



MESSENGER CHATBOT CASE STUDY SHIYA LATHIF

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MESSENGER PLATFORM

IN THE PAST MONTH...☐

Messaging has increased by 50%

**Video calls and audio calls on
Messenger have increased by more
than 100%**

SOURCE: FACEBOOK NEWSROOM

1

OBJECTIVE & BUDGET

- Create a chatbot strategy connected to website/Facebook page/funnel with the objective of lead generation.
- Ultimate Subscribers Goal - 1300+ in 2 months using chatbots
- A prelaunch e-commerce chatbot (the product is just an idea, not yet a physical product in hand)
- Chatbot budget allocated seperately for lead generation, customer acquisition and customer follow up before conversion.

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BOT STAGES BEFORE CONVERSION - I

BEFORE LEAD GENERATION



Stage 1

Opt-In

**Using Facebook
Messenger Ads**



Stage 2

Engagement

**Hook Offer to Start a
Conversation**



Stage 3

Pre Qualify

**Leads Before
Data Collection**



Stage 4

Lead Confirmation

**Connected to
CRM/ESP**

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BOT STAGES BEFORE CONVERSION - II

POST LEAD GENERATION



Stage 5
Introduce
Pain Points &
Product/Service



Stage 6
Engagement
Share Information
About the Product/Service



Stage 7
Click Bait Secret
Offer/Quick
CTA



Stage 8
Long Term
Relationship
(Join VIP Group etc)

TESTING, OPTIMISING

- Multiple Images/Gifs/Videos were sent via chatbot and the open rates were tested. Images sent performed better than Gifs.
- Tweaked the pre qualification questions often to test the click through rate of each flow inside the bot.
- Tested different offers/hooks - secret perks, eligibility for VIP
- Follow up broadcasts were sent thrice before the final CTA.
- Broadcasts were sent using the sponsored messages option with 9 cents per message.
- One time notification options were sent to subscribers to get reminder messages later for free (cutting down the cost of sponsored messages)
- Free Shipping, Product Discount was given as a hook to join the Facebook group(200+ members in 15 days.

