

Master Lead Generation with Chat Marketing



Summary Overview

Digital marketing is hard.

As a marketer or an entrepreneur, it's always vital to grow your business and reduce costs, yet, finding and trying out new growth methods isn't easy. If you're currently trying to generate leads using Facebook Ads today, we might have a solution.

Today, thousands of ManyChat customers use Facebook Ads to send leads to Facebook Messenger and generate highly-qualified leads for a fraction of the cost.

This guide will discuss what Chat Marketing is, how it can benefit you, and showcase how to generate leads with Chat Marketing.

Why consider Chat Marketing and automation for lead generation

If you're an in-house marketer, an agency, or an entrepreneur, you probably have a digital marketing strategy in place today or are thinking about implementing one.

If so, you might find yourself in one of the below situations and should consider using a tool like ManyChat to generate leads with paid advertising.

Situation #1 — You're trying to grow your business!

As a marketer or someone who needs to market their business, generating more revenue is always necessary. Chat Marketing and automation can help you generate, convert, and nurture your leads.

Situation #2 — Degrading results from ad spend

Maybe you're already spending money on ads, especially on Facebook, and are seeing continuously worse returns over time. You might have left most of your ad strategy the same, and yet, you get fewer leads at a higher cost, essentially putting a cap on your growth potential.

Maybe you've tried to scale your way out of this problem, putting more money into acquisition channels, and might have gotten a few additional leads but aren't seeing the exponential returns that you're looking for.

Situation #3 — Need to boost ROAS and lower total costs

Maybe you're in a fortunate position and are seeing good results from your existing ad spend but need to get a bigger bang for your buck. You need to boost your return on ad spend (ROAS) and maybe even lower your total digital marketing costs.

Situation #4 — Differentiation and personalization

Maybe you're in the fortunate position of avoiding all of the above three situations and are crushing your digital marketing goals.

But, as a savvy marketer or entrepreneur, you want to offer a more personalized customer experience. You're tired of impersonal landing

pages that everyone else offers and want to separate yourself from other brands.

What is Chat Marketing?

Let's start with a fundamental question: What exactly is Chat Marketing?

It's an omnichannel approach (also known as "Conversational Marketing") that quickly builds relationships and moves customers through the marketing and sales funnels, going beyond just conversing with them through messaging apps like Messenger. It looks at the entire customer lifecycle, seeing where and how meaningful interactions can be created to drive more committed customers from acquisition to retention using multiple channels (i.e., Messenger, SMS, email, and more) communicate.

And all this is accomplished by using automated solutions, or chatbots, that engage people in a conversational and informative manner.

Businesses today are focusing more on consumer behavior and expanding their capabilities to improve customer experiences — all while aiming to boost productivity and lower costs. Chat Marketing is excellent for speeding up customer service response times, increasing click-through rates, and raising brand awareness in the fastest, most efficient way possible.

But we all know creating a low-friction and adaptable marketing strategy isn't always easy. That's where this exciting new approach comes in.

Why Chat Marketing for Lead Generation

Chat Marketing is an excellent choice for many marketing strategies, especially for lead generation. Here's why Chat Marketing is great for generating leads from Facebook Ads.

Chat Marketing is mobile

Your customers are on their mobile devices, which isn't groundbreaking news in 2020. According to (study), X amount of people spend most of their time on mobile communicating with friends and family, shopping, or streaming content — and it's growing yearly.

Therefore, since most are already on a mobile device, sending leads to a mobile chat experience means a higher response rate, which ultimately means more high-quality leads for your business.

Chat Marketing is conversational

It might go without saying that having a conversation is the essence of Chat Marketing, but creating a chat experience for your leads lends you several key benefits.

More Leads: A key aspect of lead generation is gathering information, like a lead's email or phone number. A conversational flow makes it easy for your prospects to give you this information, especially when compared to a landing page. Creating this comfortable customer experience means a higher "form completion rate," ultimately translating into more leads.

Qualified Leads: A good conversation means a healthy back and forth. With Chat Marketing, you can qualify your leads with critical questions and even give your leads multiple ways to answer.

More insight: With Chat Marketing, you can learn where your leads drop off in the conversational flow. Understand which of your qualifying questions needs optimization and quickly fix it with no code.

Generate business outcomes: With a tool like ManyChat, combined with the power of Facebook Messenger, you can lead your lead to a wide range of actions, like booking an appointment, checking out on your website, or even having them talk to you live, in real-time. Leverage Chat Marketing's flexibility to achieve the business outcome you need.

