

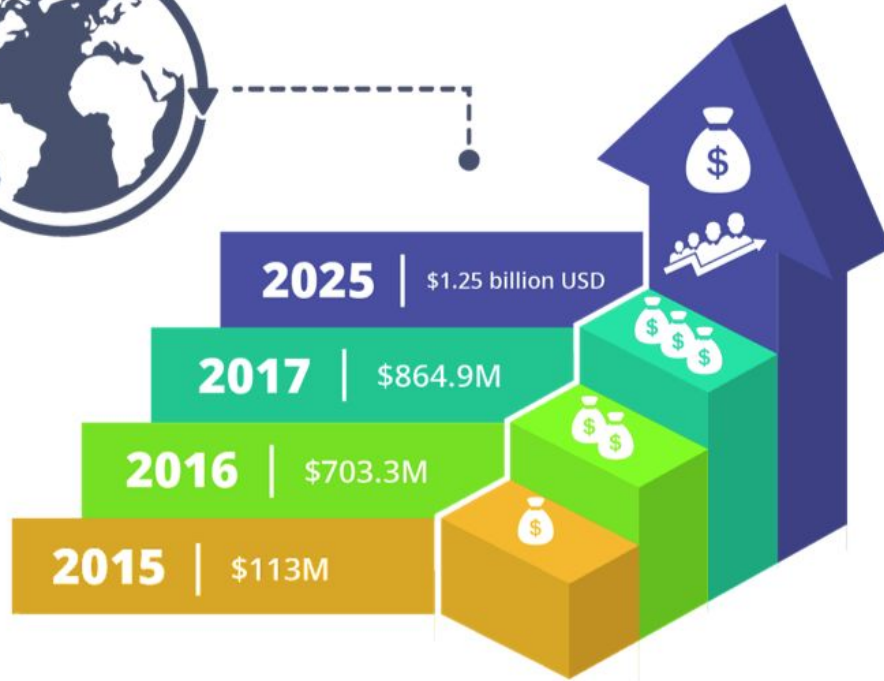
Ako pracovať s Facebook ads, Messenger marketing a email kombom?

Milan Cidilo - Letný PPC Camp 2019

Prečo práve Facebook Messenger marketing?

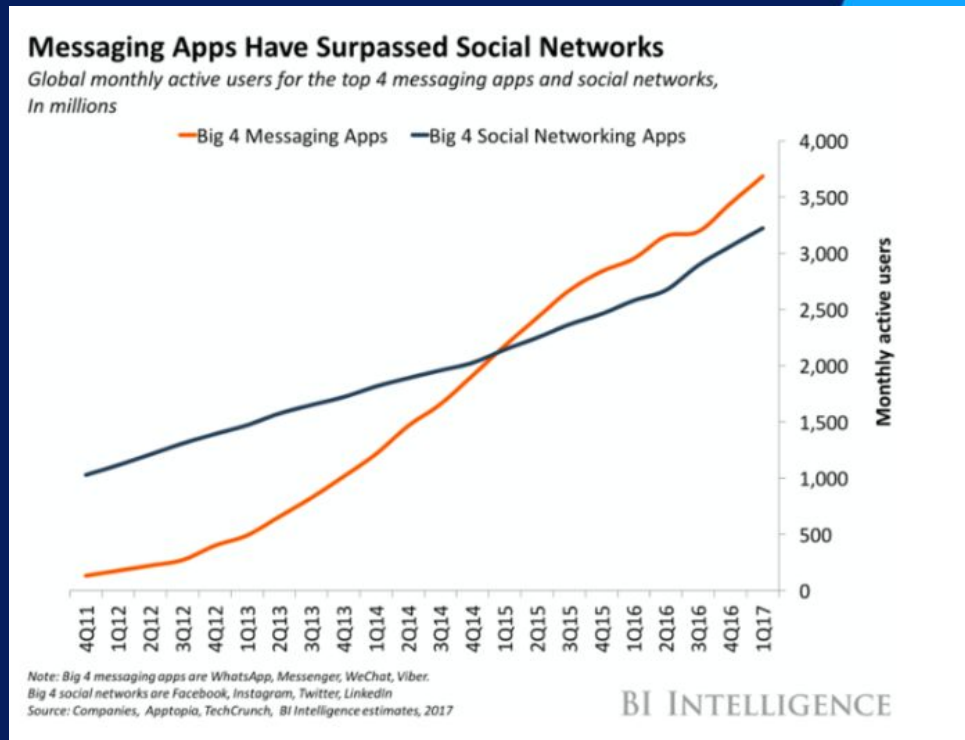
- 1.3 miliardy ľudí používa FB Messenger každý mesiac
- Na Facebooku je aktuálne len 300 000 chatbotov
- Messenger je 2. najst'ahovanejšiou aplikáciou na iOS
- Chatbot ušetrí podľa IBM do 2022 firmám až 8 mld dolárov

