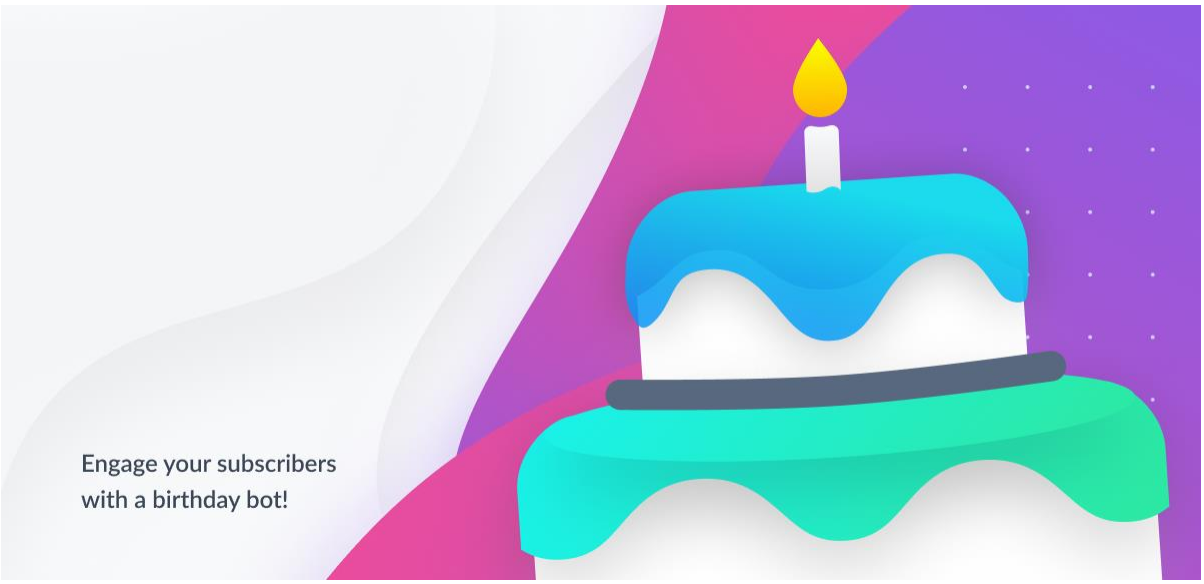
How to Deploy A ‘Celebrate Your Birthday’ Chatbot To Your Audience - Guaranteed To Win You More Customers & More Money!



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Hello and Welcome!

My name is Mark Huber hailing from beautiful Vancouver, Canada where I am 'head honcho at SuccessOnTheFly Marketing, a boutique agency that specializes in helping businesses & people just like you generate more onsite conversions, leads and revenue fast through of power of modern day communications platforms & conversational marketing.

So, let's just jump right in!

Whether your hate 'em or love 'em, everyone has a birthday.

What makes them better is getting sweet birthday deals and offers in your Facebook Newsfeed and have them delivered right to your Messenger inbox!

"Wait! Facebook knows your birthday?"

Yep! Way back in the day when you signed up for Facebook, one of the questions they asked was your date of birth. Facebook lets your family and friends know when it is your birthday so they will send you well wishes on your special day…

But it's also great for business marketing, too!

What I'm about to show you could really transform your current business!

I am going to explain how to create a birthday offer that is delivered via Messenger, and why crafting the perfect birthday offer is one of the easiest & most successful Facebook marketing campaigns to run!

Having a Facebook birthday offer is a win-win situation for both the customer and for your business.

For the customer, you make the person feel special around the time of their birthday and are giving them an offer that not everyone else gets to take advantage of.

