

13 Top Ways To Start Your Messenger Convos For Qualified Leads & Sales Fast!

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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 reach & 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

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trainings, products & service offerings then this short guide will have you up and running in no time at all.

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

I am a huge advocate for using messaging platforms (like Messenger)... you may already know this!

Here's why...

The beauty of messaging is that it can do all the things that you are currently doing with lead generation, sales funnels & email campaigns – but so much more too! Immediately and with 100% delivery, greater engagement, higher open rates & 'click through's' & retention.

Is perfect for segmenting your leads through simple directional convos – all this and more and all in real time too!



(Did you know, that when you use Messenger you can actually collect answers to your questions, including phone numbers, location & email addresses immediately & piped through to a Google Docs sheet? In real time? And get alerted when this occurs too?! So, you can just decide on how you want to position a 'discovery call' based on the answers to your pre qualification questions. Or just hand it off to your team members for follow up. How cool is that?!)

But I'm getting ahead of myself here...

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You're here because you want to know the **'13 Top Ways To Start A Messenger Convo For Leads & Sales Fast!'**

So here we go...

If you're not already familiar with Manychat – it's one of my 'go to' Messenger building platforms. (You can get a FREE account at <http://Manychat.com>)

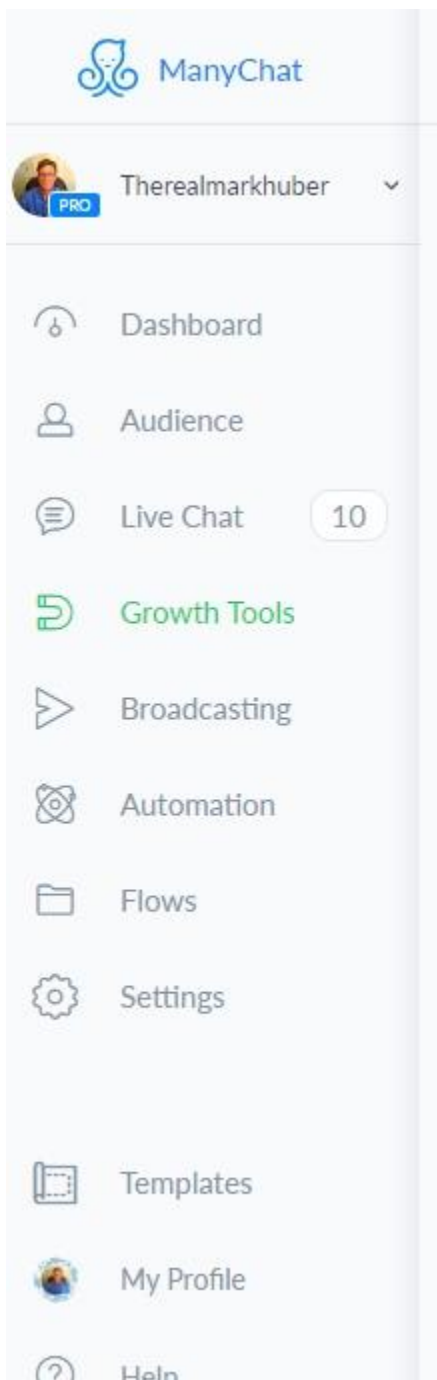
Make sure to check out their FREE video trainings to! You can access them here <https://manychat.com/free-video-course>

ManyChat + 13 top 'entry points' integration allows you to immediately begin an automated conversation with your leads & clients fast – Anywhere online & offline! All in real time too! How cool is that!

Setting up your Messenger convo 'Entry Point'

Inside your Manychat account go to **Growth Tools**

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There are 13 options or 'widgets' you can choose from.

Each is highlighted in this guide...

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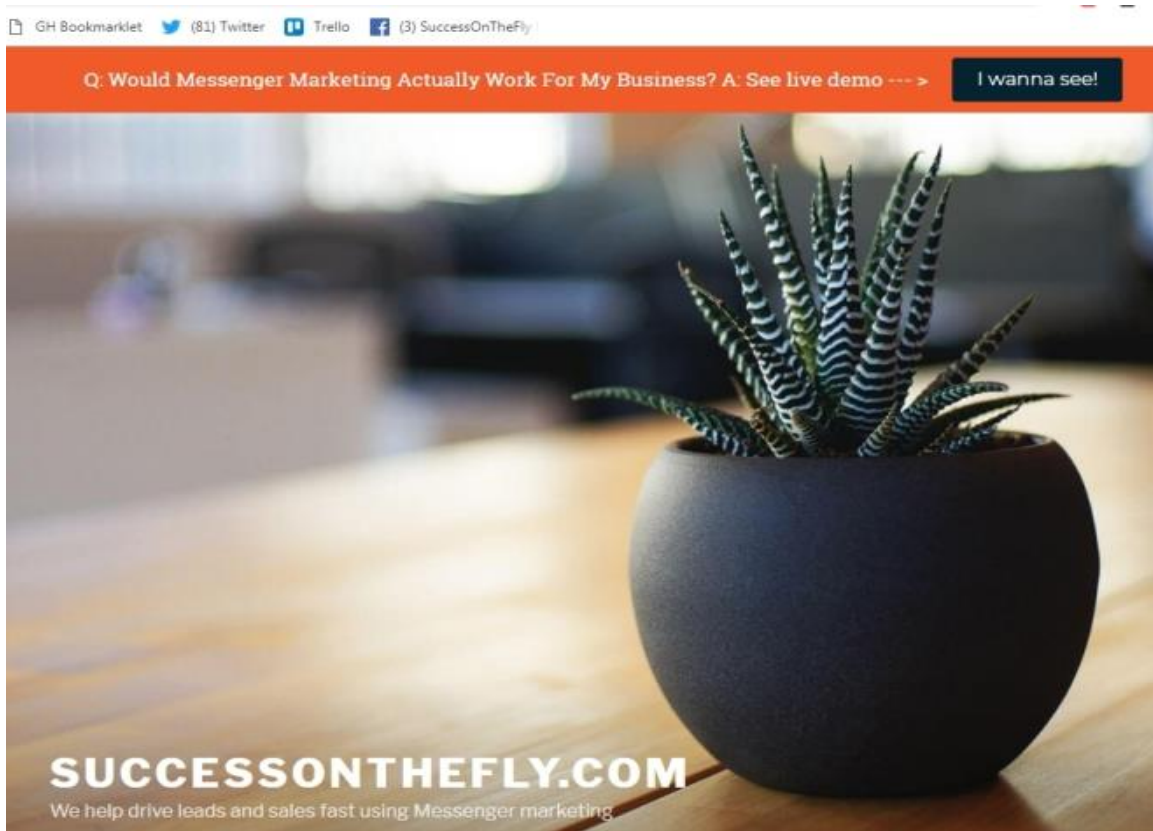
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Bar

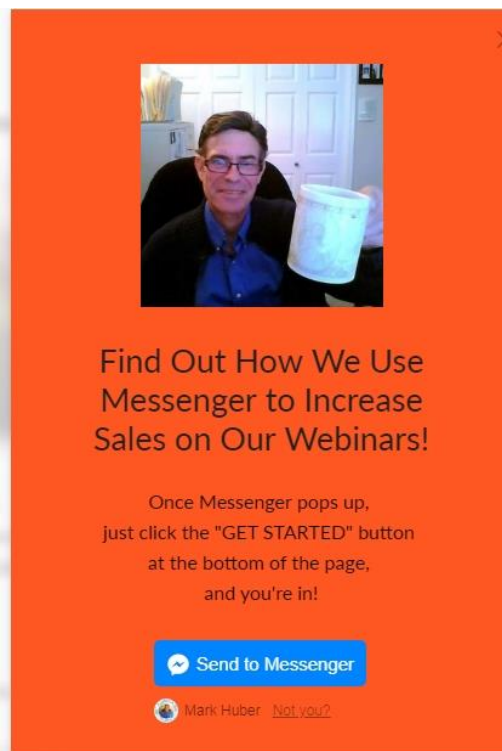


1. A 'Hello' bar showing at the top of your website. (This was one of mine at <https://SuccessOnTheFly.com> I change them allot!)