CHATBOTS MARKET WORTH WORLDWIDE



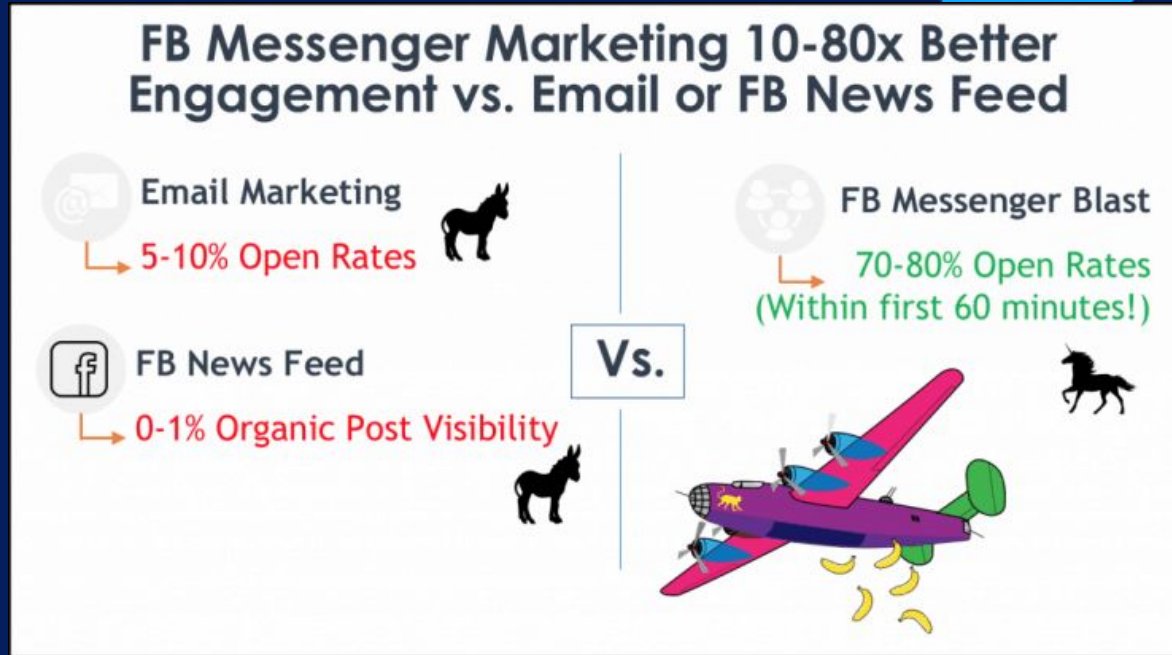
Zdroj: <http://bit.ly/2m5382g>

Social media apps vs Messaging apps



Zdroj: <http://bit.ly/2maJ1Qr>

Email marketing vs. Messenger marketing



Email marketing vs. Messenger marketing

- Facebook messenger open rates bežne viac ako 80 %
- CTR z Messengera na web okolo 20%
- Email open rate bežne okolo 20%
- CTR z emailu na web okolo 2 - 4%

