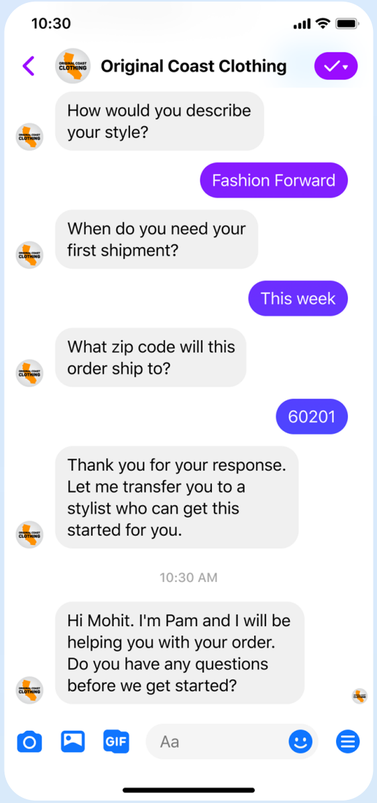
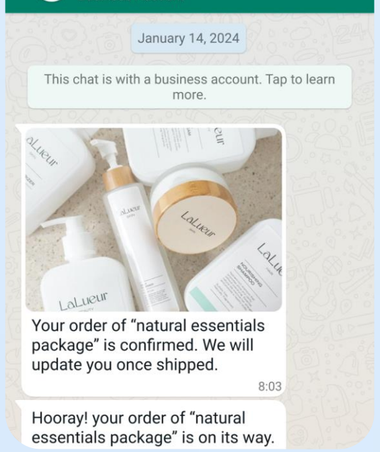
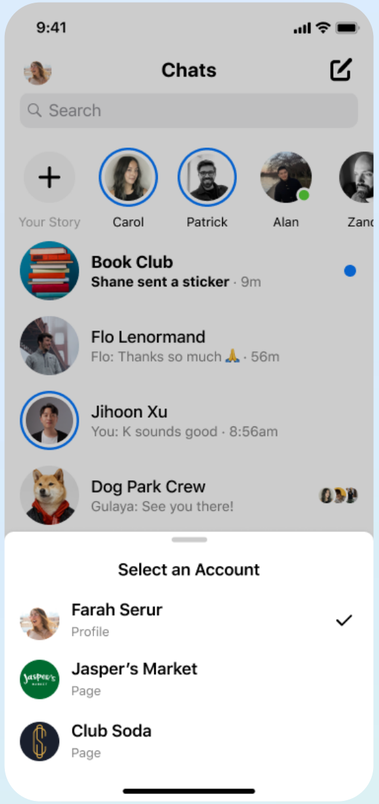
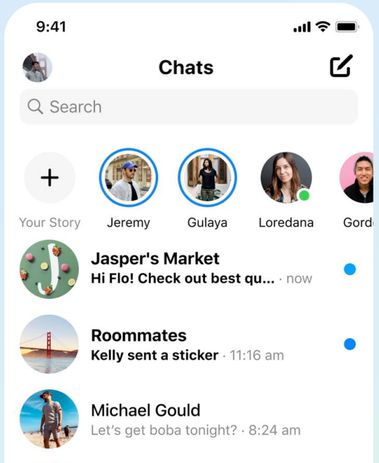
Business Messaging

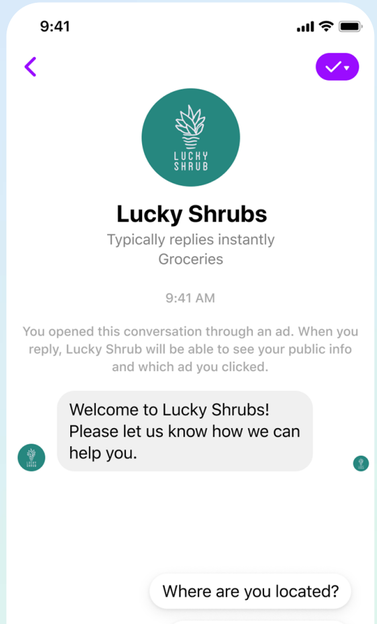
Do more with conversations











Meta

The next era of customer engagement is now

FACE TO FACE | MAIL/PHONE | WEBSITES | APPS | **BUSINESS MESSAGING** | METAVERSE

Personal engagement at scale on people's preferred messaging channels, driven by AI

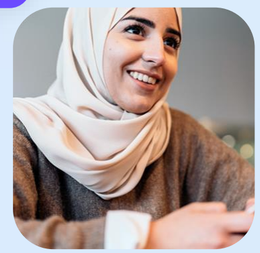
Our latest pillow collection

Bedandbath.com

2:45 PM

Can you send me the tracking number?

No problem! Here it is...



This is perfect thank you!

2:47 PM

BUSINESS MESSAGING

To engage customers in valuable, relationship-building conversations on their preferred messaging platform.

A home of your own

Low down payment options on a fixed-rate mortgage

Get started

Can you help me change my flight?

3:55 PM

Sure thing. Give me a moment to look up your itinerary...

3:56 PM

Wonderful! Just what we need.

Messaging businesses is a way of life around the world

1B

people connect with a business account across our messaging services every week.[1]

600M

conversations happen between people and businesses every day on our technologies.[2]

2X

The number of businesses using our paid messaging products has doubled year over year.[3]

Source: 1. Meta data, March 2024. 2. Meta Q3 23 Earnings, Oct 2023. 3. Meta Q223 Earnings, Jul 2023.

