



# *Social Commerce*

The Next Normal?

MMA Webinar Series

April 22, 2020

In Partnership with: **FACEBOOK**



# MMA Purpose



## The People We Serve

### Prime Audience

Pioneering Chief Marketers



## Our Strategic Priorities

### Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

### Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

### Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

### Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices



## Our Reason for Being

### Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.



# Brought to you by



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Business Strategy Manager  
Facebook

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Head of Solutions  
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CMO  
SeoulSpa.VN



## Moderator/Host



**PHAN BICH TAM**

Country Manager MMA Vietnam,  
Myanmar & Cambodia

# OUR AGENDA

1. THE POWER OF PERSONAL CONNECTION & WHAT CONVERSATIONS DELIVER
2. CONVERSATION & COMMERCE IN SEA & VIETNAM
3. PUTTING IT TOGETHER

**THE POWER OF  
PERSONAL  
CONNECTION  
&  
WHAT  
CONVERSATIONS  
DELIVER**



?!

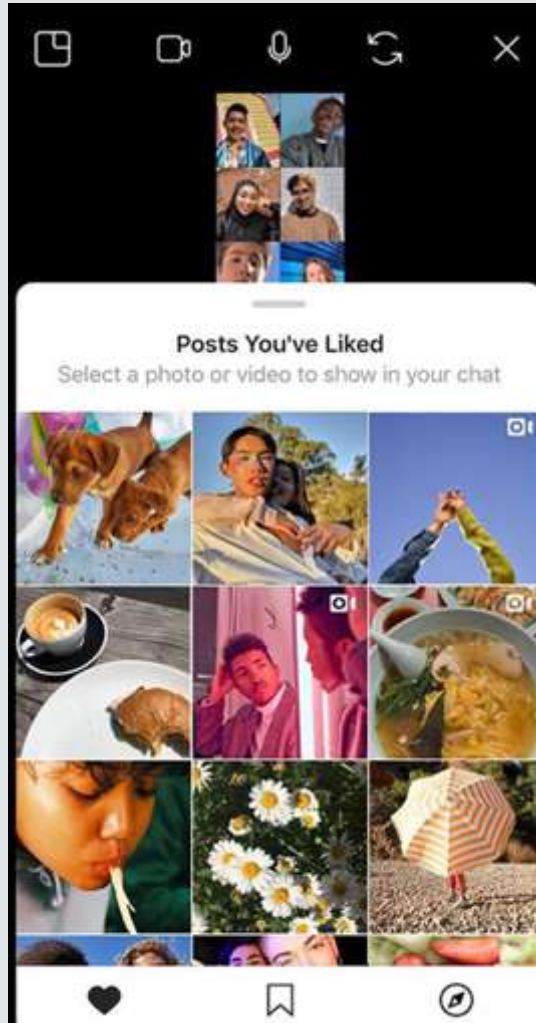


?!

A person wearing a bright yellow long-sleeved sweater is sitting at a white desk, writing in a small, open, brown notebook with a pen. The notebook has some handwritten text on it. To the right of the person, there is a white cup with black vertical stripes and a small potted plant in a light-colored, textured pot. The background is slightly blurred, showing a green plant and a white wall.

THE NEED TO  
COMMUNICATE  
HASN'T CHANGED

# But they're connecting in more ways and new ways





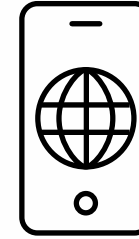
Hey! How are you?

# MESSAGING IS THE NEW NORMAL

100B  
messages sent every day

Source: Facebook Data, October 2018. Refers to messages sent on Facebook's messaging platforms (Messenger, WhatsApp & Instagram Direct) versus SMS usage rates