Štatistiky našich kampaní








Marketing Automation / Chat Blaster 1

New Chat Blast

Search Chat Blasts

All

Statistics may be behind by a few minutes

 Delivered	05/2019 Džiny 4 - Promo Audience: Džiny Model 4 Dialogue: DŽINY 4 - promo Sent: May 20, 2019 7:00 pm to 154 recipients (excluding 2 unsubscribed)	Delivered	Read	Responded	Promotional
		148	87.8%	55.4%	View Report
 Delivered	05/2019 Džiny 3 - Promo Audience: Džiny Model 3 Dialogue: DŽINY 3 - promo Sent: May 20, 2019 6:45 pm to 263 recipients (excluding 1 unsubscribed)	Delivered	Read	Responded	Promotional
		262	92.4%	59.2%	View Report
 Delivered	05/2019 Džiny 1 - Promo Audience: Džiny Model 1 Dialogue: DŽINY 1 - promo Sent: May 20, 2019 6:30 pm to 223 recipients	Delivered	Read	Responded	Promotional
		221	90%	52.9%	View Report
 Delivered	Untitled campaign (2019-04-15 8:37:50 pm) Audience: Chatbot active Dialogue: Úvod Sent: Apr 15, 2019 8:40 pm to 4361 recipients (excluding 253 unsubscribed)	Delivered	Read	Responded	
		4037	81.6%	33.4%	View Report
 Delivered	Jarní kolekce 2 - Promo 03/2019 Audience: Reachable for Promo Dialogue: Start Promo Sent: Mar 31, 2019 8:15 pm to 1672 recipients (excluding 72 unsubscribed)	Delivered	Read	Responded	Promotional
		1583	88.8%	55.2%	View Report
 Delivered	Dotazník 03/19 Audience: Vsetci Dialogue: Má zájem o pomoc? Sent: Mar 21, 2019 8:04 pm to 4449 recipients (excluding 180 unsubscribed)	Delivered	Read	Responded	
		4144	85.1%	41.3%	View Report
 Delivered	Jarní kolekce - Promo 03/2019 Audience: Reachable for Promo Dialogue: Nová kolekce 3/2019 Sent: Mar 5, 2019 6:00 pm to 2022 recipients (excluding 8 unsubscribed)	Delivered	Read	Responded	Promotional
		1972	89.5%	43.5%	View Report

Štatistiky našich kampaní

Ad Sets

Search or add filters

Cost per Lead

Create Export

<input type="checkbox"/>	Name	↕	⚠ Delivery	↑ Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	
<input type="checkbox"/>	>		● Active 1 Approved	Lowest cost Replies	Kč200.00 Daily		89 Messaging C...	24,716	48,211	Kč15.43 Per Messagin...	
<input type="checkbox"/>	>		● Inactive	Lowest cost Replies	Kč500.00 Daily		1,614 Messaging C...	159,340	408,005	Kč2.93 Per Messagin...	
<input type="checkbox"/>	>		● Inactive	Lowest cost Replies	Kč500.00 Daily		1,126 Messaging C...	60,774	182,636	Kč3.82 Per Messagin...	
Results from 3 ad sets ⓘ							—	2,829 Messaging C...	192,605 People	638,852 Total	Kč3.68 Per Messagin...

Chatbot typy

- Chatbot pre zákaznícku podporu
- Chatbot na webe
- Chatbot plánovač / správca registrácií
- Transakčný chatbot
- Lead generation

Ready-made šablóny

The screenshot displays the MobileMonkey interface for selecting chatbot templates. On the left is a vertical navigation menu with the following items: Unicorn Realty (Bot: realtor bot), Home, Bot Builder, Advertising, Marketing Automation, Lead Magnets, Audience Insights, Templates (highlighted), Live Chat, and Settings. Under the 'Templates' section, there are sub-options: 'View templates library', 'Find template by code', and 'My templates'. The main area shows a grid of 12 template cards, each with a background image, a title, and a brief description:

- 1-minute Lead Gen Bot**: To this one too! If you're brand new to MobileMonkey and need a great place to get started.
- Automotive**: MobileMonkey Chatbot Template for automotive shops and mechanics.
- Beauty Salon**: MobileMonkey Chatbot Template for beauty salons.
- Cat Howell's Agency Bot**: MobileMonkey Chatbot Template featuring a Lead Funnel by Cat Howell.
- Coffee Shop**: MobileMonkey Chatbot Template for coffee shops and eateries, featuring a loyalty program and win/losswood display.
- Community**: MobileMonkey Chatbot Template for your growing online or in-person community.
- Consultant**: MobileMonkey Chatbot Template for independent consultants and consulting agencies.
- Contest**: MobileMonkey Chatbot Template to run giveaways and contests right in Messenger.
- Dentist**: MobileMonkey Chatbot Template for dentists, doctors, and other medical professionals.
- Gym**: MobileMonkey Chatbot Template for gyms and fitness classes.
- Health**: MobileMonkey Chatbot Template for Facebook Pages dedicated to promoting healthy living.
- Influencer**: MobileMonkey Chatbot Template for influencers, artists, and public personalities.

