Don't Miss This! Sale Ends Oct. 12th

(https://www.socialmediaexaminer.com/smmworld/?smesite=world19-site-masthead)

(https://www.socialmediaexaminer.com/smmworld/?smesite=world19-site-masthead)

Your Guide to the Social Media Jungle
(https://www.socialmediaexaminer.com/)

How to Grow Your Email List With a Facebook Messenger Bot

By Kelly Mirabella (https://www.socialmediaexaminer.com/author/kelly-mirabella/)

October 8, 2018

| f | 246 | 🐦 | 693 | 📌 | 31 | ✉️ | | 296 | in | | ➦ | **1K** SHARES |

(https://www.socialmediaexaminer.com/category/how-to/)Are you using a Facebook Messenger bot to talk with customers? Wondering how to build an email list using your bot?

In this article, you'll learn how to automate the capture of email addresses (and other user information) into the email marketing service of your choice.

How to Grow Your Email List With a Facebook Messenger Bot by Kelly Mirabella on Social Media Examiner.

#1: Set Up a List and Welcome Message in Your Email Marketing Service

With a few steps and integrations, you can start using your Messenger bot (https://www.socialmediaexaminer.com/how-to-get-started-with-messenger-bots-dana-tran/) to build out your email list. This article shows you how to set up this process using the Pro version of ManyChat (https://manychat.com) (starting at $10 per month (https://manychat.com/pricing)) and the email marketing service of your choice.

To get started, **log into your email marketing service**. Next, you'll need to **create a list to which you'll add subscribers from your Messenger bot** and **set up any automated messages you want to send when users are added to your list**.

In this example, we'll be using Mailchimp (https://mailchimp.com/), which offers a free version (https://mailchimp.com/pricing/). If you're using a different email marketing service, adapt these general steps to create a list and automated message in your provider, and then skip to Step #3.

Create a List for Subscribers

First, you'll create the list to which you'll add subscribers from your Messenger bot. In Mailchimp, **click the Lists tab** at the top of the main page and then **click Create List** on the right side of the screen.
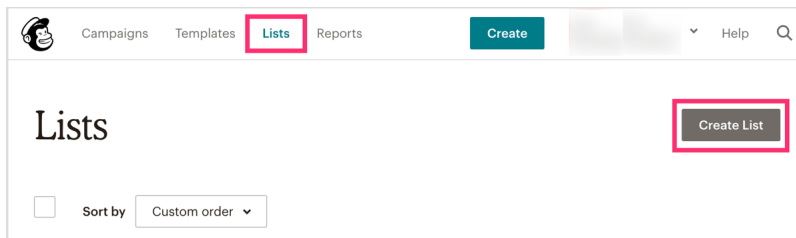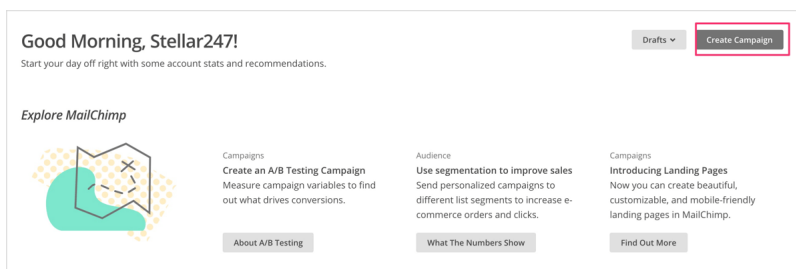

Follow the prompts to create your list and **click Save** when you're done.
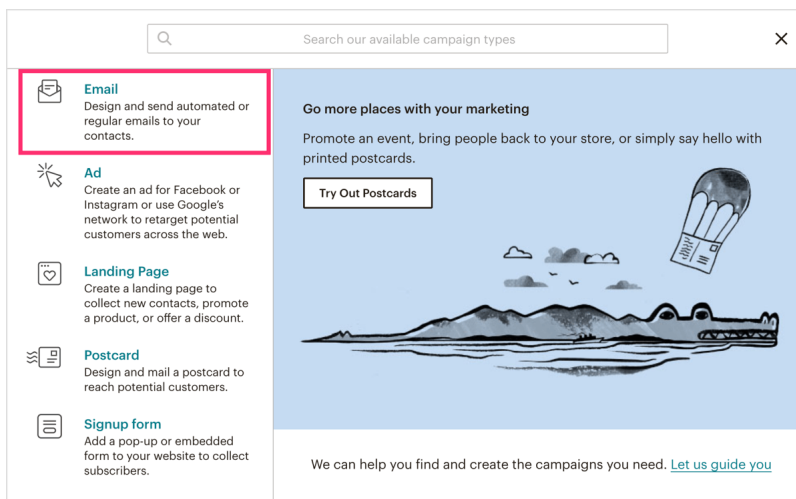
Set Up a Welcome Message

Once you've created a list, you'll want to set up the automated welcome message. This message can range from a simple confirmation of being added to the list to an email that delivers a lead magnet or mini-course.

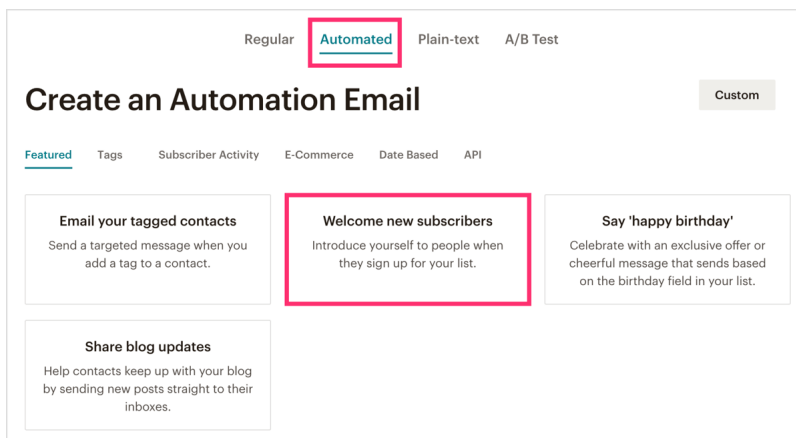On the Mailchimp home screen, **click the Create Campaign button**.

In the pop-up window, **select Email**.

On the next screen, **click the Automated tab** and **select Welcome New Subscribers** from the list of options.

