'How To 3X Your Current 'Show Ups' & Sales On Your Next Webinar By Using Messenger'

(with 'step by step' training video)

Hello and Welcome!

My name is Mark Huber, coming to you from beautiful Vancouver, Canada where we help business owners, entrepreneurs, coaches, consultants and individuals (perhaps just like you) generate more revenue fast from your current online activities and relationships.

If you want to have the ultimate engagement, relevancy, intimacy and delivery system for leads and sales fast to your webinars & online trainings then this short report will have you up and running in no time at all.

Interested? Good! Because then you are in the right place!

Are you currently running webinars/Masterclasses?

What's the #1 problem you're currently experiencing?

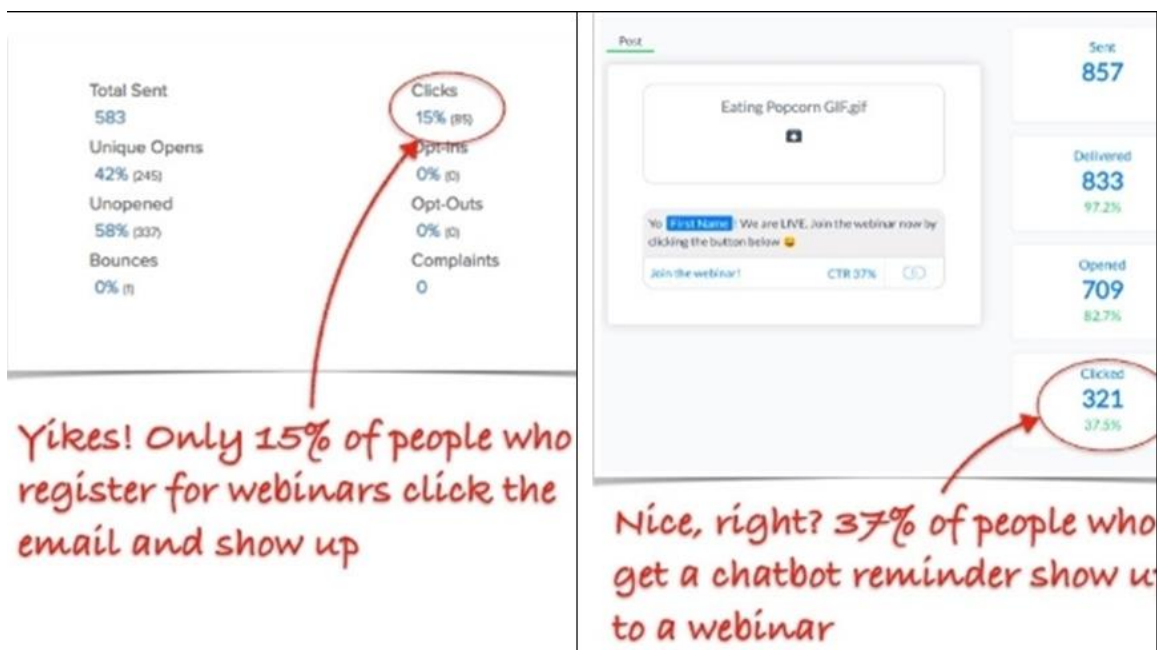Probably looking for ways of increasing your webinar 'show ups'!

Right?

Did you know that the current average email reminder only nets about 15% show ups? (Sound familiar?)

Want more 'show ups' & sales?

Did you know that using Messenger 'webinar reminders' usually increases attendees showing up by 37%?

(That's more than double the email response!)

Did you know that Messenger marketing can offer amazing potential for marketers (and individuals just like you) because visitors can subscribe to your Messenger list with just one click!

And once they've subscribed, you can send them information and updates anytime.

"We create conversational gateways
so you can drive new qualified leads & sales fast!"
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And that's done though 'messaging' them...

And the automated messaging sequences that you can create are delivered by a chat bot (known as a 'bot) which is simply a piece of text messaging software inside of an application.

They're built to work inside messaging platforms like: Facebook Messenger, Slack, Kik and others and allows you to communicate seamlessly and instantaneously with customers, leads and fans alike.

Chatbots or 'Bots' are a convenient, simple way to **share information about launches and sales, deliver vouchers or just to stay in touch**.

In addition, the open, read, and click-through rates for these messages are huge compared with the equivalent email open rates.

Does this mean that you stop building your email subscriber list? No!

But this is a fast and easy way to add another communication channel into your marketing toolkit AND you can also use it to continue building your email list. How cool is that?

So, stay with me here. You are going to love this!

As a business owner who's been online for sometime or as a 'newbie' just starting out you know that these days, marketing online is tough. Competition is fierce, and sometimes it feels like you have to fight tooth and nail for every new customer.

Maybe you're getting frustrated. Maybe you're looking for a leg up on your competition. Maybe you're looking for a new communication channel that isn't already saturated with marketers.

If that's the case, then you're in luck.

So, let me ask you a question...

Do you use webinars or live video in your marketing?

Wondering how to improve registrations and attendance?

If so, you're in the right place!

In this short report, you'll **discover how to build a Facebook Messenger chatbot sequence to register and remind attendees of your live online events**.

How cool is that?

Why Use Messenger Bots With Live Events?

Live video streaming is a fun, engaging way to connect with your subscribers and grow your audience. You can share your story and allow others to connect and engage with you in real time.

Messenger chatbots allow you to **create a personalized "choose your own adventure" experience**. You can also leverage bots to **provide people with relevant and helpful information** on a platform where open rates are extremely high; resulting in greater reach, leads and sales!

By combining the power of Messenger bots with live video or webinars (even automated 'evrgreen' ones), you can benefit three ways.

Increase Registrations and Attendance

One of the challenges with both Facebook Live and webinars is getting users to register and show up. People might even forget that they registered for your live event. Messenger bots can act as a helpful assistant for your subscribers to **remind them to join your live event at the right time**. And message reminders outperform email reminders because:

- People tend to read a text message within the first 3 minutes.

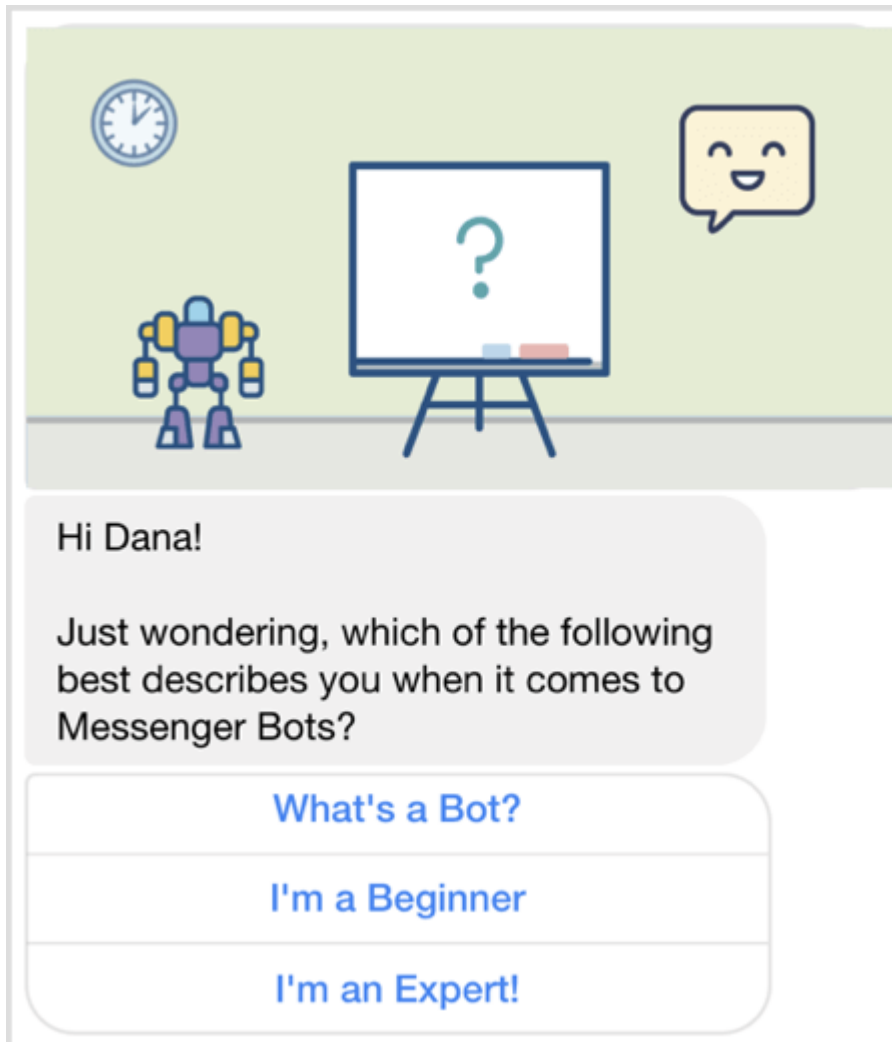- Open rates for messages are 2-3 times higher in comparison to email.
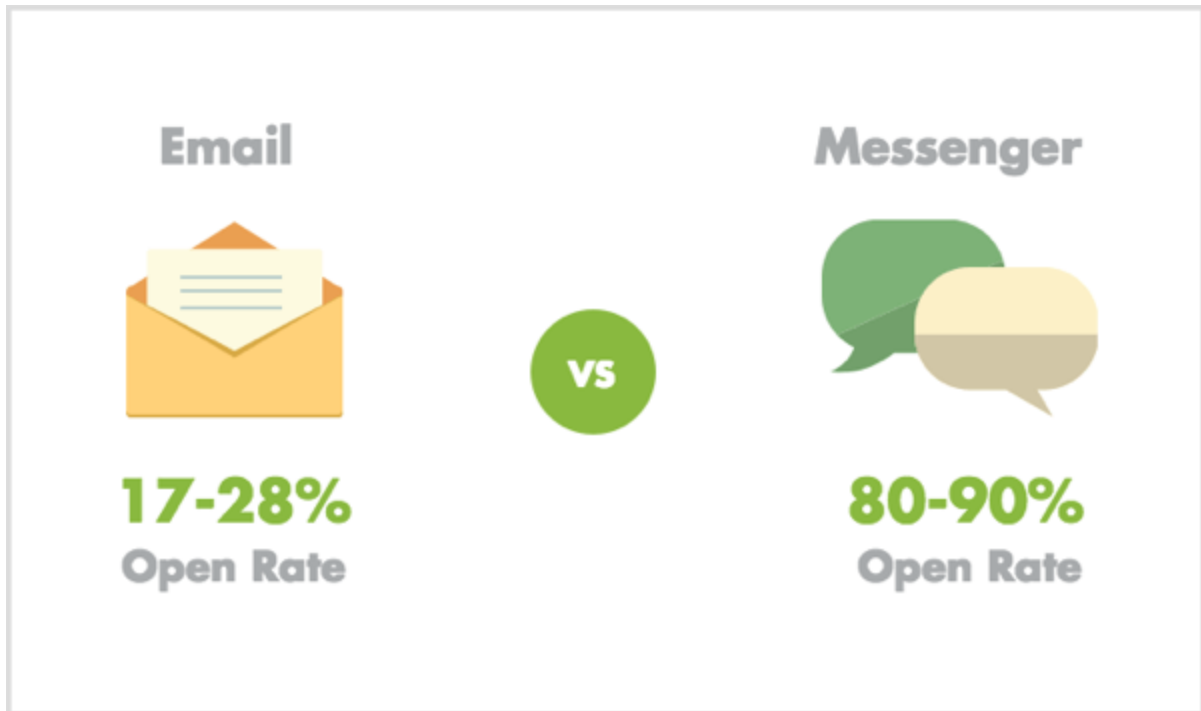
Learn About Your Audience