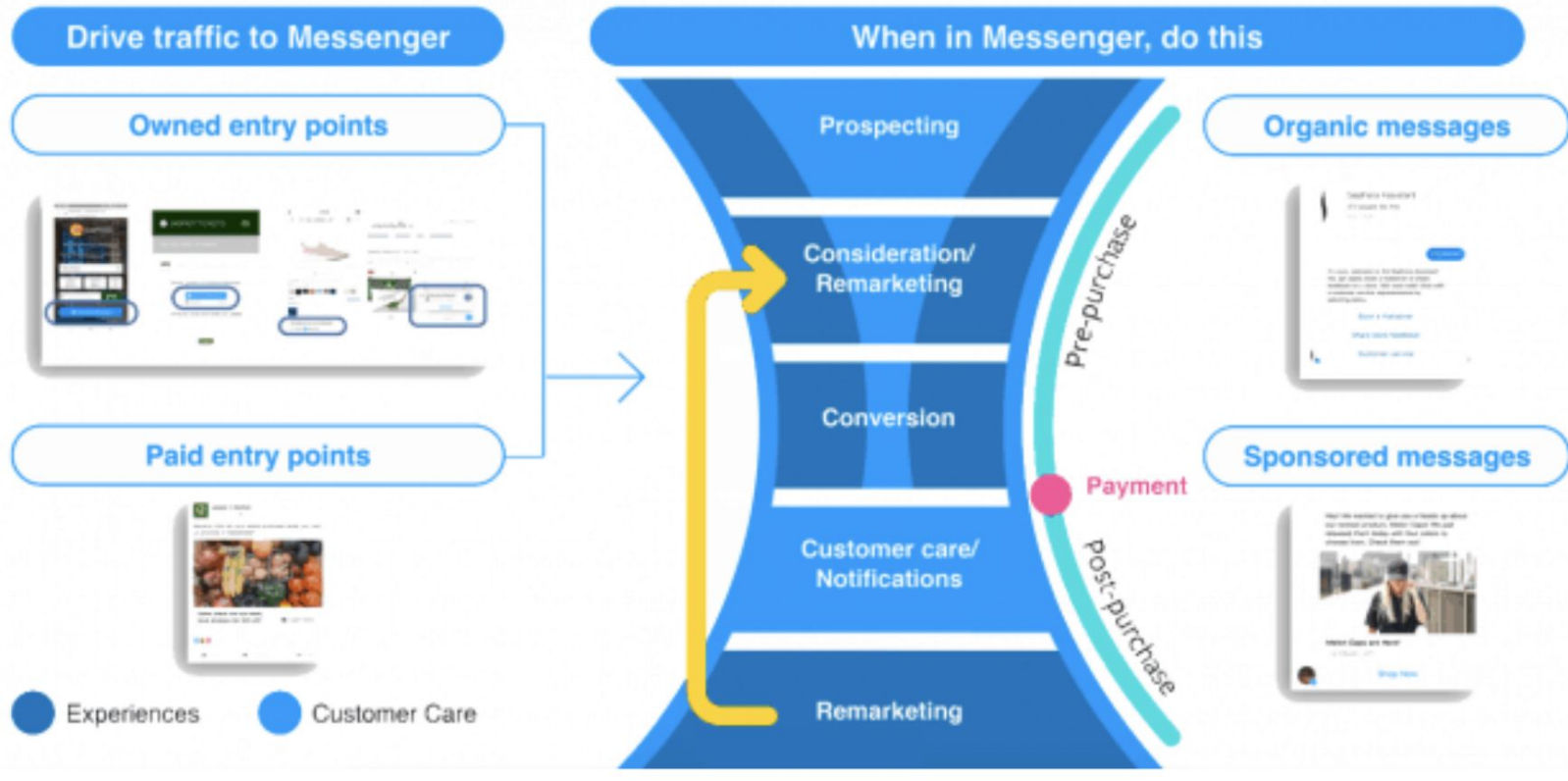
Facebook Messenger Automatizácia

1. Lead magnety
2. Chat blaster
3. Drip kampane
4. Chatbot formuláre
5. RSS feed chat blastery
6. Email notifikácie
7. Integrácie - Zapier (Intercom, Calendly,..)

