

Best Practices in Messenger Marketing


10 Point Checklist

Larry Kim

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**



“Where there’s a human workflow that needs to execute queries manually, synthesize data, and formulate a hypothesis, lies an opportunity for automation.”

LARRY KIM

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.

- Work smarter. Determine how I can automate my business processes as automation will save me time and money.
- Use chatbots to make communication with my prospects and customers more efficient and effective.
- Deliver great content and customer service. My entire automation campaign should reflect my whole business's mission and vision.
- Set up a messaging campaign for abandoned carts on my eCommerce sites so that whenever someone doesn't fulfill a purchase, there's a reminder about the product they were interested in.
- Upsell if necessary, and always make sure you are adding value by ensuring it's related to the customer's recent purchases.
- Share my calendar with important contacts so they can easily schedule a meeting with me if they wish.
- Engage and re-engage with prospects and customers to keep the communication going. Always keep a line of communication open to my subscribers.
- Use Facebook Messenger for webinar reminders and sign-ups. People are more likely to respond to an IM than an email.
- Use chatbots to automate FAQs so that queries can get answered in an instant without having an actual person involved. This will also save prospects and customers from having to read through the FAQs on my website.
- Check out [MobileMonkey](#) for my Facebook Messenger marketing needs.