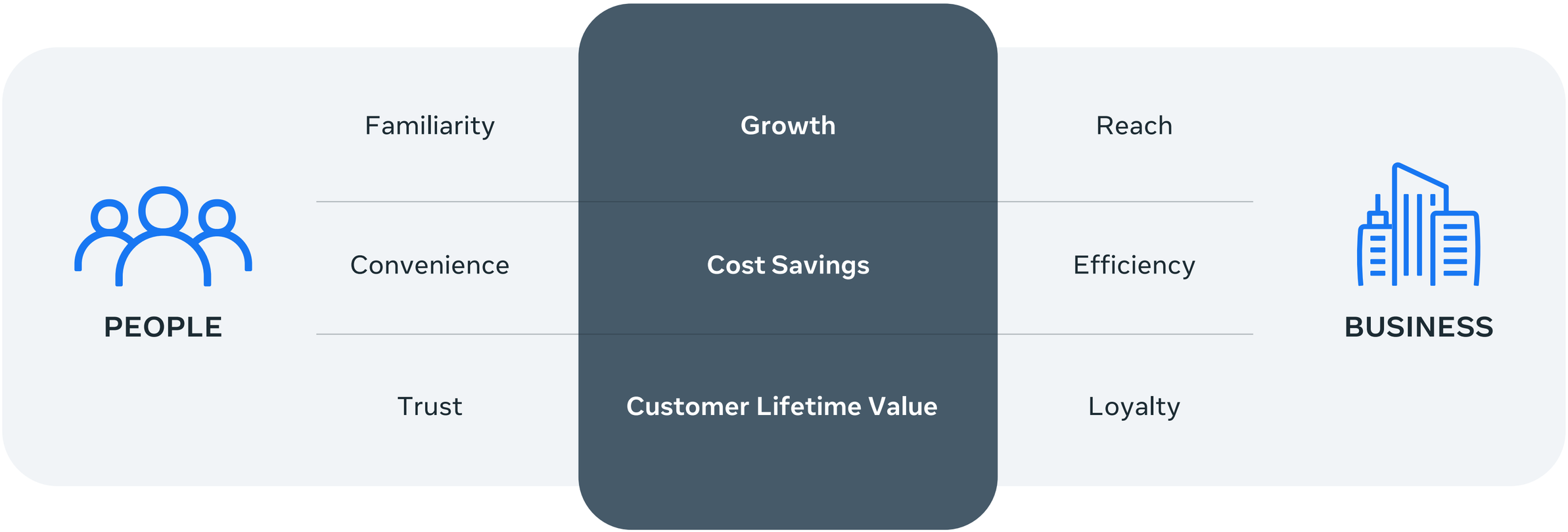
Messaging businesses is a way of life around the world

1 billion

people message with a business each week on our platforms

Source: 1. Meta data, March 2024

Business messaging is the best way to connect



Companies are committed to Meta Business Messaging

Decision makers across the globe recognize the positive impact of Business Messaging in their strategic goals.

68%

say it's a high priority for their business.

44%

expect to increase spend in Business Messaging significantly.

3 in 4

of the leading enterprises have Business Messaging foundations in place.

"Business Messaging brought an extremely positive impact for us because it reached a large audience and delivered on several KPIs to convince our stakeholders."

