



MESSENGER CHATBOT CASE STUDY

ARSHIYA LATHIF

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OBJECTIVE

Lead Generation

- Create a fully functional automated lead strategy to qualify and gather significant customer information of real estate experts and convert them into leads.
- Furthermore, convert those leads into group members (A brand new group).



MESSENGER PLATFORM

Why this platform?

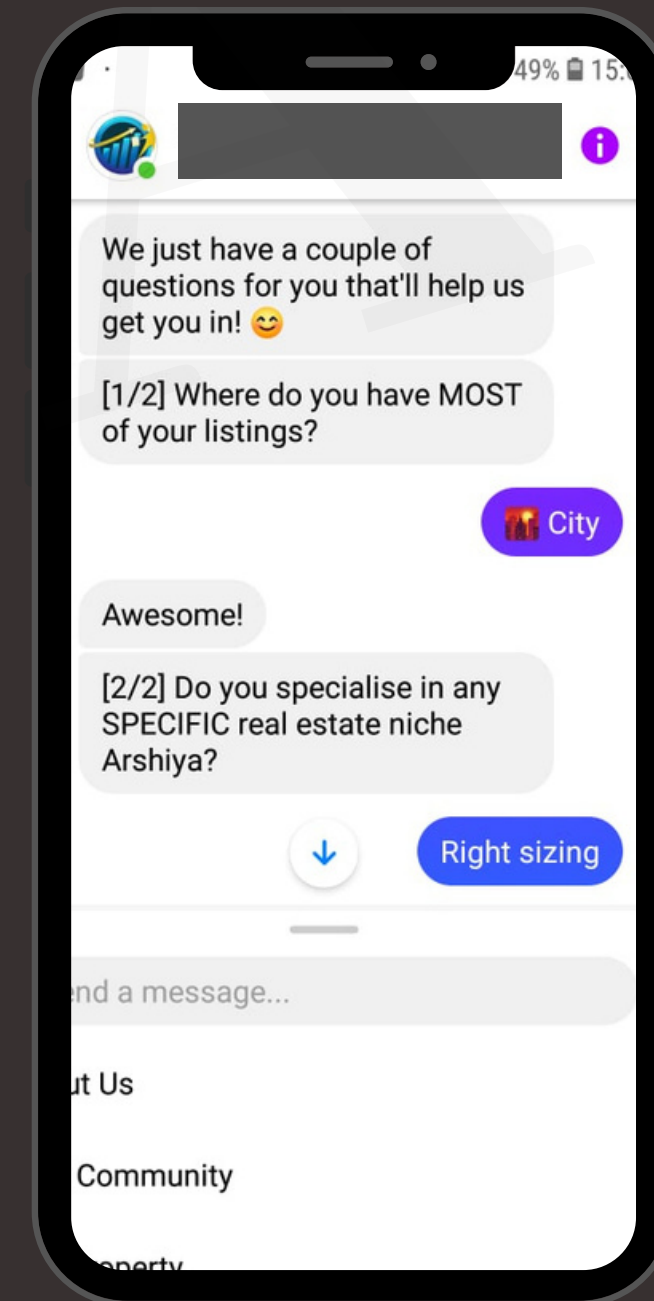
- The number of US monthly active Facebook Messenger users is projected to grow to 138.1 million users in 2022.
- 20 billion+ messages are exchanged every month between businesses & users.

