

# Engaging Stories



What Is the LIFETIME Value of being able to get a LOT more people to become your clients?



# Automatically Create a Lot More Engagement on Social Media

“Engaging Stories” is software that can AUTOMATICALLY send DIFFERENT pre written messages to people who view, comment, react or even respond to a poll on your Facebook Stories.

The ability to automatically initiate conversations with people who view your Facebook (FB) Stories can easily lead to a LOT more sales.

Messages are sent through Facebook Messenger which many experts say is approximately 10 times more effective at getting people to see and respond to your messages than email.

Engaging Stories also allows you to see statistics for each story long after the story has been removed by Facebook so that you can see which stories performed best. This will allow you to create future stories that have a much higher likelihood of captivating people’s attention.

## Steps to Use Engaging Stories

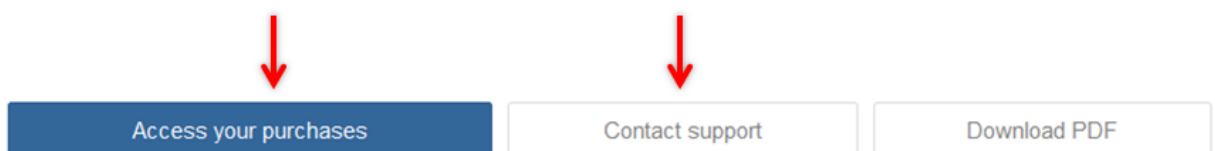
In addition to the steps below, we have a Support Site with many “Instructional Videos” that you can find at:

<https://AutomationMarketingSoftware.com>

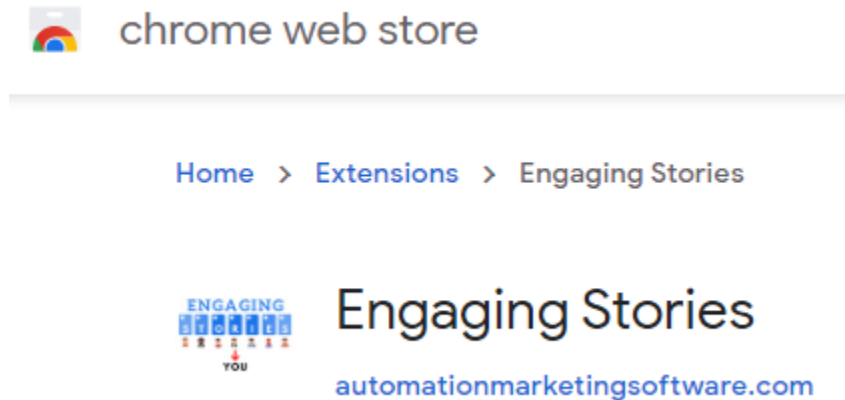
- 1) First you need to sign up for Engaging Stories which is a Chrome Extension (even though I call it software). We have a 7 Day Free Trial and sometimes offer a Special LIFETIME Offer so you never have to pay a monthly fee ever! After signing up for Engaging Stories, you should automatically be redirected to a Messenger conversation where you will be prompted to click on a button to Set Up Engaging Stories (see image below). Set Up is very simple and you just need to answer a few questions.



- 2) If you missed the Messenger conversation you should also have received an email from us with your invoice. At the bottom of the invoice there are 3 buttons. The 1<sup>st</sup> button is to “Access your purchase” (where you will go to the same place mentioned in Step 1 above). The 2<sup>nd</sup> button is a link for our Support site and the final button is where you can download a PDF of your receipt.



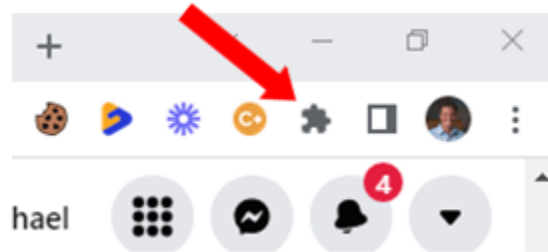
- 3) Another way to set up Engaging Stories (if you didn't do Step 1 or Step 2) is we will send you a link (just click on it) that takes you to the Chrome Store where you will find Engaging Stories in the Extensions section.



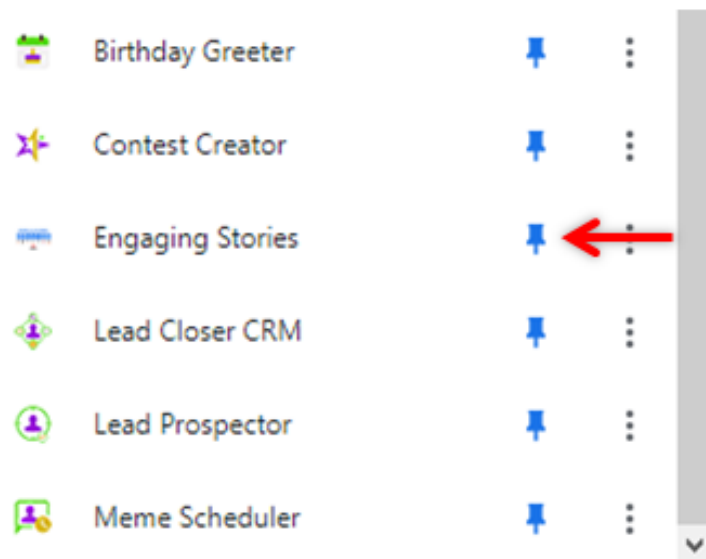
- 4) When you see Engaging Stories in the Chrome Store, click on the “Add to Chrome” blue button (see image below) which will install it on your computer:



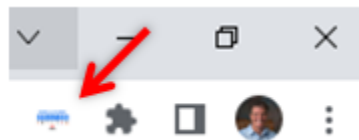
5) After clicking “Add to Chrome” in Step 4, you need to “Pin” Engaging Stories so you can easily see it in your browser. This is done by first clicking on the gray image that looks like a puzzle piece in the upper right hand corner of a Chrome or Chrome related browser (see image below):



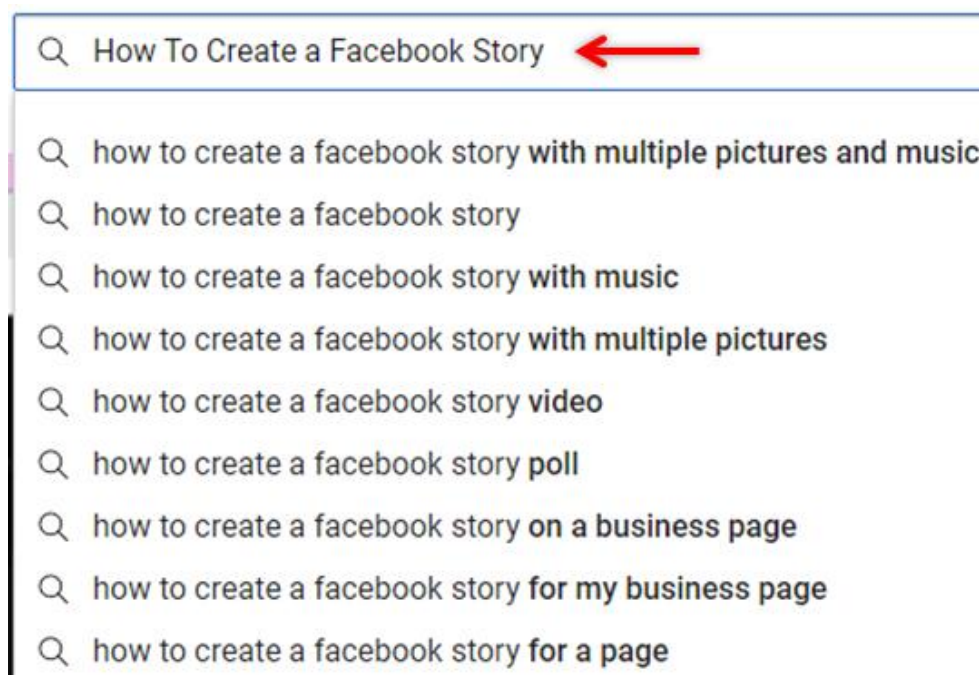
6) After clicking the gray puzzle piece, it will show you all of your extensions (listed alphabetically) so look for Engaging Stories which should have a gray pin. Click on the gray pin which will turn it to a blue pin (see image below) so it is seen in your browser.



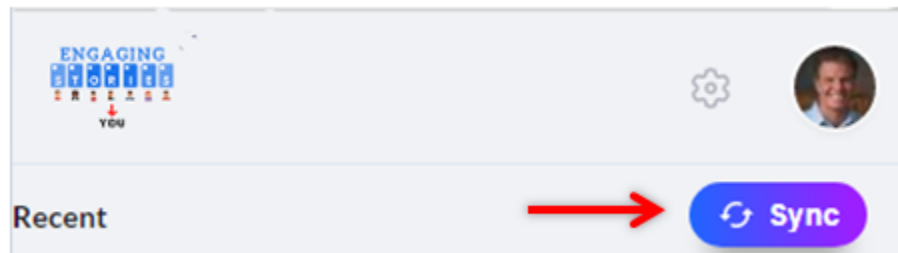
- 7) Once you have made the pin blue for Engaging Stories, then you will see an image for it in your list of extensions near the top right corner of your web browser (see image below). Initially it will be next to the gray puzzle piece. If you want, you can always move the location of Engaging Stories by clicking it and while holding your left mouse button down, drag it to a different location among your other pinned extensions.



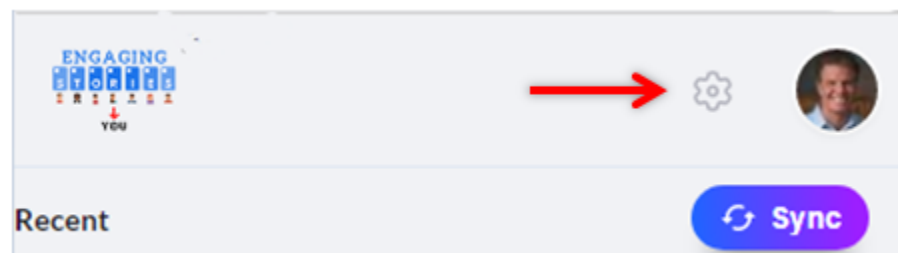
- 8) To use Engaging Stories, you first want to create a Facebook Story. If you aren't familiar with how to create a Facebook Story, I would suggest you to go to YouTube and search for "How to Create a Facebook Story".