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Slide-In



2. An opt-in window that slides into view from an edge of your website screen.

(Get our new FREE 'how to' guide: **'How To 3X Your Next Webinar (or Podcast) 'Show Ups' & Sales With Messenger'**

Get your copy immediately here <http://bit.ly/3XYourWebinarsWithMessenger>
(opens in Messenger)

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Modal

3. A pop-up window appearing in the center of your website screen.



Page Takeover

4. An overlay above your whole website

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Button

5. A basic widget type that can be placed anywhere on your website, or even embedded into third-party widgets.



Box

6. An opt-in box, which can be embedded anywhere on your website.

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Landing Page

7. A landing page hosted by ManyChat. Perfect for situations when you don't have your own website or just need a landing page for something fast!.

Example: 'Is Messenger Marketing Right For Your Business?' - Landing Page

Click to see: <https://manychat.com/l1/therealmarkhuber>



Facebook Ads JSON

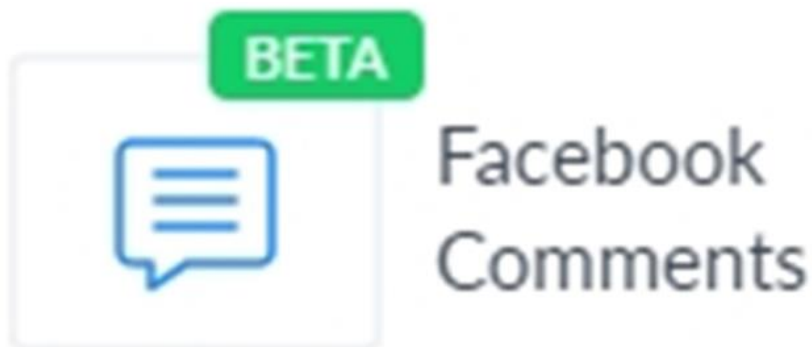
8. Facebook Ads JSON enables you to start Messenger conversations with users who click on a Facebook ad.

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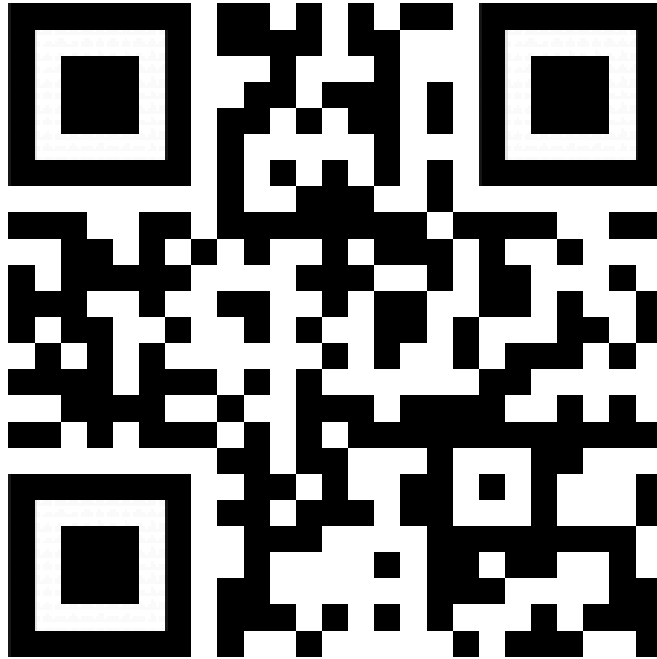
9. I am a big fan of these! A Facebook Comments 2.0 growth tool allows you to convert users who comment on a specific FB post into your Messenger chatbot subscriber list – just like building an email list!. (You can check some of mine out here at <https://www.facebook.com/therealmarkhuber>) In fact, you just may be reading this guide because you got it via one of my 'Comments' posts! How cool is that?! (Now, just think what you could do!)



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Note: Facebook has discontinued 'Messenger' codes so **QR codes are now the way to go!** Actually, they are even more versatile so this is a good thing!

QR codes can start convos anywhere you print them! They are great for your business vehicle, your store front, any printed materials, business cards, tradeshow – on anything - anywhere!



Scan Code in

Android

iPhone



Google Lens



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This QR code (above) starts my **'Can I Show You'** convo...

Check it out! Here's the link. <http://bit.ly/CanIShowYouDemo>

Re: recent FB notification on your FB business age

Have you seen the FB notification on your FB business page yet?

Thinking of testing QR Codes for your business?

Then check out our free quick hack video post to make your user experience even better & make more money too!

'How A QR Code Can Increase Your Reach & Revenue Fast' on our FB page here

https://m.facebook.com/story.php?story_fbid=4090953640934343&id=118056114890802

QR Codes are the perfect 'social distancing' way to start convos with your 'ideal people'!

Check out my 'how to' - 'step-step' guide that I wrote on my blog post here

'How To Create A QR Code That Starts Conversations For Increased Leads & Sales Fast'

<https://successonthefly.com/how-to-create-a-qr-code-that-starts-conversations-for-increased-leads-sales-fast/>

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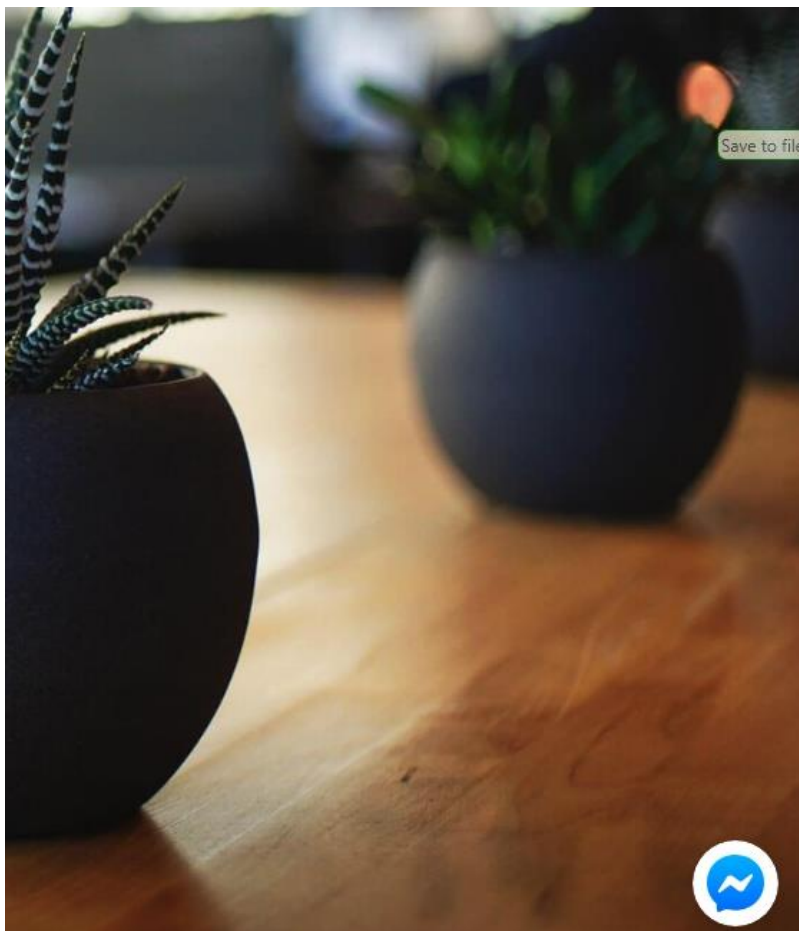
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Customer Chat



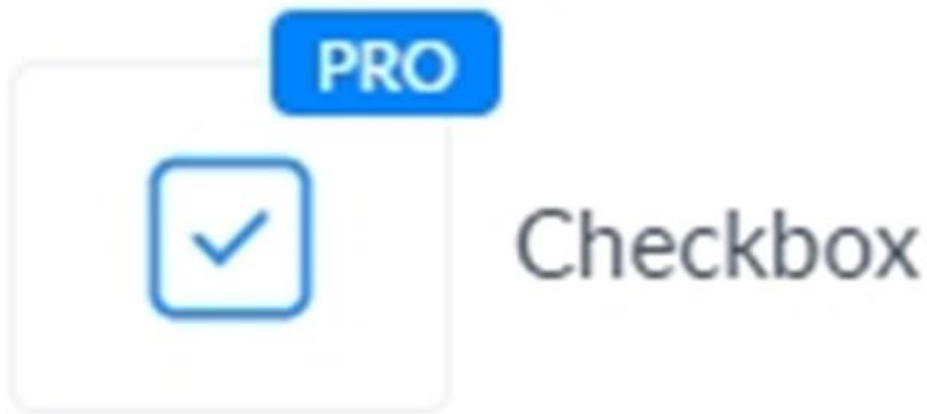
11. Embed Facebook Customer Chat on your website to support and engage visitors directly through Messenger.