SOURCE: FACEBOOK NEWSROOM

PERKS OF USING A CHATBOT FUNNEL

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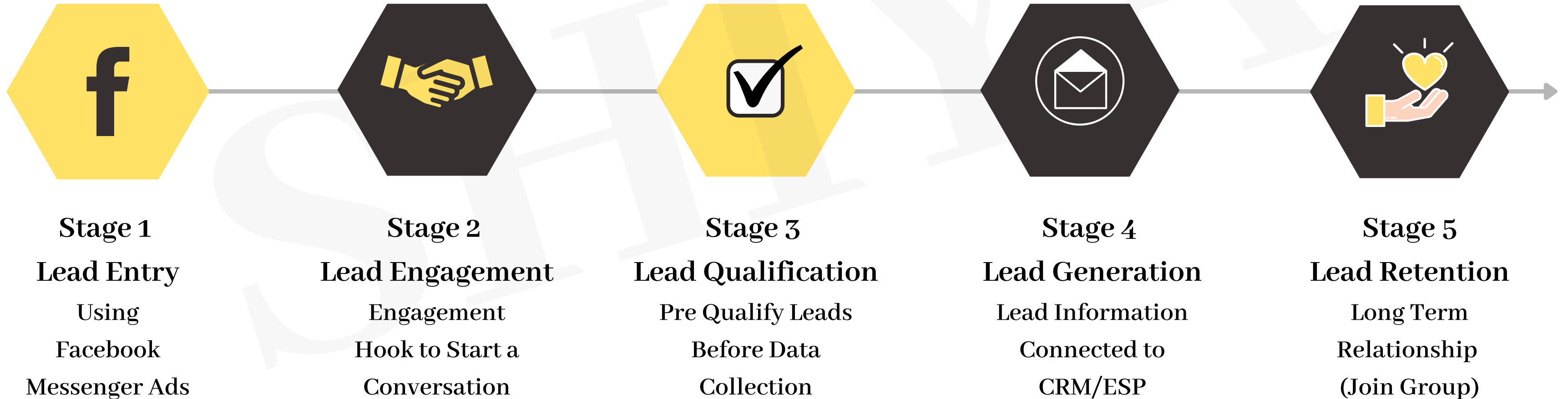
- ✓ Higher Open rates (98%)
- ✓ 60% Average Click rate (Offer at end)
- ✓ Lead qualification is done before capturing the leads
- ✓ Only high quality leads are set to the CRM
- ✓ Retarget them for a very less cost like 20 cents a message
- ✓ 2-Step Abandonment follow up that recovers up to 50% of lost leads
- ✓ Active email address that is currently used with Facebook



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BOT FUNNEL FOR HIGH CONVERSION RATE

5-STEP LEAD GENERATION



STAGE 1 - LEAD OPT-IN VIA FACEBOOK ADS

- Messages Objective
- Audience: Special Audience as they fall under the real estate category
- Ad Creative: 2 Image Ads (When scaling chosen 1 best performing image ad)
- Budget Spent: \$1410 on two ads (out of which \$1350 spent on best performing ad)
- **Results: 102 messaging conversations**

☐	Off / On	Campaign name	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
☐	☒	Messages – Group Ad - 31/10/2021	Active	Lowest cost	\$20.00 Daily	7-day click	102 Messaging Conversa...	17,716	33,041	\$13.83 Per Messaging Conv...	\$1,410.27

Off / On	Campaign name	New messaging connections	Messaging replies	Link clicks	Frequency	Cost per new messaging connection	Cost per messaging conversations...	Unique link clicks	Unique CTR (all)	Unique CTR (link click-through rate)	CTR (link click-through rate)	Cost per unique link click
☒	Messages – Group Ad - 31/10/2021	99	143	310	1.87	\$14.25	\$13.83	281	6.02%	1.59%	0.94%	\$5.02

TESTED CREATIVES:

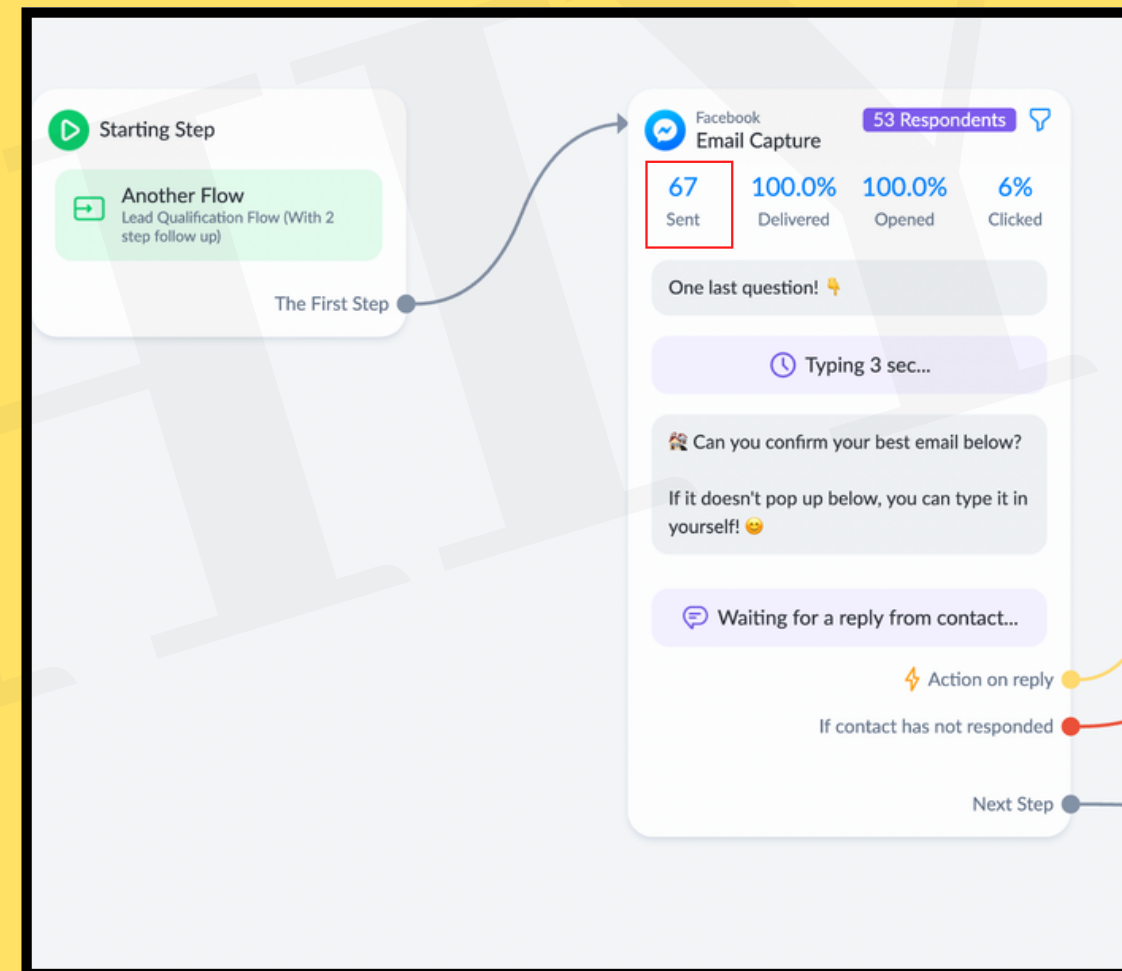
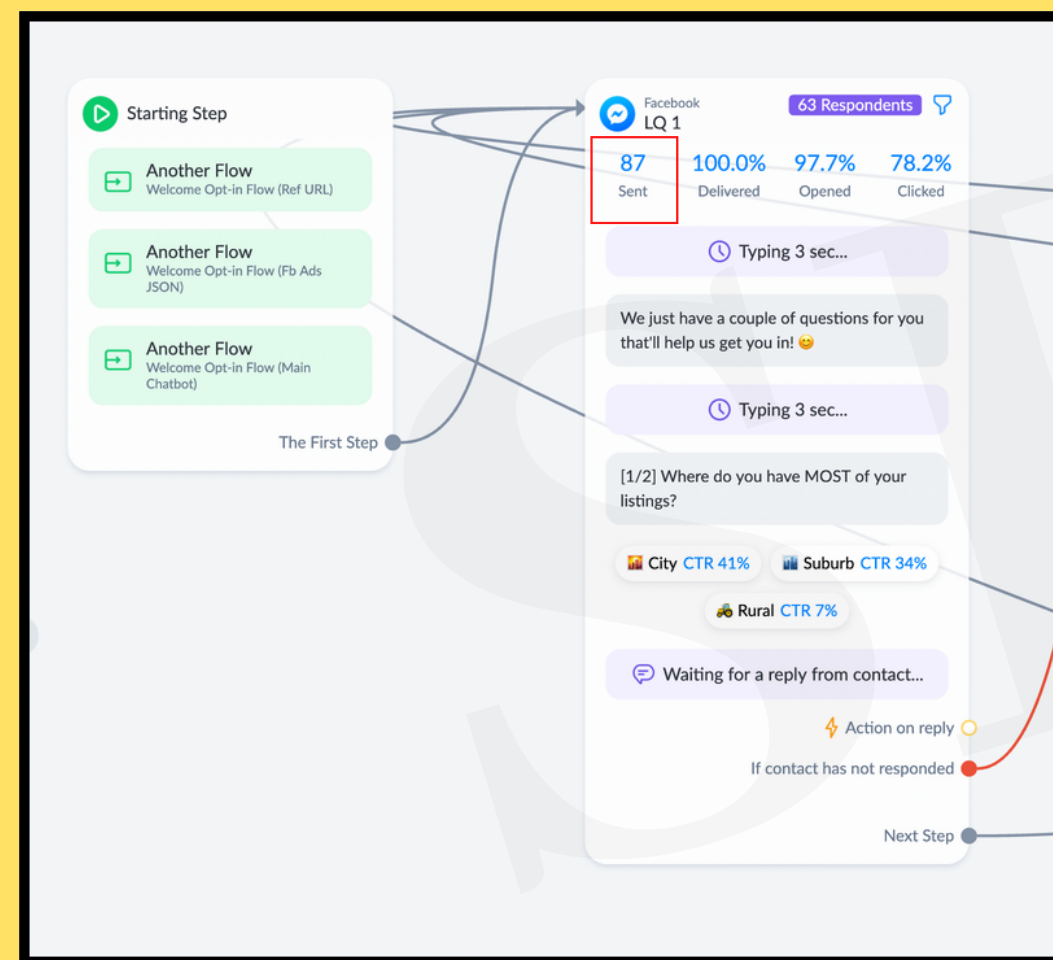
- 2 Image Ads
- 5 Ad Copies
- 5 Ad Headlines