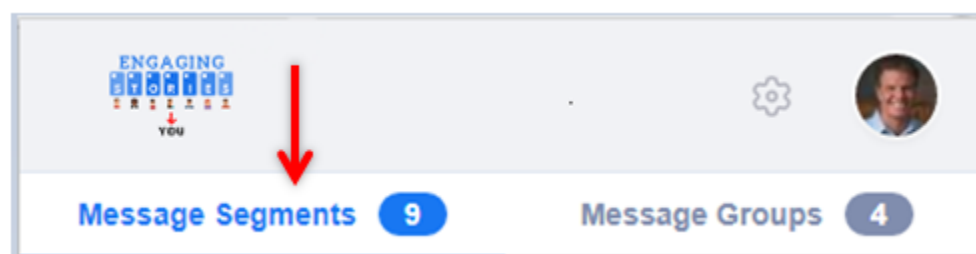
- 9) Once you have created a Facebook Story open up Engaging Stories (by clicking on the icon for it in the upper right hand corner of your browser (see Step 7). Once open, then click on the SYNC button for Engaging Stories to find your Story.



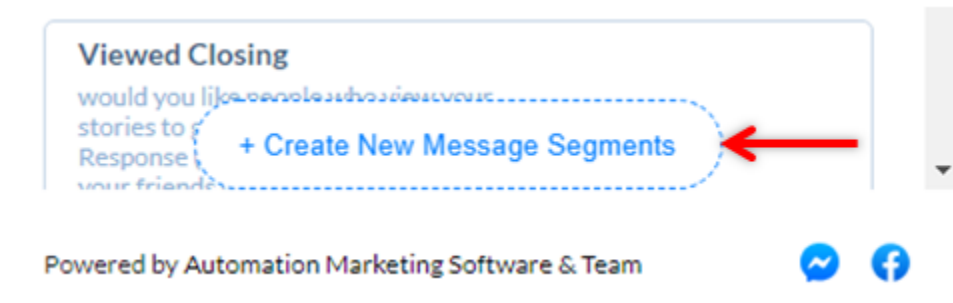
- 10) To create the messages that are automatically sent by Engaging Stories, first open up Engaging Stories and then click on the image for the gear (see image below).



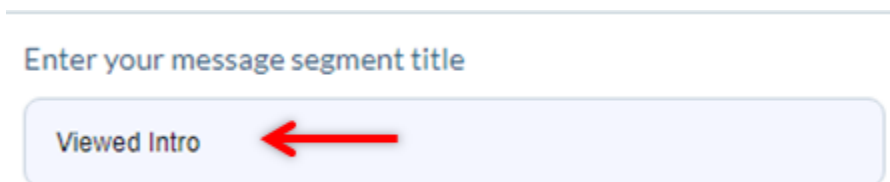
- 11) You should go to a screen like the following (see image) and the default should be on "Message Segments".



- 12) When on “Message Segments”, click on the “Create New Message Segments” button (see image below):



- 13) Then you will be prompted to give the Segment a Title (see image below). I STRONGLY suggest that you create 2 Segments (an INTRO and a CLOSING segment) for EACH action people take such as VIEWING your story, REACTING to your story, COMMENTING on your story, or selecting an answer to a Poll (survey). For people who just “VIEW” your story, I suggest you create a Segment called “Viewed Intro”.



The reason WHY you want two (2) Segments for different actions people take is so that Engaging Stories will send DIFFERENT messages for people. Different messages are created by Engaging Stories picking a random message from multiple segments (see Group Messages in Step 17).



- 14) Then you will want to create an “INTRO messages” (See Step 15 for examples that you can copy) by clicking inside the “Create message block (s)” area. I like to click on the “First Name” variable which will use the person’s first name so they are more likely to respond. I also like to end the Intro message with ... as that will make the closing message fit nicer to have 1 complete message. I **STRONGLY suggest you add at least 5 Intro messages** (click the “Add” button after each one then click the CREATE button when done).

Create Message Segments

×

Enter your message segment title

Viewed Intro

Create message block (s)  
(Click on the “keyword” to insert into your message)

+ Add

{First Name}, I noticed you viewed my story...

↓

{First Name} {Last Name} {Option A} {Option B}

Create

- 15) Here are examples of 5 Intro Messages that I have used (feel free to use them or something similar).

Update Message Segment

×

Enter your message segment title

Viewed Intro

Create message block (s)  
(Click on the "keyword" to insert into your message)

+ Add

{First Name} I appreciate you looking at my story... ×

{First Name}, thanks for watching my story... ×

{First Name}, you recently watched my FB story... ×

Thanks {First Name} for viewing my story on Facebook... ×

{First Name}, I noticed that you saw the story I posted on FB... ×

**To make it even easier for you I am adding the segments below so you can copy and paste them into Engaging Stories:**

{First Name} I appreciate you looking at my story...

