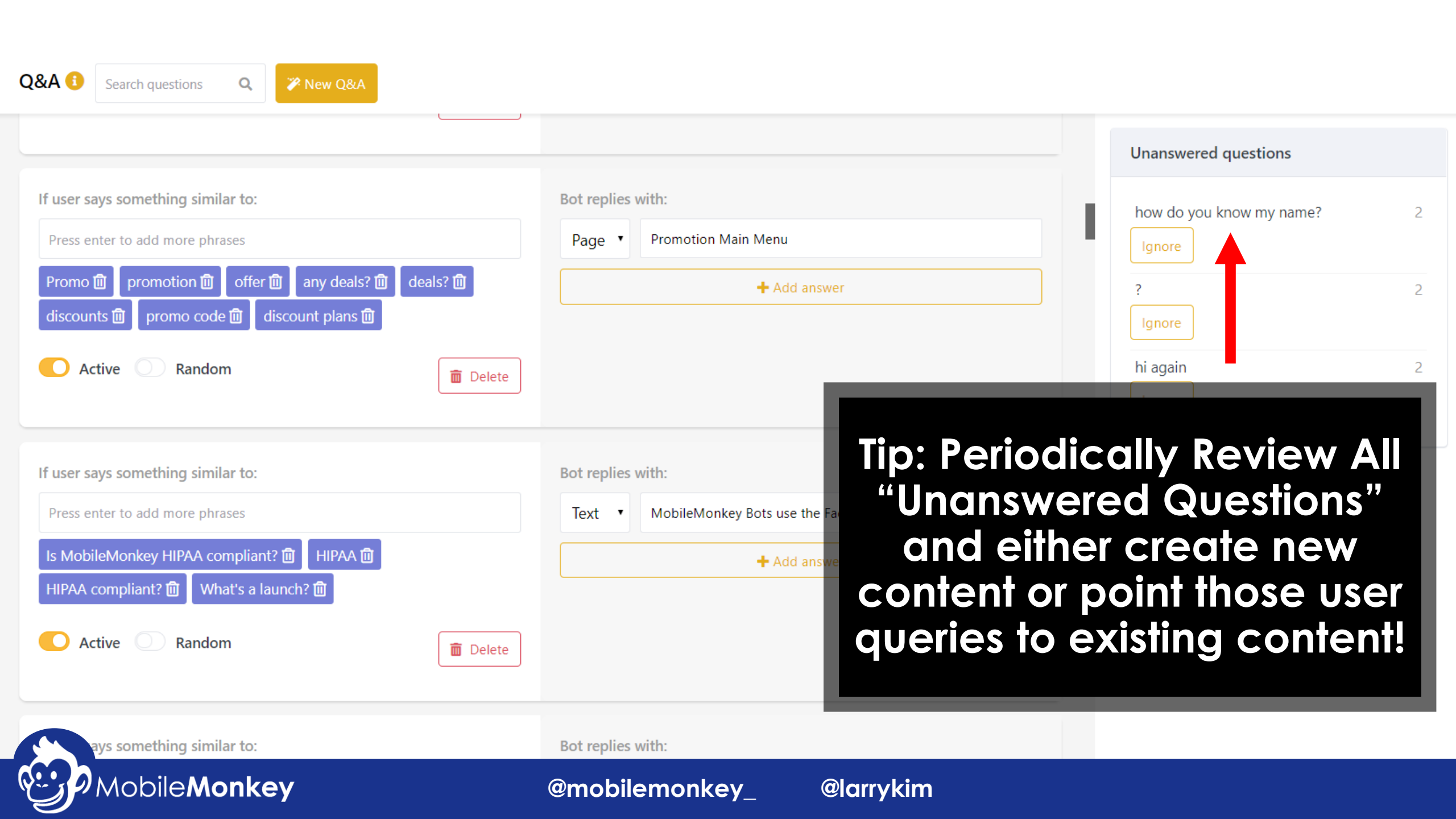
Enter note

Add a few Keyword Triggers for your Chat Pages

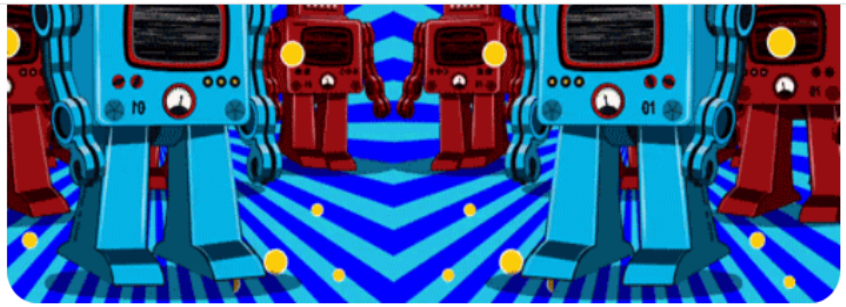


The Chatbot AI analyzes the intent of the user request.

Then Serves the Correct Page You've Previously Created

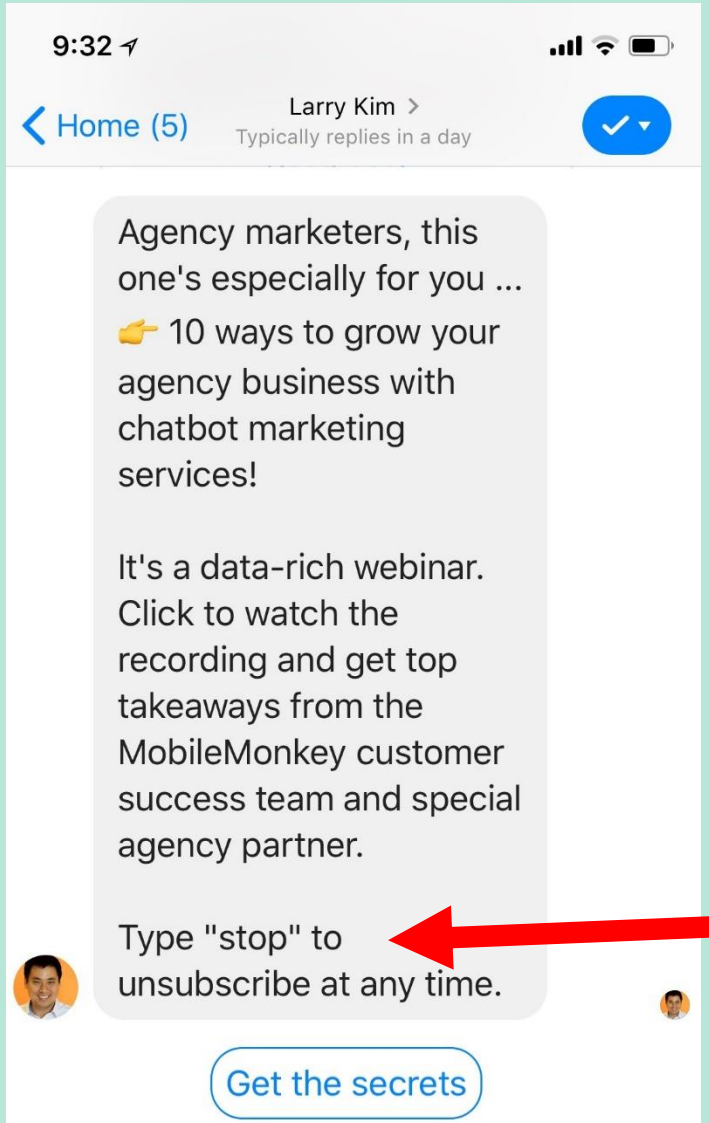

Q&A
Search questions
New Q&A
Unanswered questions
how do you know my name?
2
Ignore
?
2
Ignore
hi again
2
If user says something similar to:
Press enter to add more phrases
Promo
promotion
offer
any deals?
deals?
discounts
promo code
discount plans
Active
Random
Delete
Bot replies with:
Page
Promotion Main Menu
Add answer
If user says something similar to:
Press enter to add more phrases
Is MobileMonkey HIPAA compliant?
HIPAA
HIPAA compliant?
What's a launch?
Active
Random
Delete
Bot replies with:
Text
MobileMonkey Bots use the Fa
Add answe
Tip: Periodically Review All "Unanswered Questions" and either create new content or point those user queries to existing content!
MobileMonkey
@mobilemonkey_
@larrykim