# CONVERSATIONS FORM A MAJOR PART OF THE TIME SPENT ON THE INTERNET



92%

of consumers spend

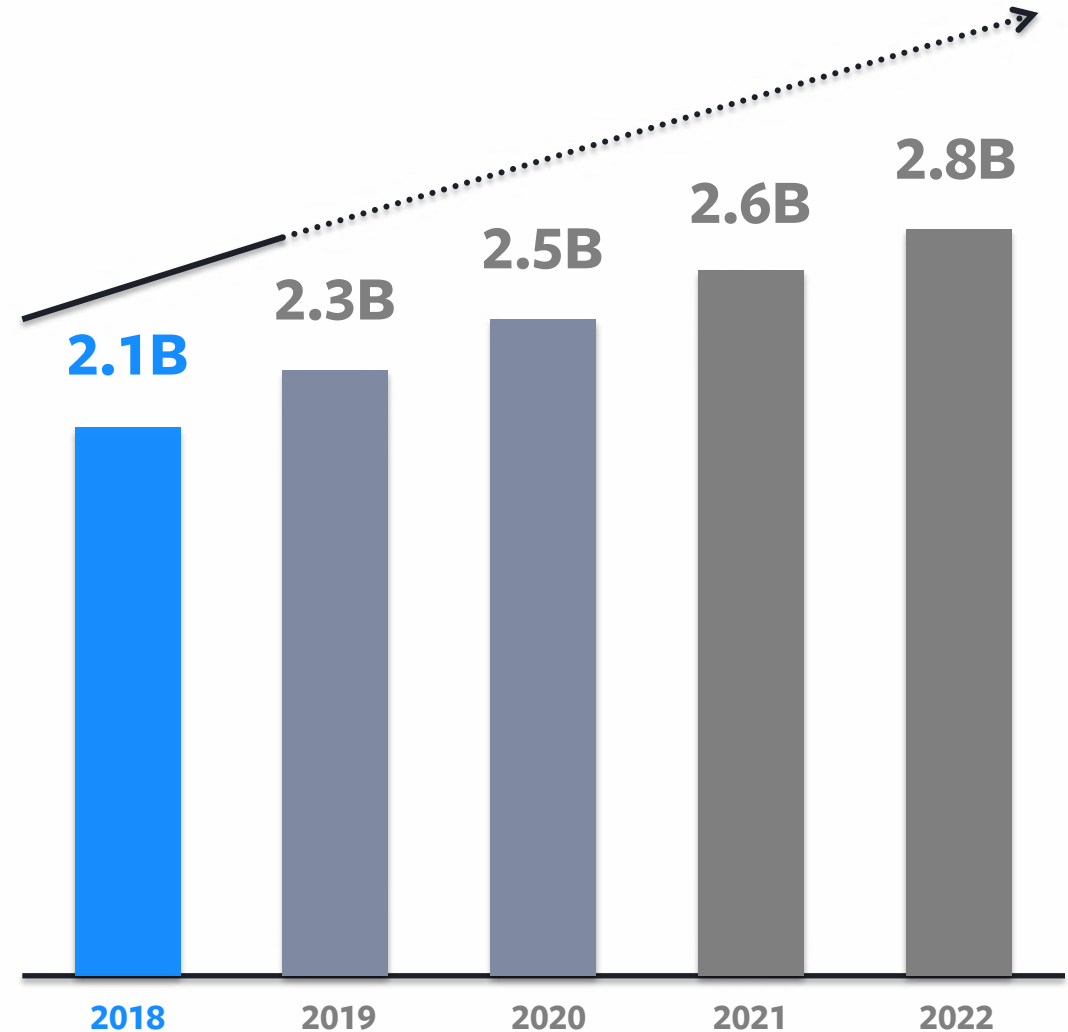
24%

of Internet time on messaging

Source: "The evolution of E-com: Conversational Commerce" by BCG (Facebook-commissioned quantitative study of 1310 respondents in VN and qualitative study of 131 respondents in IN, TH, ID, VN, PH, MY, US, MEX, BR, who bought from a business in the past 3 months using messaging, or sold to a customer in the past 3 months using messaging, May-August 2019. Source for internet messaging (IM) penetration is survey data and time spent on IM is an estimate based on ComScore data and survey data,

# AND MESSAGING'S MOMENTUM IS ONLY EXPECTED TO GROW IN THE COMING YEARS

Global estimated number of people who use a mobile messaging app monthly



Source: Estimated Mobile Phone Messaging App Users by eMarketer, July 2018. Mobilephone users who use an OTT messaging app via mobile phone at least once per month. Based on analysis of survey and traffic data, growth trajectory of major mobile messaging apps, historical trends, internet and mobile adoption trends, and country-specific demographic and socioeconomic factors. "By 2021, the number of people who message is estimated to grow by 23%"

