



From Best Guess to Best Practice

Facebook Native Tools to Run Your Business

facebook
f w i g l o



1

WhatsApp

2

Messenger

3

Groups

4

Jobs

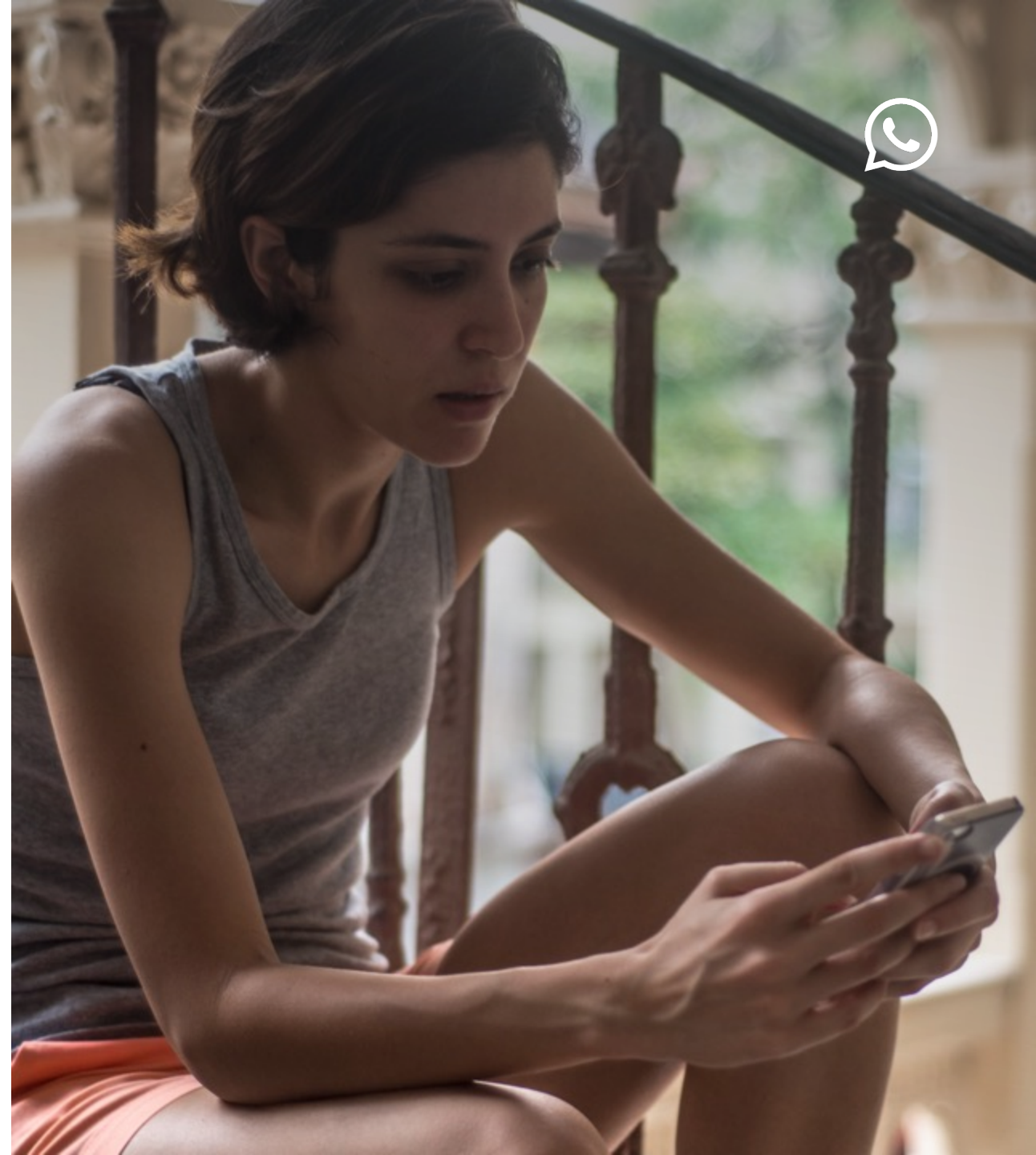


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WHY MESSAGING MATTERS

1

Messaging has become an **indispensable** part of modern communication.



People's expectations have changed

64%

of people would choose
messaging over picking up the
phone or sending an email

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of people ages 18+ who use messaging apps across AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, the UK, the US and VN), Mar 2016. Data is on average across the 14 markets.



Facebook has three different messaging platforms

 WhatsApp

Simple, reliable and secure

Messenger 

Flexible, cross-device and creative

 DIRECT

Sparked by visual discovery

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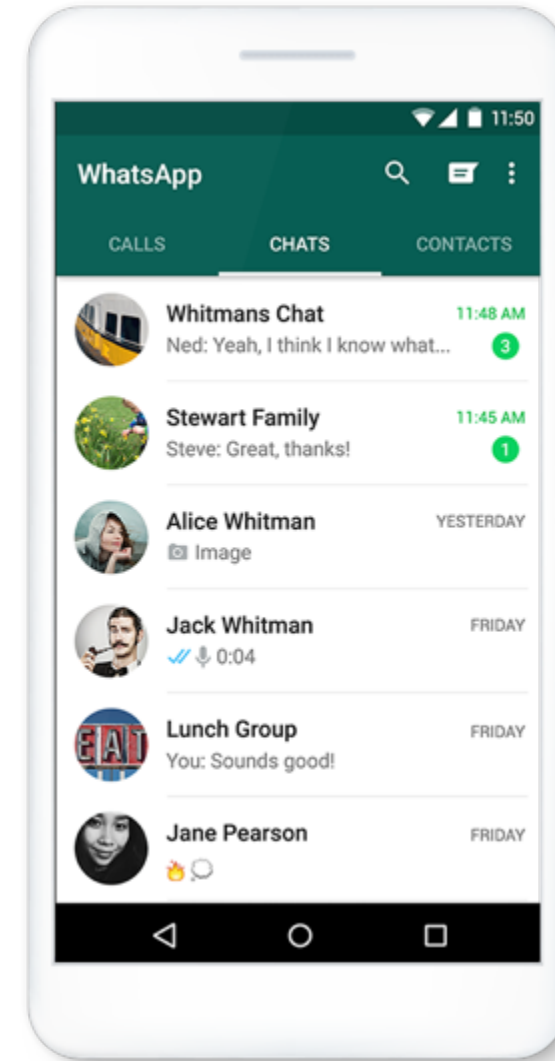
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WhatsApp features

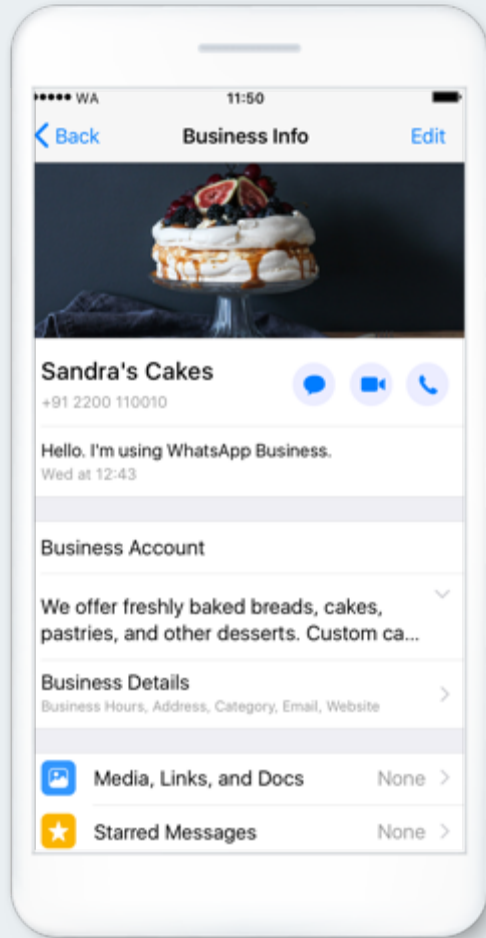


- **WhatsApp on mobile and desktop:** You can seamlessly sync all of your chats on mobile and desktop.
- **Communication:** WhatsApp offers features that help people stay in touch. You can chat, call, or share photos and documents through the app. All of these features are free, and messages are encrypted to protect privacy.





PRESENCE



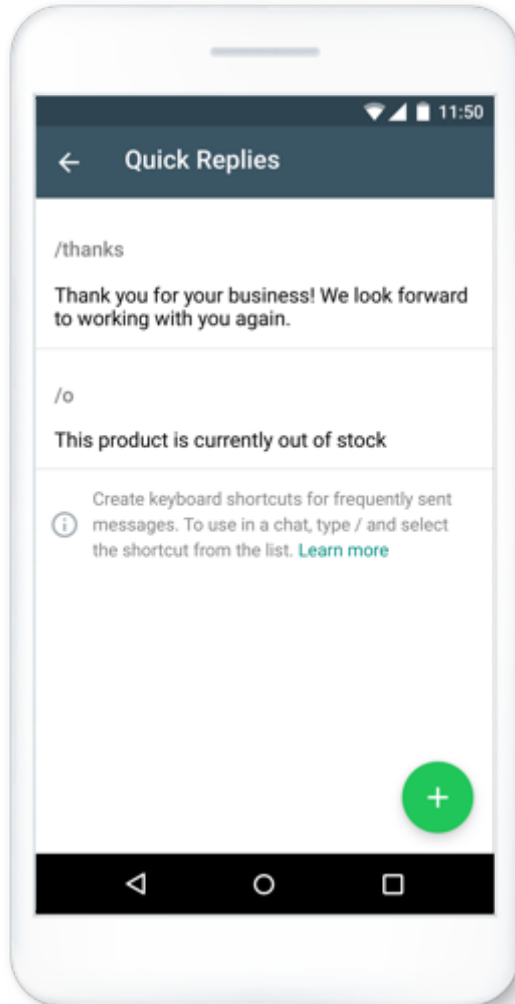
Establish your presence on WhatsApp

Build a trusted presence with a business profile. Include helpful information for customers like your address, business description, email and website.

