

Ezra Firestone:

Hey there, my name is Ezra Firestone. Thank you for joining me for this training on Facebook Messenger marketing. I've been in e-commerce now for over a decade, I lead a team of 70 employees across four different brands. In 2015, my businesses did seven million in revenue. For years, I was kind of stuck in this multi million range and I couldn't figure out how to kind of grow it. The breakdown of that was about 1.2 million from a brand called Bee Friendly, about 2.2 million from a brand called Smart Marketer, and about 3.2 million from a brand called Boom, which I had grown from just a couple of hundred thousand in sales, the year before. I 10xed that company with digital marketing in 2015. And it was really fun, a really good experience.

In 2016, my brands did a collective ... Oh, check those flames out, that's kind of wild, \$22 million in revenue Zipify was born, my fourth company was born that year. It's a software as a service company for Shopify business owners. And I know many of you have Shopify e-commerce stores. Bee Friendly grew to about 1.4 million that year, Smart Marketer grew to about 3.3 and Boom grew by about 5x to 17 million. Again, really aggressive and conservative at the same time digital marketing strategies were responsible for that. And what I mean by conservative is I grew up with no money, I grew up poor and identifying as poor. And it's been an interesting journey to now be rich and take a look at some of the viewpoints I had about rich people that I didn't know I had, some prejudices and ingrained viewpoints that I became aware of as I sort of went from one end of the spectrum to the other.

In 2017, we've grown again. 2017, we went from 22 million in 2016 to 25.1 across our companies. And that's a more reasonable growth rate, growing so fast really broke our companies. Marketing, which was what was responsible for all this growth broke support, it broke supply chain, it literally broke everything. And I've spent the last year sort of building an infrastructure that could support the kind of business that we have, an infrastructure from a team perspective, from a systems and processes perspective, from a supply chain perspective. And the breakdown on that revenue was Zipify in its first real year in business. It was only in business for about two months in 2016, did 1.5 million in revenue. The trajectory of growth of that brand is very fast. Smart Marketer, which is a similar business to Zipify took me four or five years to get up to the million plus mark in revenue. And Zipify, which was a brand that was birthed by Smart Marketer was able to do it in its first year, it's kind of exciting.

Bee Friendly grew by about 13%, Smart Marketer actually dropped in revenue from 2016 to 2017. And that's okay because our focus was really on Zipify and Smart Marketer sort of wasn't, it birthed something. And I'm going to get into why this particular thing is important. And Boom grew by about 9%. Again, which is really good because our focus was more on infrastructure rather than development. Now, when you look at the advertising spend, now, those of you who follow me, you know that my viewpoint is that paid amplification is the

business model that you should subscribe to. I don't actually prescribe a lot of things, I don't say you should a lot because I don't really think you should do anything. I know what works for me.

But when it comes to online marketing and e-commerce, I very thoroughly believe that the way to go is to pay for visibility for your brands because then you're able to have consistent and scalable businesses that are built on the back of paid media rather than built on the back of joint ventures or traditional press or influence or anything like that. In 2015, we spent 850,000 total in paid advertising. 2016, we spent 5.2 million. And this slide is messed up, it should say 2017 we spent 6.2 million on paid amplification across all these brands. Now, I have a formula, and I'm going to tell you what that formula is in a little bit. According to my formula, I spent exactly right these years.

My formula and my viewpoint about how you should reinvest in your brand is that there's a certain percentage of your revenue that you should be reinvesting back into paid amplification whether or not it's profitable. And I know that you came here to listen about Facebook Messenger strategies in particular, we're going to get there. My viewpoint is that there is a perfect top-line to spend ratio. Those numbers that I gave you, 7 million in 2015, I'd go all the way back to 2005 when I got into this business and give you all my numbers. But I've grown every year. I started in 2015 just because I don't want to waste your time. And 2015 was kind of the year that I grew pretty significantly from 2014 to 2015 and then 15 to 16, 16 to 17 and so on, 17 to 18 now.

Those numbers that I gave you were top-line numbers, they didn't include things like cost of goods sold or my advertising spend or what I had to pay my staff. Those top-line numbers look really fancy and awesome. However, they're not the whole story. They are just the top-line revenue. But I like to look at it that way because it's fun and it gives you the best graph and all that kind of thing. But we are profitable, we have about a 25% ratio across our brands of profit for those of you that are wondering what the margins are. When you look at that top-line number, there's a ratio that I believe you should chop off of that and reinvest back in amplification of your brand. I'm going to give you that number.

But one thing that I really want to stress is that you need to set your budget. And I would recommend setting your budget by taking a percentage of whatever your business did the year before and having that be the budget that you are going to spend on paid amplification. And you need to spend it, you need to spend that money on amplifying your brand whether or not it's profitable because most people look at their business in terms of it was profitable or it wasn't, or they look at it in terms of three months down the line. But you want to be looking a year or two ahead, and I'll explain myself in a moment.

One thing that people don't really talk about is the year-over-year halo for their brands. Basically, one of the reasons why Boom grew this year and Bee Friendly grew this year was because we had what I call a halo from last year, meaning we had customers and subscribers and fans and people who were paying attention to us who we got into our community last year who added value the next year. The paid amplification that you're doing to grow your brand it serves you even after the first year in business. And it's a really important part of business. I want you to take that number of how, I'm going to give you the ratio number in a second. And I want you to spend it, and I want you to save 25% of your budget for launches.

Let's say, for example, your business did \$10 million in revenue. My viewpoint is that at a maximum, you should be spending 30% of that number on paid amplification. And at a minimum, 15%. Let's say you went in the middle and you said, I'm going to spend 20% of that number, that would be \$2 million. Well, I said on this slide here that I wanted you to save 25% for launches. And we're getting somewhere here, I know this is a lot of math. Don't worry, we're going to into a little more fun with Facebook Messenger and some strategies you can use to grow your business. But I think this is something that really people miss and they don't understand. And they only look at, was my advertising profitable? They don't understand that the advertising is an investment in a snowball that is your brand that grows over time. And you need to do it whether or not you are profitable day one.

And by doing it over and over, you get better at it and you become more profitable. I always say that the skillset that you want to develop as a human being is the skillset of mastery, which is simply the willingness to put your attention in one area consistently over time. Pick up the instrument for 30 minutes a day, you get better at it. Put your attention on paid amplification, which is the skillset that you want to learn for how to grow an e-commerce brand and you'll get better at it.

