

 **BaaS** | **Digital** The future is hybrid



Messenger goes... Hybrid!





We live in a world of messages

Remember when Messenger was
a private thing?
Then came the “Apps”...



PERCEPTIONS

“We have to make a Chatbot.”
“We need to have A.I.”



“Yeah, everyone is doing it.”
“Let’s do it too!”



DISAPPOINTMENTS

“Our Messenger chatbot is so predictable and incompetent. Let’s shut it down!”



Then why the heck did we do it?





This Messenger thing reminds me
of the old times:
“Social media will solve all your problems.”
“Everyone is doing it, so you should too.”
Remember?

Yeah! And how about...
“Social media is free”?



Duh...



SOLVING THE PUZZLE



Messaging is one more context
for marketing.
Think about it.

OK. Then how can you grow
a Brand through Messenger?





You can:

- Deploy content & media campaigns
- Transform the traditional funnel
- Perform Researches

WOW! What about lead generation?



You can do that too!



FIRST
THINGS
FIRST

First...

You need to design a campaign
with the right concept and content

And...

You need a media strategy which
includes Messenger.



No shit!



SOLUTIONS



Assuming you have designed a campaign, you can **increase the time a Brand is exposed to consumers**

e.g. drive users to Messenger and show them useful & relevant content with the use of Cards and Carousels, static or video



... drive people to messenger for lead generation.

Facebook just released a super new feature:
Create Lead forms on Messenger through simple ads creation!



OMG! That's a killer feature.
Thanks, Mark!



So we can run performance campaigns on Messenger!



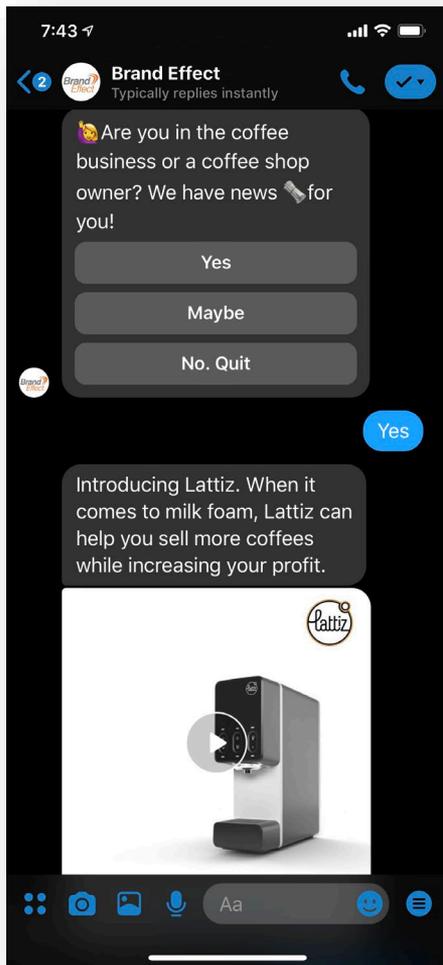
"Honey, I shrunk the funnel...
in one Messenger session"

LOL! I made a slide for this. Check it out:

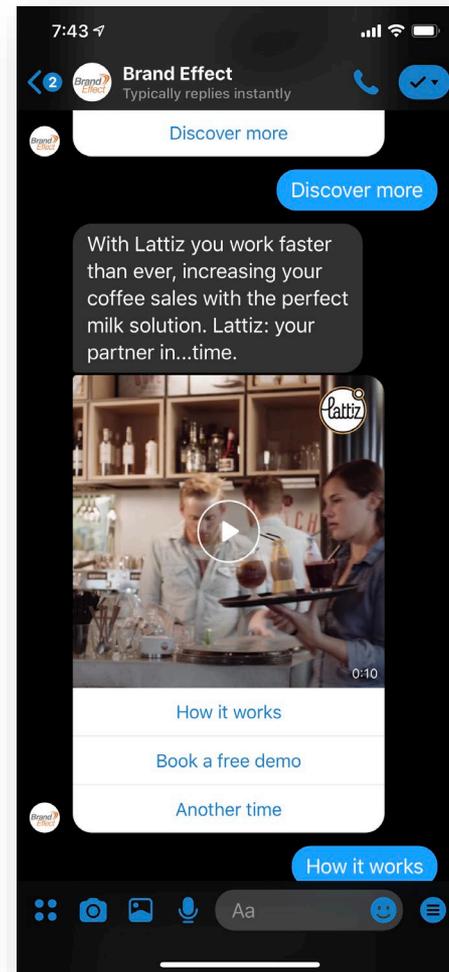


Reach
Ultimate
Performance

Awareness

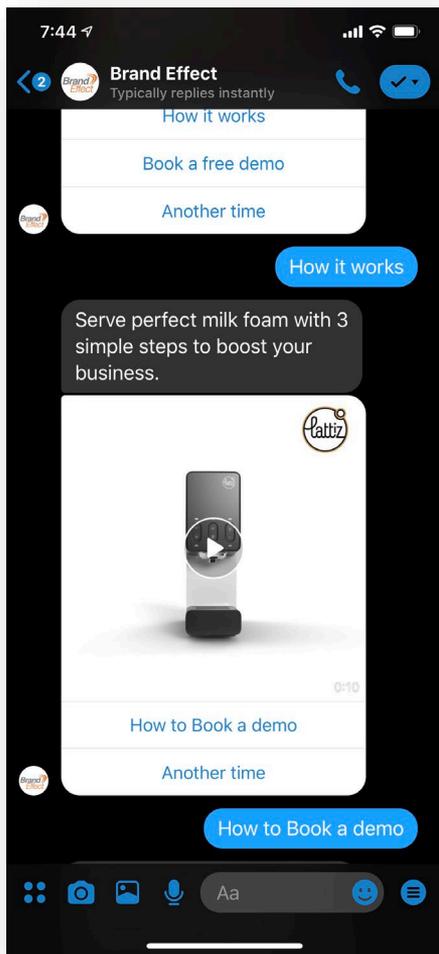


Consideration



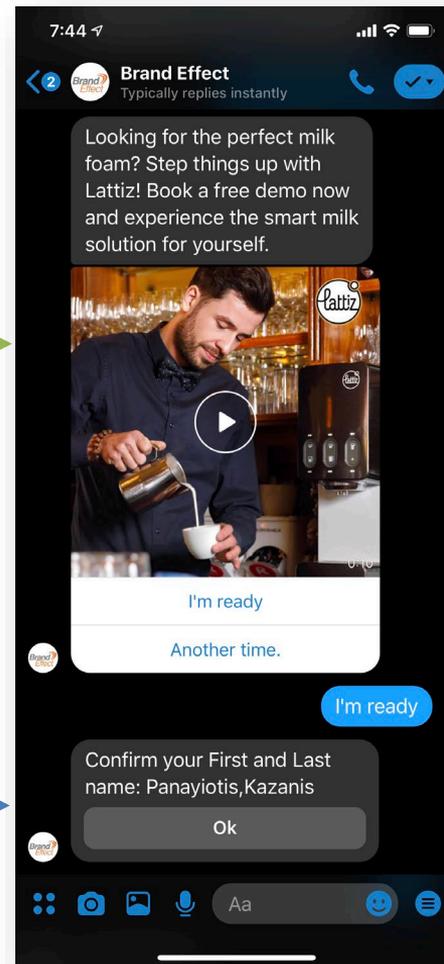
Reach
Ultimate
Performance

Consideration →



Intent →

Lead generation →



Gather customer data on Messenger

Facebook Ad



A screenshot of a Facebook Messenger chat window. At the top, the contact is identified as 'Brand Effect' with a gear icon and a close button. A system message reads: 'You opened this conversation through an ad. When you reply, Brand Effect will see your public info and which ad you clicked.' The chat history shows a message from Brand Effect: 'Hi Panayiotis! Please answer a few questions so we can get to know you better.' Below it is a response from the user: 'What city do you live in?'. A blue button labeled 'Athens' is visible below the user's message. At the bottom, there is a text input field with the placeholder 'Type a message...' and a row of icons for attachments: photo, video, GIF, emoji, link, and camera. A thumbs-up icon is on the far right.

Retrieve your leads from a form

Download Leads

**Automatically retrieve your leads**

Connect to a CRM to access your leads instantly, making it easier for you to contact potential customers quickly. Connect your CRM.

Choose how you want to download your leads.

**Download New Leads**

1 new lead since the last download on Aug 31, 2019, 1:41 PM

**Download by Date Range**

Only download leads for a specific date range

Session ID: f1c368da115a7e8_1567248313482

Cancel

RESEARCH

Love it!
But there is more!



RESEARCH on Messenger
with Brand Effect.



Now you're talking!

Brand Effect Study on Messenger with a chatbot

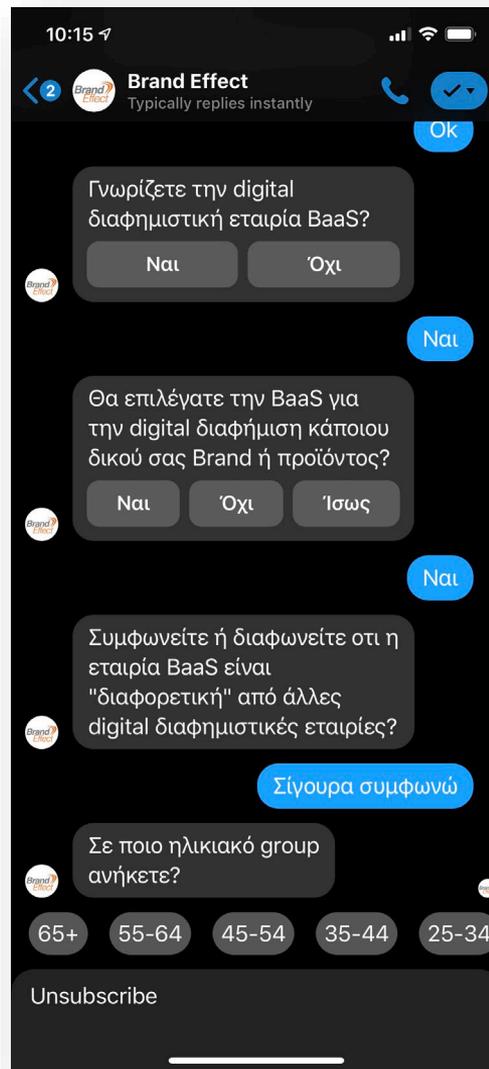
Aided Awareness



Purchase intent



Equity "uniqueness"



MESSENGER GOES HYBRID



Campaigns, Funnels, e-commerce, Researches

All through Messenger!



Told you!
The future is hybrid.



I'll drink to that!
That's how Brands grow!



Thank you!
Made with love from BaaS