{First Name}, thanks for watching my story...

{First Name}, you recently watched my FB story...

Thanks {First Name} for viewing my story on Facebook...

{First Name}, I noticed that you saw the story I posted on FB...

- 16) Then you want to create a CLOSING segment for people who have VIEWED your story because Engaging Stories randomly takes 1 message from an INTRO Segment and puts it with a CLOSING Segment message (You will need to create a GROUP, see Step 17).

Enter your message segment title

Viewed Closing

Create message block (s)

(Click on the "keyword" to insert into your message)

+ Add

would you like people who view your stories to get an Automated Response (like this one)? 😊



imagine your friends getting an Automated Response (like this) when someone views Your Story! Want to know how? 😊



Would you like to know how I use software to Automatically respond (just like I'm doing now) and you can too? 😊



I make a lot more sales (and so can you) by using software that Automatically sends a response when anyone views my story. Interested in the details? 😊



Read through each “Intro” message and match it with each Closing message to make sure that the messages make sense together because Engaging Stories will randomly select 1 Intro Segment message and randomly put it together with 1 Closing Segment message. This way you can have many different variations of a message so that Facebook won’t block you for sending the same message over and over again. Again, I would only use the First Name variable in the Intro messages so you don’t use them too often.

**Here are sample Closing Messages you can use followed by an emoticon as emoticons get a higher response. Feel free to use and modify for your business:**

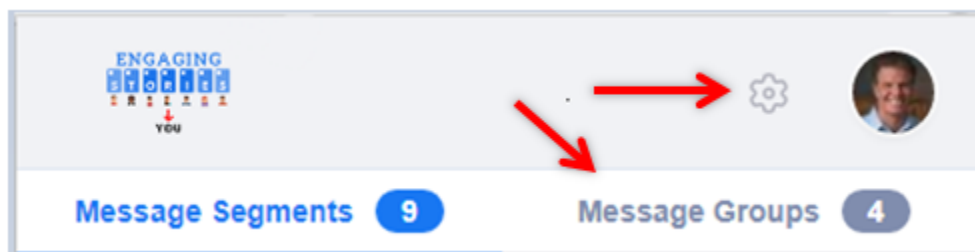
would you like people who view your stories to get an Automated Response (like this one)? 😊

imagine your friends getting an Automated Response (like this) when someone views Your Story! Want to know how? 😊

Would you like to know how I use software to Automatically respond (just like I'm doing now) and you can too? 😊

I make a lot more sales (and so can you) by using software that Automatically sends a response when anyone views my story. Interested in the details? 😊

- 17) After creating a VIEWED INTRO segment and a VIEWED CLOSING Segment, you will need to create a GROUP which is where you can combine an Intro Segment with a Closing Segment. To Access Groups click on the Settings gear icon (See image below) and then click on “Message Groups”:



- 18) From the “Message Groups” page click on “Create New Message Group” (see image below) and I suggest that you use the same name as the ACTION people take when they see your Facebook Story (example VIEWED, REACTED, COMMENTED etc.).

+ Create New Message Group

- 19) Then enter the TITLE of your Message Group (in this case VIEWED), then click on the **INSERT** Button and you will see a pop up and then choose “**Message Segments**” and choose “Viewed Intro”. Then click the INSERT button again and choose “Message Segments” and choose “Viewed CLOSING”. Then click ADD then click UPDATE.

Enter your message group title

Viewed

Build message set

+ Add

[Viewed Intro][Viewed Closing]



+ Insert

Message Segments

Custom text

Keywords


Update

- 20) Then you will want to REPEAT steps 14 through 19 if you want a DIFFERENT “Message Group” (set of messages for people who took a DIFFERENT type of action). For example, when someone REACTS (clicks on an emoticon such as a “Like”, “Love”, “Surprise” etc.) then Engaging Stories can send a DIFFERENT Message to those people.

As well, when someone COMMENTS (people who leave a comment to your Facebook Story) then you can have a different Message Group automatically sent. Last but not least, when people respond to a Poll (survey on your Facebook Story) you can send a different message automatically based on the answer they selected to your Poll!


Here is a Message Segment (called “Reacted Intro”) that I created for people who “React” to your Facebook Story.


Enter your message segment title


Reacted Intro 


Create message block (s)  
(Click on the “keyword” to insert into your message)


+ Add

{First Name}, thank you for reacting to my story... 

{First Name} I appreciate your reaction to my story... 

{First Name}, you recently reacted to my FB story... 

Thanks {First Name} for reacting to my story on Facebook... 

{First Name}, I noticed that you reacted to the story I posted on FB... 

**Here are messages you can use for the Message Segment called “Reacted Intro”:**

{First Name}, thank you for reacting to my story...

{First Name} I appreciate your reaction to my story...

{First Name}, you recently reacted to my FB story...

Thanks {First Name} for reacting to my story on Facebook...

{First Name}, I noticed that you reacted to the story I posted on FB...


- 21) The following is a Message Segment I used for “Reacted Closing” and feel free to use the messages if you’d like. Obviously the messages I used are to see if people who Reacted to my Stories would want to use Engaging Stories.