You Can Jump In at Any Time in Your Facebook Page Inbox or Pages App

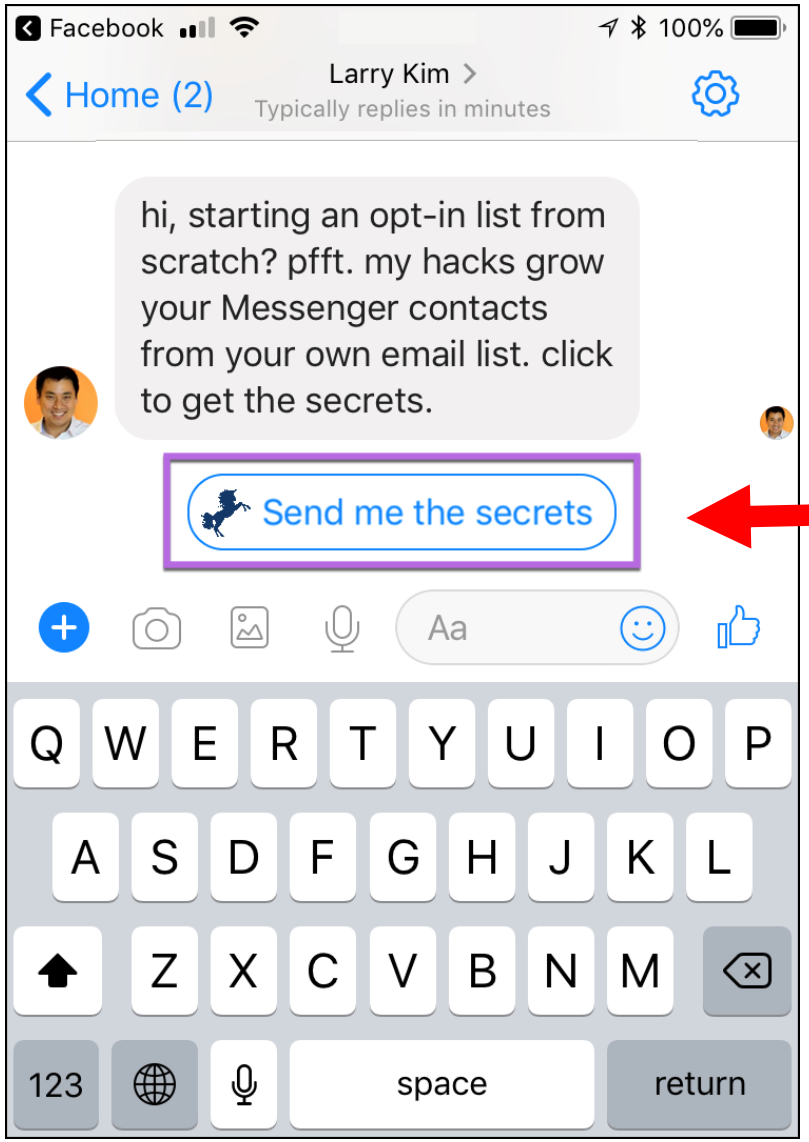


MobileMonkey @mobilemonkey_ @larrykim

Chapter 3: Tips on How to Chat Blast Like a Master Blaster

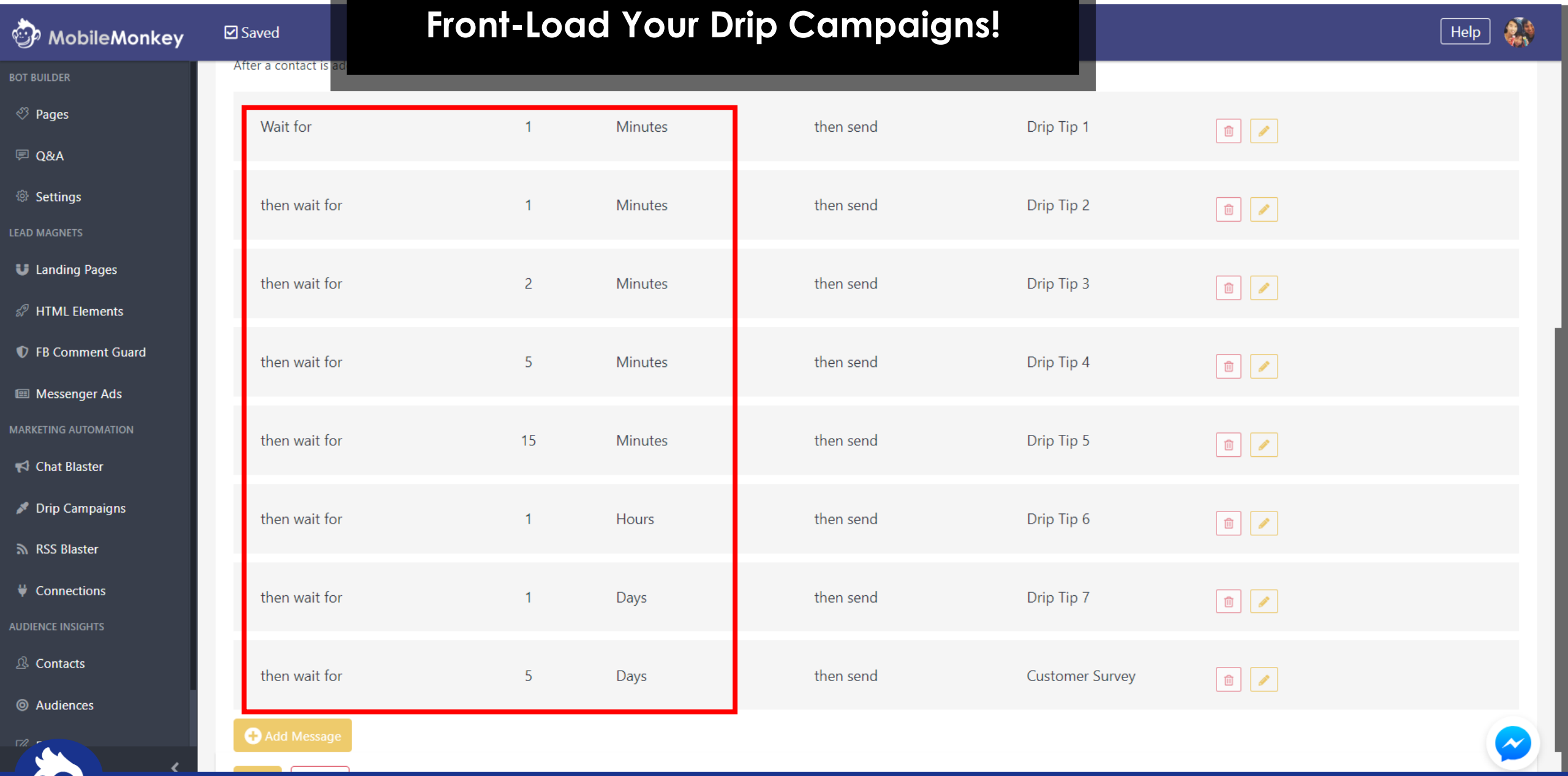


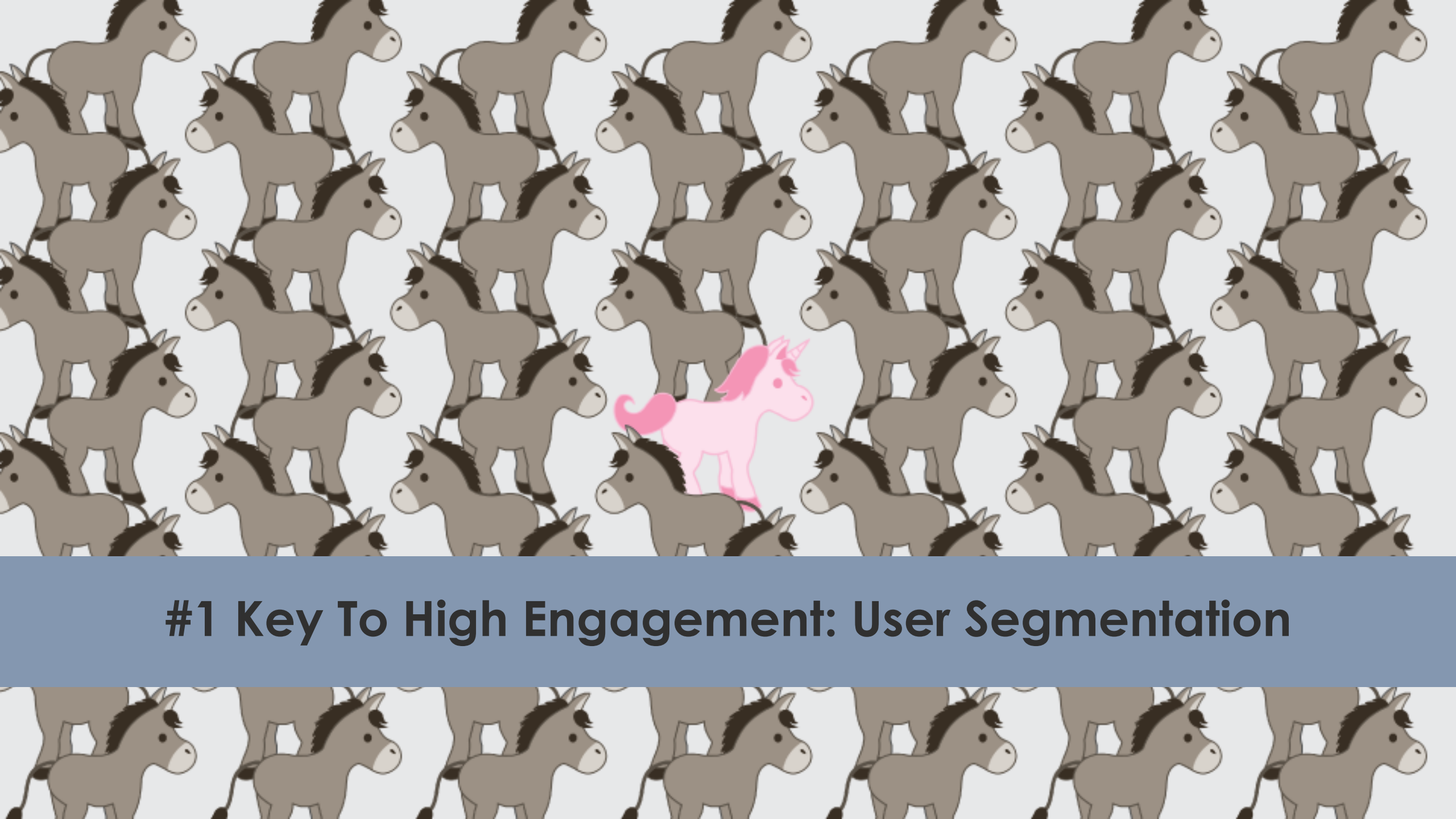
Always include unsubscribe instructions



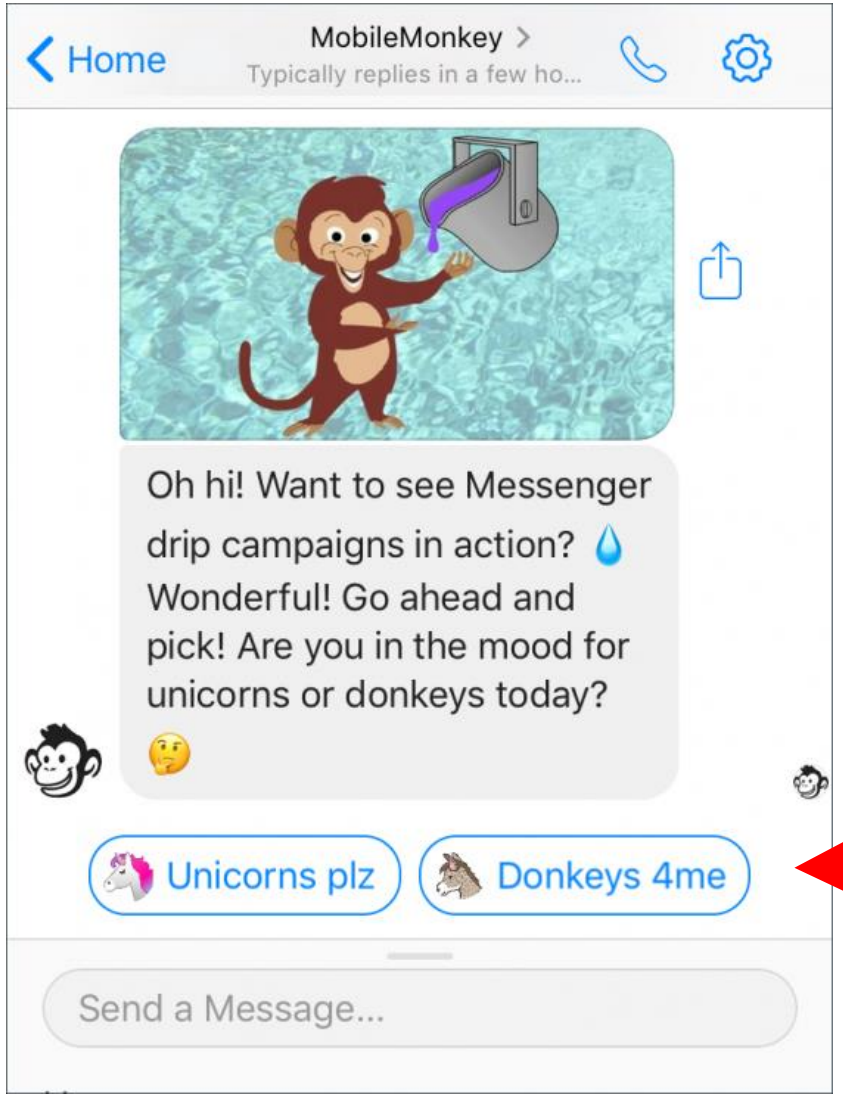
Send Short Messages, then Make the User Engage!

Front-Load Your Drip Campaigns!





#1 Key To High Engagement: User Segmentation



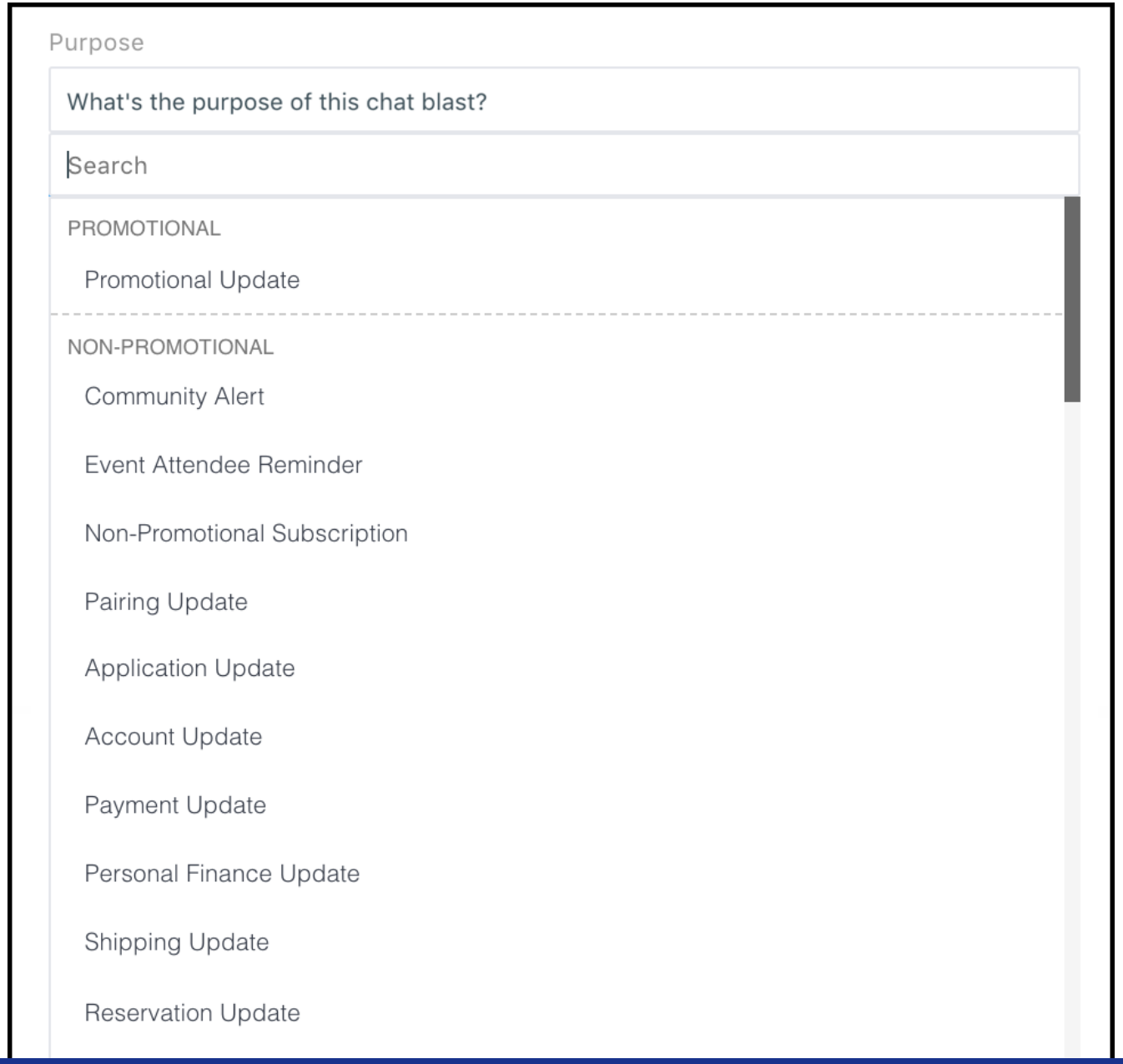
Segment Your Way to Higher Engagement Rates

Important Chat Blasting Rule

Official Decree

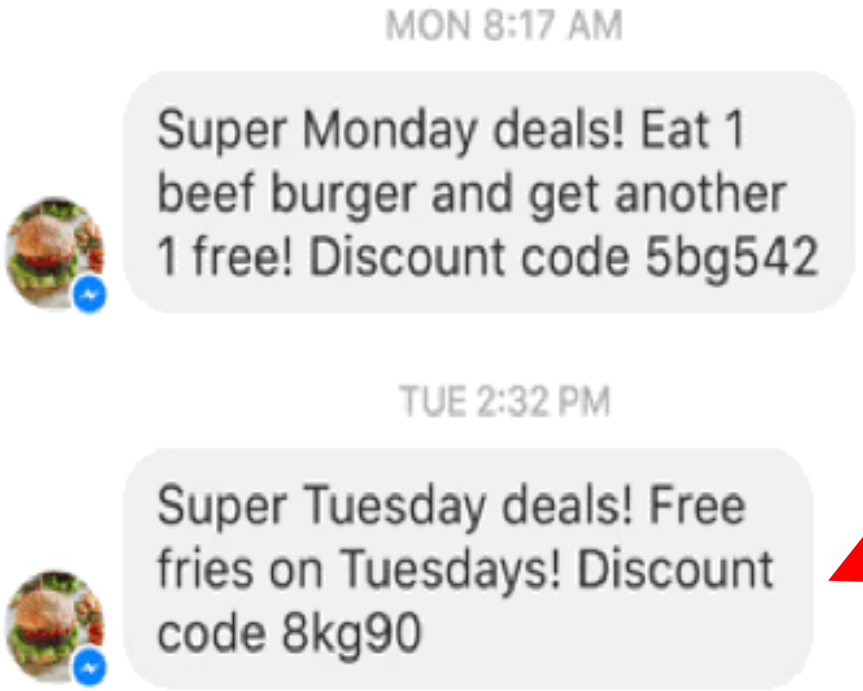
You Must Obey the "24+1" Chat Blasting Rules. Thanks!