RESULTS:

- Number of Conversations: 102
- Cost per conversation: \$13.83
- **New Messaging Connections aka Messenger subscribers: 99**
- **Cost per subscriber: \$14.2**
- Blocked Conversations: 3
- Unique CTR: 1.57%

STAGE 2 & 3 - LEAD ENGAGEMENT & QUALIFICATION

- Engagement Type: Quiz Format
- Ask 3 qualifying and relevant information before asking their email address.
- Lead Qualification completion rate: 77% (Almost 77% of people answered all three questions)

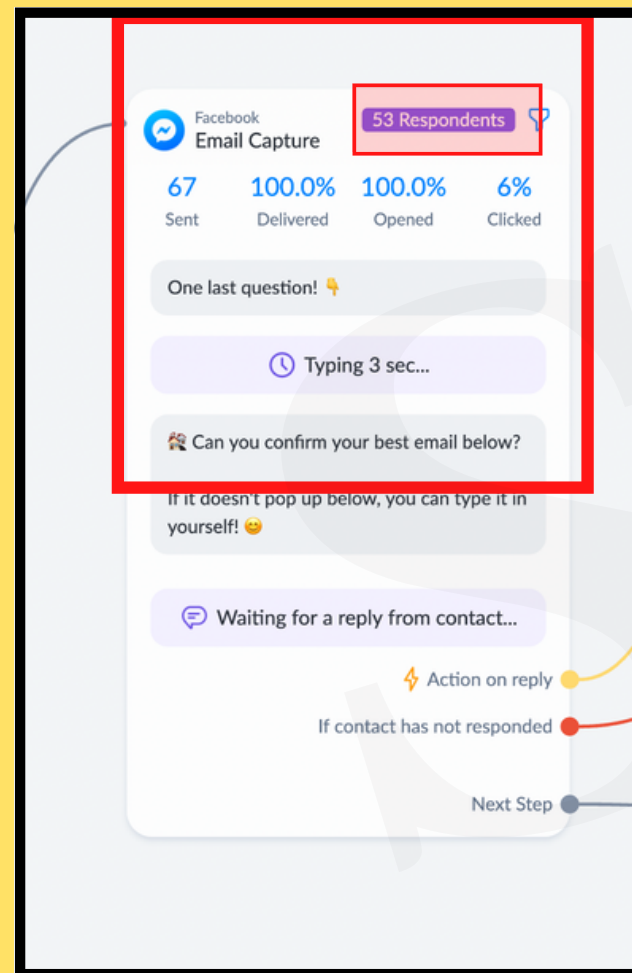


Open rate: 98%
Completion rate: 77%
Click rate: 78%

Out of 87 people who entered the conversation, 67 people have completed all the questions have reached the lead generation stage.