Lead magnety

- **Facebook Comment Guards**
 - Ďakovné komentár do Messengera. Napíšete “YES” a dostanete pdf bonus.
- **Customer chat widget - Messenger** na vašom webe
 - Konverzácia ostane zároveň aj v Messengeri.
- **HTML elementy**
 - Checkbox plugin
 - Send to messenger plugin
- **Landing pages**

Messenger Solutions Overview



Facebook Messenger Chat Blaster

- Jednorázová rozosielka vlastným kontaktom
- Urgencia - promo správy - traffic - predaj
- Zber informácií pomocou chatu (atribúty)
- Segmentácia podľa atribútov
- Push notifikácie
- Rozosielka ihneď alebo 24+1
- UNSUBSCRIBE message!

Pravidlo 24+1

- 24h - neobmedzený počet promo správ
- +1 = grátis 1 free
- 20.1.2020 = koniec +1
- Reset pravidla pri opätovnom zapojení (reengagement)
- Promo blaster (sponsored messages)

Subscription Messaging

- Umožní nám posielat' nekomerčné správy zadarmo
- Ručne schvaľované žiadosti Facebookom
- Žiadosť na úrovni Facebook page
- Proti zneužívaniu messenger marketingu

Untitled campaign (2019-09-10 5:51:23 pm)

1. Choose an audience for us to deliver your message to ^

Audience


From AD

Reachable Contacts: 231

2. Choose a Chat Dialogue for us to send your chosen Audience ^

Dialogue

Welcome Dialogue

 Send a test to

Press "Send a test to me" to send a sample of the Chat Blast message(s) just to you.

Promotional Message



Subscription Message



Notification/ Update



Reach for free any contacts who have messaged your page in the last 24 hours, or use a Sponsored Message to expand your reach to include all contacts who have ever messaged your page. Requires a Facebook Ad Account.

3. Choose whether to send this message now or later ^

Immediately Send later

Send

Cancel

Drip kampane

- Sekvencia správ rozložená v čase
- Cieľ je engagement (ebook, guide,...)
- Welcome a Onboarding kampane
- Segmentácia
- Marketingové správy - pravidlo 24+1

Drip kampane

Drip Campaign Detail ?







Draft Active


Name


Audience
 0 contacts

Purpose

Timeline
After a contact is added to June 2018 - Catering...

Wait for	1	Minutes	then send	Welcome page	 
then wait for	1	Days	then send	Party Tip	 
then wait for	1	Weeks	then send	15% Off in June	 

 Add Message



Name:

6clickz - Test drip kampaň

Specify the type of content this Drip Campaign will deliver:



Promotional

Marketing content to reach any contacts who have messaged your page in the last 24 hours.



Subscription

Non-promotional content may be sent to contacts at any time.

Audience:

Included Audience(s)



Excluded Audience(s)



Schedule:

Every day, All day



+ Add message

Segmentácia kontaktov


- Predvolené hodnoty
 - Meno a priezvisko
 - Dátum vytvorenia
 - Časové pásmo
- Atribúty, ktoré si môžeme opýtať:
 - Email a telefónne číslo
 - Údaje, ktoré sa užívateľov opýtame (quick questions)

RSS Blaster

- Novinky na blogu do Messengeru
- Nekomerčné správy
- Automaticky alebo manuálne
- Oveľa efektívnejšia stratégia ako Email marketing
- Segmentované kampane podľa publika

Integrácie - Zapier

MobileMonkey Integrations











Do More With MobileMonkey

Zapier allows you to instantly connect MobileMonkey with 1,500+ apps to automate your work and find productivity super powers.