MARKETING LEADER, NATURA COSMETICOS BRAZIL

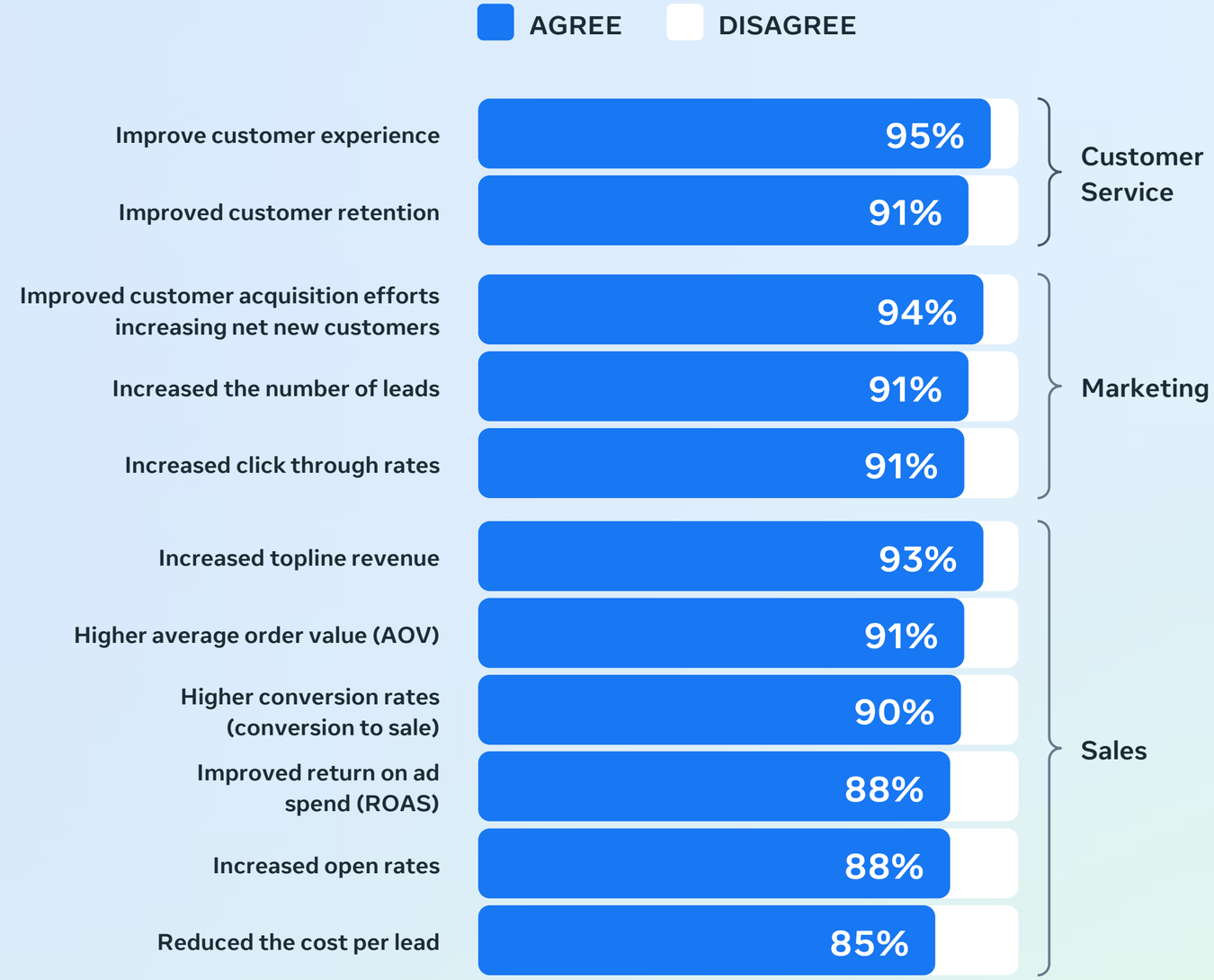
Source: Global Enterprise Adoption Insights for Business Messaging

(Meta-commissioned survey with CXOs and decision-makers in marketing/digital roles, across ~100 enterprises spanning 6 markets and 3 industries), March 2023.

Meta Business Messaging

Organizations have experienced many benefits from Meta Business Messaging

Q: How much do you agree or disagree that your organization has experienced each of these benefits with Meta Business Messaging compared to legacy channels?