Chat Marketing is personalized

Your leads are unique, and you can treat them as such! It's easy to personalize the lead generation process with Chat Marketing. For example, you can change the chat itself based on data you gather from the lead.

It's also easy to direct the conversation to a different conversational path based on a lead's responses. For example, if a lead tells you that they're based in Europe, ask them a different series of conversational questions and boost your qualified lead rate.

Chat Marketing is easy to do

Creating conversational flows requires no code or technical expertise to complete. Customize your qualifying questions, collect information, and nurture your leads in minutes without a developer. Chat Marketing can also be completely automated if you choose to.

Why Facebook Messenger?

Using ManyChat, marketers, and entrepreneurs can create ads that send leads to Facebook Messenger. There are several facts about Messenger that make it the right destination for your leads:

- Your customers are on Messenger. There are 1.2 billion people who use Facebook Messenger every month. 2.4B people will use Messenger next year
- 87% of smartphone users have a mobile messaging app
- Facebook Messenger ads see an 88% open rate and a 56% click-through rate (CTR)
- In general, ManyChat's customers using Messenger see CTR 130% higher than the industry average
- Almost half of the recipients of a ManyChat-powered Facebook Message respond in less than an hour

- 90% of recipients respond within a day
- The average conversation length with a ManyChat-powered Facebook Messenger chatbot in 10 minutes, giving you time to interact, and convert, your lead
- Messenger can be automated — like previously mentioned, you can automate post-lead generation activities, like appointment booking, promotion delivery, and more.

Results with Chat Marketing

We've discussed the unique aspects of Chat Marketing and Facebook Messenger, but what does that mean for you? Specifically, what kind of results can you expect from generating leads with Chat Marketing?

Higher Return on Ad Spend (ROAS)

Meaning the same dollar will generate more leads compared to other popular alternatives to Chat Marketing.

Lower Cost per Lead

Meaning the amount you're spending to get each lead will be, on average, lower than the alternatives.

Increase Lead Rate and Conversion

Meaning you'll get more leads per ad campaign that you run. Because you're funneling more of these leads into a superior post-ad experience, they'll also convert at a higher clip than your current rate.

Qualified Lead Percentage

Meaning a more significant proportion of the leads through your Chat Marketing experience will be qualified and ultimately turn into a revenue-generating business.

Let's take a look at some businesses that have yielded these benefits using ManyChat for lead generation.

Case Study:

How PXS School of Excellence Used ManyChat to 10X Lead Volume in One Month

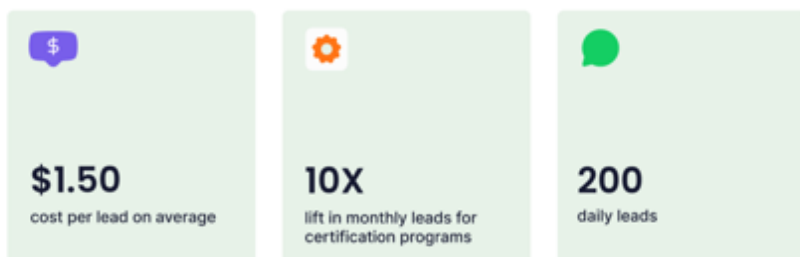
Overview

In 2004, Edwin Garro established the PXS School of Excellence in Costa Rica to certify more engineers in the prestigious Lean Six Sigma program across Latin American and other equally grand certifications. At the time, PXS Global, a renowned Six Sigma, Lean Manufacturing and Excellence consultancy, was building authority in the market and saw a gap in Latin engineers.

PXS Global teamed up with Trilce Jiron, founder of TBS Marketing, to carry out an automated Facebook lead generation process to generate high-value leads for its 70-plus certification programs.

To reach more potential students for the online program, Trilce ran a click-to-Messenger ad campaign with organic lead nurturing,

which resulted in a 10X lift in leads and 85% less cost per conversion.



The Problem

The company had been promoting it's Six Sigma Black Belt, Lean Manufacturing, Shingo, Advanced Excel and other certification programs using boost and organic posts on Facebook, which led to good results, but they knew it could be better. They needed a strategic way to build interest and generate leads for their programs in Latin America.



It's a challenge for marketers to build interest for any online paid class or seminar. ManyChat's JSON ads and Facebook Comments Tool allowed us to reach and capture prospective students interested in the different programs. Since they have over 70 certifications, bots were the best tool for lead qualification

Trilce Jiron



Their goal

PXS School of Excellence wanted to run a more cost-efficient Facebook marketing strategy that could reach more potential students, increase interest in its online certification programs for high-end engineers and management experts, and generate more qualified leads.