Depending on what you are marketing, using my messages could help you attract people to your business because it can help them believe that if they were to use your business and also use Automated Software (Engaging Stories) to get people to respond to them, then they could be successful.

### Update Message Segment

×

Enter your message segment title

Reacted Closing 

Create message block (s)  
(Click on the "keyword" to insert into your message)

+ Add

would you like people who react to your stories to get an Automated Response (like this one)? 😊

×

imagine your friends getting an Automated Response (like this) when someone reacts to Your Story! Want to know how? 😊

×

Would you like to know how I use software to Automatically respond (just like I'm doing now) and you can too? 😊

×

I make a lot more sales (and so can you) by using software that Automatically sends a response when anyone reacts to my story. Interested in the details? 😊

×

Here are messages you can use for the Message Segment called “Reacted Closing”. Notice that I added emoticons at the end of my Closing Messages because they increase responses. Engaging Stories doesn’t have a way to add emoticons so I added them manually:

would you like people who react to your stories to get an Automated Response (like this one)? 😊

imagine your friends getting an Automated Response (like this) when someone reacts to Your Story! Want to know how? 😊

Would you like to know how I use software to Automatically respond (just like I'm doing now) and you can too? 😊

I make a lot more sales (and so can you) by using software that Automatically sends a response when anyone reacts to my story. Interested in the details? 😊



- 22) Once you have a “Reacted Intro” and a “Reacted Closing” Segment created, remember to create a GROUP (see Steps 18 and 19). After you get to the GROUP page, add your TITLE and then click on INSERT and then click on “MESSAGE SEGMENTS”.

The screenshot shows the 'Update Message Group' interface. At the top, there's a title bar with 'Update Message Group' and a close button (X). Below it, a text input field is labeled 'Enter your message group title' and contains the text 'Reacted to Story'. A red arrow points to this text. Underneath, there's a section labeled 'Build message set' with a '+ Add' button. Below this, there's a large light blue box containing an 'Insert' button with a plus icon. A red arrow points up to this button. To the right of the 'Insert' button is a dropdown menu that is open, showing three options: 'Message Segments', 'Custom text', and 'Keywords'. A red arrow points to the 'Message Segments' option.

Then click on REACTED INTRO and then click on INSERT again and then choose REACTED CLOSING.

This screenshot shows the same 'Update Message Group' interface as the previous one. The title field still contains 'Reacted to Story'. In the 'Build message set' section, the 'Insert' button is still highlighted with a red arrow. The dropdown menu is open, but now it shows a list of four options: 'Viewed Intro', 'Reacted Intro', 'Viewed Closing', and 'Reacted Closing'. A red arrow points to the 'Reacted Intro' option, which is the second item in the list.

Then click on the ADD Button and then the UPDATE button (see image below).