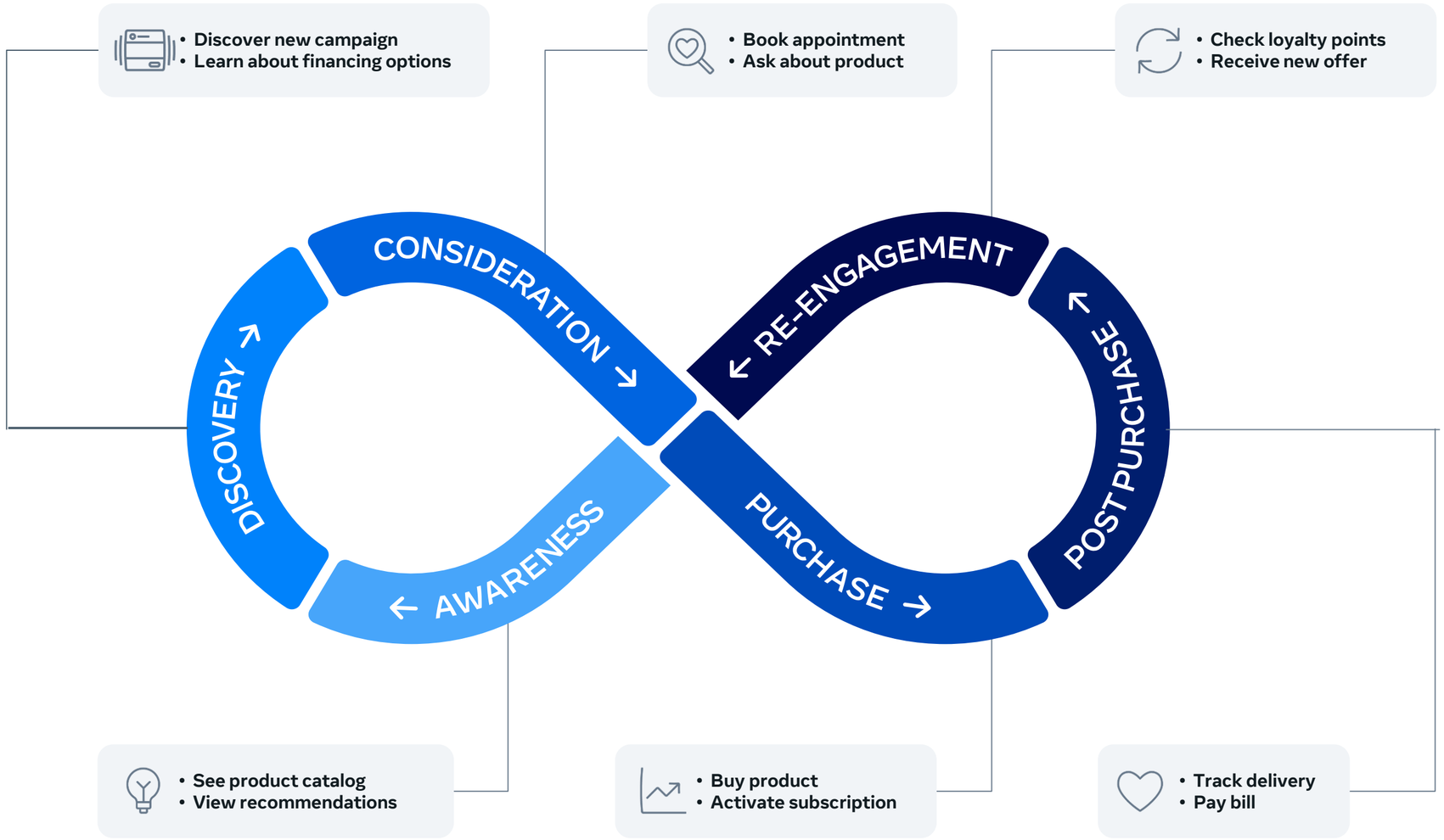


Source: Meta Business Messaging for Marketing and Sales, a commissioned study conducted by Forrester Consulting on behalf of Meta, December 2022

Drive value across the customer lifecycle

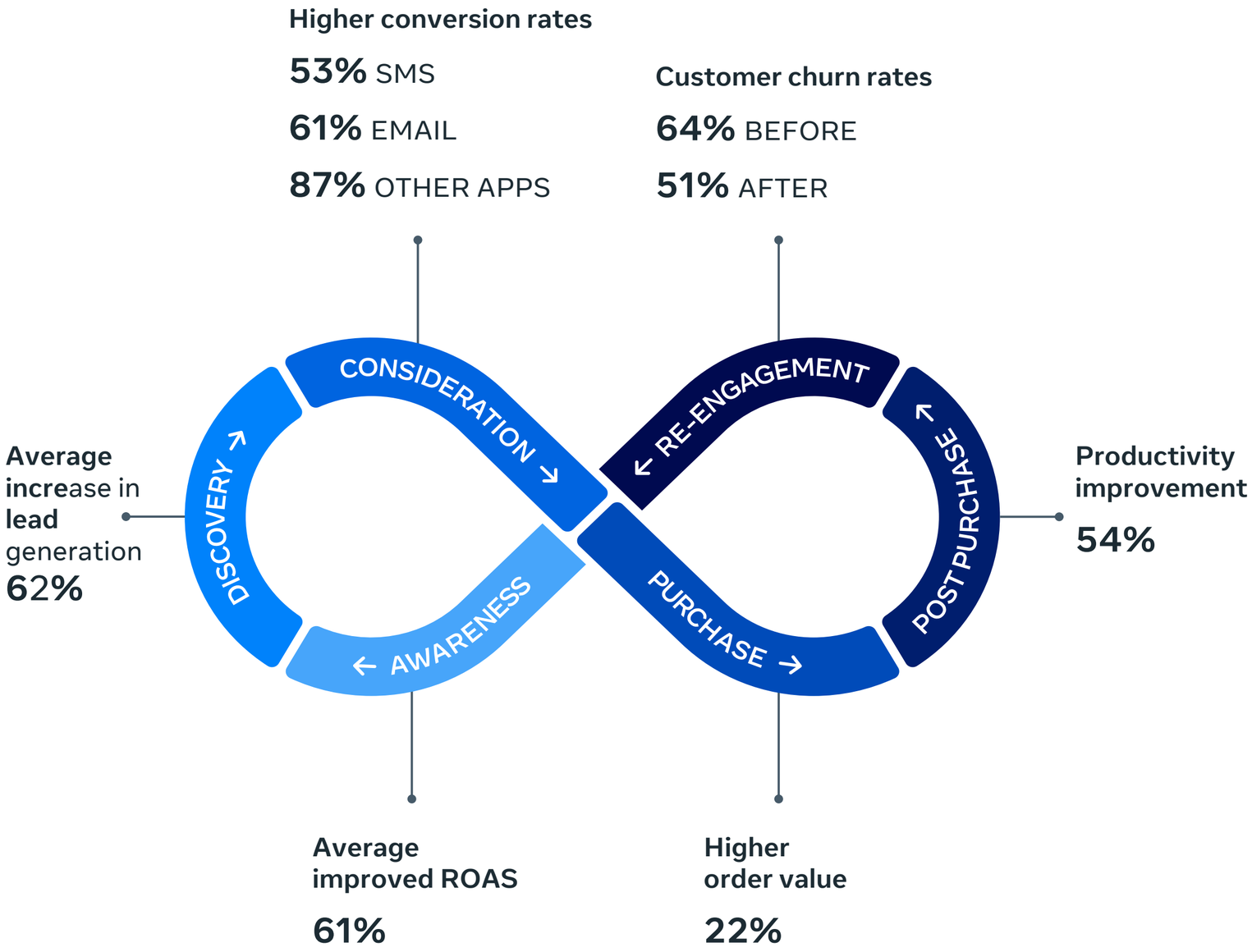
Every step represents a renewed opportunity for growth.