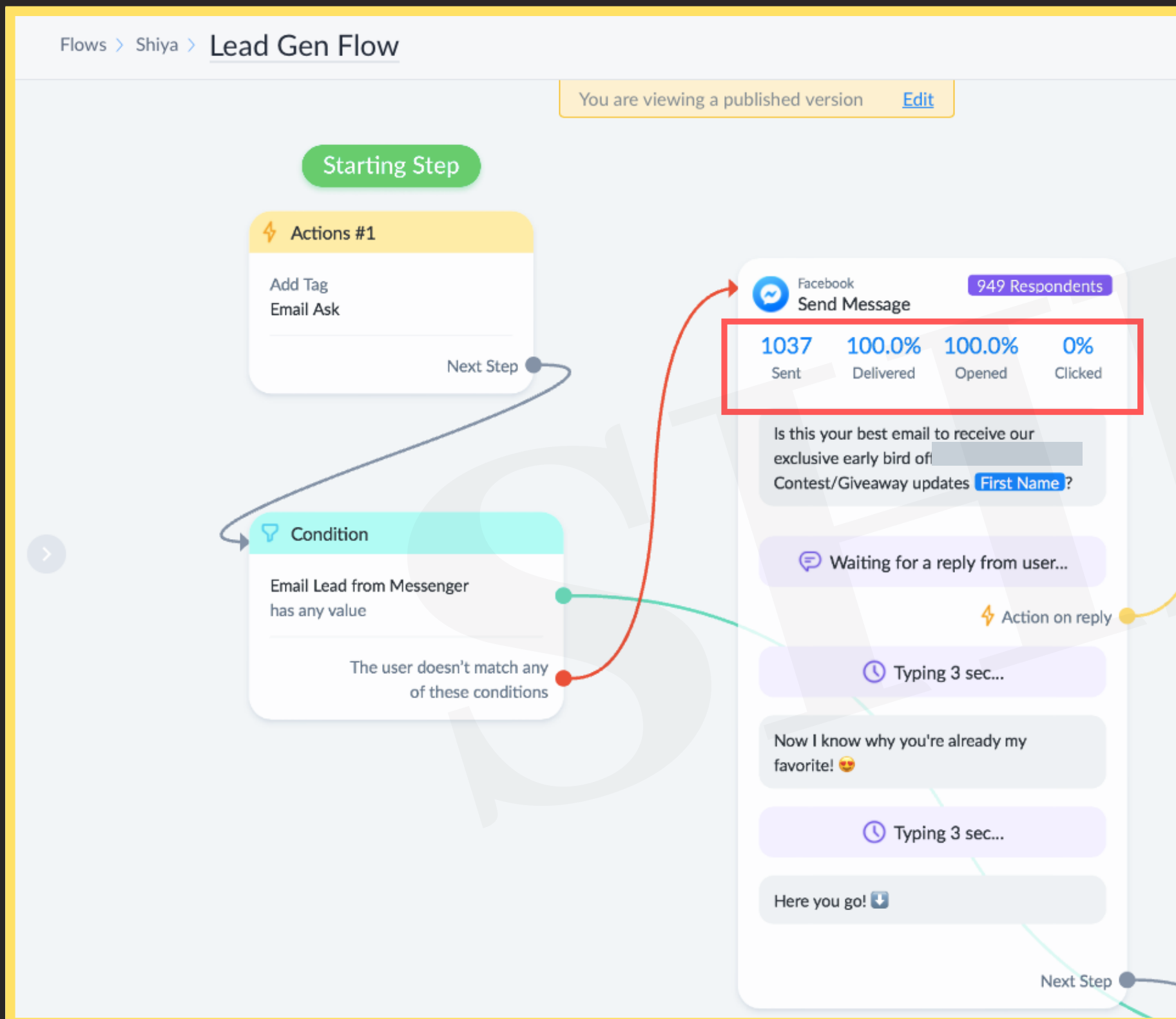
AFTER LEADS CONVERSION

NURTURING, ENGAGING

FOLLOW UP

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CHATBOT LEAD GROWTH DATA



- Chat bot Click through rates per message or per interaction was always higher than 85%.
- 3 Messenger Broadcasts were sent to the subscribers list – where the open rates were more than 90%.