Let's say, for example, you did 10 million, which I know is a lot higher than a lot of people do. But let's just use that as an example, then 75% of that or 20% of that number, you're going to use to buy visibility for your brand the next year. And hopefully, you're going to use Facebook Messenger, which is the strategy we're going to be talking about today. But just forgetting about specific strategies, just talking about how to have a brand grow over time. There needs to be consistent visibility and amplification of that brand. The money that you invest in paid amplification is the fuel that drives the car of your business. And if you're not spending money on advertising, you're not going to be moving forward in the way that you could be.

Let's say, for example, you took 20% of your top-line number, that would be \$2 million. Well, I said I wanted you to take 25% of it and save it for what I call

launches, which is sale campaigns, holiday sales, new product announcements, Mother's Day sales, whatever kind of sales you're doing. The rest of it, whatever is left, in this case if you had \$2 million, you would take 25% of it, which would be \$500,000 and you'd stock that away for launches, for one-time event advertising. And the rest of it you'd set for a daily budget, which would be 1.5 million dollars over the course of the year, it would be the daily budget. You'd break that down over 365 days and you would spend X amount every single day.

And a good breakdown, a good way to think about the breakdown on that spend would be half of that would be awareness spend. It's obviously is going to be dependent upon your margins and dependent upon what market you're in. But this is just a good breakdown for those of you who are interested in this kind of thing. And then we'll get into Messenger. Awareness spend is people who've never heard of you before, this is brand new people who've never heard about your brand. You're spending 50% of that daily budget on getting new folks to know about you, you're spending 40% of that daily budget on re-engaging people who have seen one of your ads, click to your website, viewed one of your videos, checked out a product, etc. You're spending 6% of that daily spend on loyalty sales content, i.e. trying to cross-sell and upsell past customers.

And then you're spending 4% of that daily spend on loyalty content, which is literally just value add content for people who are in your orbit. Content that is not designed to sell anyone anything, it's just designed to add value to their life. And if you've been follow me for any amount of time, you know that my viewpoint is that a business is pretty simple. It's a group of people who are having a collective experience, a group of people who are all having the same experience. And what you're doing is attempting to engage that group of people in a conversation about the experience they're having and then allude to a solution that you have to a problem that they're facing. That's what a business is, a group of people and an experience that they're having and then content that you're putting in front of them that engages them in a conversation about that experience and leads back to whatever product offer you have.

Now, I want to jump in now. This was just a quick little reminder that one of the big problems I see in our community is people not consistently spending money on amplification because they're afraid it's not working. But the way that you make a brand work is you optimize it over time. And the way to optimize it over time is to have people checking it out. And to have people checking it out, you have to buy that visibility. And if you're willing to invest ongoingly in the snowball of your brand, it gets bigger. And every time I have someone do this, I say, how much can you afford? 500 bucks a month, 300 bucks a month, 200 bucks a month, \$1,000 a month, what can you afford that won't put you out of business, that won't take food off your table, that won't pull from your ... Just money that you could afford to not see for three years.

And when they consistently spend that amount every month, \$1,000 a month whatever it is, they notice that the next year their business is bigger and better because they put fuel into the fire. I just want to remind you that you need to be consistently amplifying. And this is my little formula, I think 30% is aggressive, and that's what I do. I spend 30% of my top-line revenue number on paid amplification. And this is a good budget for that.

Let's now talk about what we came to talk about, which is Messenger. In 2004 to 2007, I saw Google AdWords. That was the visibility source of the day, paying for amplification for a brand on Google. And it was the search find by days of e-commerce, where someone would search for something. They would then find a solution, they search for dog bowl, they find the solution on Google and then they would buy. And I was very profitable with Google AdWords during this time period, it was a wonderful traffic source. It was really great. And then it got a little more expensive, it started getting more expensive.

In 2007 to 2012, the visibility source that physical product e-commerce businesses were using to generate sales was search engine optimization, meaning the same sales process where a user was going to a search engine and searching for a product and finding it on Google and then purchasing it, except for in this case what we were doing was instead of paying for Google AdWords, we were still using Google AdWords, it just wasn't the goldmine that it was in the earlier years. Instead of paying for Google AdWords, in this case, we were attempting to rank on Google. We were attempting to have Google consider our brand, our web pages to be the most relevant result for a specific search query that a user typed in.

And that was a really great visibility source for brands at that time. It was really awesome. 2012 to now, I really started probably in 2009, 10 with Facebook. But Facebook was the visibility source of brands. And the cool thing about Facebook was it introduced this concept of multi-touch point rather, multi data point contextual targeting. Remember that Google traffic I was talking about where a user searched for something and then they found it via an ad or via an organic result on Google and they purchased it. That's search based visibility, and it's limited. And it's limited because there's only X number of people searching for X in any given day. There's only a thousand people searching for a dog bowl or whatever it is.

And the idea of contextual traffic existed, but the only data point that we had on a user was the website that they were visiting. We could say a user is on a website about cats, show them an ad about cats. And what Facebook allowed us to do was aggregate data points, this person is this age, they live in this city, they're interested in this, they purchased this in the past and show people content that would engage them in a sales process about a product that they weren't even looking for at the time, they were not searching for. This really

revolutionized marketing because it gave us the ability to target people with product offerings and story based content that would resonate with them because we now had a bunch of data points on them. And it was extremely profitable in the early days, and it is still the number one visibility source for my brand.

I told you I spent \$6.2 million in advertising in 2017 to generate that 25.1 million in top-line revenue. Those of you on this training, can you guess how much of that was spent on Facebook? Of that \$6.2 million that I spent, how much of it was spent on Facebook? Some will say 5.5 million, 80%, 2.5 million, 50%, 60%, 90%, 5 million, 89%. You guessed pretty close. Of that 6.2 million, about 65% of it was spent on Facebook. Facebook is still a really amazing visibility source, it's still the number one visibility source for my brand. 2015, I saw Pinterest and I capitalized on that. Pinterest is a combination of multi data point contextual targeting and query based advertising.

Now, we get to sort of what we came here to talk about. And I know it took me a while to get here, I apologize for those of you who only were interested in Messenger. But I feel context is really important as we discuss new marketing strategies, which is why I gave you that context. In 2016, I saw Messenger and I really got started using Messenger as a strategy for building e-commerce brands and as a visibility source and an engagement source and a delivery of content source. And mark my words, mark my words, Messenger will become the world's biggest marketing channel in the next five years. No question, this is happening in the United States, in Europe, in Canada, in Australia. This is going to happen across the globe.

Messenger marketing is the leveraging of mobile chat platforms to facilitate conversations and commerce, that's really what it is. We're using mobile chat platforms, mobile meaning a user is engaging with the digital medium via a mobile device that they are carrying around with them for the most part. And they are chatting instead of emailing or SMSing or calling to communicate with a brand and engage in commerce. And communication, we as a society are really moving away from email, from SMS, from phone calls as a way that we communicate with one another. And what you want to do is look at what people are doing and mimic user behavior. It's the reason that I tell you to run your awareness ads on mobile phones, meaning the first time someone sees you, have that ad be on a mobile phone because this is where people are starting their purchase.

