



# Building Your Messenger Bot

Asad Memon

[asadmemon.com](http://asadmemon.com)

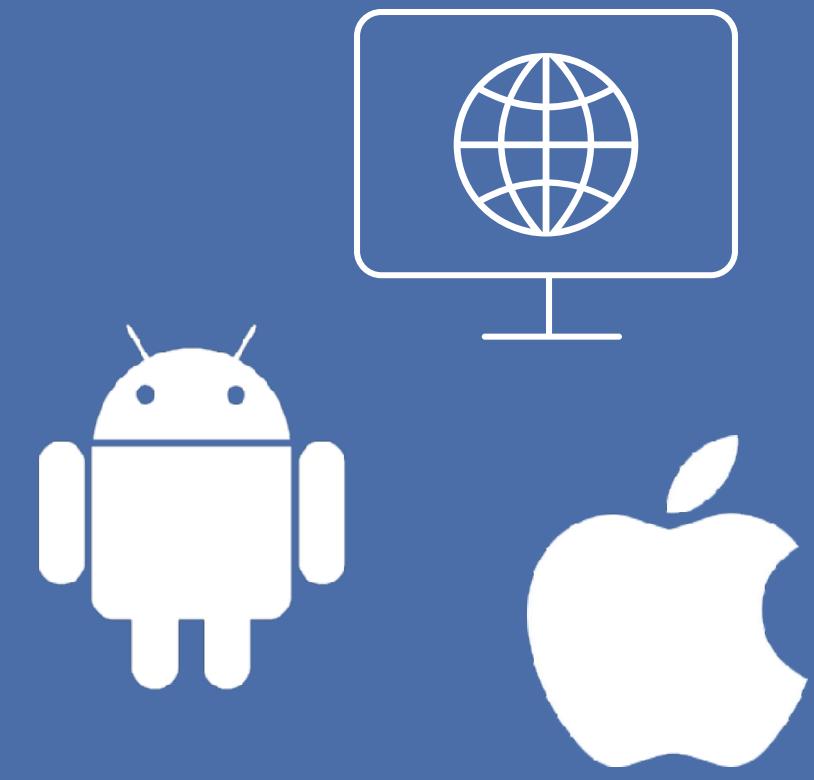
**1 BILLION**

Messages per Month

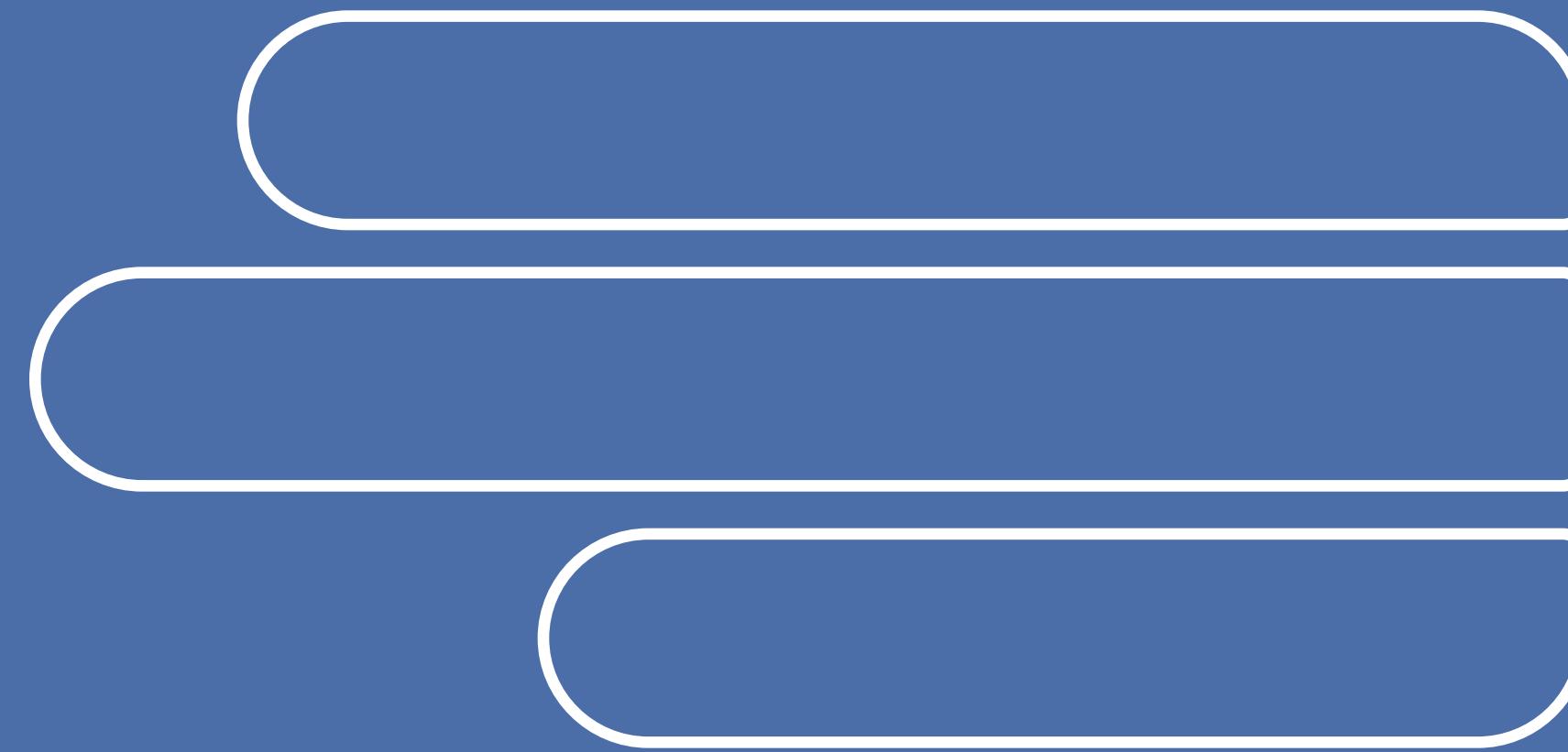
Launching  
Messenger  
Platform



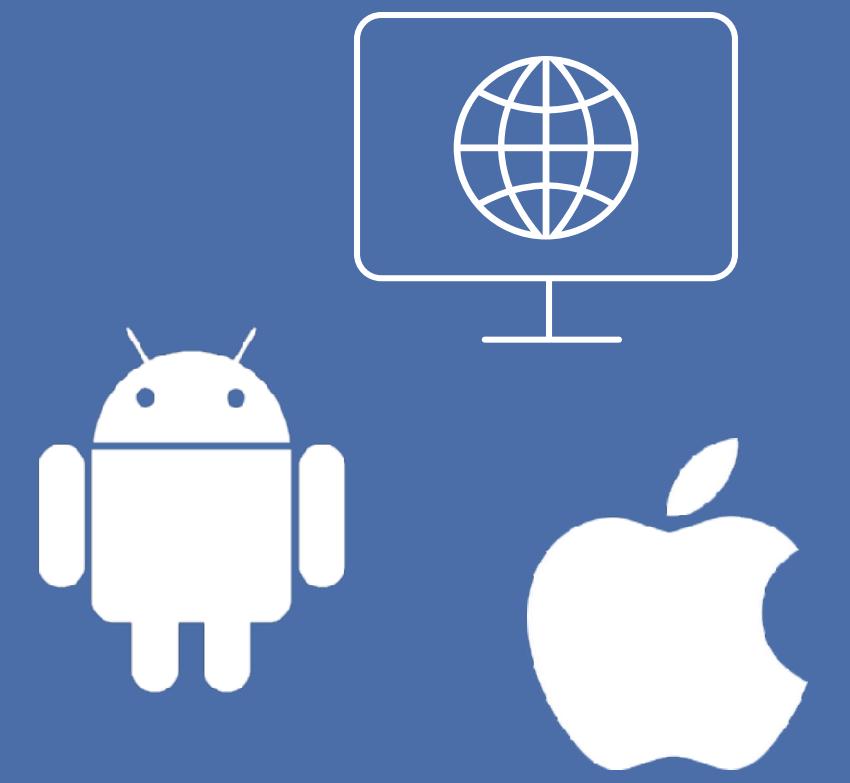
One Build,  
All Platforms



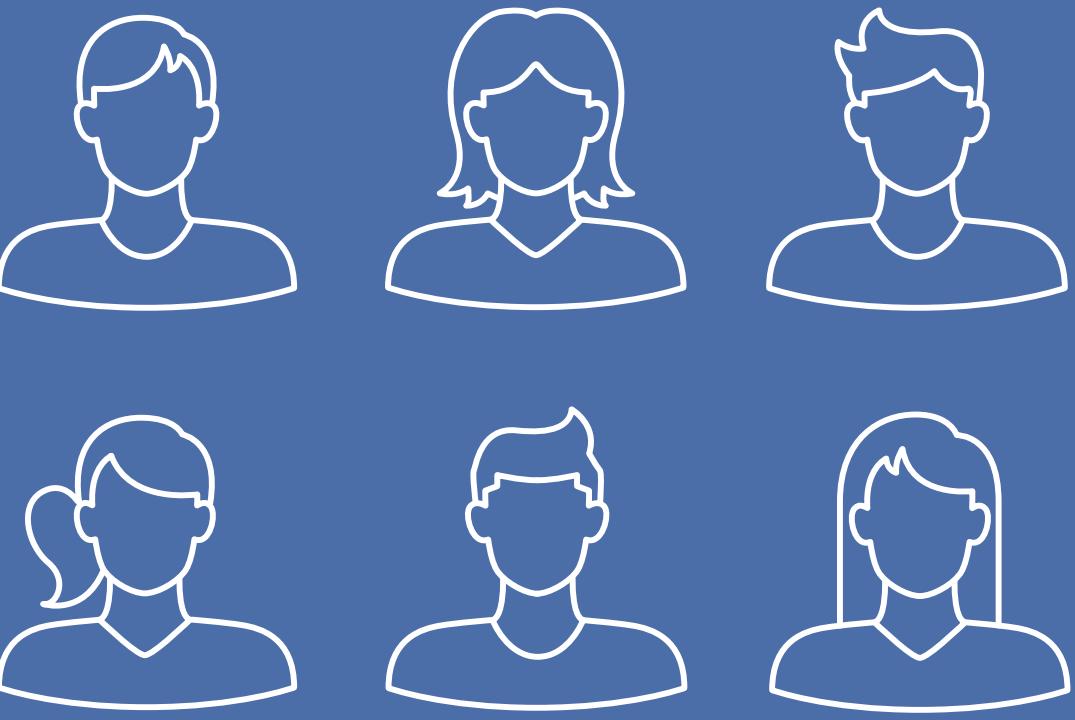
One Build,  
All Platforms



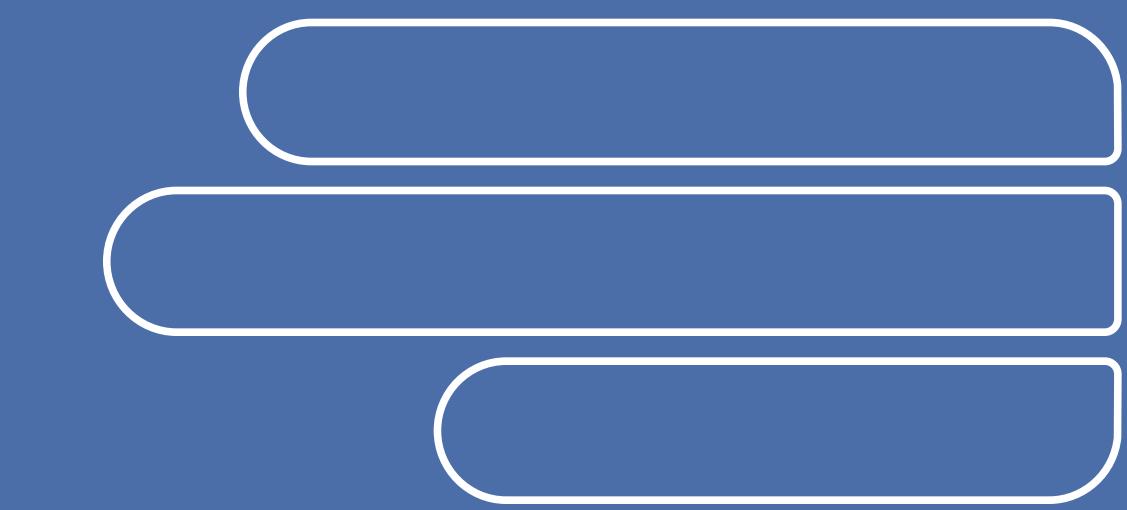
Conversational  
Interface



One Build,  
All Platforms



900M  
Users



Conversational  
Interface

# How do we think about bots?

- 1
- 2
- 3

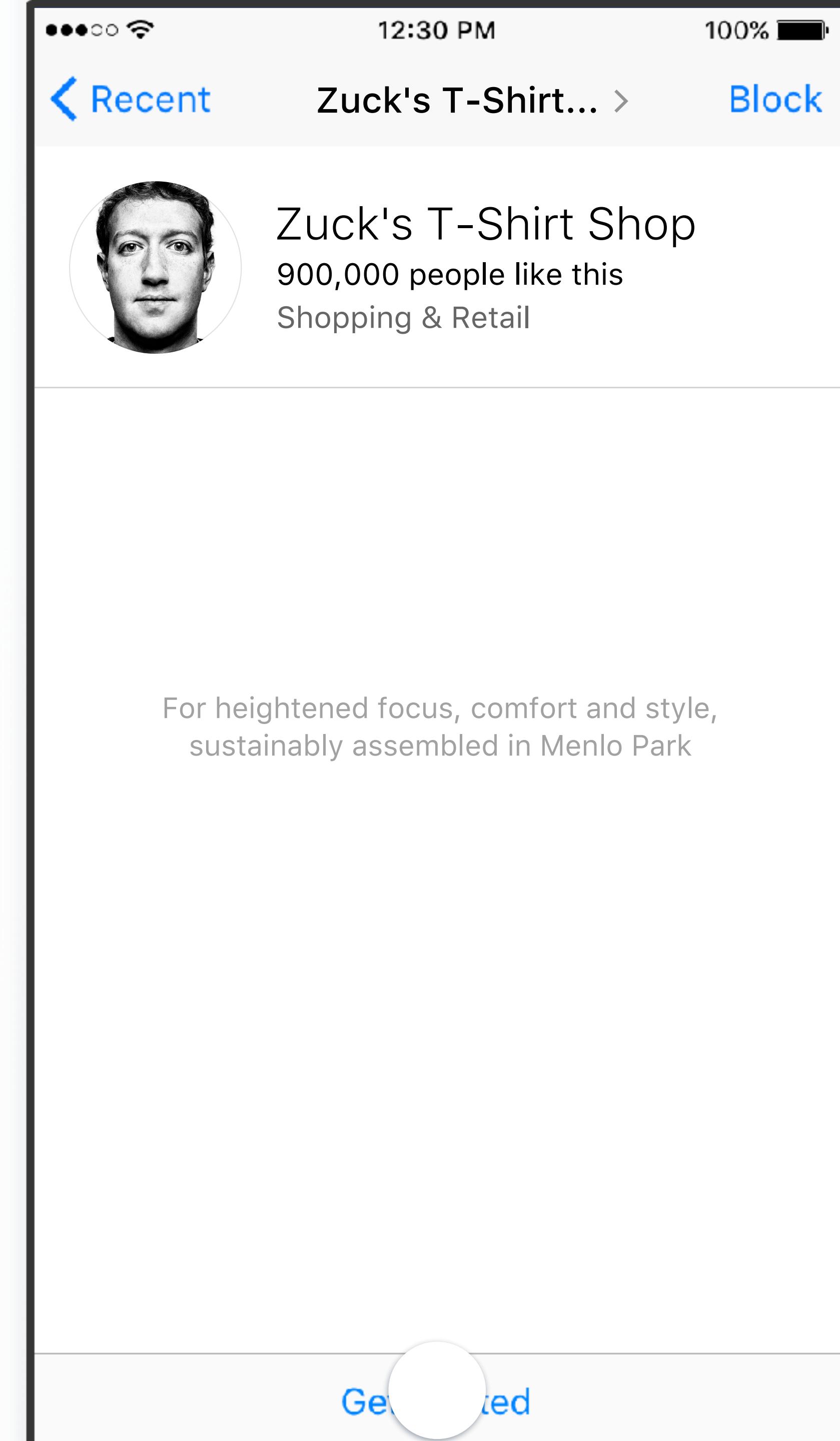
Threads are  
the new apps  
  
Conversational  
Interface >  
  
Command Line  
  
Easy ways to  
start the  
conversation

- 1
- 2
- 3

Threads are  
the new apps

Conversational  
Interface >  
Command Line

Easy ways to  
start the  
conversation

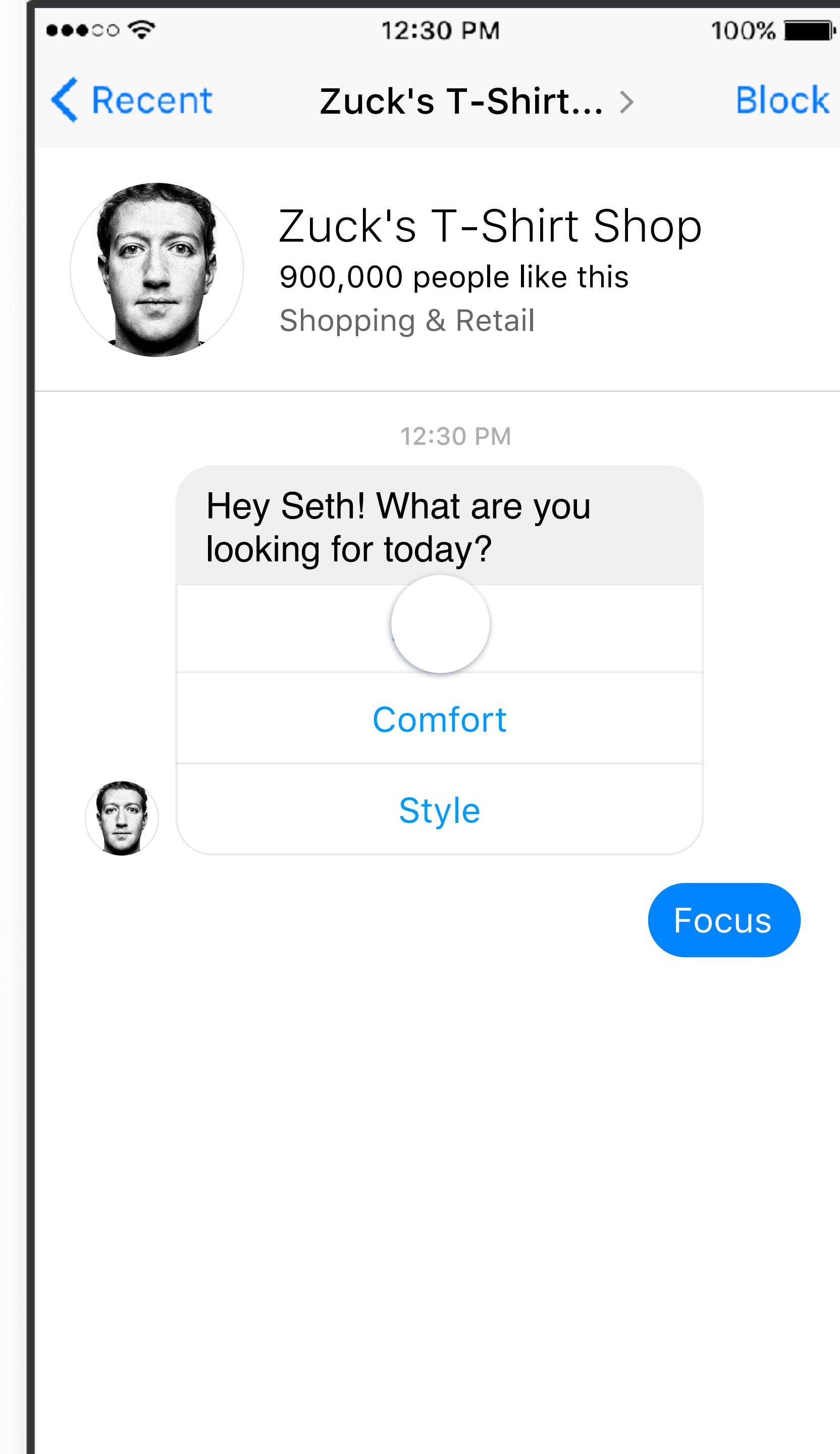


- 1
- 2
- 3

Threads are  
the new apps

Conversational  
Interface >  
Command Line

Easy ways to  
start the  
conversation

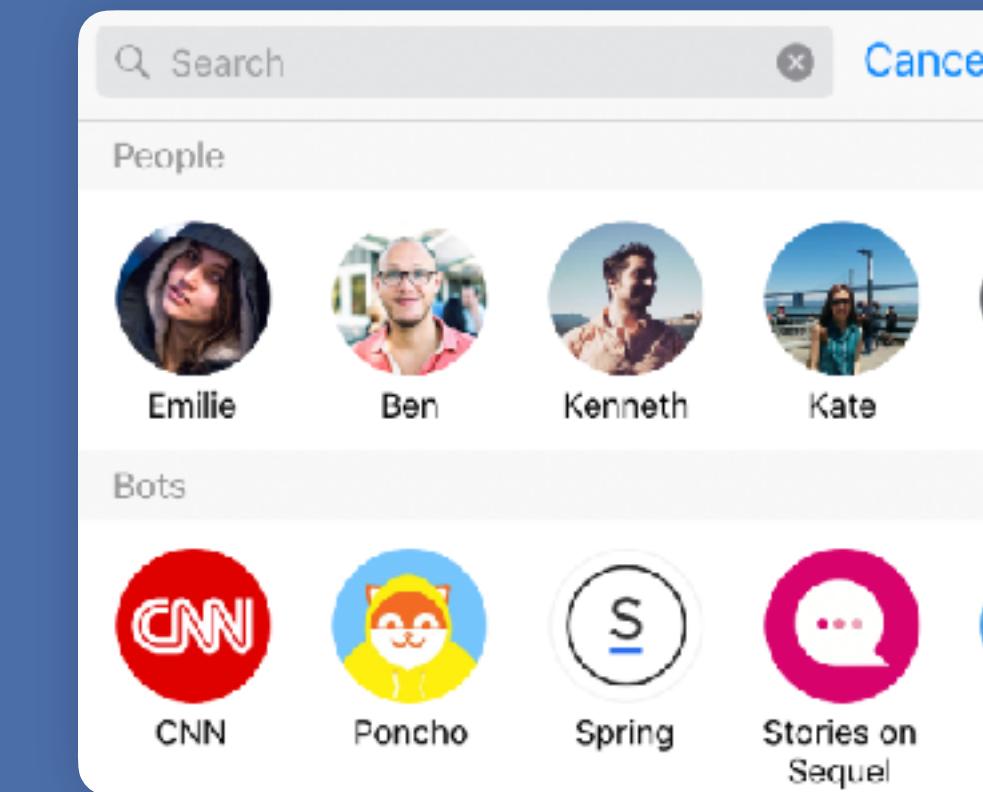


- 1
- 2
- 3

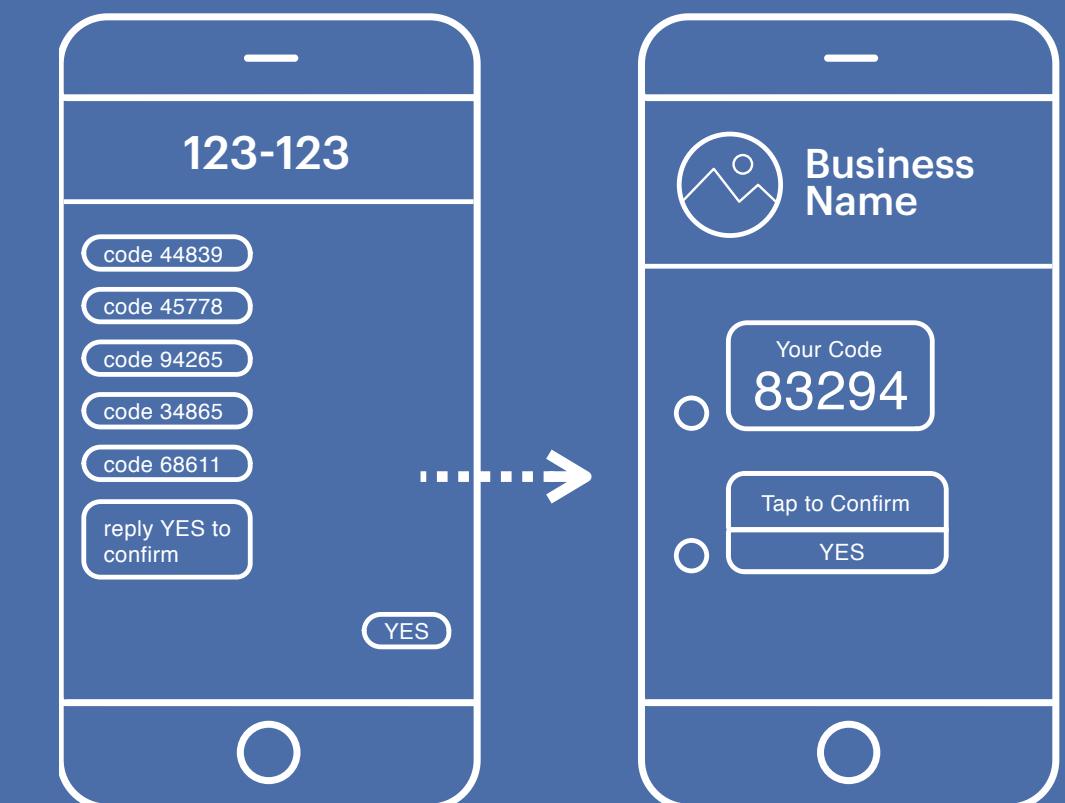
Threads are  
the new apps

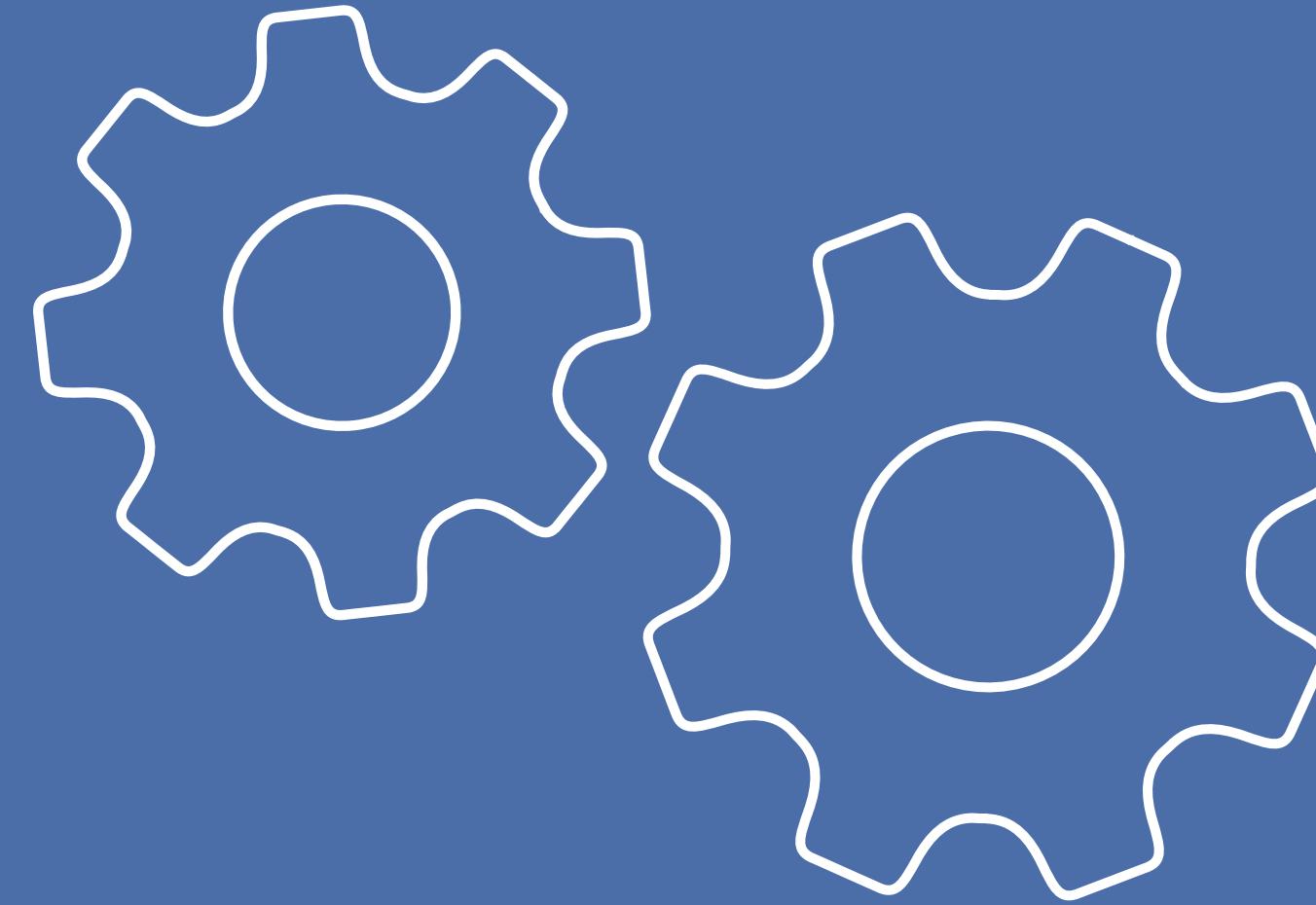
Conversational  
Interface >  
Command Line

Easy ways to  
start the  
conversation



m.me/username



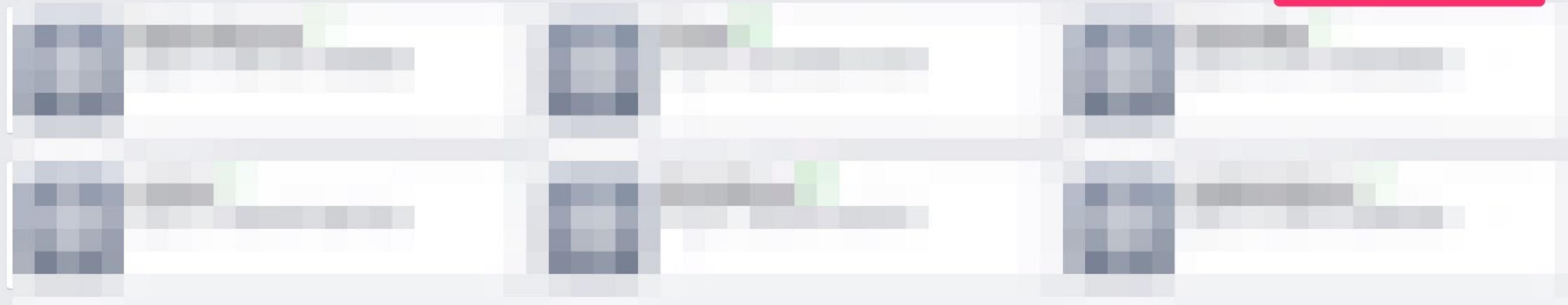


# Build Your Bot





Search apps by title

**+ Add a New App**

<https://developers.facebook.com/apps/>

# Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Contact Email

Category

By proceeding, you agree to the [Facebook Platform Policies](#)



secretbot1

APP ID: 137237146762510

[View Analytics](#)

Tools &amp; Support

Docs



Dashboard

Settings

Roles

Alerts

App Review

PRODUCTS

Messenger

Settings

Webhooks

+ Add Product

facebook for developers

Page token is required to start using the APIs. This page token will have all messenger permissions even if your app is not approved to use them yet, though in this case you will be able to message only app admins. You can also generate page tokens for the pages you don't own using Facebook Login.

Page

Page Access Token

[Select a Page ▾](#)

You must select a Page to generate an access token.

[Create a new page](#)

## Webhooks

[Edit events](#)

To receive messages and other events sent by Messenger users, the app should enable webhooks integration.

