

Social Messaging for Marketers

Cheat Sheet

Social messaging is one of the most powerful tools available for marketers and also one of THE most under-utilized.

The good news is that having read the full ebook, you should now be ahead of 99.9% of other marketers and have a good idea of how you can go about utilizing this amazing tool.

This cheat sheet is going to be the final piece of that puzzle: helping you to put all the theory into action by providing the key lessons and steps in one place for you to follow.

Top Platforms

- The main two platforms are WhatsApp and Facebook Messenger
- You can also use Skype, Instagram DM, WeChat, Slack
- SMS, Proximity Marketing, iMessage

Getting in Touch

Getting in touch can be tricky territory as some people don't like being messaged this way. Get around that by using an "excuse."

- This might be sending a confirmation via one of those platforms and then letting them answer through here if they have "any further questions"
- If they comment a few times on your posts, you can "follow up" that conversation in social messaging apps
- There are chatbot apps that will also help you to do this in an automated manner
- Simply invite people to contact you – many people don't realize they can. You can offer to answer a burning question, help with a problem, etc.
- Use advertising – Facebook Ads can now drive users straight to Messenger!
- Have a chat option on your website – this will then continue in Messenger
- If you're using Instagram you can run polls or answer questions to get the names of your warmest leads. Both these things can be done through Instagram Stories using stickers.

- Have an opt-in checkbox on your email marketing squeeze page. You can get a plugin for Facebook that will handle this automatically.

Conversational Commerce

This is the process of selling things via conversation – which is one of the main marketing strategies we will use with social messaging.

This is powerful because:

- It builds trust and engagement
- It makes your leads feel as though they can contact you and get answers
- It makes you seem like a real person
- It creates a sense of social obligation
- It is direct and immediate and will show up with a push notification

You need to be careful not to irritate your customers though, so:

- Don't message at strange hours
- Don't write long messages – start with something very short
- Don't start trying to sell right away, build up to that

Other Uses and Strategies

- Use a chatbot to answer queries to your Facebook page if you don't have time and drive them into your sales funnel
- Use social messaging to get market research and feedback
- Use it to carry out aftercare and provide better service
- Use social messaging in order to accept sales directly
 - Many fast food places and other companies now let customers order by speaking directly with a chat bot
- Use chat bots to help people navigate around your site and buy