And then the second time they see you, run your retargeting ad. The second time they would see you is when your retargeting them on a desktop and a tablet because the way that purchase behavior is happening is users are starting on mobile and then they're actually purchasing on tablet and desktop. If you want to cut your cost down, when you're on a budget, you run your first ad, your awareness ads on mobile and then you run your retargeting ads on tablet

and desktop. What we do is we look at how people are consuming the digital medium and we structure our communications and sales processes to match that. This is that same thing. Communication is moving away from email and SMS. People are using Facebook Messenger, iMessage, WhatsApp to keep in touch with family, friends, businesses, even businesses now. And that trend is growing.

This is how people are communicating. It's where we as a society communicate and it's where we have our most intimate conversations. I don't call anyone, if you're not my mom, I'm not talking to you on the phone. I text with my friends, I Facebook message with my friends. That's how I communicate, and that's how most people communicate these days. You want to look at what the kids are doing, how is the next generation communicating because that's really what's going to sort of drive commerce as that group of people comes into their prime spend years. Right now, for example, the Millennials just eclipsed the baby boomer generation as the largest population. And they're coming into their prime spending years, and they grew up with digital technology so there's no technology adoption curve. They are willing to buy online unlike Gen X, Gen Y and the baby boomers who had to sort of adopt that technology and who were worried about it and didn't want to purchase online.

What people are doing, the point of all this is that people are messaging. And messaging, it's the easiest and most direct way to communicate, period. And it's why it's taking over, and it's why we want to pay attention to it as brands. Messaging has already surpassed social, the top four messaging apps have more engagement and use on a daily basis than the top four social networks. WhatsApp, WeChat, iMessage, Facebook Messenger, they're bigger than Facebook, Twitter you, etc.. The cool thing about Messenger is even though it's not fully widely adopted just yet, even though we're in the infancy of what this will do to our economy, it already has the highest engagement of any channel. It gets better engagement than email, better engagement than social media, better engagement than physical mail, better engagement than any other communication channel.

And that means that less subscribers are worth more. You don't need a giant Messenger subscription list to push real results via Messenger, which is really exciting. And it's also sort of indicative of where we are in the lifecycle of Messenger as a communication channel between businesses and consumers. And we're going to get into some actual strategy of how you can do this, but I want you to understand what Messenger is and where it's going first. And my data shows that Messenger has a 5 to 10X the value of an email subscriber. One Facebook Messenger subscriber is worth 5 to 10X what one of my email subscribers is worth, which is kind of amazing. You can see here over this data period the folks coming from Facebook Messenger are spending on average four minutes on my site, their bounce rate is lower than pretty much everyone else who comes to my site from every other traffic source. Their conversion rate is

really high. 10% of the people who come via Messenger are buying something, which is kind of amazing.

And this is the part that's kind of crazy. Look at this, this message was only sent to 8,000 people, 93% of people opened the message. On email, the highest I'm getting is 26%. It's 4X email. 96% of people it was delivered to, 53% of them actually went ahead and looked at it and 14% or 1,100 people clicked the mail. Of a list of 7,600, I generated 1,100 clicks over to my offer page. Eventually, there will be no offer pages and the whole purchase cycle will happen inside of Messenger. We'll get there, we'll talk about that. But for now, for the next several years, we're still going to be sending people from messaging platforms over to a sales process that is not inside of a Messenger platform. But check these numbers out for a little bit, this example here 5,000 people opened it, 1,300 clicked. This example sent to 9,500 opened by 81% of them and clicked by 26%.

Look at the number of clicks there, 2,500 people, and you saw how valuable these clicks are by the way. These aren't just junk visitors, these are real high-value visitors. 2,500 people clicked that from a list of 9,400. Look at these numbers for email, this email was opened by 25% of the people or 37,000 people opened it and only 1,700 clicked it. I generated more clicks and more valuable clicks from 7,700 people that opened this message here, 2,500 clicks than I did from 37,000 people that opened this email message. That shows you the power of Facebook Messenger. An email that was sent out to 188,000 people got me 1,700 clicks. A Facebook message to 9,000 people got me 2,500 clicks. It should give you an idea of the power of Messenger.

It's an extremely powerful communication channel that you can start leveraging, that is in its infancy, that is only growing. And this is not market specific, here's an example from Smart Marketer, which is the brand that you're engaging with right now where I do content that's related to growing e-commerce businesses online. 2,600 people, opened by 72% of them, clicked by 500 people. It's hard to get 500 clicks. I send an email to 60,000 people and it's hard for me to get 500 clicks unless the subject or the email is about Facebook Messenger. I want you to think of Messenger, just understanding what it is, kind of like text messages and email combined. What it is is a communication channel that you can leverage between a brand and a subscriber.

The other communication channels are paid advertising you can use to get people's attention and communicate with them, email you can use to get people's attention and communicate with them. And now Messenger you can use to get people's attention and communicate with them. And the reason it's like email and text message combined is because it has the instant delivery and attention that text gets because when someone gets a Facebook message, they click it and they open it. They don't have to go sort through an email inbox, there's no tagging and filtering. It's like boom, the message pops up, they get an

alert, they look at it. It has that instant delivery and instant engagement thing that a text message has.

And, by the way, as Messenger becomes adopted as a channel, it'll have less and less of this sort of instant delivery and attention, but we've got years and years of value. For example, I started with Facebook in 2010, here we are in 2018 and it's still my number one source. You will be starting with Messenger in 2018, and I imagine that in 2024, it will probably be your number one source. And we're going to get to that. It has the instant delivery and attention that text gets, but it has the attractiveness that emails have. It's got buttons, images, gifs and it has the behavioral automation that email provides. With email we can say, send this email to someone who clicked this but not this, send this email to someone who opened this email but didn't click, send this email to someone who clicked but didn't buy. We're able to do behaviorally automated communications.

Well, Messenger allows for this same thing, the same thing. And within five years, Messenger will literally replace channels like email, SMS and even websites. It won't be a channel like it is today. For the next couple years, it's one of many channels that we use to communicate. But it's going to be the channel, it's going to be basically the only channel. And why do I think this? Well, let's look at a mobile-first economy like China. China is ahead of us with relationship to how Messenger as a communication medium is being adopted by a society, and we are literally following right in their footsteps when you look at what Facebook Messenger is implementing with relationship to their functionality because Facebook has a billion some odd users, and they have all of the Millennials, and all the Gen X and all the Gen Y. It got everyone on there.