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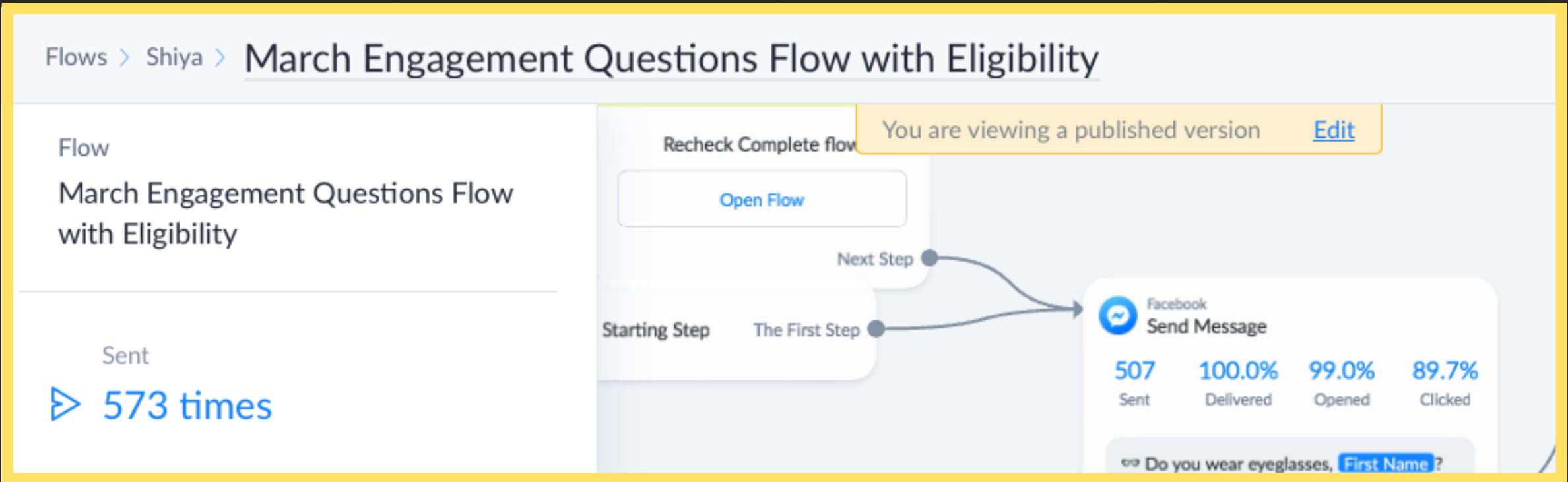
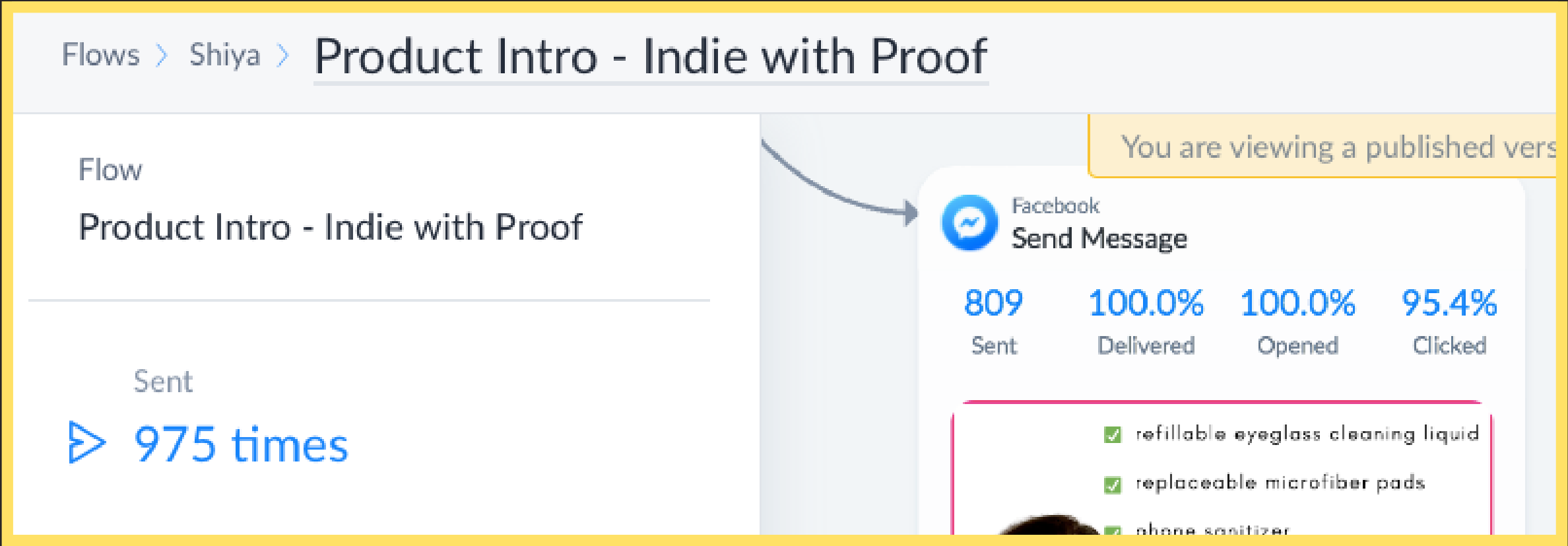
CHATBOT SUBSCRIBERS DATA



1300+ Leads

1500+ Subscribers

OPEN RATES DATA



Average
Delivery Rate: 100%
Open Rate: 99%
Click Rate: 90%

**Lead
Generation
Funnel**

SPONSORED MESSAGE - COST PER MESSAGE

☐	☒	Messages - Broadcast 	Off	Using ad set ...	Using ad set...	134	528	528	\$0.09
		 View Charts  Edit  Duplicate				Messaging C...			Per Messagi...

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OUTCOME

**1300+ Leads
Generated**



**1500+
Subscribers
List**



**5X ROI in Ads
Budget Spent
(2M Profit)**



TRY THE BOT HERE

LIVE LINK HERE

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CONTACT SHIYA



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