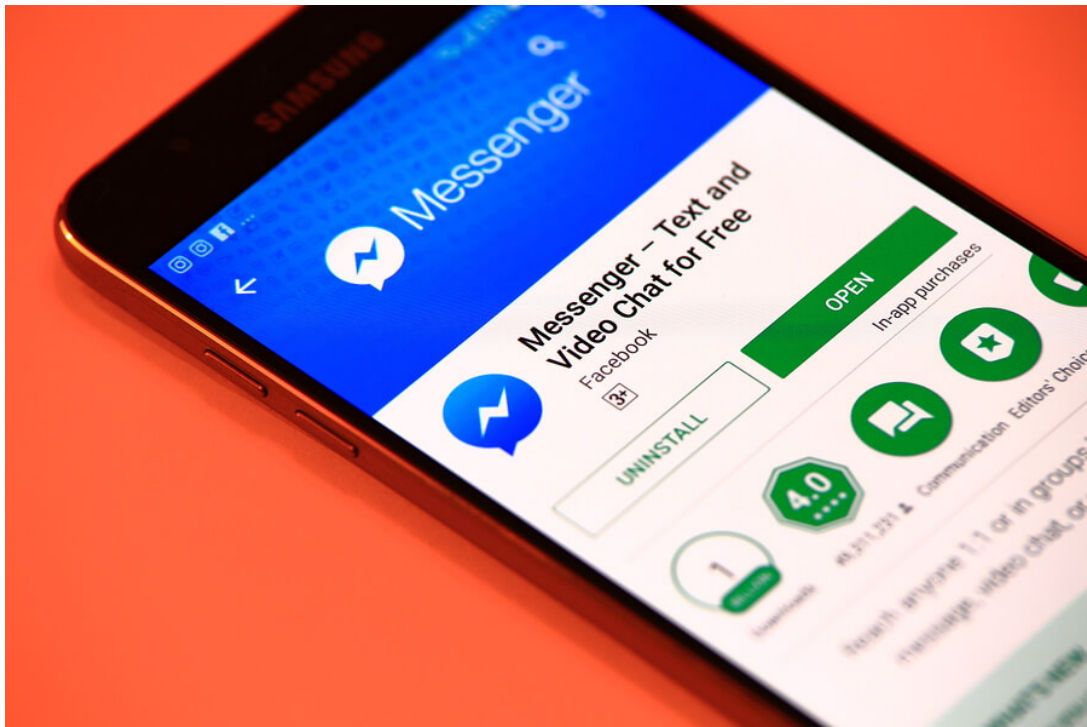




Facebook Messenger Marketing Tips & Tricks



With every change in technology, comes new ways to reach our target audience and customers. Chatbots and Facebook Messenger Marketing aren't new, but the trend is hot, and it's working – not just for big companies like the *WSJ*, but for smaller brands like you and me.

In fact, ManyChat.com reported that “**Messenger Marketing** is set to become the world's single biggest marketing channel in the next 5-7 years. It combines the instant delivery & attention of SMS with the attractiveness and automation



power of email. Messenger also feels more personal than email, but less invasive than SMS—striking the perfect balance for businesses looking to communicate with customers.”

Take a look at your Facebook Messenger feed and see who finds you interesting. They could be people or companies whose pages you’ve liked or done business with in the past. You might have checked out their website, or shared content as a matter of your daily social media habits.

So, how can you capitalize on this marketing trend for your business? You can DIY to understand the concept, then hire out if you don’t have the time, energy or expertise. I’m of the “learn what it’s all about to see if it’s for you” philosophy.

One blog that I like in particular about messenger marketing is [MobileMonkey](#), headed by CEO Larry Kim. When you go on their site, try to overlook the pop ups, they can be annoying. What we’re after here is content and to understand how it all works. You’ll find step-by-step guides, tutorials and articles for the beginner on up.

Interested in Using Messenger Marketing for Your Business? Read More.

[How I Got 1 Million Facebook Messenger Contacts](#) via MobileMonkey

[7 Facebook Messaging Marketing Strategies You Can Try Today](#) via the Buffer Blog

[Chat and Messenger Bots: New Research for Marketers](#) via Social Media Examiner



About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, ["Robin's Rainmakers."](#)

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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