Next, you'll select which type of automated welcome email you want to send. There is no right or wrong answer here. The choice comes down to what your subscribers expect. Here are your options:

- **Welcome Message** is a message that welcomes your subscriber to your list and perhaps delivers a single lead magnet.

- **Onboarding Series** is when you have more to say and you don't want to overwhelm your new subscriber with too much all at once.

- **Education Series** is great for delivering eCourses, mini-courses, and/or tips and tricks via a series of emails.

Decide which style is best for you and then **select the list you just created** from the drop-down menu.

From here, you'll want to **design your email or email series** depending on which automated email you choose.

When you're finished setting up your welcome message, the next step depends on which email marketing provider you're using. If you're using the built-in Mailchimp integration, proceed to Step #2. If you're using a different email marketing service, skip ahead to Step #3 to tie it all together with a clever tool called Zapier.

#2: Connect Mailchimp to Your Messenger Bot Builder

If you're using Mailchimp, the built-in integration makes it easy to connect Mailchimp to ManyChat. After that, you'll set up your Messenger bot to ask for and capture the user's email address.

Create a Custom Email Field in ManyChat

First, **log into your ManyChat account (https://manychat.com/login)** and **click the Settings tab** on the left.

Click Custom Fields in the top menu bar and then **click New User Field** to **create a custom field that saves the subscriber's email address**.

In the pop-up window, **type in a name for your custom field** (for instance, User Email or Email Address) and **select Text** from the drop-down menu. Then **click Create**.

Create New User Field

Custom attributes let you save info about your subscribers. Store user emails, phones, appointments, behavior or anything else you wish. Later you can segment your audience based on this data.

Name ⓘ

Type ⓘ

[   ]

[Text   ▾]

Description (Optional) ⓘ

[   ]

[Cancel]   [**Create**]

Set Up the Mailchimp Integration in ManyChat

In Settings tab on the left, **select Integrations** in the top menu bar. Then **click Connect Mailchimp Account**.

Note: If you don't see Mailchimp as an option, skip to Step #3 below.

Next, you're prompted to **sign into your Mailchimp account**.
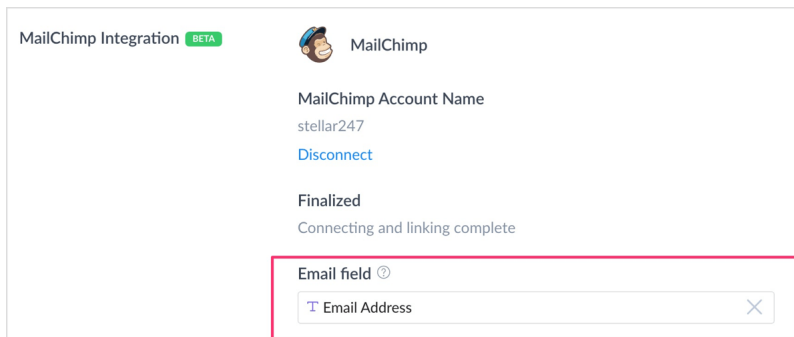
In the Mailchimp Integration section, **click in the Email Field box** and **select the custom field you created to capture email addresses**. This step finalizes the integration between ManyChat and Mailchimp.
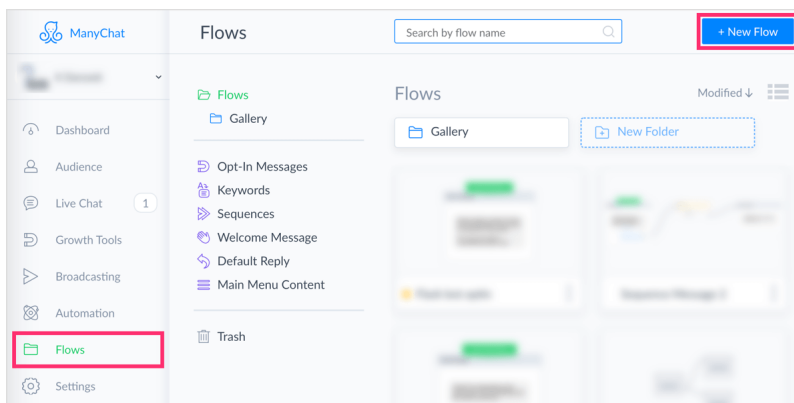
Set Up Your Messenger Bot to Ask for and Capture the User's Email Address

Now that you've connected Mailchimp and ManyChat, the next step is to **navigate to the Flows tab in ManyChat**. In the upper-right corner of the page, **click New Flow**.
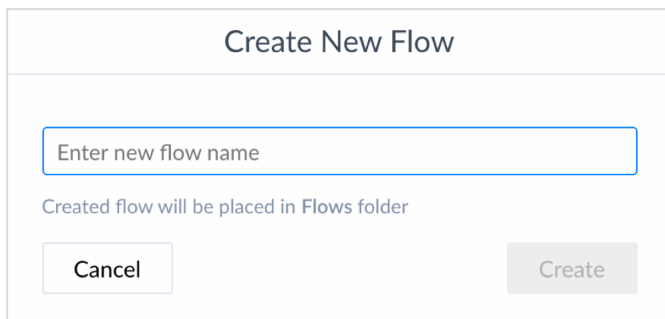
Be sure to **title your flow** so you can organize and find it in the future.