- Mark Z.

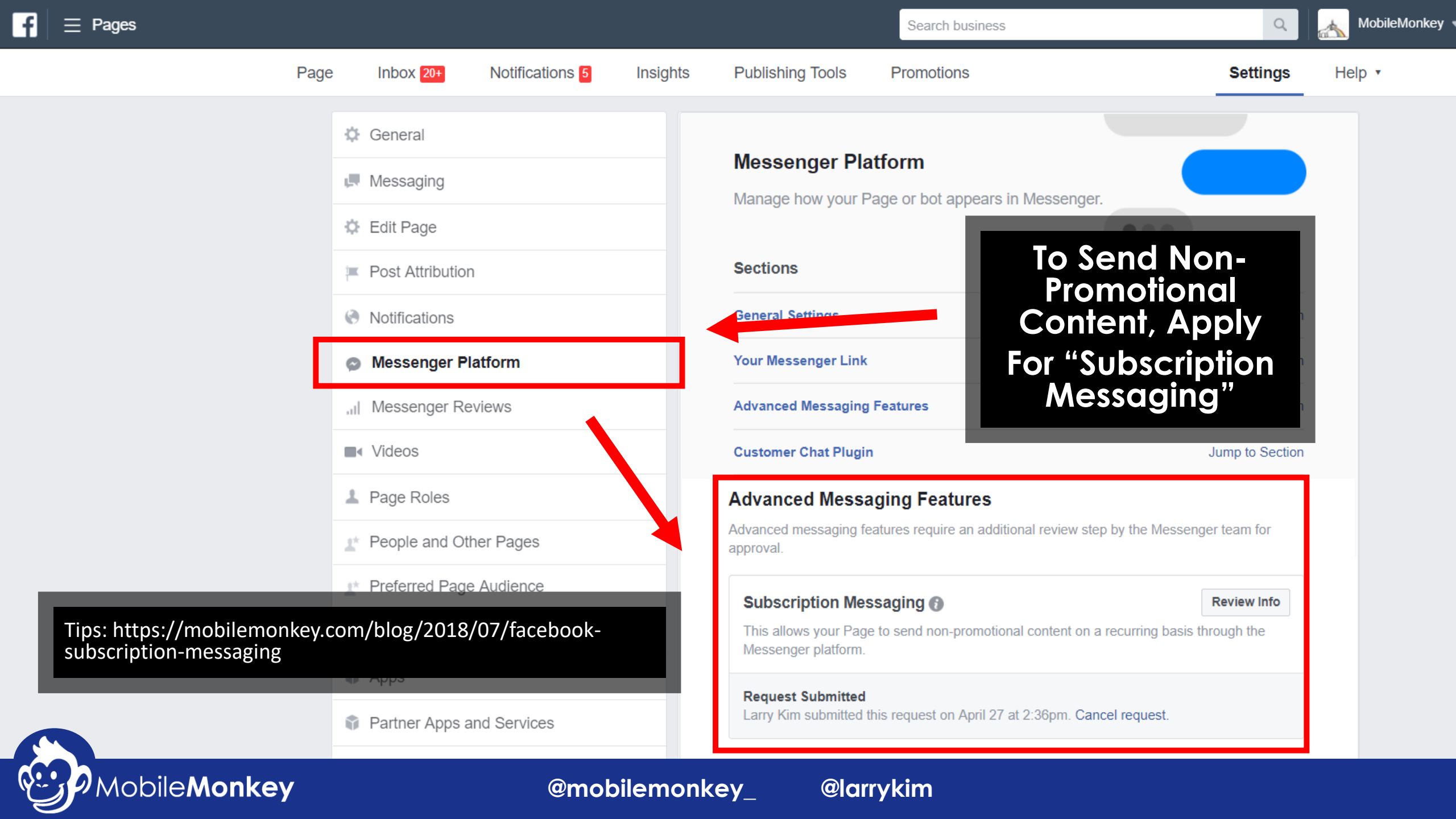


Facebook Requires That You Describe the "Purpose" of your Chat Blast as either Promotional or Non-Promotional

“Promotional” vs. “Non-Promotional” Chat Blasts



Facebook Says These are “Promotional” Messages

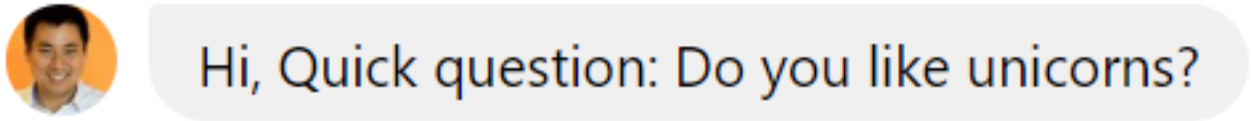

Pages
Search business
MobileMonkey
Page
Inbox 20+
Notifications 5
Insights
Publishing Tools
Promotions
Settings
Help
General
Messaging
Edit Page
Post Attribution
Notifications
Messenger Platform
Messenger Reviews
Videos
Page Roles
People and Other Pages
Preferred Page Audience
Partner Apps and Services
Messenger Platform
Manage how your Page or bot appears in Messenger.
Sections
General Settings
Your Messenger Link
Advanced Messaging Features
Customer Chat Plugin
Jump to Section
To Send Non-Promotional Content, Apply For "Subscription Messaging"
Advanced Messaging Features
Advanced messaging features require an additional review step by the Messenger team for approval.
Subscription Messaging
Review Info
This allows your Page to send non-promotional content on a recurring basis through the Messenger platform.
Request Submitted
Larry Kim submitted this request on April 27 at 2:36pm. Cancel request.
Tips: https://mobilemonkey.com/blog/2018/07/facebook-subscription-messaging

Chat Blasting Restrictions: The "24+1 Rule"

Unlimited in First 24 Hours	+1 Additional Promotional Chat Blast
Send as promotional or non-promotional messages as you want.	After 24 Hours, Unlimited non-promotional blasts*, and 1-promotional blast.

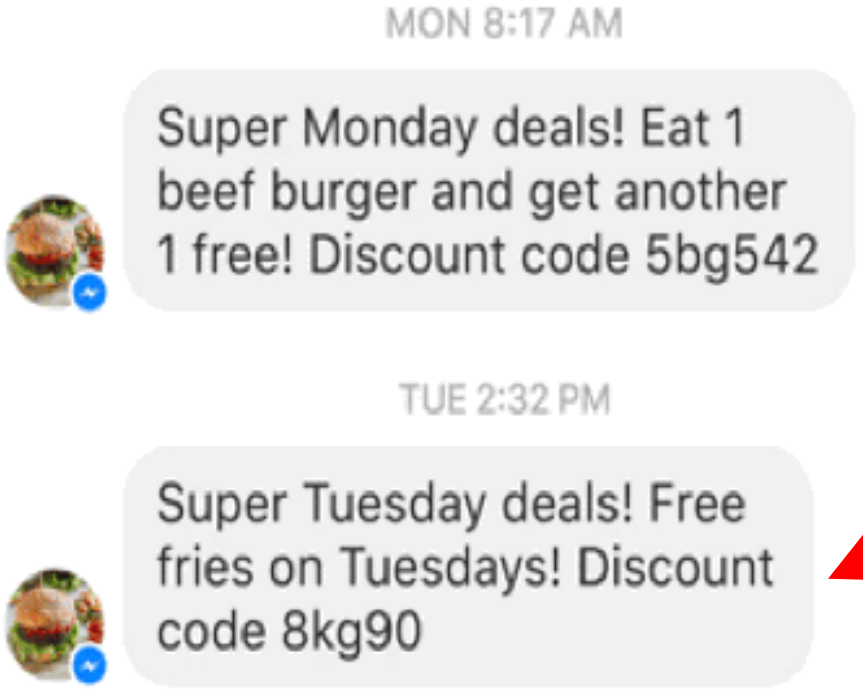
*Note: For unlimited non-promotional blasts, you need to apply for "Subscription Messaging".

Tip: Send Non-Promotional Blasts to “Reincarnate” Sessions

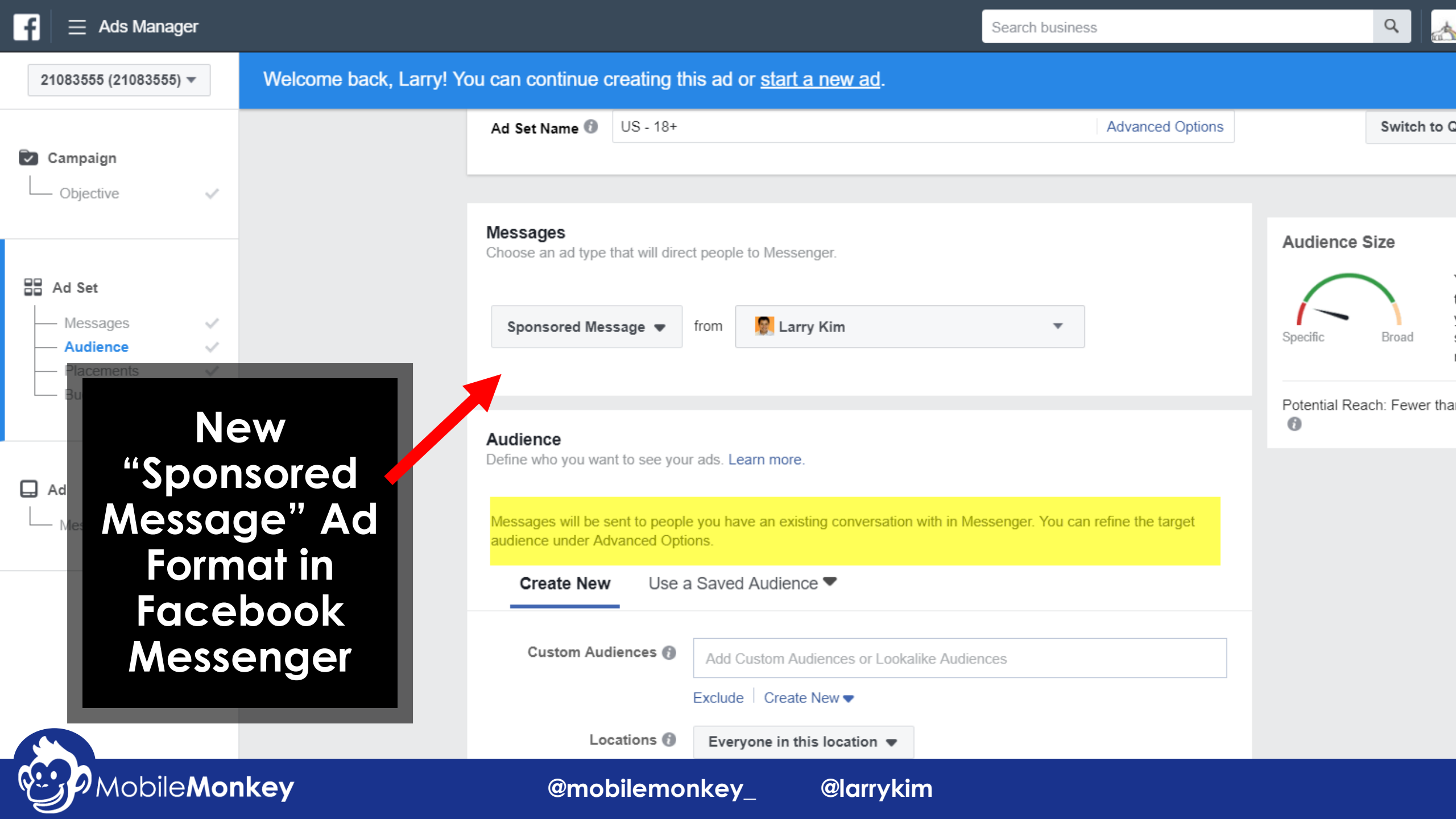


Send Non-Promotional Blast*

Regardless of Which Button is Pressed, User is considered “Fresh”



But What If I *Want* To Keep Sending Content About Super Monday Deals on Beef Burgers?