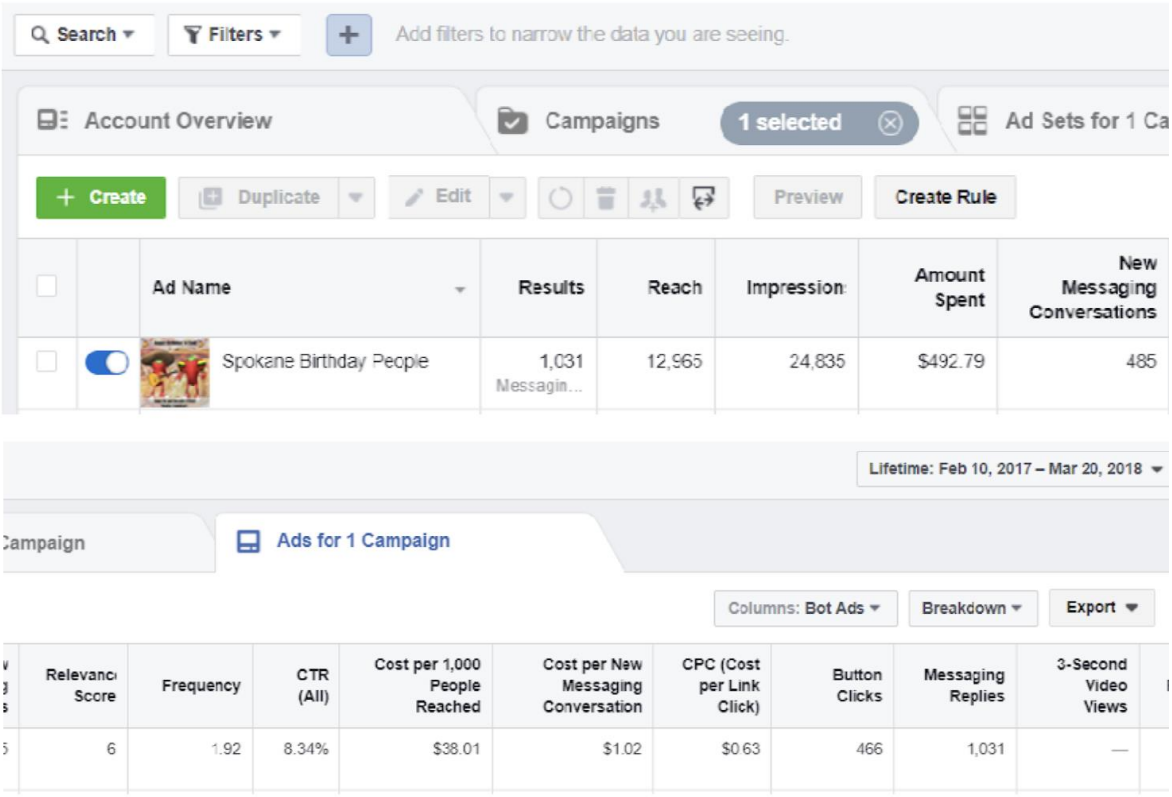
For your business, it's a great way to get fresh faces into your business who otherwise may have never walked through your 'online' or 'bricks & mortar' doors and if your new customer has a great experience, they're that much more likely to return in the future.

Let's be clear: the birthday chatbot is not the only Messenger strategy you should be deploying to make your subscribers feel special, but if you do nothing else all year — wishing them well on their birthday will go a long way!

In terms of marketing strategy, a birthday offer through Facebook ads into a Messenger chatbot is pure gold!

Here's why: Facebook's demographic targeting for birthdays is set to show these particular ads to people who are having a birthday within one week.

This results in a brand-new audience every week who will be seeing the ad and your offer in their newsfeed; which means no audience ad fatigue (at least for 52 weeks)!



When you add a Messenger chatbot as the vehicle to deliver the birthday offer, you are getting a constant stream of new subscribers every week into your chatbot who you can then remarket to inside of Messenger to increase the new subscribers' like, knowledge, and trust of the business so they will make additional future purchases.

Birthday Chatbots: Make a Once a Year Kind of Offer

When it comes to creating your birthday offer, make it special and worthwhile! People's birthdays only come around once a year, so show that it's a once a year kind of offer.

Using a restaurant as an example, the offer is a free meal for the birthday person with the purchase of a drink or appetizer. The hope is that most people will bring family or friends with them to celebrate:

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Other ideas for birthday offers you can deploy:

- Discount code larger than what you usually offer in your promotions
- A birthday bundle of your products
- A free gift in-store the month of their birthday
- Free choice of product from your site (this works well for digital products or physical)
- 1-hour digital service/ evaluation/ optimization

What can you offer your subscriber that will deliver the most value on their special day, and position you in their thoughts the continue building a great relationship?