In your new Messenger bot flow, **create your first message or any number of messages in your flow to help qualify your lead**. When you're ready to ask for the user's email address, **add a user input**, which is a ManyChat Pro feature.
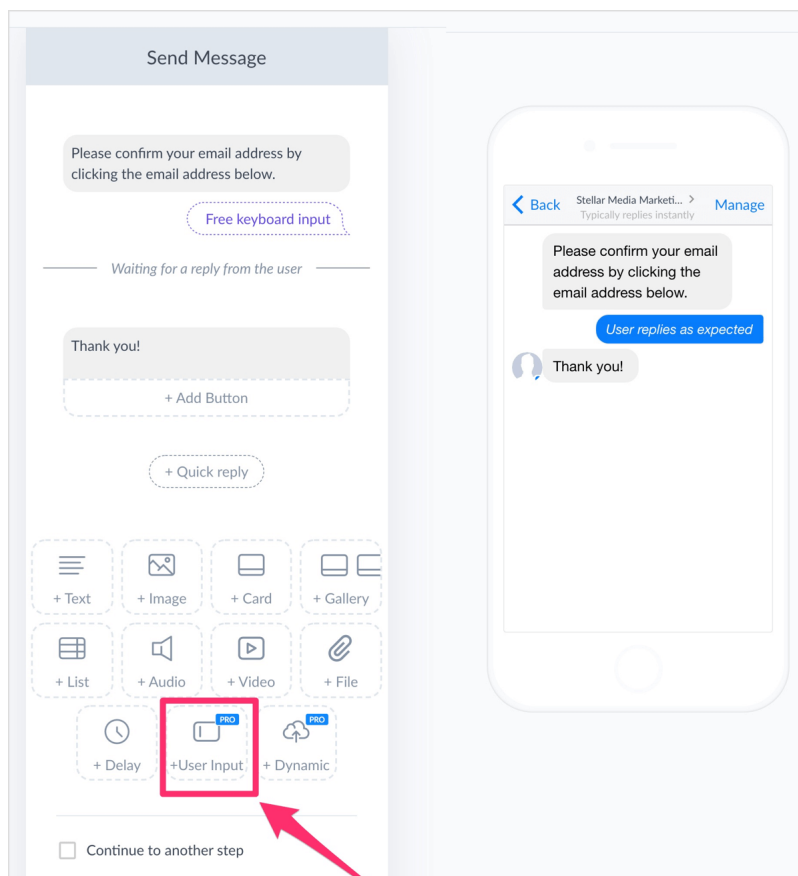
In the Edit User Input pop-out, **select Email for the Reply Type**, which will help Facebook autopopulate the user's email address in the chat. All the user will have to do is click on their address in the chatbox to confirm it or type in an alternate email if they wish.

To capture this data properly, create a custom response. Under Save Response to a Custom Field, **select the custom field you created earlier** to save your subscribers' email addresses.
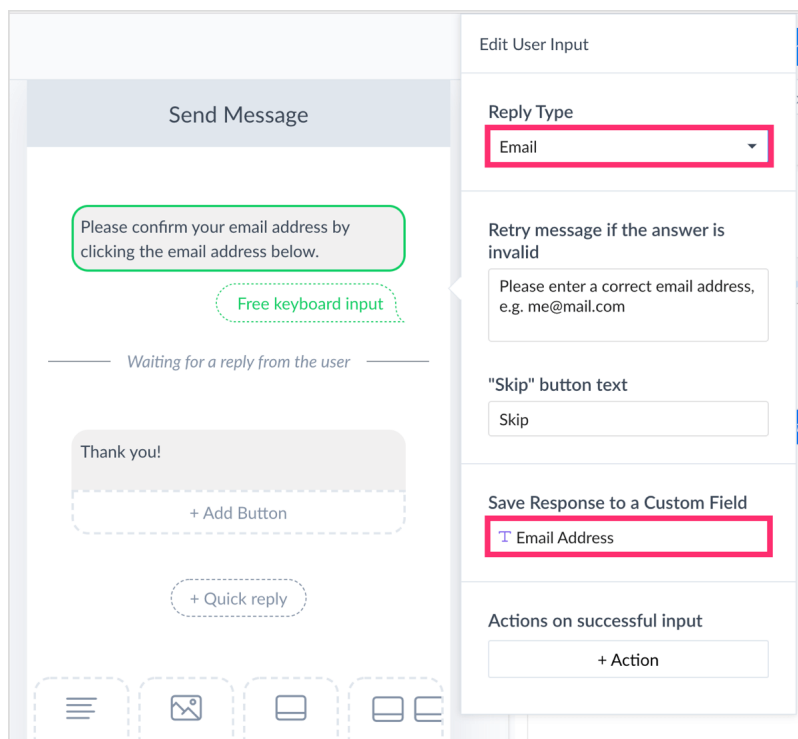
To make the connection from ManyChat to Mailchimp once someone confirms their email address, you need to **create an action**. Under Actions on Successful Input, **click Action**.

The action you select depends on which email service provider you're using. For Mailchimp, **choose Mailchimp Actions** from the list.
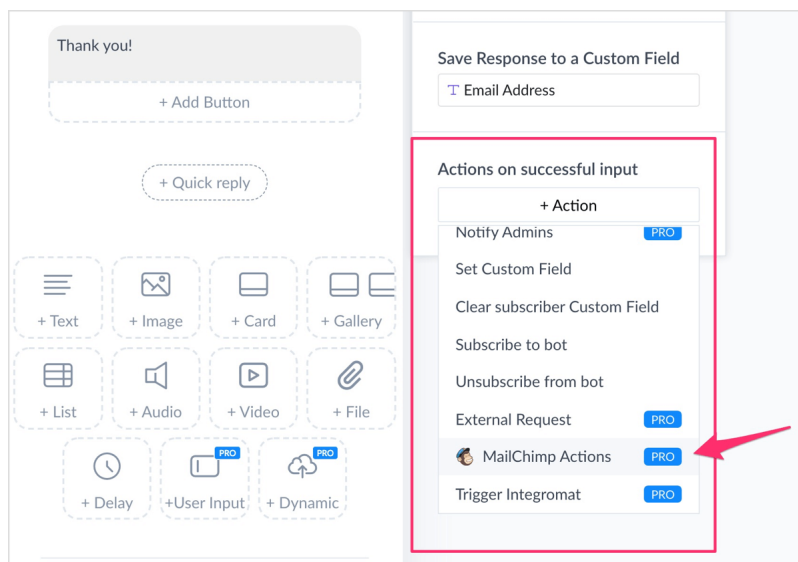
Then **select the list on which you want to have your subscriber land for this Messenger bot flow**. Remember, this is the list you created in your email service provider in Step #1.

That's it! Your ManyChat flow can now be published and the user emails will be sent to the list you created in your email marketing service.

#3: Connect an Email Marketing Service to Your Messenger Bot Builder With Zapier

If you don't have access to the Mailchimp built-in integration or want to use a different email service provider, you can use Zapier (https://zapier.com/) to accomplish the same thing.

Zapier is kind of a go-between for many apps, and there's a free version (https://zapier.com/pricing/). You'll use it a lot with ManyChat to integrate with a number of different CRMs, email marketing tools, Google Docs, and the like. It's a fantastic tool for making your Messenger bot smarter without having to know any coding language. Chances are Zapier has the email service provider of your choice if you don't use Mailchimp.