# TODAY: WHAT WE'RE SEEING

People are  
rapidly embracing  
New Digital  
Connections

1

People are  
turning their  
concerns into  
Acts of Care

2

People are  
looking to  
Companies for  
Leadership

3

People are adjusting  
to their New Normal  
all while anticipating  
their Next Normal

4

Globally on Messenger

People participating in group video calls  
has grown by

70%

In one week, time spent in group video  
calls has grown by

2x

Facebook IQ source: Facebook data, global, Mar 17, 2020



In many of the countries hit hardest by the virus

Total messaging has increased by

>50%

Voice and video calling on Messenger and WhatsApp have grown by

>2x





# PEOPLE INCREASINGLY EXPECT BRANDS ON DEMAND

## IMMEDIATE

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**77%**

of customers expect  
companies to  
communicate with  
them in real time

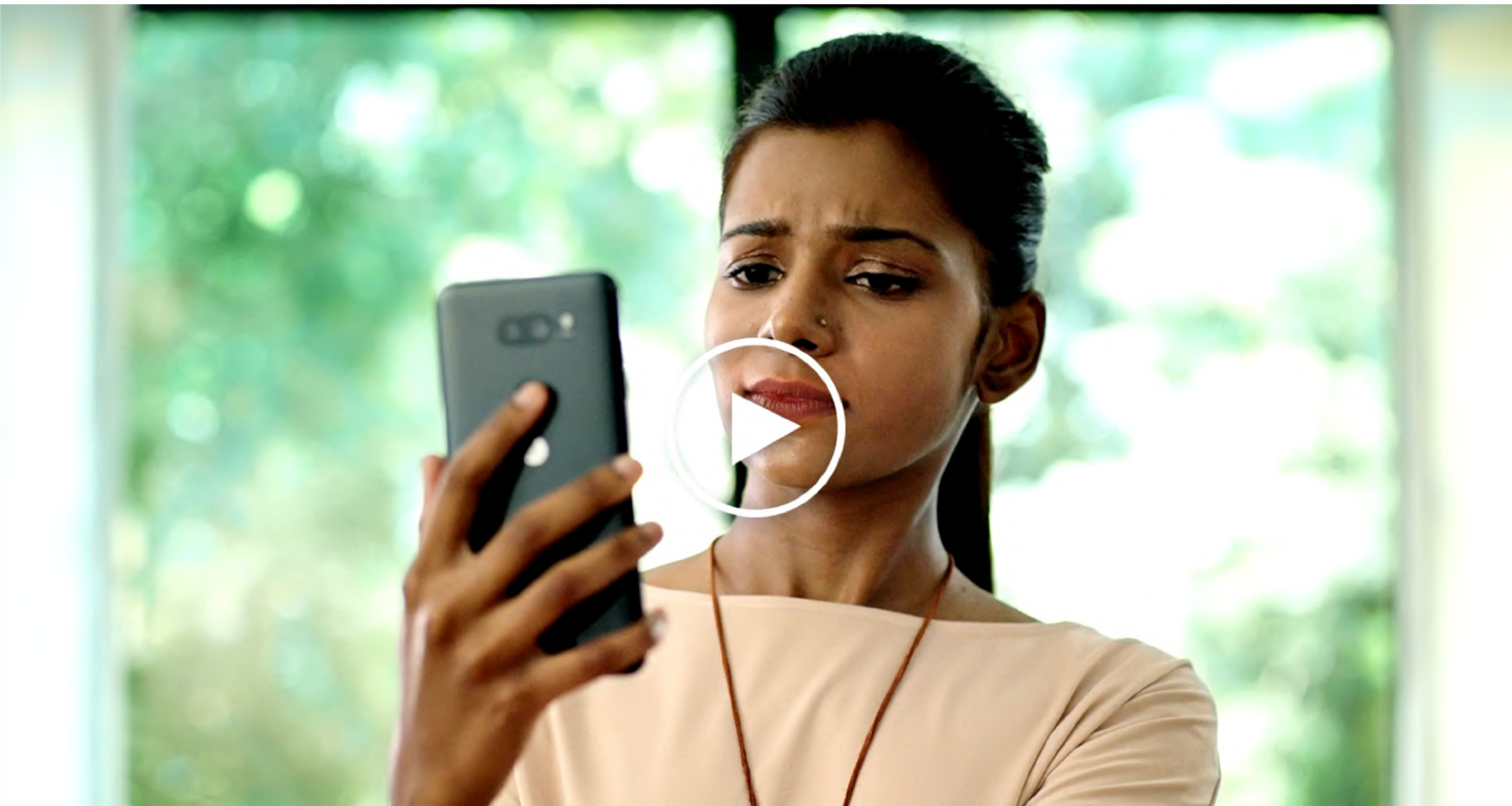
## PERSONAL

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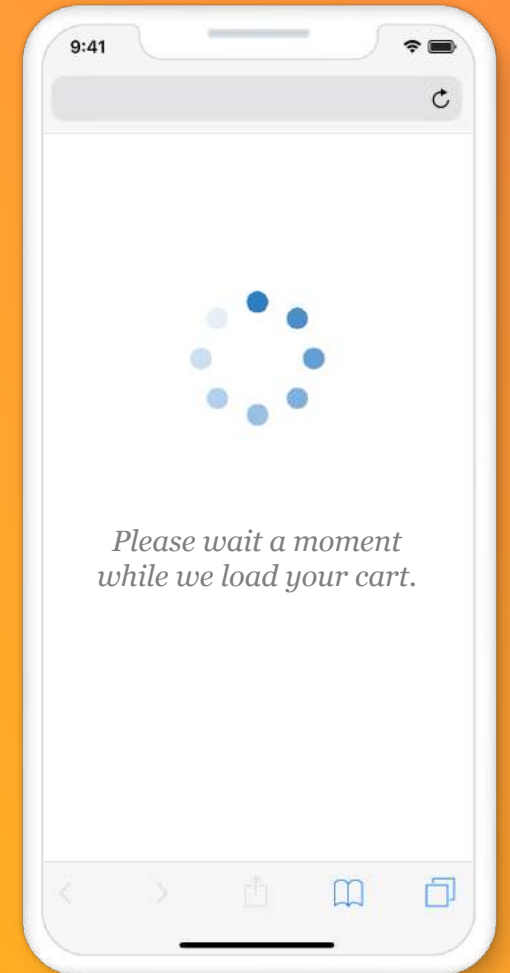
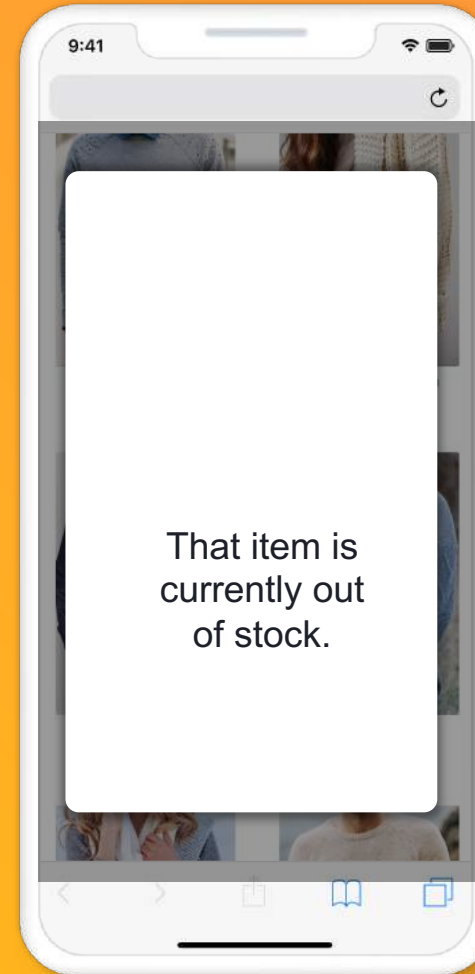
**73%**

of customers expect  
companies to understand  
their needs and  
expectations

Facebook IQ source: "State of the Connected Customer" by Salesforce Research, survey of 8,000 people across AU, CA, CH, DE, ES, FR, GB, HK, IE, IN, IT, JP, NZ, SG, TH and the US, Apr 2018.