Update Message Group

×

Enter your message group title

Reacted to Story

Build message set

+ Add

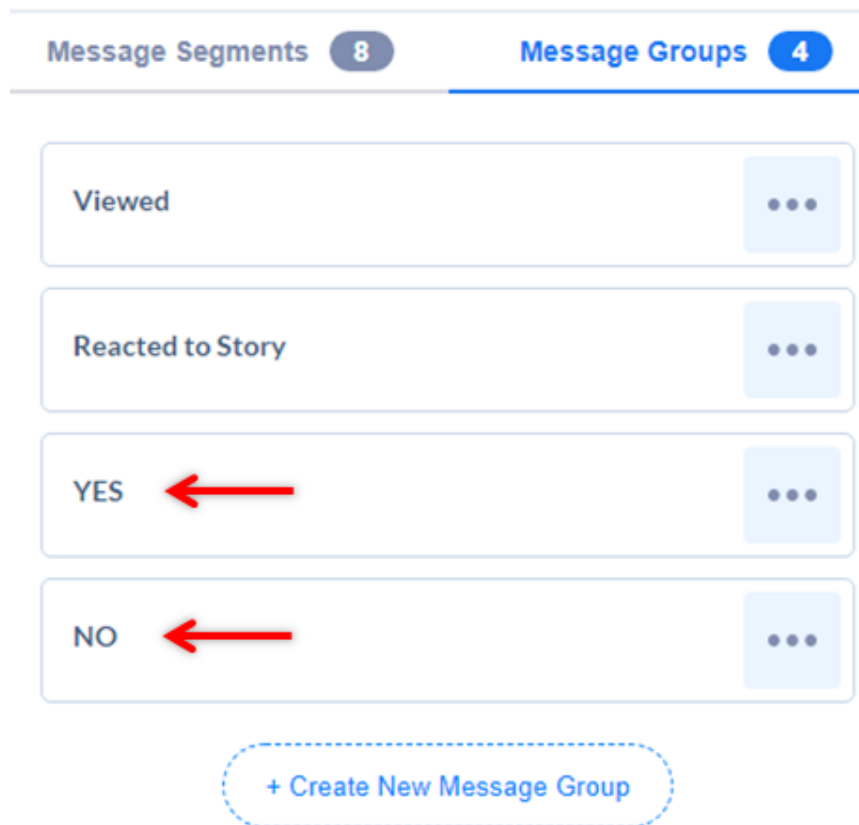
[Reacted Intro] ×

[Reacted Closing] ×

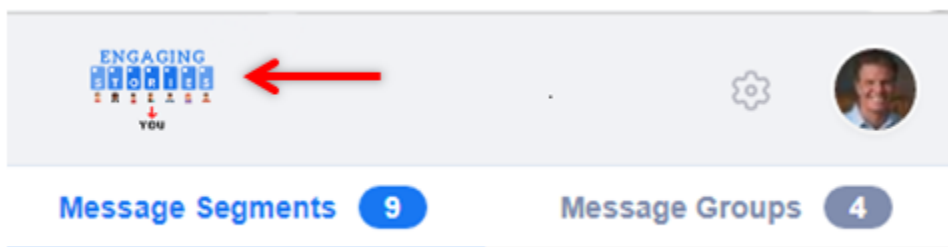
⊕ Insert

Update

- 23) Next IF you want to add a POLL (Survey) in your Stories, you will then want to create a “YES” and a “NO” Group so that you can send DIFFERENT messages to people who choose “YES” or “NO”. Of course your Poll questions may not be “Yes” or “No” but can be “Option 1” or “Option 2” etc.



- 24) To set up a Story so that it will automatically send messages based on the action of people who see your Stories, first click on the image for “Engaging Stories” in the upper left corner.



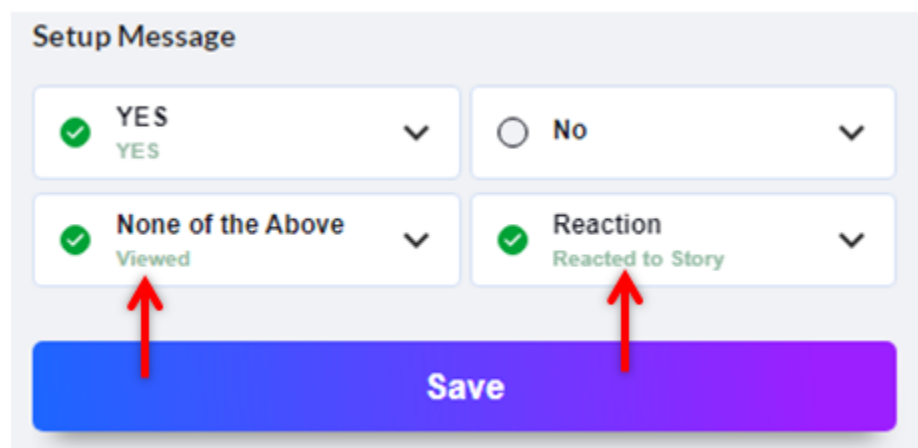
Then click on your Story that you want to set up. Remember that Stories are only up for 24 hours on Facebook. Under your story you will see a “Setup Message” area (see image below). IF you don’t have a Poll set for your story, then you will see the top 2 boxes as “N/A”:

The screenshot shows the 'Setup Message' interface. At the top, the title 'Setup Message' is displayed. Below it, there are four selection boxes arranged in a 2x2 grid. The top-left box contains a radio button and the text 'N/A', with a red arrow pointing to it. The top-right box also contains a radio button and the text 'N/A', with a red arrow pointing to it. The bottom-left box contains a checked radio button, the text 'None of the Above', and the subtext 'Viewed'. The bottom-right box contains a checked radio button, the text 'Reaction', and the subtext 'Reacted to Story'. At the bottom of the interface is a large blue button with the text 'Save'.

IF you do have a Poll set up then you can use the top 2 boxes for whatever answer you want (i.e. a YES or a NO response).

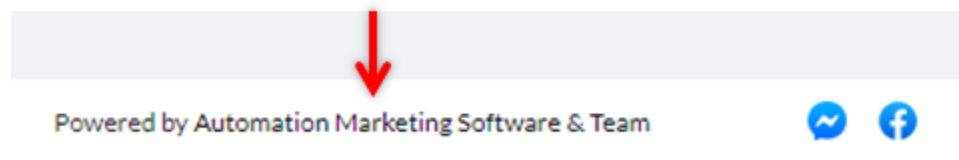
The screenshot shows the 'Setup Message' interface for a story with a poll. At the top, the title 'Setup Message' is displayed. Below it, there are four selection boxes arranged in a 2x2 grid. The top-left box contains a checked radio button, the text 'YES', and the subtext 'YES', with a red arrow pointing to it. The top-right box contains an unchecked radio button and the text 'No', with a red arrow pointing to it. The bottom-left box contains a checked radio button, the text 'None of the Above', and the subtext 'Viewed'. The bottom-right box contains a checked radio button, the text 'Reaction', and the subtext 'Reacted to Story'. At the bottom of the interface is a large blue button with the text 'Save'.

- 25) IF you want to send a Message for people who just VIEWED your Story but did NOT do anything else, then click on the “None of the Above” box and choose a Group Message (I called the Group “Viewed”). If you want to send a Message for people who REACTED (sent an emoticon) then click on the REACTION drop down and choose a Message Group that you created (I called mine “Reacted to Story”). See image below. Then click on the SAVE button.