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Checkbox

12. Use custom events on your website to subscribe visitors to your Messenger chatbot.



Messenger Ref
URL

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13. A URL with a ref-code that immediately opens your chat messaging sequence in Messenger is very powerful! Useful when you want to track traffic sources or have a separate welcome flow for different audiences. (This is one of our favourites! Especially useful for email marketing & sharing on all your social media platforms. (I use this constantly!)

Examples:

1: Could my business actually benefit using Messenger?

See how here <http://bit.ly/MarksLeadGenDemo2> (opens in Messenger)

2: Looking for more reach & revenue fast on Podcasts & 'Live Streams'?

Demo here: <http://bit.ly/PodcastDemo3> (see the viral share inside)

3: My 'Ask Method To Sales Demo' is a lead qualification funnel all done inside Messenger. <http://bit.ly/AskMethodToSalesDemo> (This demo can actually collect current phone number, email address & all answers requested into a 'Google docs' Than alert you (or your sales team) to that fact so you can immediately follow up. How cool is that?! Do's your current marketing enable you to do that?)

Now, just think what you could do.

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So, you've now got 13 top ways to begin those all important convos with your leads & clients!!! Just preview your messaging sequencing (known as a 'flow') & then hook it up to the 'growth tool' (entry point) of your choice!

How cool is that!

But there's more...

What would you actually say to begin a convo.

Read on...

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13 Messages Your Chatbot Should Be Saying To Your Prospects

Did you know that businesses who use chatbots have seen a 33% increase in qualified leads generated, as compared to traditional web contact forms...

Chatbots allow you to scale and take your marketing funnels to a whole new level of engagement that you've probably never seen before because you aren't just selling something to your audience.

You are connecting with them...

By using chatbots, your marketing will become much more personal, intimate, effective and interesting.

Messaging is the new discovery call.

Business owners who want to grow (scale) & future-proof their reach & revenue must adapt their marketing & sales process to find and engage customers on and across different social & communication channels.

Messaging gives intimacy, relevance and undivided attention.

The possibilities are endless.

Whenever most of us think about chatbots, we usually view them as a helpful tool for managing customer support.

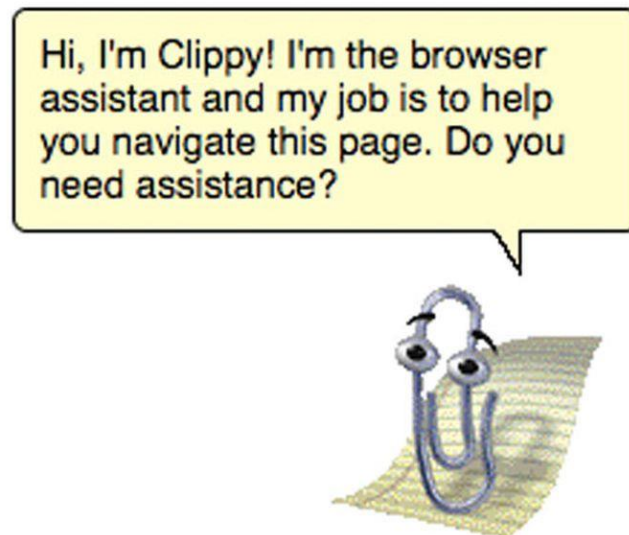
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When used correctly, businesses are finding that chatbots can actually help reduce bounce rates, increase sales conversions, and even improve the overall customer experience.

But in order to ride the wave that is the chatbot revolution, you need to know what messages your chatbots need to be saying.

What Are Chatbots?

Back in the practically prehistoric year of 1997, Microsoft introduced the world to Clippy, a bouncing, sentient paperclip who seemed to be built with the dual purpose of interrupting you at every moment with the most unhelpful advice possible, and burrowing deep into your psyche only to appear in your most frightening nightmares.



No.

Thankfully, Clippy no longer exists as of 2002, but if our current relationship with chatbots is any indication, it looks like Microsoft might have had the right idea all along.

Perhaps the most significant evolution we've seen with chatbots is their use in helping brands nurture leads and drive conversions. According to Instabot, companies that utilize chatbots generate 33% more leads in comparison to those that use traditional contact forms:

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For many forward-thinking businesses (like you!?), chatbots represent an inexpensive opportunity to automate and drastically scale their customer communications.

Chatbots and Sales Funnels

To understand how chatbots can help you increase conversions and land more sales, you have to first understand what the basic sales funnel looks like.

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As with creating content or lead magnets, you want to be highly strategic when it comes to your chatbots. While you can theoretically add a chatbot to your website and call it a day, you'll be missing out on loads of potential leads and prospects.

To really take advantage of chatbots, you need them to engage at whatever stage of the sales funnel each your prospect is at.

So then, here are 13 of the best messages that your chatbots should be saying to streamline and reduce friction in your sales process...

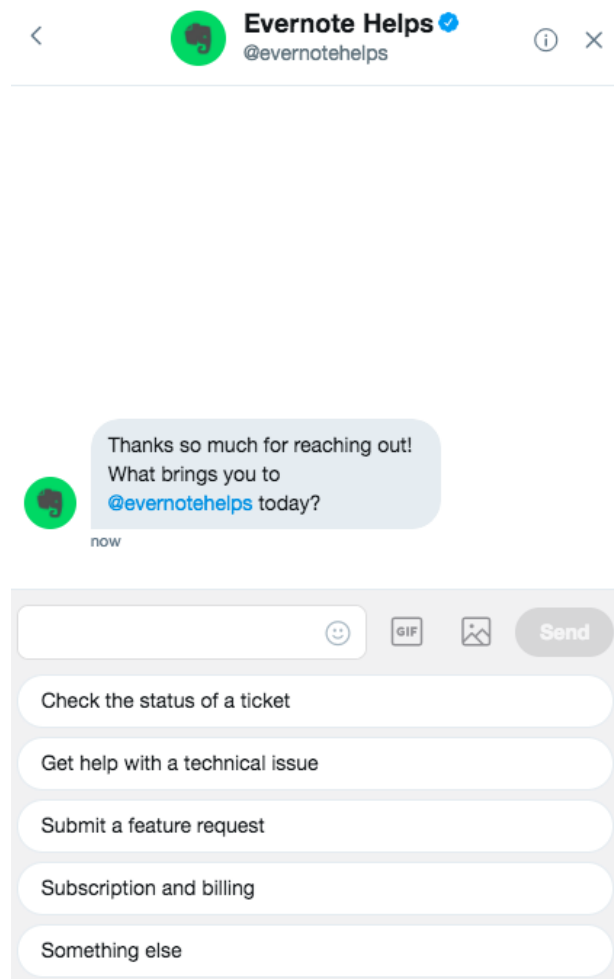
Awareness/Interest

As we all know, the first stage of the sales funnel is generating awareness and interest in your brand. At this stage, your lead might not even know who you are, what your brand is all about, or even be aware that they're experiencing a problem.

At this point, the goal of your chatbot is to introduce these leads to top of funnel (TOFU) content such as an article called "What is digital marketing?" or "What is a marketing funnel?", answer simple questions, and present a friendly brand personality.

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1) Thanks so much for reaching out! What brings you to [website] today?