Approach

- A new identity on social media. With the help of TBS Marketing, PXS reimaged its social identity to help build brand awareness and recognition from ad to bot flow through follow-up from a course rep. The new colors and style lead to an 850% increase in organic engagement on the company's Facebook Business Page.
- Targeted Facebook ads. Through ManyChat, Trilce used lookalike audiences based on their customers so Facebook could deliver ads to new people likely to be interested in the programs.
- Automated lead qualification process. PXS relied on an exhaustive manual process for qualifying prospective students. To help save the company time and resources, Trilce created a Messenger experience to collect lead information and qualify them for the program based on certifications received in the school.
- Capturing organic interest with Growth Tools. They used ManyChat's Facebook Comments Growth Tool to follow-up with interested people from organic posts and qualified them through the first message letting people know if they had any specific requirements for a class.

How PXS Used ManyChat to 10X Lead Volume in One Month

With the COVID-19 outbreak, PXS saw the opportunity to go 100% digital and offer its renowned courses all across Spanish

speaking countries using ManyChat. Their goal is to help professionals all around the world gain international recognition from employers and move their careers forward by acquiring the proper knowledge from a top 1% expert in Lean Manufacturing.

PXS School of Excellence wanted to reach and educate more people about the company's online certifications in this campaign. In previous campaigns, they would boost Facebook posts and publish organic content on the platform, and manually qualified prospective students. But as the program gained more recognition, the team knew this strategy would not scale with the company.

PXS's marketing agency TBS Marketing worked closely with the team to simplify the company's lead generation process by automating lead qualification in Messenger and only send prospective students to course reps.

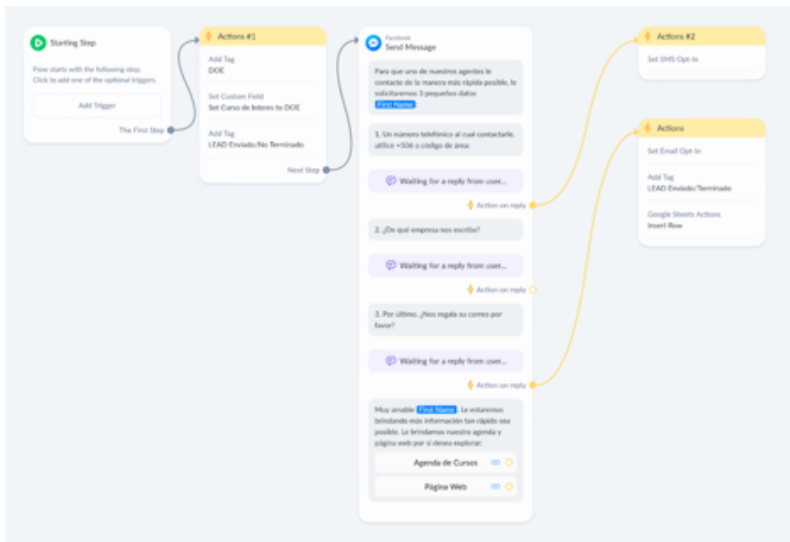
To lessen the time spent responding to every email and Facebook comment, PXS used ManyChat's Facebook Comments Growth Tool for lead automation. This, of course, presented a new challenge for the company: now, instead of getting 10 non-qualified leads, they now receive over 200 qualified leads, daily.

Trilce and her team ran Facebook ads with a Messenger Ref Url and messaging tailored for those who might be interested in pursuing one of the certifications, such as Business Process Management, Green Belt, White Belt, or Master Black Belt.



PXS showed the ads to adults based in various Latin American countries, aged 25 to 60. They also layered on additional targeting for women, as the company aims to close the diversity gap in the engineering world.

Each ad had a "Send Message" button that when clicked, opened into a Messenger conversation that prompted a set of qualification questions based on the company's criteria. They collected the lead's contact information including email, area code, and phone number in the bot.



Then all submitted contact information went to their CRM via Zapier where course reps could reach out.

PXS used ManyChat's Comments Growth Tool to field questions from their organic posts. When someone commented, they were sent to a specific flow where they most likely would convert.

Conclusion

By implementing an automated, Messenger-based lead generation system and running Facebook ads, PXS was able to 10X their lead volume in one month and drive more qualified leads for over 70 different certifications available to students.

Case Study:

How Digital Help Generated 20,000 Subscribers with a ManyChat Quiz

Overview

Fit N Simple helps gym-goers achieve their fitness goals by providing daily workouts via Messenger Marketing. Founder Austin Witte implemented ManyChat to improve engagement, and soon after, saw a significant jump in subscribers, and an increase in response rates and social followers across networks.