AND  
THEY HAVE  
ZERO TOLERANCE  
FOR FRICTION



LEADING TO BEHAVIOUR SHIFT IN  
USING **MESSAGING**  
TO BUY AND SELL

**& EVEN MORE SO NOW**

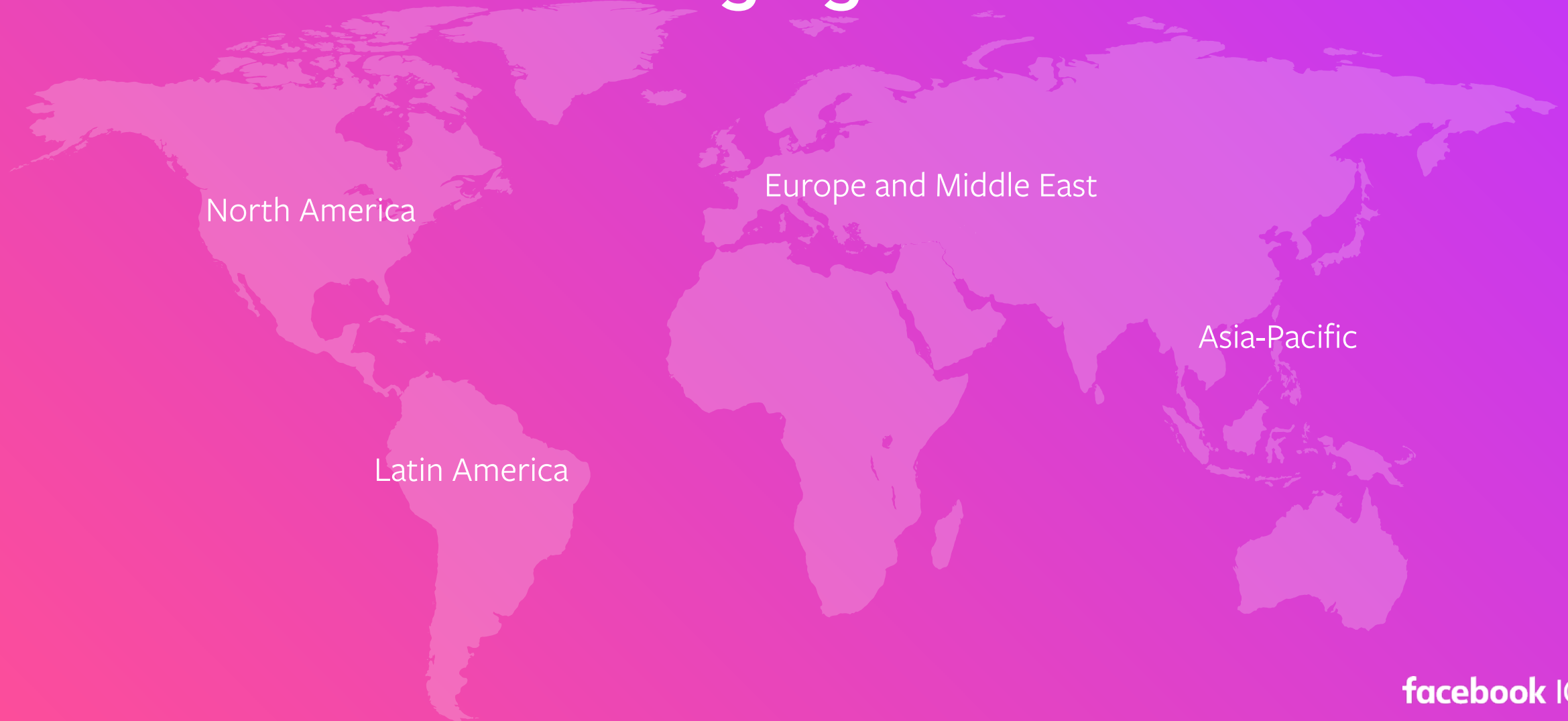
How much does the dress cost?

Hi Ly, price is VND40,000 after discount

Do you accept COD?

Yes we do!