Ads Manager
Search business
21083555 (21083555)
Welcome back, Larry! You can continue creating this ad or start a new ad.
Campaign
Objective
Ad Set
Messages
Audience
Placements
Ad Set Name
US - 18+
Advanced Options
Switch to Q
Messages
Choose an ad type that will direct people to Messenger.
Sponsored Message
from
Larry Kim
Audience Size
Specific
Broad
Potential Reach: Fewer tha
Audience
Define who you want to see your ads. Learn more.
Messages will be sent to people you have an existing conversation with in Messenger. You can refine the target audience under Advanced Options.
Create New
Use a Saved Audience
Custom Audiences
Add Custom Audiences or Lookalike Audiences
Exclude
Create New
Locations
Everyone in this location
New "Sponsored Message" Ad Format in Facebook Messenger
MobileMonkey
@mobilemonkey_
@larrykim

4. Growing Your Chat Blast Contact List

(How to get FB messenger subscribers!)

In the Olden Days of Marketing…

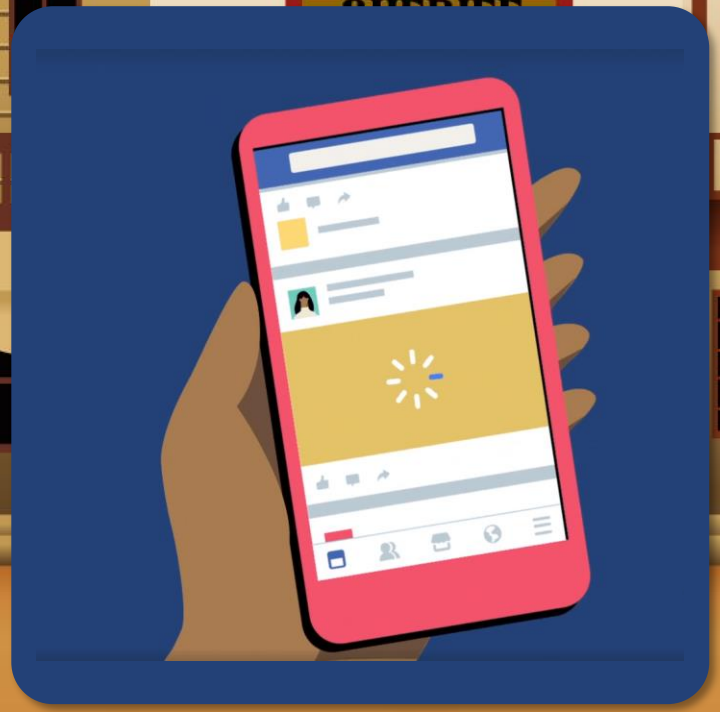
20 Years Ago…

Use SEO/PPC to Capture Emails via Landing Pages

Emails Show Up In Customer Inbox

5-7 Years Ago...

Get People To "Like" Facebook Page



To Show Up in News Feed

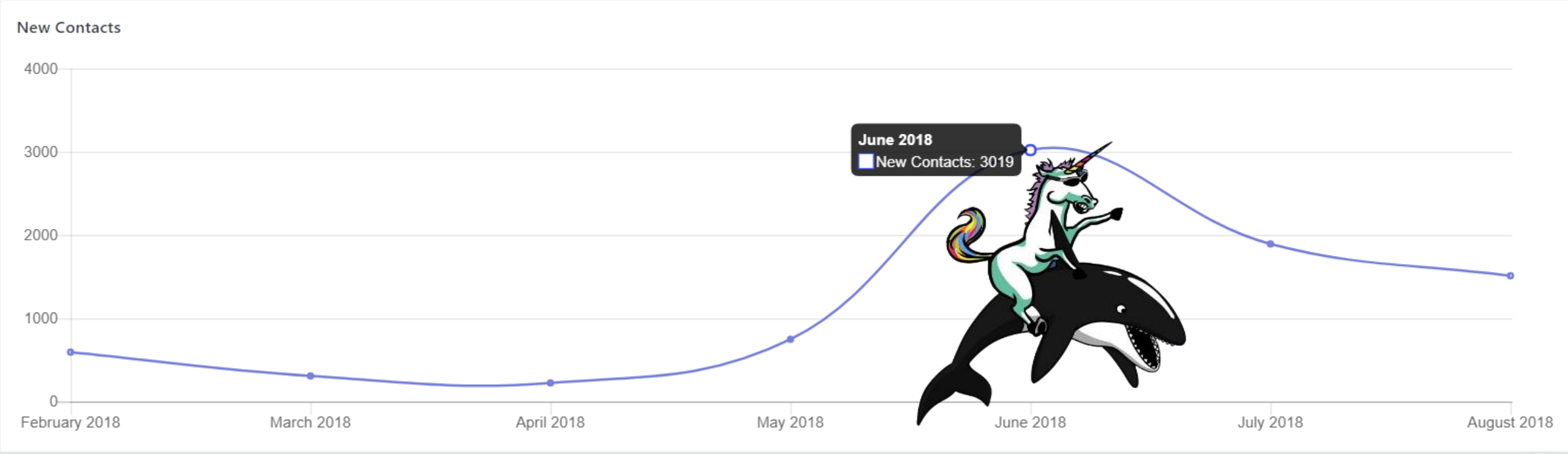
Today (2018)

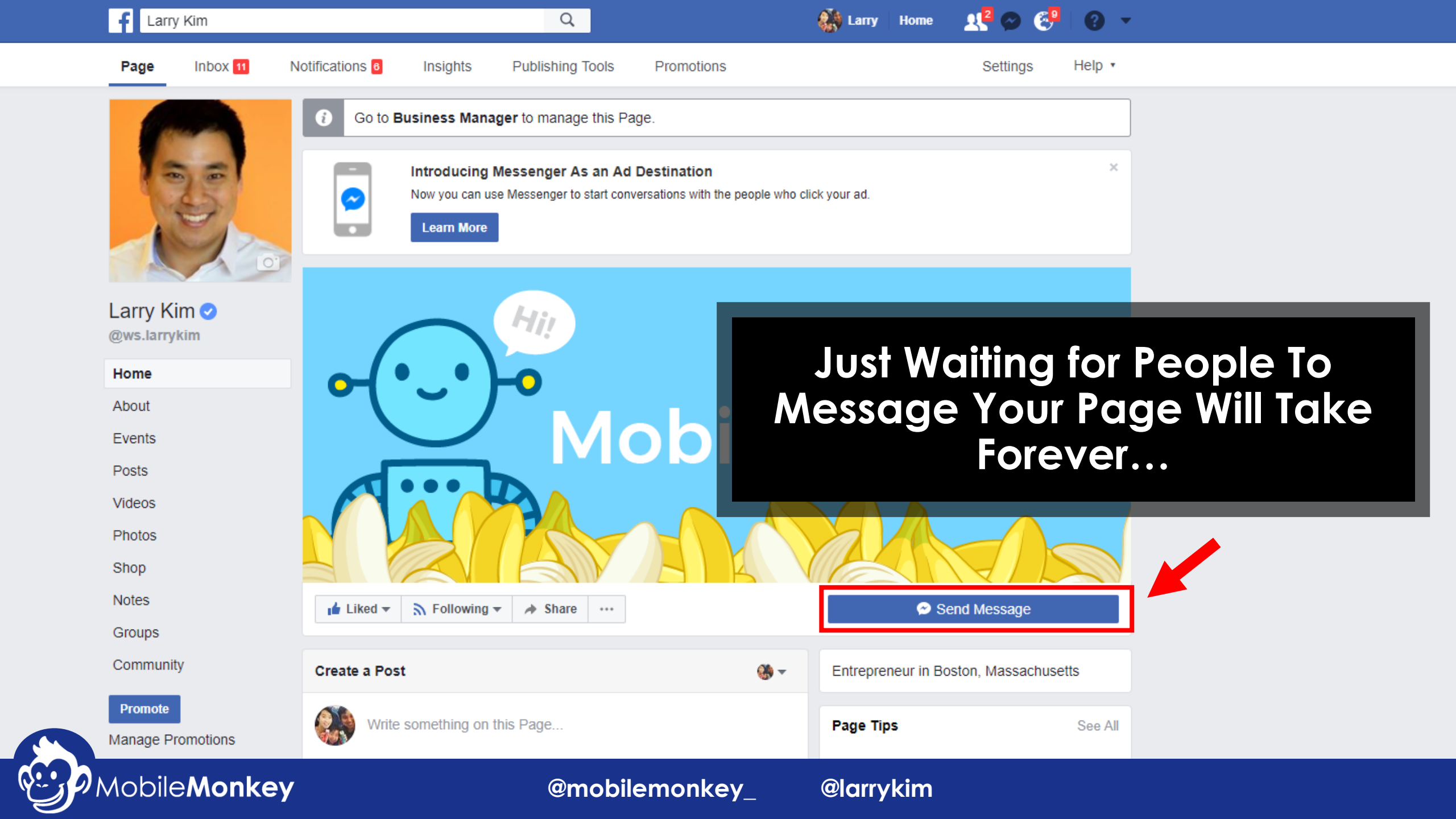
Get People To *Message* Your Business

So You Can Send them Chat Blasts!

In 2018.. You Need To Build Your Messenger Contact List! (Note: Not the same thing as “Page Fans”)

I'm Adding 1-3k New Messenger Contacts/Month! How?




Larry Kim
Larry
Home
Page
Inbox 11
Notifications 6
Insights
Publishing Tools
Promotions
Settings
Help
Go to Business Manager to manage this Page.
Introducing Messenger As an Ad Destination
Now you can use Messenger to start conversations with the people who click your ad.
Learn More
Larry Kim
@ws.larrykim
Home
About
Events
Posts
Videos
Photos
Shop
Notes
Groups
Community
Promote
Manage Promotions
Hi!
Mobi
Just Waiting for People To Message Your Page Will Take Forever…
Liked
Following
Share
Send Message
Create a Post
Write something on this Page...
Entrepreneur in Boston, Massachusetts
Page Tips
See All
MobileMonkey
@mobilemonkey_
@larrykim

Search business

MobileMonkey

Page | Inbox 63 | Notifications 6 | Insights | Publishing Tools | Promotions | Settings | Help

Larry Kim

@ws.larrykim

- Home
- About
- Events
- Posts
- Videos
- Photos
- Services
- Shop
- Notes
- Offers
- Jobs
- Fundraisers
- Groups
- Community

Promote

Liked | Following | Share | ...

Send Message

21,197 people follow this

Posts

Larry Kim
Published by Larry Kim · March 30 at 9:50am ·

Marketers: I have created a Comment Guard on this Post (using MobileMonkey - The World's Best Facebook Messenger Marketing Platform) . If you leave a comment on this post, you'll get an auto-responder message via messenger. Try dropping a comment to see how this works, and get instructions on how to set one up yourself!

53,282 people reached

Boost Again

About

See All

Typically replies within minutes
Send Message

http://www.wordstrea...

Promote Website

Entrepreneur

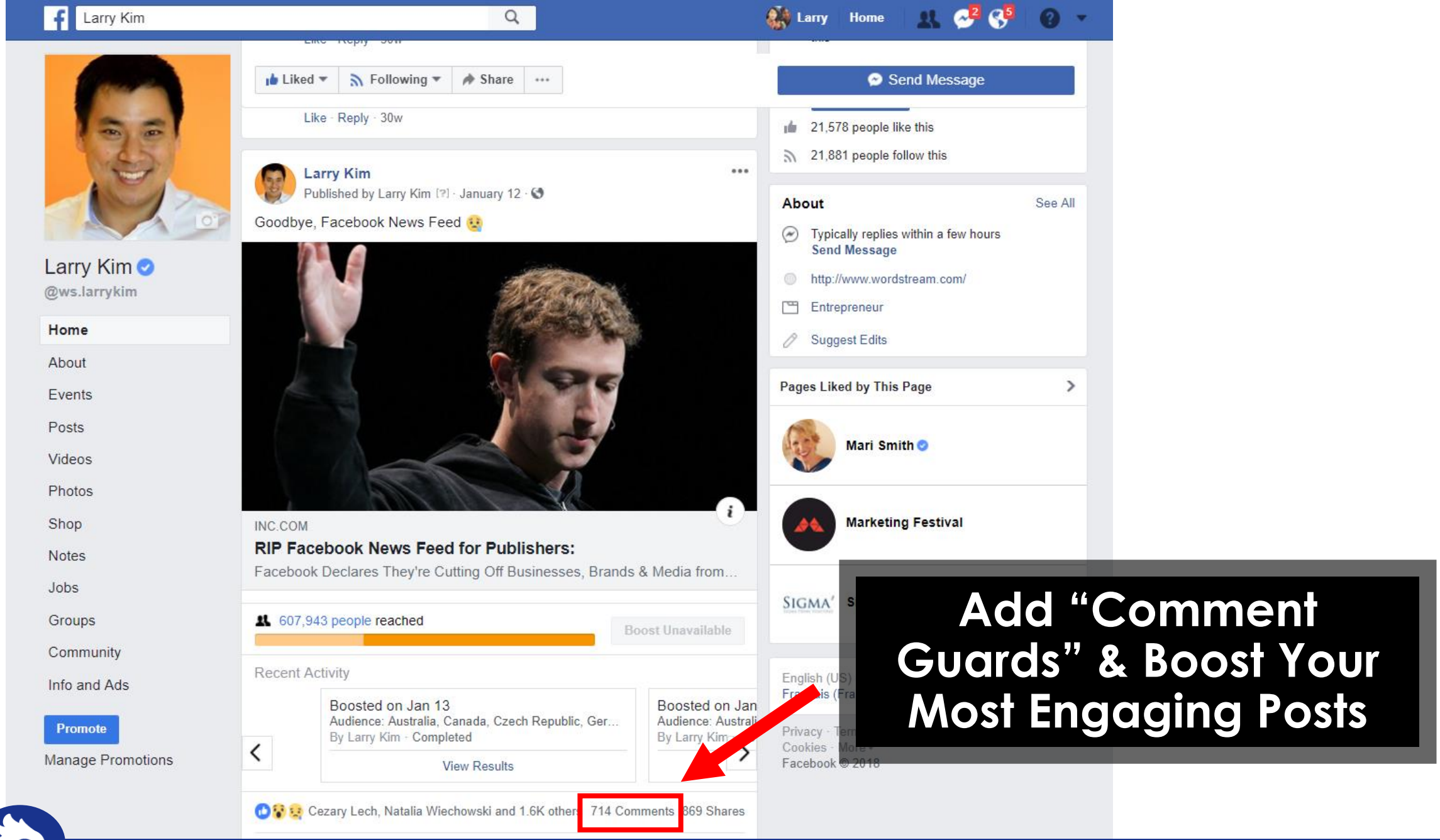
Suggest Edits

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More ·
Facebook © 2018

Attach Auto-Responders To Your Facebook Posts (Respond to People Who Comment)