Set Up Your Messenger Bot to Ask for and Capture the User's Email Address

First, you'll need to create a chatbot flow in ManyChat. **Navigate to the Flows tab** on the left and **click on New Flow** in the upper right.
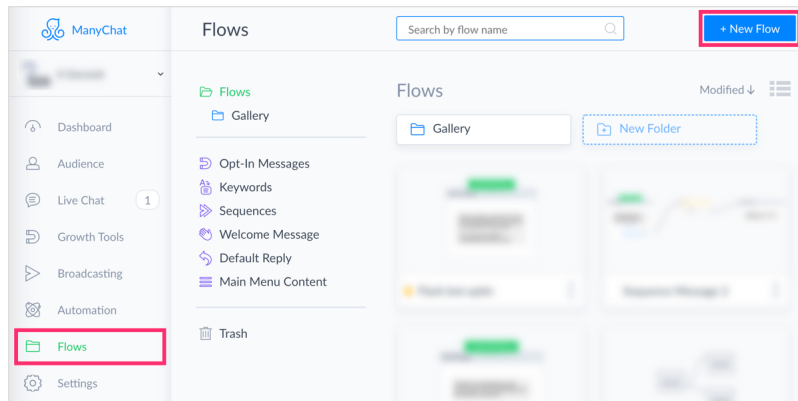
Add a name for your flow so you can organize and find it in the future.

Now **create your first message or any number of messages in your flow to help qualify your lead**. When you're ready to ask for the user's email address, **add a user input**, which is a ManyChat Pro feature.
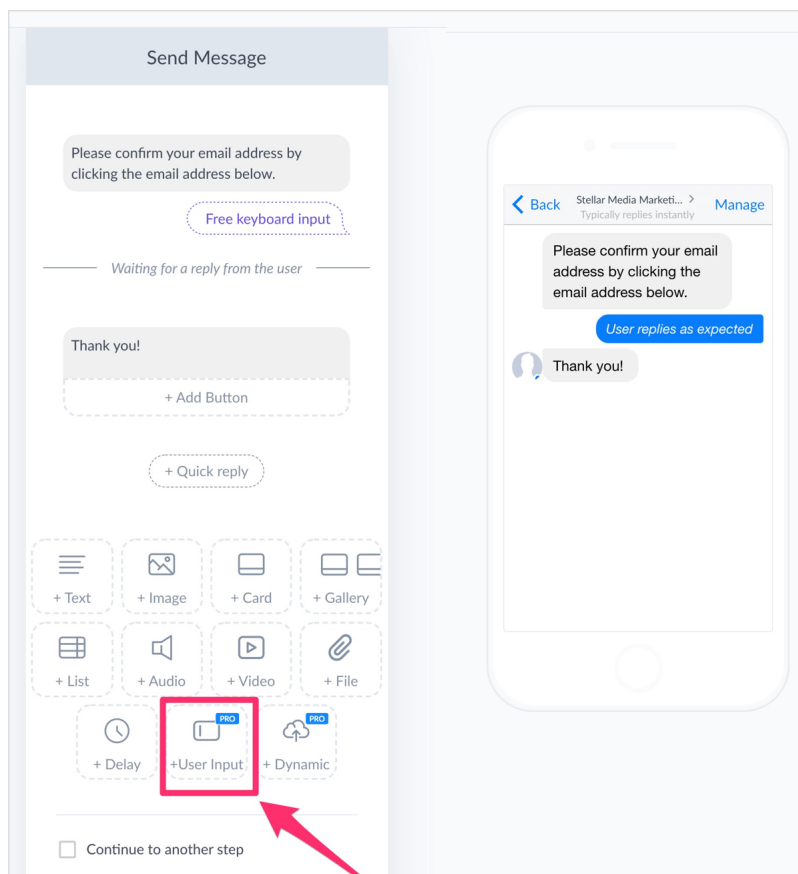
In the Edit User Input pop-out, **select Email for the Reply Type**, which will help Facebook autopopulate the user's email address in the chat. All the user will have to do is click on their address in the chatbox to confirm it or type in an alternate email if they wish.