Even though Messenger bots are a great tool to send broadcasts and reminder messages, you can also use bots as a listening and research tool to **learn more about your subscribers' current pain points and struggles**.

By asking questions before a live event, you'll be able to **customize your presentation to directly address your audience's pain points**, which might result in higher conversion rates.

Prompt Users to Take Action

You can also use Messenger bots to **deliver a fill-in-the-blank worksheet or other helpful resources before the live event** to encourage and convince users to attend. When you provide people with valuable information that solves a problem, they're more likely to trust you and become fans of your business and brand.

After the live event, you can use Messenger bots to **send the replay link along with a thank-you bonus gift** (e.g., PDF, how-to guide, etc.). You could even send a promotional offer to people who are identified as warm leads. (Just read over the Messenger Platform Policy to make sure you're not breaking any rules.)

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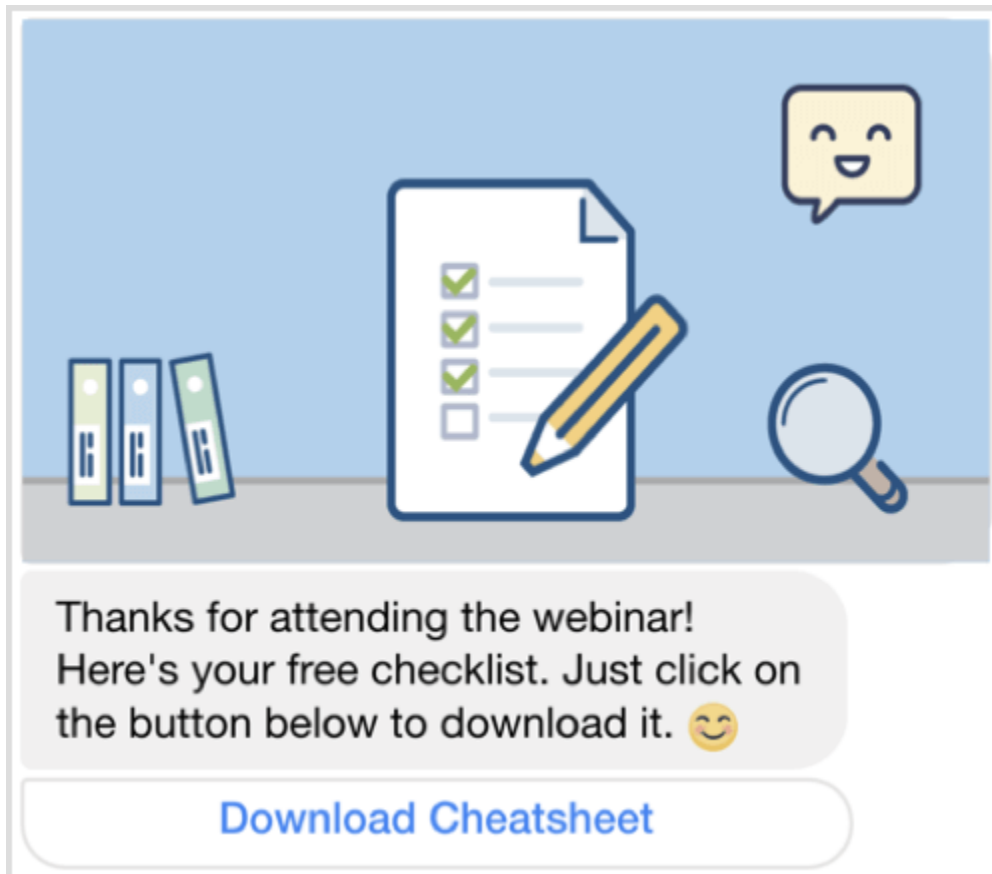
What a Live Video or Webinar Registration and Reminder Sequence Looks Like

If you're interested in leveraging Messenger bots to help promote your webinar or live video and increase engagement, you'll need to **set up three separate message flows**:

- **Registration message**: Share details about the webinar or Facebook live, and get users to sign up.

- **Reminder message**: Remind users to attend the live event.

- **Follow-up message**: Send helpful resources (e.g., replay link) after the event, along with any next steps.

Registration   Reminder   Follow-Up
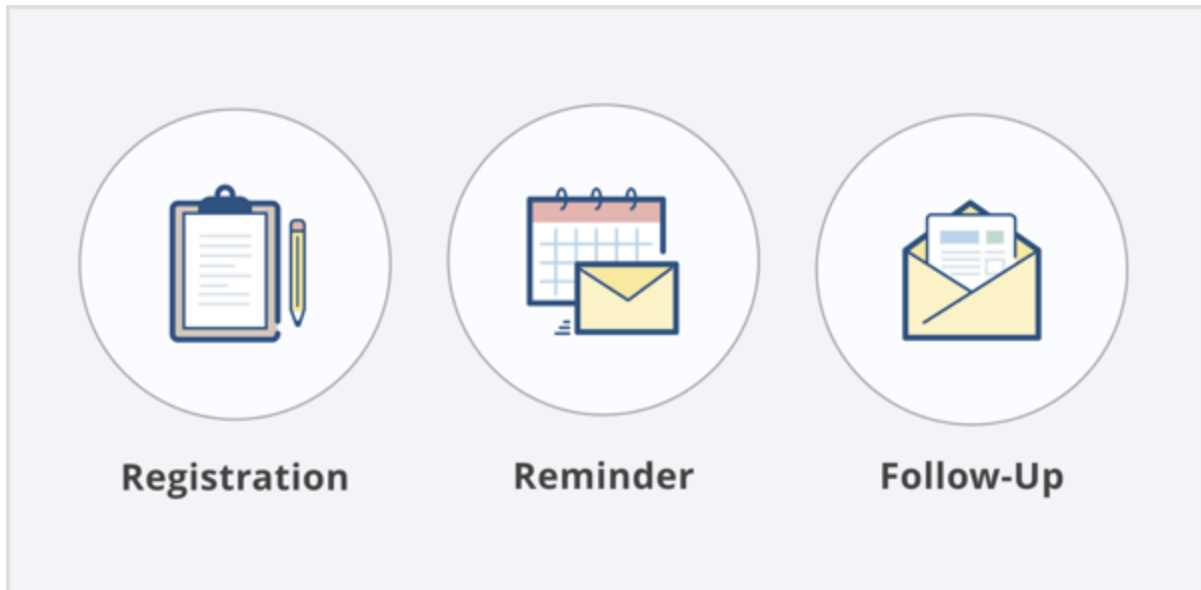
Now that you understand the different messages in this sequence, here's how to build it with ManyChat.

Create a Live Video or Webinar Registration and Reminder Sequence Using ManyChat

Here's how to set up a sequence in ManyChat to promote your webinar or Facebook live and increase engagement.

Build a Registration Message Flow

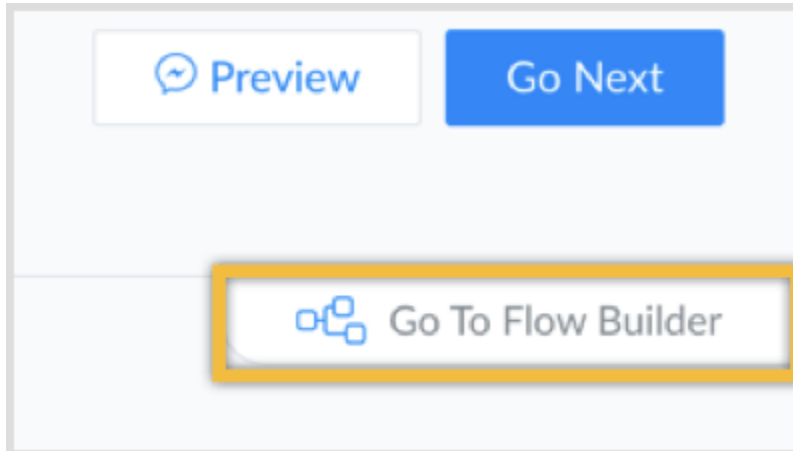**Log into ManyChat**, and in the left-hand menu, **click Broadcasting**.
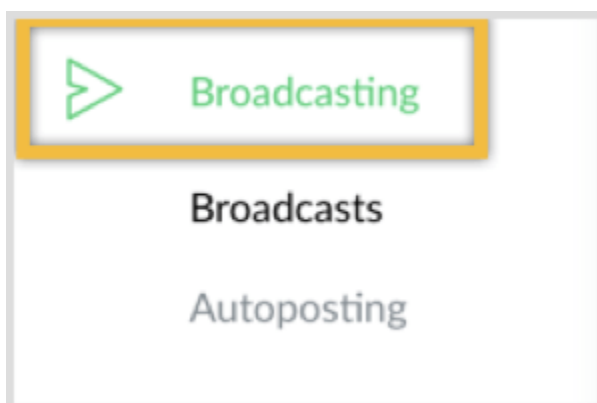
At the top right, **click the blue New Broadcast button**.