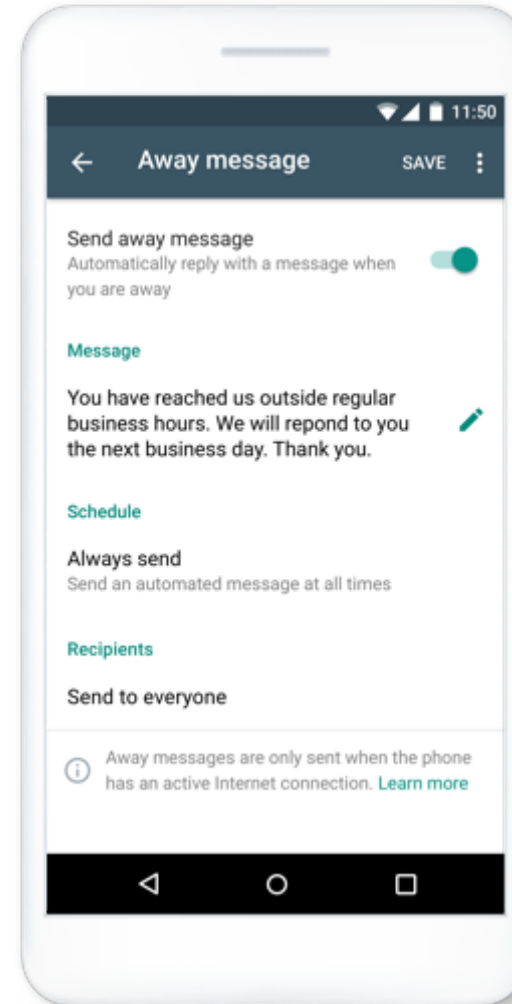


COMMUNICATE

Communicate with customers on the WhatsApp Business app



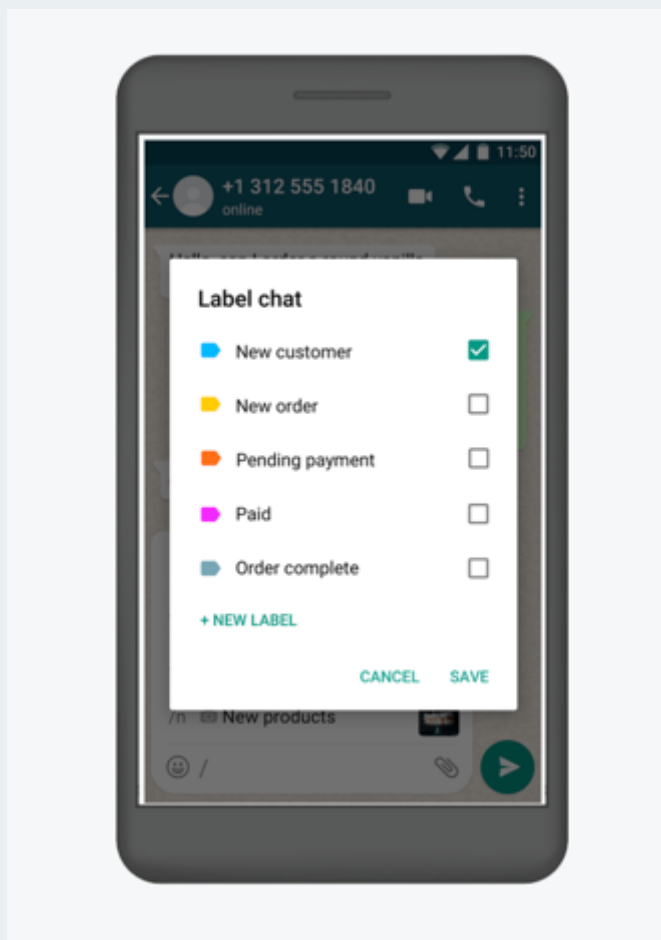
Quick replies let small businesses reuse messages to quickly answer questions



Away messages let customers know when to expect a response



TOOLS



Labels

Organize your contacts or chats with labels so you can easily find them

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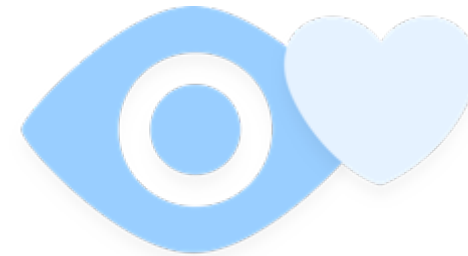
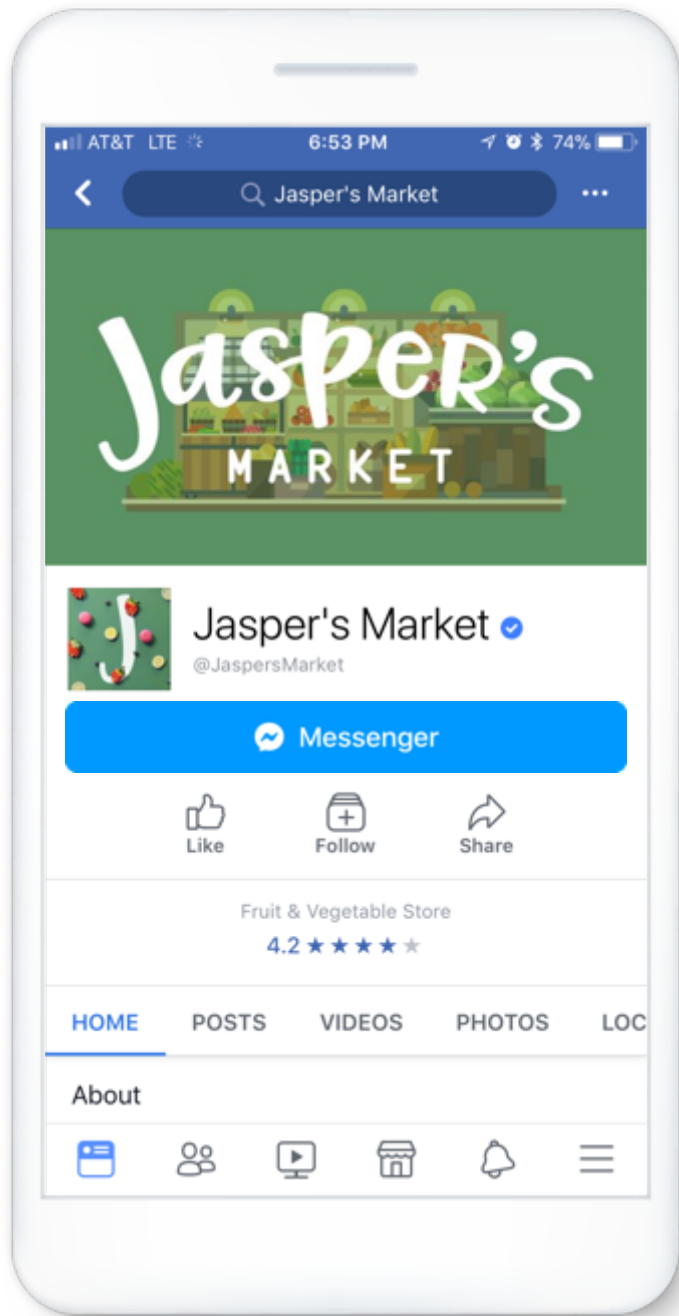
Groups