[Connect MobileMonkey to 1,500+ Apps](#)

Search for apps to connect to MobileMonkey

 Google Sheets 21 integrations	 Mailchimp 18 integrations	 Gmail 18 integrations	 HubSpot CRM 15 integrations
 Slack 30 integrations	 ActiveCampaign 30 integrations	 Infusionsoft by Keap 24 integrations	 Intercom 30 integrations

< 1-8 (of 88) >

Facebook Click-to-Messenger ads

- Jedna z možností pre Lead magnet
- Málo využívaný formát - CPL častokrát v hodnote CPC
- Možnosti nastavenia cielenia kampaní sú rovnaké
- Klik "Send message" + odpoved' = nový kontakt v liste

Facebook Click-to-Messenger ads

6clickz
Sponsored · 🌐

Stále čakáte, kedy váš marketing začne konečne fungovať? 😞

Stačí sa podrobnejšie pozrieť na vaše reklamné kampane. Správne nastavená stratégia, ciele reklam a efektívna optimalizácia vám zaručene pomôžu navýšiť tržby.

▣ Vedeli ste, že na Facebooku môžete zacieliť reklamu na tieto konkrétne ciele? ... [See More](#)



MESSANGER

Napište nášmu Chatbotovi 🤖 a nechajte si poradiť, ako môžete zvýšiť svoje tržby!

[Send Message](#)

[Like](#) [Comment](#) [Share](#)

Facebook Click-to-Messenger ads

Facebook Ads Manager interface showing a campaign with 8 results.

Campaigns

Search or add filters

Create Export ...

<input type="checkbox"/>	Name	↕	⚠ Delivery	↑	Results	Reach	Frequency	Cost per Result
<input type="checkbox"/>	> 6clickz SK CBO MSG ACQ	<input checked="" type="checkbox"/>	● Active		8 Messaging C...	2,123	1.19	€1.96 Per Messagin...

Facebook Ads Manager interface showing a campaign with 32 results.

Campaigns

Search or add filters

Create Export ...

<input type="checkbox"/>	Name	↕	⚠ Delivery	↑	Results	Reach	Frequency	Cost per Result
<input type="checkbox"/>	> 6clickz SK CBO MSG ACQ	<input checked="" type="checkbox"/>	● Active		32 Messaging C...	9,048	2.83	€3.80 Per Messagin...

Chatbot analytics



Facebook Click-to-Messenger ads

- CPL oveľa nižšie ako pri iných kanáloch aj pre B2B
- Kvalita leadov závisí od cielenia - každé nové prekvapí
- Lead scoring vlastnými atribútmi
- Import leadov do CRM (ActiveCampaign)
- Email notifikácie s novými kontaktmi do emailu

Click-to-Messenger ads a Ecommerce

- Novinky a promo akcie
- Remarketing - skvelá možnosť pre opustený košík
- Interaktívne súťaže / hádanky
- Pomoc s výberom veľkostí
- Nákupný radca
- Pomoc klientovi s výberom tovaru na nasledujúcu sezónu a presná segmentácia zákazníkov

Zjistit výsledek

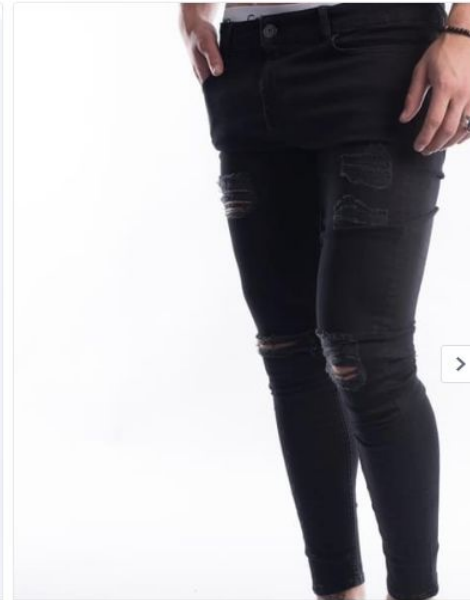
Toto jsou produkty, které by se ti mohly líbit 🤓



Džíny Simple

Jednoduché a pohodlné džíny Simple

[Prohlédnout](#)



Džíny Ripped

Zkus něco co má styl.