They're basically copying the WeChat strategy of China. In China, over 900 million people use WeChat, which is like the Facebook Messenger Service over there, it's the chat service that is adopted by the society. Each month, it is the way that people communicate. It's used far and away more than email and SMS. It's how people communicate even at work. And you know what we chat offers, video calls, and it's coming to Facebook, group chats, file sharing, all kinds of stuff. And in China, tons of bloggers distribute their content and have followings solely on WeChat. They don't have websites, they just have WeChat subscriptions. And that's coming. And the other thing that WeChat has is WeChat Pay, it's everywhere in China. People use it to buy online, buy in-store, order taxis, book travel, buy movie tickets, buy from vending machines, and the list goes on.

What's going to happen is right now on your mobile device, for now, for the next couple of years until augmented reality and wearable technology become the way that we consume the digital medium, for now, while we're still carrying around mobile phones. By the way, in 10 years, we're going to look back on these iPhones that we carry around and think that's really funny that we carried these giant devices around with us in these big old heavy phones in our pockets

because the digital medium will be in some form of wearable technology like Apple iWatch is the first sort of mass-market piece of wearable technology. But now, you're seeing virtual reality I.e. augmented reality. And that will be combined with wearable technology, and that'll be the way that we are consuming the digital medium, it will be on our bodies. I'm not super interested in that experience, but it's going to happen, on our bodies and with us as we move through the world.

But while mobile phones are still the way that people are consuming the digital medium, while it's not wearable technology and while it's not augmented reality for the next several years, it's still going to be mobile phones. Right now on your mobile phone, you have all of these apps, you got the Uber app and you got the Yelp app and you've got the PayPal app and the music app and you've got Snapchat, you have all these different apps. Well, what's going to happen is all of these apps are going to consolidate down into Messenger. In Messenger, you'll be able to order your Uber, you'll be able to order your food from your food ordering services, you'll be able to book your travel, all of that, you'll be able to pay for things will be happening inside of one messaging app just because it's easier that way.

And Facebook was really smart, they opened their API to third-party services. And now, if you look at Apple, Apple didn't do this and now they're going to have to compete with Facebook. They're starting to open up their API and allow Apple specific applications, Apple owned applications inside of iMessage so that when your text messaging friends, you can do things like send them money and buy movie tickets, all that is coming in iMessage as well. The point is that Messenger and particularly Facebook Messenger because this is the mass-market Messenger technology that we in America and Europe and stuff have adopted is going to be the way that we basically do everything.

And when you look at WeChat, 87 to 94% of users in China pay for offline purchases, in-store purchases using WeChat compared to up to 50% in cash and up to 40% with credit and debit cards. And this is the graph that kind of shows that especially in Beijing and Shanghai, which are the sort of tier one cities. Even physical credit cards, plastic and metal credit cards, those are going away. It's all going to be on your mobile phone, it's all going to be through one sort of main sort of messaging app, which in our case is going to be Facebook Messenger. And this is just to give you an understanding of the importance of this channel of visibility that you have the opportunity to adopt the same way that I adopted Google AdWords early because I was around and I saw that it was an opportunity, the same way I adopted SEO as a strategy, the same way I adopted Facebook as a strategy of visibility.

This is coming, it is coming you guys. And imagine as a business owner who is engaging with a group of people about an experience that they're having and having relevant content that relates to that experience, that leads back to a

product that you have, imagine combining those strategies and technologies with the data that Facebook offers, it's literally crazy with what we will be able to do, the behavioral targeting, the upselling, the cross selling, the one-click purchasing. It's kind of amazing what's coming. And we have the opportunity to take advantage of this early. I want you to imagine for a second, just want to take you through a quick little Messenger scenario before I give you how to build a Messenger list and run ads through, twitch I'm going to show you.

I want to run you through a quick scenario. This will be your life in a year and a half, two years, whatever. Imagine that you just ordered from a restaurant, just ordered from a restaurant takeout. You're in New York City and you're going to use one of these apps and you order takeout. 30 minutes after the food arrives, you get a notification on Facebook Messenger. You get a ding on your phone, it's Facebook Messenger, it's that friendly familiar sound that you love because someone is trying to communicate with you and you get that endorphin hit of someone just sent you a message. And it's the restaurant asking how they did, how was the food, how'd they do, how was the service on a scale from 1 to 10?

You respond by clicking the two button, you're like, it wasn't that good, two. Their chat bot automatically asks you what's wrong and how they can do better. A chat bot is a software program that is designed to simulate intelligent conversation through written and spoken text. It is a software program that is designed to simulate intelligent conversation through written or spoken text. Their chat bot notices an action that you too, I.e. you rated them low, you rated them a two. And it's set up to respond and say, hey what happened? How can we do better? Keep in mind, this is 30 minutes after your order, this is after the food came 30 minutes later.

You reply and you tell them that there was a hair in the food and it was cold. And I know there's a missing D there, those of you that are pointing that out, I apologize. You reply and you tell them that there was a hair in the food and that it was cold. Immediately, keep in mind, we're only 30 minutes out of your engagement with the business, immediately one of their live customer service reps takes the ticket, they reply, they give you a meal credit. And they ask you if you want a replacement order sent out, they take care of it in the moment, bang. And there was an automated engagement between their Messenger, their chat bot and you that led to a live engagement where they could fix the problem that they had in their business.

Now, let's say you responded with, that initial 1 to 10 they reached out 30 minutes later. They said, hey, how did we do, 1 to 10? You respond with a 7, 8, 9 or 10. Well, in that case, the chat bot is going to thank you and ask you if you're willing to leave a review and say, awesome, so happy that you enjoyed the experience, would you be willing to leave us a review? We're a family-owned business and reviews mean a lot to us. Well, after you leave a positive review,

you go ahead and you do it, you leave a positive review right there in the chat bot.

You say this was awesome, which then they send to their website or wherever, the chat bot responds and says, thank you so much, do you want to buy \$25 worth of food for only \$16 today only for the next 10 minutes, countdown timer. If yes, click here to pay. You click yes, you buy it right then on the spot, one click. They know you're happy because they have seen that behavior, you gave them a positive review. They ask you to leave them a review, you did so and then they up sold you with one click. This is coming. How much easier is that than sorting through an email inbox, clicking a link, going to a terrible website and trying to leave a review on your phone. It's so much better, which is why technology is moving this way.