STAGE 4- LEAD GENERATION

- Active email address is captured, as it is directly pulled from Facebook.
- Only qualified leads reach this stage.
- All leads are sent directly to the CRM with automations.
- **Lead conversion rate: 61% leads are generated.**



Steady Growth in Bot List



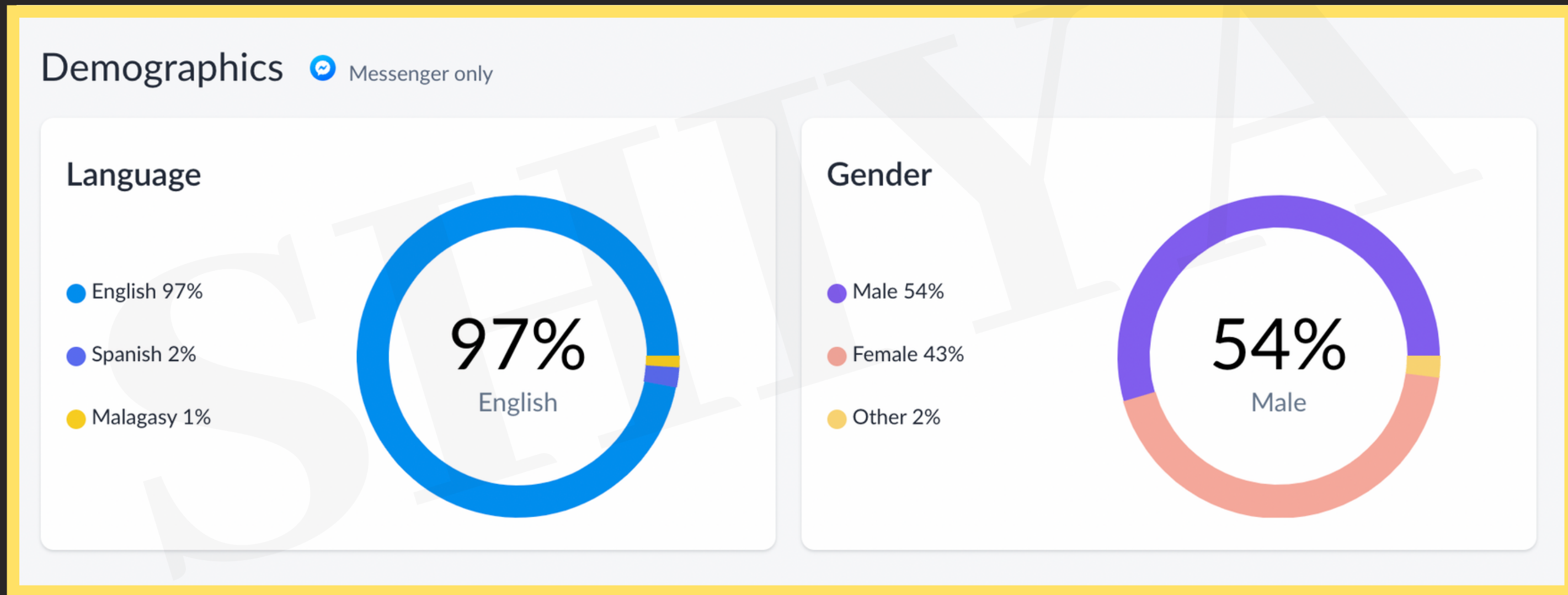
61%

Lead Conversion rate

Out of 87 people who entered the conversation, 53 people have given their email address and are willing to join the group.

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CHATBOT SUBSCRIBERS DATA



53+ Leads

100+ Subscribers

+ Create

Edit

A/B Test

Preview

Rules

View Setup

Columns: Targeting and Creative

☐	Off / On	Ad name	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Quality ranking	Engagement rate ranking	Conversion rate ranking
☐	☒	 Image Ad	102 Messaging Conversa...	17,401	1.86	\$13.25 Per Messaging Conv...	Using campaig...	\$1,351.15	Jan 31, 2022	Above average	Above average	Above average
Results from 1 ad ⓘ Excludes deleted items			102 Messaging Conversati...	17,401 People	1.86 Per Person	\$13.25 Per Messaging Conver...		\$1,351.13 Total Spent				