Make sure you **toggle over to the Flow Builder**.

Then **create your message by including the details about your Facebook live or webinar**. (Tip: Include the date, time, topic, and what users will learn by showing up.)
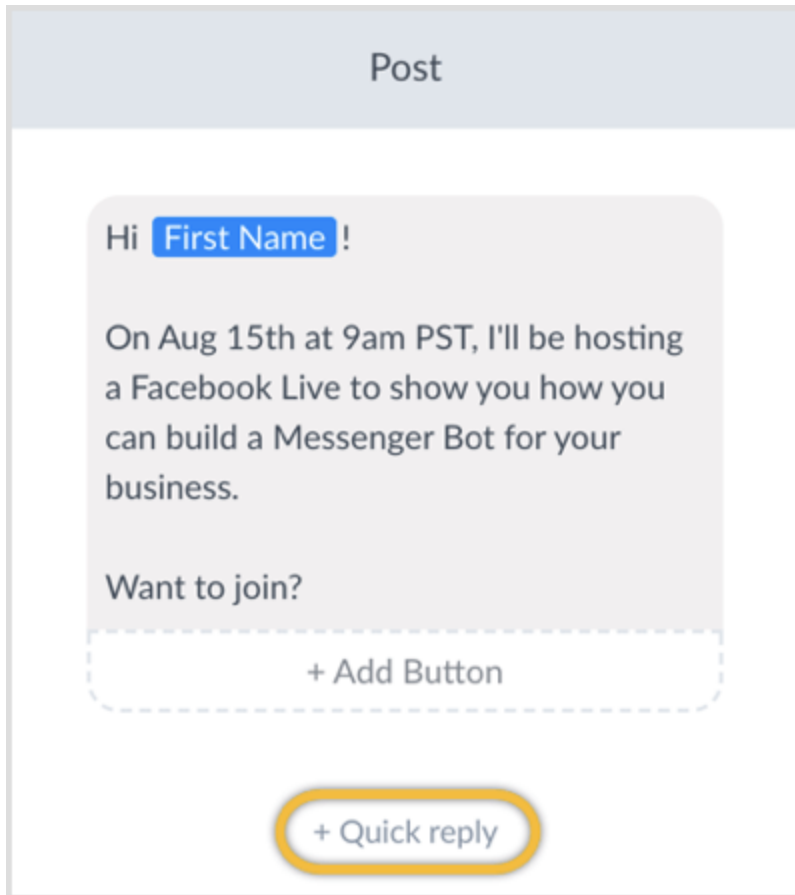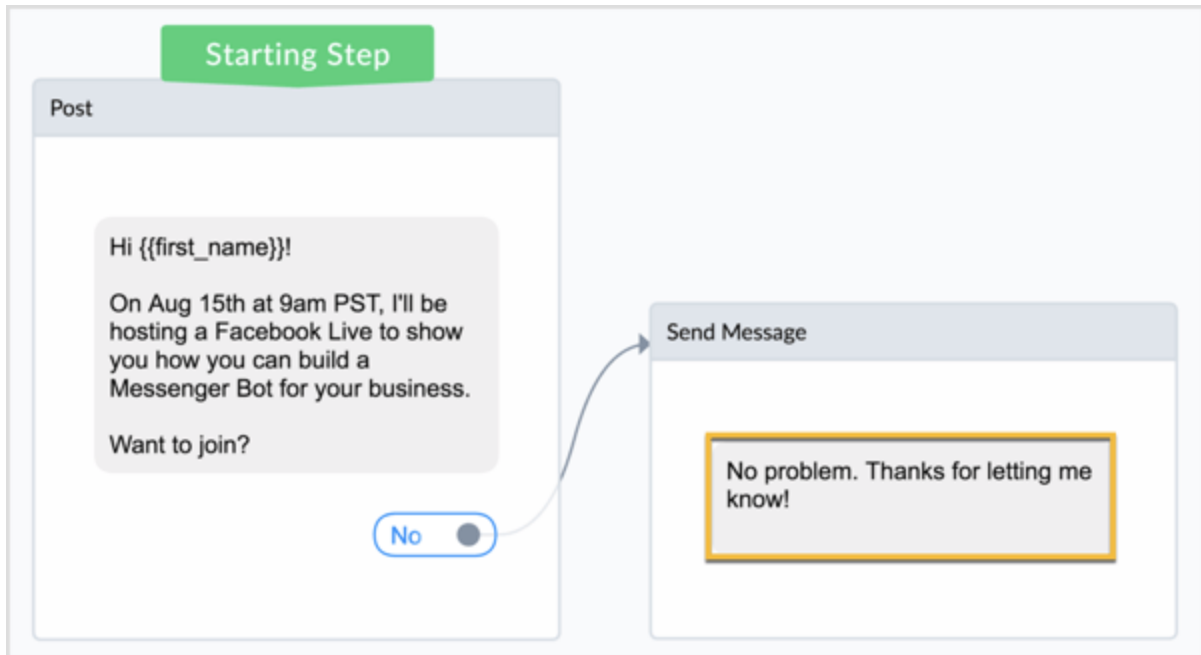
To allow users to register, you'll need to add two quick reply options: Yes and No.

Click the Quick Reply button and **type in the text "No."** Then **select Send Message** as the action when a user clicks this "No" button.
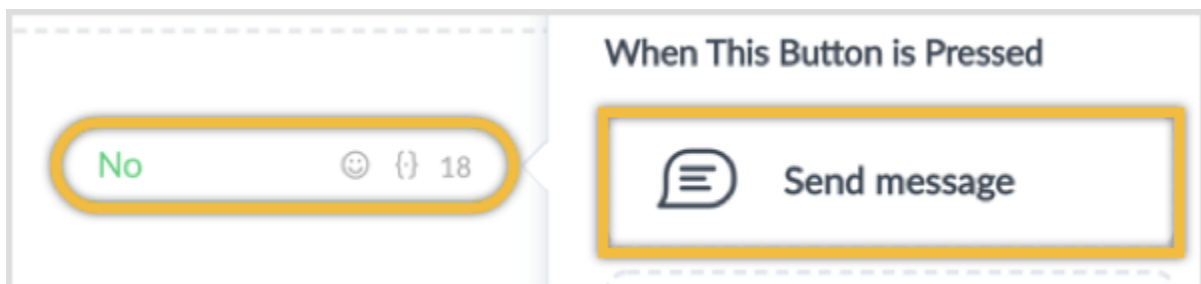
This new message will simply say "No problem! Thanks for letting me know!"

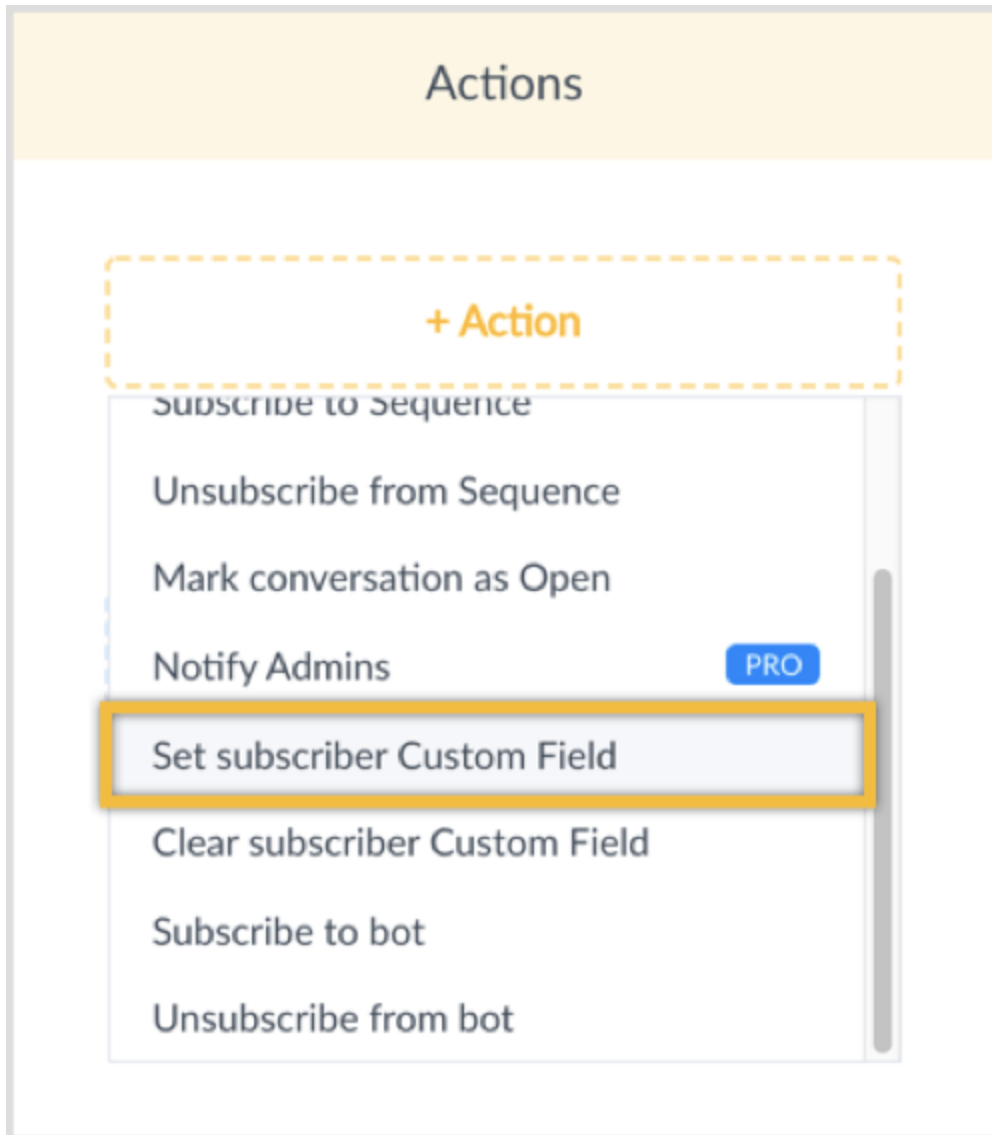You'll set up the second quick reply ("Yes") a little differently.