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Jobs



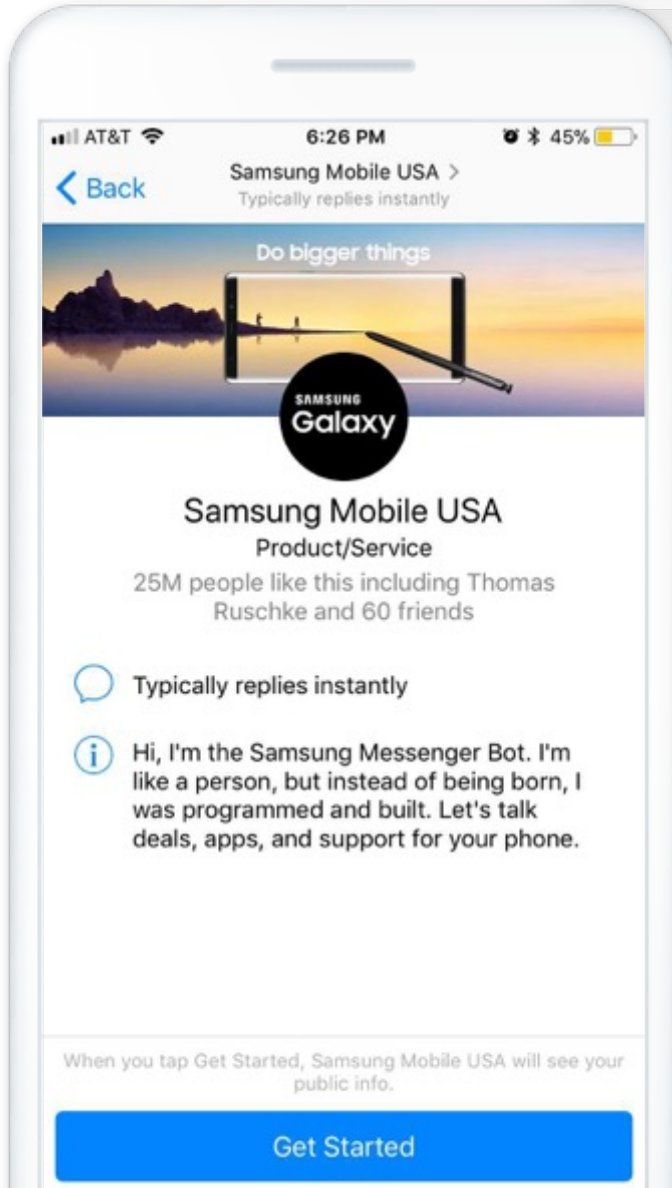
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By having a Facebook Page,
you're already on Messenger



Message customers at scale



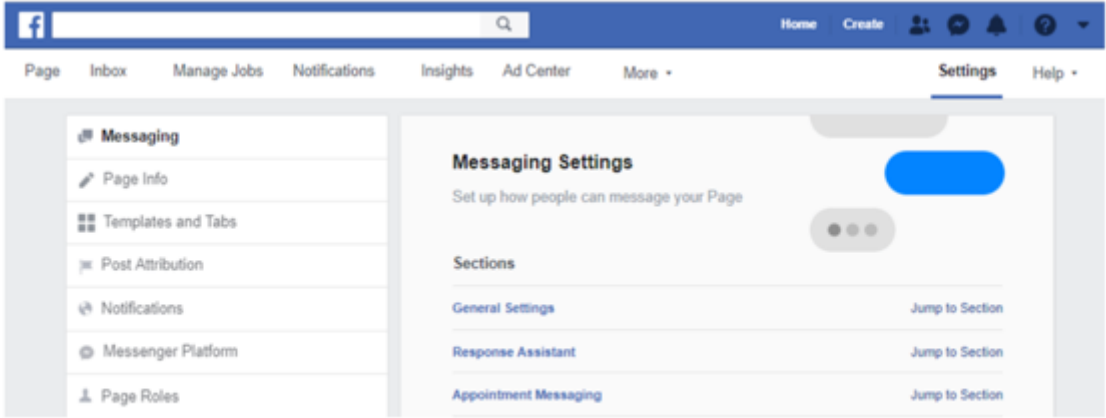
Use a welcome greeting to say hello

You can use a **greeting** as a customizable welcome message that will appear when someone starts a new message thread with you but *before* they actually send their first message to you. It can be a great way to greet people and set a friendly tone.

✔ Well done!

Step 1 Step 2 Step 3

1. Go to your Page's Settings and select **Messaging**.



The screenshot shows the Facebook Page Settings interface. At the top, there are three tabs: 'Step 1' (highlighted in blue), 'Step 2', and 'Step 3'. Below the tabs, the instruction '1. Go to your Page's Settings and select **Messaging**.' is displayed. The screenshot itself shows the Facebook navigation bar with the 'Settings' link highlighted. On the left sidebar, the 'Messaging' option is selected and highlighted in blue. The main content area shows the 'Messaging Settings' page, which includes a sub-header 'Set up how people can message your Page' and a list of sections: 'General Settings', 'Response Assistant', and 'Appointment Messaging', each with a 'Jump to Section' link.

2. Scroll down to make sure **Show a Messenger greeting** is On.

Show a Messenger greeting

Create a greeting that people will see the first time they open a conversation with you on Messenger.

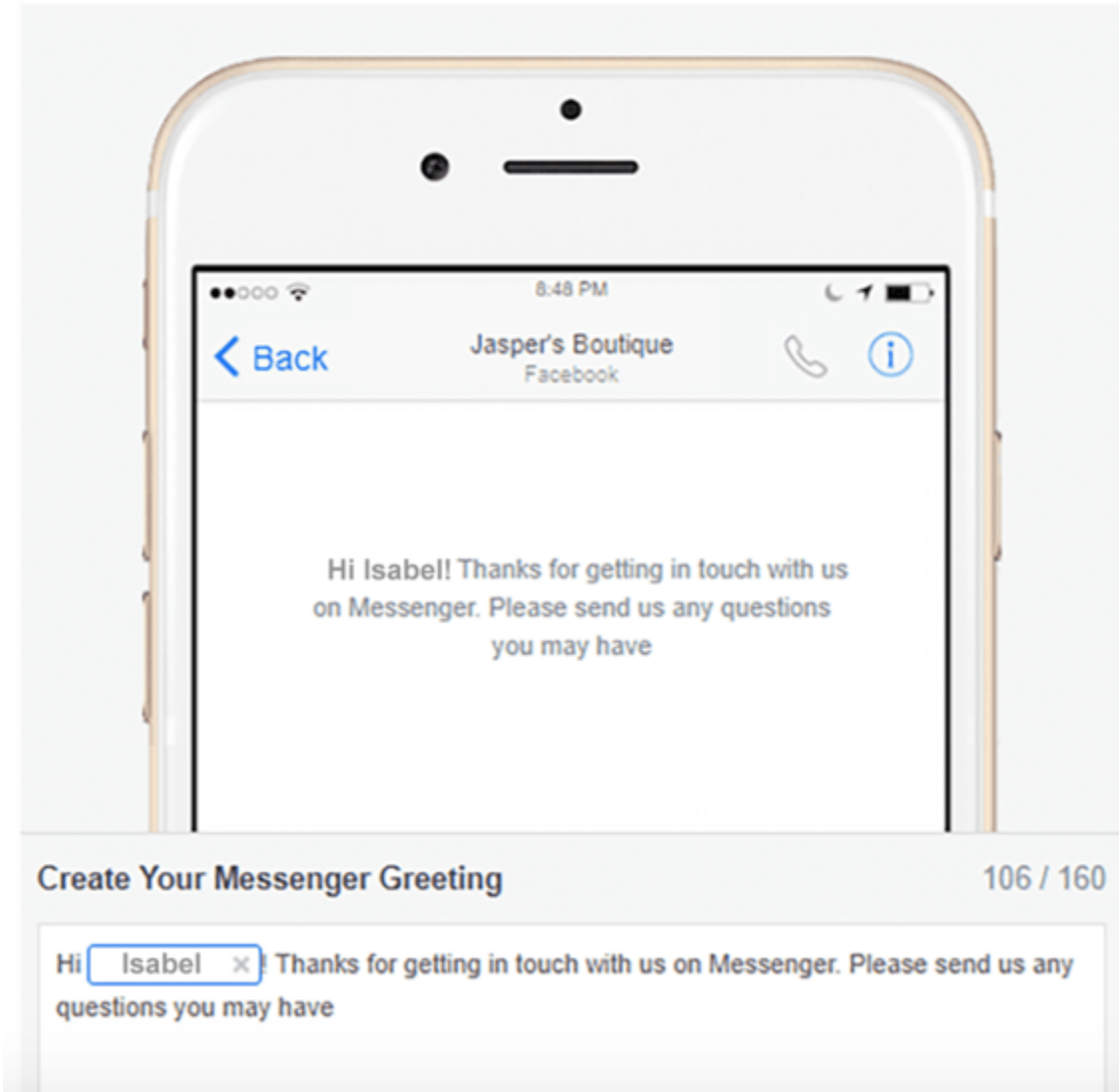
*"Hi Isabel! Thanks for getting in touch with us on Messenger.
Please send us any questions you may have"*

On

Change

3. Select **Change** to preview and edit the message your customer will see and then **Save**.

Note: You can select **Add Personalization** to include the customer's name, your Facebook Page URL, your website or your phone number.





Message customers at scale



I'm looking for a new tent.

Great! How many people does it need to sleep?

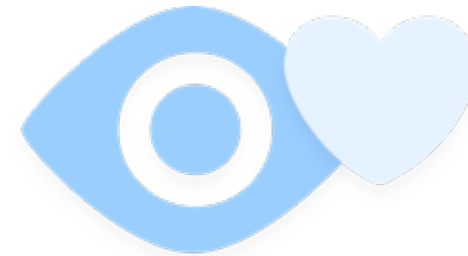
2



Two person tent
\$296

Buy

This is our most popular two-person tent








Use instant reply,
saved reply, or away
messages

1. To add a Send Message button to your Page, click + **Add a Button** below your Page's cover photo. Note: If your Page already has a button added, you will not see + **Add a Button** but you can select **Edit Button** to make changes.