As a business, you will be able to set up your chat bot to automatically message a user based on their last action, these are behaviorally targeted messages that are dynamically sent via Facebook Messenger. This is the direction that we're moving in. In this presentation, by the way, well, I'm going to include strategies about how to get onto Messenger and adopt Messenger and get started with it, we're at the very beginning of this technology, you guys. What you need to understand is what's coming and set yourself up for it. As a business, you're going to be able to use behaviorally targeted messages that are based on the last action that a user took with your business and you're going to be able to dynamically send them via Facebook message.

At this point, you should be convinced that this is a channel that's worth paying attention to. It really, really. It's really the next wave of communication between businesses and consumers, and we're really at the beginning of it. It's so cheap to take advantage of this now. The downside of right now is that not a lot of users have fully adopted Messenger as a communication medium, sometimes people are still a little upset if you communicate with them via Messenger because it's so new, but it's coming, the market adoption is coming. And what you want to do is set up the infrastructure for your brand ahead of time. 95% of businesses out there have not adopted this yet. It is the very, very early stages of Messenger, and you can still be a first mover, you really can.

You can still take advantage while it's cheap. And it will never again be as affordable to build a Messenger infrastructure i.e., a Messenger subscriber base for your brand as it is right now. And I want you to take action before the rest of the world wakes up and set yourself up for the future, which is I'm doing. This has been my specialty in this business. I got lucky, I came of age as an e-commerce business owner, I grew up in this industry, I grew up as the world was adopting e-commerce. When I got online, people weren't buying online the way they are now. It was 2%, 3% of the transactions that were happening online. It's 4Xed in my career and now it's 10%. 8 to 10% of all transactions like from the bag of chips you buy down at the grocery store to the thing you buy on

Amazon, of all the transactions that are happening, only 10% are happening online. And that's going to double again in the next several years.

E-commerce is still growing. But I got into it when it was four times on the whole smaller than it is now. Well, Messenger is going to be 20 times larger as a communication channel than it is now, and it's going to take over in the next several years. It's still really early years and we still have time. You're probably thinking, okay, I sort of understand, I'm starting to understand that Messenger is really valuable and I should be taking advantage of it and using it and doing it in my business. You're probably thinking, okay, how exactly do we do it? How do we begin building the Messenger infrastructure for our brand?

Well, I'm glad you asked, I'm going to tell you. Let's jump in. Step one, you want to sign up for a Messenger communications service. You want to sign up for a service that allows, that connects up to your Facebook Messenger. And, by the way, you're going to need a Facebook fan page for this, you need a Facebook account and a fan page for your brand. And you want to have a service that's going to facilitate the communication between your Facebook account and the user's Facebook account. I recommend ManyChat, manychat.com. This is what I use for my brand. And full disclosure, I'm an investor in this company. Now, I was using them before I was an investor. I happened to become good friends with them and think what they were doing was cool and they offered me the opportunity to invest in the company because they wanted my strategic advice and they wanted me on the board of directors and they wanted me to kind of give them insight to how they could make their tool better.

You should know that I am endorsing this not only because I use it, I don't make any money by the way, I get an affiliate commission if you sign up for them. At some point, maybe the stock that I have in the company will be worth something, that'd be cool. But I just want you to know that I'm an investor in that company. But I use it for my brand, I recommend it. That's step one, get signed up. It's really easy to do, I think they're like 10 bucks a month. I think they even have a free plan.

Step two, transition the audience that you currently have onto Messenger as best you can. The best way to do this is if you have an email list, if you have an email list, email them and ask them to Facebook message you. Here's an example from my brand Boom I sent to Joseph over Valentine's Day. I said, hey, because you shop Boom's Valentines sale this weekend, I've got an extra special offer for you. I want to give you 15% off one of my products. Just go over here and send me a Facebook message with the word sweetheart and I'll reply back with a one-time code. I'm taking people from my email list and I'm asking them to Facebook message me, which by the way, when someone Facebook messages you, they become a subscriber and you can then message them via Facebook Messenger. You got to get people to actually send you a message on Facebook to get them to subscribe.

That subscribes them and then it's just like they're an email subscriber, you can broadcast to them. If you have an email list or if you have a Facebook group or if you have what's called a retargeting audience I.e. a group of people who visited your website, you want to ask them to Facebook message you. And you want to incentivize them to do, hey, I'm going to give you 20% off today, only send me a Facebook message to give me the coupon. You could run an ad, you could upload that email list or run an ad to the people who visited your website and say, hey, click this ad and I'll Facebook message you a discount. And I'm going to show you how to do one of those ads later.

But the point is you take whatever audience that you have right now and you start transitioning anyone who will join over to Facebook Messenger. And as time goes on, more and more people will begin transition into Facebook Messenger. In this case, we set up what's called a keyword, and you can see it at the top of the screen. And, by the way, if you're setting up a keyword, we're going to talk about keywords a little bit later, ManyChat keywords. But basically, what a keyword is, it is your chat bot in this case ManyChat I.e. the system that's designed to communicate with a user who communicates with you. If your chat bot picks up a specific word, then it gives a specific reply. I ask people to Facebook message me the word sweetheart and then I set up a keyword that said if someone messages sweetheart or sweatshirt or any of these other words because it turns out people have a hard time spelling, then reply with this.

And we reply with, hey, thanks for getting access to our special Valentine's Day coupon code. Unfortunately, the sale has expired. Now, you can be the first one to hear about it. This is the message that we set it to after the sale had expired. This is not the message that they got when they first were doing this, but this is now what it looks like. Anyways, the point is that you want to take whatever audience you have now and transition whoever you can to become a Facebook Messenger subscriber by incentivizing them to join your Facebook message list, offering them a discount, offering them a free opt-in bribe or whatever it is and ask them to Facebook message you a specific keyword where you then set up your ManyChat chat bot to reply.

When you sign up for ManyChat, they've got a lot of really awesome videos that show you how to do this. It's really actually quite simple. Step three is abandoned shopping cart JSON ad campaigns. For those of us in e-commerce, we have these events that users take called top of funnel events and bottom of funnel events. And when someone abandons your shopping cart, that's known as a bottom of funnel event, meaning it's like all the way at the end of your sales process or the lingo term for a sales process is a sales funnel. It's all the way at the very end, the people who abandon the shopping cart, they were pretty interested, they got all the way into the shopping cart before they bailed on the purchase cycle.

That's where you want to start with JSON ads. Let me explain to you what a JSON ad is. For example, this is a e-commerce sales process that we use in our business. We start with a video ad at the top and we're targeting people who kind of look like buyers, who are the most similar to people who bought from us in the past. We're sending these people from a video advertisement over to what's known as a pre cell engagement page, which is a page that is an article, it's a piece of content. It's not a sales tool, it's not designed to sell anyone anything, it's designed to add value to their life through content that they're going to find interesting that then leads to a sales process, which is our e-commerce store that then goes to our product offer page and then finally our shopping cart.