The screenshot shows a 'Setup Message' form with four selection boxes and a 'Save' button. The first box is 'YES' with a green checkmark and 'YES' below it. The second box is 'None of the Above' with a green checkmark and 'Viewed' below it; a red arrow points to this box. The third box is 'Reaction' with a green checkmark and 'Reacted to Story' below it; a red arrow points to this box. The fourth box is 'No' with an empty radio button and 'No' below it. At the bottom is a large blue 'Save' button.

- 26) IF you need support go to the bottom of Engaging Stories and click on “Automation Marketing Software” (see below) which will take you to our Support Site.

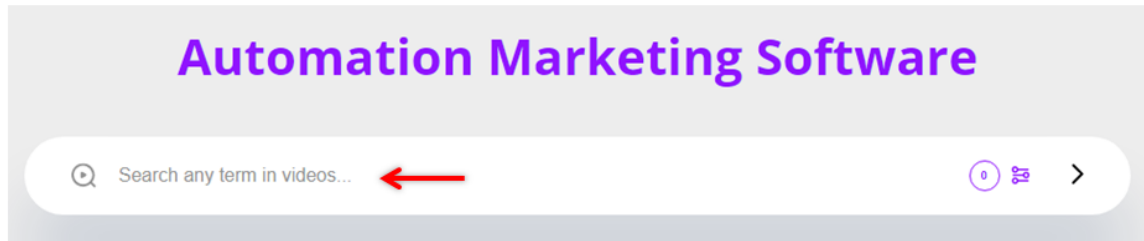


- 27) Then once on our Support Site we have Instructional Videos as well as a Search page, Training Calendar, FAQs and Support Desk. **On our Instructional Videos page, make sure to watch the video at the very TOP of the page** as it will tell you about unique things our video player can do (like give you word for word transcripts of each video and much more)!

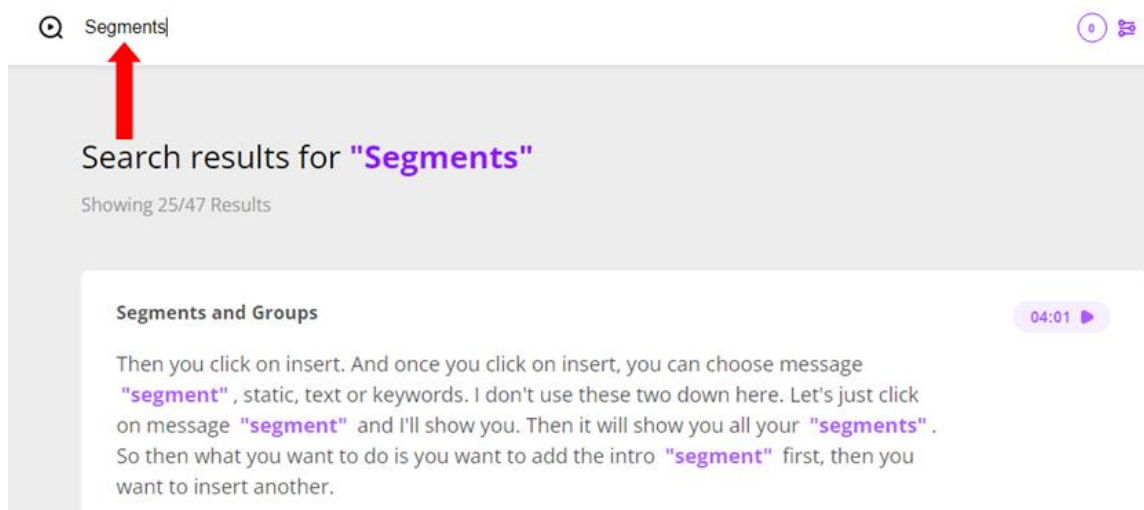
*Automation Marketing Software*

Marketing Tools **Instructional Videos** Search Training FAQs Support Desk

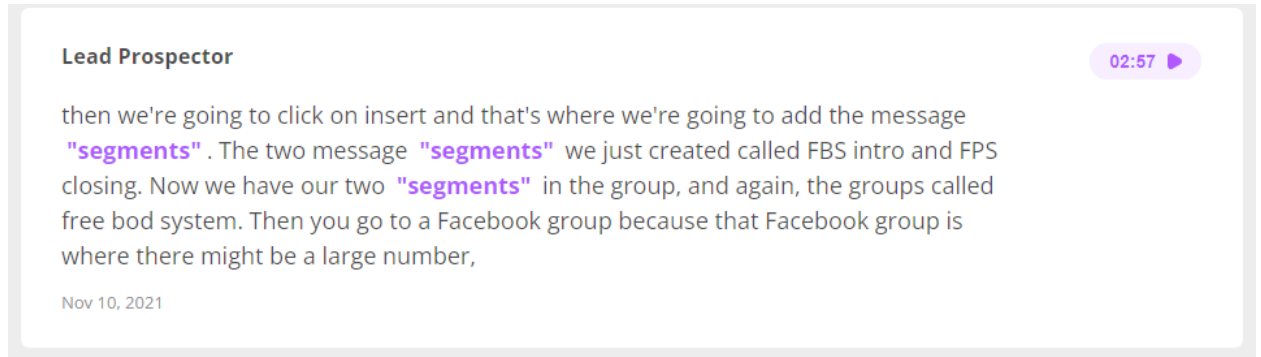
- 28) On our SEARCH page just type in any word that you want to find in any of our videos.