TRY: bit.ly/fb-post-guard


Larry Kim
Larry Home
Liked
Following
Share
Send Message
Like · Reply · 30w
21,578 people like this
21,881 people follow this
Larry Kim
Published by Larry Kim · January 12 ·
Goodbye, Facebook News Feed
About
See All
Typically replies within a few hours
Send Message
http://www.wordstream.com/
Entrepreneur
Suggest Edits
Larry Kim
@ws.larrykim
Home
About
Events
Posts
Videos
Photos
Shop
Notes
Jobs
Groups
Community
Info and Ads
Promote
Manage Promotions
Pages Liked by This Page
Mari Smith
Marketing Festival
INC.COM
RIP Facebook News Feed for Publishers:
Facebook Declares They're Cutting Off Businesses, Brands & Media from…
607,943 people reached
Boost Unavailable
Recent Activity
Boosted on Jan 13
Audience: Australia, Canada, Czech Republic, Ger…
By Larry Kim · Completed
View Results
Boosted on Jan
Audience: Australi
By Larry Kim
Cezary Lech, Natalia Wiechowski and 1.6K others
714 Comments
869 Shares
English (US)
Privacy
Cookies
Facebook © 2018
Add “Comment Guards” & Boost Your Most Engaging Posts
MobileMonkey
@mobilemonkey_
@larrykim

Larry Kim
@ws.larrykim

- Home
- About
- Events
- Posts
- Videos
- Photos
- Shop
- Notes
- Jobs
- Groups
- Community
- Info and Ads

Promote

Manage Promotions

Liked · Following · Share · ···

Send Message

Like · Reply · 16w

Larry Kim
Published by Larry Kim [?] · April 18 ·

What's the ANSWER? 🤔🦧🐬🧐

Post your guess in the comments, and I will auto-reply to you the correct answer via my MobileMonkey Facebook Post Auto Responder!

The battle of English and Maths

1 rabbit 🐰 saw 6 Elephants 🐘 whilst going to the river. Every Elephant 🐘 saw 2 monkeys 🐒 going towards the river. Every monkey 🐒 holds 1 parrot in their hands.

Q: How many animals are going towards the river?

929 people reached

Boost Unavailable

Hong Ja Kim, Ben Bong-Hwan Kim and 4 others

57 Comments Share

Ask Questions and Give the Answer via Messaging!

100% response rate, 4 hours response time
Respond faster to turn on the badge

21K likes +45 this week
Dilip Ogale and 114 other friends

21K follows

2,559 post reach this week

355 video views this week

View Promotions

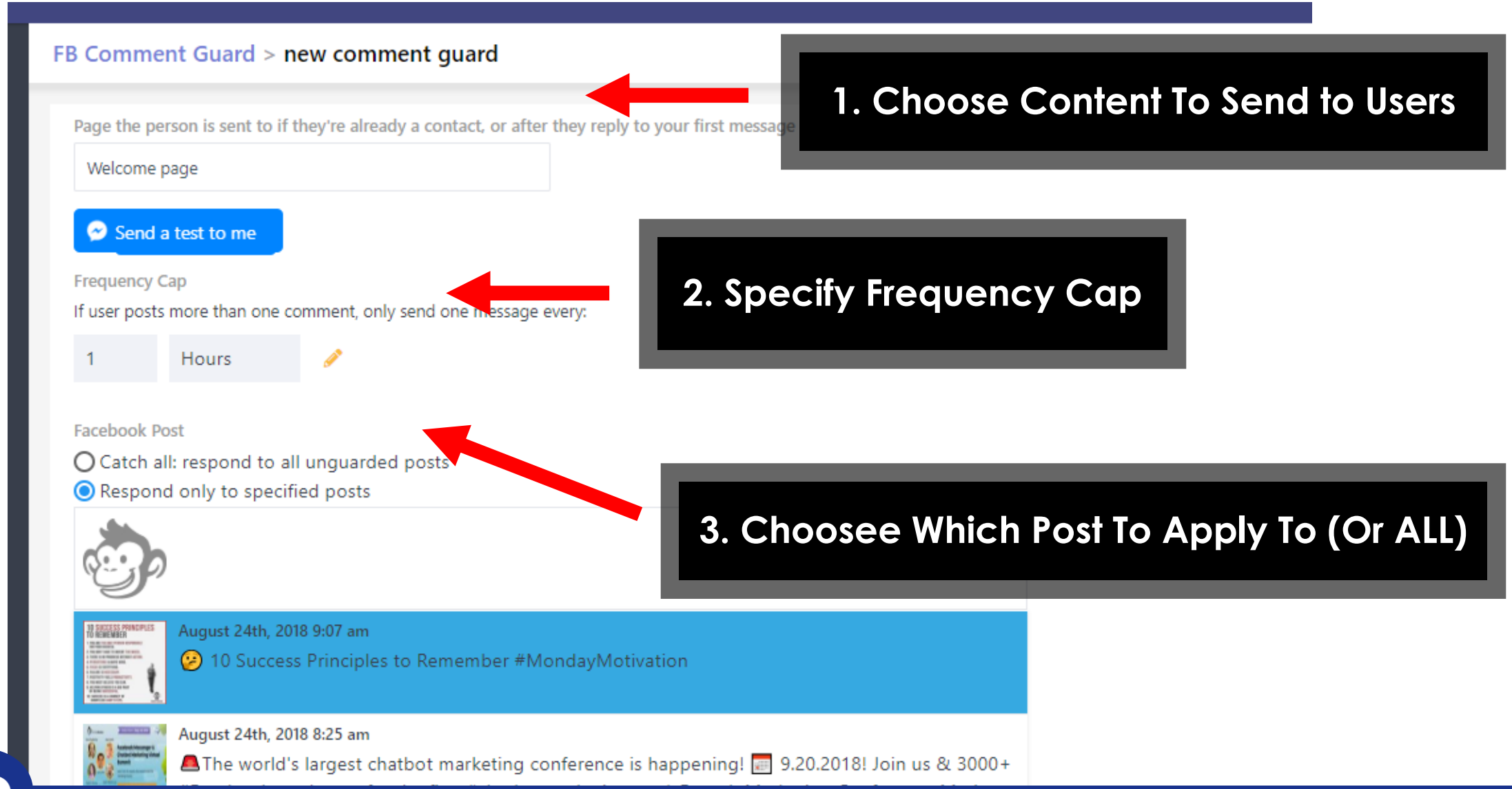
Community See All

Samir ElKamouny and 114 other friends like this

Invite Friends

21,578 people like this

Setting Up a Comment Guard



1. Choose Content To Send to Users

2. Specify Frequency Cap

3. Choosee Which Post To Apply To (Or ALL)

Special Gift for Social Media Strategy Summit Webinar Attendees!

$49 for 12 months of MobileMonkey Pro!
For just $49 get 12 months of MobileMonkey Pro with Unlimited Contacts! 💬🐒

🎯 Use code "smss" when you sign up.

Click the blue "Learn more in Messenger" button to get the deal of the year on a tool that will change how you do content marketing!
🤖

Get to chat blasting, list building, auto-dripping, with 8x engagement rate vs. email!

DETAILS:
✔ Sign up by Friday, Aug. 17, and get a MobileMonkey Pro Subscription for 12 months for only $49!
✔ Regular rate is $49/mo for 5,000 contacts.
✔ $588 value for just $49! That's 92% off!

PLUS:
✔ This special MobileMonkey Pro subscription includes UNLIMITED contacts for 12 months!
✔ 30-day money-back guarantee.
✔ No obligation to continue subscription after 12 months, cancel any time.

Click the blue "Learn more in Messenger" button to sign up and use coupon code "smss".

Offer expires august 31, 2018.

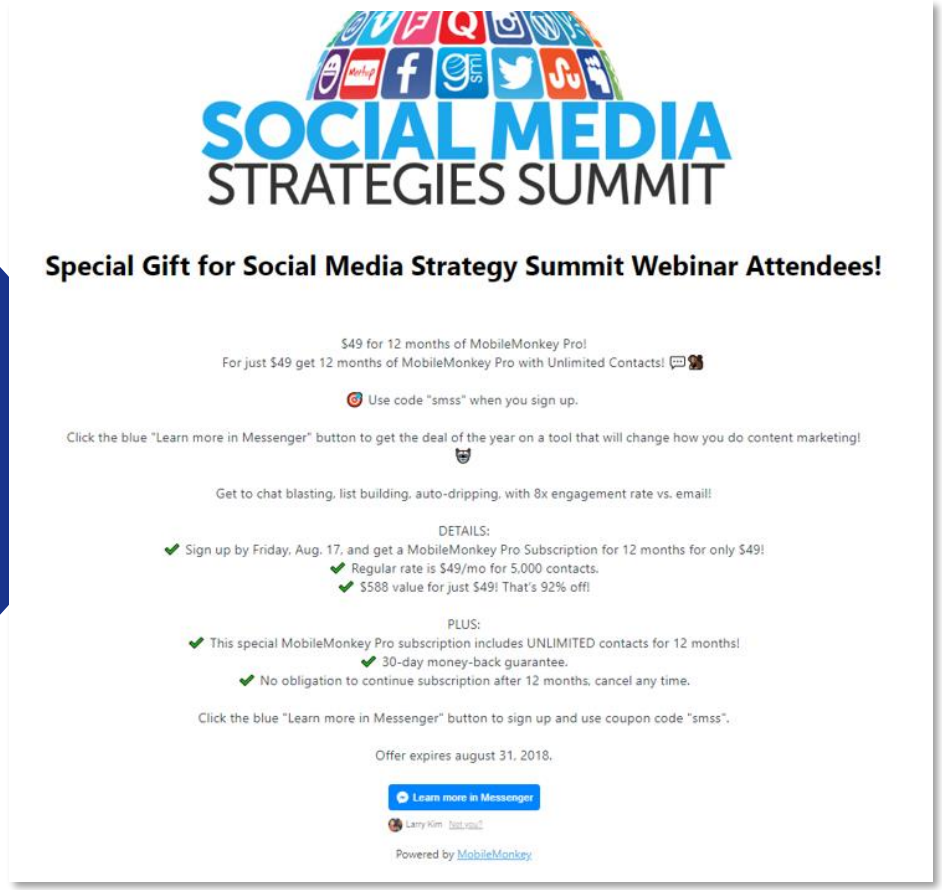
Learn more in Messenger

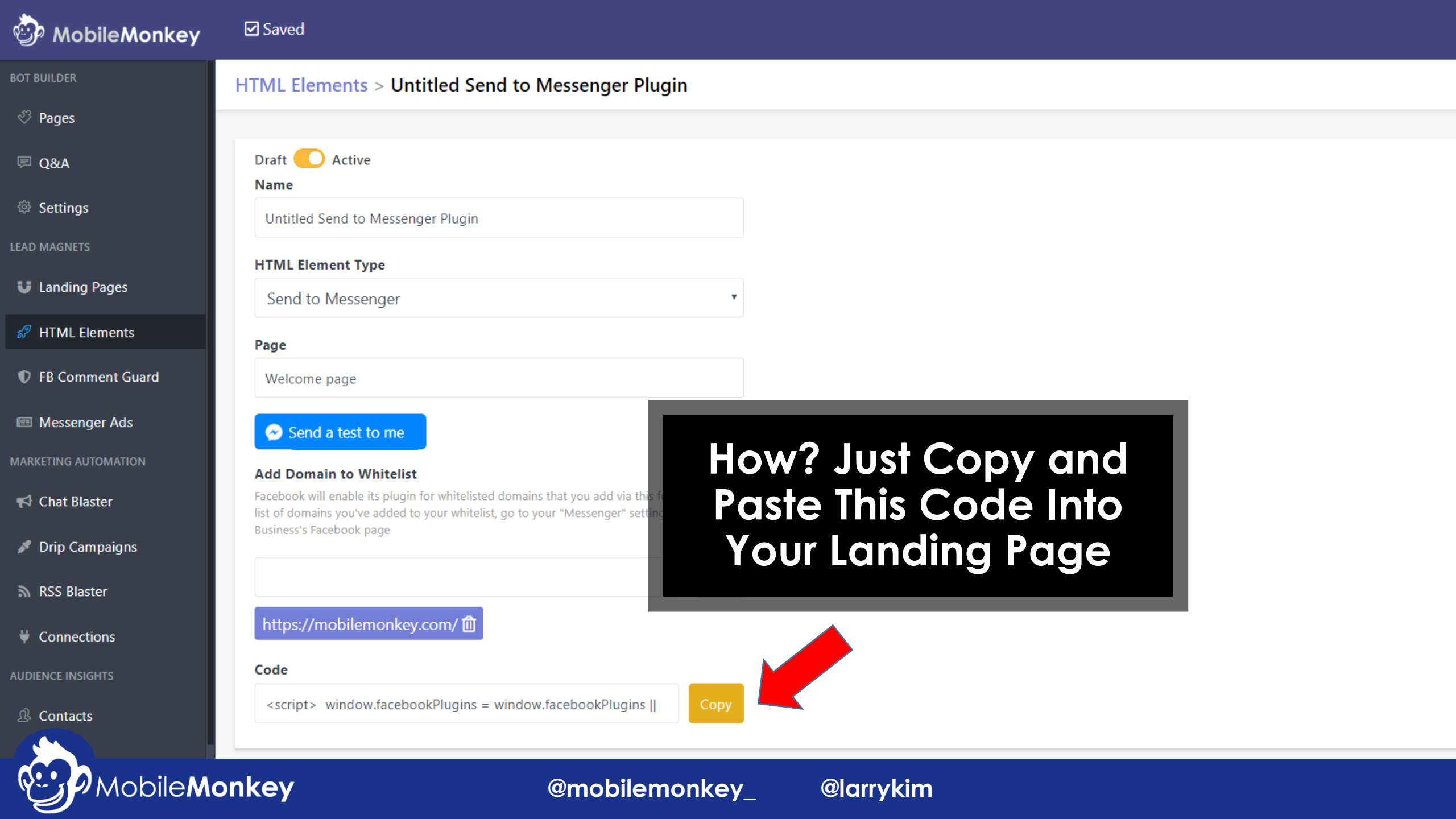
Larry Kim Not you?