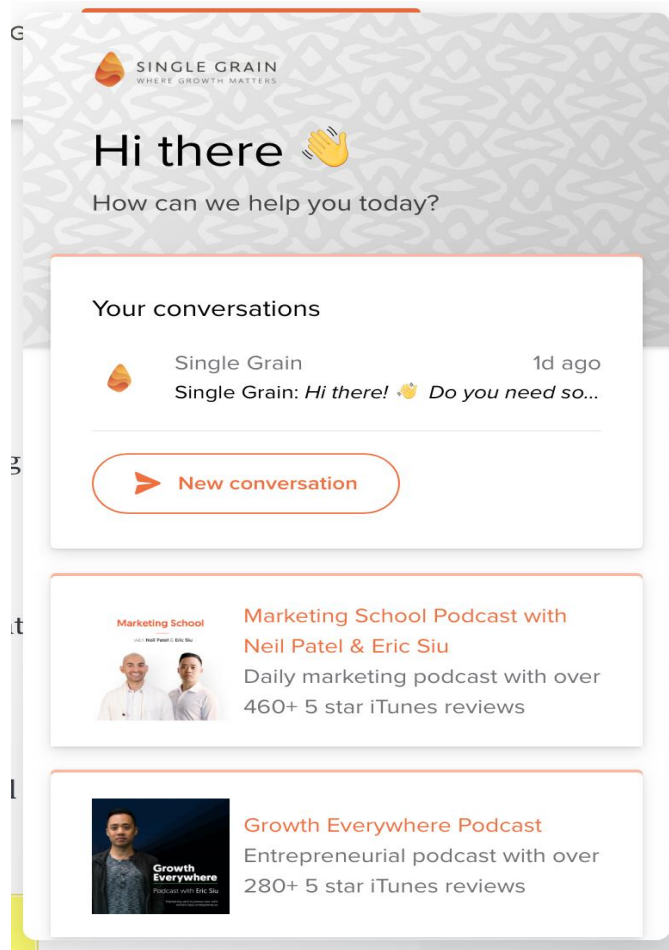
According to the Nielsen Norman Group, **you have less than 8 seconds to capture a visitor's attention before they bounce away**. On the chatbot platform Bottr, they found that businesses who added a chatbot to their site saw a 40% increase in the time spent by visitors.

While there are a variety of tactics you can use to reduce your website's bounce rate, such as using pop-up ads, optimizing your site's readability or creating calls-to-action, all of these require that the lead make the first move. On the other hand, with a chatbot you can immediately engage a lead with a friendly greeting and a question.

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You can see how Evernote's chatbot does this by welcoming a new visitor, quickly making them feel valued, and then presenting a number of options for the lead to choose from. This saves the new visitor the time and effort of navigating your site to find the answer they're looking for.

2) Hi there, how can we help you today?



This is perhaps the most standard welcome phrase for any chatbot, and just like a retail worker, it's main goal is to engage with a lead as quickly as possible by extending an offer to help.

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To have your chatbot stand out a bit more though, consider including lead magnets and content to your chatbot's welcoming phrase. As you can see in our very own chatbot, we include links to our most popular content, so that we can take a lead directly to the kind of content that they're interested in.

3) Hey! I've got a free _____. Can I give it to you?

You turned on messages.



Instead of directing people to your most popular content, capture their details immediately. Do this by ensuring that the first thing your visitors see is a lead magnet. Everyone loves free stuff and, especially compared to pop-up ads, chatbots are far less intrusive.

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Offering a lead magnet early on is a great way to establish that sense of authority and trust in your brand's relationship with a prospect.

4) Hi, I'm _____ and I help _____.

Visabot
1K people like this including Matthew Clementson and 3 friends
Consulting Agency

11/13/2016 5:11AM

Hi, I am Visabot. I help immigrants make America great again!

6 months > 12 months

B2 Extension
Need to stay a bit longer in the U.S.?

Start application

Keeping in mind that a lead who's still in the awareness/interest stage of the sales funnel might not know what your brand is all about, it can be very helpful to make the welcoming phrase of your chatbot give a very quick explanation of what your business is all about.

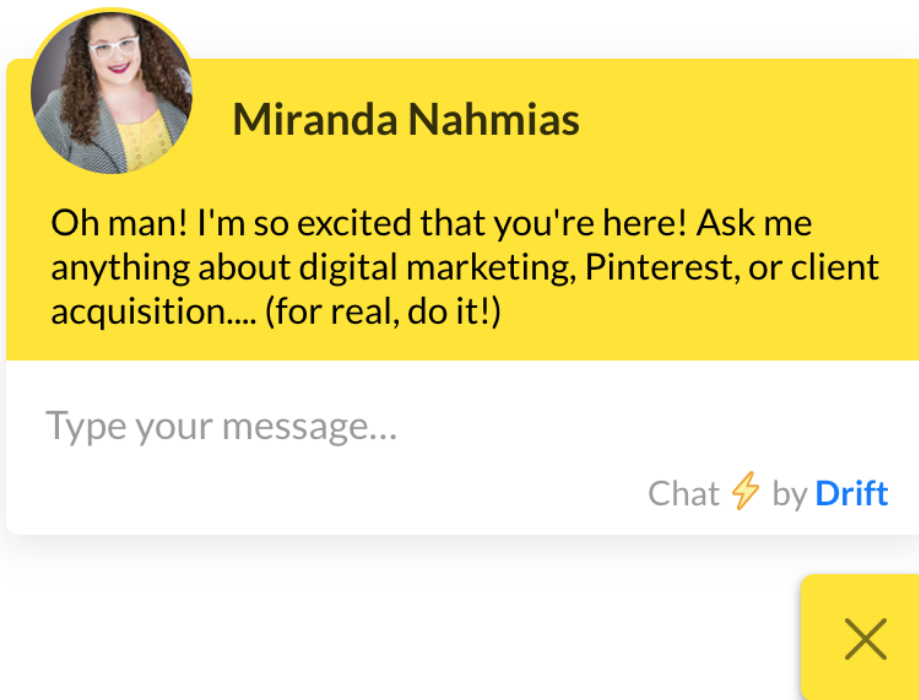
Take Visabot, for example. Their chatbot succinctly explains what they do and the solution they provide in just one sentence. Then, to top it

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all off, they also include a strong CTA so that it's immediately clear which steps the lead can take next.

Also, take note of how Visabot includes a bit of tongue-in-cheek humour in their phrase as well, giving the brand some more personality.

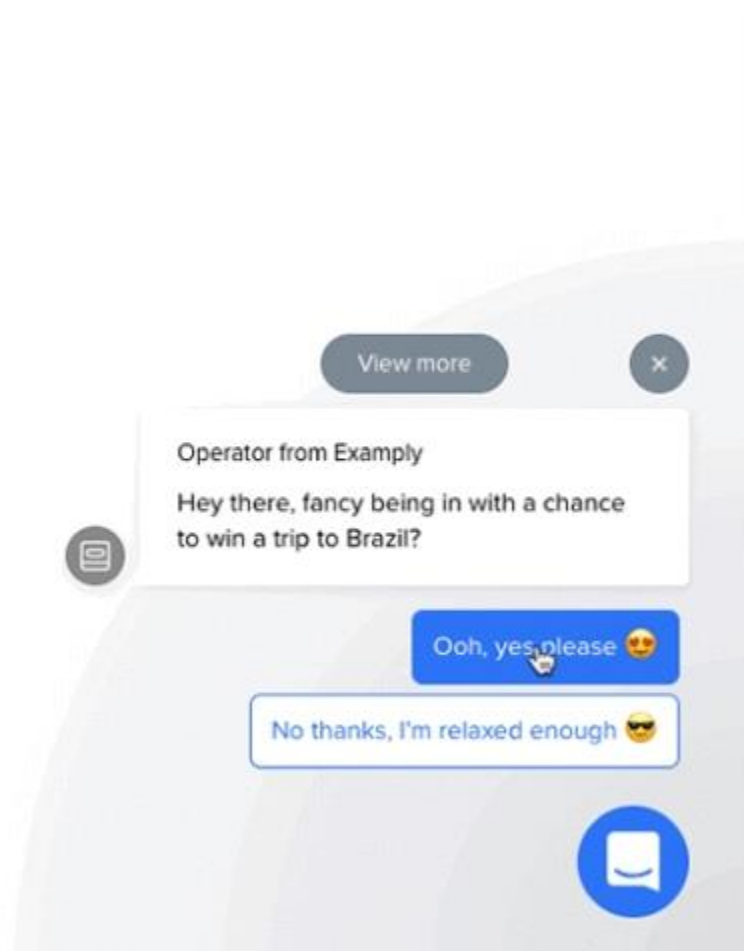
Here's another variation of this type of message by marketing consultant Miranda Nahmias.