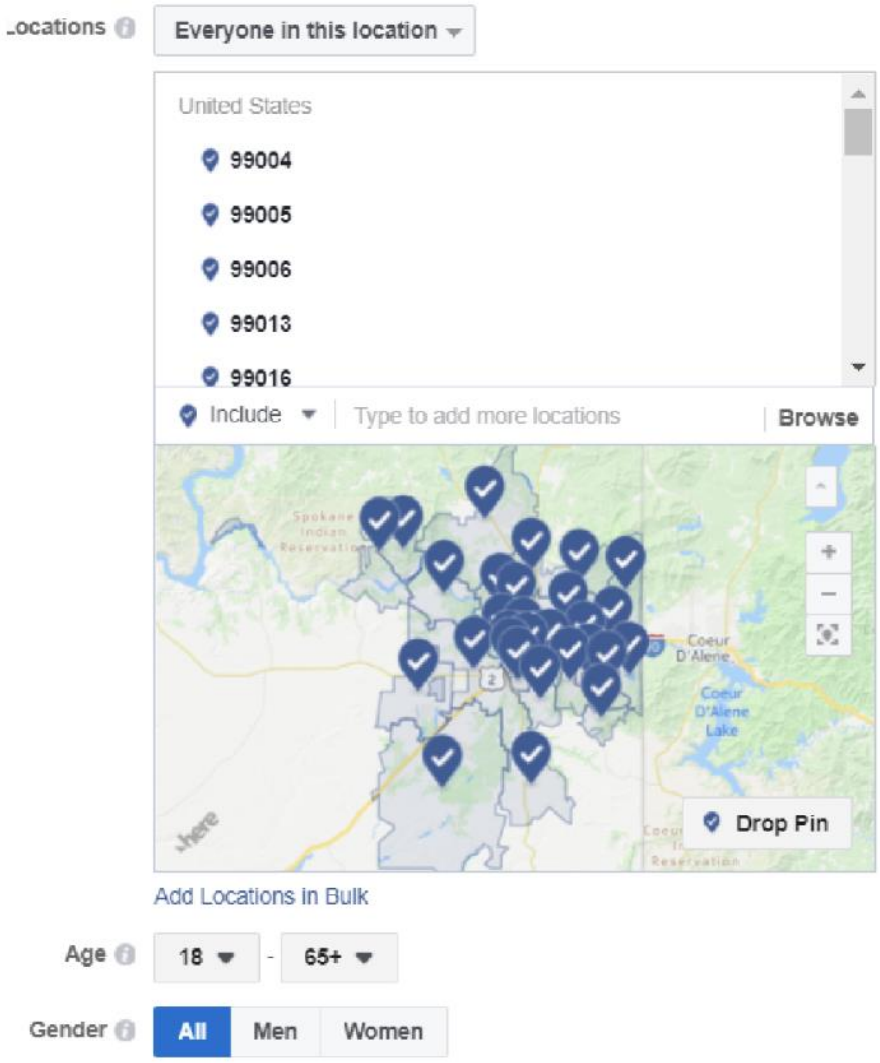
Birthday Chatbots: Setting Up Your Facebook Ads

Now to set up the Facebook ad!