To send a reminder message specifically to users who registered for the Facebook live or webinar, you'll need to identify the users who signed up. To do this, you'll be leveraging a ManyChat feature called Custom Fields.

Click Quick Reply and **add a Yes button**. **Select Perform Actions** as the action when the button is clicked.
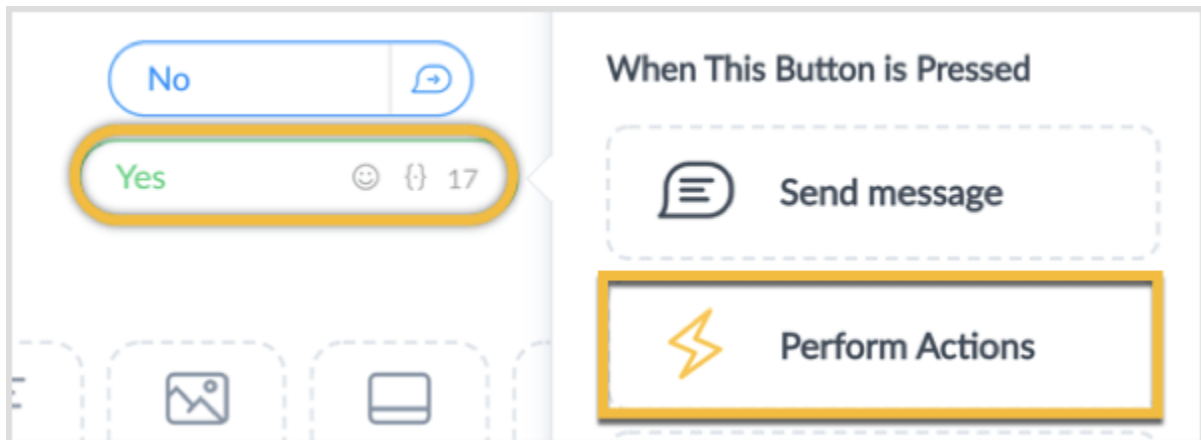

A new sidebar then opens. **Click on the Action button** and **select Set Subscriber Custom Field** from the drop-down menu.

Actions

+ Action

Subscribe to Sequence

Unsubscribe from Sequence

Mark conversation as Open

Notify Admins   PRO

Set subscriber Custom Field
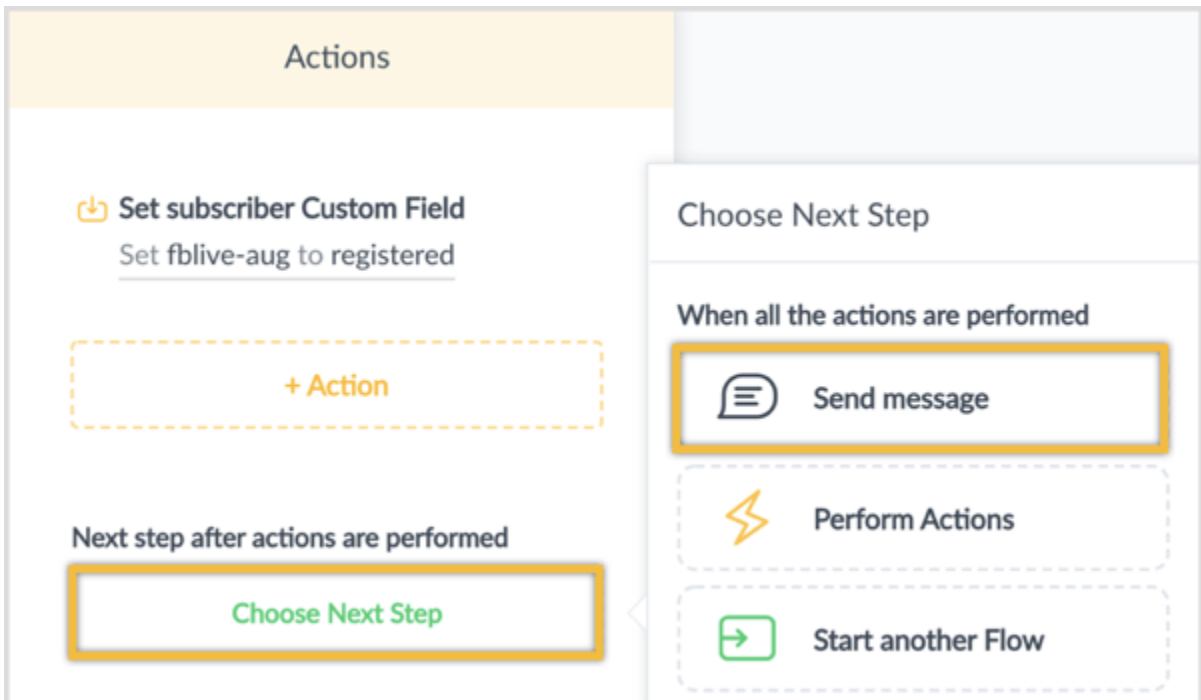
Clear subscriber Custom Field

Subscribe to bot

Unsubscribe from bot

Create a new custom field called fblive-aug for this example. Then **set the value of this custom field to "registered."**
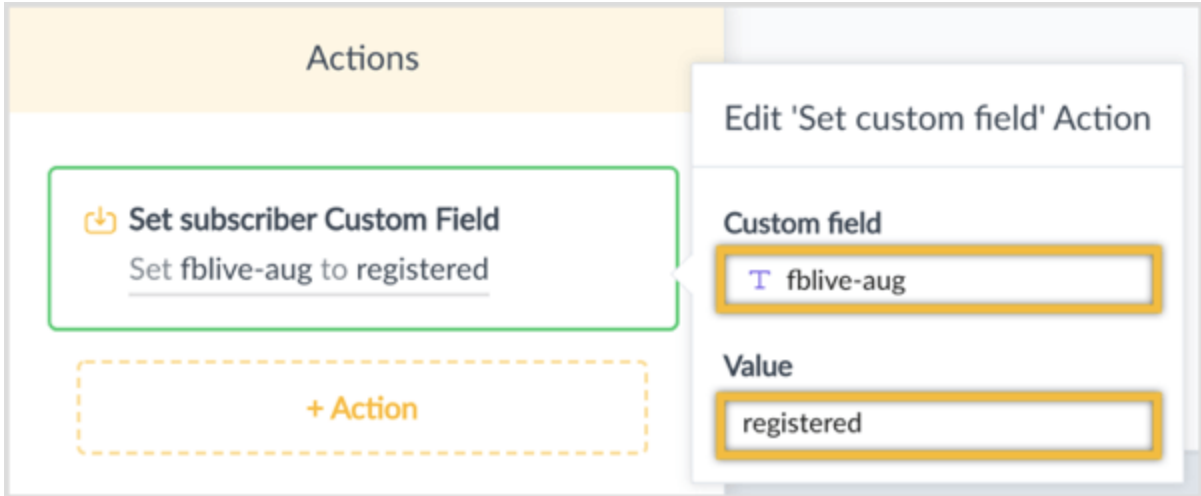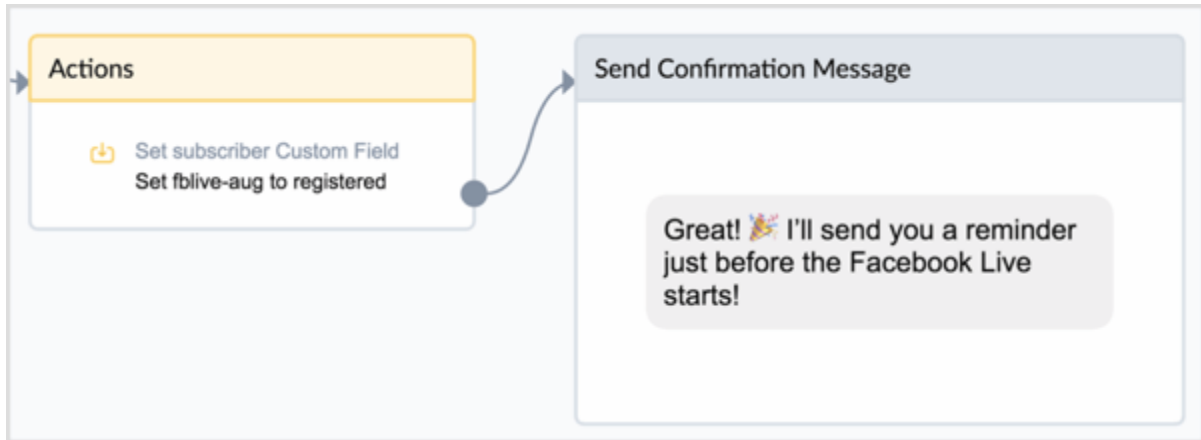
After the actions are performed, you'll send the user a new message. **Click Choose Next Step** and **select Send Message**.

Then **type in your message**. This new message can have a text content block that says "Great! I'll send you a reminder just before the Facebook Live starts!"

From here, you can either **end the flow** or **build a simple form to ask users a question** to learn more about them.

To allow users to quickly answer, **provide several quick reply options**. To visualize this, suppose you're running a webinar on how to build a Messenger bot. You could ask users, "Have you built a Messenger bot before?"