2. Select **Contact you** from the dropdown menu as the action you want your customers to take.

 Book with you	▼
 Contact you	▼
 Learn more about your business	▼
 Shop with you	▼
 Download your app or play your game	▼

3. Select **Send Message** as the button you want your customers to see.

✓ Contact you ^

Contact Us





Send Message

Call Now

Sign Up

Send Email

4. Select Next.

 Book with you	▼
✓ Contact you	▲
<input type="radio"/> Contact Us	<input type="radio"/> Sign Up
<input checked="" type="radio"/> Send Message	<input type="radio"/> Send Email
<input type="radio"/> Call Now	
 Learn more about your business	▼
 Shop with you or make a donation	▼
 Download your app or play your game	▼

Cancel

Next

5. Select **Messenger** as the place this button will send your customers.



Messenger

You will receive messages from people in your Page Inbox.

6. Your CTA button is set and configured. Select **Finish**. Note: You can change the button at any time.

Add a Button to Your Page ×

Preview



Like Follow Share ...

✓ **Your Button** Send Message

Edit

✓ **Configured** Send Message

Edit

Final Review

Back

Finish

Now, people can use your CTA button to send messages to your Page.



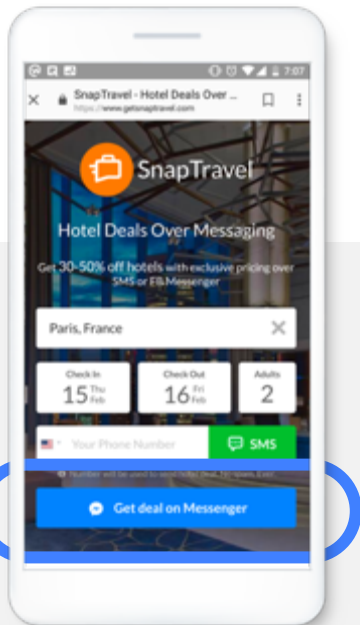
The screenshot displays the Facebook profile page for 'Jasper's Boutique'. The profile picture is a green square with the text 'JASPER'S BOUTIQUE' and 'HIGH QUALITY GOODS & MORE'. The cover photo shows a display of various shoes and handbags. The page name is 'Jasper's Boutique' with the handle '@jaspersboutiqueSV'. A navigation menu on the left includes 'Home', 'Posts', 'Reviews', and 'Photos'. Below the cover photo, there are buttons for 'Like', 'Follow', 'Share', and a three-dot menu. A blue 'Send Message' button with a pencil icon is highlighted with a blue border. At the bottom, there are options for 'Create Post', 'Live', 'Event', 'Offer', and 'Job', along with a 'No Rating Yet' indicator.

Organic ways to start a conversation with your business

ONLINE CONVERSATION ENTRY POINTS

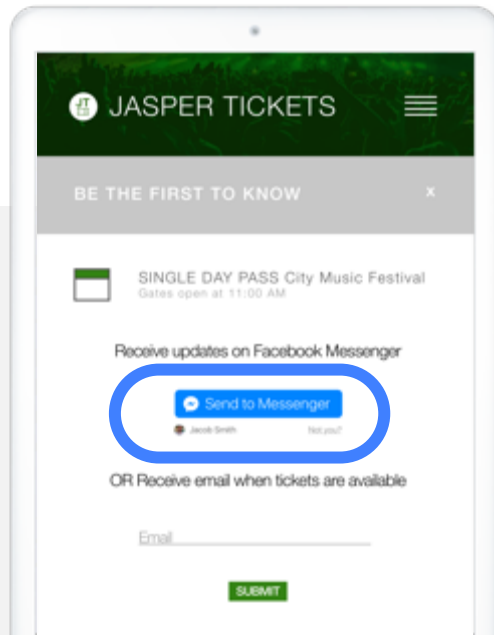
m.me links / message us plugin

Sends people from an owned channel into Messenger



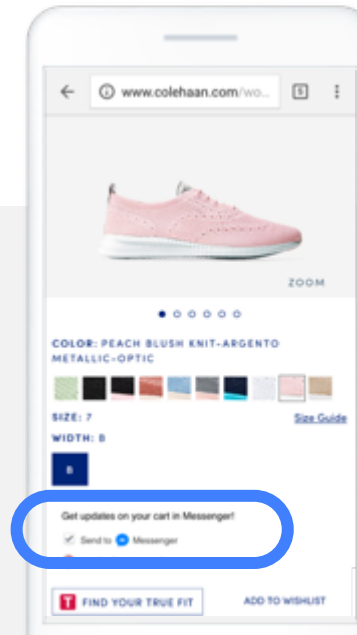
Send to Messenger plugin

Allows businesses to display a button on their site for people to open a conversation on Messenger



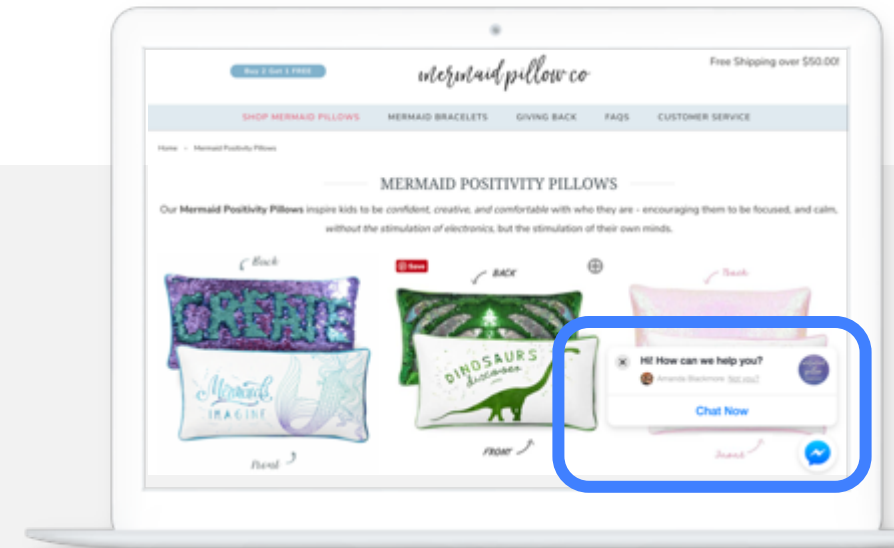
Checkbox plugin

Allows businesses to display a checkbox in forms for people to opt-in to receive messages in Messenger



Customer Chat plugin

Enables businesses to integrate the Messenger experience directly on the website



A QUICK BREAK FOR

Questions?