To capture this data properly, you need to **create a custom response**. Under Save Response to a Custom Field, **enter a name for the new custom field** so you can easily access it in the future. I labeled mine Email Address.
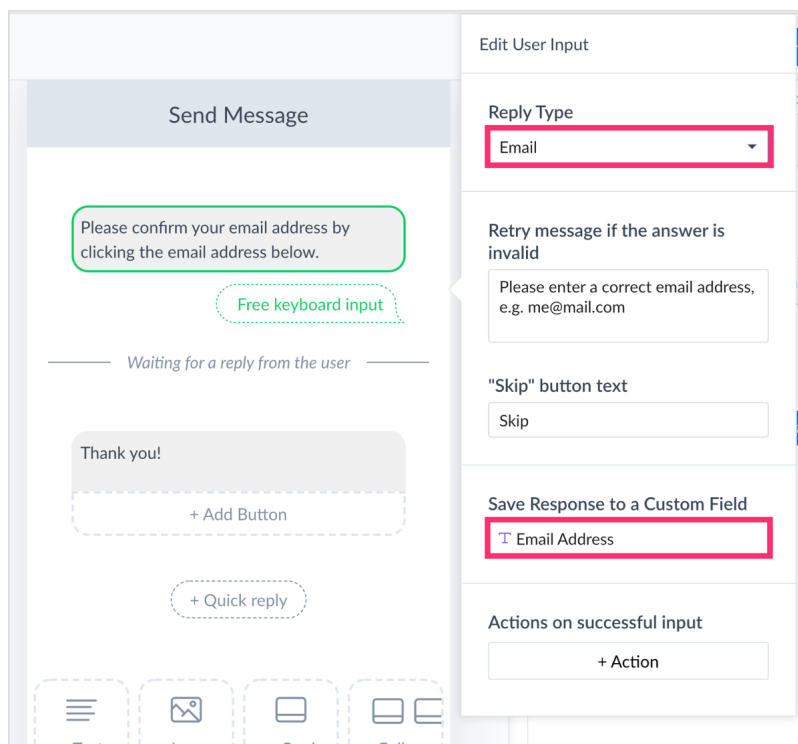
To make the connection between ManyChat and Zapier, and ultimately your email marketing service, **click on Action**. From the drop-down menu, **select Trigger Zap**.
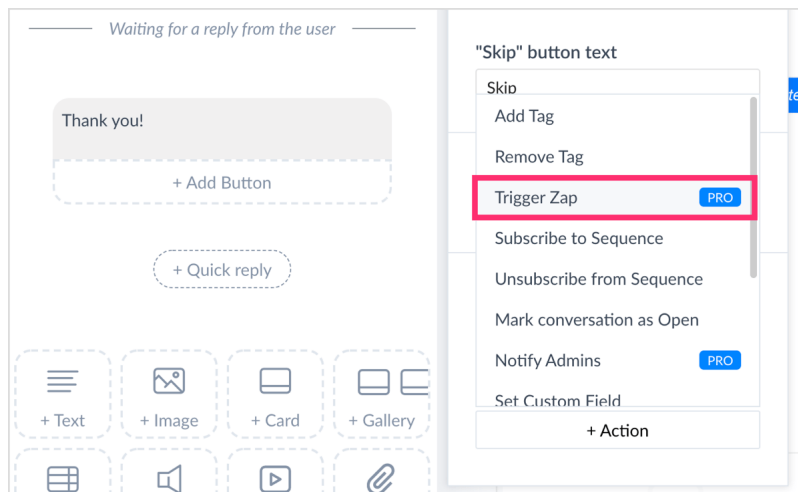
In the text box, **enter a name for your zap**. Then **finish creating your message**.
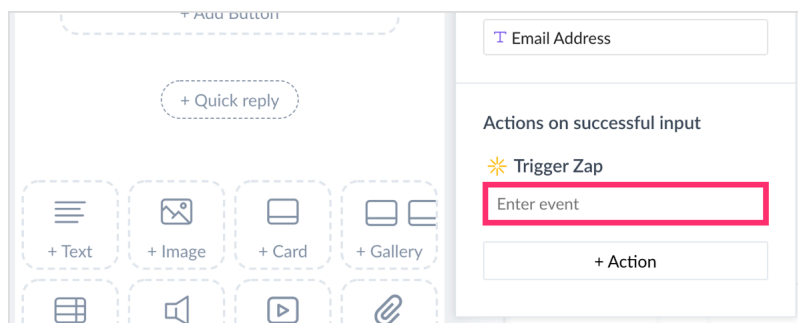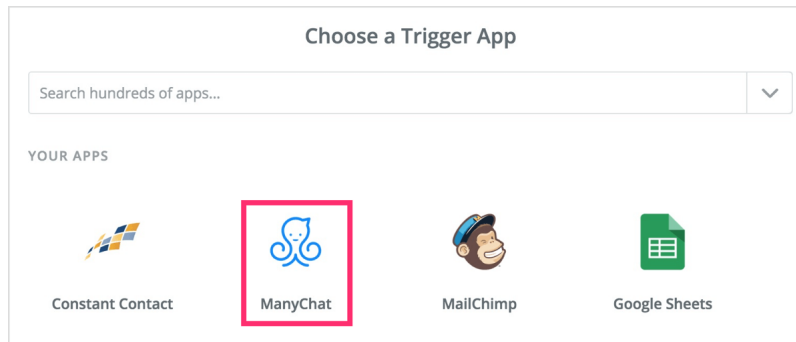
Connect Your Bot to Your Email Marketing Service via Zapier
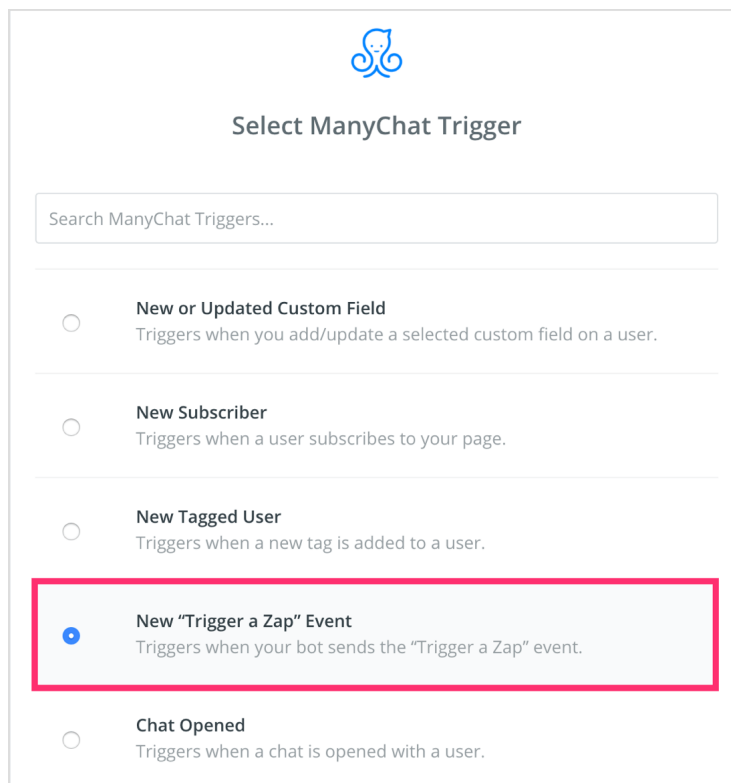
Now that you've created the most important elements of your chatbot flow, the next step is to **log into your Zapier account**. On the main page, **click the Make a Zap! button**.
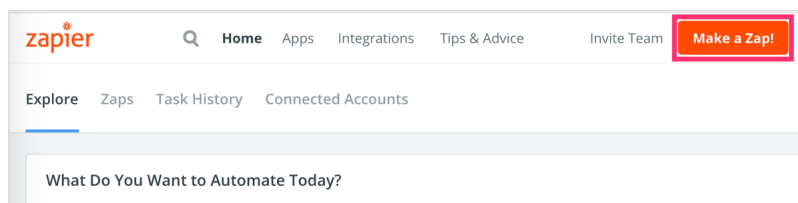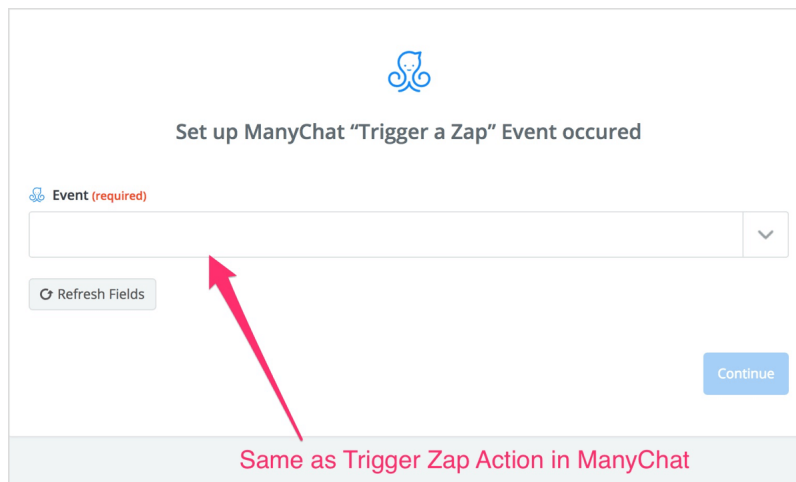
On the following page, **choose a trigger app**. The trigger app is where the action is originated. In other words, it's point A of your data that you want to get over to point B. In this case, the trigger app is ManyChat. If you haven't used ManyChat as your trigger app before, you'll need to search for it in the search bar.