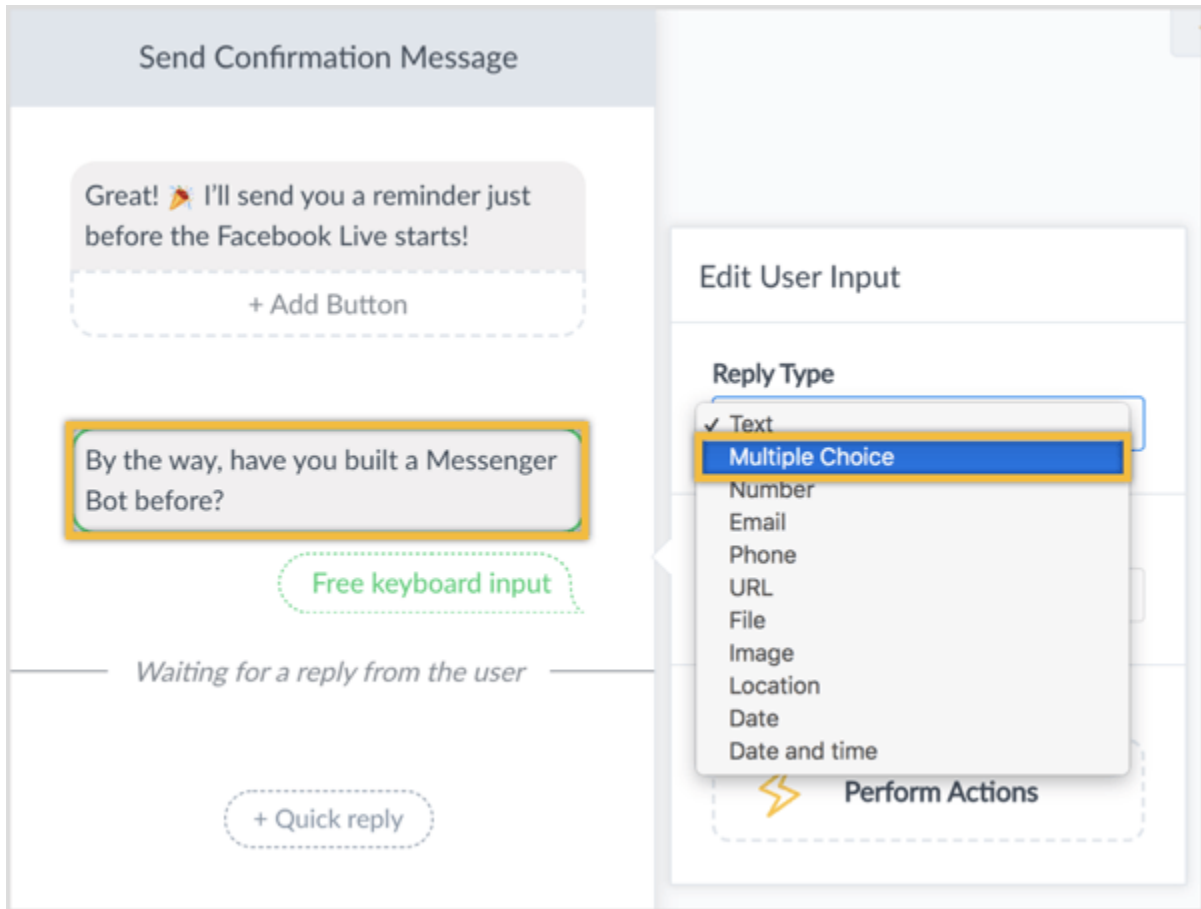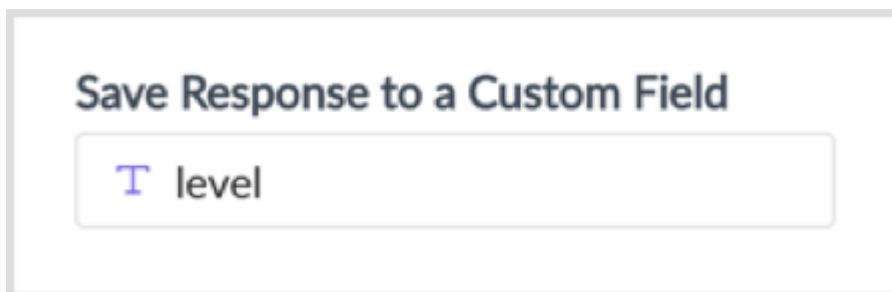For the confirmation message, **click to add a new User Input block.**
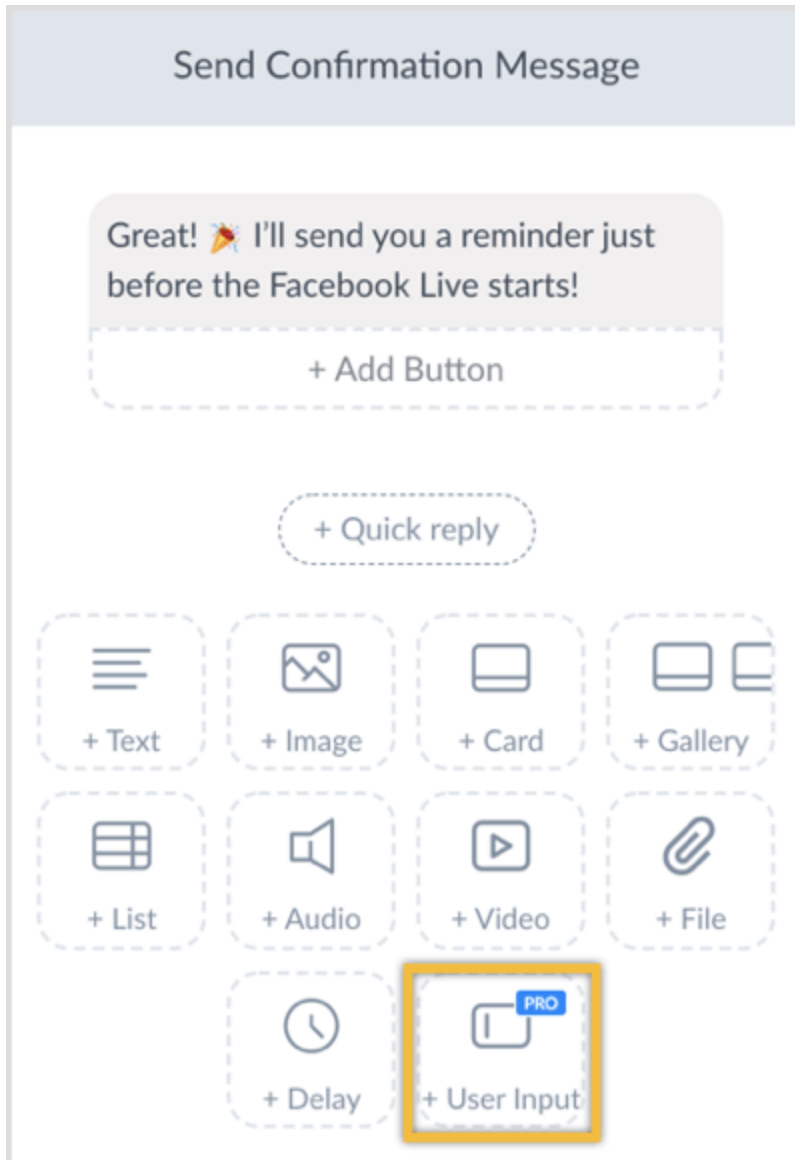
Type in the question "By the way, have you built a Messenger Bot before?"
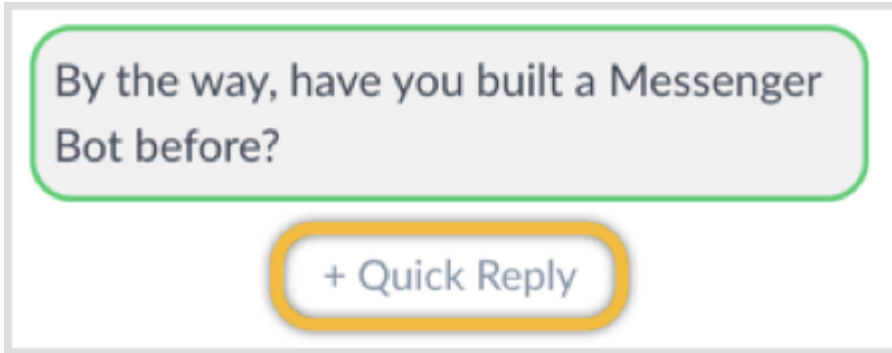and **select the Multiple Choice option**.

Under Save Response to a Custom Field, **save the answer as a custom field "level."**

Then **click the Quick Reply button** to **add two quick reply options: Yes and No**.

By the way, have you built a Messenger Bot before?

+ Quick Reply

You should end up with something like this:

Send Confirmation Message

Great! 🎉 I'll send you a reminder just before the Facebook Live starts!

+ Add Button

By the way, have you built a Messenger Bot before?

😊 Yes

😐 No   + Quick Reply
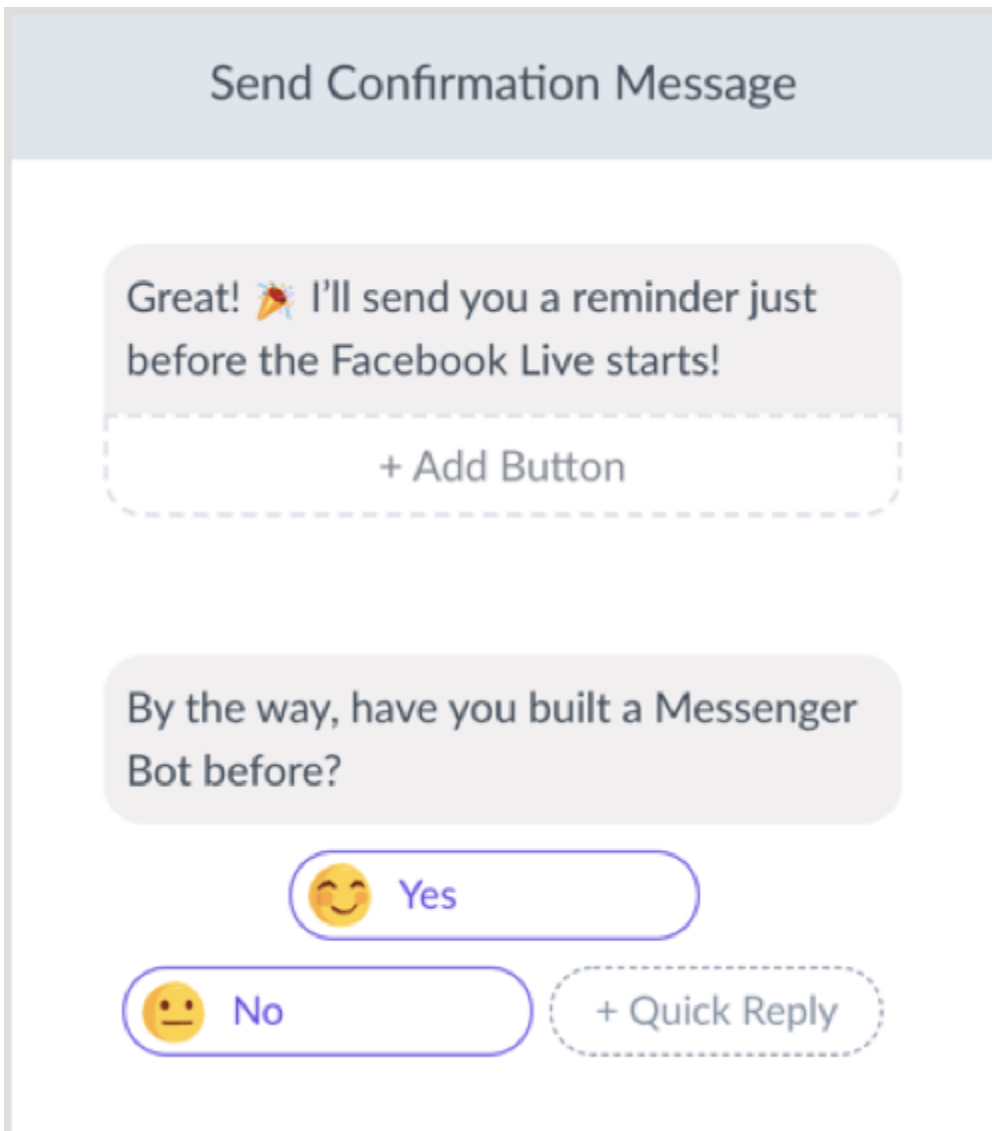
To finalize this one-question survey, simply **add a text content block** and **thank the user for sharing this information with you**.