"Send To Messenger Button" To Replace Landing Page Forms

Landing Pages vs. Send to Messenger Button

Vs.




MobileMonkey
Saved
BOT BUILDER
Pages
Q&A
Settings
LEAD MAGNETS
Landing Pages
HTML Elements
FB Comment Guard
Messenger Ads
MARKETING AUTOMATION
Chat Blaster
Drip Campaigns
RSS Blaster
Connections
AUDIENCE INSIGHTS
Contacts
HTML Elements > Untitled Send to Messenger Plugin
Draft
Active
Name
Untitled Send to Messenger Plugin
HTML Element Type
Send to Messenger
Page
Welcome page
Send a test to me
Add Domain to Whitelist
Facebook will enable its plugin for whitelisted domains that you add via this f
list of domains you've added to your whitelist, go to your "Messenger" setting
Business's Facebook page
https://mobilemonkey.com/
Code
<script> window.facebookPlugins = window.facebookPlugins ||
Copy
How? Just Copy and Paste This Code Into Your Landing Page
MobileMonkey
@mobilemonkey_
@larrykim

MobileMonkey
855.720.2694
HOME
BLOG
PRODUCTS
PRICES
CONTACT
LOG IN
(No Coding Required!)
We enable automated, mobile messaging between businesses and customers via Facebook Messenger.
SIGN UP FOR FREE!
BUILD BOTS
Build a chatbot for Facebook Messenger with no coding required. MobileMonkey learn quickly to ask and answer any que your business. Training your Monkey simple as reviewing and answering a fe every couple of days.
Anyone Who Engages With Your FB Website Chat is Added to Your Messenger Contact List
remember conversation history to pick up from where you left off.
CONVERT
chatbots are trained to guide visitors
chatbots can collect
surveys or help
out.
testing, no more guessing, no more lost customers. Our system figures out the idea conversion pathways using AI-technology.
MobileMonkey
Typically replies instantly
WED 8:18PM
START OVER
Hi Larry! welcome to MobileMonkey How can I help?
SIGN UP FOR FREE
SCHEDULE LIVE DEMO
CONNECT WITH US
CONNECT WITH US
Can I have your email please?
Type a message...
About MobileMonkey Chatbots
MobileMonkey
@mobilemonkey_
@larrykim

CONTACT

Interested in partnering with MobileMonkey or just have general questions?

CONTACT INFO

Adding a FB Messenger "Opt-in" Button to All Website Contact Forms Will Increase Opt-Ins

Fields marked with an * are required

Name *

Email *

Message *

Send to Messenger

Larry Kim Not you?

MobileMonkey

: 855.720.2694 HOME BLOG PRODUCTS PRICES COMPANY CONTACT LOG IN

Instead of just collecting email subscribers, get Messenger Subscribers

Webinar Sign Up Page!

Name *

Email *

Send to Messenger

Larry Kim Not you?

SUBSCRIBE

https://mobilemonkey.com

YAHOO! MAIL

Find messages, documents, photos or people

Compose

Inbox 999+
Unread
Starred
Drafts 679
Sent
Archive
Spam
Trash
Less

Views Hide
Photos
Documents
Travel
Coupons
Purchases
Tutorials

Folders Hide

Back | Archive | Move | Delete | Spam | ...

And Facebook Messenger funnels convert at 3-10x higher than mobile landing pages.

Yet, less than 0.1% of businesses currently do any Facebook Messenger marketing (which is craaazy!)

Please join me on Wednesday April 18, for a live demonstration and discussion of my top 10 Facebook Messenger marketing hacks of all time, including how to:

- Chat-blast your entire contact list using the World's best Facebook Messenger marketing platfo
- Get your website visitors to opt-into receiving your Facebook Messenger blasts.
- Create super engaging, interactive Facebook Messenger content
- Attach auto-responders to your Facebook posts – like this one.
- Build advanced chatbots in 10 minutes without any coding.
- Use the "Send to Messenger" Ad Format in Facebook Ads
- … 4 more of my craziest Facebook Messenger marketing hacks!

Choose from any of three showings on Wednesday April 18 at:

- 9AM Eastern Standard Time (New York)
- 12 noon Eastern Standard Time (New York)
- 3PM Eastern Standard Time (New York)

If you can't make it, by registering, a recording will be sent to you automatically following the event.

Also: Sign up to get my latest Facebook Messenger marketing news and tips, via Facebook Messenger.

Be a unicorn in a sea of donkeys!

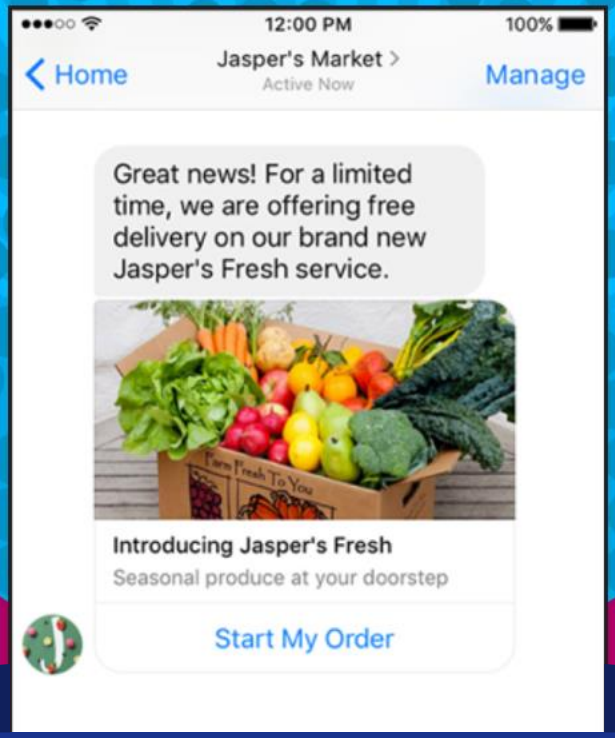
Sincerely,
Larry Kim

LinkedIn | Facebook | Twitter

Click here to unsubscribe

Link to Your Bot (Via Email or Web Pages)

TRY:
bit.ly/fb-blaster



Part 5: Facebook Messenger Ads

Facebook Ads used to be Amazing! I spent the last +5 years talking about them!

But Then Facebook Jacked Up the Prices…

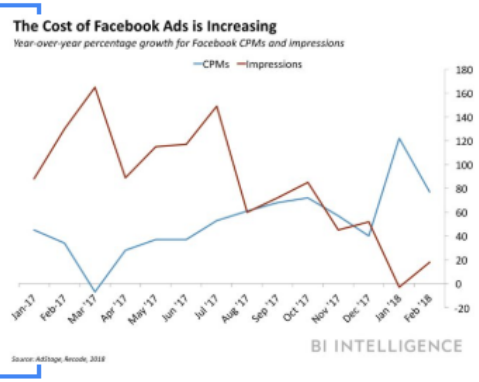
BUSINESS INSIDER TECH FINANCE POLITICS STRATEGY LIFE INTELLIGENCE ALL

Facebook ad prices are rising after the News Feed change

Kevin Tran Mar. 8, 2018, 10:11 AM

CPMs Have Gone from $1 to +$100 in Last 6 Years.

This story was delivered to BI Intelligence "Digital Media Briefing" subscribers hours before appearing on Business Insider. To be the first to know, please click here.