Selected events: **message\_deliveries, message\_echoes, message\_reads, messages, messaging\_account\_linking, messaging\_checkout\_updates, messaging\_optins, messaging\_payments, messaging\_postbacks, messaging\_referrals**



Complete

Select a page to subscribe your webhook to the page events

The app is not subscribed to any pages

[Select a Page ▾](#)

## App Review for Messenger

To use Messenger platform, your app needs to be approved for Send/Receive API (pages\_messaging). The



secretbot1

APP ID: 137237146762510

[View Analytics](#)[Tools & Support](#) [Docs](#)[Dashboard](#)[Settings](#)[Roles](#)[Alerts](#)[App Review](#)[PRODUCTS](#)[Messenger](#)[Settings](#)[+ Add Product](#)

facebook for developers

Page token is required to start using the APIs. This page token will have all messenger permissions even if your app is not approved to use them yet, though in this case you will be able to message only app admins. You can also generate page tokens for the pages you don't own using Facebook Login.

Page

Page Access Token

Insult Bot ▾

EAAB80QNhZCQ4BALoXrsSJ0rKb3XgD6w7OXBryMOL7pROhH0NxK9dncUP1xhlcVacoV46Ee7EDV

[Create a new page](#)

Webhooks

[Setup Webhooks](#)

To receive messages and other events sent by Messenger users, the app should enable webhooks integration.

#### App Review for Messenger

To use Messenger platform, your app needs to be approved for Send/Receive API (pages.messaging). The Send/Receive API should only be used to send organic content and should not be used to send marketing or other promotional communications. To match your existing contacts to Messenger accounts using their phone numbers, you'll need Customer Matching (pages.messaging\_phone\_number).



pages.messaging

Enables your app to send and receive messages using a Facebook Page.

[Add to Submission](#)

## New Page Subscription



Callback URL

`https://still-garden-42409.herokuapp.com/webhook`



Verify Token

`BOT_TOKEN`



Subscription Fields

messages

messaging\_postbacks

messaging\_optins

message\_deliveries

message\_reads

messaging\_payments

messaging\_checkout\_updates

messaging\_account\_linking

messaging\_referrals

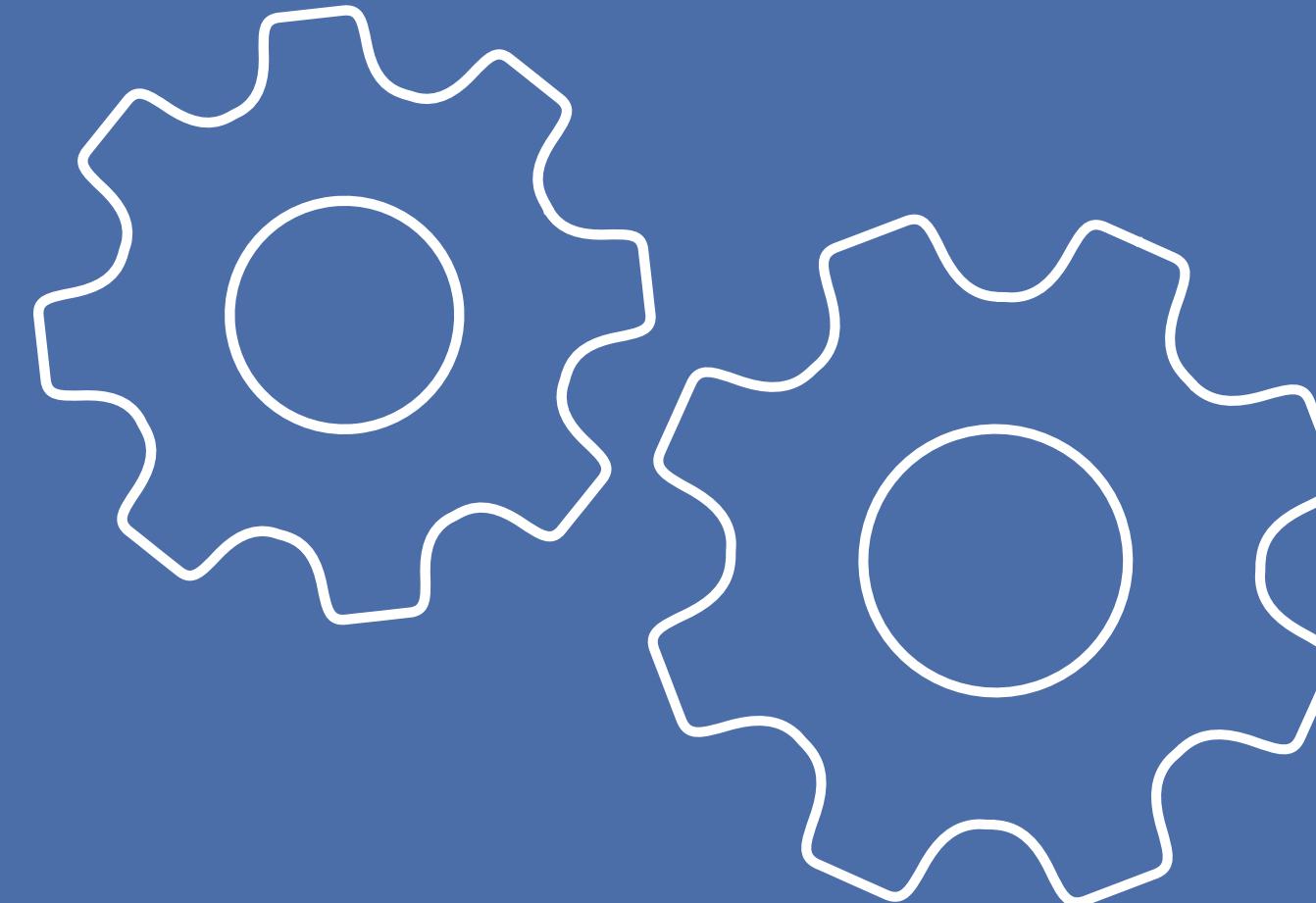
message\_echoes

[Learn more](#)

Cancel

Verify and Save





# Set Up Webhooks





# Set Up Webhooks

Thanks for following the New York Times. Stay tuned for daily news digests and breaking news.