The Problem

Declining social reach and email rates.

The fitness market is an oversaturated space in the social stratosphere. If you need the numbers for convincing, here's a fact: it's a \$30-billion industry. So it comes as no surprise Fit N Simple struggled to get the word out on their daily workout plans and fitness tips in the beginning.

Fit N Simple's Founder Austin Witte still remembers the struggle of trying to cut through the noise in his industry. "We were mostly on Instagram, which you know, you don't own that property. There are only direct messages and people commenting on your posts to engage with".

In a crowded space like health and fitness, it was clear that his current approach was not enough to deliver the results he needed.

Email open rates were declining, along with an organic reach below 10% on Instagram. But Austin knew a more personalized and real-time interaction would better engage his audience, and help him deliver more workouts. So off he went in search to find the best fitness chat app for his company.

The Goal: Improve engagement.

Discovering the Power of Fitness Chatbots

During his search, Austin found that other Facebook Messenger bots were “too complicated for what I needed.” He had experience building out email and other marketing campaigns, but never knew how to code.

It was apparent that ManyChat was his go-to choice. “Everything was pretty easy to get started” because there was no coding involved — perfect. And he figured why not test ManyChat to deliver his workouts first and see what happens.

Approach

Austin created an interactive Physique Builder Quiz to gather more information about subscribers, right in Messenger.

The quiz gave his company five unique data points including subscribers' #1 fitness goal, what stops them from reaching it, where they work out, what days they work out, and even their preferred time to workout.

ManyChat's Flow Builder allowed him to map out and guide the user flow from start to finish.

"Flow Builder was a game changer for me. When you have hundreds of thousands of subscribers, it's hard to deliver a customized message. ManyChat's features made sure my subscribers had a real, personalized experience."

He was then able to deliver customized plans around the time a user would head to the gym. And if users had a question about the workout, they can tap into a "How-To" right from Messenger.

It was essential for Austin to provide a personalized experience through and through, and ManyChat helped them get there.

From Daily Workouts to Paid Subscription... And More

The results: Fit N Simple's daily workouts quickly gained traction.



They added over a thousand subscribers in one month. The fitness company was having real conversations with real people, and they were loving the service. Then six months later, 100,000 subscribers.

In just over one year and a half, Fit N Simple has grown to over 1,545,246 subscribers and counting. The company is now getting ready to launch a paid subscription app for users, social following has increased by 37,700+ across channels, and organic site traffic has increased by an additional 10,000 users per month.

Conclusion

ManyChat has helped them open up new channels for growth, spend less time on impersonal interactions, and more time having real conversations with real people.

But most importantly, deliver a better customer experience for hundreds of thousands of subscribers at once.

How to use ManyChat for lead generation

There are many different types of Messenger Ad formats. In this section, we'll cover the various formats, what you can do with each one, and strategies on how to get people into your bot.

Types of Messenger Ads

1) Messenger Ads

Messenger ads will show up in the home screen of your target's inbox and the final destination can be either Messenger or landing page.

2) Click-to-Messenger Ads (CTM)

With click-to-Messenger ads, the target stays in Messenger. The nice thing about click-to-Messenger ads is that the destination is not a landing page or opt-in form; it's Messenger. Once they respond by clicking, they automatically become a subscriber, which comes in handy.

What's cool is you can run click-to-Messenger ads in your client's target's Facebook feed. The ad will feature a call-to-action button

that opens a Messenger conversation when a target clicks on your client's ad in their feed.

3) Sponsored Messages

Sponsored messages enable you to send a direct message to anyone you've had a Messenger conversation with in the past. These are great for sending special offers or showing folks new products and are the most effective out of all three.

Imagery is from this blog post



Lead Magnet Examples

A key challenge to generate leads is driving traffic to a destination, whether that's a landing page or Facebook Messenger.

Marketers can generate a "lead magnet", which is something valuable that you can offer to leads in exchange for their information.

Here are seven lead magnet examples that have been proven to work on Messenger, for agencies, in-house marketers and entrepreneurs.

1. Free gifts from Facebook Live

Facebook Live, as a lead generation strategy, will get you in the door, but only so far. To use it as a lead magnet, you need to attach something free to your stream to capture viewers' information. Free gifts not only break down barriers, but they also make you look more valuable to your audience.

Focus on a free tool or something that helps your audience solve a problem, for example, trials of your products, free memberships, samples, or checklists. The more value you provide, the more likely people will sign up to get on your list for more.