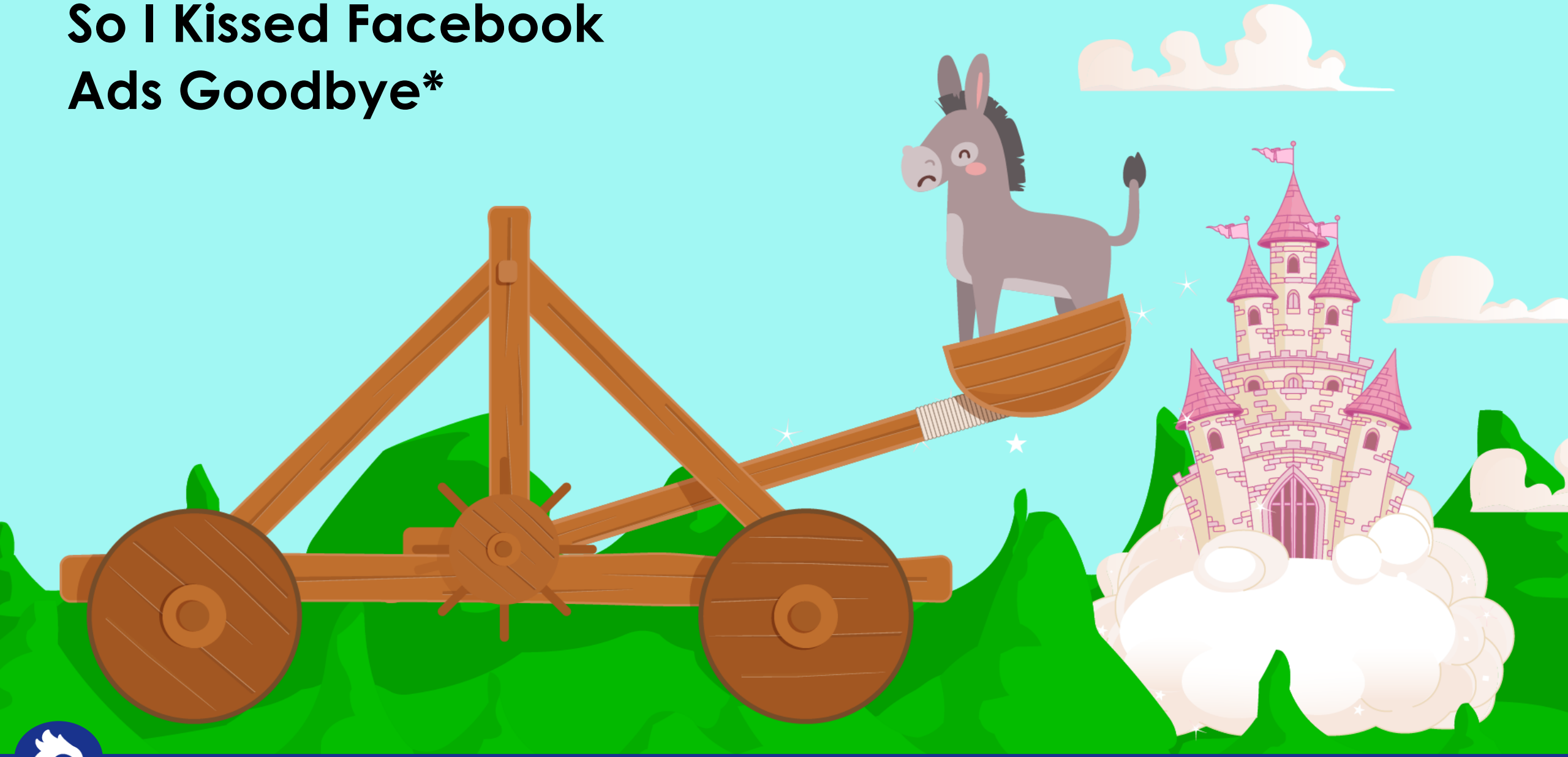


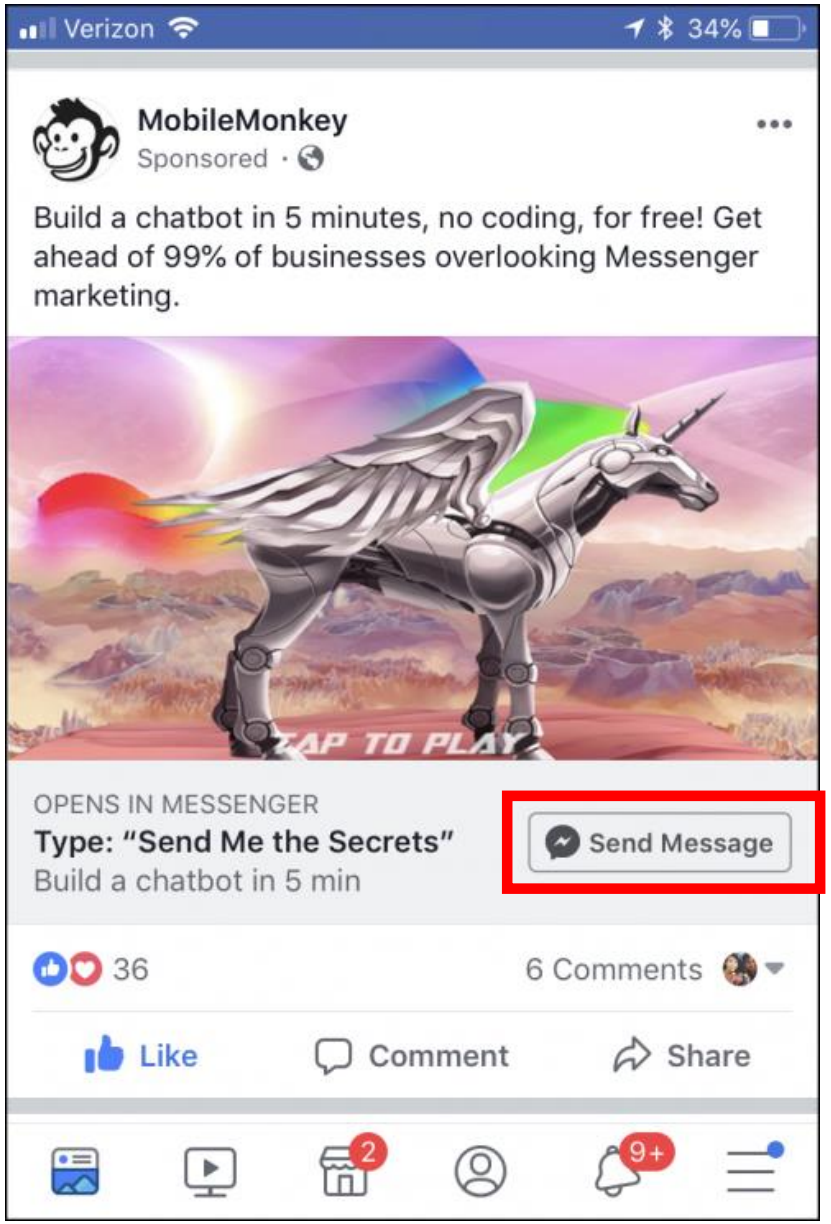
BII

The cost of Facebook ads has increased further since the platform tweaked its News Feed algorithm to de-prioritize publisher content, according to data from ad tech company AdStage per Recode.

Facebook announced the News Feed tweak in January, and AdStage found that CPMs (cost per thousand ad impressions) increased 122% year-over-year (YoY) in that month. In comparison, CPMs increased 45% YoY in January 2017.

So I Kissed Facebook Ads Goodbye*





But… Now I Use "Send To Messenger" Ads, Which Capture Everyone's Contact Info.

"Send to Messenger" Facebook Ads = 100% Conversion Rate*

Ads Manager

Search business

MobileMonkey

21083555 (21083555)

Ad Name

You'll see this ad name in reporting, insights, tips and notifications.

Advanced Options

Campaign
- Objective

Ad Set
- Messages
- Audience
- Placements
- Budget & Schedule

Ad
- Identity
- Format
- Media
- Ad Setup

Close

Ad Setup

Create an ad that encourages people to start a conversation with your business. Learn more.

Text

Visit Larry's Amazing Chatbot Today - It will Blow Your Mind

Headline

Message "Promo" For a Secret Discount Code

Call To Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Messenger Setup

Create the first few messages people see in Messenger after they click on your ad.

If you don't edit your Messenger setup, your welcome message and quick reply will be pre-filled with the content from your last ad. To change or remove this text, edit your Messenger setup.

Set up messages

Hide Advanced Options

Branded Content

If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy

Ad Preview

1 of 1 Ad

Desktop News Feed

3 of 5

Larry Kim

Sponsored

Like Page

Visit Larry's Amazing Chatbot Today - It will Blow Your Mind

Message "Promo" For a Secret Discount Code

Send Message

Like Comment Share

Report a problem with this preview

Old Way: Regular FB Ads (2% conversion Rate)

Pay For Click On Ad

↓

Go to website

↓

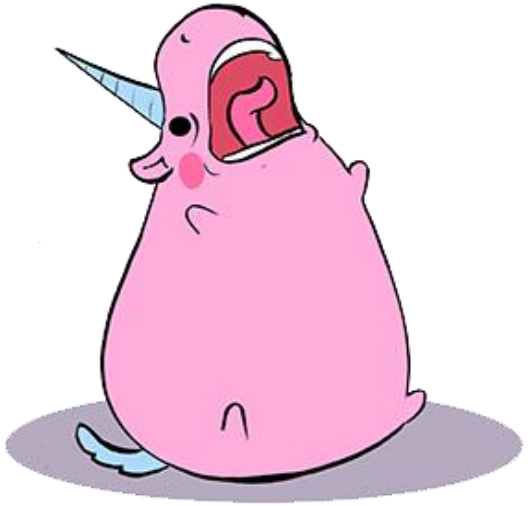
2% of Visitors Fill out form

New Way: FB Messenger Ads (100% Conversion Rate)

Pay For Click on Ad

↓

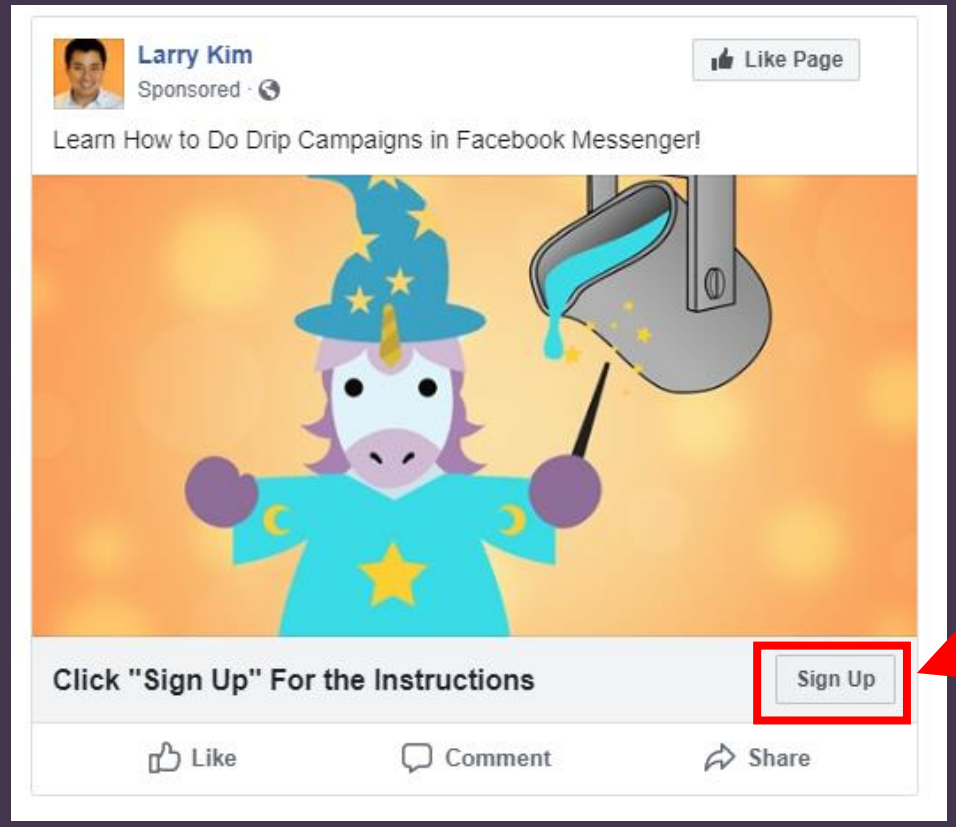
You get Everyone's Contact Info + Ability to do Push Notifications!!



Today I'm Getting Messenger Contacts for $3-$5 (Despite +$100 CPMs) – Haven't Seen Prices This Low Since 2014...

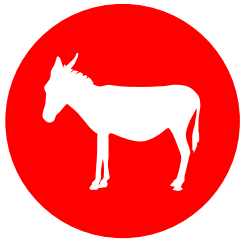
Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
Remarketing to Top Engagers - Join Our Group	86 Messaging ...	1,132	4,459	$3.38 Per Messagi...	$290.93
Site and Page Messages	271 Messaging ...	4,076	22,117	$5.88 Per Messagi...	$1,594.39
Results from 2 campaigns	**357** Messaging ...	**4,431** People	**26,576** Total	**$5.28** Per Messagi...	**$1,885.32** Total Spent

What About Facebook Lead Ads?



How do Messenger Ads Compare with Facebook Lead Ads?

Messenger Ads Offer Compelling Benefits Over Lead Ads



Lead Ads

Messenger Ads

	Lead Ads	Messenger Ads
Push Notifications?	✗	✓
Connect with Customers NOW?	✗	✓
Dynamic, interactive content?	✗	✓

Summary:
My Top 5 Facebook Messenger & Chatbot Marketing Hacks

Larry's Chatbot Marketing Hacks

5. Chat Blasting
Email Marketing on Steroids – 80% Open Rates, 20% Response.

4. Build Interactive Bot Experiences
Segment Your Way to Higher Engagement!

3. Q&A
Automatically Answering Common Business Questions

2. Lead Magnets
Website Popup, Comment Guard, Landing Pages, Etc.

1. Facebook Ads
Convert Ads at 10-50x Lower CPAs

What Does it All Mean?

Chatbots = Powerful Top of Funnel Marketing Tools for Lead Generation, Marketing Automation, Lead Qualification, Online Advertising, etc.

Larry's Super Secret Marketing Weapon

(First Mover Advantage!!)

Analytics Home Tweets Audiences Events More Larry Kim Go to Ads

Account home

Larry Kim @larrykim

Page updated daily

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
284 ↓24.9%	13.7M ↑11.7%	243K ↑58.9%	5,559 ↓21.7%	803K ↑6,065

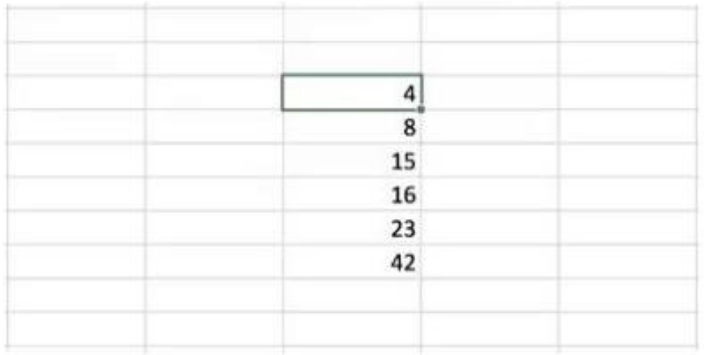
HOW?!

Aug 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1.37M impressions

🤔 How Fast Can you Work in Excel?
pic.twitter.com/fFh6M421jR



78 8090 20680

Top mention earned 2,625 engagements

Rebecca Enonchong
@africatechie · Aug 16

The Top 18 Entrepreneurial Mistakes in Launching and Building Your Startup - by @larrykim
medium.com/marketing-and-…
pic.twitter.com/C92xBVzngU

AUG 2018 SUMMARY

Tweets	Tweet impressions
314	15.1M
Profile visits	**Mentions**
252K	6,367
New followers	
5,591	

Top Authors - A Leaderb

Secure | https://topauthors.xyz

1		Tim O'Reilly – Founder and CEO, O'Reilly Media. Watching the alpha geeks, sharing their stories, helping the future unfold.	213,033	1,336
2		Gary Vaynerchuk – Family first! But after that, businessman. CEO of @vaynermedia. Host of The #AskGaryVee Show. A dude who loves the Hustle, @Winelibrary & the @NYJets	211,07[illegible]	4,557
3		Ev Williams – Reader, writer, ponderer, father. CEO of Medium // @ev	186,53[illegible]	[illegible]
4		Hillary Clinton – Wife, mom, grandma, women+kids advocate, FLOTUS, Senator, SecState, hair icon, pantsuit aficionado, 2016 presidential candidate.	185,516	132
5		Marc Andreessen – 'Andreessen is the quintessential guy who is wrong with corporate America...Hard to hear, talks with a squeaky voice that only a dog can understand.'–Carl Icahn	176,679	
6		Jason Fried – Founder & CEO at Basecamp. Co-author of Getting Real, Remote, and REWORK. http://basecamp.com	167,549	[illegible]
7		Biz Stone – Co-founder and CEO Jelly Industries, Inc. Also Co-founder of Twitter, Inc and A Medium Corporation.	163,990	345
8		Larry Kim – Founder of WordStream. Top columnist @Inc ❤ AdWords, Facebook Advertising, Marketing, Entrepreneurship, Start-ups, Venture Capital & Unicorns ????	151,134	305
		Julie Zhuo – Product design VP @ Facebook. Lover of food, games, words. Find me @joulee or on	141,837	491

Ranked #8 Author on Medium! HOW?!