She includes a picture of herself in the chatbot and uses informal language so it feels like you're talking to a real person and, once again in just one sentence, she also lays out for the visitor the solutions she provides.

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5) Want to win a _____?



Nothing generates leads quite like a fun contest. Any time you're running a competition or giveaway, take advantage of your chatbot by having it promote it for you!

With your chatbot's functionality you can make it so that your prospect can input all their contact details within the chatbot itself instead of directing them to a dedicated landing page. By being able to engage with prospects in real-time, this makes your contest far more engaging than promoting it over social media.

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Evaluation/Commitment

Once your lead has reached this stage of the sales funnel, they're in the process of trying to figure out whether or not to do business with you. While they're aware of the problems they have and the solutions you present, at this point you need your chatbot to be able to provide a prospect with all the relevant information they're looking for.

You can program your chatbot so that it recognizes when a prospect has returned and is in the middle of the funnel, allowing you to create those customized messages.

6) What brought you to check out _____?



The image shows a screenshot of the CommissionTrac website. The main content area features a dark banner with the text "CommissionTrac Partnership Program" and a sub-headline: "We have created an Affinity Partners Program for organizations in the real estate space... CommissionTrac. Our sponsorship program is based on CommissionTrac providing discounts for our cloud based platform." Below this, there is a section titled "Our Partners" which includes the CCIM logo and text: "CCIM – Affinity Partnership... All CCIM Members receive a 20% d... monthly retail price. For more infor... CCIM membership page linked bel...". A "Learn More" button is visible below the CCIM text.

Overlaid on the right side of the screenshot is a chatbot interface for "Nala the CommissionBot". The chat history shows the following messages:

- Nala the CommissionBot: Hey there!
- CommissionTrac: Welcome to CommissionTrac! What brought you here to check us out?
- CommissionTrac: I'd like to refer a friend 🙌
- Nala the CommissionBot: Wow, thanks for putting in a good word for us! It means a lot.
- CommissionTrac: May I please have the email address of the person you're referring?

At the bottom of the chatbot interface, there is a text input field labeled "Reply to Nala the CommissionBot" with a send button.

A large part of how a chatbot can help you nurture leads is its ability to gauge the intent of the prospect itself. In order to be able to show you

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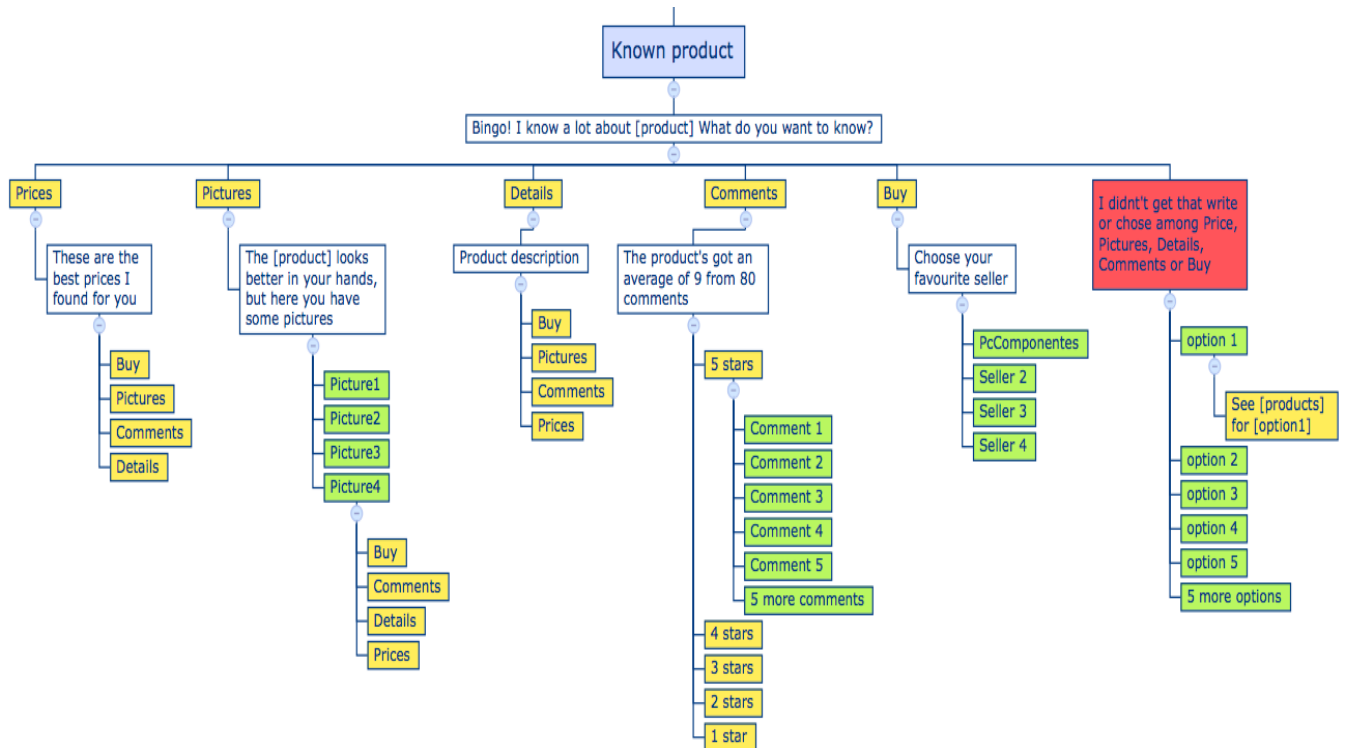
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the information and content a prospect is looking for, it must first understand what the prospect's needs are.

Part of how this works is by creating a conversation tree where the chatbot will give options for answers and have prepared responses to those options.

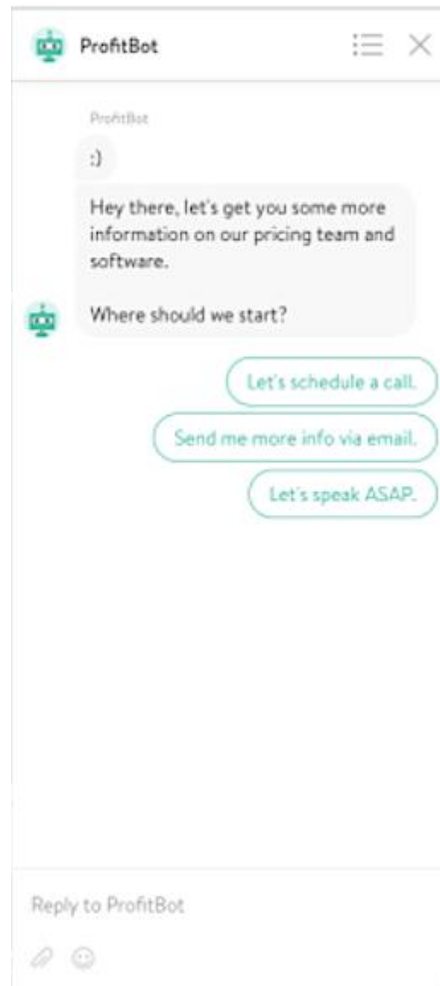


In the Salsify example above, you can see how the chatbot directly asks the prospect why they're here and, depending on what the prospect says, will respond accordingly.

Notice how the follow-up questions are all designed so that the chatbot can acquire the relevant information to adjust its marketing approach, as well as further qualify the lead.

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7) Is our pricing clear?



Any time anyone visits your pricing page, chances are they either have a high intent to purchase or are very much considering it. No matter how in-depth your pricing page may be, there are just some questions that can only be answered by a human.