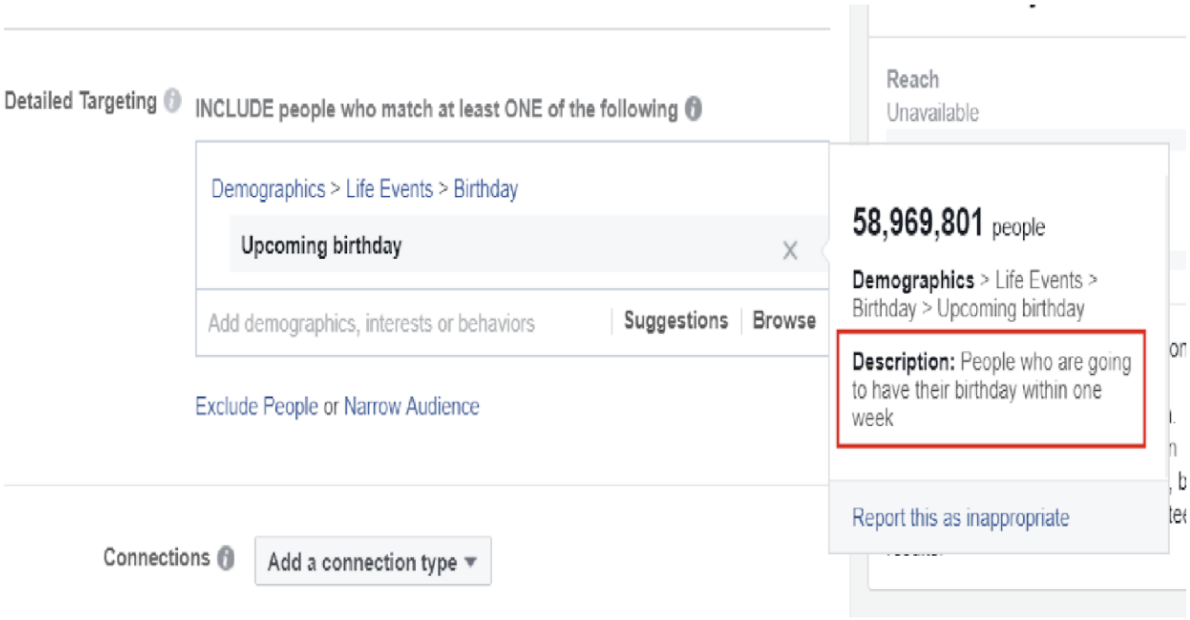
Because you are sending the birthday people to Messenger, you want to choose either Messages or Traffic as the Objective (For this one, I set it up as a Messages Objective).

The ad set is where the targeting magic happens.

Using the same restaurant example as above, this is a local brick and mortar business; I targeted zip codes surrounding the restaurant:



Under detailed targeting, this is where you choose the “Upcoming Birthday” Life Event:



Once you have the targeting in place, you move over to create the actual ad.

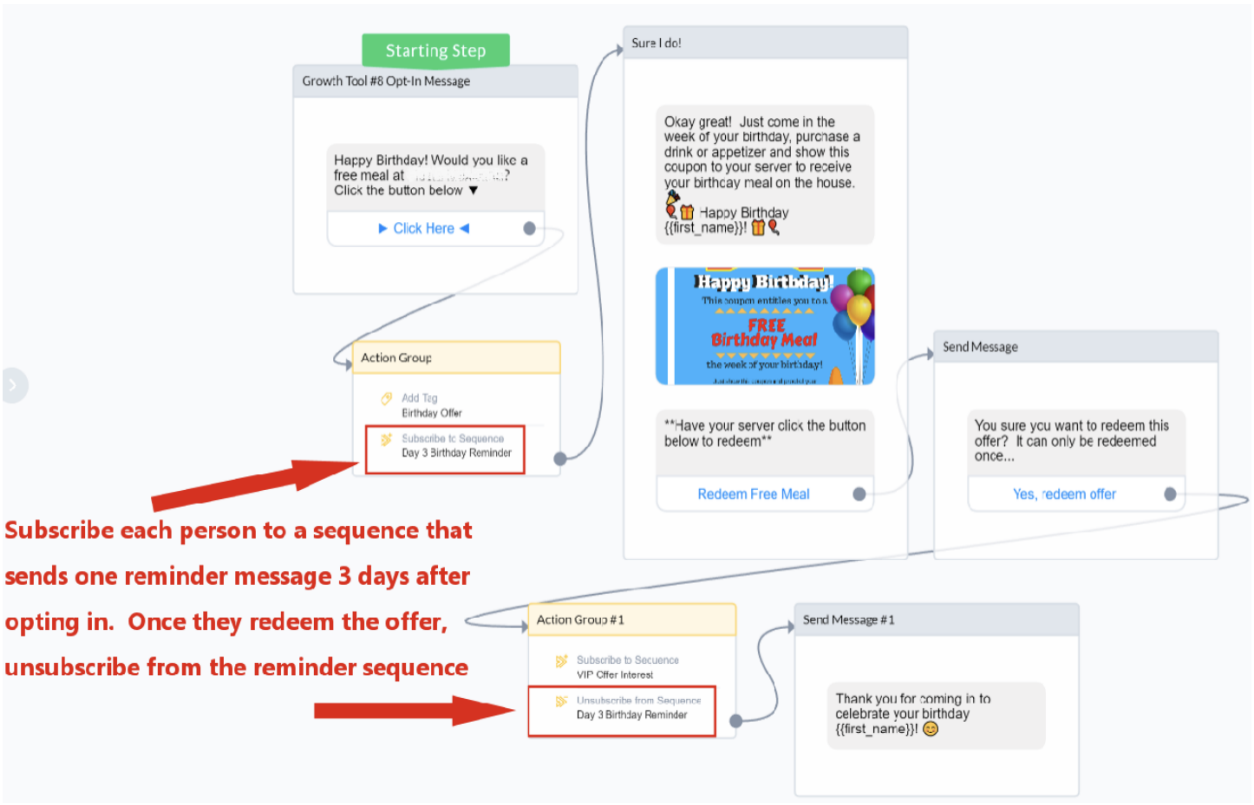
Choose your creative (a photo or video), and then create the ad copy and headline. You then connect the ad to your ManyChat JSON Growth Tool.

