BUILD & USE FACEBOOK MESSENGER AUDIENCES

For Broad, Personalized, Automated Outreach

PLAN YOUR VISIT CAMPAIGN

- Create A Plan-Your-Visit Landing Page on Your Web Site
  - Button/Link On Home Page That Direct-Links To It
  - Install a "Facebook Pixel" on your web site so you can create a "custom audience" of visitors to that page
  - Add an extra "thank you" page that form-fillers see after they hit submit
  - Create Facebook Ads (Boosted Posts) that direct-link to the PYV Page
- Find Samples Online via Google Search
  - Sample Google Search >>
  - Good Example: https://jcbc.org/connection/plan-your-visit/

RESOURCES FOR GRAPHICS, TECH, VIRTUAL ASSISTANCE AND MORE

- Fiverr.com
- Upwork.com
- Youtube.com

3 FACEBOOK AUDIENCES YOU NEED TO BUILD

- Assuming you know this one already: Those who **like** your Facebook Page
- Those who have visited your web site
  - Install a "Facebook Pixel" on your web site
- Offline Databases (via Upload)
  - Members
  - Guests
  - Event Registrants
- Chat Subscribers (Using Chatbots created with ManyChat)

SOME BENEFITS OF USING A MESSENGER BOT

- The ability to Message people who have subscribed to your bot.
  - *ManyChat* has made it super easy and free to get started
- Extremely high open rates for people who receive Messenger Broadcasts.
  - An industry average open rate on an email can be as low as 25%. Services like *ManyChat* boast average open rates as high as 80% for Messenger Broadcasts. Some churches report broadcast open rates even higher than that.
- Incredible organic reach on Facebook posts that use the *Comment Growth Tool*.
  - Some of the best organic reach you'll see is on posts that use the "comment to message our bot" feature. In fact, some posts on which this particular ManyChat feature was used organically reached a higher number of people than the number of people who had liked their page.

THE POWER OF USING A MESSENGER BOT

- Deliver personalized messaging
  - First Name, Last Name capture is automatic.
- Automated Pre-written "Flows" (Message Sequences)
- Direct Engagement
  - Example: Answering basic questions about your church
- Getting MORE out of boosted posts to build the audience inside of ManyChat
- Broadcast messages
  - Personalization is always available

IDEAS FOR CHURCH MESSENGER BOTS

- Here is an example of an "if this, then that" Messenger Bot sequence that a church could use.
  - Someone messages your church page, and you ask them if they are a member or a potential visitor. They select potential visitor.
  - You welcome them as a potential visitor, and ask them how you could help make their first visit easier. Would they like information on how to get to the church, what the service is like, or how to check their kids into the kids area. They select that they want information about checking their kids in.
  - You tell them that your glad to have their family potentially visiting your sevice, and then you ask them how old their kids are. Are they toddlers or younger, elementary school age, or youth group age? The select toddlers or younger.
  - You give them information about how your toddlers or younger kids care program works, and make sure they know what to do when they arrive. You ask them if they have any more questions.
  - The user can type out any questions they might have, and you could have a real person jump in to interact with them at this point.

IDEAS FOR CHURCH MESSENGER BOTS

- Have the "Message Us" Facebook Chat Button at the Bottom of Your Web Site in the Footer, on the Contact Us Page, or as a Slide In Box.

- Use the Comment Growth Tool to get engagement on a post that automatically subscribes them

- Put the URL of your Message Bot into your emails

WHAT CAN A MESSENGER BOT USED FOR?

- To give users a "Self-Guided" tour of your organization's history
- To organize your users into different groups like members, volunteers, potential visitors, and then give each of those groups a different series of messages.
- To learn from your users by asking questions
- To drive people to your site or online service
- To create novel experiences and sequences like quizzes, daily reading plans, etc
- To provide 24-hour customer service and communication

3 TYPES OF AUDIENCES

- Cold
  - Everybody in a zip code or city +10 mile radius
- Warm
  - Facebook Page Likers
  - Custom Audience of Your Guests and Event Registrants
- Hot
  - Custom Audience of Your Members

SPEAK TO THEM DIFFERENTLY

- Cold
  - "Feeling Disconnected from God? Need a Fresh Start?"
- Warm
  - "Open To the Public! Marriage Workshop: How To Build A Love That Lasts"
  - "THIS SUNDAY! Intro To CrossPointe: What Makes Our Church Unique"
- Hot
  - Don't Miss Pastor John's New Series, Endgame: A Walk Through The Book of Revelation

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