You have get pretty far before you can abandon the shopping cart in our sales process. And you can see if you look to the left of the screen, you see the video ad. And below that, you're seeing what are known as retargeting ads. People who watched 50% of the video, 75% of the video, 95% of the video, we're retargeting them with ads based on their consumption. This is behaviorally dynamic communication, it's communications that are based on their behavior whether they watched a video, whether they visited the article or not etc.. Here, in the shopping cart, when someone gets the shopping cart and leaves is where this advertisement is where we are in the sales process. Of course, we've got other ads after they buy like people who bought one thing and not another etc., etc. and ongoing.

But this isn't about the sales process, what I really want to focus on here is someone who abandons your shopping cart. This is a Facebook ad that you can use that will have the side effect of building your Facebook Messenger list. And it will work and it will be cheaper to generate a sale than just ... What most people do is when someone abandons their shopping cart, someone made it all the way to the shopping cart and then left, what most people do is they show them an image of the product that was in their shopping cart. They run an ad to them that says, hey, don't forget that you had this in your shopping cart, here's what it is, and it just clicks right back over to that product where the person can go back and buy it.

What I'm suggesting is to use what's known as a JSON ad, or a J-S-O-N ad that is first going to get someone to subscribe to Messenger and then it's going to send them back to the shopping cart. For those of you that are familiar with Facebook, this will make sense. For those of you who are not familiar with Facebook, send this to your Facebook advertiser, you will be able to get the recording of this. Facebook has campaign ad sets and ads. The campaign is where you set your objective. In this case, the objective is messages, meaning you want people to send you messages. That's the point of this advertising campaign. You set that and you can see that the name of this campaign is cart

visitor Messenger retargeting, meaning we're targeting people who have visited our shopping cart. And we're targeting them with a Messenger advertisement.

Then after we've set our campaign and set our objective, we move to what's known as the ad set. And the ad set is where you determine your budget and you determine who is going to be seeing this ad, who exactly are you going to put this ad in front of etc.. In this case, we have named this ad set cart visitors non buyers, meaning these are people who visit our shopping cart but didn't buy. The action is going to be a click to Messenger ad. And the reason that is grayed out is because when you set the Messenger objective on a campaign, this is the only action that you can have in your ad set. You've got your budget and schedule, when are your ads going to run, how much are you going to spend? And that's going to be dictated by the size of your audience.

Further down in the ad set settings, you get to choose whom you want this ad to show in front of, who you actually want to see this advertisement. In this case, we're going to target people who visited our shopping cart and have not purchased in the last 60 day, anyone who was a cart visitor but hasn't purchased. We're going to target folks in the United States who are 45 and over who are women because that is our demographic. This is our targeting group and this is the demographics of that. If you're in this audience and you fit these demographics, you're going to see these ads. And we haven't gotten to the actual ad itself yet.

And I would recommend setting automatic placements. And the reason I would recommend setting automatic placements is because this is so far down in your sales process. You heard me earlier say, hey, if someone has never seen you before i.e. it's an awareness ad, they've never heard of you, then maybe you want to start and only target people in that pillar on mobile phones because you know that's where most people are starting their purchase journey. Don't target people on desktop and tablet because it's more expensive. You can save that as you become a more profitable brand, you have more money to spend.

Well, in this case, these people are really far down in your sales process. They visited your shopping cart and then they abandon it. I recommend the placement that you set is wherever Facebook wants to show you. And Facebook will know what placements can have the function of a user clicking the ad and getting a Facebook message. It's going to be on Facebook, it's going to be on Instagram, things like that. When a user clicks this ad, they're gonna receive a message on their Facebook Messenger. I recommend clicking automatic placements.

Now, this is what the advertisement itself looks like. The text says, hey, limited time discount on Boom products, click this image and we'll private message you 10% off our products. Then we have a link to the store for the people who might just want to go right to the store, or ask us any questions you have and we'll

ping you back with a response. And then there's an image of our products and a colorful call-to-action and it says, click send message to claim your coupon. And there's a send message button. Let me show you how we actually set this out. I just wanted to show you what the advertisement is going to look like, and we'll get to that.

Now, we're on the ad creative level. We set our campaign, the objective was messages, we set up our ad set where we said, target these people who fit this demographic who are in this particular audience on these particular devices. And now we're creating the actual piece of the advertisement they're actually going to see. We've got our ad name, we've got our Facebook fan page selected here. And as we scroll down on this page of editing our ad, we get to put in our image or video. But in our case, we're using an image and the text of our ad that I just read you, and the call-to-action and message button for our ads. We actually get to create the ad creative.

And those of you who have been following me for a long time know some of my best practices with relationship to images to get people's attention, colorful design, lower thirds, things like that. Here are shots of products, the stuff that I've talked to you about for the images and for the text in the past. And if you haven't caught any of that, you can visit my website and you can see some of that stuff. As you continue to scroll down after you've created the actual ad here, you get the opportunity to have this thing where you get to set up a message. Now, this is the part of the process where when a user clicks this ad, this is the message that they're going to get inside their Facebook Messenger because remember, the whole point of this ad is someone clicks it and then you private message them a coupon, you private message them and then they message you back where they click a button in that message and they become a subscriber before they head over to your store.

When you click this, you get two options. You get the JSON option where you get to paste in a bunch of code or you get the standard option where you could build the flow out inside a Facebook. Now, I recommend selecting the JSON option and using ManyChat to build out the flow. ManyChat is the chat bot and ManyChat, it will give you a copy and paste of all this code that you can put in to this section where it says setup messages, which is going to give you a user flow that you want. Let's walk through it. Inside of ManyChat, they have this thing called growth tools. And you can set up a growth tool that allows you to build out a message that's going to happen when a user clicks on your ad.

You can see in this message, I show an image. Someone clicks on that ad you just saw and they see an image of women that look like them. And they get a message that says, hey, you've accessed our coupon deal, just click the button below to claim your 10% coupon. You'll see there's a forward arrow. And when you click that forward arrow inside of ManyChat, it allows you to then show the response that's going to happen when a user clicks that button. Step one is a

user clicks the ad, step two is they click this button underneath this text. And, by the way, as soon as they click that button, they're now a Facebook Messenger subscriber.

Think about that. Two clicks, they saw your ad in their Facebook, they clicked it, that's one action. You sent them a private message, they looked at that message and then they clicked the get my 10% off coupon. As soon as they've done that, they're now a Facebook Messenger subscriber. You've already achieved as soon as they click that button, you now have a Messenger subscriber, you're growing your Messenger database, which is one of the main things that we want to do as brands today. This is why instead of having an ad that they click once and they go over to your web store, instead of just saying, hey, here's the product that was in your shopping cart, go visit my web store. Click this ad and you'll go to my web store. Now, you're saying, hey, click this ad and I'm going to private message you a discount, i.e. incentivizing you to click this ad and I'm going to private message you a discount.