Live streams could be an in-depth Q&A session, a tutorial, or even a training session. If you want to read more, check out this powerful Facebook Live strategy use by Molly Mahoney that resulted in over \$90,000 in sales after one live session.

2. Mini Course

Once it's clear you can solve your ideal customers' problems, mini courses can become your most powerful lead magnet. You'll want to educate potential (and existing) customers on particular issues in order to attract and retain them. These courses also help set you up as an expert in your field and build a stronger brand image.

Offering a mini course may seem like an unscalable activity, but you can automate most of the promotion and distribution. Set up a Messenger bot sequence or email drip campaign with videos, images, downloadables, and text.

When someone signs up for your course, whether it's through a Facebook Ad or Messenger opt-in, they'll automatically run through the flow. Be sure to have the right tools, such as ManyChat or ActiveCampaign, in place. These tools are made for marketing automation.

Now, all you have to do is create a course that demonstrates your value on a topic, not just sell your product. The worst thing you can do is talk about your service, your company, and its features. People will likely unsubscribe.

3. eBooks or Guidebooks

Solving problems should be your first priority. Any eBook or guidebook you use should actually help solve a known problem your customers have. Your eBook is ultimately an evergreen resource people download and use time and time again. In fact, many people prefer to download a PDF versus reading on a webpage, according to a study from HubSpot.

It's also important to focus on how you promote and distribute your eBook. For example, you can promote it via Facebook Click-to-Messenger ads and make it downloadable in your lead generation flow. Or you can attach a Messenger bot to your website and offer it as a lead magnet for website visitors.

ManyChat Agency Partner Jason Swenk used this strategy to generate \$250,000 in revenue with zero ad spend.

4. Quizzes

87% of marketers agree that interactive content, such as quizzes, grab people's attention more than static content. Whether you're a marketer or eCommerce store owner, quizzes can be a great way to learn more about your leads and build your list. They are sharable, high-converting, and can help segment new subscribers for better messaging.

Here are three tips to creating a quiz as your lead magnet:

1. Write an engaging title. A/B test different options to see which connects with your readers the best.
2. Keep it short and relevant. Keep your quiz between 5 and 10 questions, and make sure they are fun, fresh, and conversational.
3. Don't stop the conversation after the quiz. Follow-up with relevant content that helps subscribers reach a goal.

The Physique Builder Quiz by Fit N Simple discovers subscribers' fitness preferences and goals. After a subscriber completes the quiz, the company follows up with tailored fitness plans based on their answers. It's helped generate more than 1.5 million subscribers for the fitness brand.

5. Webinars

As marketers, we always want to pull in the highest quality leads possible. A webinar is an effective way to connect with potential customers online, which can take your relationship to another

level. For B2B businesses, you can use a webinar to build thought leadership in your industry and improve your business profile.

When producing a webinar, it's critical to find the best webinar software program to support you. Automatic recording, custom branding features, and password-protected rooms all make it easier to manage your webinar. If you aren't comfortable as a speaker, invite a partner, co-presenter, or member from your team to give attendees the chance to learn from other experts.

A great way to improve your sign-up rates and attendance is with a Messenger bot. For instance, Matze Brandmüller, CEO of BotBlocks and Chatbot Creator Bootcamp, uses ManyChat to acquire and nurture leads from webinars and turn them into paying customers for a chatbot building course. After moving his entire webinar lead flow into Messenger, his course brought in over \$550,000 in six months.

6. Discounts

A classic lead magnet example is the almighty discount. Whether you're an eCommerce marketer or online coach, discounts get customers in the door and interested in your products and services. It's a friendly way to learn about your customers' preferences in order to build a relationship. Plus, potential customers see an immediate value once they hand over their information. They also buy faster and more than they would have otherwise.

For example, Mackensie Liberman, Founder of Messenger Marketing Agency Orca Marketology, leverages discounts for

restaurant lead generation. Her unbeatable birthday coupon for a local Mexican restaurant has been running for two years straight and continues to bring in diners for .85 cents apiece.

7. Free consultations (for agencies)

If you're an agency, free consultations are seen as a key lead magnet example in the lead generation process, not only as a chance to learn more about a person's pains, but show them you can remove at least one of them in 30 minutes. If you can solve a problem that keeps them up at night, they'll gladly spend money to work with you.

What should you do next?

Now that you have a fair understanding of the power of Chat Marketing and some strategies on how to generate leads using lead magnets, get started on ManyChat today.

With ManyChat, you can create ads, conversational flows, and automate a range of actions. Visit manychat.com today and get started with a free trial!