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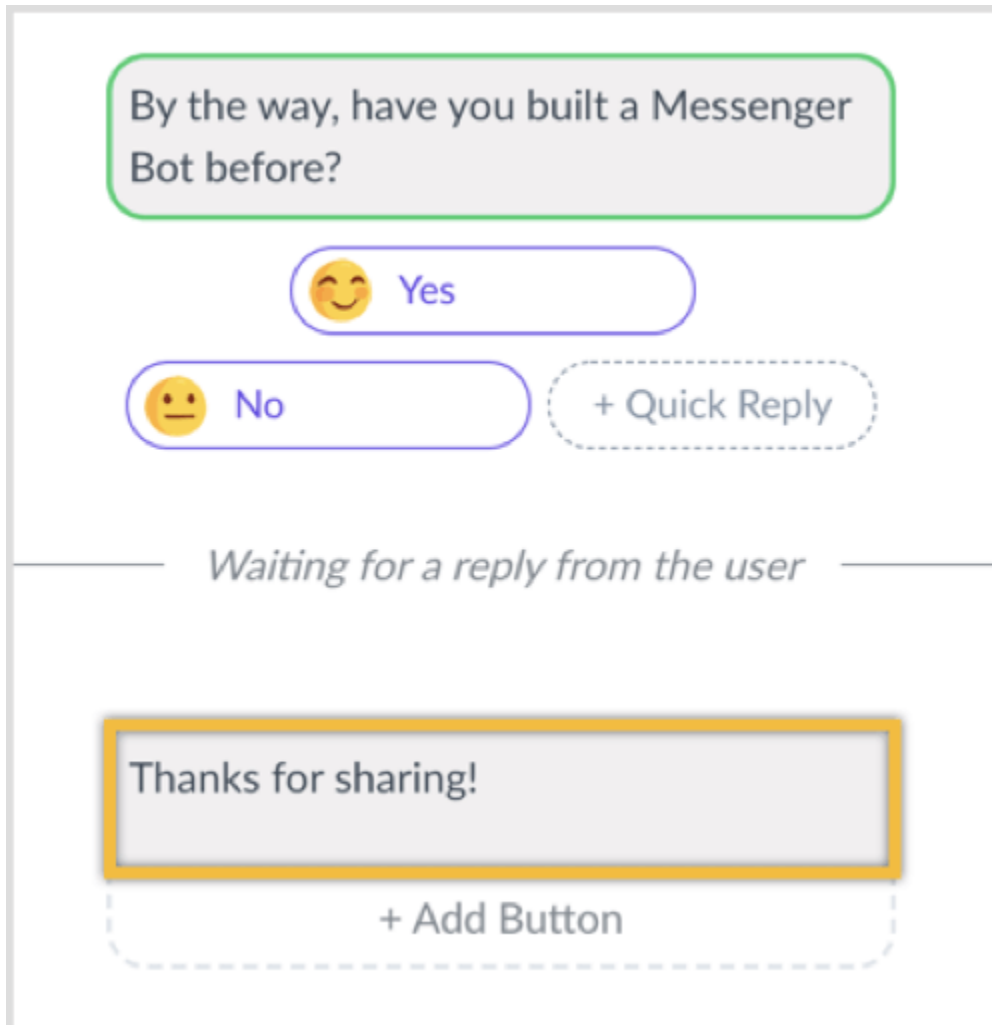Now that you're done building the registration message, **click Settings** at the top.
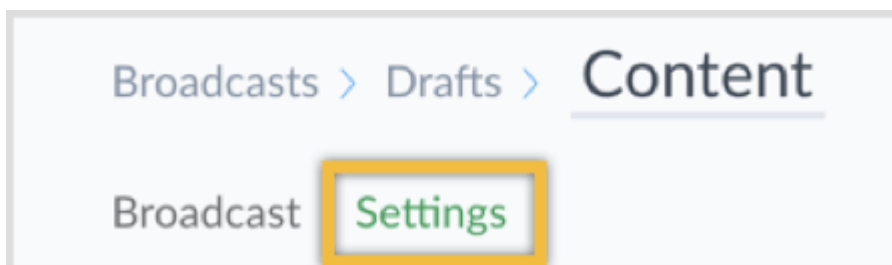
Then **click Condition** to segment your audience and only **send this message to those who are marked as a subscriber**.

Targeting

Only users, that match **all of the following conditions:**

T subscriber is yes ✕   + Condition

Next, **schedule the broadcast to be sent at a later date and time**.

Schedule Broadcast

◯ Start sending now

◉ Schedule for later

August 7, 2018 9:00 AM   ✕

Because this broadcast message isn't time-sensitive, I recommend you **select the Time Travel option** to send it according to the user's time zone.

Timezone Settings   Time travel   ▾   Message will be delivered at the same daytime according to the user's timezone. More Info →

To **send out the broadcast**, all you need to do is **click the Schedule Message button** at the top right.

Broadcasts › Drafts › **Content**   ✓ Saved   ⊙ Preview   **Schedule Message**

Broadcast   Settings   This broadcast will be sent to 1 user

Once you've sent out the broadcast, you can see how people replied to your question. **Open the broadcast** and **click the purple Answer button** in the top-right corner.

Starting Step

Post			1 Answer
1 Sent	**100.0%** Delivered	**100.0%** Opened	**0%** Clicked

By the way, have you built a Messenger Bot before?

Yes CTR 0%

No CTR 0%

—— *Waiting for a reply from the user* ——

Automatically continue

You'll **see a report** with the answers or you can **download the answers into a spreadsheet**.

Broadcasts > History > Post > **Responses**   Export .csv   Spreadsheet   Feed

	Live Event Broadcast
Dana Tran	Yes

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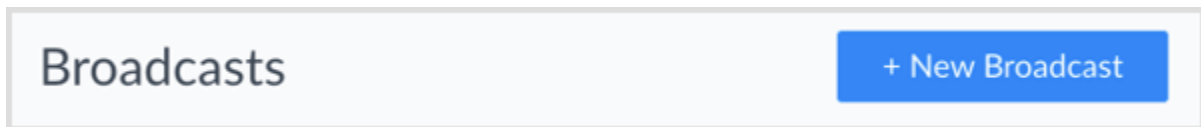**Learn more at http://SuccessOnTheFly.com**

Build a Reminder Message Flow

Now you'll create the broadcast reminder that'll be sent out a few minutes before the webinar or Facebook live.
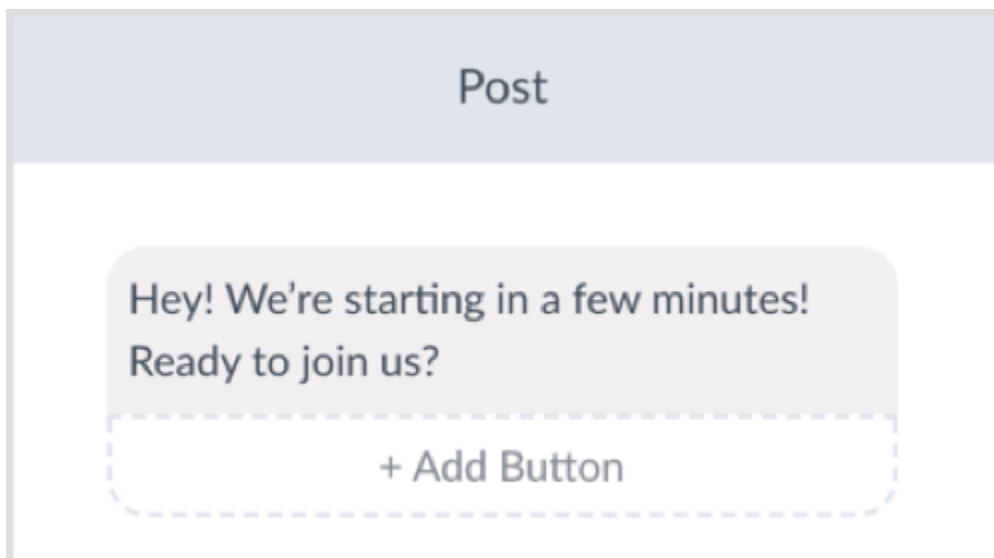
Similar to before, **click Broadcasting** in the left-hand menu.
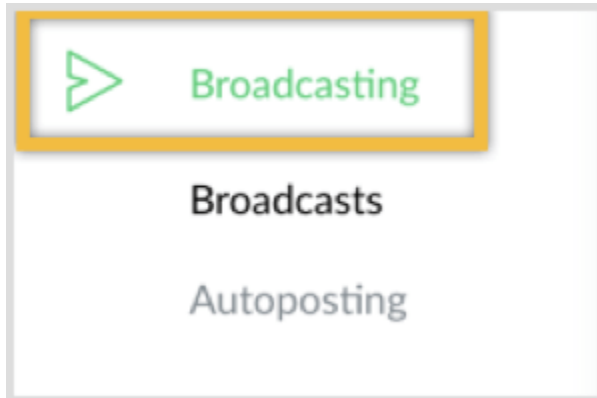
Then **click the blue New Broadcast button** at the top right.