Now you'll select the zap trigger. **Click on Show Less Common Options** at the bottom of the list and **select New "Trigger a Zap" Event**. Then **click the Save + Continue button**.
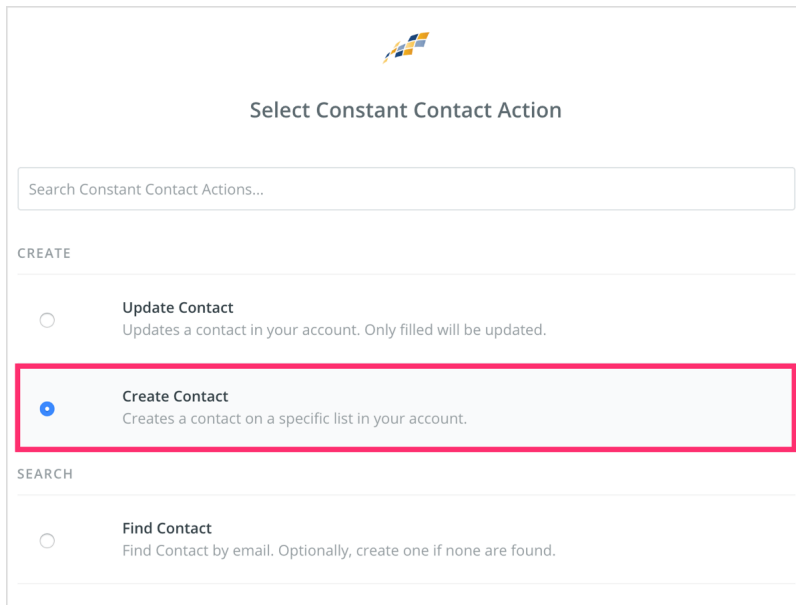
You're now prompted to connect and/or select your ManyChat account. This allows Zapier to communicate with ManyChat and vice versa. This is where the fun begins! For the event, **select the Trigger Zap action you just created** in your ManyChat flow.

Once this part of your zap is set up, you can test it. Don't worry if the test comes back unsuccessful. That typically just means there's no data there to test. Move to the next step and add an action step.

The action step part of this Zapier integration is your email service provider. In the search, **select or look up email service provider**. For this example, we're using Constant Contact.

On the next page, **select Create Contact**. If you're using a different email service provider, your selection may be slightly different here.
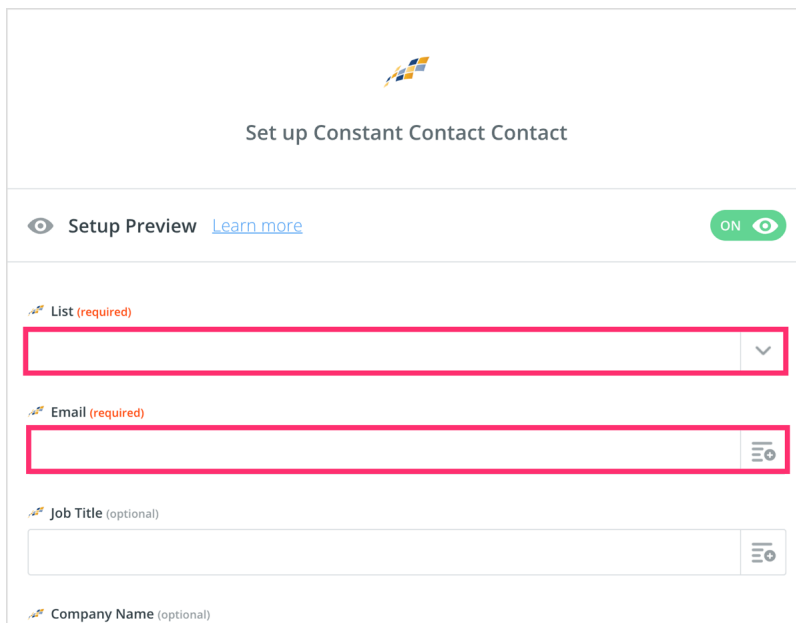
Now you'll need to connect the dots and select the data inside of ManyChat and Mailchimp from the fields inside of Zapier. This is how you create the path for which the data in ManyChat will get placed inside your email marketing service.

From the List drop-down menu, **select the list you created in your email marketing provider** (refer to Step #1). For Email, **choose the custom field you created in ManyChat to save the user's email response**.

The other items on the list are optional but the first two (List and Email) are required to make the connection work properly.

After you **click Continue**, you'll be prompted to **run an optional test**. The test is going to come up with an error, which is only because no one has actually gone through this flow before. So if you really want to test this, you personally need to go through, as a user, into your chatbot flow. Then your test will show as successful. If you don't want to run through that step, **click Finish**.

Only one step remains. Be sure to **activate your zap by switching the tab to on**!

Awesome! Your Zap is working.

YOUR ZAP IS   **ON** ⬤

While on, this Zap will run instantly when the ManyChat New
"Trigger a Zap" Event trigger happens.

See it on your dashboard   or   **Make another Zap**
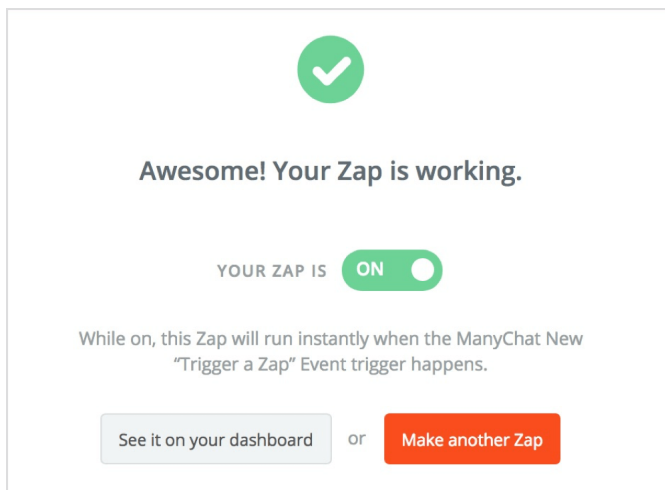
With that, your ManyChat flow is connected to your email marketing service via Zapier.