Best performing Image Ad - Quality, Engagement, Conversion

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LEAD GENERATION OUTCOME

53+ Leads
Generated



100+
Subscribers
List



Cost per
Lead: \$25.4

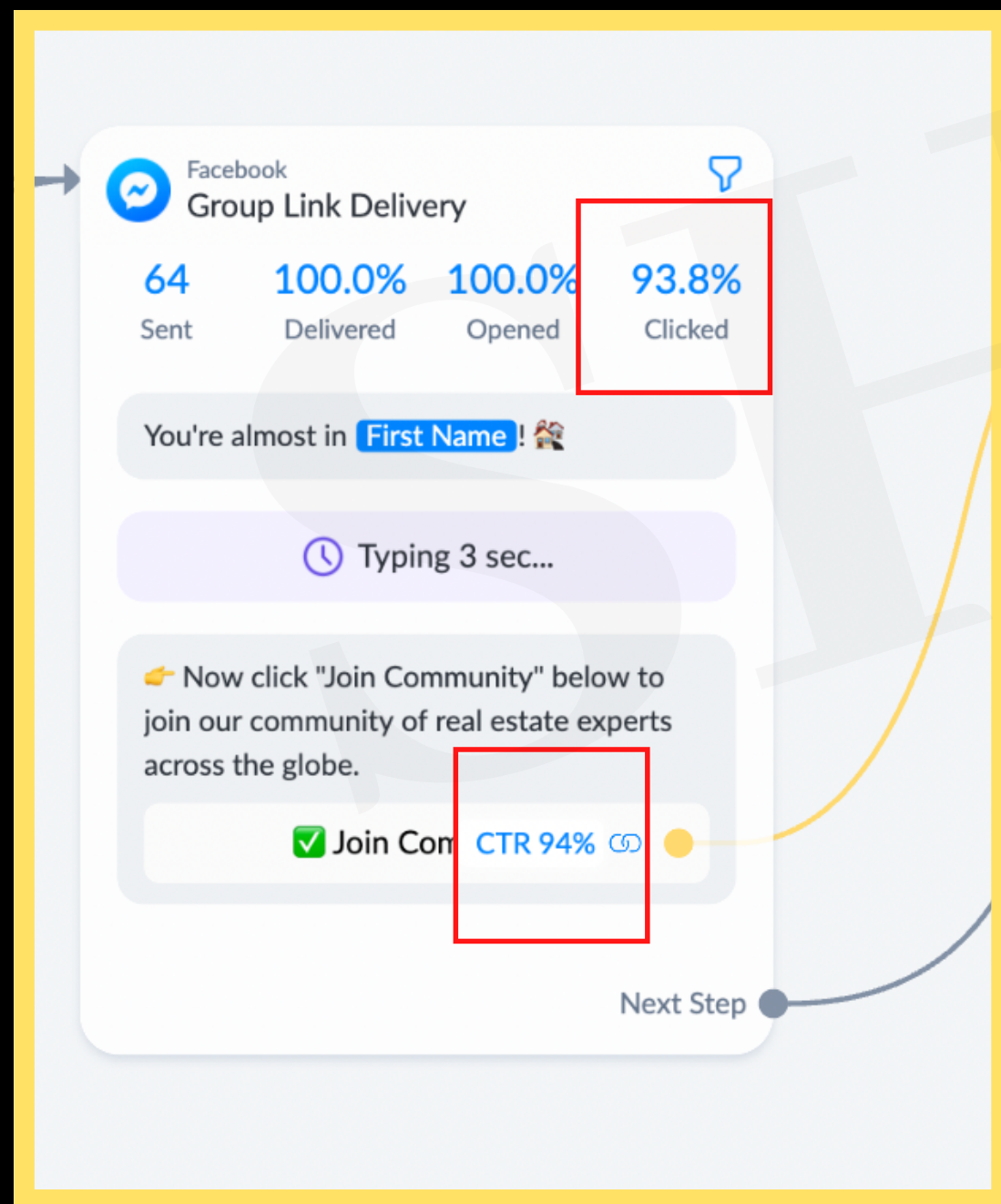


Cost per
subscriber:
\$14.2



STAGE 5 - LEAD RETENTION & LIVE DEMO

- All leads captured are sent a group link to maintain a long-term relationship & pitch another offer.
- In all stages till now, a two-step follow-up system is implemented to recover lost conversations (Almost 9 leads recovered).
- Almost 60 new people have joined the group. **Overall Conversion rate: 68.9% (60 joins out of 87)**
- **Click rate: 94%**