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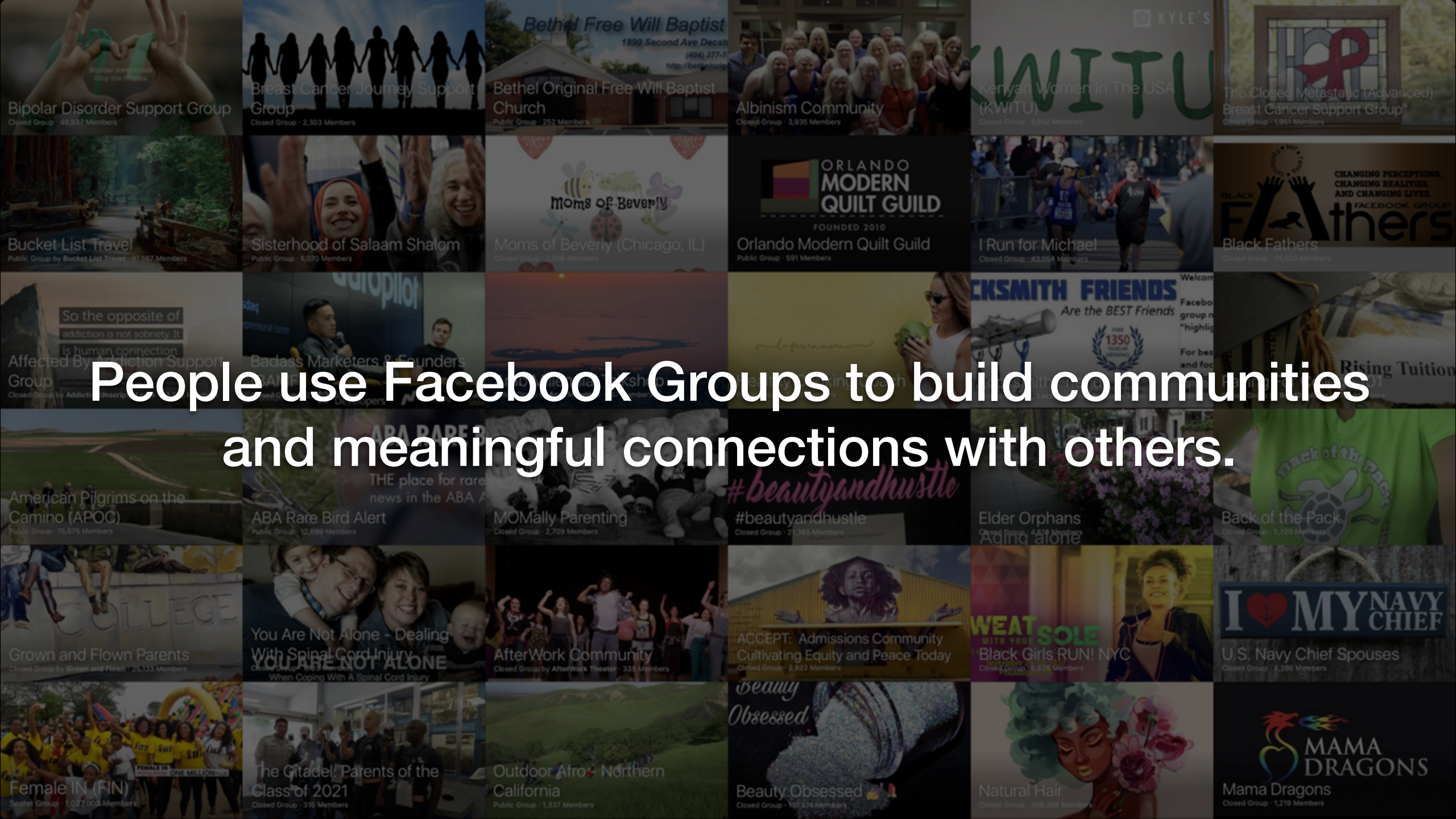
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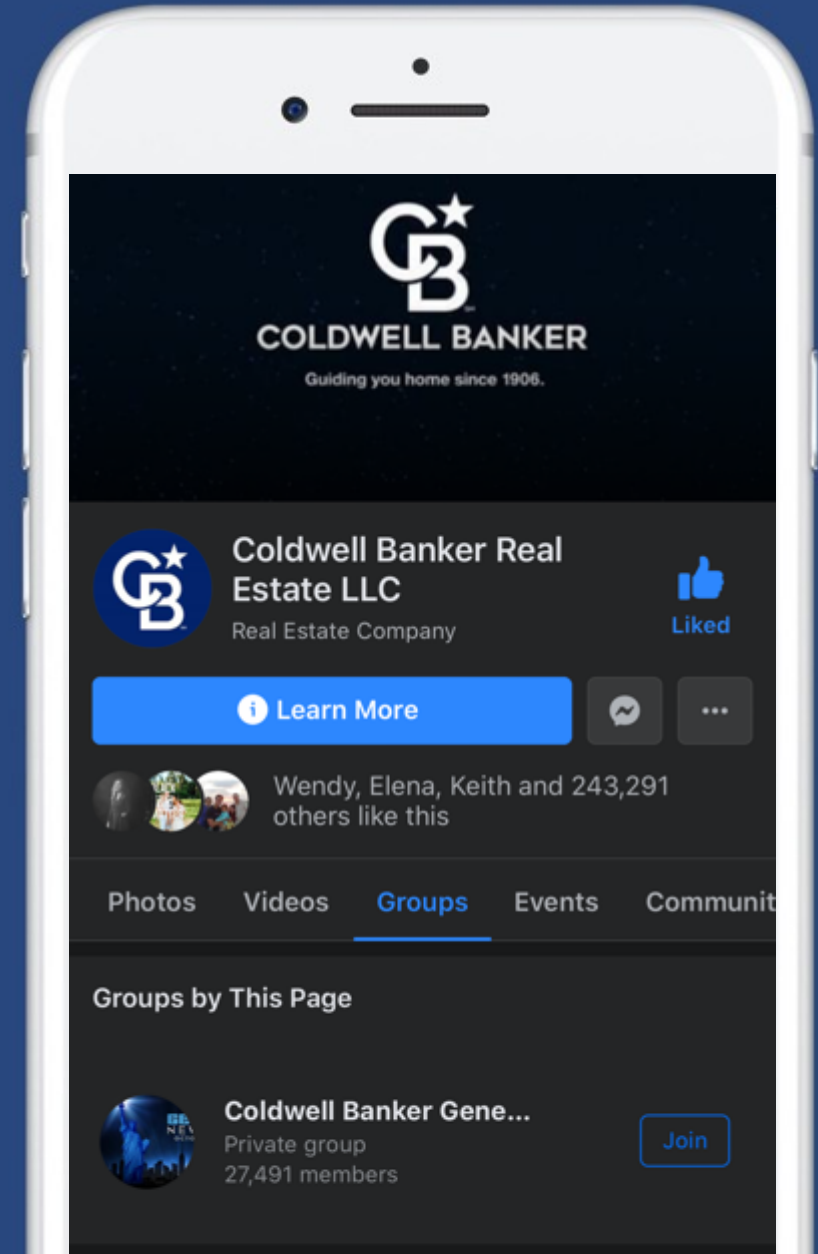


People use Facebook Groups to build communities and meaningful connections with others.

Groups for Pages

Businesses, influencers, and organizations that have Pages can leverage Groups to create spaces for people to communicate with each other and build a community powered by engagement and trust.

By linking these tools together, we've created a more cohesive experience for partners and give them the power to build communities on Facebook.



Groups and Pages serve different needs



A page is a place for people to meet your business. It is the public presence for your business and a way to interact with customers.



A group is a place for people to share and discuss, bringing people together around common interests, causes, issues or activities

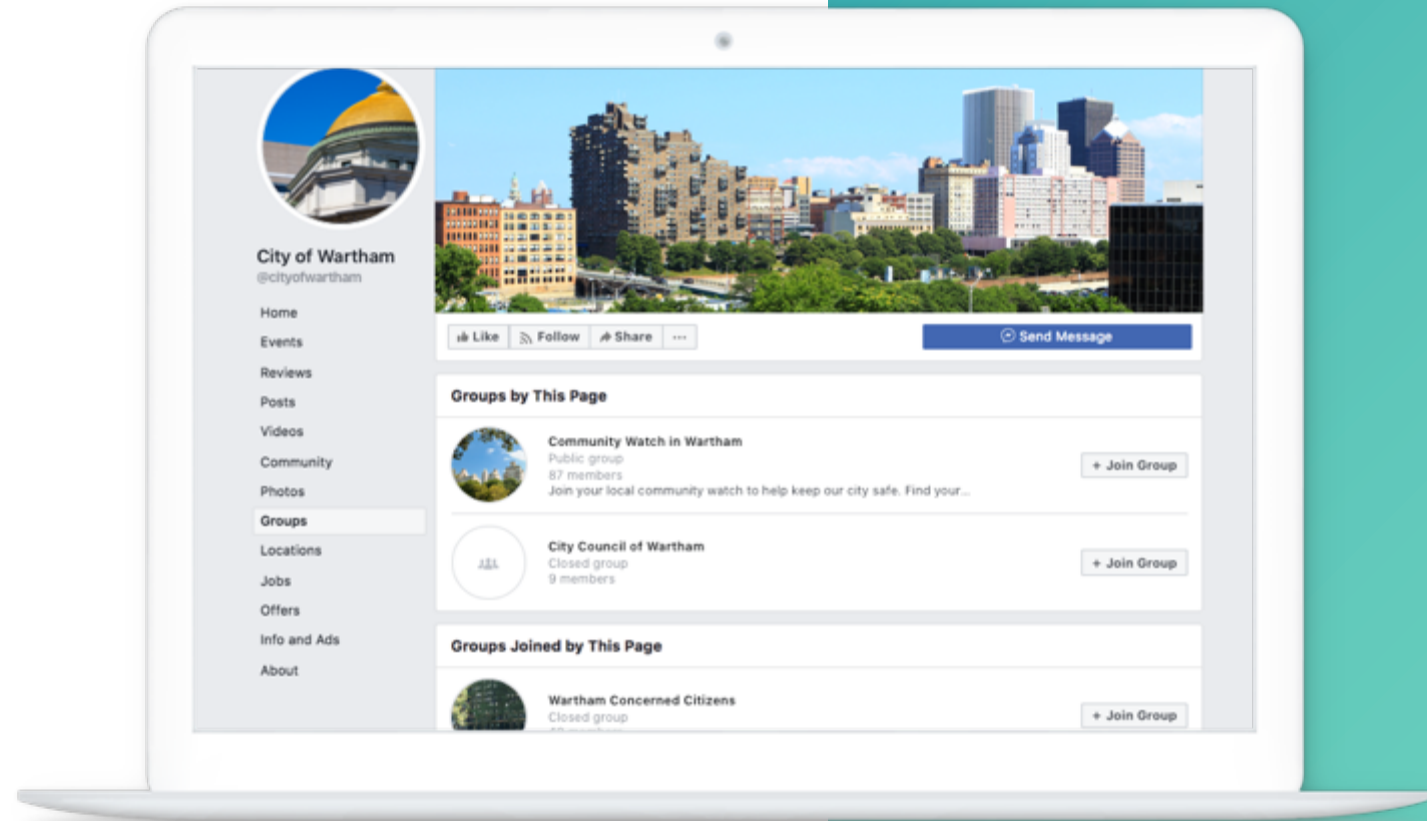
CREATE AND LINK

You can create and moderate a Group using a Page, with no need to use your personal profile.

A Page may have one or more Groups linked to it. The Groups linked to your Page appear in the “Groups” tab.

To create a Group with your Page as the admin:

- Go to your Page.
- Click the Groups tab in the left column. If it's not visible, manage your Page's tab and sections and then go back to your Page and click the Groups tab.
- Click **Create Group**.