You can now go through and **test it yourself to see if it triggers correctly**. This is also a great time to create one of the many growth tools that ManyChat provides: start inviting new people to subscribe to your chatbot, or send out a broadcast to current subscribers inviting them to explore your new flow.

Conclusion

With over 1 billion active users on Facebook Messenger, it's one of the best places to connect with your target audience. But you should use caution when building your marketing on "rented" land. In other words, you need to own your data. That way if anything were to happen to Facebook or Facebook Messenger, you can take your list elsewhere instead of having to start over.

This is just one of the reasons capturing user information such as email addresses is such a great idea. Although email has far lower open and click-through rates than Facebook Messenger, it can still do many things better. From sending more long-form messages to mini-courses and automation, email is still a great tool in your marketing toolbox.

Combining the power of bots with the proven results of email marketing (https://www.socialmediaexaminer.com/email-sales-funnels-how-to-automate-your-sales-yaro-starak/) makes good marketing sense.

What do you think? Will you try this tactic to build your email list via your Messenger bot? Please share your thoughts in the comments below.

More articles about Facebook Messenger bots:

- Learn how to build a Facebook Messenger bot to automatically send valuable content to subscribers (https://www.socialmediaexaminer.com/how-to-build-facebook-messenger-bot-sequence/).

- Discover how to add an automatic lead score system to your Facebook Messenger bot (https://www.socialmediaexaminer.com/how-to-use-facebook-messenger-bot-for-lead-scoring-prospects/).

- Learn how to create a Messenger bot sequence for your live video or webinar (https://www.socialmediaexaminer.com/how-to-create-messenger-bot-sequence-for-live-video-or-webinar/).

f 246	🐦 693	📌 31	✉	≋ 296	in	⤴ **1K** SHARES

Tags: facebook (https://www.socialmediaexaminer.com/tag/facebook/)

ABOUT THE AUTHOR, Kelly Mirabella (http://www.StellarMediaMarketing.com)

Social media consultant and trainer and Facebook chatbot enthusiast. Passionate about helping people learn how to use social media for business. Learn more at stellar247.com (http://www.stellar247.com).

Other posts by Kelly Mirabella (https://www.socialmediaexaminer.com/author/kelly-mirabella/) »

(https://w

Get Social Media Examiner's Future Articles in Your Inbox!

Join 450,000+ of your peers! Get our latest articles delivered to your email inbox and get the **FREE Social Media Marketing Industry Report** (49 pages, 77 charts)!

Enter your first name

Email

I'D LOVE UPDATES

---

17 Comments   **Social Media Examiner**   1 **Login** ▾

♡ **Recommend**   🐦 **Tweet**   f **Share**   Sort by Oldest ▾

[avatar] Join the discussion…

LOG IN WITH   **OR SIGN UP WITH DISQUS** ⑦

Name

Ryan Biddulph • 3 days ago

Nice breakdown here Kelly. Helpful screenshares. Amazing how bots can grow your business if you use 'em in clear, non-obtrusive fashion.

⌃ ⌄ • Reply • Share ›

Kelly Mirabella ➤ Ryan Biddulph • 3 days ago

Thanks Ryan! I am so glad you found it helpful. Chatbots really are very powerful. Please let me know if you have any other questions!

∧ | ∨ • Reply • Share ›

RadianceVision • 3 days ago

Thanks for sharing useful information about this email marketing tool. You have explained it very well. Hope it will help me too. Thanks for sharing!

1 ∧ | ∨ • Reply • Share ›

Kelly Mirabella ➔ RadianceVision • 3 days ago

Thanks for reading and for the comment! Let me know if you have any questions. I am always happy to help.

∧ | ∨ • Reply • Share ›

Vishwajeet Kumar • 3 days ago

Hello Kelly,

Very informative post. I haven't tried to integrate Mailchimp with Facebook messenger. Looks very interesting to me. I will give it a try.

∧ | ∨ • Reply • Share ›

Kelly Mirabella ➔ Vishwajeet Kumar • 3 days ago

Thanks Vishwajeet! If you are using Mailchimp as your ESP it is so very easy to integrate with Manychat. Manychat JUST released this native feature so you don't have to go through Zapier. Such a time saver and very seamless!

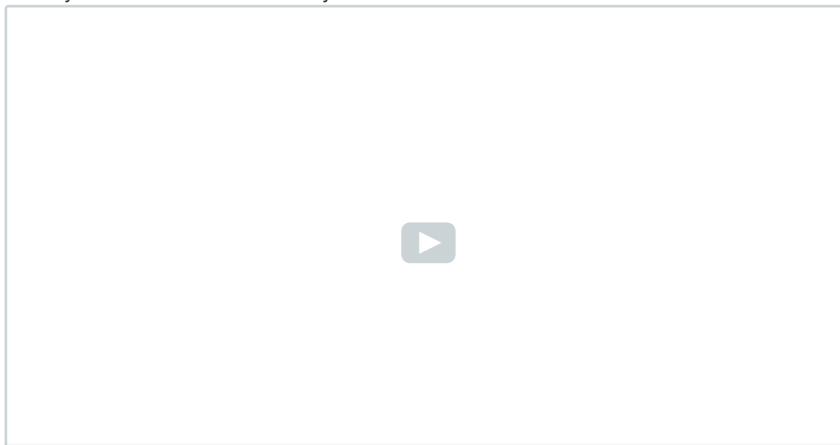∧ | ∨ • Reply • Share ›

Mike Payne • 3 days ago

Thank you, Kelly. Your step-by-step guide really helps those of us who are new to this integration. If we're new to chatbots and want to see HOW they can play a role in building a list from Messenger (& any other performance objectives), what resource (i.e. article/post) do you recommend? Before integration, I need to see how others are using Chatbots.

