



GET THE MOST OUT OF YOUR CONVERSATIONS:

Foundational creative best practices for business messaging

Take a look at our latest dress shoes!



Stride Collection
Check out our women's dress shoes in a variety of styles...

Start my order

I love the open toe sandal style! Do you have them in a size 7?



Messaging business has become a way of life for consumers, with over 150 billion messages exchanged daily across Meta messaging apps¹. As communication takes center stage, the need for tailored conversations that resonate with individual preferences has never been more crucial.

IN MY TIME

65%

prefer messaging businesses over calling/emailing¹

ON MY TERMS

75%

of international adults surveyed prefer messaging businesses like they do with friends/family²

OF MY CULTURE

3 in 4 people

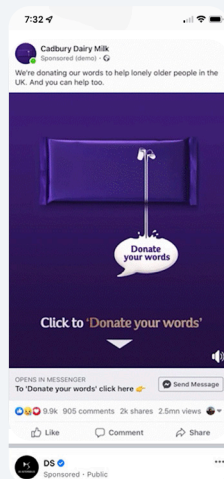
agree messaging apps build business relationships, especially for Gen-Z²

What does it take to build a great messaging experience?

It all hinges on two fundamental elements meticulously designed with people in focus.

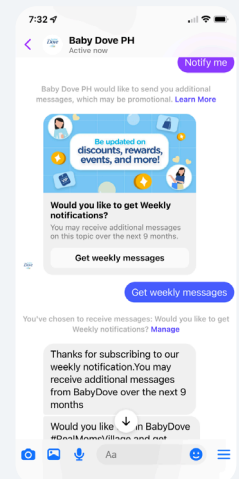
CLICK TO MESSAGE AD EXPERIENCE

Communicate the experience clearly and quickly with click to message on WhatsApp, Messenger, Instagram, or all platforms.



POST CLICK EXPERIENCE

Deliver what people want and need with our versatile messaging experiences on WhatsApp, Messenger, and Instagram for effective marketing messages.



Source: 1. Source: Meta data February 2022.

2. Business Messaging Usage Research by Kantar. (Meta commissioned online study of 5,504 online adults in BR, MX, ID, TH, VN, UK, DE, ES, DR, IN, US), April 2022; 2. Global Media Study by Ipsos. (Meta-Commissioned online study of 48,579 people ages 13-64; internet population; monthly mobile internet users, monthly video viewers, and monthly messaging app users in AU, BR, CA, DE, FR, IN, JP, KR, MX, TH, TR, SE, UK and US), Dec 2021 - Jan 2022.)

CREATIVE FOUNDATIONS

CLICK TO MESSAGE AD EXPERIENCE

Successful click to message ads tease the experience **instantly**.



SHOW VISUALS

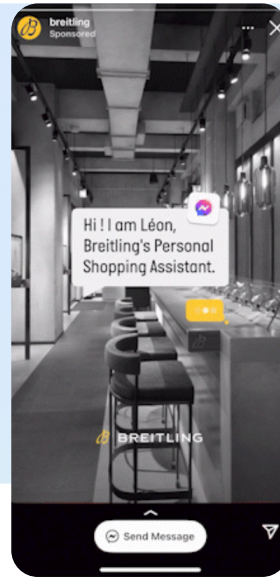
Use visual elements & indicators to signal a messaging experience in the content.

Messaging UI

Logos

Stickers and Emojis

Bespoke Visuals



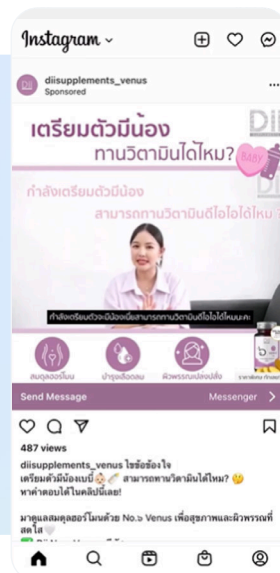
STATE VALUE

Ensure people understand the experience and what to expect.

Empathize with your customers (problem/solution)

Make a bold pitch (provoke/resolve)

Tease the difference (opportunity/benefit)



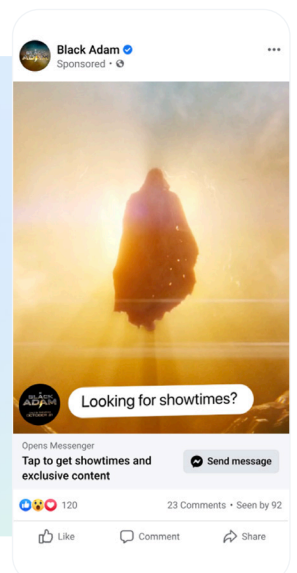
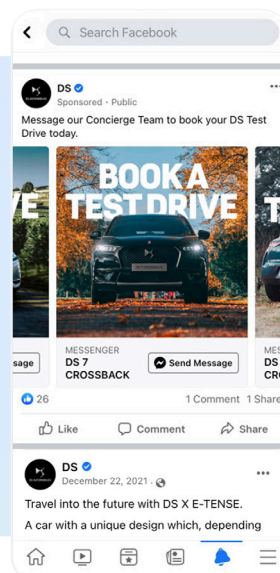
SAY NOW

Motivate conversations: Call out the CTA in content, post copy, and button.

Use a CTA in the first 4 lines

Use a CTA in the content

Be direct about the action and who they'll chat with



CREATIVE FOUNDATIONS

POST CLICK EXPERIENCE

Craft effective post click experiences by prioritizing people-centric design with 3 key behaviors in mind.



START WITH WHAT PEOPLE NEED

Anchor the experience in delivering meaningful value.

1. Identify key moments to help or delight your customers.
2. Design for human-centered conversation vs human-like.

Hi, what is the problem?

I need to make a return

Got it. Grabbling info on your last purchase?



STAY FOCUSED

Build a seamless experience that delivers what people need quickly and efficiently.

1. The chat experience is not a one-way content stream.
2. The ideal conversation length is determined by the specific experience.
3. Offer specific, clear, and ample directions as you lead them through the experience.

When do you need your first shipment?

This week

What zip code will this order ship to?

60201

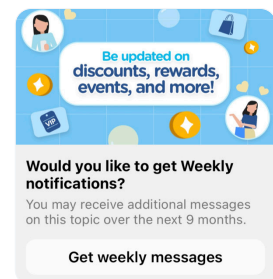
Thank you for your response



DESIGN TO BRING THEM BACK

Spotlight the CTA in the content, post copy, and button.

1. Encourage opt-ins by clearly stating the benefits of subscribing to future messages and allowing them to customize their message frequency and delivery preferences.
2. Ensure a clear endpoint to the chat for a positive outcome.



Get weekly messages

Thank you for subscribing to our weekly notification.

Jumpstart your messaging experience with our Meta Business Messaging partners.

Find a Meta Business Partner