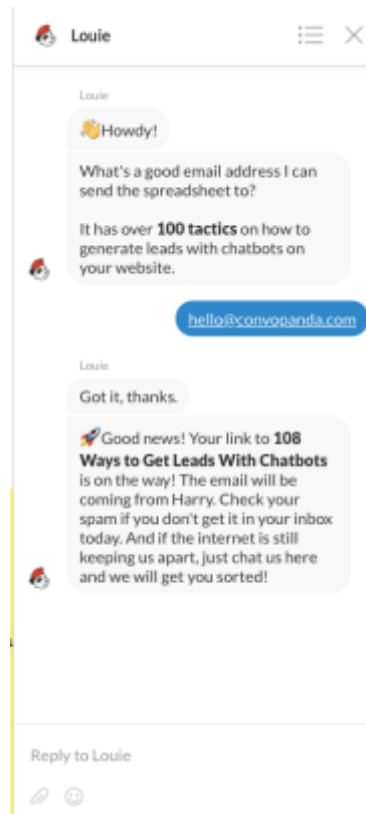
These days, 51% of customers expect to be able to interact with a business at any time of the day, but unless you have the resources to have a round-the-clock support team, chances are you won't be able to.

This is where chatbots come in.

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You can create a chatbot designed specifically for capturing the leads who visit your pricing page. In the above example you can see how the chatbot gives the prospect a variety of options, from scheduling a call with a salesperson to providing answers to their most frequently asked questions.

8) What's the best email address I can send this _____ to?



Another page that would benefit greatly from a chatbot are dedicated landing pages.

As with placing a chatbot on a pricing page, most leads who visit a dedicated landing page of yours already have a high intent to take action. In the above example by ConvoPanda, you can see how they take advantage of this by having their chatbot immediately appear to capture the details of every lead.

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This little bit of engagement by your chatbot can be the nudge a lead needs in order to follow through with your desired action. The modern customer want a seamless experience, so by allowing them to input their details into the chatbot directly, as opposed to switching over to a new page, it provides a much more streamlined user experience.

9) Nice to see you again _____!

Hey Dave! 🙌

Great to see you again, I trust you're doing well?

Sure am, thx for asking!

Meh...

Sure am, thx for asking!

Awesome 😊 I'm glad to hear that

Hey, have you seen our latest case study? We helped a great company just like yours to set up a chat bot - just like me! 🙌

Check Out The Case Study

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Wouldn't it be great if we could all go to a bar where everybody knew our name?

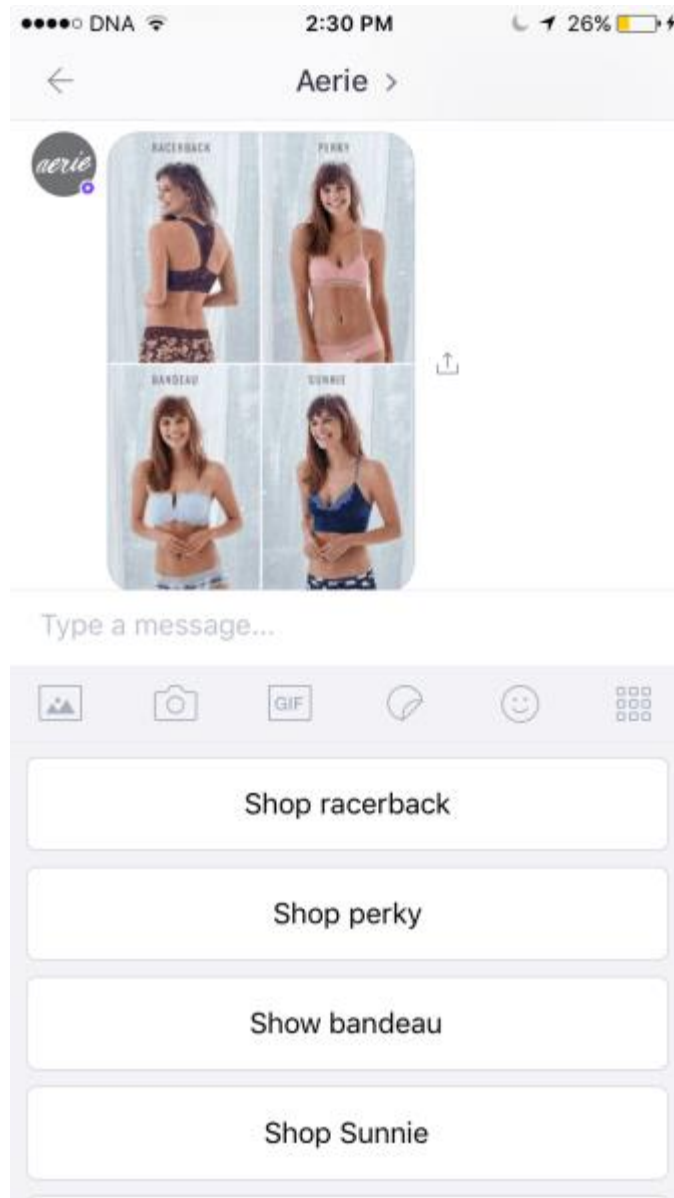
'Cheers' references aside, there is something to be said about personalization in marketing. According to Accenture, 75% of consumers stated that they're more likely to purchase if the business can remember their name, recommend options based on past preferences, or know their purchase history.

With a chatbot you can achieve that kind of personalization whenever someone revisits your site or re-engages with your brand. The simple act of remembering a lead's name goes far in continuing to build that relationship of trust between a brand and its customer. This is far easier for a chatbot to do, who can then direct a prospect to relevant content or sell to them.

10) This or That?

Besides using chatbots on your site, you can also take a page out of the book from Aerie, a lingerie and apparel retailer, who uses chatbots through the messaging platform Kik:

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In order to nail the personalization aspect of their marketing, Aerie uses chatbots to gather relevant information from their leads. They do this by presenting leads with a number of product images and asking the prospect to choose the one that most suits their body type and style.

By spending a few rounds asking “this or that” from their prospects, Aerie is able to gather the information it needs to make personalized product recommendations based on the prospects’ earlier answers.

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Selling

Now we get to the end of the funnel, the sell.

By the time a prospect has reached this stage of the sales funnel, they should have a good relationship with the brand and be ready to take action, namely in the form of purchasing something. At this point you can directly sell products or make personalized recommendations to the prospect through a chatbot.

11) This was made specifically for ____.



Now that's a good lookin bag!
This bag is made specifically for day hikes.
Can I help you figure out if it's right for you?

YES!

I have a question

According to Loyalty360, over 78% of customers will only engage with offers that have been personalized to their previous interactions with the brand.

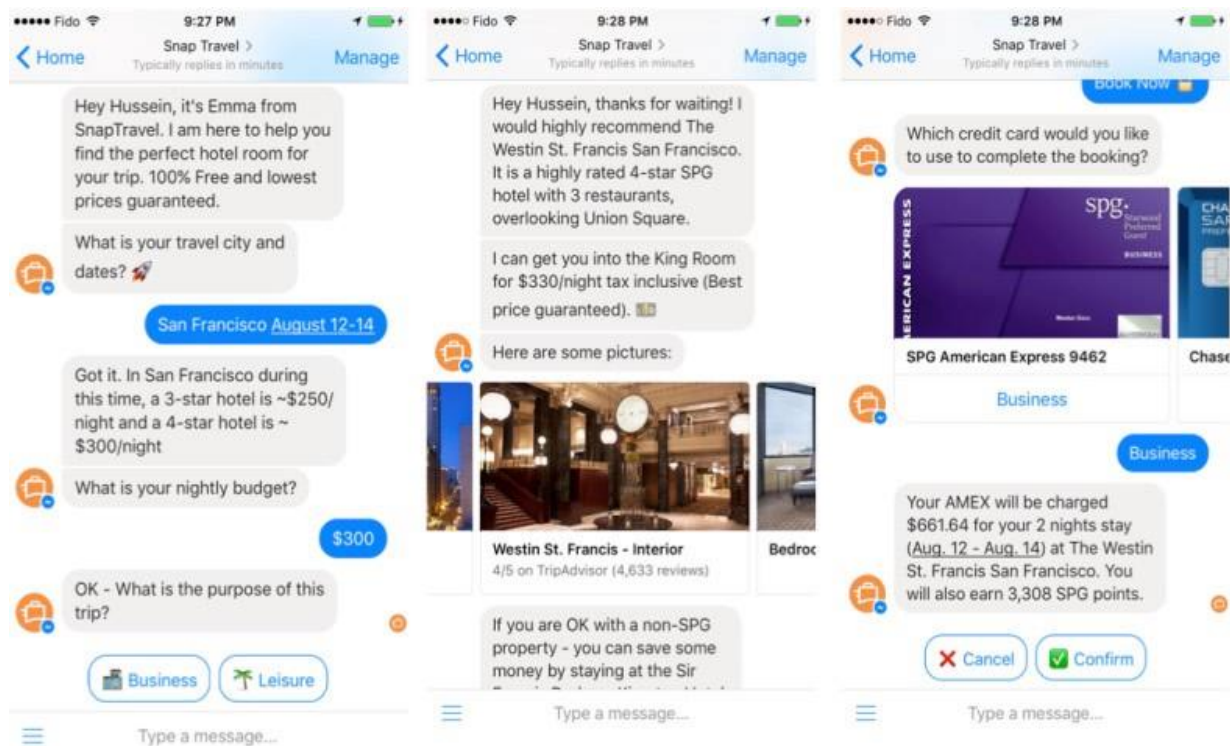
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Whether through using a chatbot or gathering customer information another way, you should have enough data to start making personalized product recommendations to your prospect.