Now **create your message**. You can add a text content block that says "Hey! We're starting in a few minutes! Ready to join us?"

Type in **"Watch Now"** for the button title and **select the Open Website option**.

Button Title:

Watch Now

☺ 11

When This Button is Pressed

💬 Send message

🔗 Open website

The Website Address field is where you can **enter the URL for your Facebook live or webinar**.

Button Title:

Watch Now

When This Button is Pressed

⚭ **Open website**
Enter url below
×

Website address

Enter URL here...

At the top, **click Settings**.

Broadcasts > Drafts > **Content**

Broadcast | **Settings**

Now **click Condition** and **change the targeting condition so only users who registered will receive this message reminder** about the live event.
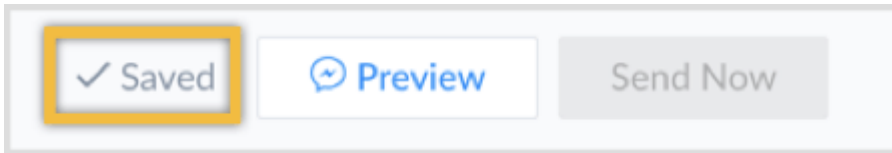
Targeting | Only users, that match **all of the following conditions:**
T fblive-aug is registered × | + Condition

You can either **schedule the broadcast to be sent at a later date** or **leave it as a saved draft**. ManyChat will automatically save your work. You can tell by the Saved status next to the Preview button in the top right.

Tip: You can create this broadcast in advance. A few minutes before you go live, simply **navigate to the broadcast drafts** and make any last-minute changes. Then **click Send** at the top right to **send out the reminder**.
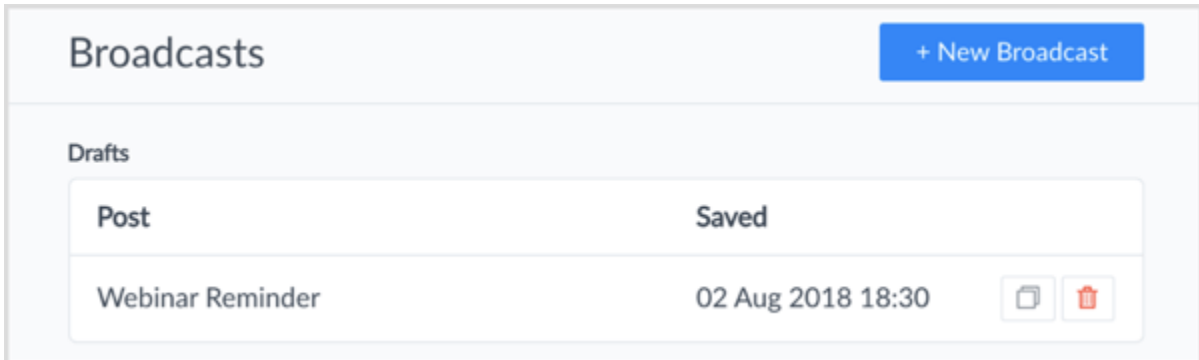
Build a Follow-Up Message Flow After the Event

Once again, **navigate to the Broadcasting section** in ManyChat.
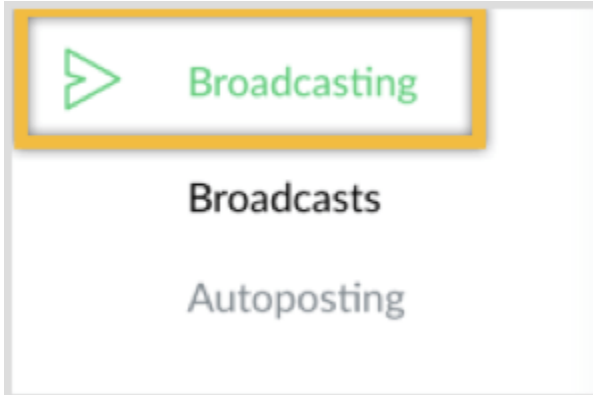
Filter your list so you're sending this message only to those who registered for the webinar or Facebook live.

Create your message by adding a combination of text and image content blocks. It can look something like the screenshot below, where you have tw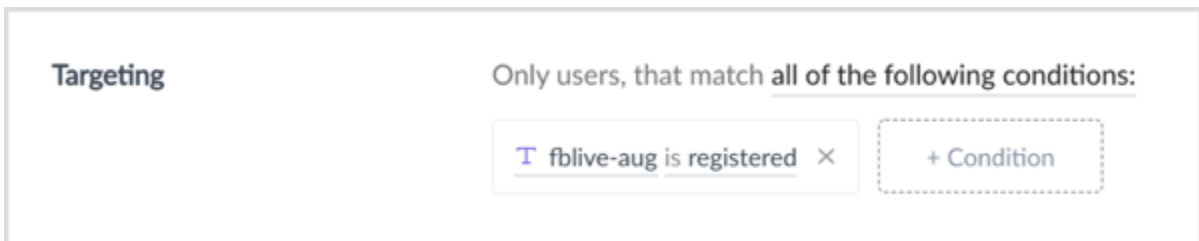o button options. One button allows users to watch the replay and a second button lets them download their bonus gift (e.g., PDF, guide, video, etc.) for registering for the live event.
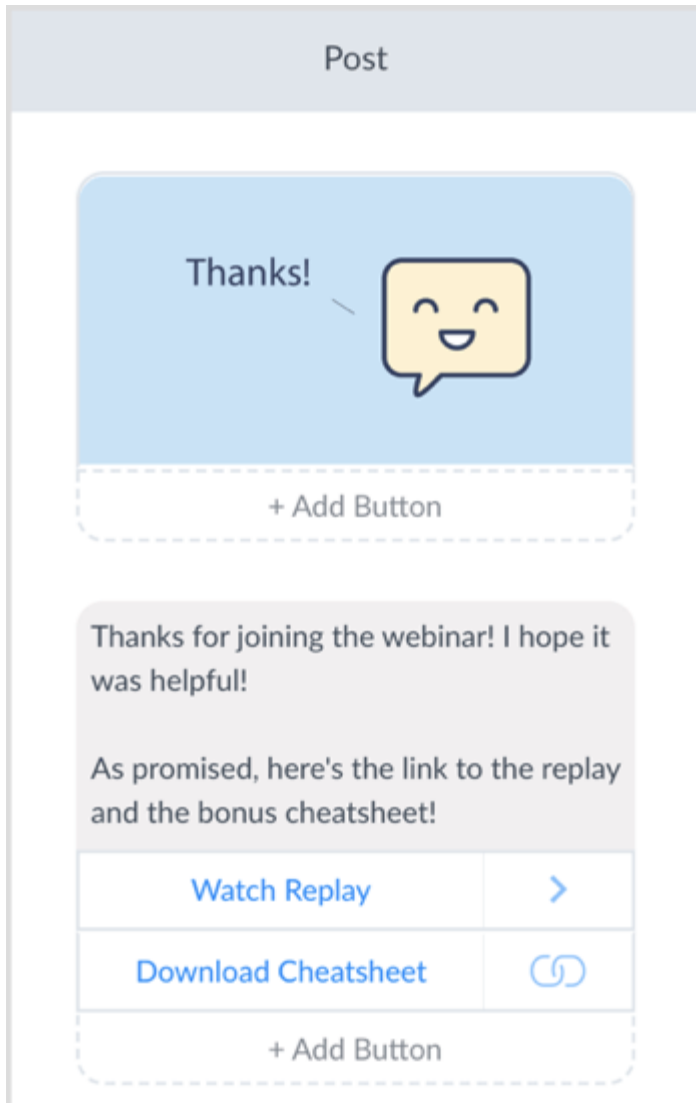
Another option is to **follow up with a call to action** where you ask users to make a purchase. If you decide to include a promotional offer in this follow-up message, make sure that you're following Messenger's policy and 24-hour window.