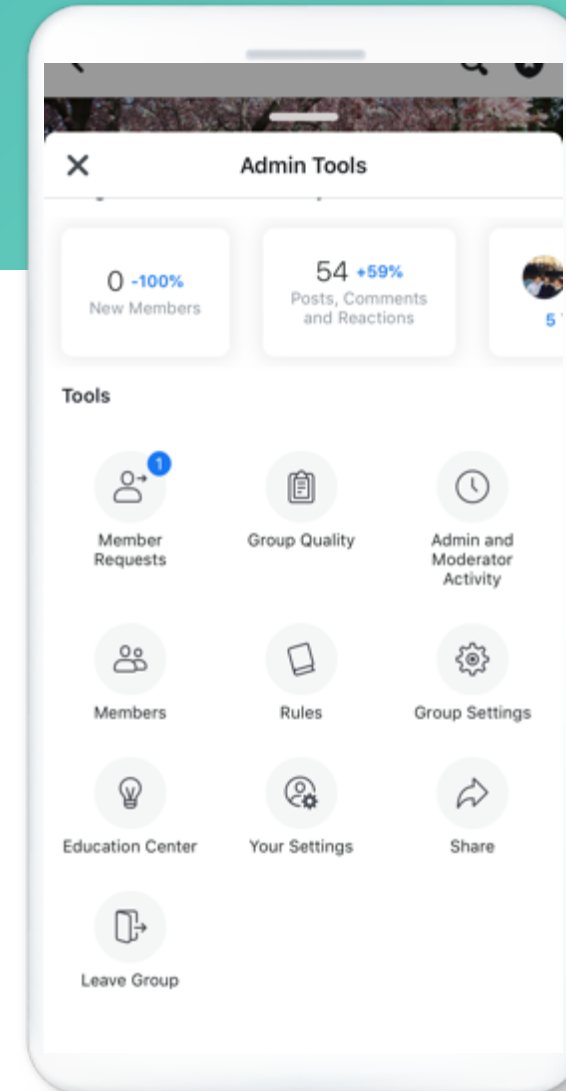


UNDERSTANDING ROLES

Moderator vs. Admins

There are two roles for people who manage Groups: **admins** and **moderators**. Just like in Pages, admins have management functions, such as adding or removing people from functions and changing the Group's settings.

Moderators are people who help approve new members and moderate content. Acknowledge your Group's most engaged members by giving them Moderator status



ENGAGE YOUR AUDIENCE

Invite new members to introduce themselves.

By engaging with them directly, you put them at ease and create a sense of community from the first interaction.

Ask questions.

Simply asking what people are up to or asking for advice (for example, what you should eat when visiting a new city) can start conversations. Use polls to allow less vocal members to add their opinion with a single tap.

Comment on posts by members.

Let people know you're paying attention.

Share exclusive content.

Demonstrate that your group members are special by sharing content with them first. You can also restrict posts in the Group, helping to moderate content.

ENGAGE YOUR AUDIENCE

Go Live.

Let your group members interact with you in real-time.

Create recurring posts.

Perhaps this is a weekly question, a quote, or an article that sparks conversation and encourages members to regularly engage.

Host a Watch Party.

Watch Parties allow all group members to watch a live or recorded Facebook video together at the same time while interacting with one another.

Use Polls and Events.

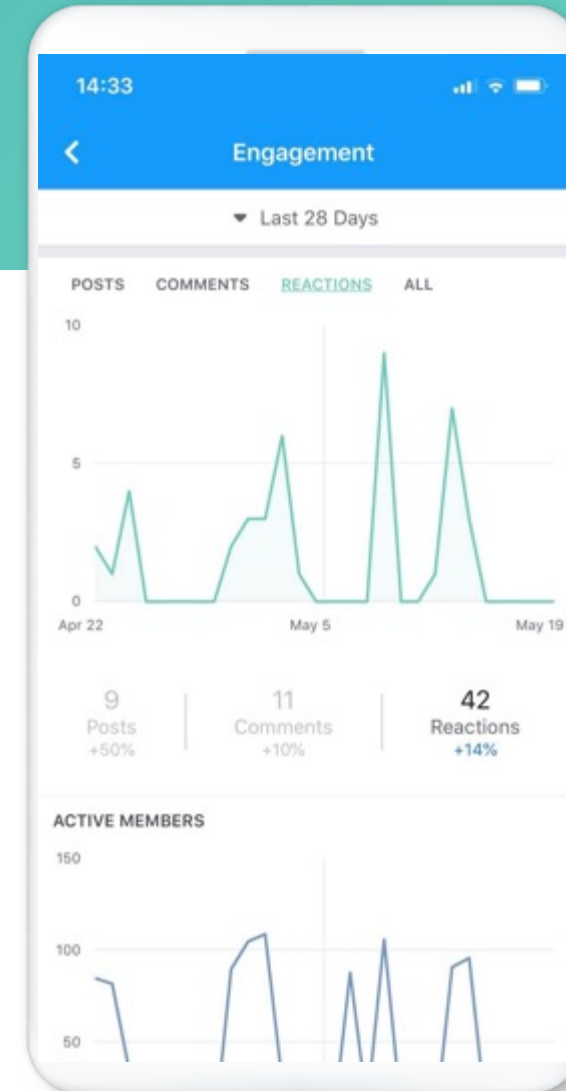
Use polls to ask about matters of interest to members, and events to create or publish events and exclusive coverage for select audiences.

EXTEND GROUP INSIGHTS

Create Targeted Content

Group Insights provide metrics about your group, including **member activity** and **engagement** within the Group. These metrics can be used to find out which members are most active and which posts generate more involvement.

Group Insights for Pages are available for Groups with 250 members or more. Use a Group's data to find out what type of content works best with each audience, and when members are most active and willing to interact.



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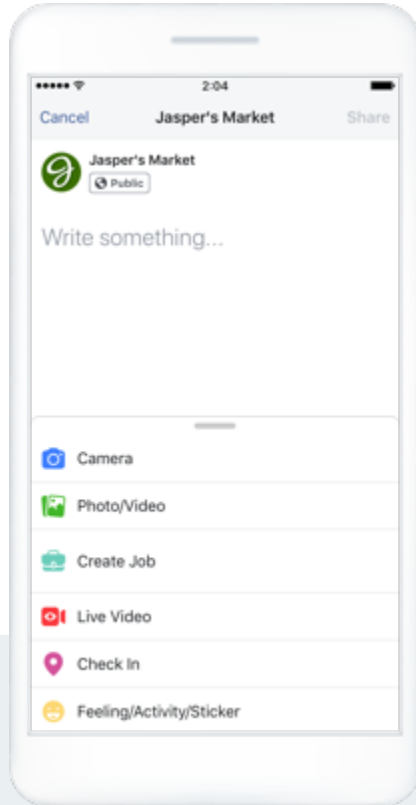
Jobs



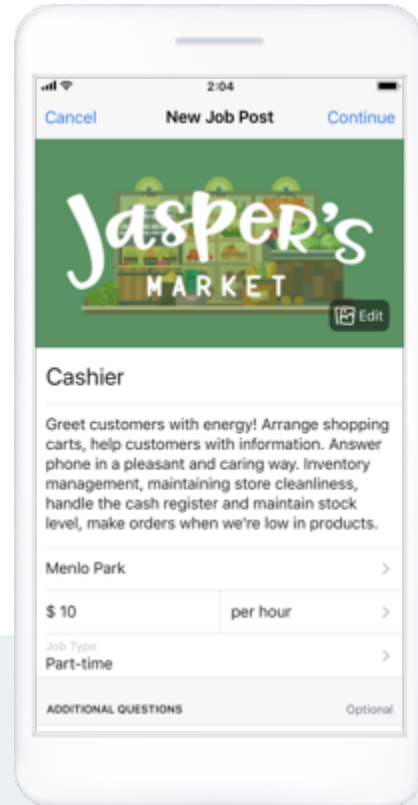
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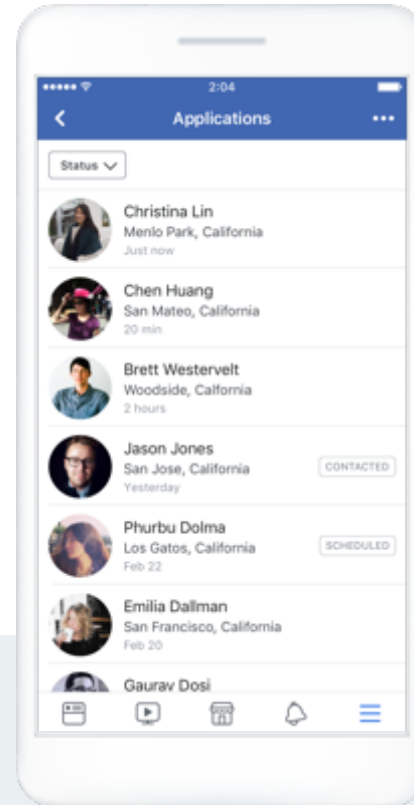
First steps