They click the ad, you private message them and then they click the private message, and now, they're a subscriber. Then once they click that message, we say, congratulations, you've successfully accessed your discount code enter this code at checkout and you'll get 10% off, it expires in 24 hours. Remember, enter this code at checkout. And you can see that the buttons are links. When they click these buttons in this message, they're going to get linked over back to our store, back to the shopping experience. Two clicks out of the newsfeed and now they're a subscriber, a third click and now they're at our store. It's really seamless, it's a seamless process. And the reason why we're starting here, the reason why I want you to start here where you're showing an ad to people who visited your shopping cart, this ad right here and didn't buy is because these people are interested enough to where they are guaranteed going to engage with your Messenger process.

You're going to win at this campaign, it's a winner for every brand that I've showed how to do it, every single one of them. And the reason is because these people are quite interested. And even if the audience is small, that's okay, it's going to grow over time. And what you're doing is you're building out that Messenger infrastructure. And, by the way, even if these people click this ad in their newsfeed and then click the message you send them and become a subscriber, but then don't go on to buy, you have added value to your brand in as much as you've built, you've grown your Facebook Messenger subscriber database. And we know how valuable those Facebook Messenger subscribers are. And we know that we're going to follow up with them later, send them content, re-engage them via this medium. It's much better actually than just saying, hey, click this ad and go over to my website because we're getting them to become a subscriber of our brand.

They click the ad in their newsfeed, we then send them a message that says, hey, you've accessed our deal, just click this button below and get 10% off. They click that button. As soon as they click that button, they become a subscriber and we send them a message that says congratulations, here's the code, go shop now. We show them another image of the product, go shop now. This is another example of one of these ads. Someone clicks the ad saying they're interested in our new product. This is also a JSON ad. They saw an ad on Facebook that said, hey, are you interested in our new product? You can be one of the first to get it, click here. When they clicked it, we sent them a message that says, "Hey, thanks so much for your interest in our new product, would you like to be one of the first to get access to it? They say yes.

Now, as soon as they say yes, they're now a Facebook Messenger subscriber. You can see that 4,311 people saw the ad in their Facebook newsfeed and clicked it, 1,696 of those people said, yes, I want access to this product and clicked the learn more button. Those 1,696 people are now Facebook Messenger subscribers. As soon as they said, yes, I want more, then we said, awesome. Actually, it looks like 2,100 people, [inaudible 00:56:17] the stats, sometimes ManyChat is a little off with their statistics. Half of the people who clicked on the ad became subscribers and then went over and started to purchase on our store. As soon as they clicked the, yes, I want this product, we said, congratulations, you're one of the first to get access to, get it while supplies last. We showed a hero shot of the product and some unique selling propositions.

And that was our JSON ad. and I'm actually going to give you another more in-depth example of JSON ads because I think they really are the most valuable way to grow your Messenger subscriber base and the easiest way to grow your message subscriber base. The next thing that you want to do besides bottom of funnel events ... And the reason why I had you start with bottom of funnel events i.e, add to Cart and not purchase events is because they're a guaranteed win and they're a way to pay for amplification, a way to pay for subscribers that's going to work for you if you're an e-commerce brand.

Step four is to create a welcome message. A welcome message is a message that users get the first time they engage, the first time they ever send you a Facebook message ever, they get what's called a welcome message. Inside of ManyChat on the automation screen, create the welcome message. And the welcome message can be quite simple, this is going to go out to anyone who sends a message to your brand. They message you for support, they message you for whatever they want. You're going to send them a message that says, hey, I'm the Boom chat bot, message me to get an immediate response. You can put whatever you want, but this is what we say about our pro-age products, Cindy's blog videos and all the best info about our brand. You can ask me things like what is Boom soap or who is Cindy Joseph, just click get started.

We're sending them a message that says, can I help you in any way? Do you want customer support? Do you want to get started? Do you want to ask me something? And when they ask us something and tell them what they can ask us, those are keywords that we set up in ManyChat so that there's a response when they type that in. Notice that when they click one of these buttons, we have an action that subscribes them to our bot. They now become a subscriber and we can now communicate with them ongoingly going forward. When they click these buttons, we then have different options like, okay, what do you want to know about or do you just want customer support? You can see 40% of people just want customer support, but 60% of people are interested in content.

By having this automated welcome message, we have content that's available for them to consume that might further engage them with our brand. It's a really simple and easy thing to do and you can set it up in a couple of clicks inside of ManyChat, it's called a welcome message. Going right along with this, with your Facebook Messenger infrastructure is a main menu. Main menus are kind of cool, what main menus are, you can see it here there's a little bullet on the left is basically any time someone is in your Facebook Messenger at the very bottom, anytime they're engaging with you whether you paid to get them to engage with you or they just sent you a message, there's a menu that they can click on that will bring up a drop-down menu where they can get more information.

Ours says, hey, do you want to subscribe to notifications? Do you want to know who Cindy is? Do you want to know other things? For smart marketer, I say, hey, do you want a free training on traffic conversions, repeat sales or higher order values or do you want customer support? When someone is messaging you, they can click and they can see a menu that they can engage with. And a lot of people do engage with this menu. In this case if they were to say select your free training, then I offer them the free training to select. Creating a main menu for your brand has it so that when someone sends you a Facebook message, which by the way is only going to happen more often as time goes on. If you're going to be an e-commerce business that is around, you're going to be getting Facebook messages.

And Messenger is going to become a more widely adopted platform between businesses and consumers, and it's one that you want to have an infrastructure. Part of your infrastructure is a main menu that gives people options of engaging with content about your brand, about us, customer support, view our products, things like that.

Step six, we've built out pretty much a good Messenger infrastructure at this point. We got a main menu, a welcome menu, we've transitioned anyone who's already in our audience over to Messenger. We're targeting people who have

abandoned our shopping cart or whatever a deep funnel event for you is, a bottom of funnel event for you, and we're trying to get them onto Messenger. Step six, now, that you've got kind of a grip on Messenger as a communication medium, you understand it, you're using it is what I call top-line funnel advertising, getting new people who don't yet know about you engaged with your Facebook Messenger or people who have engaged with you in the past but are not yet involved in Facebook Messenger.