# What continent is leading on Messaging Business?



# Shoppers around the world are already messaging businesses

North America

**35%**

Europe and Middle East

**42%**

Asia-Pacific

**63%**

Latin America

**58%**

Facebook IQ source: “Facebook 2019 Holiday Study” by Ipsos Marketing (Facebook-commissioned online study of 43,884 people ages 18+ in AE, AR, AU, BR, CA, CL, CO, CZ, DE, DK, ES, FR, GB, HK, ID, IN, IT, JP, KR, MX, NL, PH, PL, RU, SE, TH, TR, US and VN who answered yes to “will you be or have you been shopping during the 2018 holiday season, whether it is for yourself or someone else?”), Jan 2019. Unless otherwise specified, numbers are an average across markets.

**EMERGING MARKETS  
LIKE VIETNAM  
ARE LEADING THE  
CHANGE WITH  
BUSINESS  
MESSAGING**

**PEOPLE SURVEYED  
IN EMERGING MARKETS ARE**

**2.4X**

more likely than those surveyed  
in mobile mature markets to say  
they message businesses

Source: “Global P2B Communication Methods & Preferences” by FactWorks  
(Facebook-commissioned online survey of 18,157 people ages 18-65, across AR,  
AU, BR, CA, FR, GB, ID, IN, IT, JP, MY, NG, TH, US and VN, who contacted a business  
in the past 3 months and consider remote communication methods for doing so),  
Feb 2018. “Messaging” includes SMS and OTT instant messaging apps.

# EXPECTATIONS HAVE CHANGED, MESSAGING IS THE FUTURE

# 64%

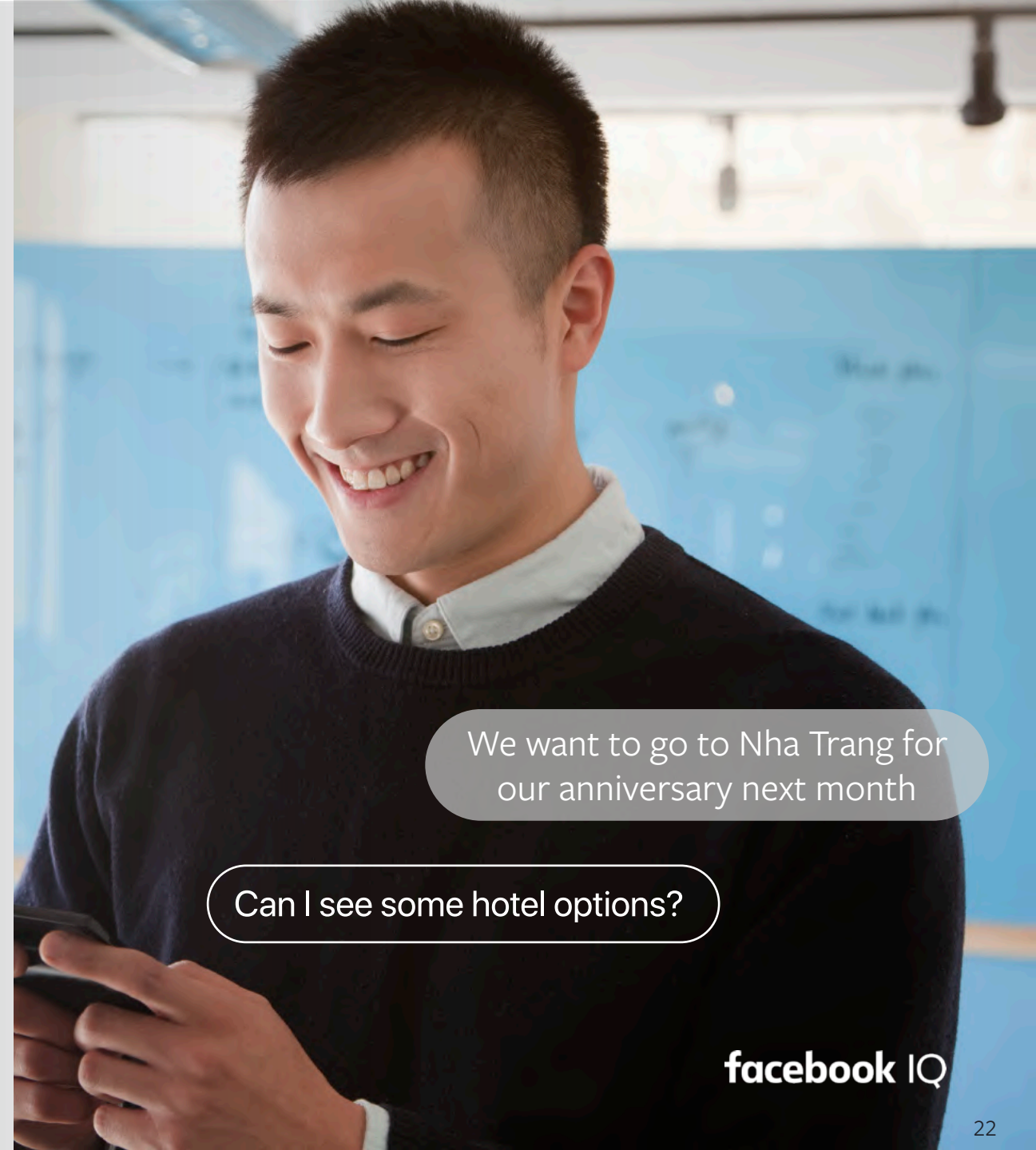
of people surveyed who choose  
messaging over picking up the  
phone when doing business