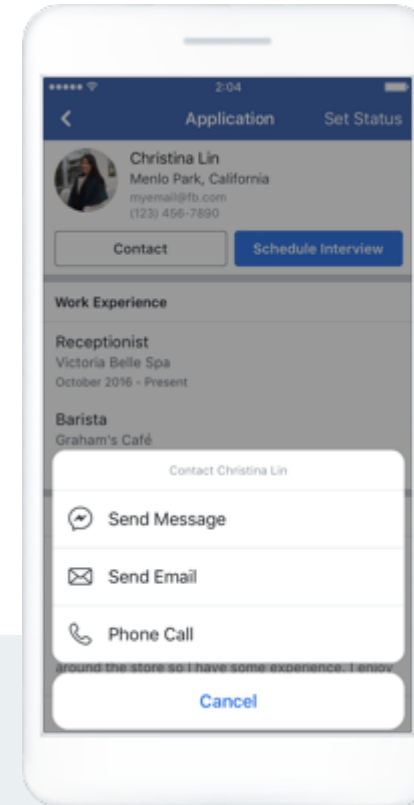
1. Go to your Page and choose "Create Job" to post your job opening



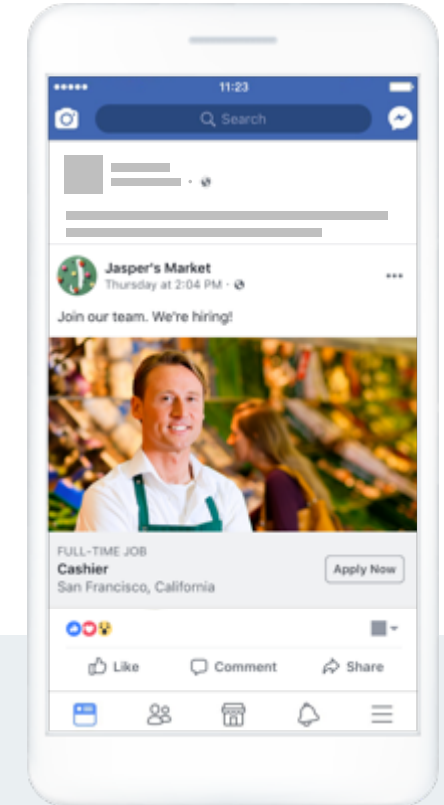
2. Complete a few details like title and responsibilities



