



City Electrical Supply

Messenger Marketing Proposal

Strategic Action Plan (SAP)

Release 1.02

Company: City Electrical Supply

Prepared for: Marketing Manager / Director

Document Classification: Customer Confidential

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25 January 2021

Messenger Marketing Proposal

Scope

This document has been prepared for City Electrical Supply with a view to a preliminary evaluation of using Facebook Messenger Marketing to increase sales. The basic approach is via targeted Facebook Ads into Facebook Messenger.

With **1.3 billion** active individuals on Facebook Messenger every month, **8 billion** Messenger messages exchanged between businesses and consumers every month with an **open rate between 70% and 80%** - using Facebook Messenger makes good business sense, and usually increases sales by between **10 and 20%**.

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Company Summary

Company Name:	City Electrical Supply
Address:	400 South Record Street Suite 300 Dallas, TX 75202 United States
Website:	https://www.cityelectricsupply.com/
Facebook (FB):	There is a Facebook presence and current activity seen at https://www.facebook.com/cityelectricsupply FB linked from website, no FB ads apparent, no Messenger ads apparent 13,596 people following No Facebook pixels detected
Publications:	The Wire, quarterly, available via download
Observations:	LiveChat seen on home page

Why Facebook / Messenger Marketing?

Messenger marketing takes advantage of the **second largest social media channel of all time**.

Some stats:

Active individuals on Facebook Messenger	1.3 billion every month (11% of the world's population)
Facebook Messenger messages exchanged between businesses and consumers	8 billion every month
New conversations launched over Facebook Messenger	260 million every day
Messenger open rate	between 70% and 80% (in 72 hrs of sending)
Average e-mail open rate	between 5% and 16%
Messenger is growing at a rate	about 600k per day
The most downloaded app of all time?	Facebook, followed by Facebook Messenger.

(mobilemonkey.com, Nov 2020, extracted 21 Jan 2021)

Strategic Action Plan (SAP)

This outlines how we can move forward. Initially, we consider what is already in place. Then look at the quick wins, or low hanging fruit that we can do relatively easily and quickly. Lastly we consider what we can do longer term.

What Is Already in Place?

My general approach would be to discuss with you what you already have in place. I am interested in things like:

- What marketing 'eco-system' do you already have in place (what technologies, tools, automations, sales funnels...)
- How e-mails are driven and automated, and the part played by e-mail in overall marketing strategy, eg automated e-mail follow-ups
- What would you do with more leads
- What contact list you already have in place, how many of what kind
- What campaign strategies are already in place, using what technologies
- What retargeting is in place
- If Facebook is a part of your marketing strategy, what Pixel usage, what Audiences, what Campaigns, what objectives...

- Metrics / KPIs like current Cost Per Lead, Monthly Sales Revenue, Average lifetime value (LTV) of user or customer
- How much of the marketing is driven centrally from head-office, and how much from branches offices
- What are the 1 year business and marketing strategies?

Initial Considerations and Strategies

Where we go next will vary widely, but will depend on what you are already doing. A good place to start is to aim at low-hanging fruit - the easy, lucrative wins. Typically, we consider:

- Buyer Thank You ads
- Abandoned Cart ads
- E-mail promotions to existing e-mail list
- Website retargeting - people who have visited your website (These are people who have already expressed some interest in you)

Further Considerations and Strategies

Much of this relates to the powerful features available in Facebook, and how that integrates with Facebook Messenger.

Facebook Targetting

Some of these features include being able to target:

- Facebook page engagement (anyone who's engaged with their page in the last 180 days)
- Watched Video (anyone who's watched at least 10 sec of any video you have posted)
- Ad engagement (anyone who's engaged with an ad)
- Site Visitors
- Buyers
- Initiate Carts (IC) or Add To Carts (ATC)
- Lookalike of Site Visitors, Buyers, IC or ATC
- Your Email List (you can upload it, great source for lookalikes)
- People who have liked a given page
- People with a given Job Title, Interest...

Messenger Entry Points

In discussions around this, we also need to know how Messenger sequences can be triggered, or Messenger Entry Points. These include:

- **m.Me link** – directly runs an automated sequence, and can be triggered by a Facebook Ad, an e-mail, a website button, Instagram, a QR code, ... where you can engage with them. When these run, you (generally) need to click a "Get Started" button.
- **Click to Messenger (CTM) ads (JSON)**, in Facebook make it VERY easy to get people into Messenger where you can turn them into Subscribers and follow up

- **Comment triggers** – you can setup triggers on a post that anyone who comments on that post gets a private message

All of this is hugely powerful. It often requires a bit of ‘thinking outside the box’ as to how to use this in constructing a comprehensive marketing strategy. Some

Some Strategies / Techniques

Further down the line, there are many strategies to consider. For example

- Monthly promotion ads, engaging with FB fan page audience
- Build a VIP List, or Gold List, and promote to them specifically
- QR codes to M.me links, put the offer of the month details onto cards, that go in with packages being sent out to customers, an opportunity to up-sell other products
- Ads targetting your buyers
- Change your FB cover picture monthly. You have an active Blog. This same material could easily be used for updating your cover pictures – with Call To Action (CTA) to click into Messenger - enabling a) capture more contact details to build you List and b) promote the “keystone offer of the month”
- Tracking and retargeting people who download your ‘The Wire’ and your catalogues. These leads are gold – people who have told you they are interested in what you do, and have taken steps to prove it.
- You have multiple market sectors, you could develop campaigns specific to each market sector.

A crucial element of all of this is building and nurturing your **List** - a contact List of e-mail and Messenger contacts. Much of the work of designing FB ads and Messenger sequences is targeted at your List.

Conclusion

This outlines what I can see of what you are currently doing and how we could expand your overall marketing strategy to include Facebook and Facebook Messenger to increase sales.

I have created a sample Messenger sequence, based on your Facebook and website material to show you what it looks like, and what we can do.

Run sample Messenger sequence: <https://m.me/100779791894704?ref=CES-JSON>

{This will take you into Facebook Messenger, and run the sequence. You will need to press the “Get Started” button.}

Contact Details

If this is of interest, please be in touch

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