One of the best ways to do this for an e-commerce brand, an example that I want to give is a new product announcement funnel. I've showed this in the past once before on one of my Messenger trainings. For those of you who've seen it once before, now, that you have so much better of an understanding of Messenger through this training, this will make even more sense. It starts with a JSON ad, here at the top, a JSON ad, which is what we just went through for the abandoned cart structure. It's the same type of ad, it's an ad that says, hey, we're introducing a brand new product, be one of the first to get access to it. Just click this image and I'll private message you access to the secret sale. And then it's got some unique selling propositions about the product and it says learn more.

When a user clicks that ad, they see that ad in their newsfeed and they click it, we send them an automatic message with a call-to-action. We send them an automatic message with a call-to-action where it says, hey, thanks so much for your interest in our new product Boom Apres Sun, would you like to be one of the first to get access to it? And we're again using ManyChat's growth tool functionality to create a JSON ad funnel that says when someone clicks this ad, respond in this particular way. They click the ad, we respond with a message. Now, the user clicks that message, they click the message and they say, yes, give me access. We say, hey, thanks so much for your interest, do you want it? They say, yes, give me access. As soon as they click that message, they're now a subscriber that you can broadcast. You can find them in your audience of subscribers, they're on your Messenger bucket list and you can broadcast to them.

And in addition to them becoming a subscriber on that click, we automatically reply with the sales page and a link. We say, hey, congratulations, you're one of the first to get access. Similar to what we did with nectar, the one that I was showing you before, get access now while supplies last, shop now. Not only do they become a subscriber that we can follow up later, but we also immediately follow up and say, hey, go over to the sale. At that point, we start our e-commerce sales process where we have a special new item offer page, this was built in our Zipify page's tool, it's just a pretty standard sales page for an e-commerce product countdown timer, headline, hero shot of the product, some sales bullet points, etc..

We also have exit intent on this page where if someone exits the page, we're saying, hey, stick around. Enter your email address and we'll give you a discount. We're trying to keep them in the sales cycle. Once they add that product to their cart, then it's just a traditional e-commerce experience where we have a shopping cart, obviously conversion rate best practices, testimonial isolated call-to-action buttons, meaning the only time that you see that real bright green color is on those big call-to-action buttons. Progress bar, things like that. Then our checkout experience where a user can buy from us and then we have post purchase one-click upsells where we're attempting to increase our average order value by offering upsells in the purchase cycle where we're offering users a one-time discount on a product if they buy now. More traditional e-commerce stuff that I've taught you in the past. Then our thank you page, hey, thanks so much, really appreciate it.

Look at this ad, here's the stats on this 4,000 people clicked the ad from Facebook. They said, hey, I'm interested in this product. They clicked on that ad and we sent them a message, 2,700 people then became Facebook Messenger subscribers. They clicked the link in that message that we sent them, they clicked this button down at the bottom that says, yes, give me access. And then we sent a message that sent them over and 2,000 of those people actually went over and visited our website. This is the full sales copy that we sent them once they said, yes, I want access to this. We sent them some sales copy and then sent them over to our webpage. This is not the only way to use JSON ads, there's a lot of ways to use JSON ads, but it's a really easy one, announcing new products, running sale events to your past subscribers, doing discounts on Amazon. I've shown some JSON sales funnels for Amazon business owners who are doing product giveaways and things like that.

And then step seven is you really want to get aggressive with your use of keywords and your sales processes. Keywords are these things where when someone types in a particular word that you've directed them to type in, you set up a specific response. And, by the way, as soon as they type that word into your messaging, now they're a subscriber and you can follow up with them over time. Some things that I want you to remember because I know I told you I'd only keep you here for an hour, and we've now reached the hour mark. Things I want you to remember about Facebook Messenger is it's not about volume, it's about quality. Those of you who are familiar with the 1,000 true fans, you know. Think about it 9,000 Facebook Messenger subscribers was worth 2,500 clicks over and over.

I have a ton of Facebook Messenger subscribers because we're just building out this infrastructure for our brand, even though we've been at it for a year. We're still getting better at it. People haven't fully adopted this technology and a lot of people unsubscribe. But that's okay because it's not about a whole ton of people, it's about good quality subscribers who are interested in relating with

you who you're responding to behaviorally. It's also about building the infrastructure for the future. We know this is where commerce is moving, we know this is where communication is moving. Start now. Even if it's only 10%, 5% of your attention goes to Facebook Messenger marketing, it's still worth it because 12 months from now when this is way more adopted by society in the mainstream that businesses communicate with consumers and prospects via Messenger, you will have been following it and you will have a better infrastructure than every other brand. You'll have an audience, you'll have been following it for a year at that point.

And all kinds of new technology will be available at that time that you'll be able to implement much easier because you'll have the infrastructure. Always include the unsubscribe option. Every single message that I send, even the ones that are just content, I include the ability for a user to unsubscribe. I say, hey, I have this new thing that I want to send you, it's a blog post. They can say, yes, send it to me now. They can say, no, not right now or they can say unsubscribe. I put that up front and center, I don't want people on my list who don't want to hear from me. And I want to make it super easy to unsubscribe because I don't want to upset Facebook, and I don't want to upset any users. Sometimes people are still a little subscribes when you Facebook message them especially right now, it won't be that way in 12 months, but especially right now. Always put unsubscribe as an option in every message that you send,

This is the best time to get started, the technology is still growing. There's going to be bugs, there's going to be reporting errors. You're not going to be able to do every single thing that you want to do because it's still growing. For example, I have a Facebook Messenger for e-commerce application for Shopify stores that's going to be available, I think the beta for it will be available in six weeks and it'll be widely available in two to three months. We're building technology to service this market. And you just have to wait, the technology will catch up to the use cases, but it's still pretty powerful right now. Users are adopting Messenger by the day, they're getting more and more comfortable with businesses messaging them, and it's the wild, wild West right now.

It's like when I took advantage of Google AdWords, when I took advantage of search engine optimization, when I took advantage of Pinterest, when I took advantage of Facebook marketing. It was all right when that came out. And it allowed me to get good at it early to develop an infrastructure for my brand that was cheap because it was the early days. Right now, for example, it doesn't cost any money to send a user a Facebook message. Guess what, that's not going to be the case forever. Facebook is going to start charging you to send messages to users, the same way that email service providers charge you to send messages to users. That is coming, it's not there yet. You can take advantage of sending messages, but while it's free.

Thanks for watching. You can download my slides at [smartmarketer.com\drip](http://smartmarketer.com/drip). I hope that you get out there and that you use Messenger marketing to grow your business in 2018. Thanks for being a part of automated 2018. I'm very excited about Messenger marketing, I hope you are too. Again, you can get my slides at [smartmarketer.com\drip](http://smartmarketer.com/drip). My name is Ezra Firestone, and thank you so much for taking the time to watch this presentation. Have a good day.