

Marketing 1-to-1 on Facebook Messenger at Scale

10 Point Checklist

Mikael Yang

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“You can do more with Messenger than you ever could with email. It’s a great way to get, equalify, and nurture leads.”

MIKAEL YANG

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Prioritize customer engagement. Find ways to connect with my clientele to keep them taken care of.
- Utilize ManyChat and take advantage of the growing number of Messenger subscribers.
- Provide my subscribers with the utmost convenience. Make it easy for them to reach out, conduct purchases, and send feedback.
- Wait for my customers to express interest in my business before connecting with them on messaging portals.
- Be systematic in my communication and eliminate interactions with poor leads. Use effective CTAs and curate auto-replies for better engagement.
- Make it easy for my contacts to unsubscribe. Even if I don't want them to unsubscribe, it's better to honor their request.
- Find out which other messaging apps work for my subscribers. See if they're comfortable using Viber, Messenger, WeChat or Instagram.
- Integrate eCommerce into messaging apps with the help of tools like ManyChat and other bots.
- Automate my process to eliminate the need for constant monitoring. Determine my customers' common needs and create auto replies to handle their requests.
- Try ManyChat to reach out to my followers via Messenger in an engaging and interactive way.