[Prohlédnout](#)

Máme toho víc tak se koukni na všechno 🤓

[Stylové Džíny](#)

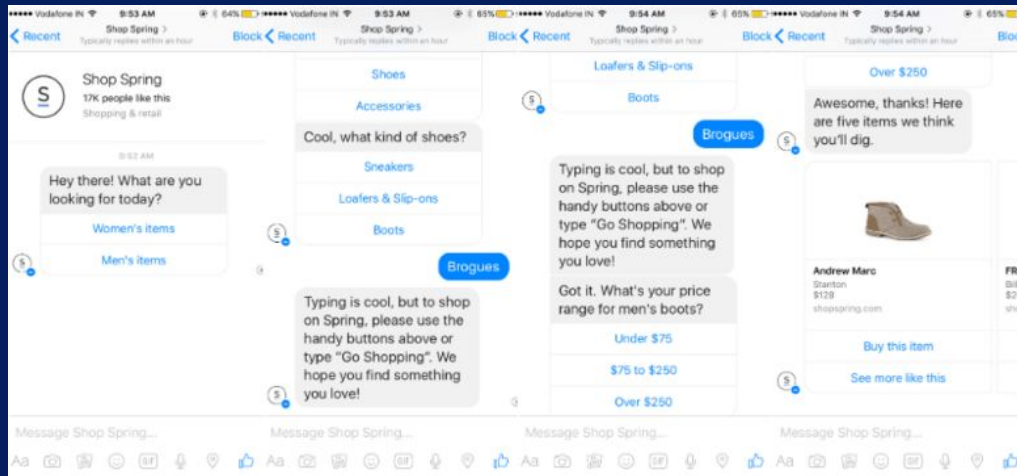
[Stylové Kraťasy](#)

[Stylové Trička](#)

Výsledky kampane

- Cielenie na zákazníkov
- Nekomerčná správa
- 85.1% užívateľov prečítalo správu
- 41.3% užívateľov odpovedalo
- Nasledujúce novinky zašleme presne podľa preferencií
- 2700 kontaktov sme aktivovali pre komerčné správy

Ďalšie možnosti - Nákupný poradca



Ako všetko prepojiť s Email marketingom?

- Sales funnel, CRM a Lead scoring
- Automatizácia celého komba

Sales funnel, CRM a Lead scoring

- Výber CRM - u nás [ActiveCampaign](#)
- Rozdeliť Sales funnel - jednotlivé fázy
- Pre každý cieľ vlastná pipeline
- Žiaden lead neostane bez odpovede
- Automatické priradenie leadov podľa pravidiel

Home | Contacts | Campaigns | Automations | Deals | Lists | Forms | Reports

Leadformly smb pipeline | Add Stage

OWNER: All Users | STATUS: Open | TAGS: All | Advanced

Cold lead	Marketing qualified lead	Sales Qualified Lead	Started trial	Paying user
90 deals \$8.9k USD	9 deals \$891 USD			2 deals \$198 USD
No task \$99	No task \$99	Add Deal	Add Deal	No task \$99
No task \$99	No task \$99			No task \$99
No task \$99	No task \$99			Add Deal

Personal Info Deals (1) X



Click to add an Organization
[Organization Name]



PIPELINE [agency pip...] STAGE Cold lead Open Won Lost Delete

Deal Info

Title [Click to edit](#)

Contacts ★ [email] + Add

Owner [Name]

Amount \$199 USD

Created a day ago

Tasks	Notes	Emails
<p>Using Leadformly for your agency</p> <p>[Avatar] [Name] 09/20/2016 22:25</p> <p>Hey, Kristine here from Leadformly. I noticed that you used our tool earlier and just wondered -</p>		

Recent Activities

All Activities



Campaign Sent

Campaign Sent [AGENCY Arrange a demo of Leadformly](#)

a day ago

[Comment](#)



Added to Deal -

a day ago

[Comment](#)



Entered automation

Entered automation [Leadformly Update CRM Deal Stages](#)

a day ago

[Comment](#)



Entered automation

Entered automation [Leadformly New lead --> Free Trial / Demo / Call](#)

a day ago

[Comment](#)