At each stage, Business Messaging plays a pivotal role, unblocking cost savings and new avenues of revenue while emphasizing retention



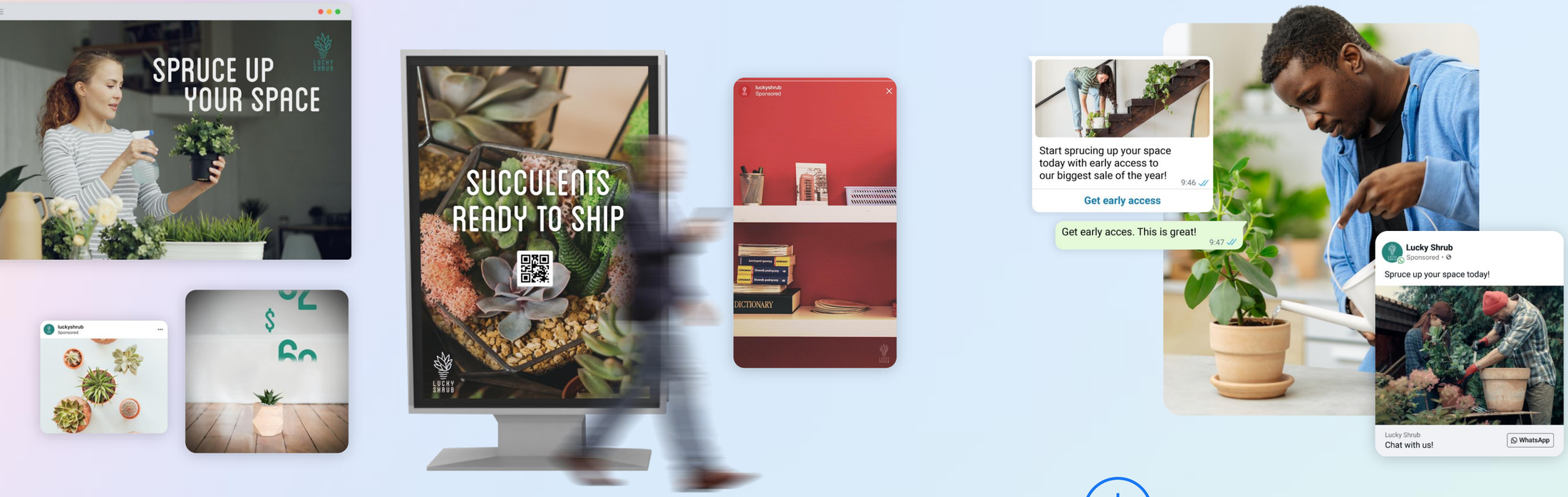
Improve performance

Meta Business Messaging leads to optimizations across the customer lifecycle when compared to legacy channels



Source: Meta Business Messaging for Marketing and Sales, a commissioned study conducted by Forrester Consulting on behalf of Meta, December 2022.

Complement your existing marketing strategy



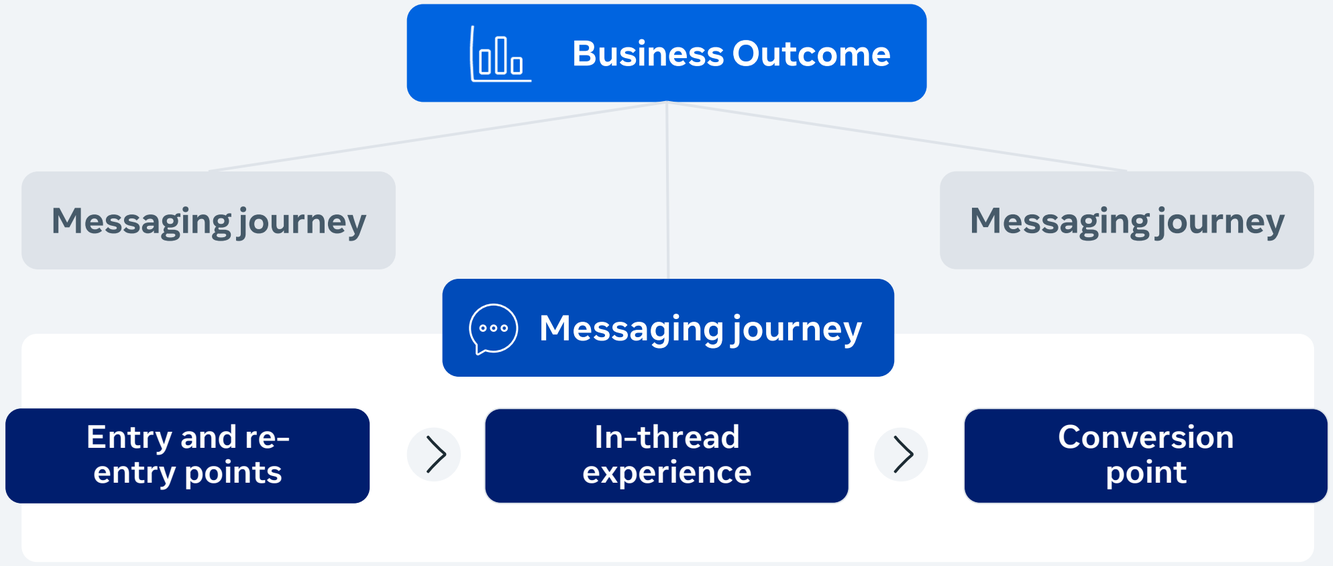
EXISTING CAMPAIGN

BUSINESS MESSAGING

Do more with conversations

Do more with conversations

A business messaging strategy is made up of
five central concepts



Do more with conversations

Business Outcomes

- Sales
- Customer Acquisition
- Customer Loyalty
- Cost Reduction
- Inquiry Resolution
- Customer Onboarding
- Order Fulfillment

Business outcomes represent the ultimate measure of success, such as sales or revenue. You can have *multiple messaging journeys* that move customers towards the same business outcome

Do more with conversations

Build a solid business messaging strategy

Business Outcome

Messaging journey

Entry and re-entry points > **In-thread experience** > **Conversion point**

A **messaging journey** starts when your customer joins the conversation through an entry point and continues as they interact with the in-thread experience and reach the point of conversion.