messages





# Set Up Webhooks



Send to Messenger

messaging\_optins





# Set Up Webhooks

Option 1

Option 2

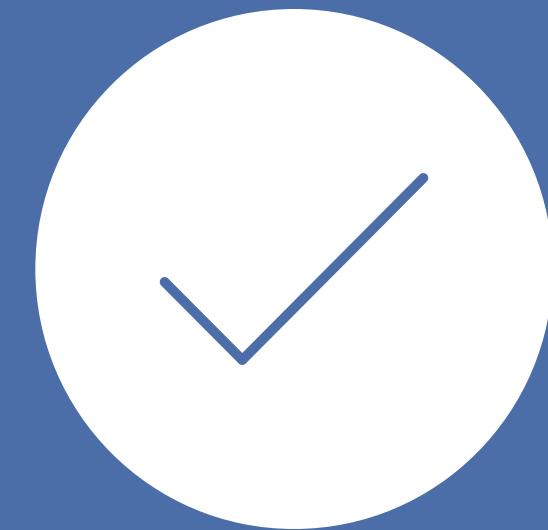
Option 3

messaging\_postbacks



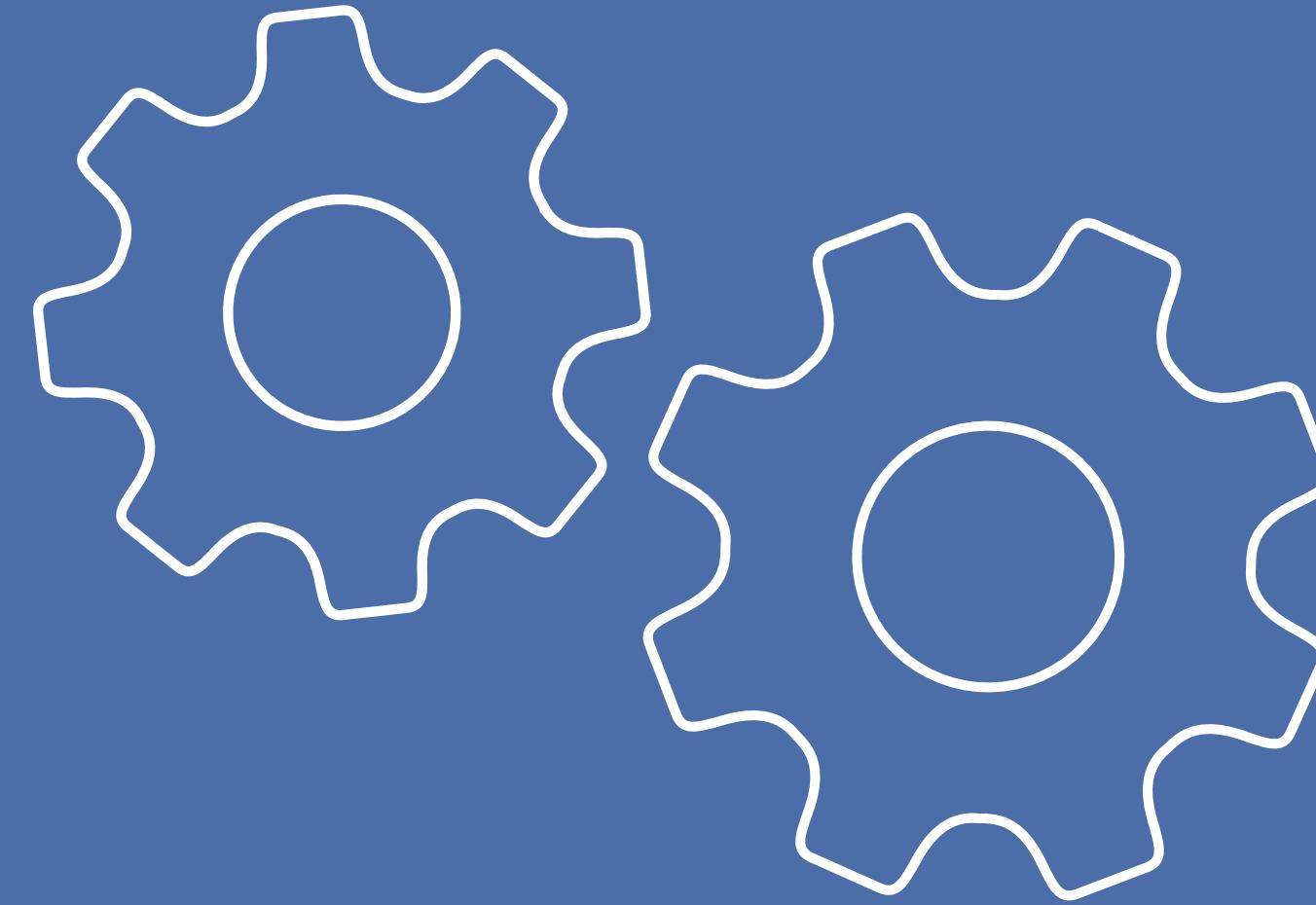


# Set Up Webhooks



message\_deliveries





# Send Messages





# Send Messages

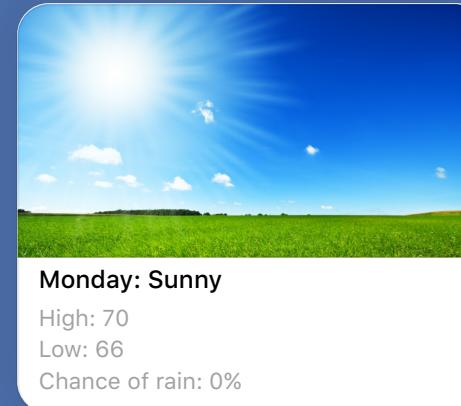
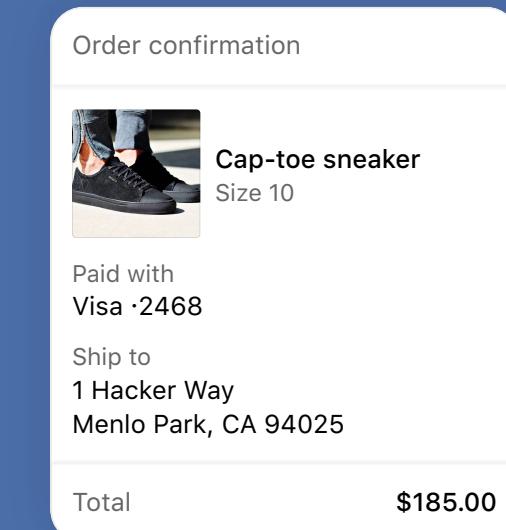
Thank you for your interest  
in the Wall Street Journal.  
Stay tuned for daily digests  
and breaking news.



Text

Images

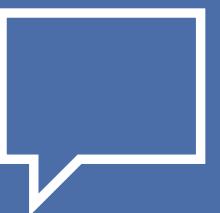
Templates



You got it. We'll let you know  
when your order ships. Let  
us know if you have any  
questions.

[Manage subscription](#)



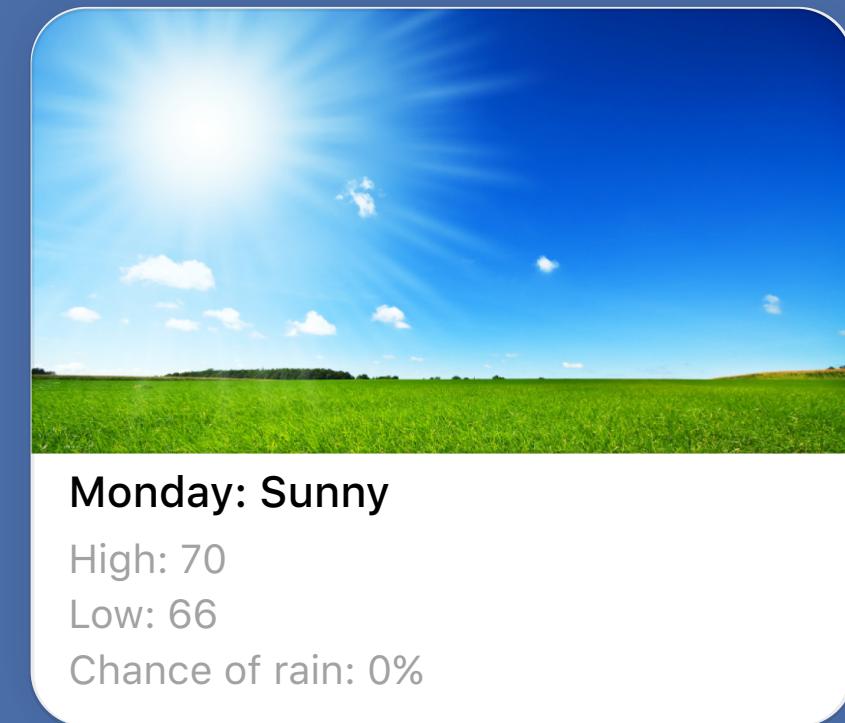


# Send Templates

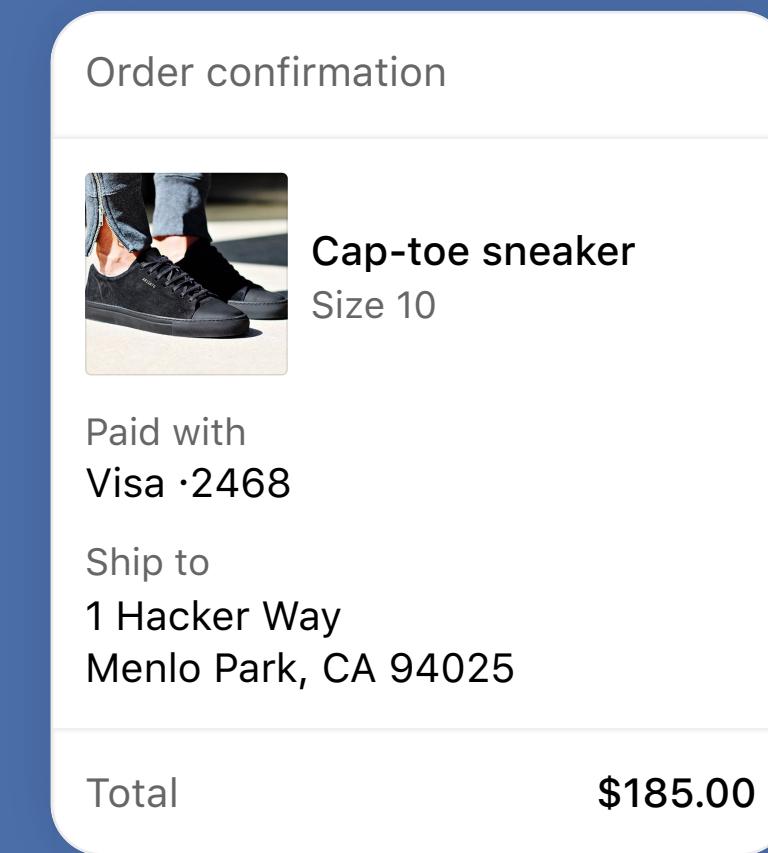
You got it. We'll let you know when your order ships. Let us know if you have any questions.

[Manage subscription](#)

Button



Generic



Receipt



# Send H-Scroll & Postbacks

Classic T-Shirt  
Medium Grey  
\$29.99  
zuckstees.com

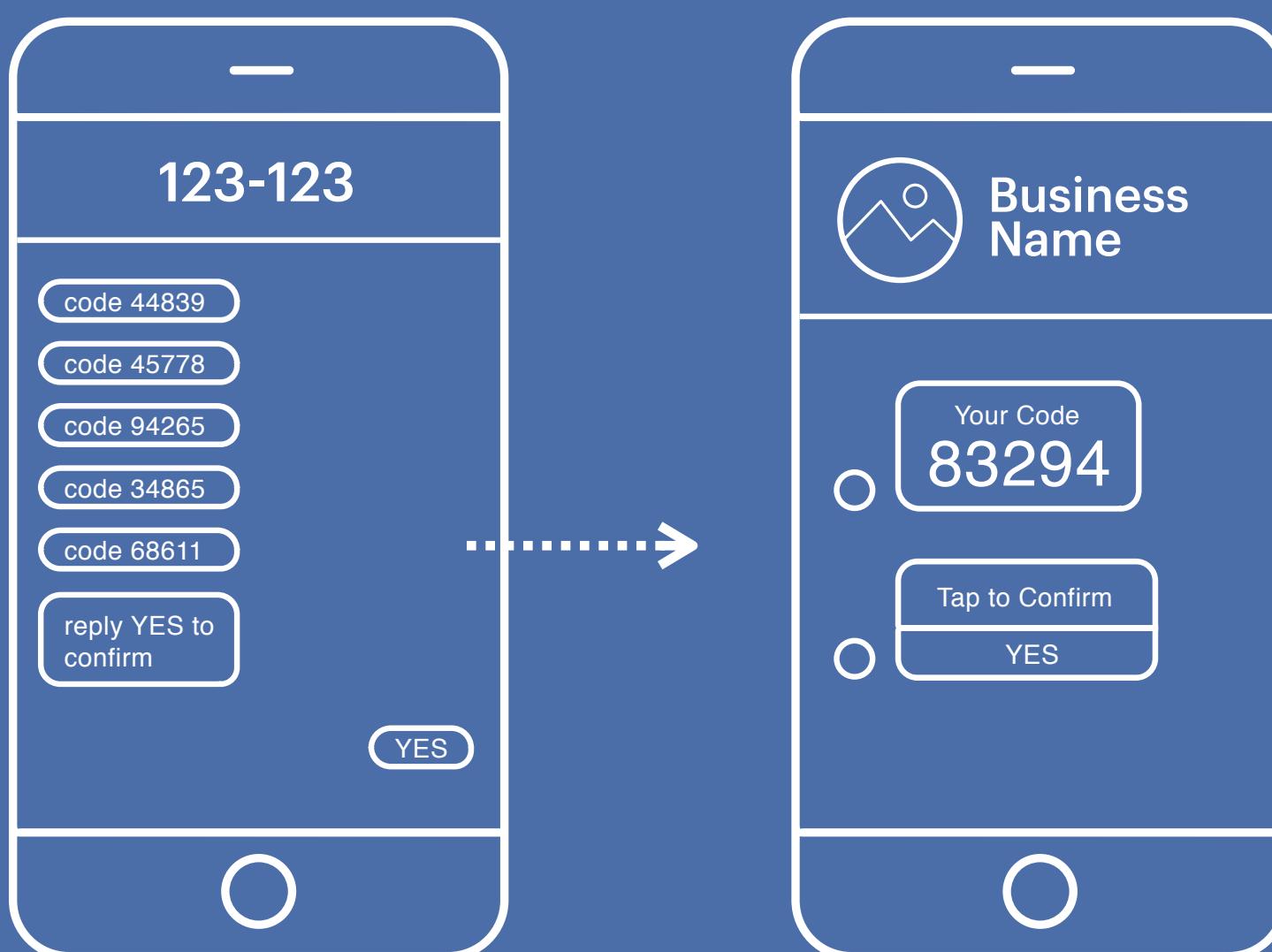
[View details](#)

[Choose this color](#)



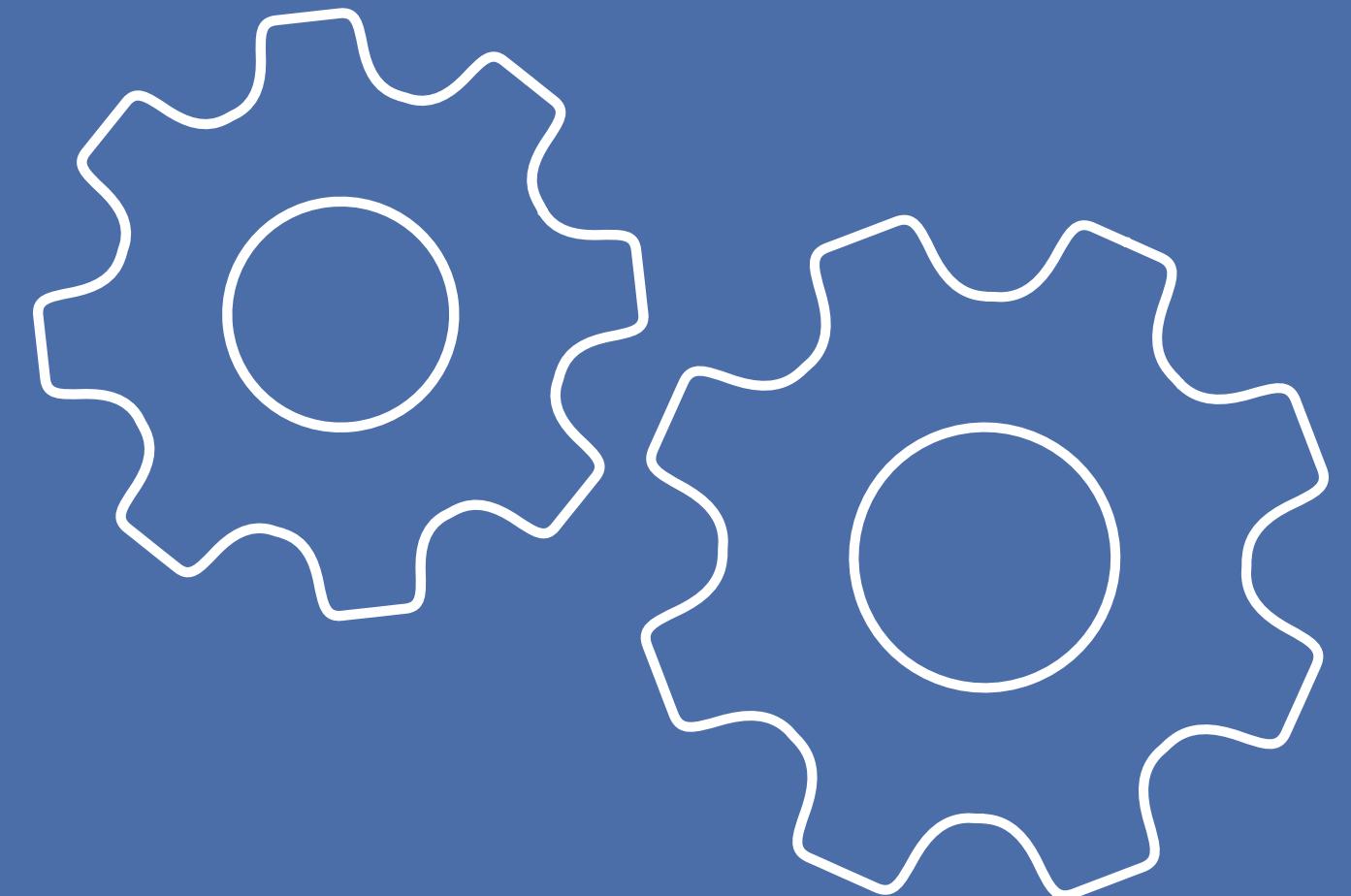


# Send to Phone Number



# Code Demo



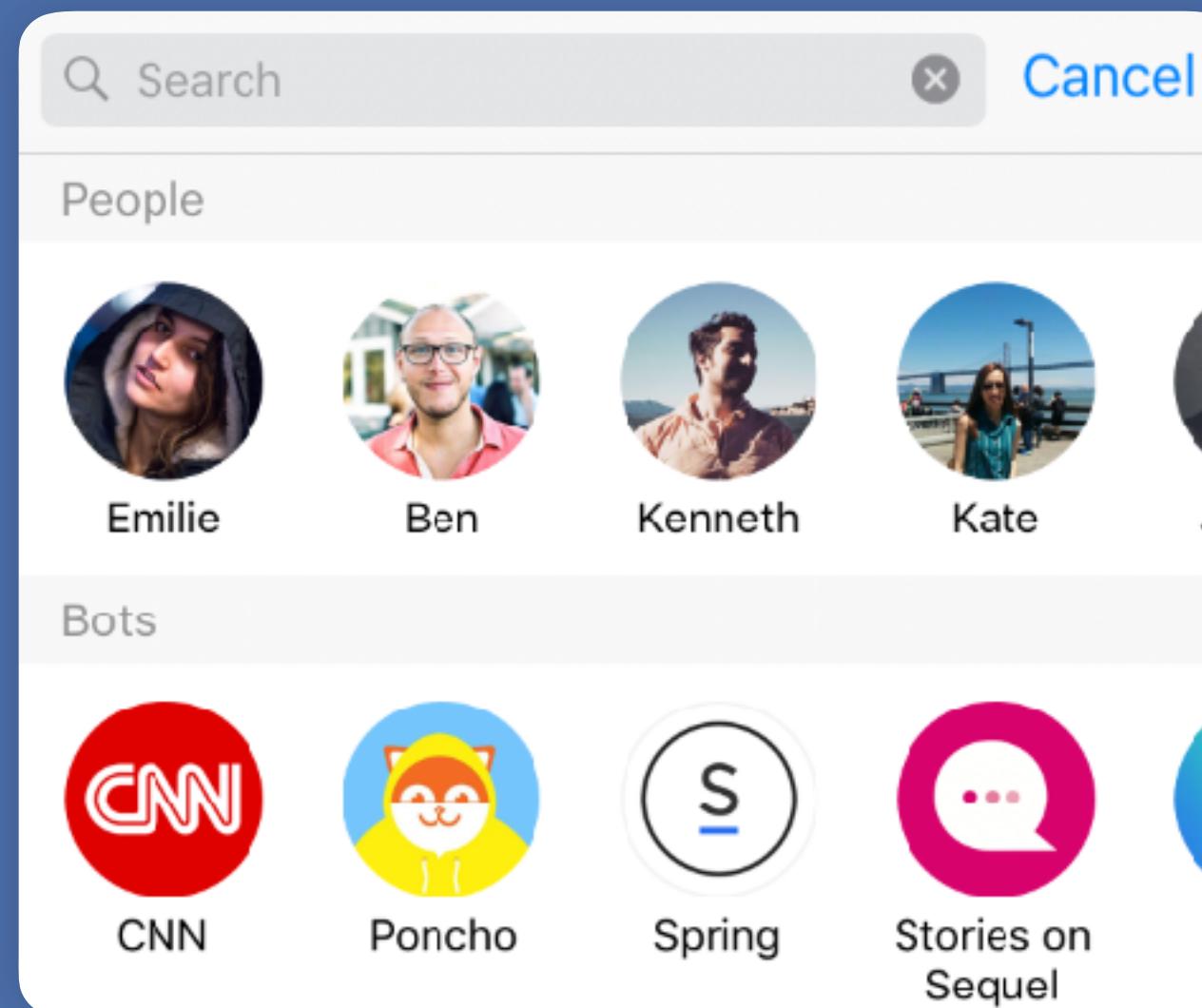


# Get Discovered





# Get Discovered





# Get Discovered



[Send to Messenger](#)