Then **click on Settings**.
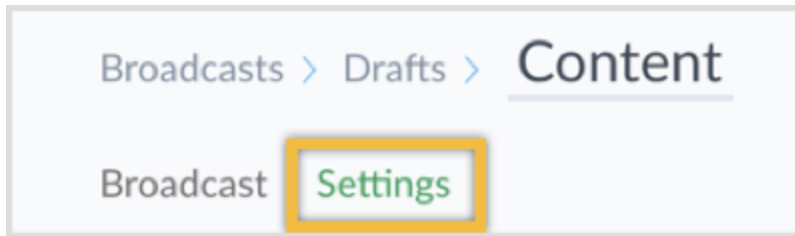
Next, **add a condition** to **send this message only to those who registered** for the event.
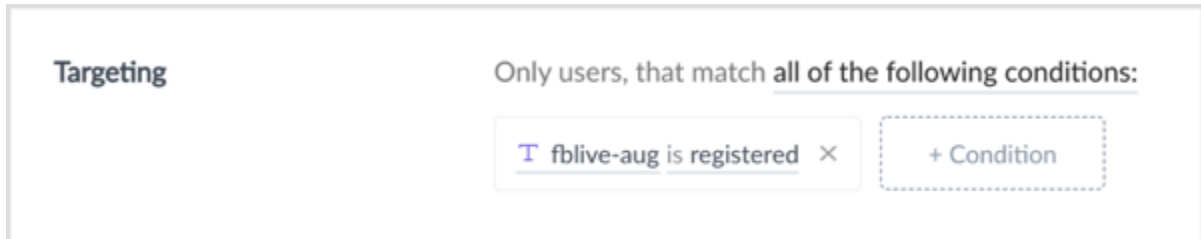
Then **change the date and time**. Because this follow-up message is not time-sensitive, I recommend selecting the Time Travel option to send the message according to the user's time zone.
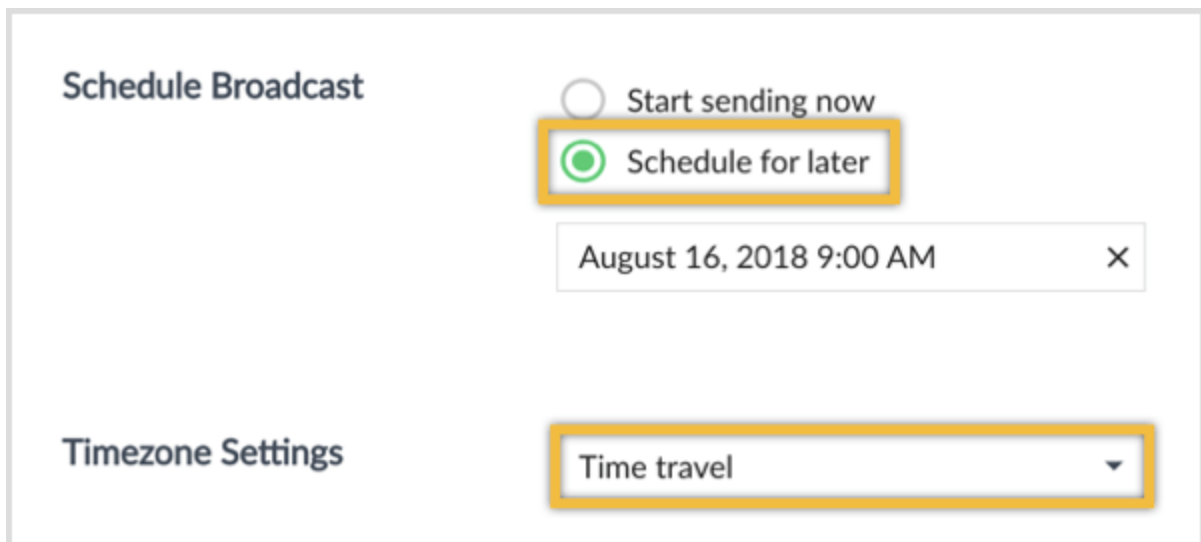
Finally, **click the Schedule Message button** in the top right.
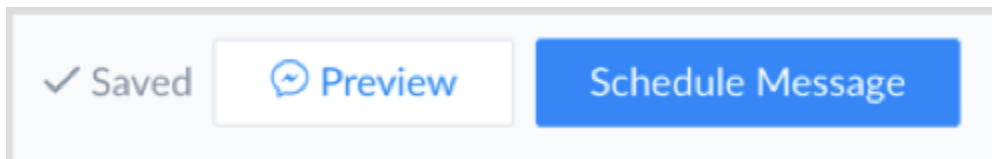
Advanced Tips for Registration and Reminder Messenger Bot Sequences

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After the webinar or Facebook live, you can also **send users a message to ask if they want to enroll in a free mini-course or challenge sequence** where you provide more valuable content to further engage with them and build trust.

In this tutorial, I kept it simple and only showed you how to use "fblive-aug" to segment users. However, you're not limited to just one. You could **create additional fields to store other information about the user** (e.g., whether they clicked to watch the replay).

Instead of providing users with a "yes" or "no" option when sending the registration broadcast, you can **add a third option for those who can't attend the event live, but want to watch the replay**!

Well anyway, there you have it!

I hope that you enjoyed this short report as much as I had pulling it together for you and I'd love to know **what do you think?**

Does this excite you?

So, will you be using Facebook Messenger chatbot sequences soon to amp up your webinar results?

Let me know.

Thanks for reading and here's to your success!

Now, go get 'em tiger!

Cheers!

Mark Huber

Mark Huber (retired certified financial planner)
Messenger Evangelist, Author, Speaker, Online Entrepreneur, Coach

BONUS: 'How To Create & Deliver A 100% Automated Presentation In Messenger' [Training Video]

[Click Here Now](#) to view the (YouTube) training

Click the link here to experience the demo sequence we created in the training video
http://bit.ly/MarksMessengerTraining

Do you see this working for you?

Time Sensitive Offer: Messenger 'Webinar Reminder' sequencing. Each month we open up a few slots in our agency to help busy business owners. (First come, first serve). We will create & deploy a totally 'done for you' (DFY) 'Webinar Reminder' automated solution package that you can immediately stitch into your current marketing program. We will continue working along side of you to 'fine tune' as necessary.

Who This Is For: You're the type of business owner who appreciates the value of your time. You seek solutions & hire talent to deliver because 'time is money'! We will help you stop the pain your currently experiencing with low 'show ups' to your webinars. If this sounds like you hit us up, we'll chat & get you set up ASAP.
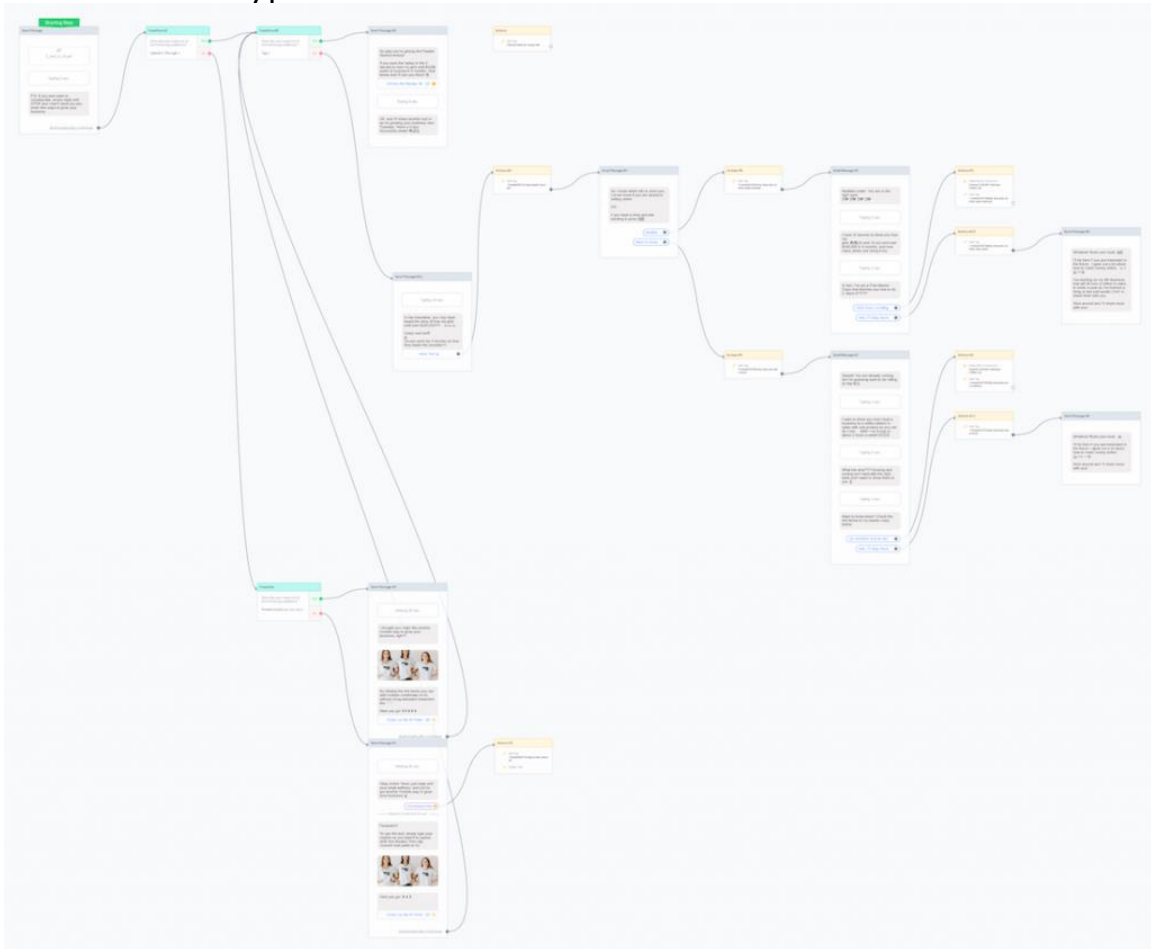
We offer 'DIY', 'Done with You' & 'Done for You' solutions.

Schedule your FREE 30 min. strategy call with us here
https://bit.ly/MarkHubersCalendar

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Here's what a typical 'webinar reminder' flow can look like...

If you've got any questions or comments we're always up for a chat if you could see this working for you too.

Furthermore, we subscribe to the ideal that when we discover something of great value it is our obligation and pleasure to share it with others....

Still curious about Messenger marketing, lead generation & if it's right for you? Get your questions answered in our Messenger demo here Still curious about Messenger marketing & if it's right for you?

Get your questions answered in our Messenger demo here http://bit.ly/MarksLeadGenDemo2 (opens Messenger)

Shameless plug here! If you've enjoyed this short training, we'd really love it if you gave a nice, short & sincere review on whichever platform you hang out the most on...

It would make us over the moon happy. Just click the approp. link below! ;-)

LinkedIn:
http://bit.ly/MarksLinkedInSatisfactionSurvey

Facebook
http://bit.ly/MarksFBSatisfactionSurvey

Google My Business (GMB)
http://bit.ly/GMBReviewForMark

Our passion is in helping businesses owners, entrepreneurs & individuals (perhaps just like you) get more customers and increase their bottom line through the use of conversational marketing & interactive media (including Messenger) messaging platforms in simple but effective lead generating & sales funnels.

Our goals are to utilize the insanely high open and click through rates along with highly engaging ads to get clients amazing results and lower costs of advertising.

Check Out Our Amazing Partners That Help Make What We Do Possible (great for DIY'rs too)

Collect Chat - Conversational Assistants
https://collect.chat#_r_markhuber

TARs - Conversational Landing Pages Plus
http://bit.ly/growwithatarschatbot

Manychat - Messenger Platform
https://manychat.com/l8/therealmarkhuber

Vyper - Contest Creater
http://bit.ly/CreateViralContentWithVyper

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Disclosure: Each service provider has a 'freemium' or 'free trial' to begin using their platforms. If you upgrade to one of their paid services I may be paid a small 'finder's fee', also known as an 'affiliate commission'. If so, you still pay no more for the services you choose. I'm sure you know this already but I just wanted to say it in the spirit of full transparency