Do more with conversations

Build a solid business messaging strategy

Business Outcome

Messaging journey

Entry and re-entry points > **In-thread experience** > **Conversion point**

Entry points and re-entry points refer to how you drive customers to interact with you in a messaging thread. They can be both from online sources (e.g.: marketing messages, ads that click to message) or offline sources (e.g.: QR code in a store).

Do more with conversations

Build a solid business messaging strategy

Business Outcome

Messaging journey

Entry or re-entry points → **In-thread experience** → Conversion point

The **in-thread experience** represents all the business-customer interactions within WhatsApp, Messenger, or Instagram Direct that move your customers to the desired conversion point.

Do more with conversations

Build a solid business messaging strategy

Business Outcome

Messaging journey

Entry or re-entry points → In-thread experience → **Conversion point**

Conversion points are key milestones that propel your business towards success, such as getting a customer to schedule an appointment or buy a product.

The conversion points ultimately serve to achieve better results for your business outcomes.

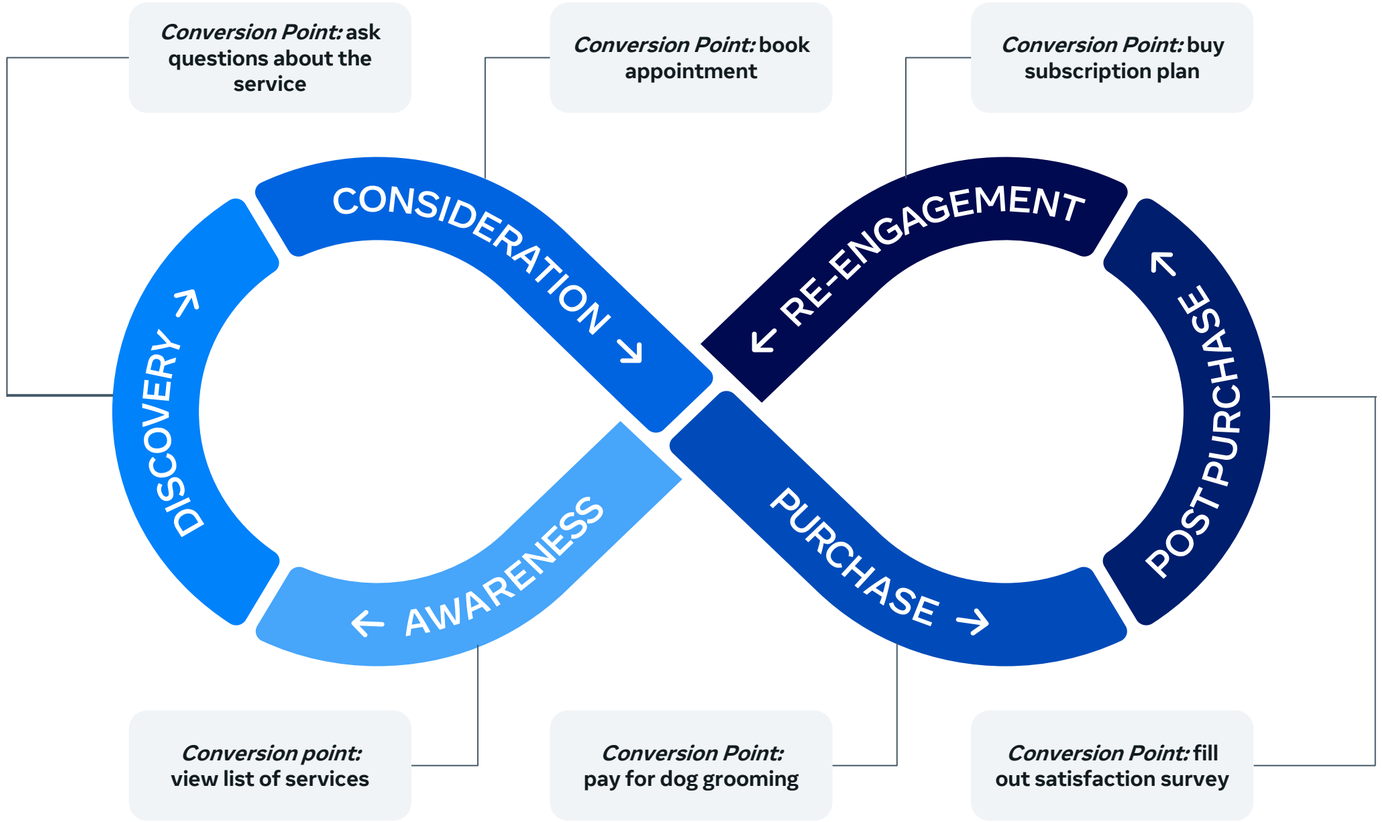
Get started

How to create a messaging journey

Step 1: Identify business outcome & conversion point

Use the **customer lifecycle** framework to define the **conversion points** that you want the customer to achieve within the in-thread experience in order to propel your company towards its **business outcomes.**

Business Outcome: Increase dog grooming sales



Pro-tip: customers may start interacting with a company in any step of the customer lifecycle, and participate in more than one messaging journey across their lifecycle.