# Get Discovered

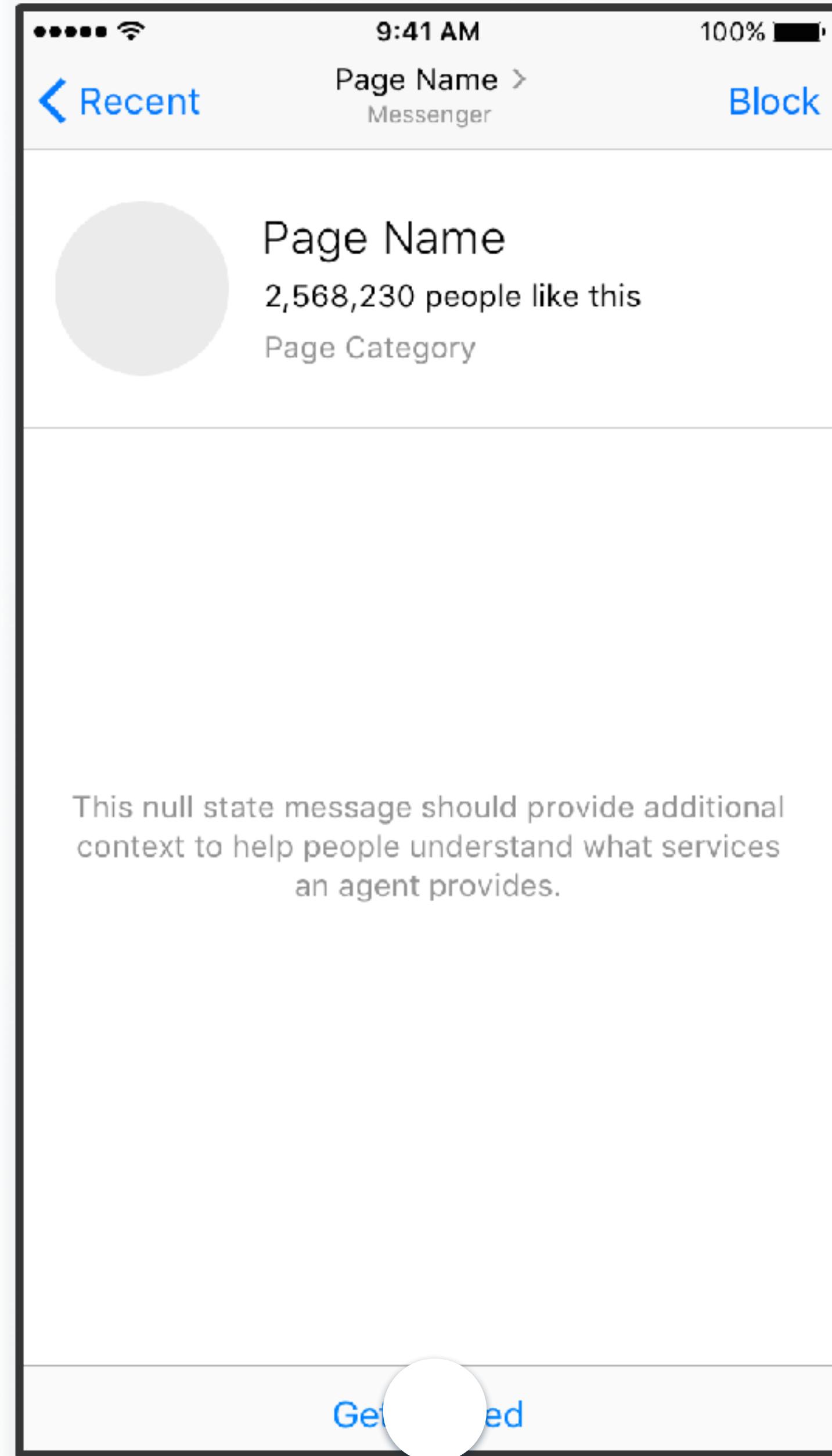
m.me/CNN

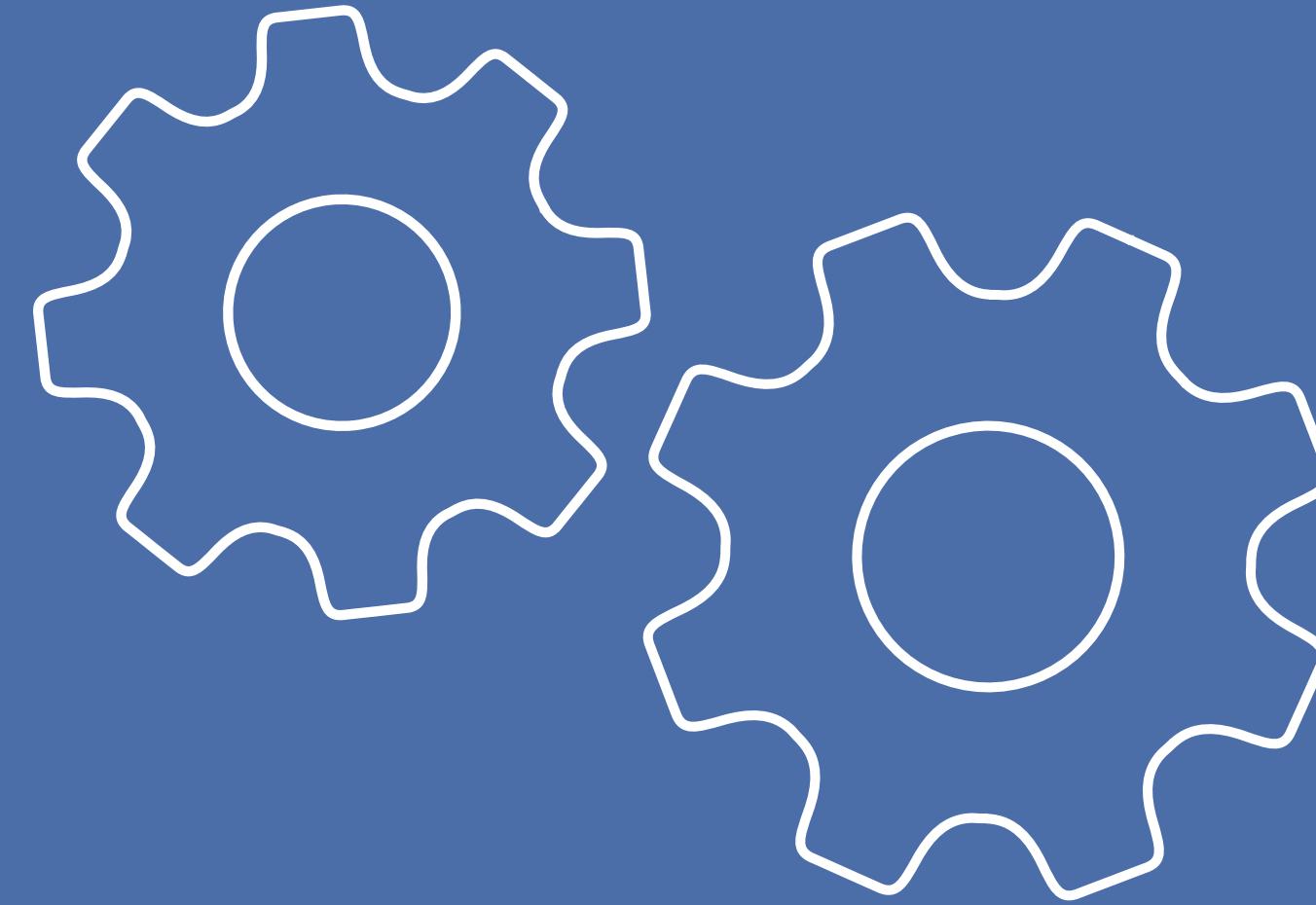




# Get Discovered

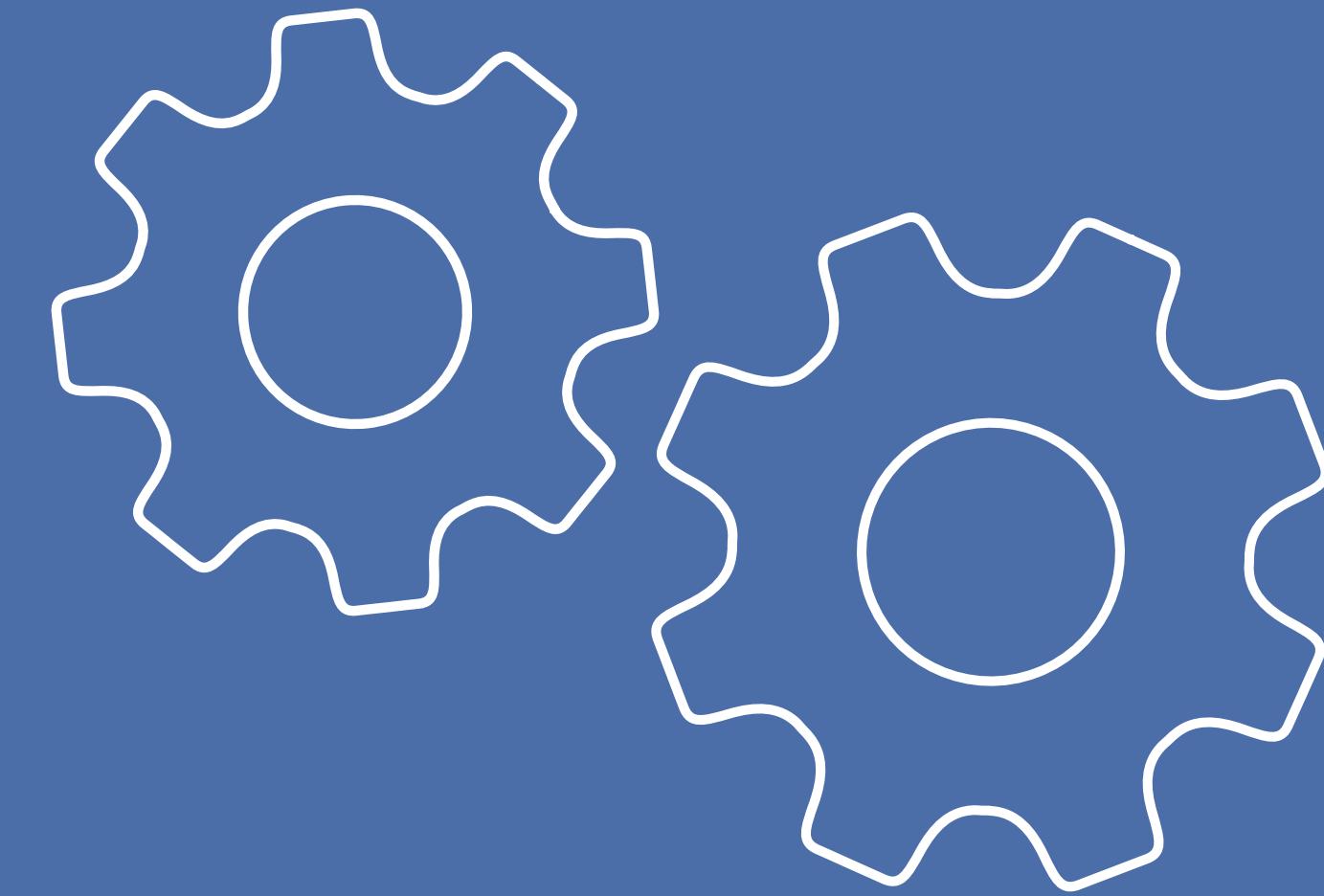






# Build Your Bot





## Generate Token



## Set Up Webhook

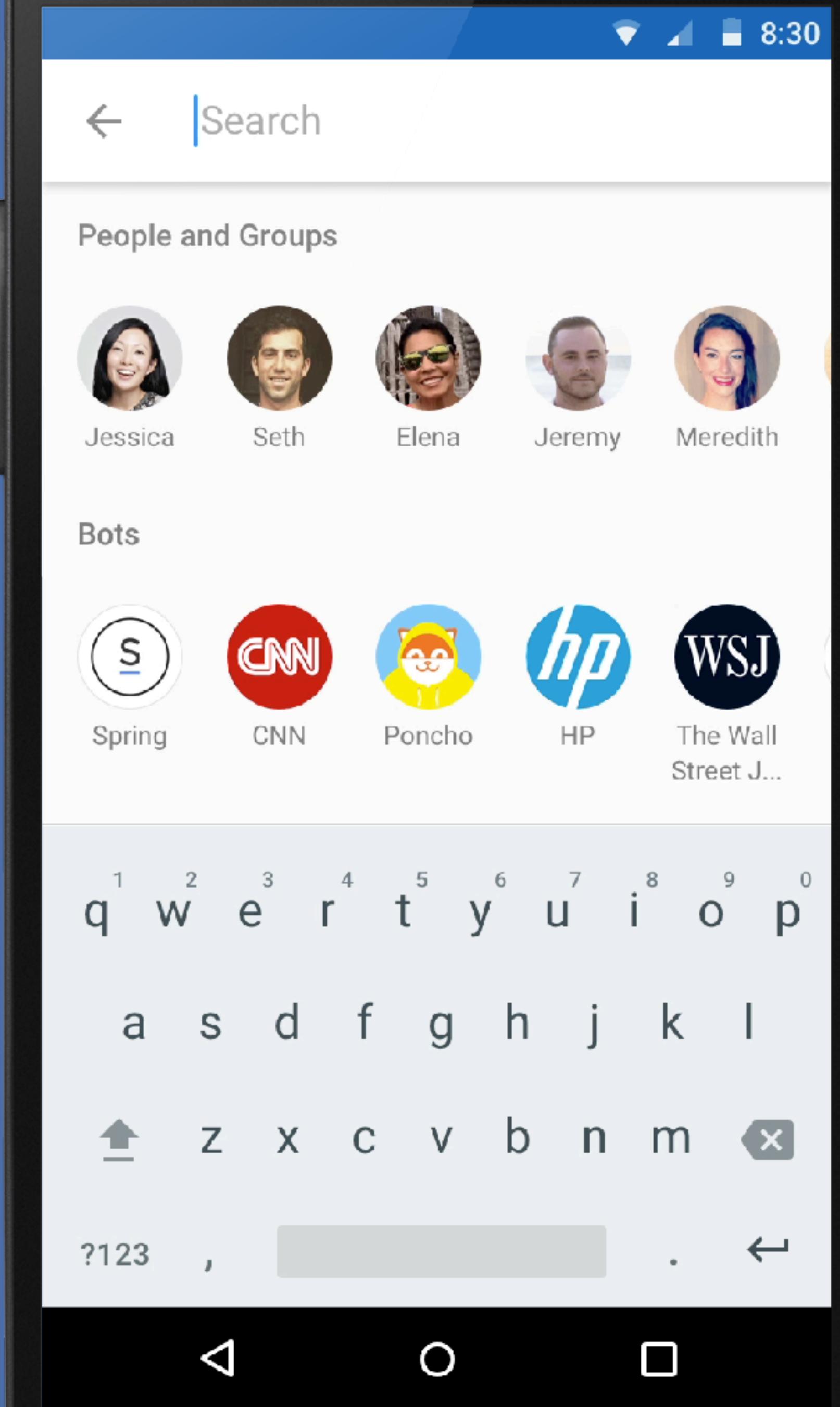


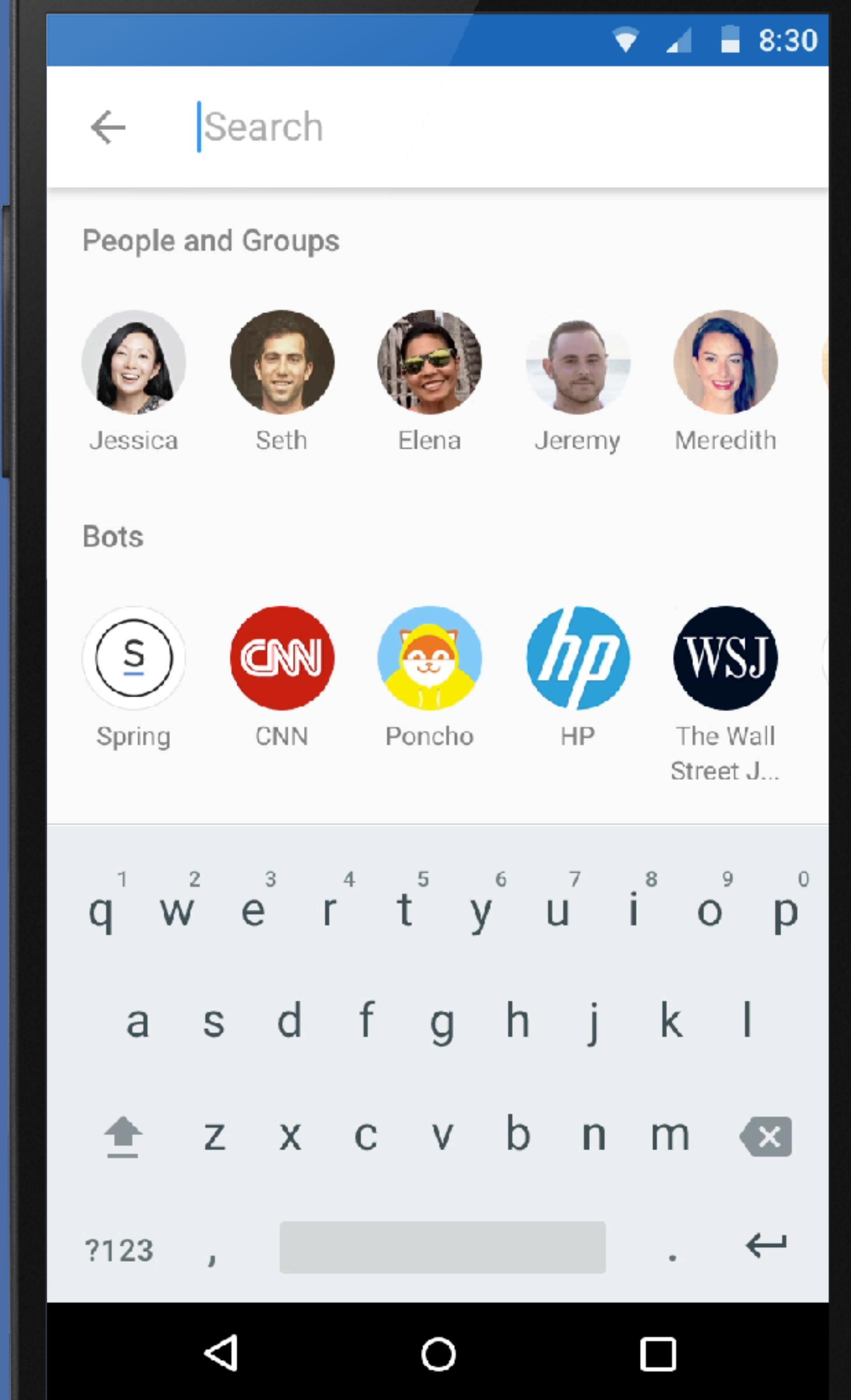
## Send Messages



## Get Discovered

# Meet Real Bots







8:30

← Poncho BLOCK ⓘ

 Poncho  
5,374 people like this  
Product/Service

I'll give you a personal weather forecast  
that will make you smile, whatever the  
weather.