Click Here to open your FREE Manychat account. (**Note:** You'll want to 'upgrade' immediately to PRO for this strategy to work. Fortunately, Pro only costs $10 USD a month. A true bargain for what it includes!)

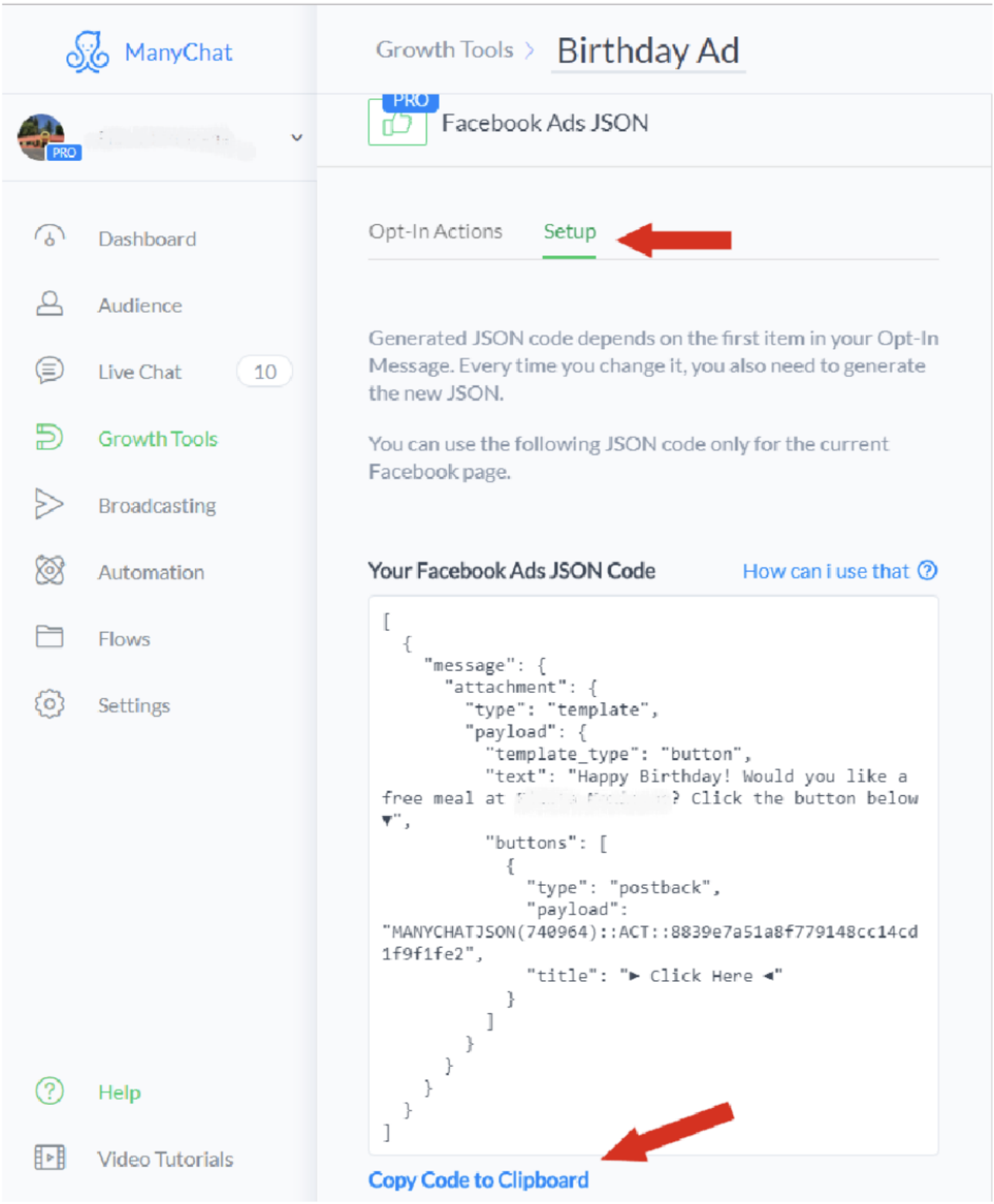
Manychat is a well known & recognized world leader as a Messenger chatbot building platform. (We've been with them for years and continue to be pleased & impressed and so have every confidence in recommending them to you too.)