∧ | ∨ • Reply • Share ›

Kelly Mirabella ➔ Mike Payne • 3 days ago

Hi Mike, thanks for asking. I actually have a full suite of YouTube videos that walk you through not only the how tos but also the why. Feel free to check them out at

see more

∧ | ∨ • Reply • Share ›

Kelly Mirabella ➔ Mike Payne • 3 days ago

I don't have any links off hand for case studies but I have seen it done in a number of ways. Perhaps SME will allow me to write that article next ;)

So my favorite ways to use this to build your subscriber list (both in the chatbot and email):
1. Lead magnet delivery: now only can you deliver a lead magnet but you can also capture email addresses for additional bonus materials.
2. Use chatbots in conjunction with Facebook live to drive engagement and grow your subscribers. You can A: create a post asking people to subscribe to an upcoming Live broadcast using a comment trigger or ref url. Then when you go live you can send a broadcast to your subscribers (segmented for interest) stating you are live and they should come join you. This is also a great way to promote an upcoming Facebook live because you can run an ad on this post (you cannot run an ad on a scheduled Facebook live until AFTER you are done going live) B: Have a lead magnet that ties to your live broadcast topic and include a comment trigger on your live broadcast post. This way viewers can comment with specific keywords and be sent the lead magnet they want. This help increase engagement like crazy. And we know that Facebook LOVES engagement over all else these days so this is a great way to push past the algorithm.
3. Games, contest and leaderboards that include the help of a chatbot can help increase on

see more

∧ | ∨ • Reply • Share ›

Madalyn Sklar • 3 days ago   — | ⚑

Thank you Kelly! This is super helpful. I love your simple step-by-step instructions. 😃

1 ∧ | ∨ • Reply • Share ›

> **Kelly Mirabella** ➔ Madalyn Sklar • 3 days ago   — | ⚑
>
> Thanks Madalyn. I am so glad you found it helpful.
>
> ∧ | ∨ • Reply • Share ›

Gaurav Kumar • 3 days ago   — | ⚑

Hi Kelly,

Growing email list with the help of Facebook messenger bot is a creative idea. These screenshots have the made it easy to understand the whole process.

Glad you have shared these.

1 ∧ | ∨ • Reply • Share ›

> **Kelly Mirabella** ➔ Gaurav Kumar • 2 days ago   — | ⚑
>
> I am so glad you found it helpful Gaurav! Please let me know if you have any questions. I am always happy to help!
>
> ∧ | ∨ • Reply • Share ›

Tomas • 2 days ago   — | ⚑

Nice Information!

∧ | ∨ • Reply • Share ›

> **Kelly Mirabella** ➔ Tomas • a day ago   — | ⚑
>
> Thank you Tomas!
>
> ∧ | ∨ • Reply • Share ›

John Roky • a day ago   — | ⚑

Very well written and also well formatted, Will start following your blog. Great article indeed. Very helpful. will surely recommend this to my friends

∧ | ∨ • Reply • Share ›

> **Kelly Mirabella** ➔ John Roky • a day ago   — | ⚑
>
> So glad you enjoyed it John. Let me know if you have any questions specific to chatbots.
>
> ∧ | ∨ • Reply • Share ›

✉ **Subscribe**   🔒 **Disqus' Privacy PolicyPrivacy PolicyPrivacy**

Helpful links: (https://www.socialmediaexaminer.com/)

Our video documentary (https://www.youtube.com/socialmediaexaminer?sub_confirmation=1)

Our podcasts (https://www.socialmediaexaminer.com/shows/)

Our live show (https://www.socialmediaexaminer.com/morning-social-media-marketing-talk-show/)

Our content via email (https://www.socialmediaexaminer.com/subscribe/)

Our industry report (https://www.socialmediaexaminer.com/social-media-marketing-industry-report-2018/)

Write for us… (https://www.socialmediaexaminer.com/writers/)

Sponsorship opportunities (https://www.socialmediaexaminer.com/sponsor/)

Also find us on: (http://www.facebook.com/smexaminer)

• Facebook (http://www.facebook.com/smexaminer)

• Twitter (https://twitter.com/smexaminer)

• LinkedIn (http://www.linkedin.com/company/576649)

• Instagram (http://www.instagram.com/smexaminer/)

• Pinterest (http://www.pinterest.com/smexaminer/)

• YouTube (https://youtube.com/socialmediaexaminer)

• Snapchat (https://www.snapchat.com/add/smexaminer)

Popular Posts

17+ Social Media Marketing Predictions for 2018 From the Pros
10K Total Shares
(https://www.socialmediaexaminer.com/social-media-predictions-2018/)

The Facebook Algorithm Explained for Marketers
7K Total Shares
(https://www.socialmediaexaminer.com/facebook-algorithm-explained-for-marketers-dennis-yu/)

18 Apps and Tools for Social Media Marketers
7K Total Shares
(https://www.socialmediaexaminer.com/18-apps-tools-social-media-marketers/)

8 Apps to Enhance Your Instagram Stories
6K Total Shares
(https://www.socialmediaexaminer.com/8-apps-instagram-stories/)

Facebook Zero: The Changing News Feed and What Marketers Need to Know
6K Total Shares
(https://www.socialmediaexaminer.com/facebook-zero-changing-news-feed-what-marketers-need-to-know/)

How to Lower Your Facebook Ad Costs and Get Better Results
6K Total Shares
(https://www.socialmediaexaminer.com/how-to-lower-facebook-ad-costs-get-better-results/)

 (https://www.socialmediaexaminer.com/smmworld/?smesite=world19-site-sidebarad-surfer)

Recent Posts

How to Create a Content Marketing Plan Using LinkedIn (https://www.socialmediaexaminer.com/linkedin-content-marketing-plan/)

Leaning Into Launch Day: The Journey, Season 2, Episode 6 (https://www.socialmediaexaminer.com/leaning-into-launch-day-the-journey-season-2-episode-6/)

How to Split Test Facebook Link Preview Images for More Organic Traffic to Your Website (https://www.socialmediaexaminer.com/split-test-facebook-link-preview-images/)

3 Mobile Apps to Improve the Quality of Your Photos (https://www.socialmediaexaminer.com/3-mobile-apps-photos/)

How to Grow Your Email List With a Facebook Messenger Bot (https://www.socialmediaexaminer.com/grow-email-list-facebook-messenger-bot/)

Instagram Founders Leave Facebook (https://www.socialmediaexaminer.com/instagram-founders-leave-facebook/)

How to Get Customers to Evangelize Your Business (https://www.socialmediaexaminer.com/customers-evangelize-business-jay-baer/)