GET STARTED



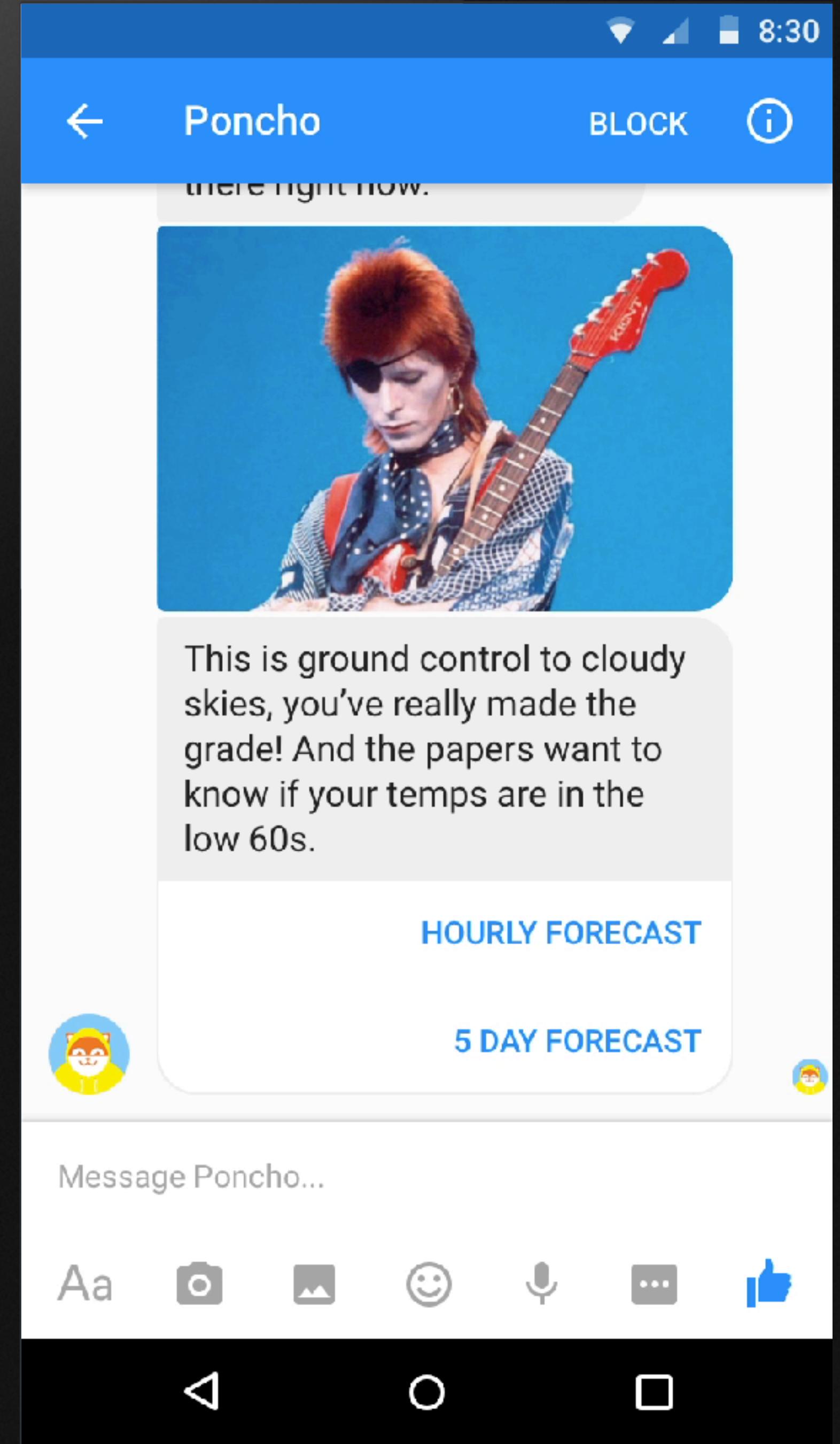
8:30

← Poncho BLOCK ⓘ

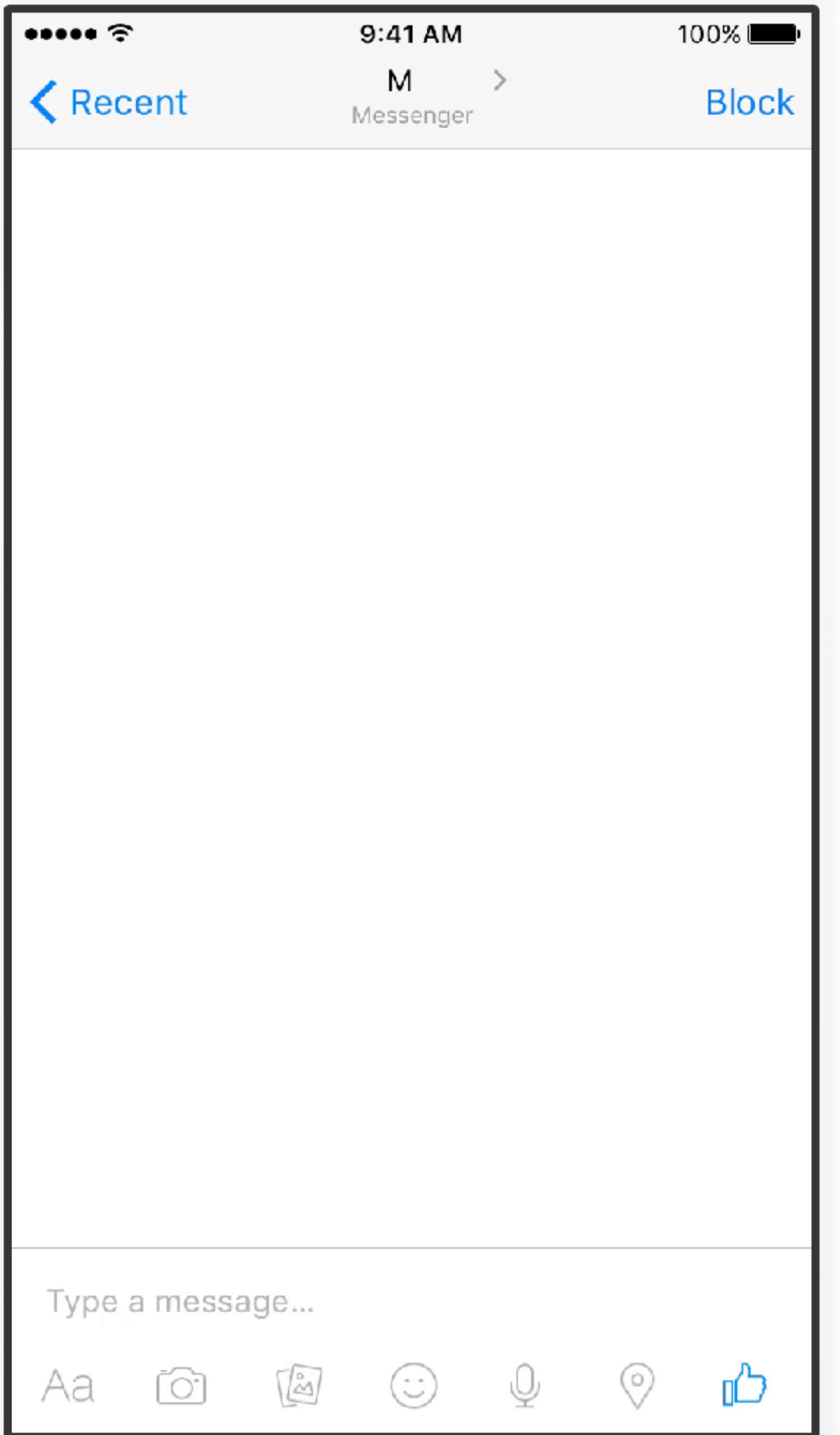
 Poncho  
5,374 people like this  
Product/Service

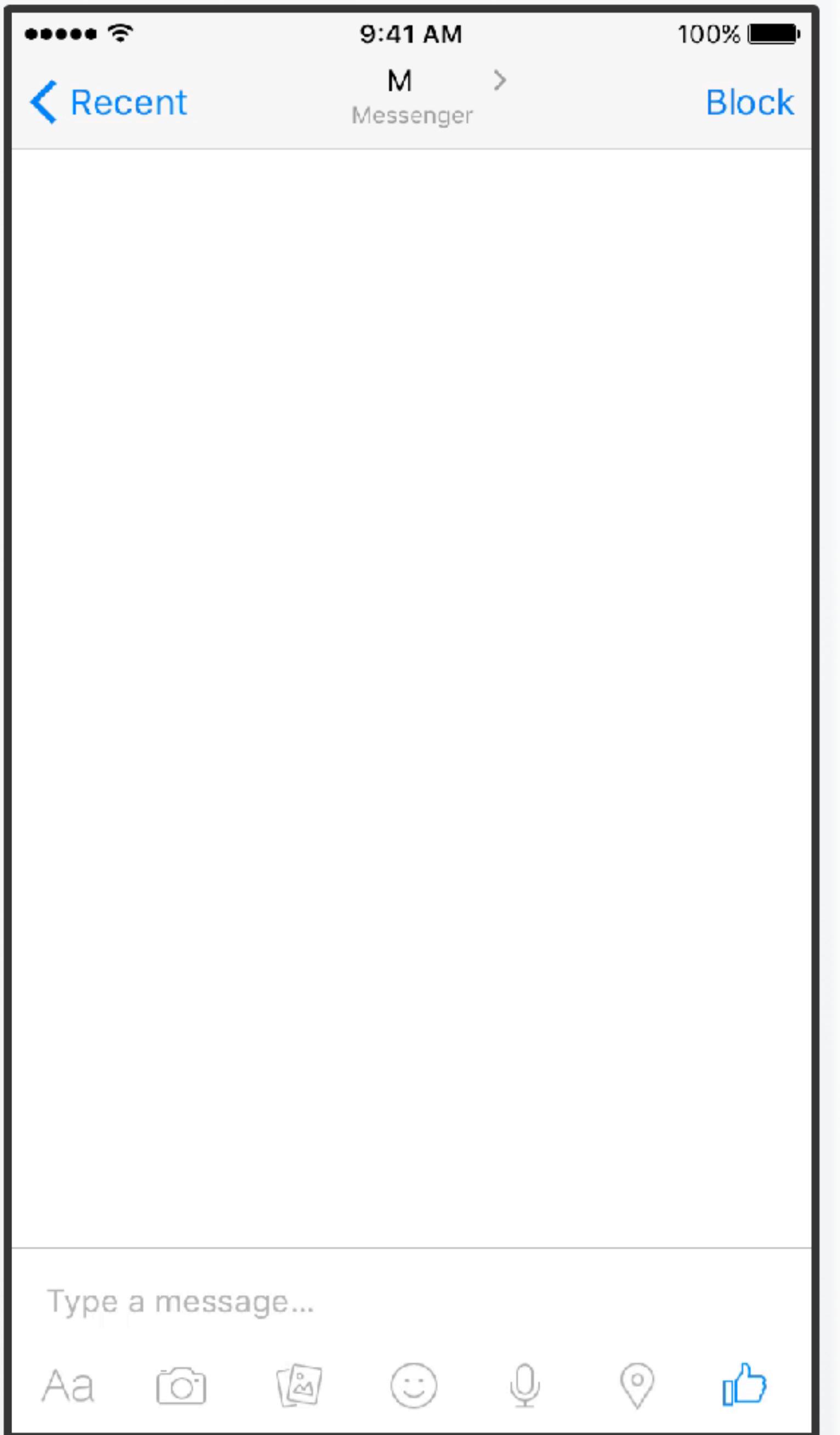
I'll give you a personal weather forecast  
that will make you smile, whatever the  
weather.

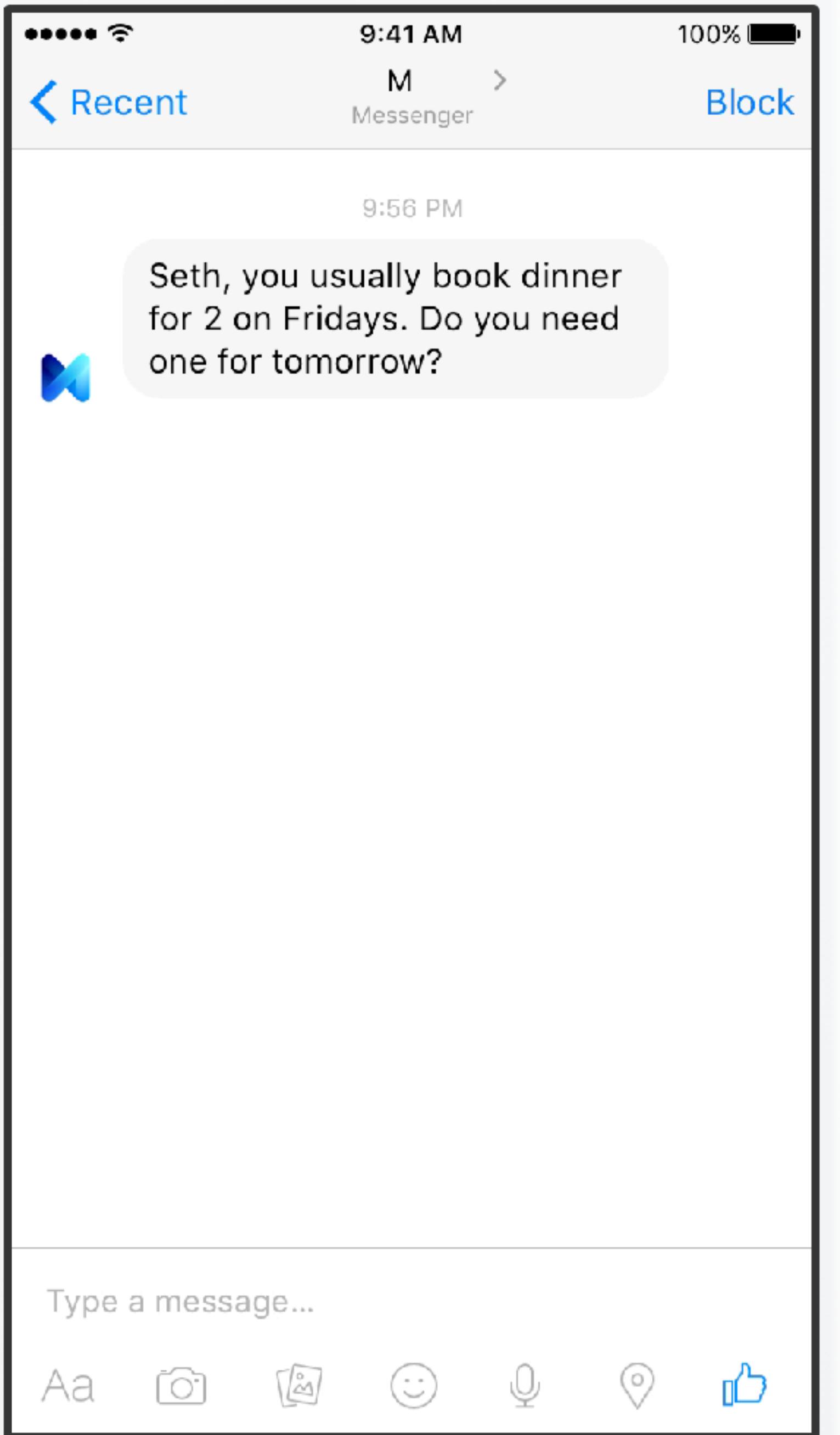
GET STARTED

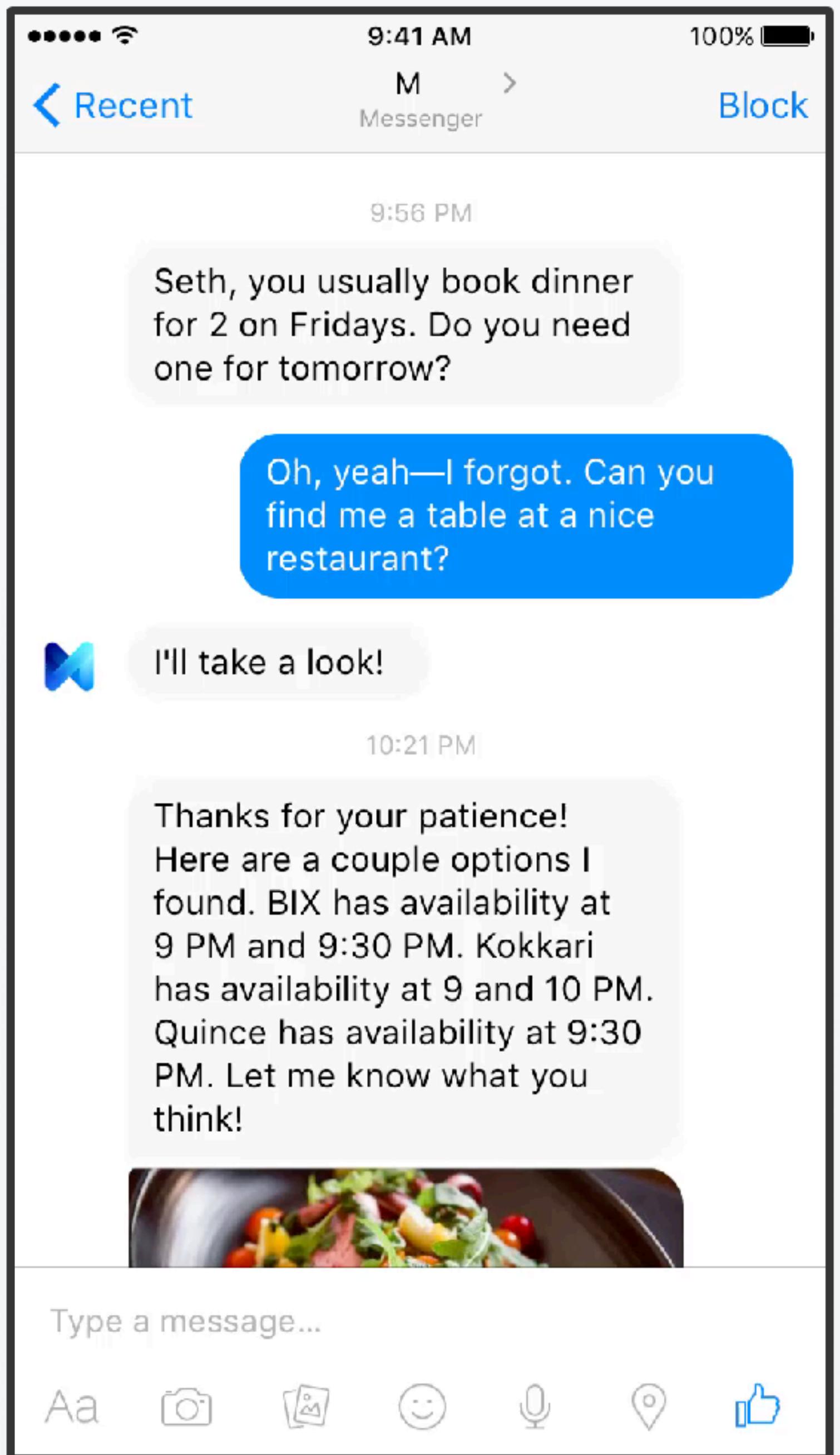










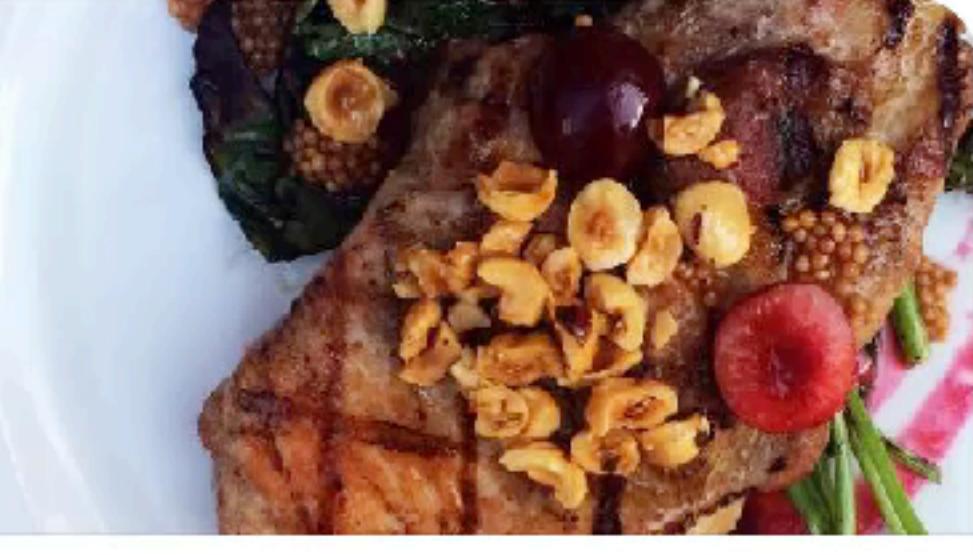




Recent 9:41 AM 100% M >  
Messenger Block

PIM. Let me know what you think!

  
**BIX**  
American. \$\$. 56 Gold St, San Francisco, CA 94133

  
**Kokkari Estiatorio**  
Mediterranean. \$\$. 200 Jackson St, San Francisco, CA 94111

Type a message... Aa camera image smile microphone location like



Recent      M >  
Messenger      Block

Mediterranean. \$\$. 200 Jackson St,  
San Francisco, CA 94111



Quince  
Californian. \$\$\$\$ 470 Pacific Av,  
San Francisco, CA 94133

She loves Greek, so let's do  
Kokkari at 9.

**I'm on it!**

Type a message...