Click Here for Manychat's FREE video course on chatbot creation.

Now, here is the opt-in flow for the restaurant:



After you create your ManyChat JSON Growth Tool Opt-in message and hit “Publish”, click on “Setup” and then click “Copy Code to Clipboard”:



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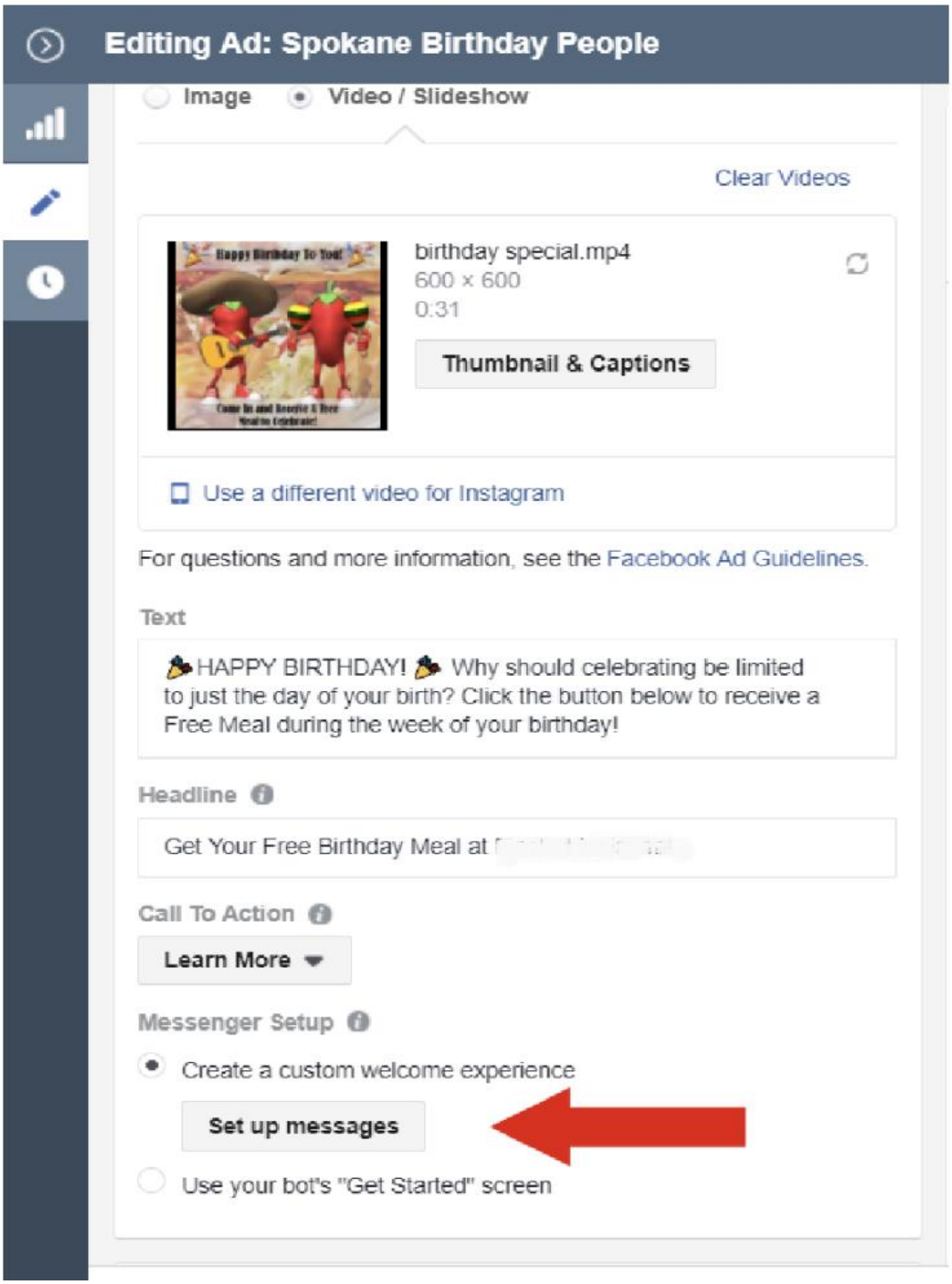
Go back to the Facebook Ads Manager and click on the “Set up messages” button, which is where you paste the JSON Growth Tool code into — be sure to first delete all the default JSON code in the box before pasting the new code:



Hit “Publish” and your ad will be submitted to Facebook for approval!

Here are some stats after deploying a birthday chatbot for 20 weeks (see image below):

- Average ad spend: $5.00 a day
- 485 new subscribers
- Cost per subscriber: $1.02 a subscriber
- Relevancy Score of 6 (out of 10)
- People see the ad around 2 times in a week (which means no ad fatigue)

You could actually up the daily budget to increase the frequency to 3 or 4 to get more subscribers and customers!

Ad Name	Results	Reach	Impressions	Amount Spent	New Messaging Conversations
Spokane Birthday People	1,031 Messagin...	12,965	24,835	$492.79	485

Relevance Score	Frequency	CTR (All)	Cost per 1,000 People Reached	Cost per New Messaging Conversation	CPC (Cost per Link Click)	Button Clicks	Messaging Replies
6	1.92	8.34%	$38.01	$1.02	$0.63	466	1,031

The only modifications you may want to make with this ad campaign is adjusting the budget when you may have any other promotions going on.

Other than that, this just runs in the background bringing in new customers every week!

More importantly, it is bringing in new subscribers to the chatbot to send future promotions to (following the "24 + 1" Facebook Messaging rules, of course!).

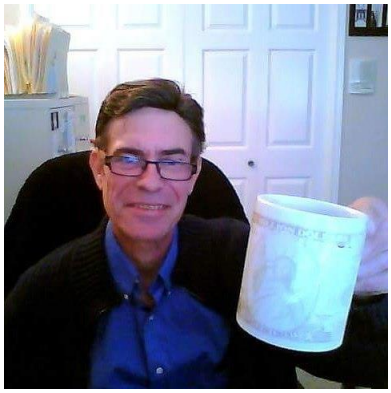
We hope you've enjoyed discovering: 'How to Deploy a 'Celebrate Your Birthday' Chatbot To Your Audience - Guaranteed To Win You More Customers & More Money!'