3. Track and review applications

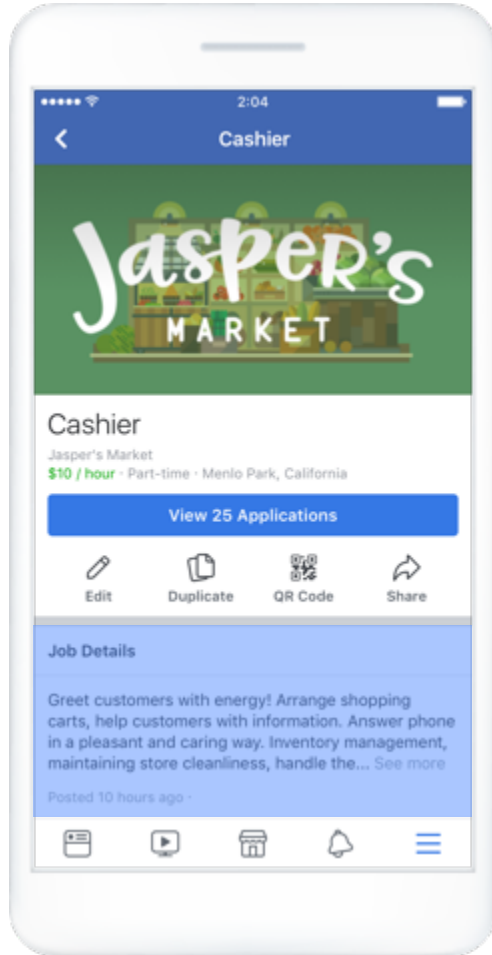


4. Contact applicants and schedule interviews through Messenger

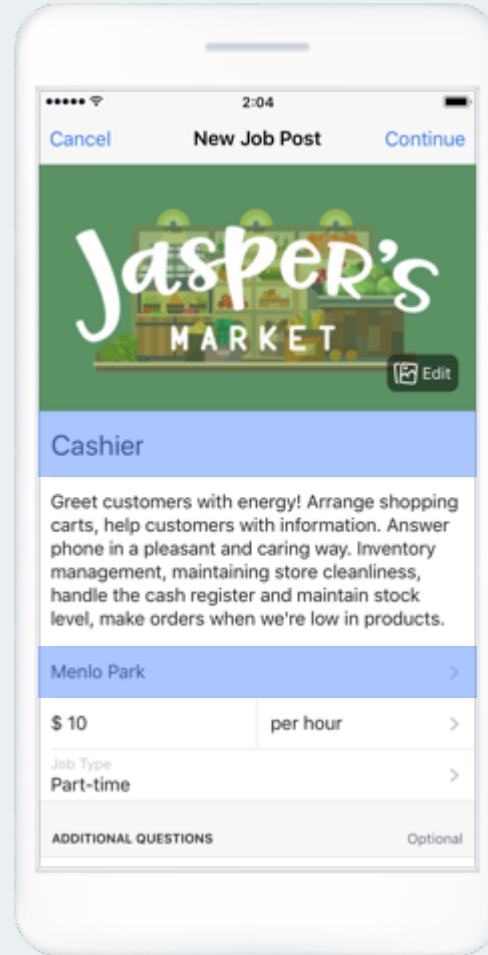


5. Boost your job posts to reach a larger or more targeted audience

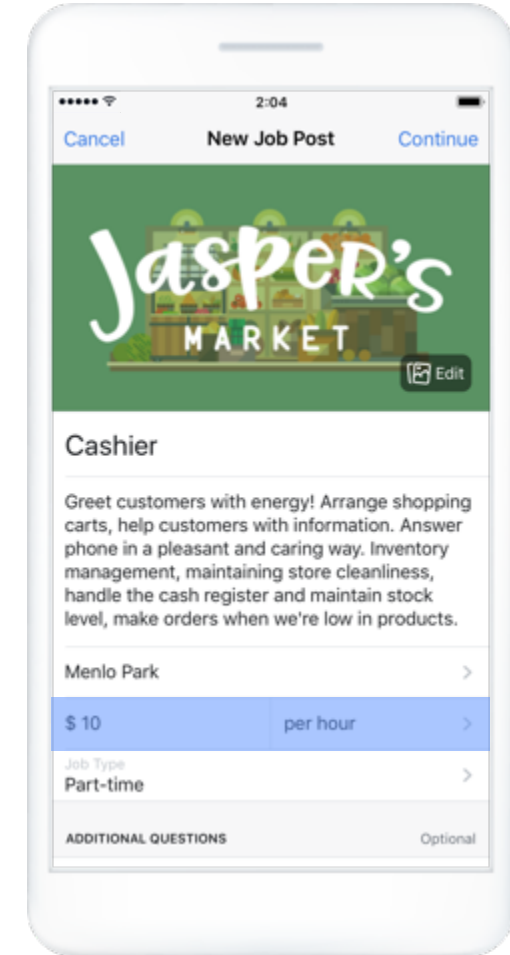
Best practices



1. Use a well thought-out job description

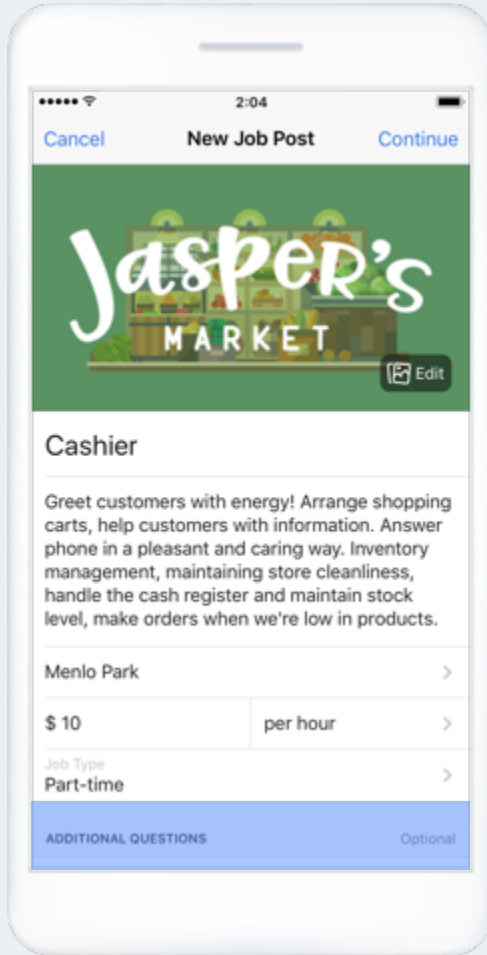


2. Provide key details

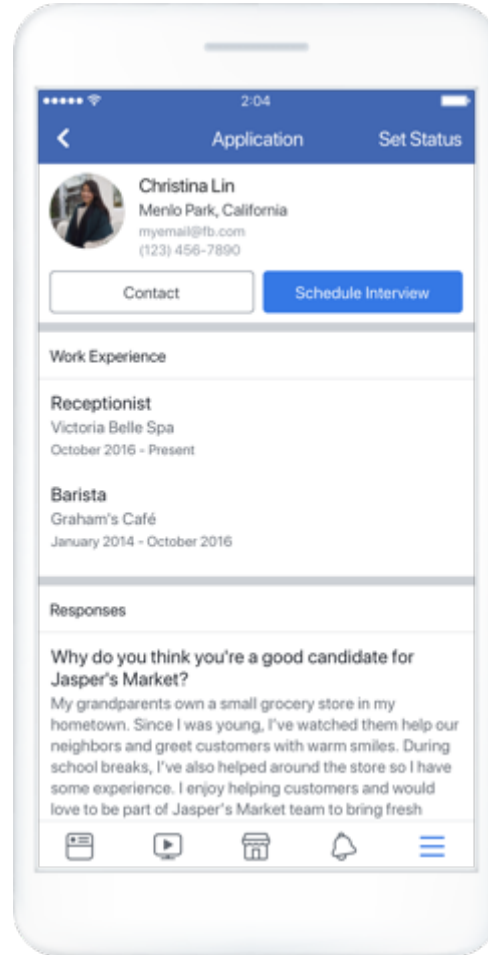


3. Fill in the specifics

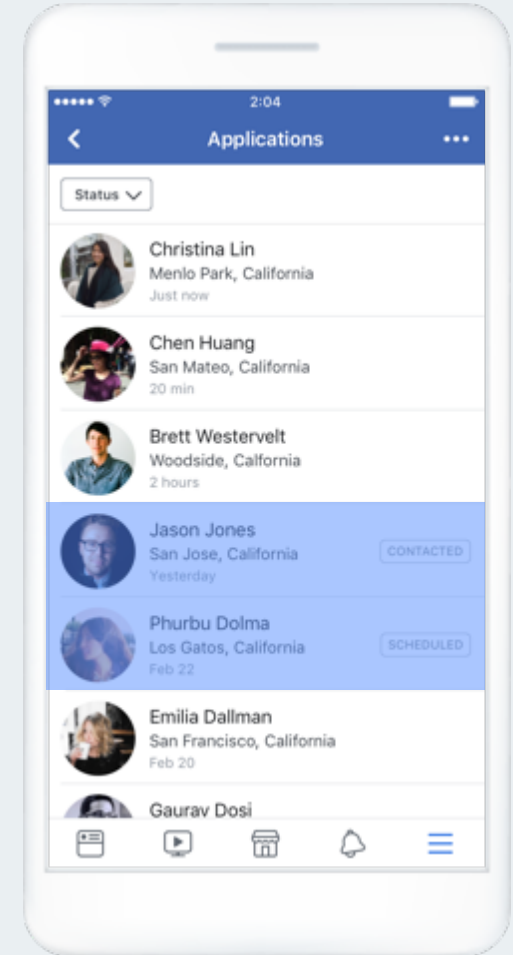
Best practices



4. Use additional questions

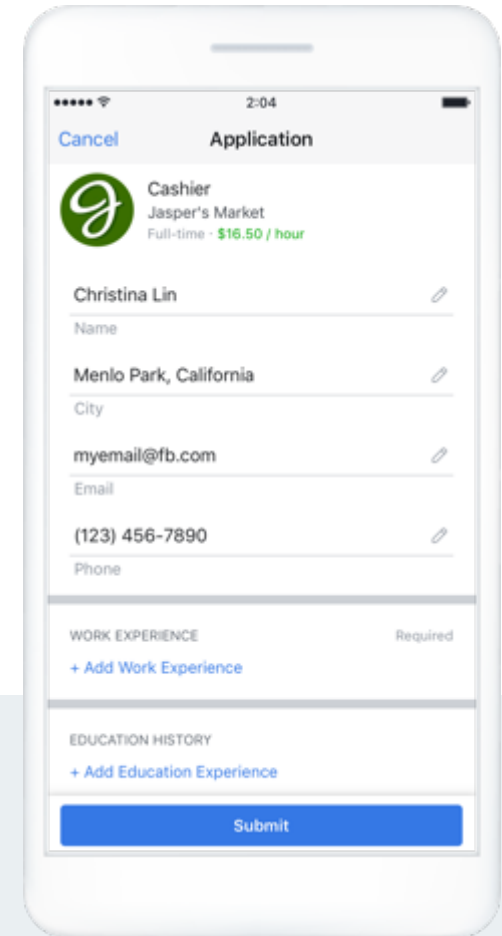
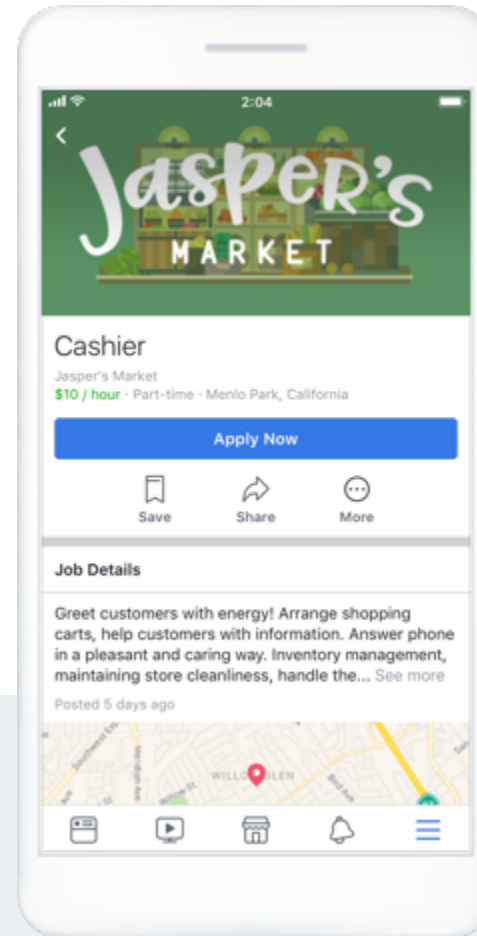
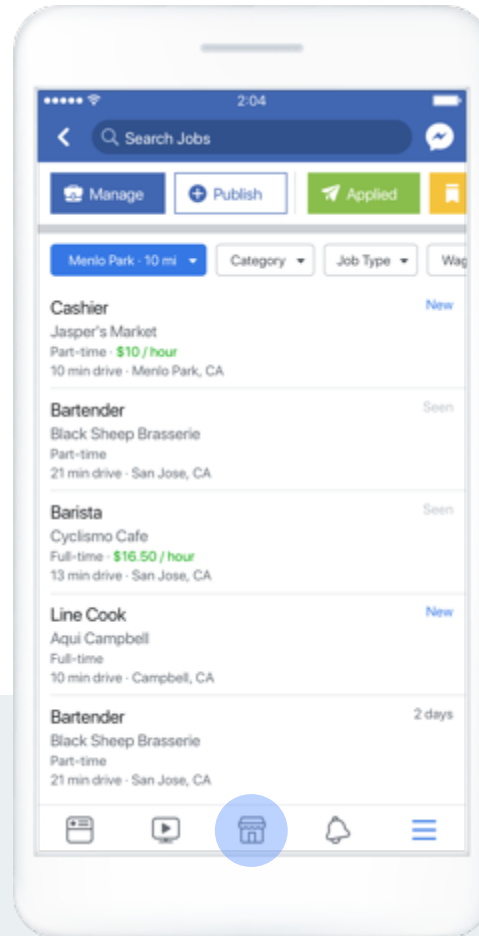
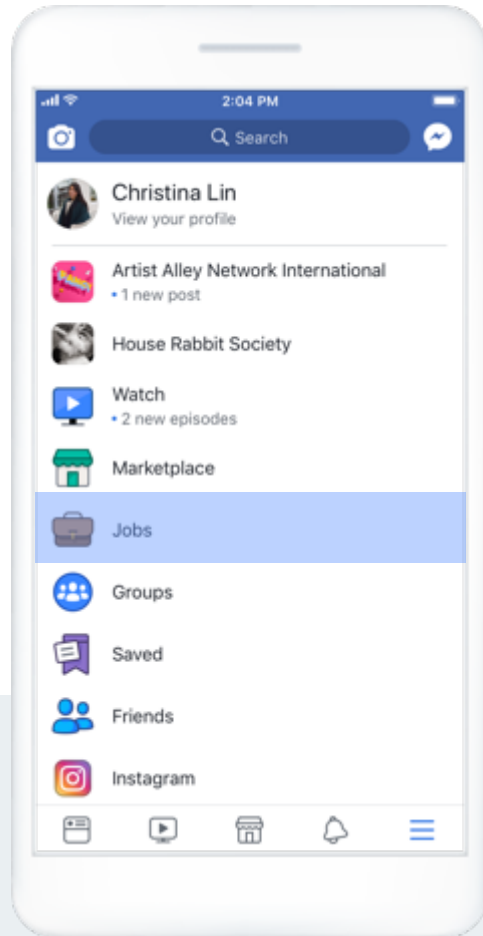


5. Stay organized



6. Respond promptly

Jobs on Facebook is also easy for applicants



ANY OTHER

Questions?

Blueprint is Facebook's global education and training program that empowers advertisers and businesses of any size to reach their business goals with Facebook's family of apps and services.

Learn more at
facebook.com/blueprint





Thank you

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