Aa



Recent M > 9:41 AM 100% Messenger Block

Quince  
Californian. \$\$\$\$ . 470 Pacific Av,  
San Francisco, CA 94133

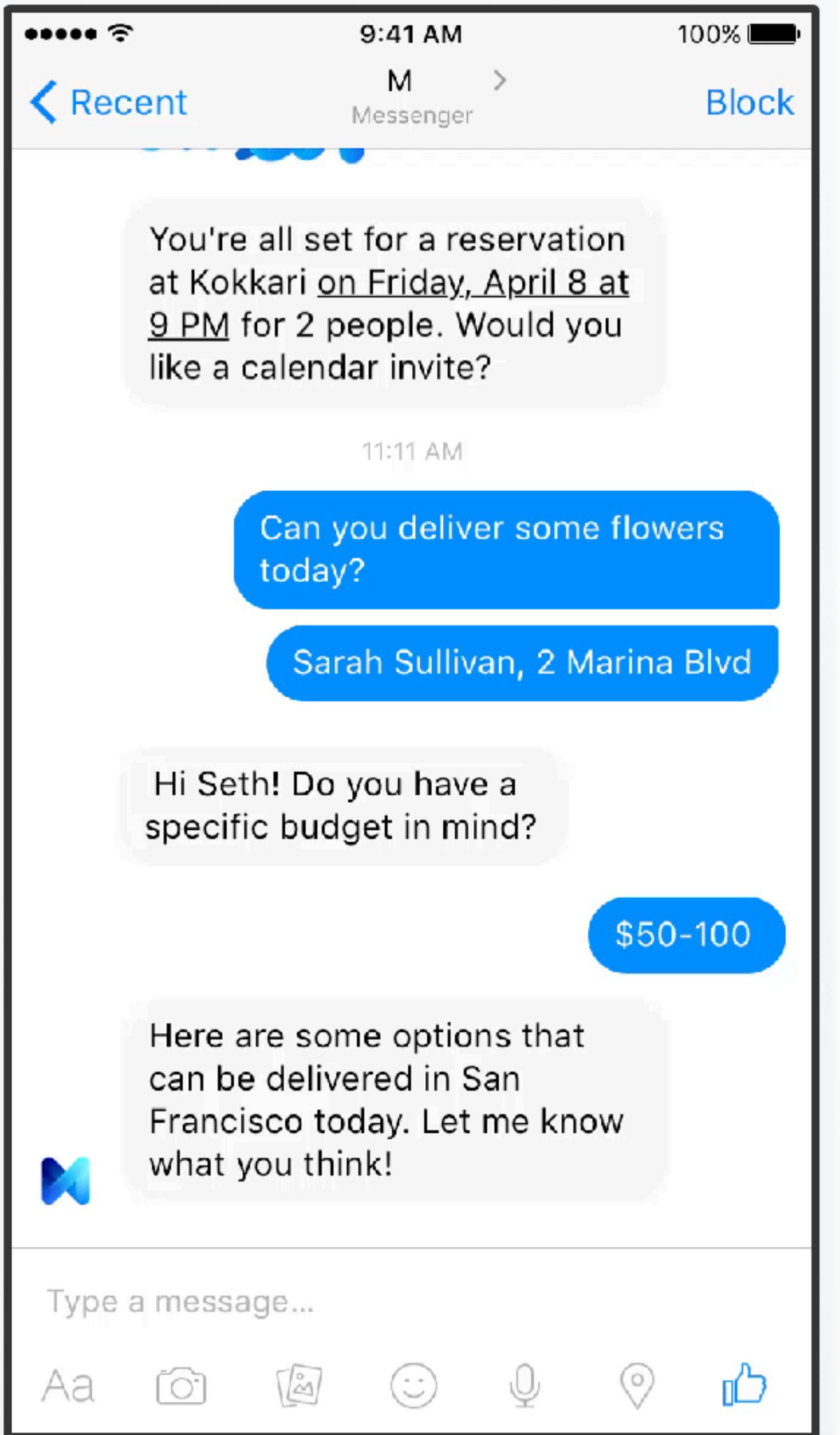
She loves Greek, so let's do Kokkari at 9.

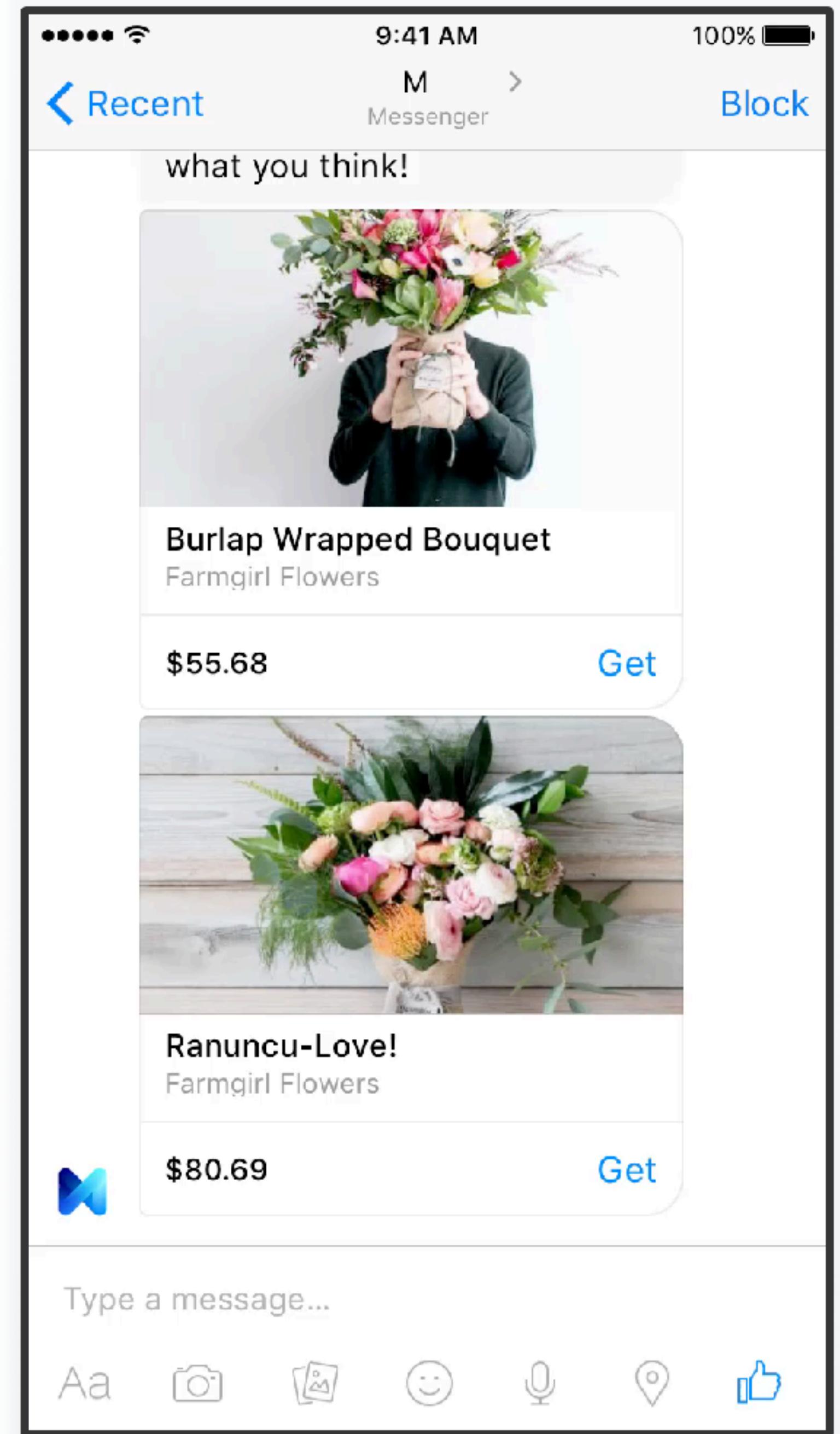
**I'm on it!**

You're all set for a reservation at Kokkari on Friday, April 8 at 9 PM for 2 people. Would you like a calendar invite?

Type a message...

Aa      







9:41 AM 100%

Recent M

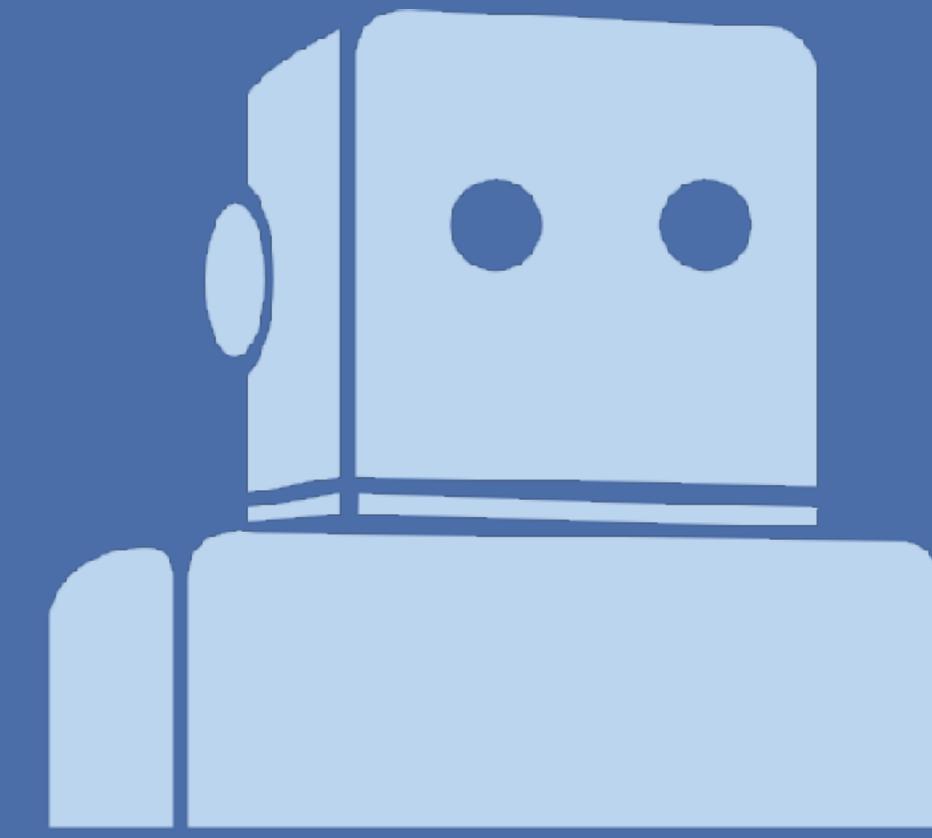
Ranuncu-Love!  
Farmgirl Flowers

\$ 80.69

Visa Debit · 1234 · [Change](#)

We'll place your order with the business  
when we receive your payment.

Pay

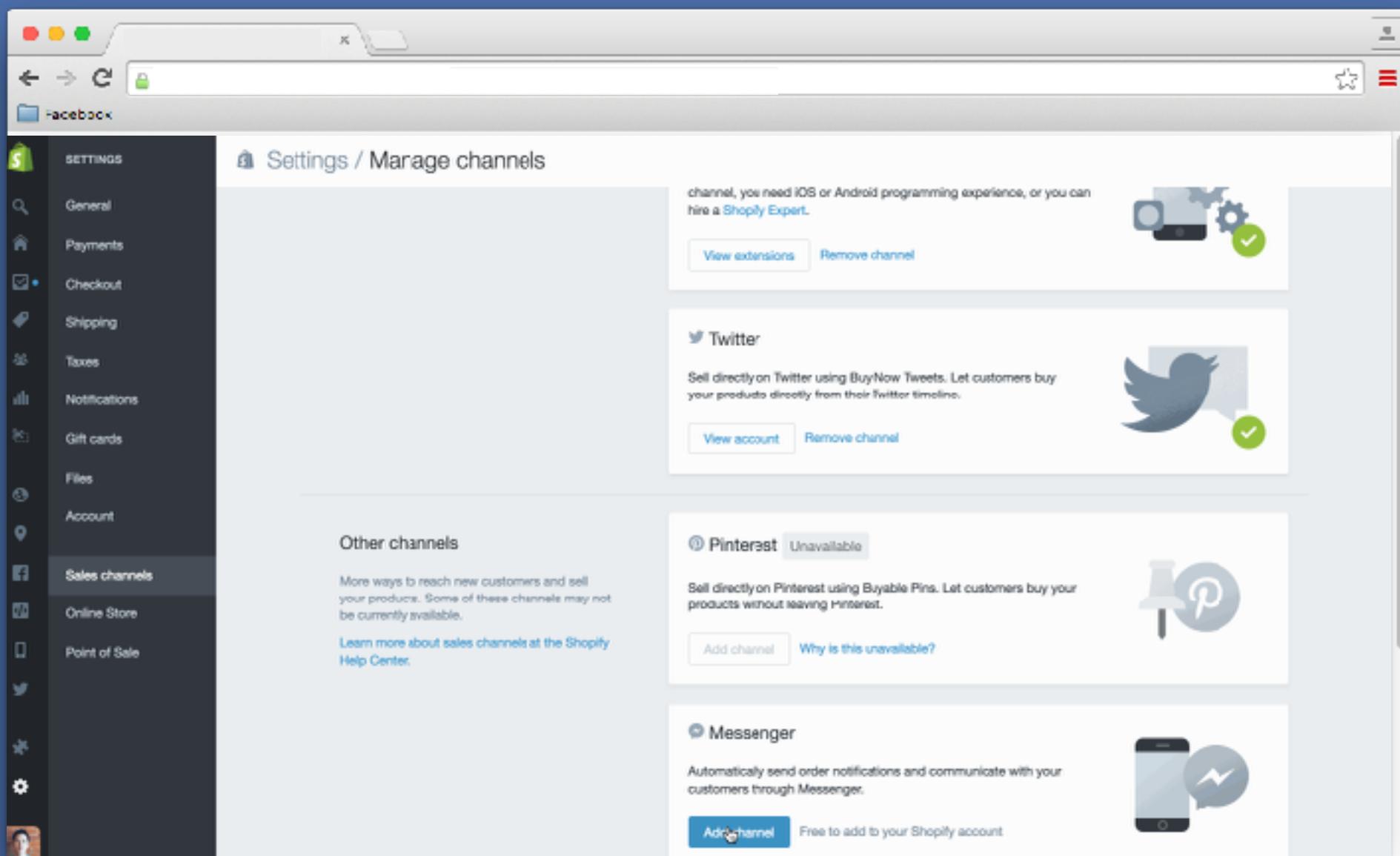


wit.ai

Bot Engine

B E T A

 **shopify**  
*chubbies*



Search

Home

 Orders 74 >

Products &gt;

Customers

Reports

Discounts

Online Store &gt;

Point of Sale &gt;

Pinterest &gt;

Facebook &gt;

Buy Button &gt;

Mobile App &gt;

Twitter &gt;

Apps

Settings &gt;

View extensions

Remove channel



## Messenger

Engage with your customers



- ✓ Allow customers to opt in to Messenger during checkout
- ✓ Automatically send order updates via Messenger
- ✓ Chat directly with your customers

Add channel

View account

Remove channel

ess's mobile app. To use this  
gramming experience, or you can



Tweets. Let customers buy  
er timeline.



## Other channels

More ways to reach new customers and sell  
your products. Some of these channels may not  
be currently available.

[Learn more about sales channels at the Shopify  
Help Center.](#)

## Messenger

Automatically send order notifications and communicate with your  
customers through Messenger.

Add channel

Free to add to your Shopify account



## Payment method

All transactions are secure and encrypted. Credit card information is never stored.

Credit card

VISA  AMEX

Card number 

Name on card MM / YY CVV 

## Billing address

Same as shipping address

Use a different billing address

## Notifications

 Get order updates, customer service and more

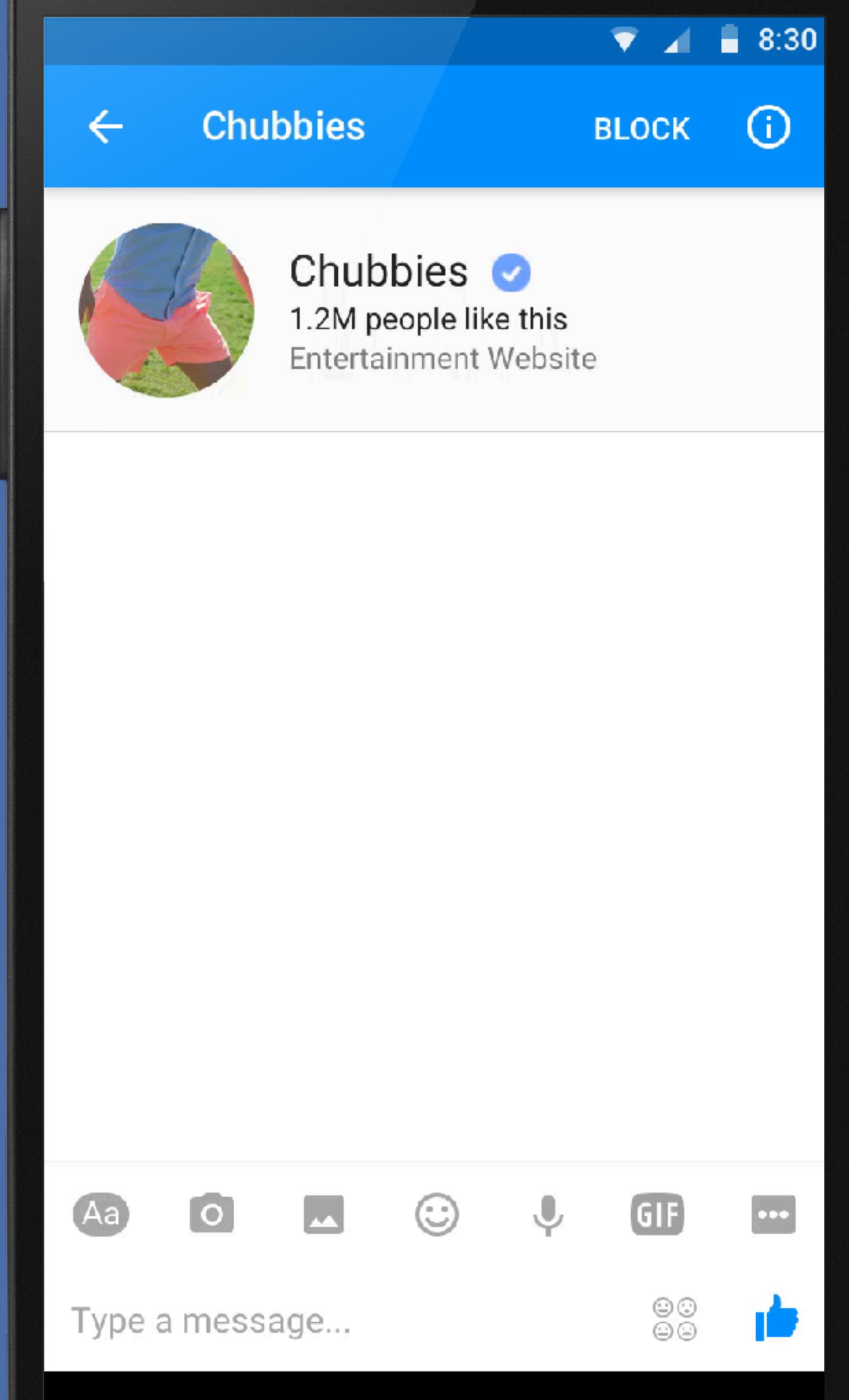
Send to  Messenger

 Brandon Chu Not you?