By using the phrase "This was made specifically for ____" and making reference to the prospect's interest, you immediately elicit their interest and attention. From there you can create a process where the buyer can purchase the product within the chatbot or send them a link to a dedicated landing page.

12) I am here to help you _____.

As many sales experts know, being too aggressive on a sale can easily turn prospects off. However, by phrasing your pitch as a gesture of help, it's more likely that the prospect will be interested in what you have to offer.



In the above example by SnapTravel, you can see how they use their Facebook messenger chatbot to gently offer their services to the

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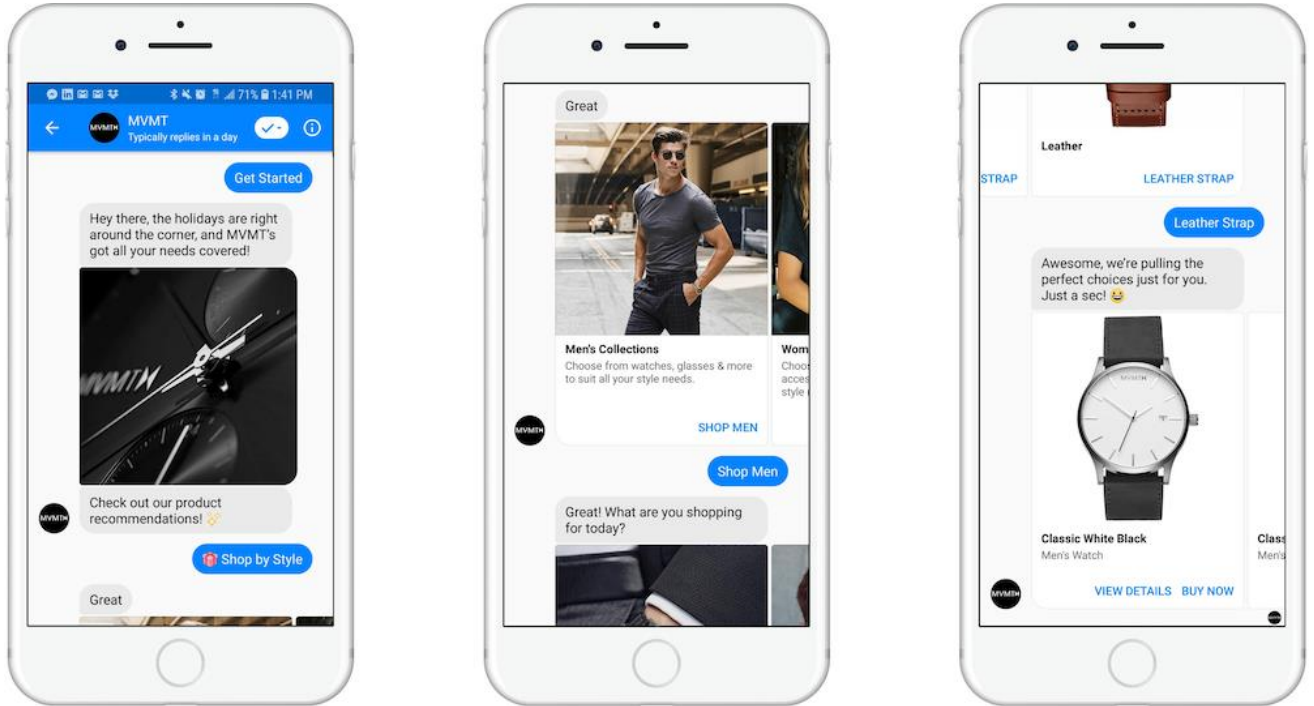
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prospect. From there the chatbot helps find the best hotel deals for the prospect, and even allows the customer to make a booking through messenger.

13) [Holiday/event] is almost here, you might like _____ to get you ready.



While retailers have long known about the advantages of tying products to certain seasons and holidays, you can also take advantage of this tactic by programming your chatbot to make mention of upcoming events. This is a very simple phrase that encourages them to make a purchase by *giving them a reason* to buy in the first place.

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In Summary

If chatbots and artificial intelligence represent the future, then **the future is right here, right now.**

The world of chatbot marketing is still in its infancy, but already it promises to provide exciting new avenues of engaging with and selling to customers. By using chatbots, businesses now have a way to improve not just their customer support, but to efficiently support and scale *all* customer communications with customers.

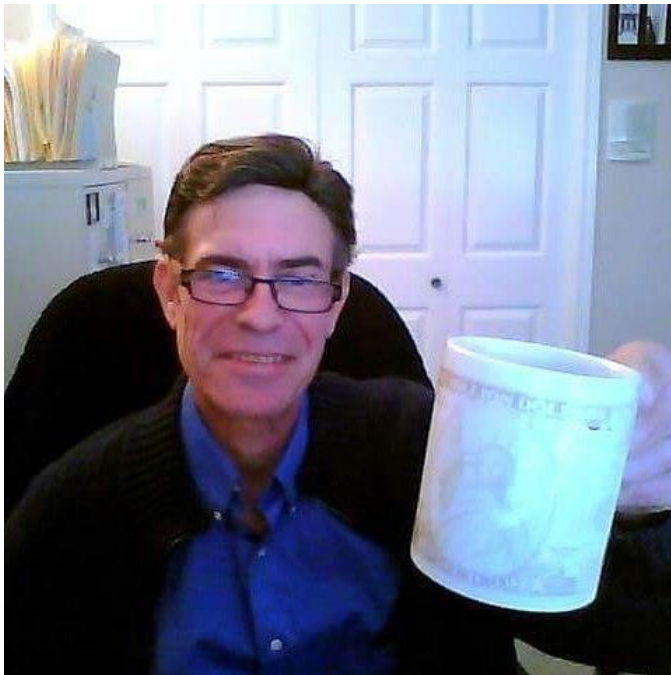
So what are you waiting for? Get selling with chatbots today!

And there you have it

Does this excite you?

Can you see this working for you? I'd love to know!

Cheers!



Mark Huber, Conversational Marketing Consultant

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Did you know that webinars are still one of the best sales platforms to – well, make sales from?

BUT! Did you know that just by adding a simple 'reminder' messaging sequence into your webinar marketing can increase attendance by over 33%? Yup, it's been proven time & time again...

So enjoy the following bonus materials to skyrocket your next online sales event...

BONUS 1



'How To Get More 'Show Ups' & Sales From Your Next Online Event' (Using Conversational Marketing)

Streaming Now!

Immediate Access!

Click our FB post link here to experience a short 7 min. demo.
<https://www.facebook.com/therealmarkhuber/posts/1157903351319597>

We think you'll be amazed!

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BONUS 2



Click Link below to view the training video on our website.

<https://successonthefly.com/how-to-create-and-deliver-a-totally-automated-online-event-or-webinar-in-messenger/>

Do you see this working for you?

Time Sensitive Offer: 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) Messenger marketing package that you can immediately stitch into your current marketing program.

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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'!

For starters: We will help you stop the pain you may be currently experiencing with low email open rates, 'show ups' to your webinars, 'live' events & podcasts, etc.

If this sounds like you hit us up, we'll chat & get you set up ASAP.