How to create a messaging journey

Step 2: Define entry & re-entry points

Define your audience and how you want to **drive customers** to the in-thread experience.

Examples of entry and re-entry points

Campaigns

Within Meta technologies and programs

- Ads that click to message campaigns
- Marketing messages

Outside Meta technologies and programs

- Non-Meta ads (Digital or Offline)

Organic entry points

Within Meta technologies and programs

- Profile pages on FB and IG

Outside Meta technologies and programs

- Organic discovery
- Published contact information

Personalized communication at scale

1:1 messages or mass communications

Within Meta technologies and programs

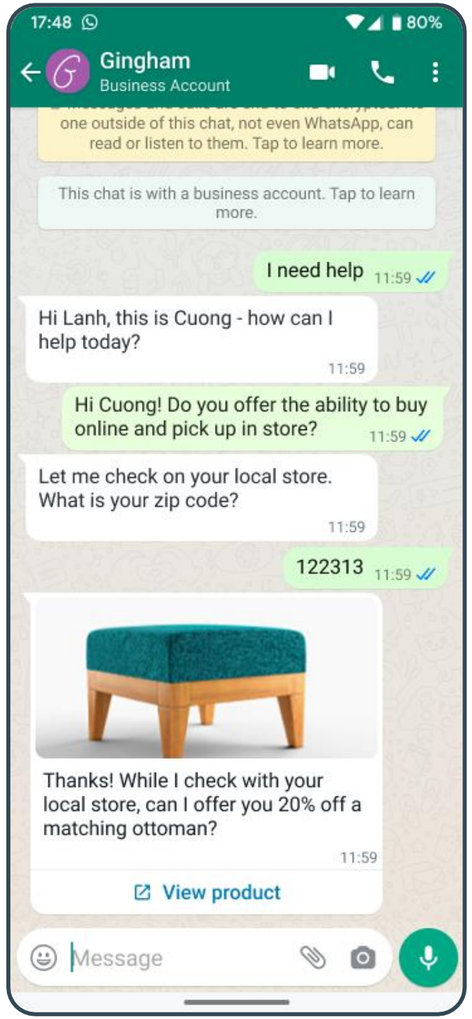
- Marketing messages
- Utility messages
- Authentication messages
- Service messages

Pro-tip: define entry and re-entry points based on what channels are relevant to your target audience

How to create a messaging journey

Step 3: Craft a valuable in-thread experience

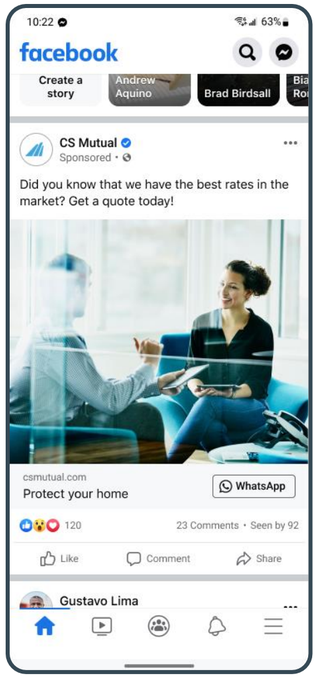
Design the experiential flow thinking about how you can **solve for the customer's needs** and move them towards the conversion point.

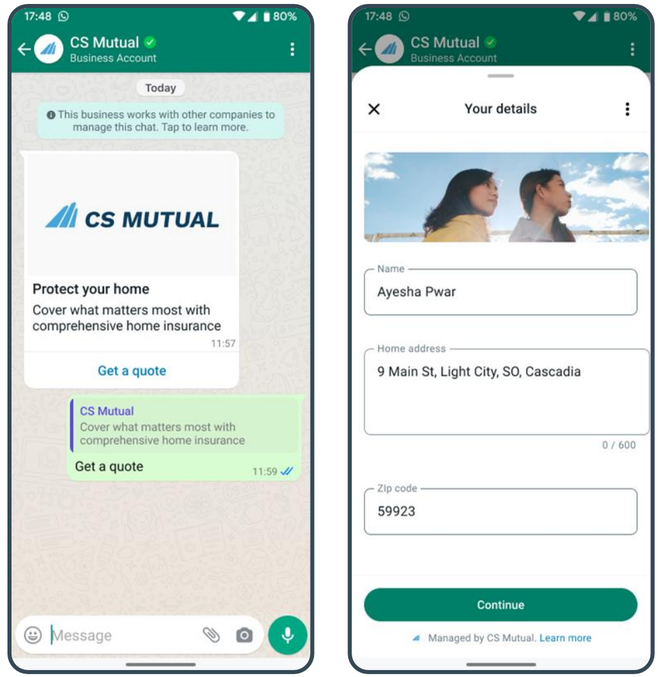


Pro-tip: help customers get what they want quickly and without deviation. Consider adding benefits to give customers reasons to opt-in and come back.