Subtotal	\$20.00
Shipping	Free
Taxes	\$2.60
Total	USD \$22.60

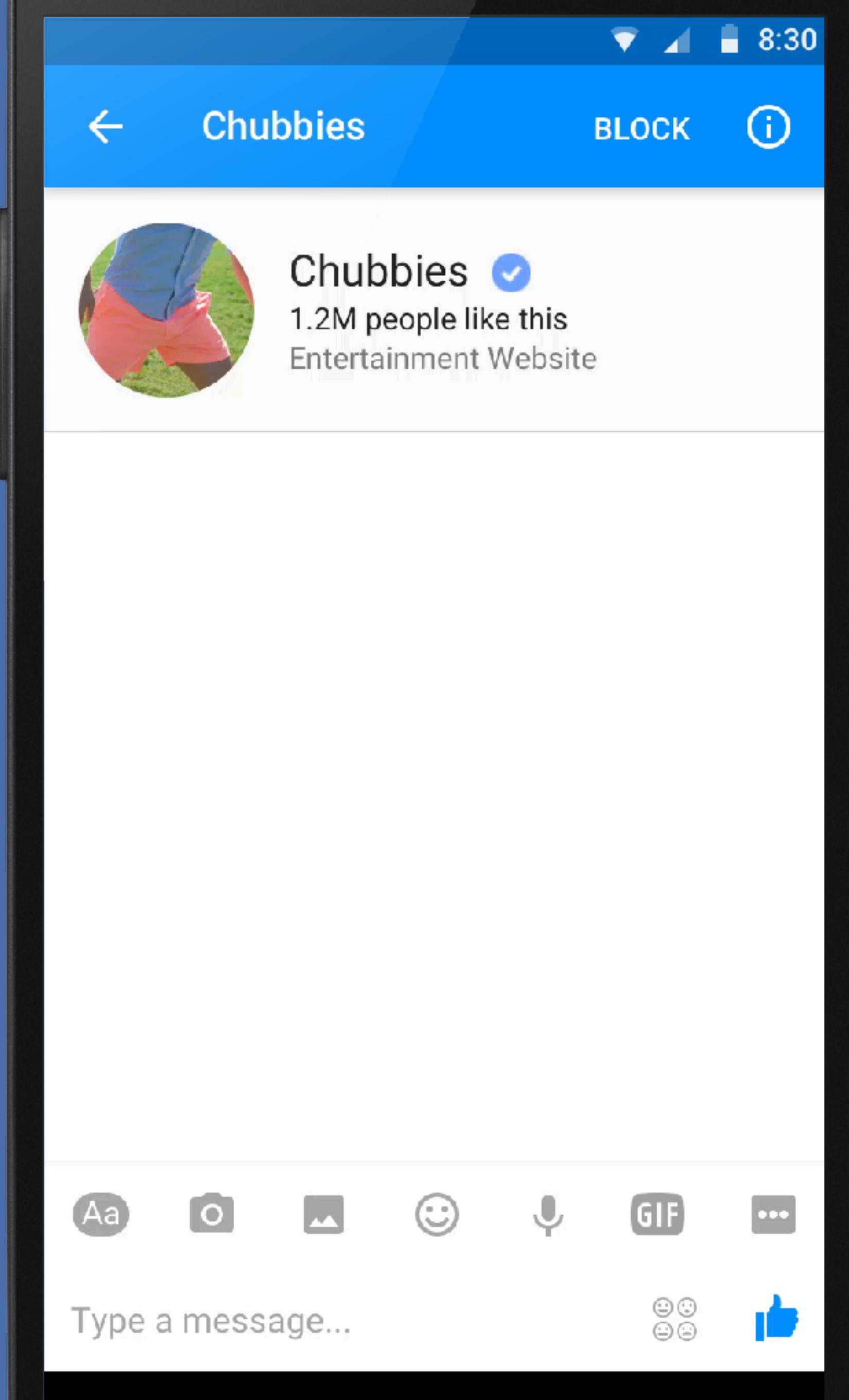


chubbies



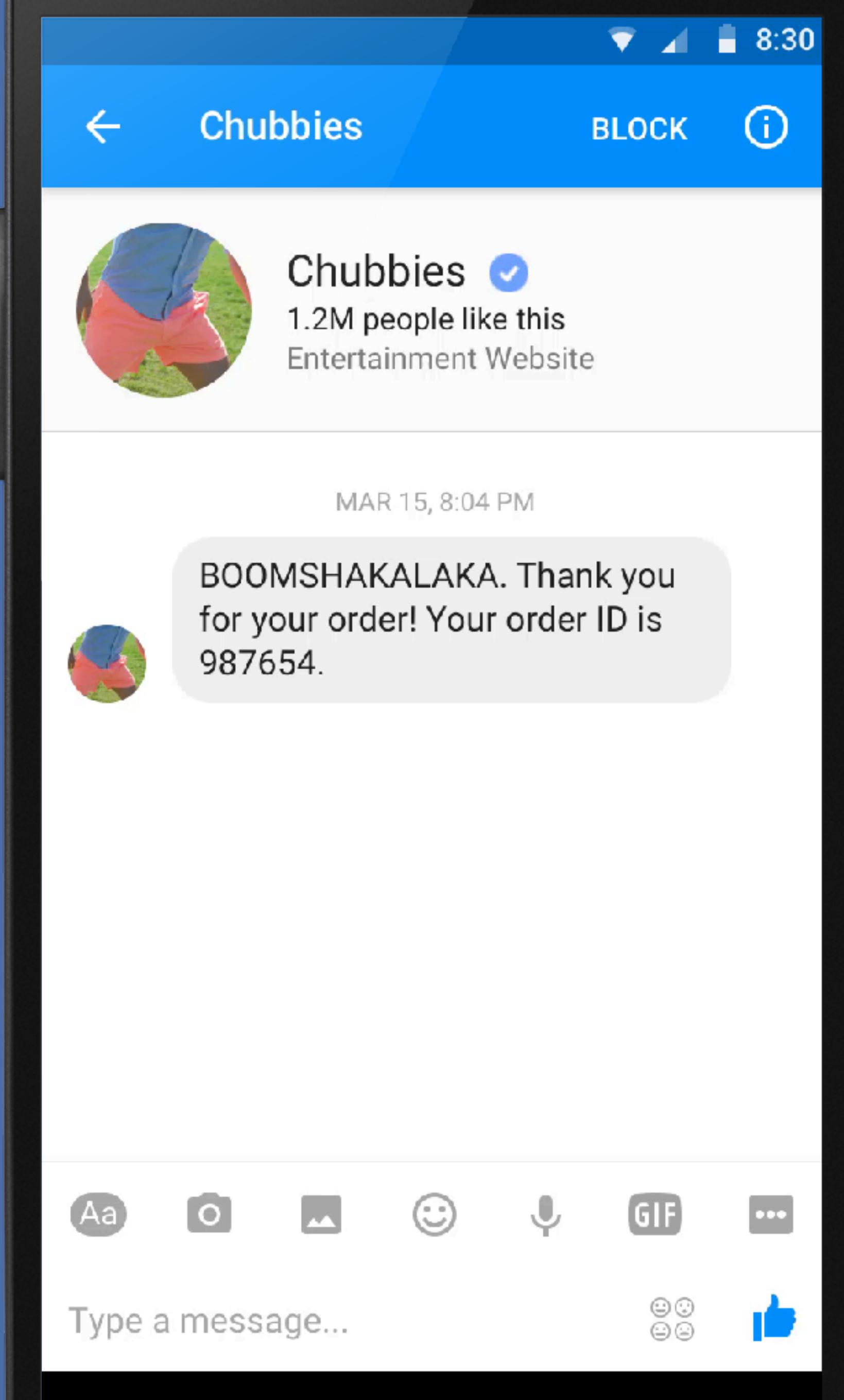


chubbies





chubbies





# chubbies

8:30

← Chubbies BLOCK i

Entertainment Website

MAR 15, 8:04 PM

BOOMSHAKALAKA. Thank you for your order! Your order ID is 987654.

Order confirmation

The Inspirations  
Size M

Paid with  
Visa ·1234

Ship to  
1 Hacker Way  
Menlo Park, CA 94025

Total \$64.70

Aa O M Smiley GIF ...

Type a message... 😊😊 🤗

Thumbs up icon



# chubbies

8:30

← Chubbies BLOCK i

Order confirmation

The Inspirations  
Size M

Paid with  
Visa ·1234

Ship to  
1 Hacker Way  
Menlo Park, CA 94025

Total \$64.70

MAR 17, 7:35 AM

We're stoked to let you know  
that your order #987654 has  
shipped out and should come  
crashing through your mailbox  
within 7-10 business days.

Aa O M ☺ GIF ...

Type a message... ☺☺ ☺☺

Like



8:30

← Chubbies BLOCK i

The Inspirations  
Size M

Paid with  
Visa ·1234

Ship to  
1 Hacker Way  
Menlo Park, CA 94025

Total \$64.70

MAR 17, 7:35 AM

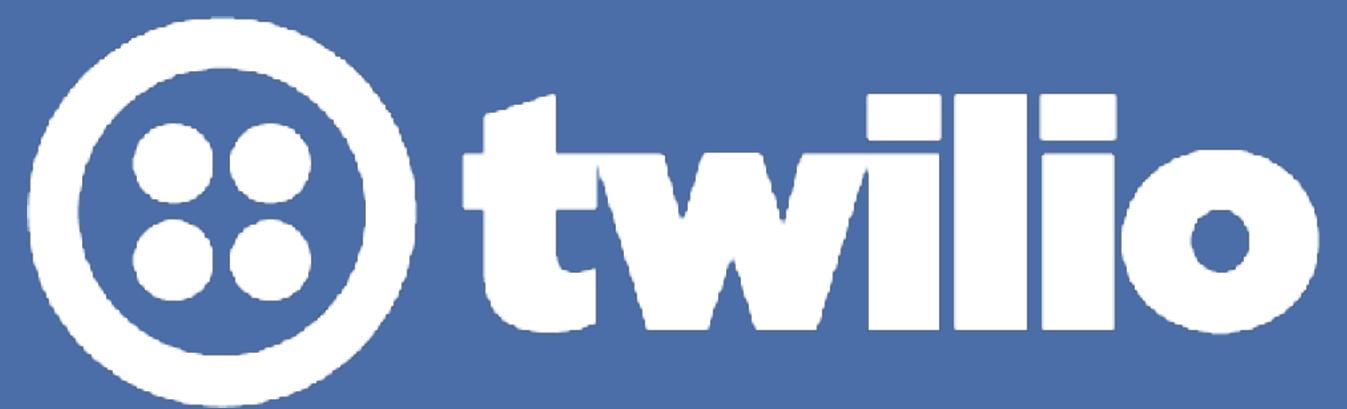
We're stoked to let you know  
that your order #987654 has  
shipped out and should come  
crashing through your mailbox  
within 7-10 business days.

MAR 28, 6:28 PM

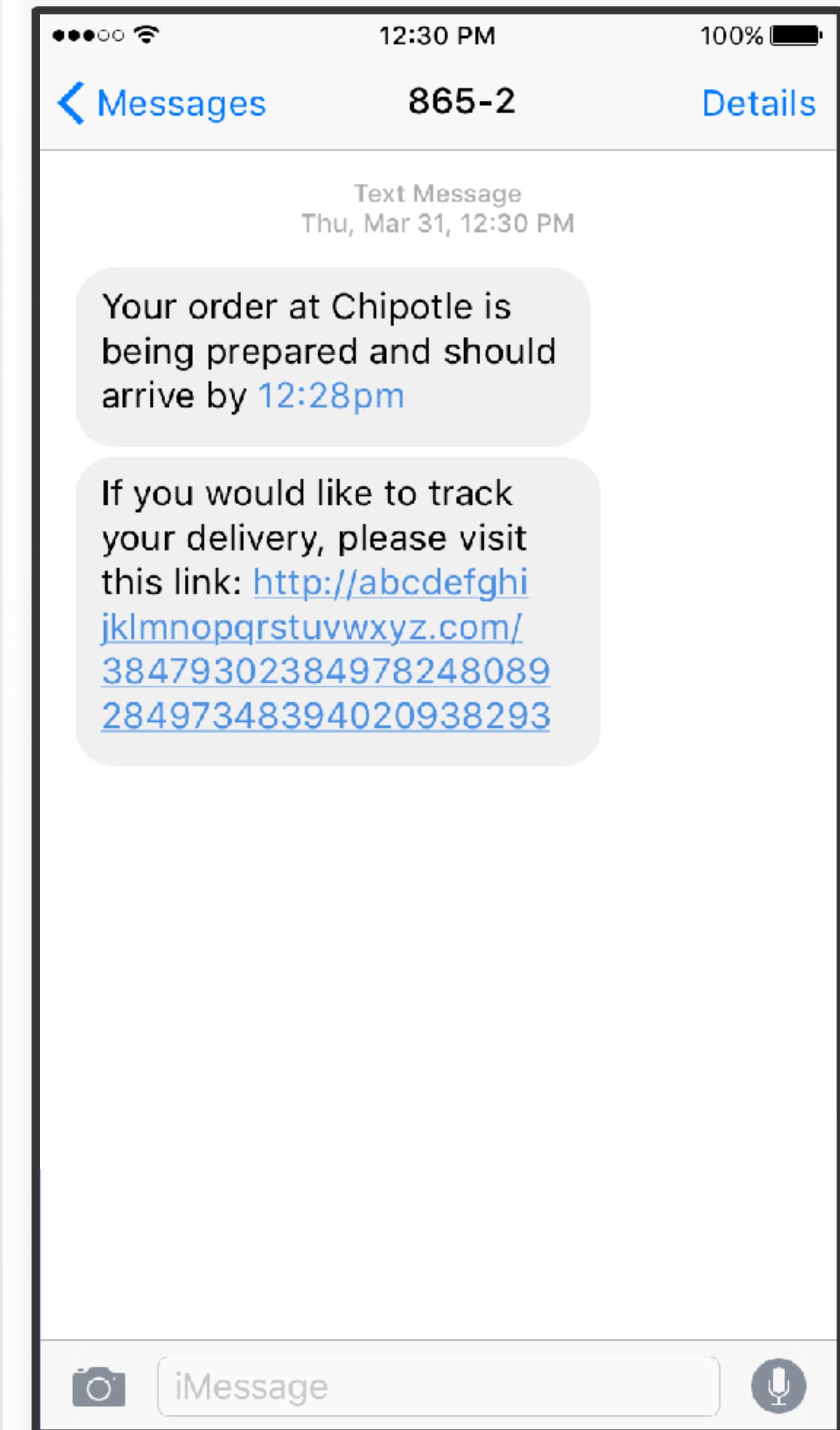
What's your return policy?

Aa O M ☺ GIF ...