To confirm your spot & get complete details contact us today:

Call Mark: 604-880-1972

Chat with Mark

<https://www.videoask.com/fwpqqt23k>

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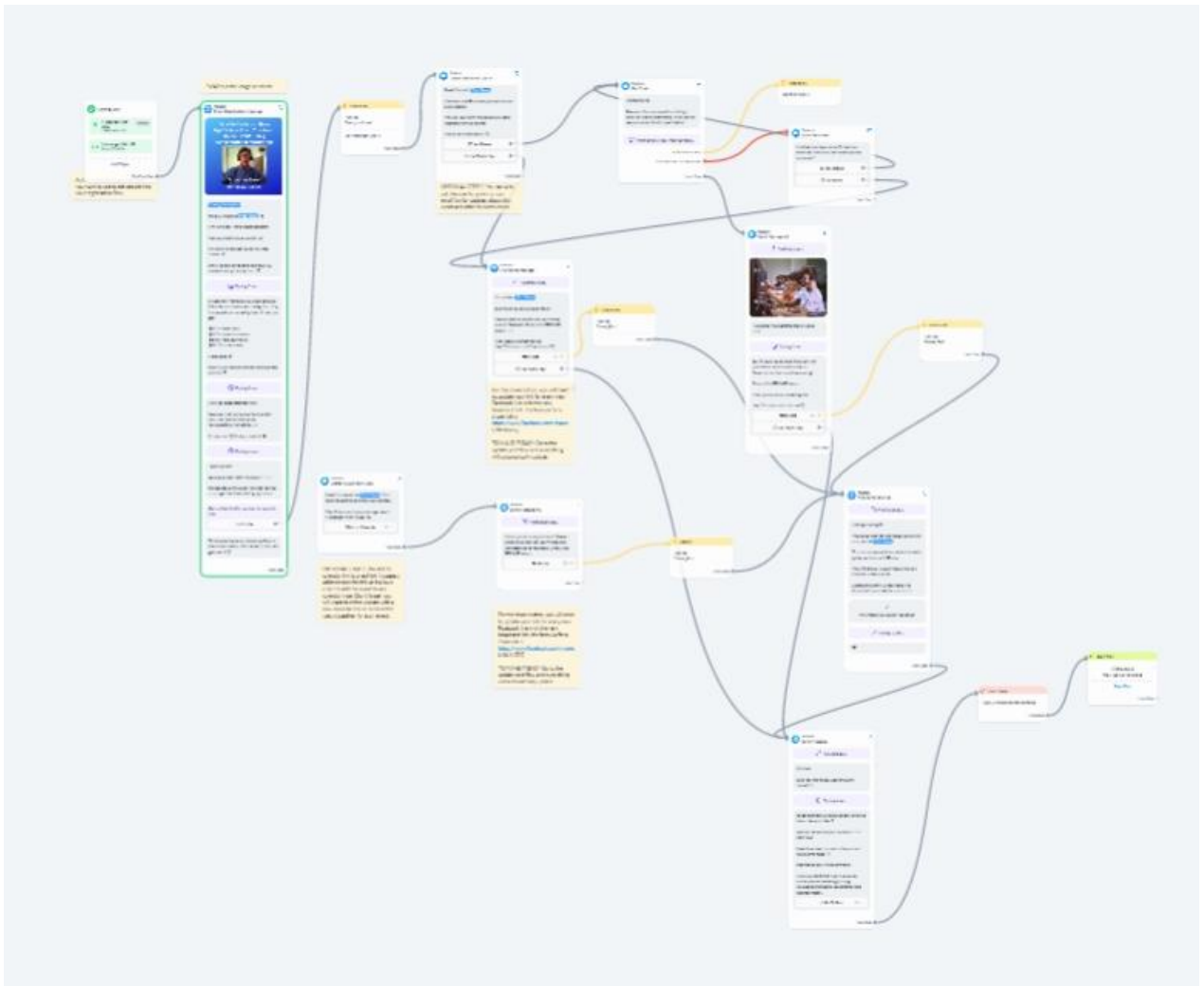
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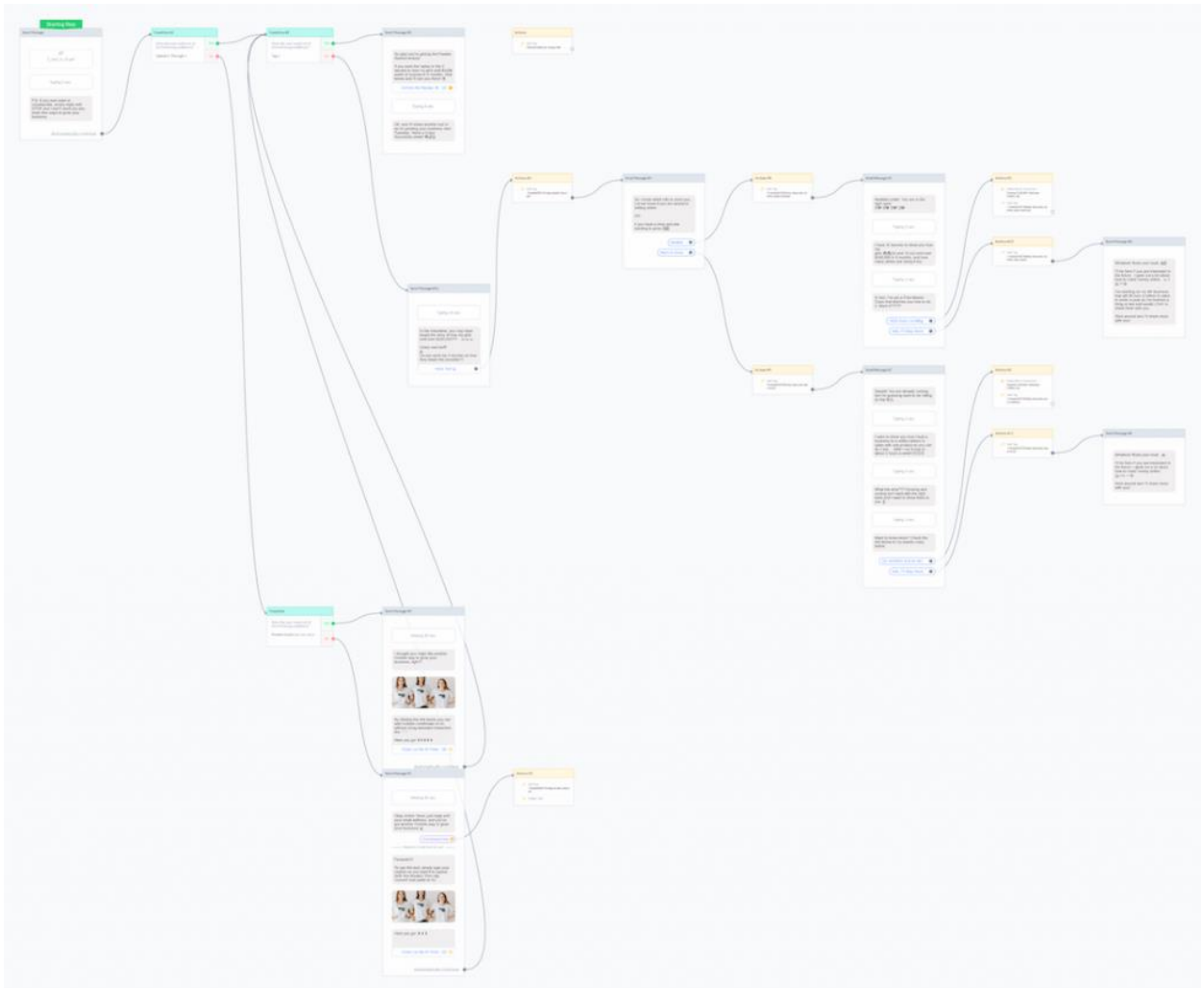
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Example: Here's what a typical 'webinar registration' flow can look like...



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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 conversational and Messenger marketing & if it's right for you?

Want more leads & sales fast? Give them what they want ASAP on communications platforms that they: like, know & trust!

It can all start with just one click just like this here

<https://bit.ly/SeeOurDemo>

Shameless plug here! If you've enjoyed these resources, 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 and interactive media (including Messenger) messaging in simple but effective lead generating & sales funnels.

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

- The End -

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