We've just given you the roadmap that will give you a huge head start and new 'unfair advantage' over your competition.

Now, go get 'em tiger!

The results could literally astound you!

Cheers!



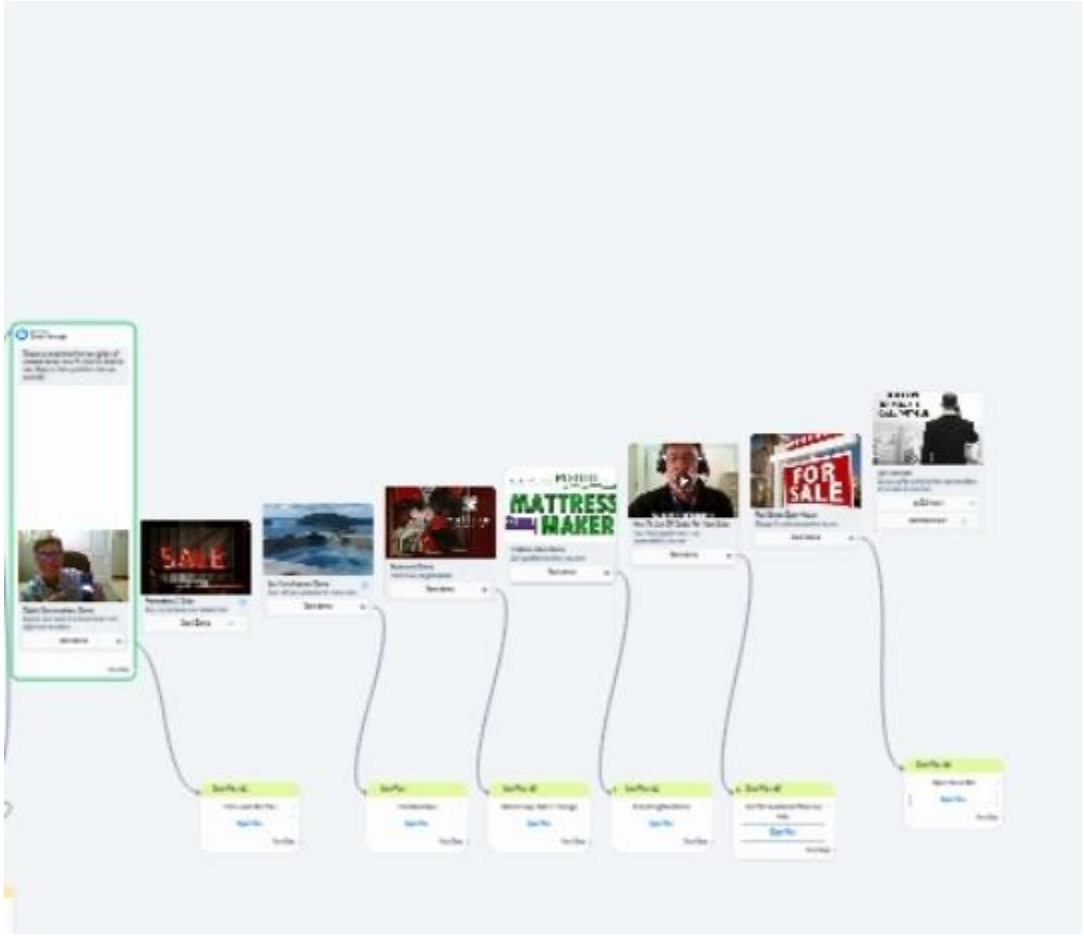
Mark Huber

PS: Think you'll be deploying your own birthday chatbot sometime soon? Want more strategies like this for generating leads, subscribers, and sales from Messenger Marketing?

Questions? Let's chat! **Click Here** to book your 30 min. (pitch free) chat via our online calendar

PPS: Want us to show up occasionally in your 'in box'? **Click Here** to join our 'In Crowd" email newsletter. We'll share what we're up to so you can stay in the loop and discover even more powerful ways to drive more conversions & revenue through the power of modern day communications platforms & conversational marketing.

Click Here to check out our Demos Menu!



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