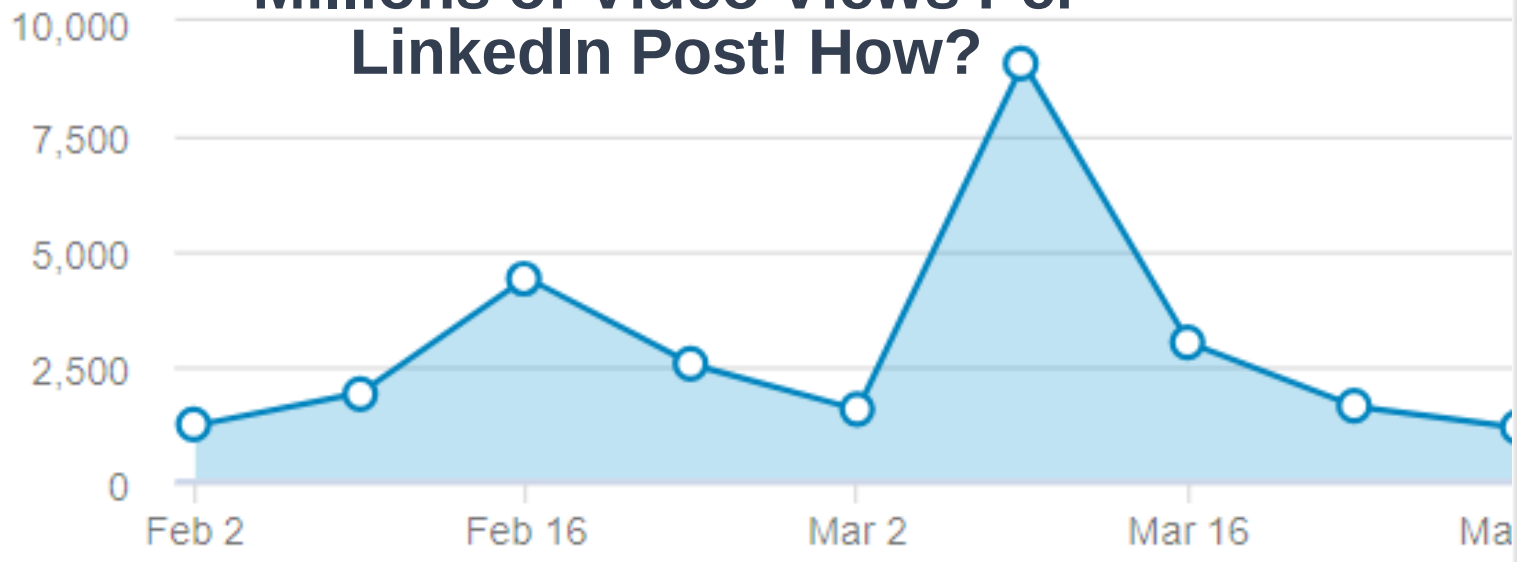
MobileMonkey @mobilemonkey_ @larrykim

PREMIUM

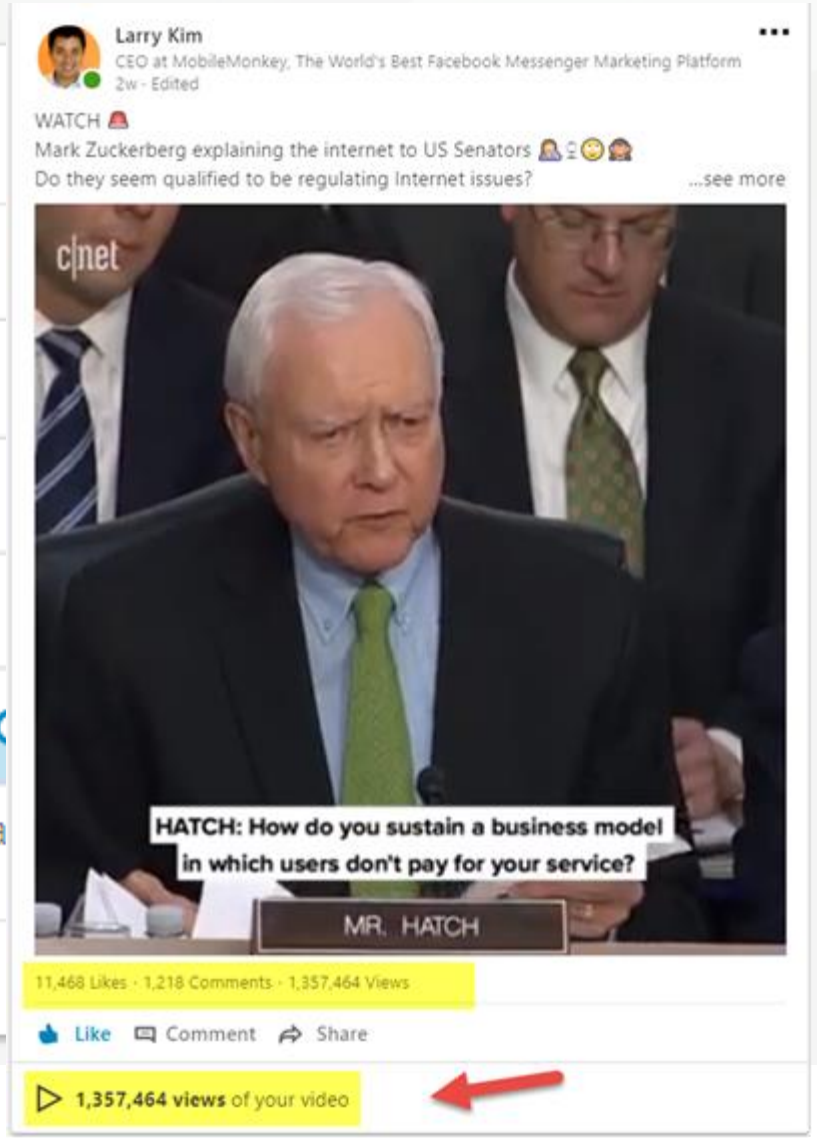
Who viewed your profile

32,365 profile viewers in the past 90 days **-53%** since last week

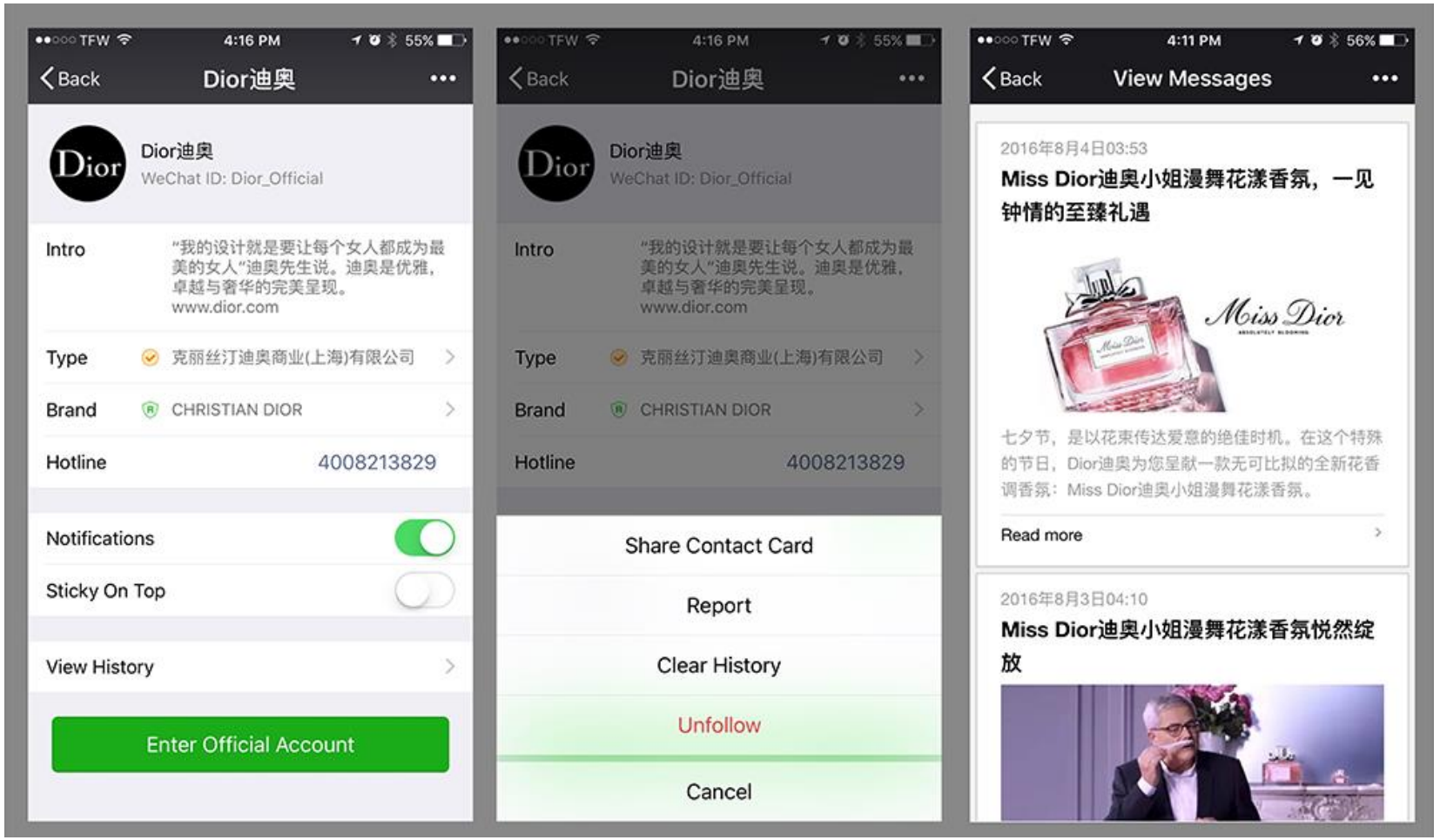
Millions of Video Views Per LinkedIn Post! How?



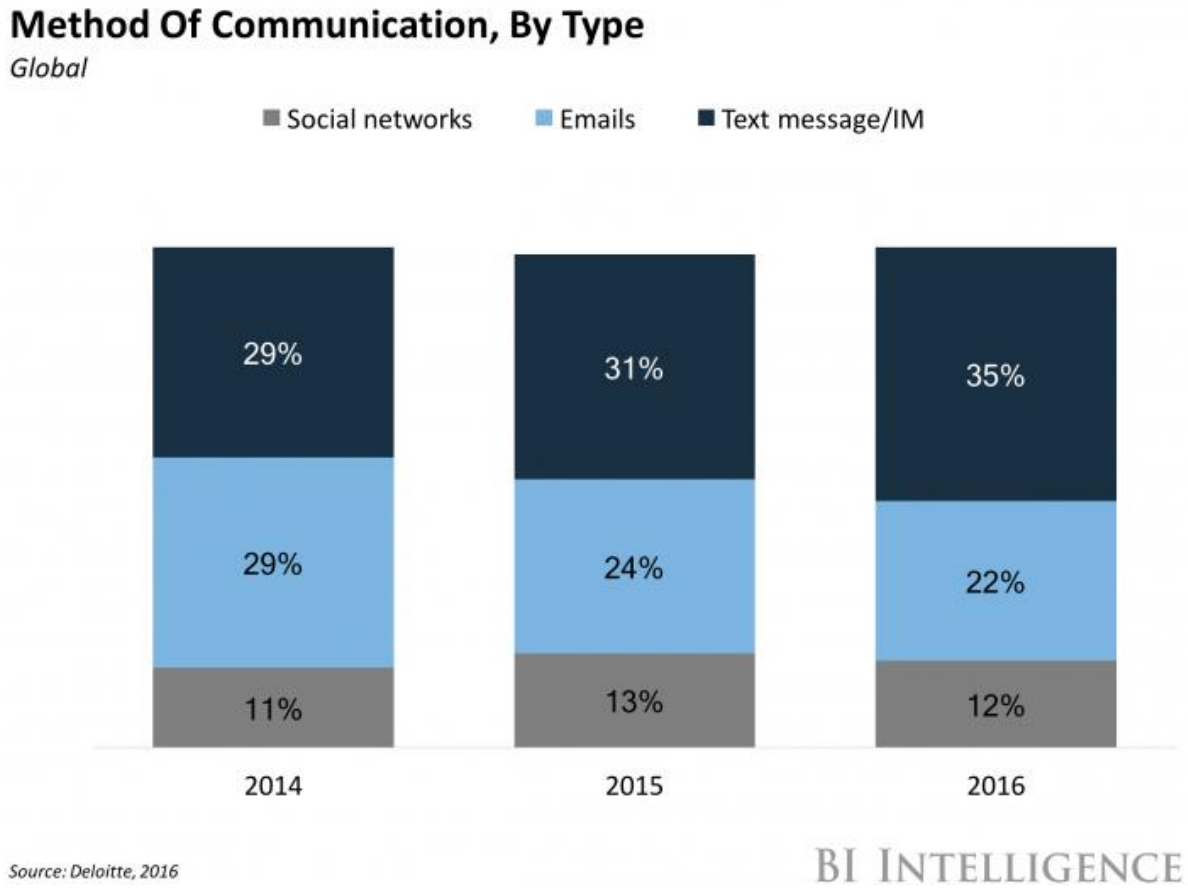
Hide trends



You Can Do Pretty Much Anything in WeChat Already!



Messaging = Preferred Mode of Communication for an Entire Generation



THANK YOU!