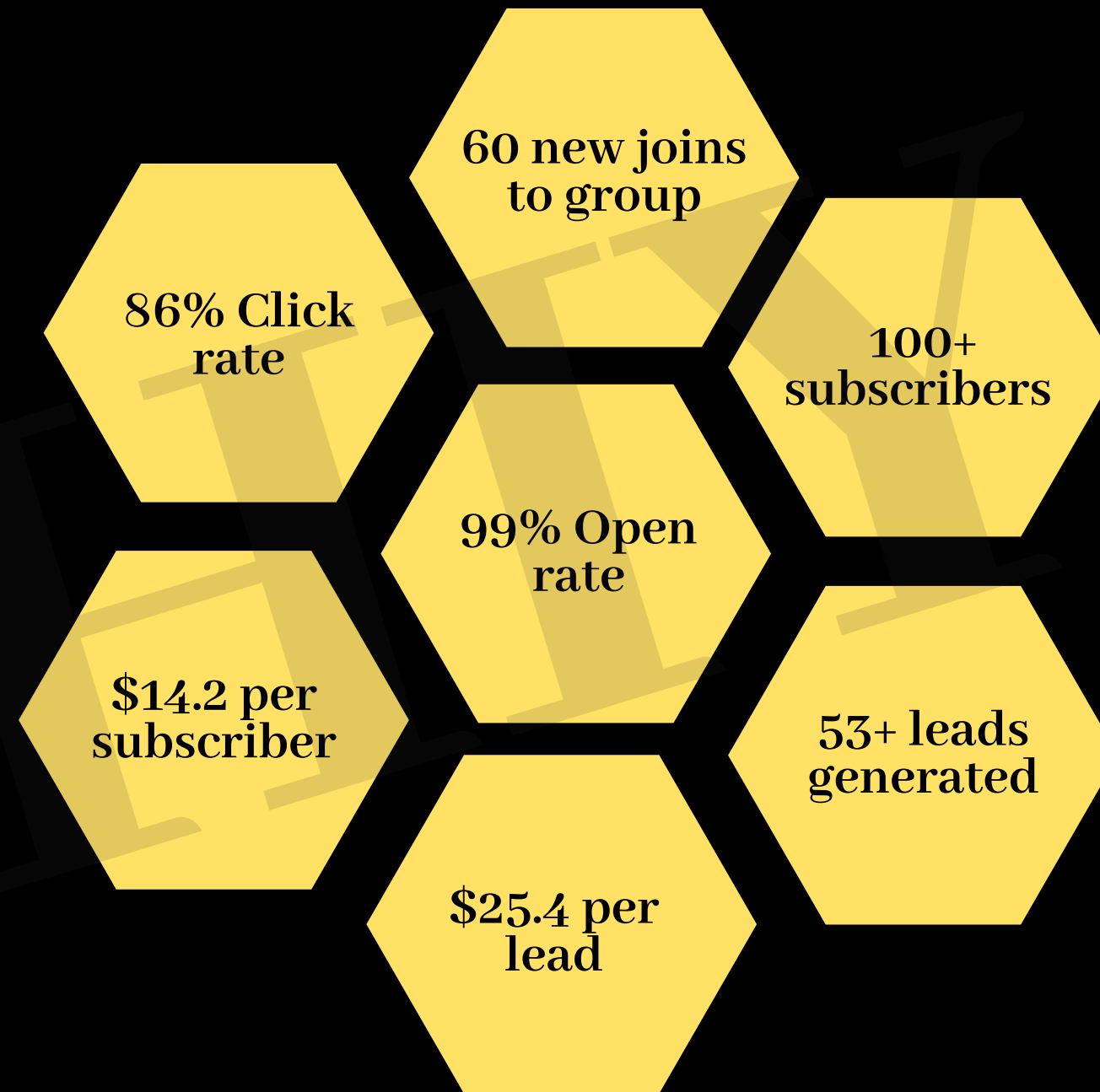
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**TRY THE LIVE CHATBOT BY
CLICKING HERE**

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FINAL OUTCOME



Click the icon to...



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