Grow **sales** with a **lead generation** messaging journey

Consideration





STEP 1

Identify business outcome and conversion point

Grow sales through qualified leads

STEP 2

Define entry point

Ads that click to WhatsApp

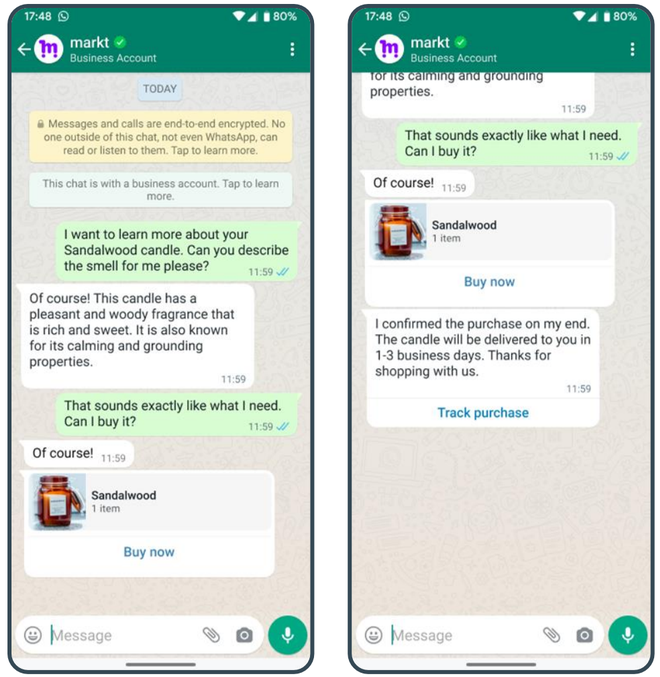
STEP 3

Craft in-thread experience

Use WhatsApp Flows to collect leads

Grow **sales** with a **purchase** messaging journey

Purchase



Identify business outcome and conversion point

Grow sales through purchases

Entry point

Ads that click to WhatsApp

In-thread experience

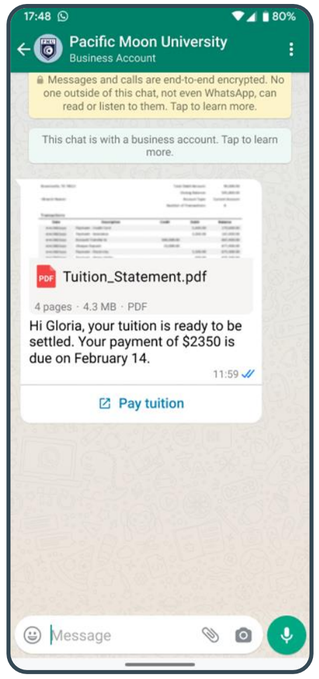
Use buttons to facilitate a purchase

Grow **revenue** with a **payments** messaging journey

Post-Purchase

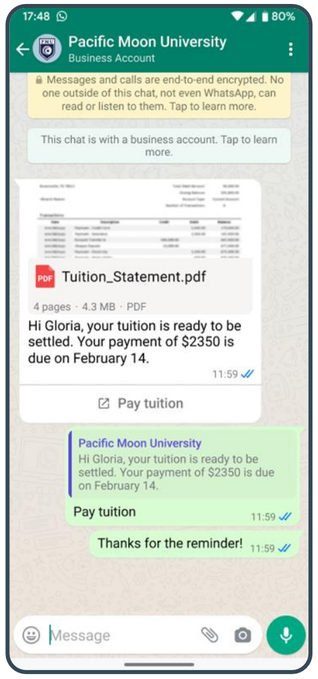
Identify business outcome and conversion point

Grow revenue by collecting payments



Re-entry point

Utility messages

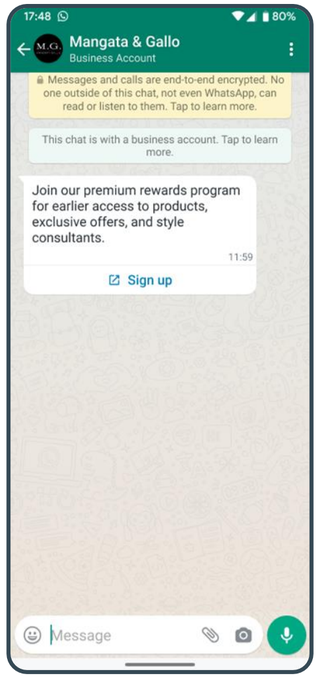


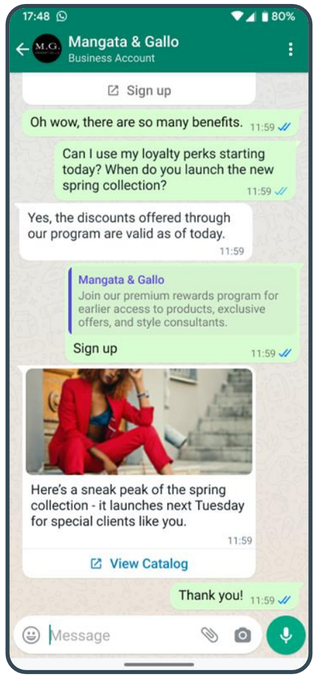
In-thread experience

Help clients settle a bill

Grow **loyalty** with a **re-engagement** messaging journey

Re-Engagement





Identify business outcome and conversion point

Grow loyalty by offering special perks

Re-entry point

Marketing messages

In-thread experience

Use rich media to enhance the customer experience

Every connection is an opportunity.
It’s Your World.

Meta

Meta

Campañas Activas	Audiencias	Leads	Website	Creative
1. Estandarizar				
1. Formularios				
1. Categorias				
1. Test				