Subscribed to list

Subscribed to list [Leadformly prospects](#) via API

a day ago

[Comment](#)



Contacts

Campaigns

Automations

Deals

Lists

F

Leadformly startup pipeline ▲



⊕ Add Stage



Leadformly enterprise pipeline

Leadformly startup pipeline ✓

Leadformly agency pipeline

Leadformly smb pipeline

Open ▼

TAGS

All ▼

⌵ Advanced

Marketing Qualified Lead

17 deals

\$833 USD

task

No task

Contacts Campaigns Automations Deals Lists Forms Reports

Employees

OWNER
All Users

Before First Day

Pipeline Options

Name: Employees

Default Currency: USD

Auto Deal Assignment
How do you want to assign deals when "Auto" is the deal owner?

Round Robin

All Users

Permissions

Who is allowed to assign deals?

All Groups

- Round Robin ✓
- Distributed based on value
- Disable automatic assignment

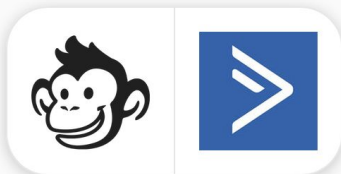
Cancel Save

Lead scoring

- Cold lead
- MQL
- SQL
- Atribúty v MobileMonkey (Zapier do AC)

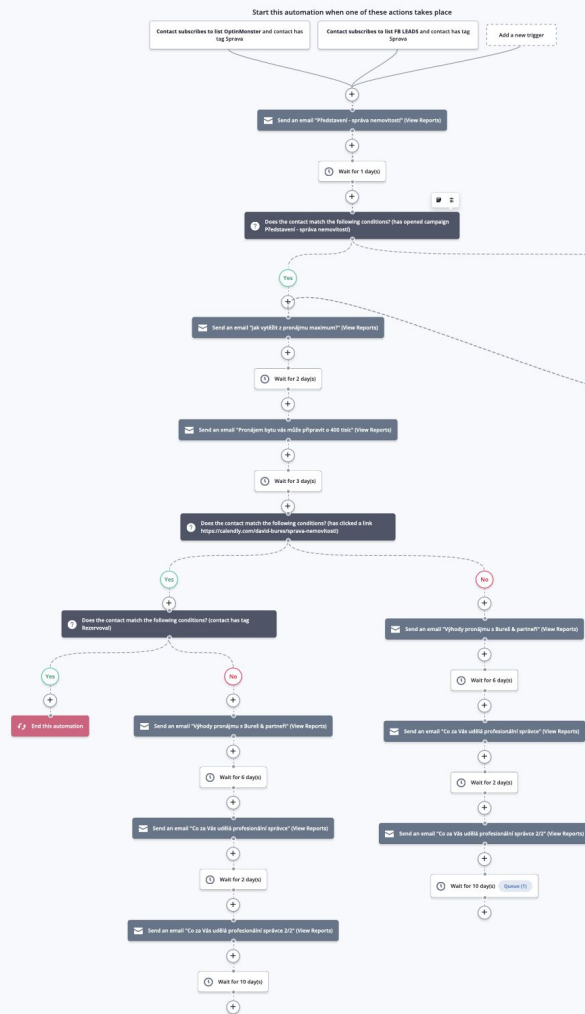
Automatizácia

MobileMonkey + ActiveCampaign Integrations



In a matter of minutes and without a single line of code, Zapier allows you to connect MobileMonkey and ActiveCampaign, with as many as **56 possible integrations**. Are you ready to find your productivity superpowers?

[Connect these Apps](#)



373

Contacts Entered

61.9%

Completion Rate
(231 Contacts)

2.1%

Completion rate increase in
the last 30 days

4.1 weeks

Average time until
completion

Top Performing Tags

Investice	82.8% of contact automa...
Clicked on booking	2.9% of contact automati...
Sprava	1.9% of contact automati...

Top Performing Lists

FB LEADS	72.4% of contact automa...
OptinMonster	54.4% of contact automa...
Unbounce	0.3% of contact automati...

Top Completion Times

5 weeks	76.9% of contact automa...
2.1 weeks	7.8% of contact automati...
1.8 weeks	5.9% of contact automati...

Ďakujem za pozornosť!