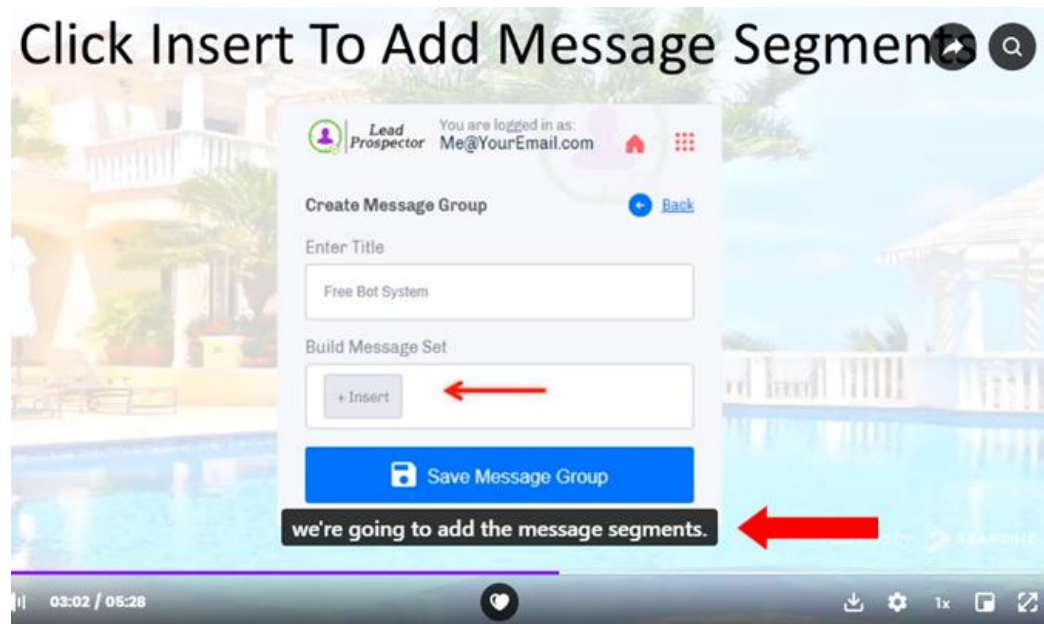
Let's say you want to learn more about "Segments" so you enter that Keyword. We then will bring up every video with "Segments" in the video and if you want to learn about Segments for Engaging Stories you will see exactly where in the video it is mentioned.



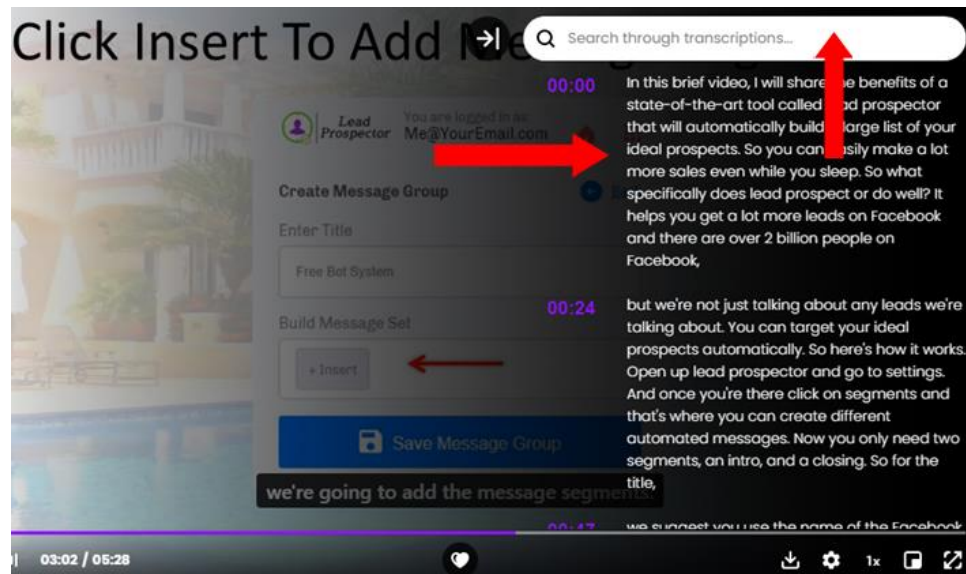
27) Your Keywords will be highlighted in purple and when you click on a purple Keyword, then it will open that specific video right to that specific place in the video!



28) We can also show word for word captions in the video making it easy to follow along (see red arrow in the image below).



- 29) We also include a word for word transcription (which you can access by **clicking the spy glass in the upper right hand corner of the video**). After clicking the spy glass you will see the word for word transcription and even do more searches in any video.



To summarize, Engaging Stories can AUTOMATICALLY send DIFFERENT messages to people who view your Facebook Stories based on the action they take (i.e. View, Comment, React, Respond to a Poll etc.).

Messages are sent by Facebook Messenger which is approximately 10 times more effective than email. You will have a LOT more people communicating with you which will lead to a lot more sales of whatever you are marketing.