

# Facebook Messenger



# Why Facebook Messenger?

- Keeps them on Facebook.
- Initiates the conversation.
- Human to human interaction.
- Create a new channel to get your content out.



# How To Use Facebook Messenger.

**-Facebook Messenger Ads**

**-Facebook Broadcasts**

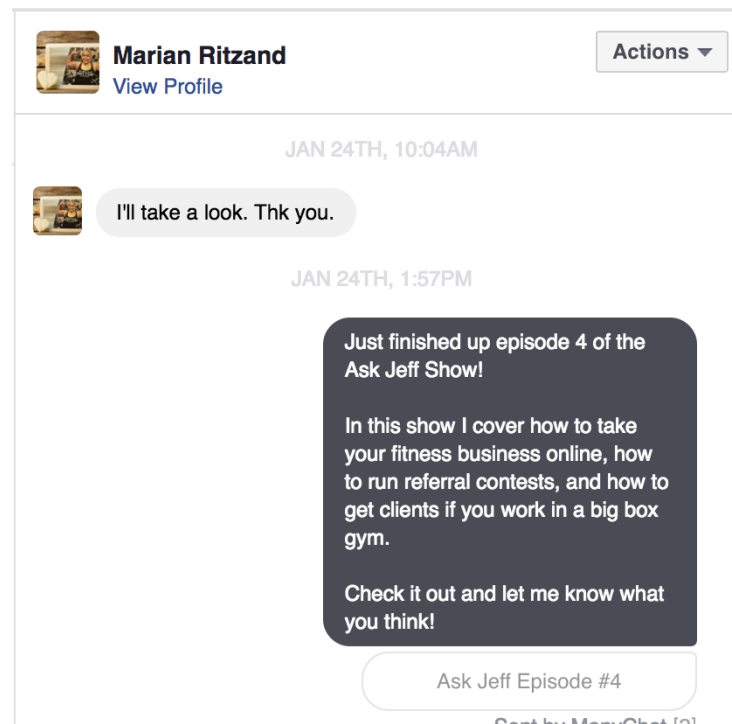
**-Opt-In forms, exit pops, and order forms on your website.**

**-You can have people from your email list respond through messenger.**





# Facebook Messenger Broadcast



The screenshot shows a Facebook Messenger interface. At the top, the contact name is "Marian Ritzand" with a profile picture and a "View Profile" link. To the right is an "Actions" dropdown menu. Below this, a timestamp reads "JAN 24TH, 10:04AM". A message bubble from Marian Ritzand says "I'll take a look. Thk you." Below that, another timestamp reads "JAN 24TH, 1:57PM". A dark grey broadcast message box contains the following text: "Just finished up episode 4 of the Ask Jeff Show! In this show I cover how to take your fitness business online, how to run referral contests, and how to get clients if you work in a big box gym. Check it out and let me know what you think!". At the bottom of the broadcast box is a link "Ask Jeff Episode #4".



# Facebook Sponsored Messages Ads

### Create a Custom Audience

What kind of engagement do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

- Video**  
Create a list of people who have spent time watching your videos on Facebook.
- Lead Ad**  
Create a list of people who have opened or completed a form in your lead ads on Facebook.
- Canvas**  
Create a list of people who have opened your Canvas on Facebook.
- Page** NEW  
Create a list of people who have interacted with your Page on Facebook.

[Back](#)

### Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page: Page: Jeff Sherman

Include: People who sent a message to your Page

In the past: 365 days

Audience Name: Jeff Sherman

[Add a description \(optional\)](#)

[Cancel](#) [Back](#) [Create Audience](#)

**Keep in mind:** When choosing **Messenger** as your placement, you cannot have additional placements, such as Instagram or Facebook's News Feed, for your campaign.



# How To Build Your Messenger List.




[www.ManyChat.com](http://www.ManyChat.com)








# Facebook Messenger Newsfeed Ads

 **Fitness Marketer**  
January 24 at 10:50am · 🌐

Happy Birthday!!! Hit the "Send Message" button below and write in with the promo code "BDAY" to redeem your FREE gift!



**Happy Birthday! Free Gift** 🟢

Hit the "Send Message" button below and write in with the promo code "BDAY" to redeem your FREE gift!

[Send Message](#)



# Create Messenger Newsfeed Ads

[< Back](#) | **Edit Campaign: Messenger Ads**

Campaign Name:   
[Rename using available fields](#)

**Campaign ID: 6064711115631**  [Links](#)

**3 Ad Sets**  
Targeting, placement, budget and schedule

**6 Ads**  
Images, videos, text and links

Set up a rule to monitor your campaign. Turn it off [×](#) automatically or get email alerts when your rule conditions are met. [Learn more.](#)

[▼](#)

**Campaign Details**

**Objective** Traffic

Buying type Auction

Campaign Spending Limit  [Set a Limit \(optional\)](#)




# Create Messenger Newsfeed Ads

[← Back](#) **Bulk Edit Ad Sets** Message Me ▾

Ad Set Name:   
[Rename using available fields](#)

### Placement

**Automatic Placements (Recommended)**  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

**Edit Placements**   
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types: All Devices (Recommended) ▾

Platforms

<input checked="" type="checkbox"/> Facebook	<input type="checkbox"/>
<input type="checkbox"/> Instagram	<input type="checkbox"/>
<input type="checkbox"/> Audience Network	<input type="checkbox"/>
<input type="checkbox"/> Messenger	<input type="checkbox"/>

**ADVANCED OPTIONS**  
[Specific Mobile Devices & Operating Systems](#)

Ad Set ID: 6064712030231  Links ▾

**1 Campaign**  
Objectives and spending limits


**2 Ads**  
Images, videos, text and links

Set up a rule to monitor your ad set. Turn it off automatically or get email alerts when your rule conditions are met. [Learn more.](#)

▾

### Audience Definition

Your audience is defined.

  
Specific Broad

Potential Reach: 27,000 people

### Estimated Daily Results

Reach



# Create Messenger Newsfeed Ads

Edit Ad: DM ME

question-3.jpg – 1200 x 628

For questions and more information, see the [Facebook Ad Guidelines](#).

Destination ⓘ

WEBSITE

Website URL ⓘ 1024

Enter the URL you want to promote

Canvas ⓘ

Select a Canvas +

MESSENGER ←

Message Text ⓘ

Optional: Enter a message to accompany your ad...

Structured Message (JSON) ⓘ

Text

If you're Fitness Business isn't where you thought it would be by now, you probably haven't answered these 2 very important questions yet.

"What needs to happen to your business in the next 6 months in order to feel that it is a success and what do you feel is the biggest obstacle keeping you from getting there?"


For the past 5 years, I've helped tons of Fitness Business owners (who were probably in the same place as you are right now) get their business off the ground. DM me with this keyword "CRUSH2017" and let's see if I can help you as well.

Sponsored · ⓘ

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**Accelerate Your Fitness Business in 2017**

If you're Fitness Business isn't where you thought it would be by now, DM me with



# Create Messenger Newsfeed Ads

Edit Ad: DM ME

**Text**

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**Headline**

Accelerate Your Fitness Business in 2017

**News Feed Link Description**

If you're Fitness Business isn't where you thought it would be by now, DM me with the keyword "CRUSH2017" and let's see if we can get you there.

**Call To Action**

Send Message →


**Tracking**

Sponsored

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Accelerate Your Fitness Business in 2017

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Cancel Save and Close



**Questions?**