Type a message... ☺ ☻ 🌟

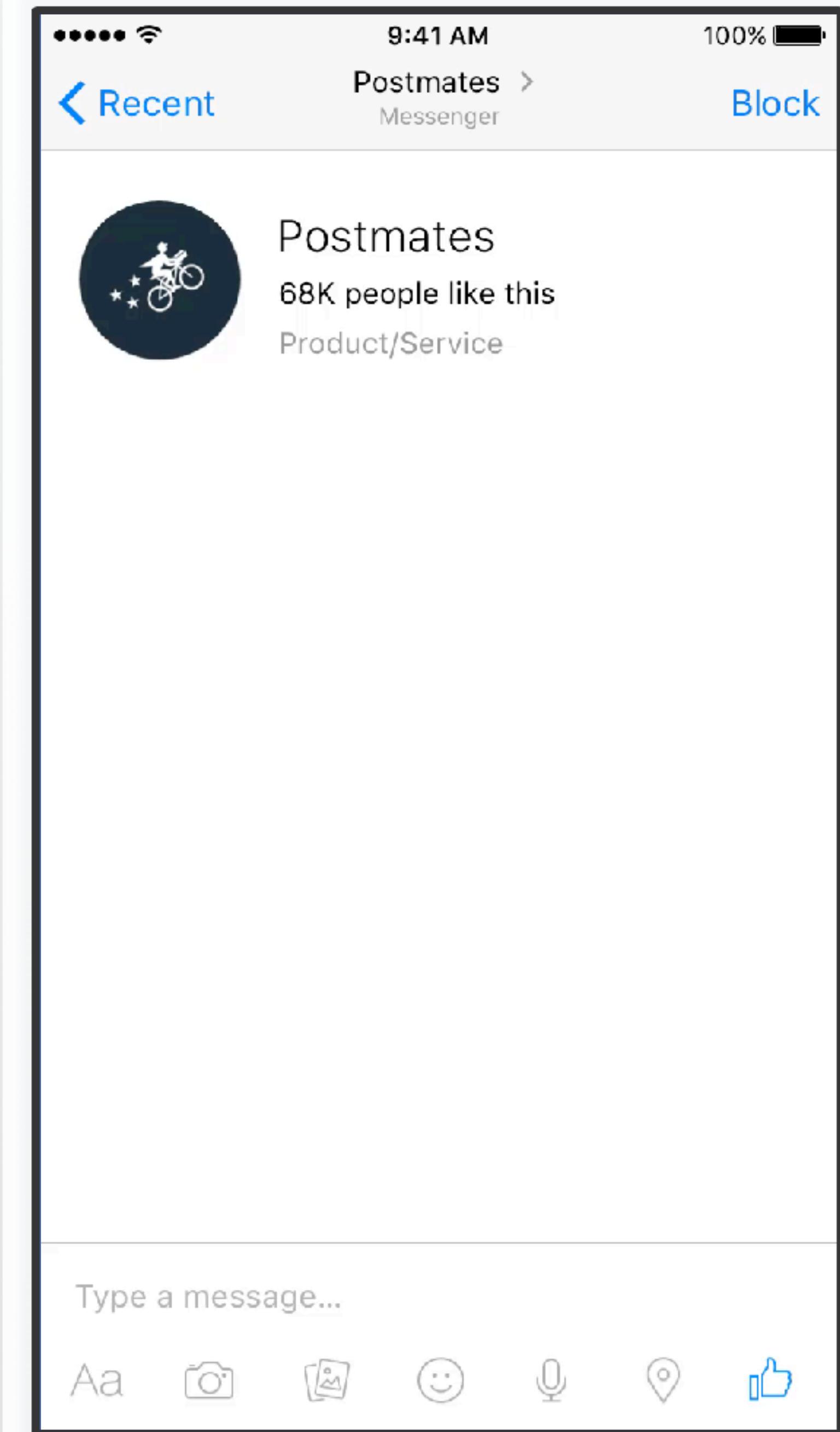


# POSTMATES



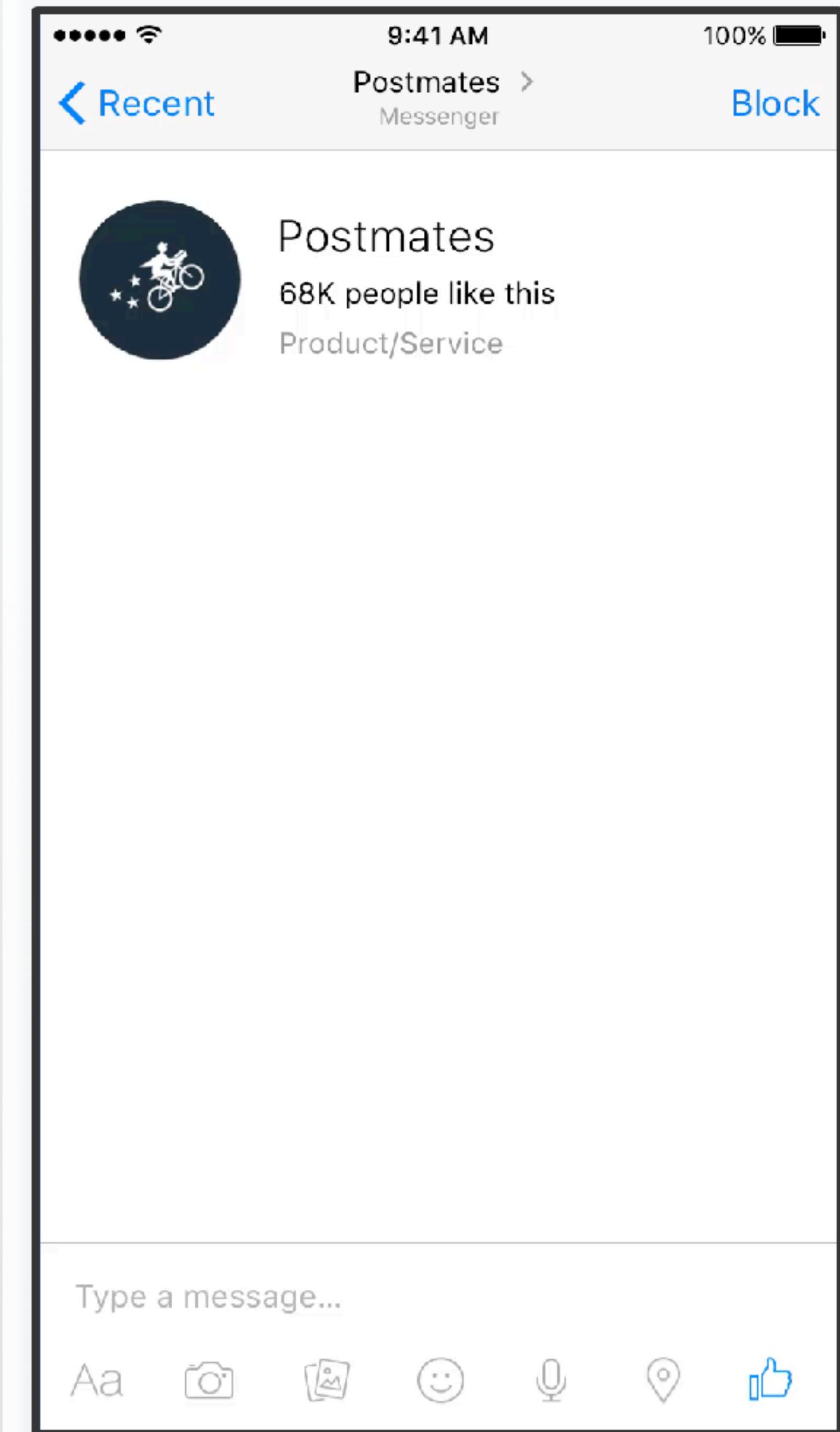


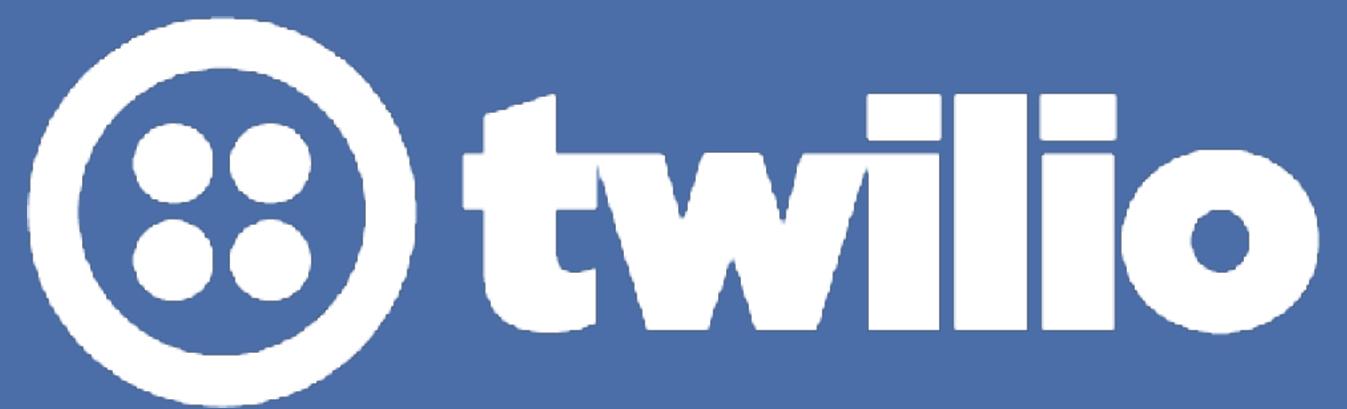
# POSTMATES



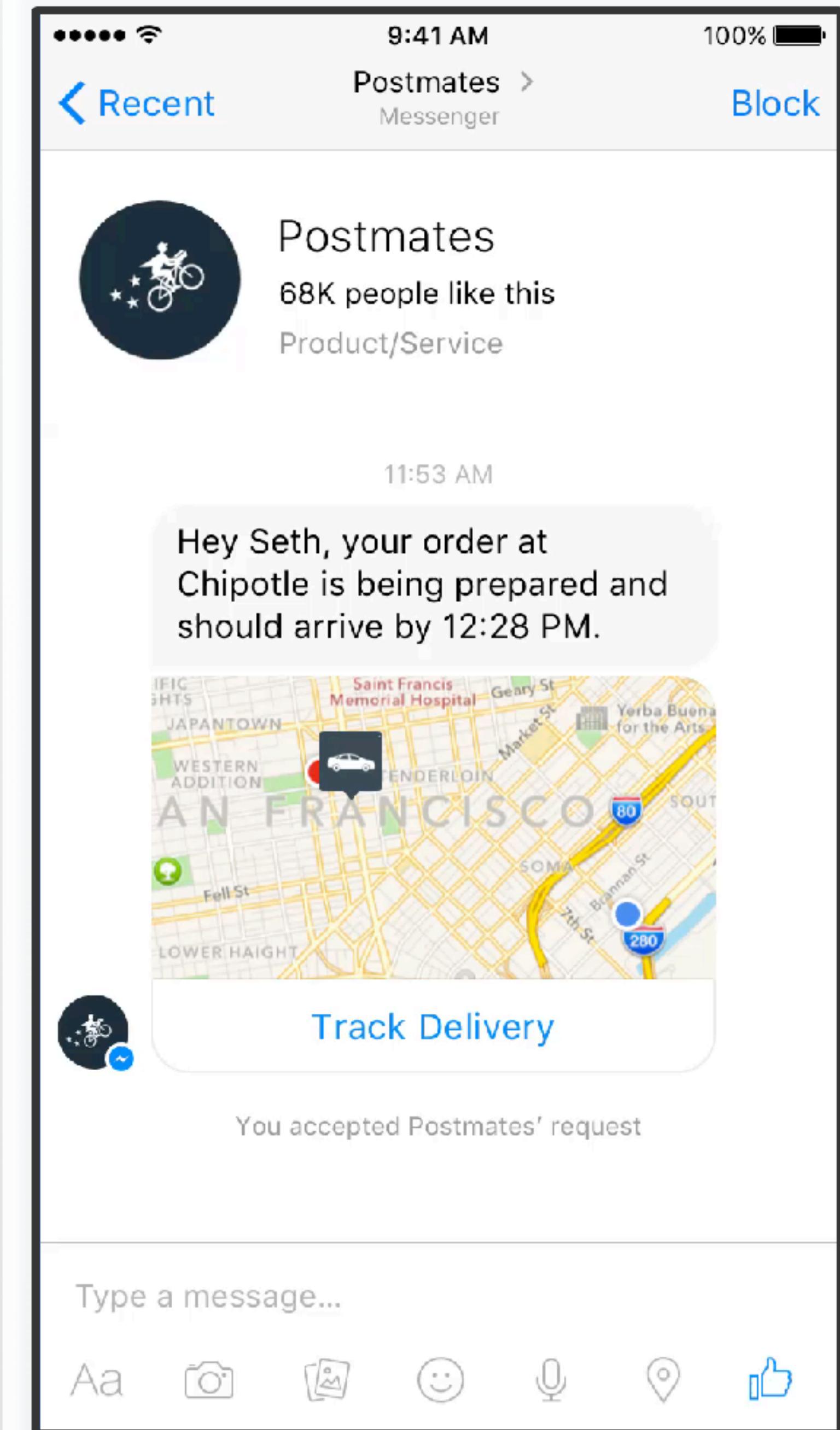


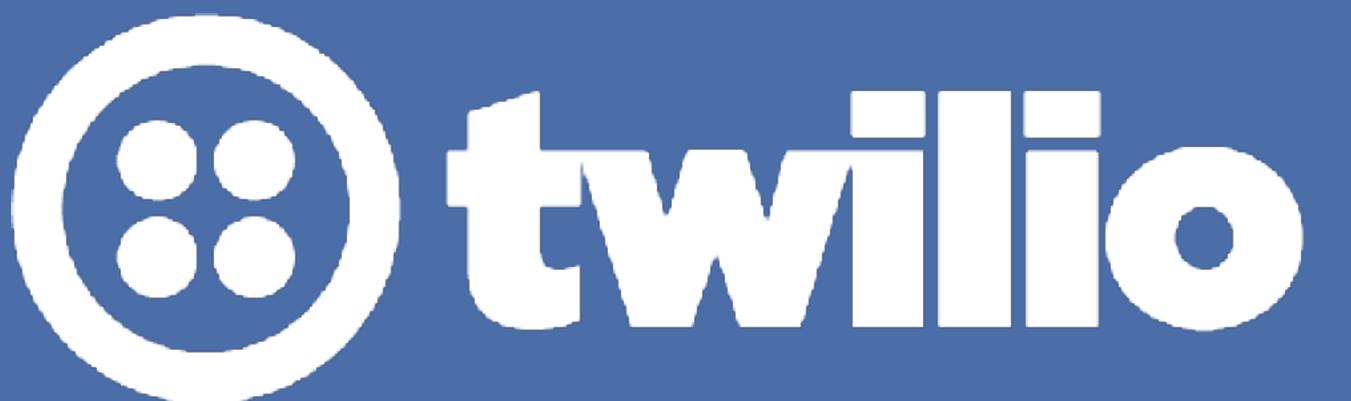
# POSTMATES



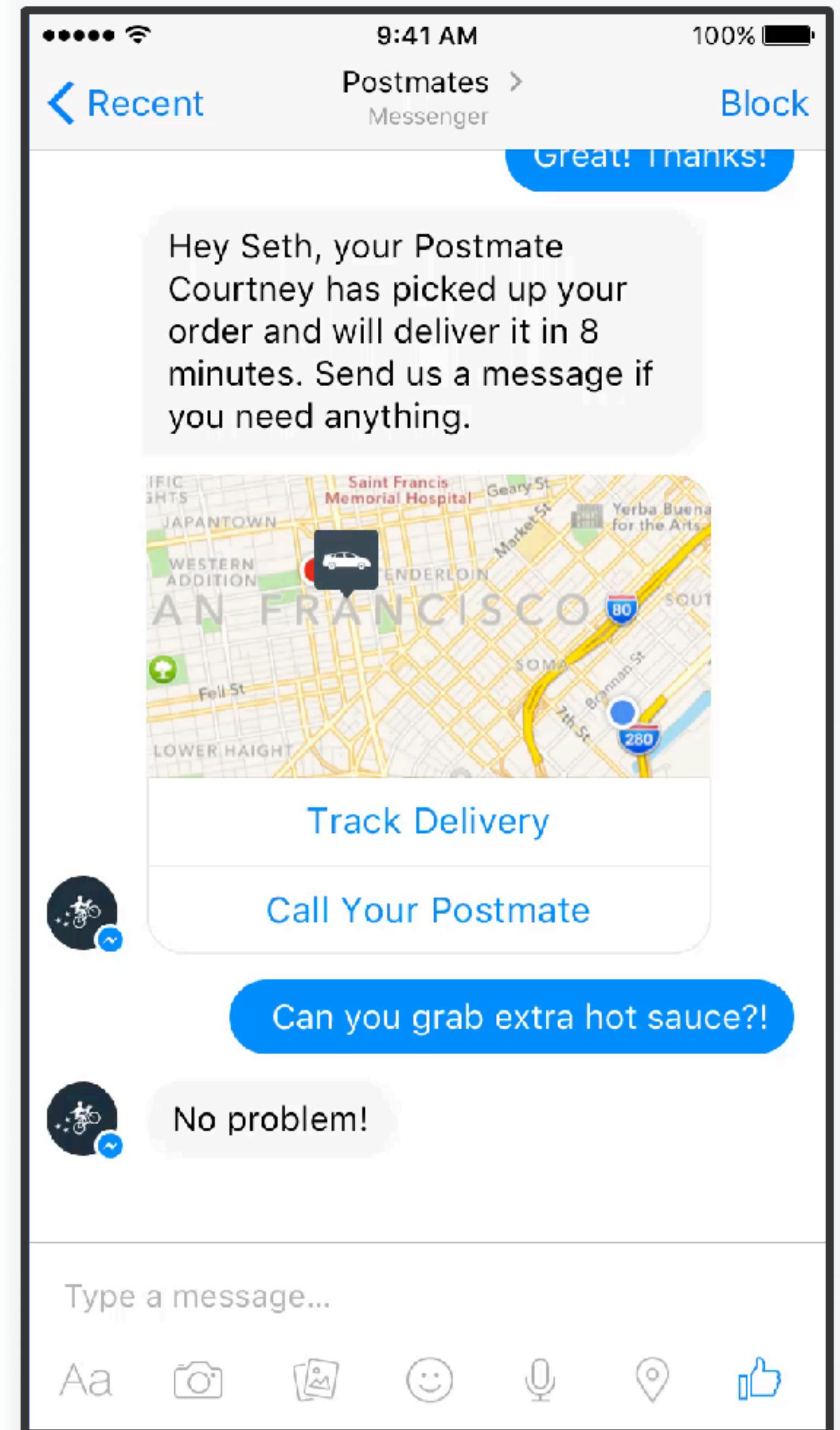


# POSTMATES



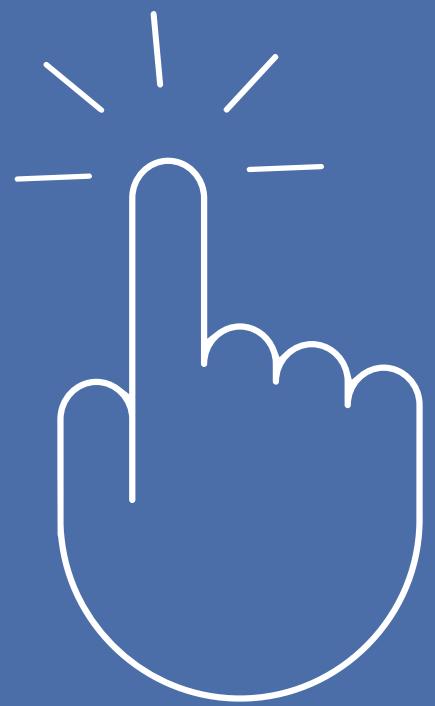


# POSTMATES

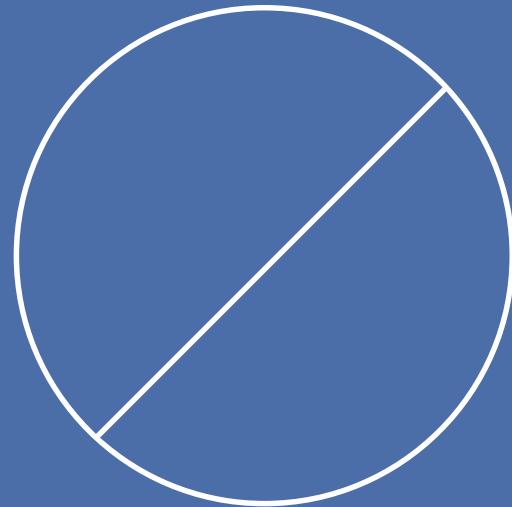




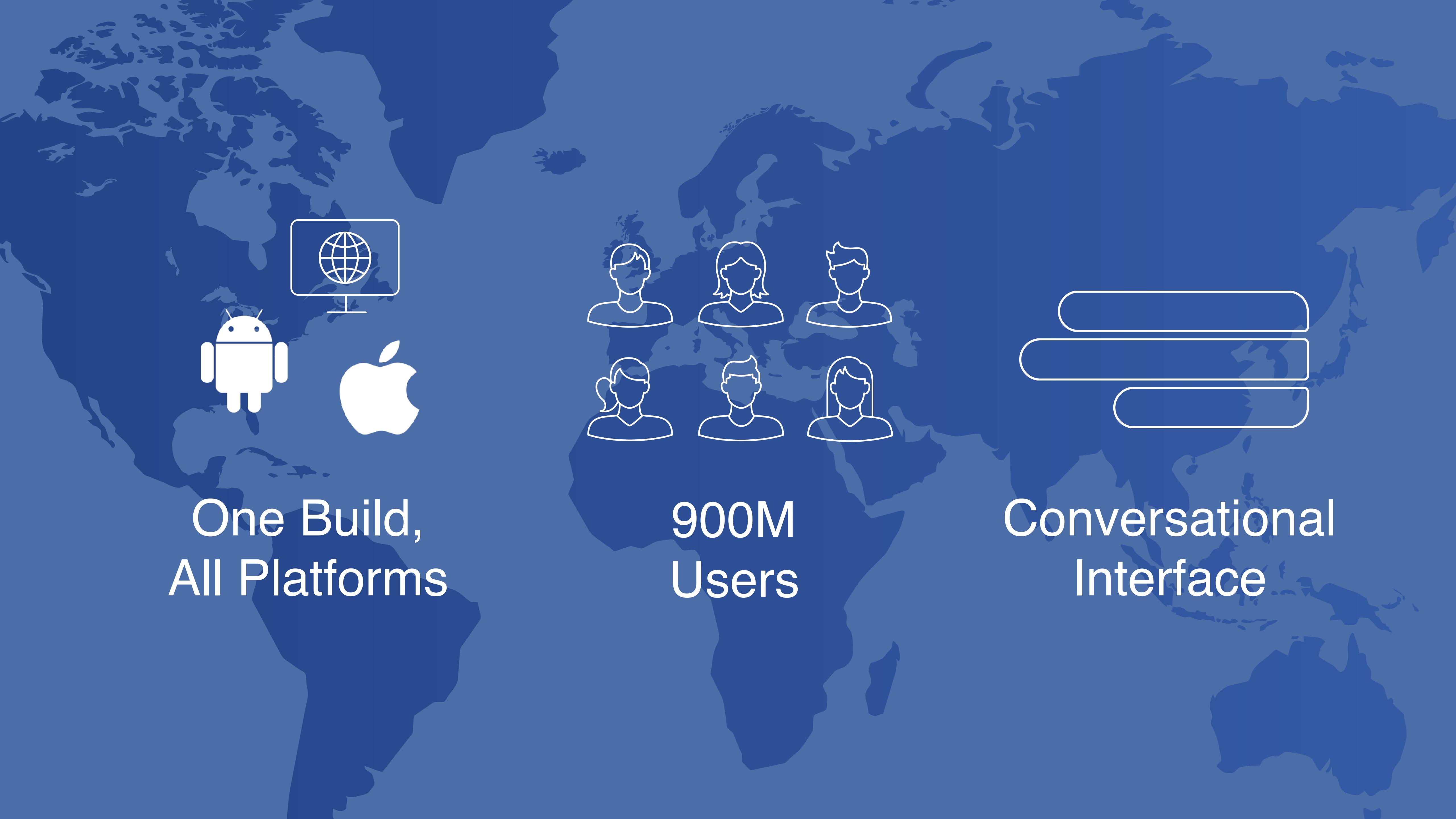
# What else do you need to know?



Users choose  
to opt in



No ads or  
promotions



One Build,  
All Platforms

900M  
Users

Conversational  
Interface

Code and Slides:

[asadmemon.com/talks](http://asadmemon.com/talks)

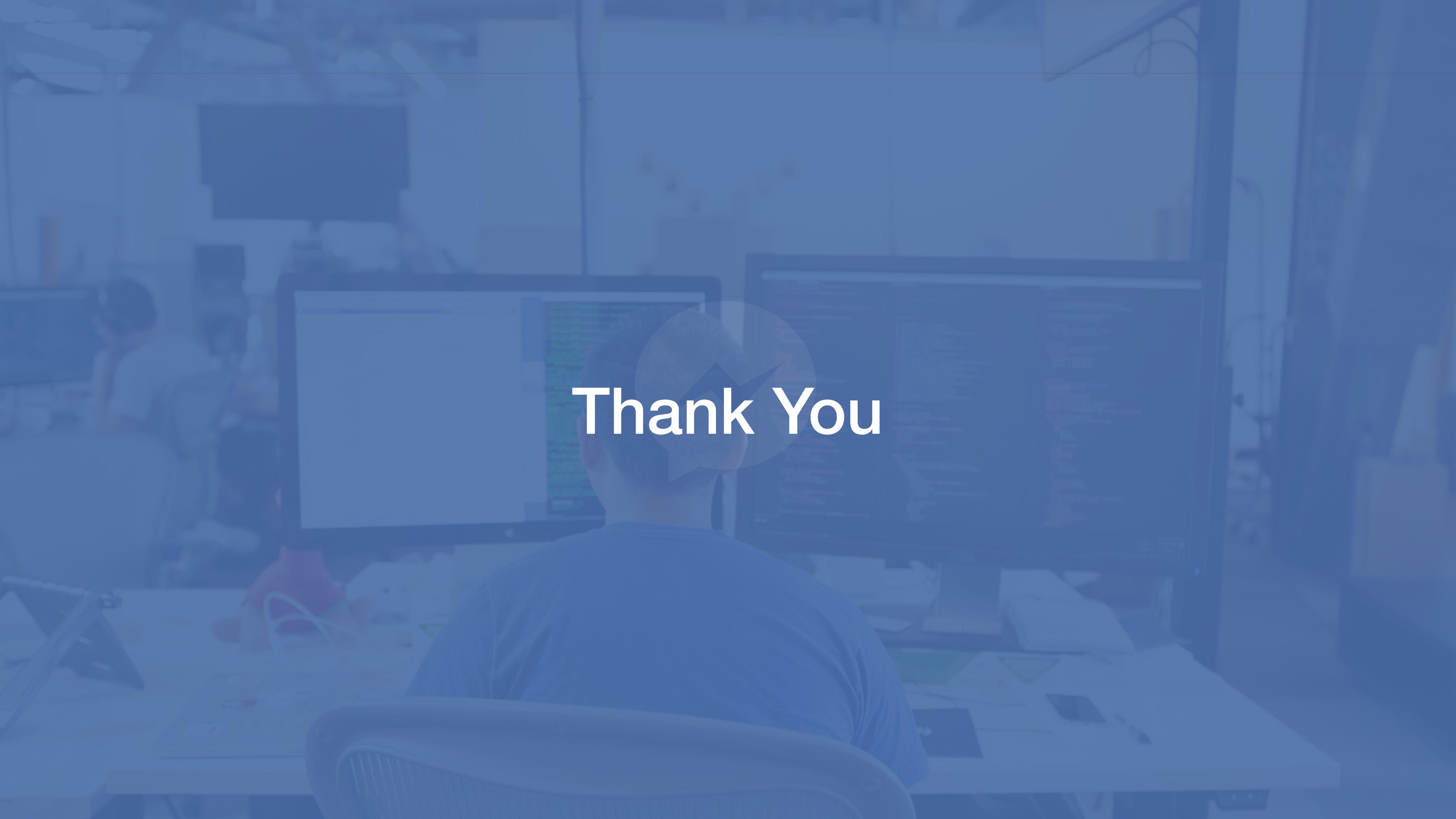
Developer Docs:  
[developers.facebook.com/  
docs/messenger-platform](https://developers.facebook.com/docs/messenger-platform)

Platform Bot:  
[m.me/MessengerPlatform](https://m.me/MessengerPlatform)

# Q&A





A person wearing a blue t-shirt is sitting at a desk in an office, facing away from the camera. They are looking at a computer monitor which displays a dark interface with some text and icons. In front of them is a keyboard and a mouse. The background shows other office equipment like a printer and some papers on the desk.

Thank You