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 15 days across AE, AU, BR, DE, FR, ID, IN, JP, MX, RU, TW, the UK, the US and VN, Mar 2016). The study included 1,000 respondents per market except for AE, TW and VN, where the sample size was 500.

# Conversational Commerce

When people and businesses connect with each other through **chat** with the intent to drive the purchase of goods or services.

A 'Conversational Transaction' is what happens when shoppers use messaging to complete or demonstrate a proof of purchase, such as sending an image of a successful bank transfer



We want to go to Nha Trang for our anniversary next month

Can I see some hotel options?

# C-Commerce sits at the sweet spot between Offline and Online retail

**INTIMACY** of a physical RETAIL EXPERIENCE

- ✓ Competitive prices & discounts
- ✓ Ability to try & customize product
- ✓ Ability to bargain
- ✓ Salesman advice & clarifications

- ✗ Time/effort intensive
- ✗ Limited variety/options

**IMMEDIACY** of ONLINE SHOPPING

- ✓ Convenience of shopping anytime, anywhere
- ✓ Access to large variety of products
- ✓ Products demonstration

- ✗ No touch & feel/demo
- ✗ No guidance during purchase
- ✗ Concern on product quality
- ✗ Difficult to navigate UIs

**CONVERSATIONAL  
COMMERCE**

Source: "Conversational Commerce – the next gen of E-com" by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug2019. Respondents, who bought from a business in the past 3 months using messaging, or sold to a customer in the past 3 months using messaging, May-August 2019. Source for internet messaging (IM) penetration is survey data and time spent on IM is an estimate based on ComScore data and survey data,

# CONVERSATIONAL COMMERCE (C-Commerce)

The dynamic of people and businesses connecting using messaging platforms with the intent to drive purchases of goods & services

# SOCIAL COMMERCE?

Any buying and selling of items and services on social media networks

# CONVERSATION & COMMERCE IN SEA & VIETNAM

**What market do people go to in order to learn about the future of messaging ?**

**India**

**Singapore**

**Philippines**

**Indonesia**

**Vietnam**

# Vietnam stood out as 1 of 2 most advanced markets on C-Commerce globally



1. Base: "Conversational Commerce: the next gen of E-com" by BCG - Facebook- commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019  
Total **Adult internet population** of the country 2. % transaction through CC for CC buyers, base: Total transaction for CC buyers (offline + online)  
Source: Buyer survey data for 9 markets; BCG analysis

# What makes C-Commerce compelling for Southeast Asian consumers?

Survey highlighted **ease and access to additional product information** as key reasons for using chat while purchasing.

The only notable exception was Indonesia, where product customisation was a key additional motive.

Although nuances across income and age groups exist within markets, benefits like price negotiation, **instantaneous responses and improved trust** remain commonly cited reasons by consumers.

## Top reasons for chat-based buying<sup>4</sup>

Additional information on products	57%	Easy way to shop	33%
Ability to negotiate on price and offers	35%	Product customisation	33%
Instant response	35%	Flexible payment terms	30%
Trust in brand/seller	34%	To get personalised advice	29%

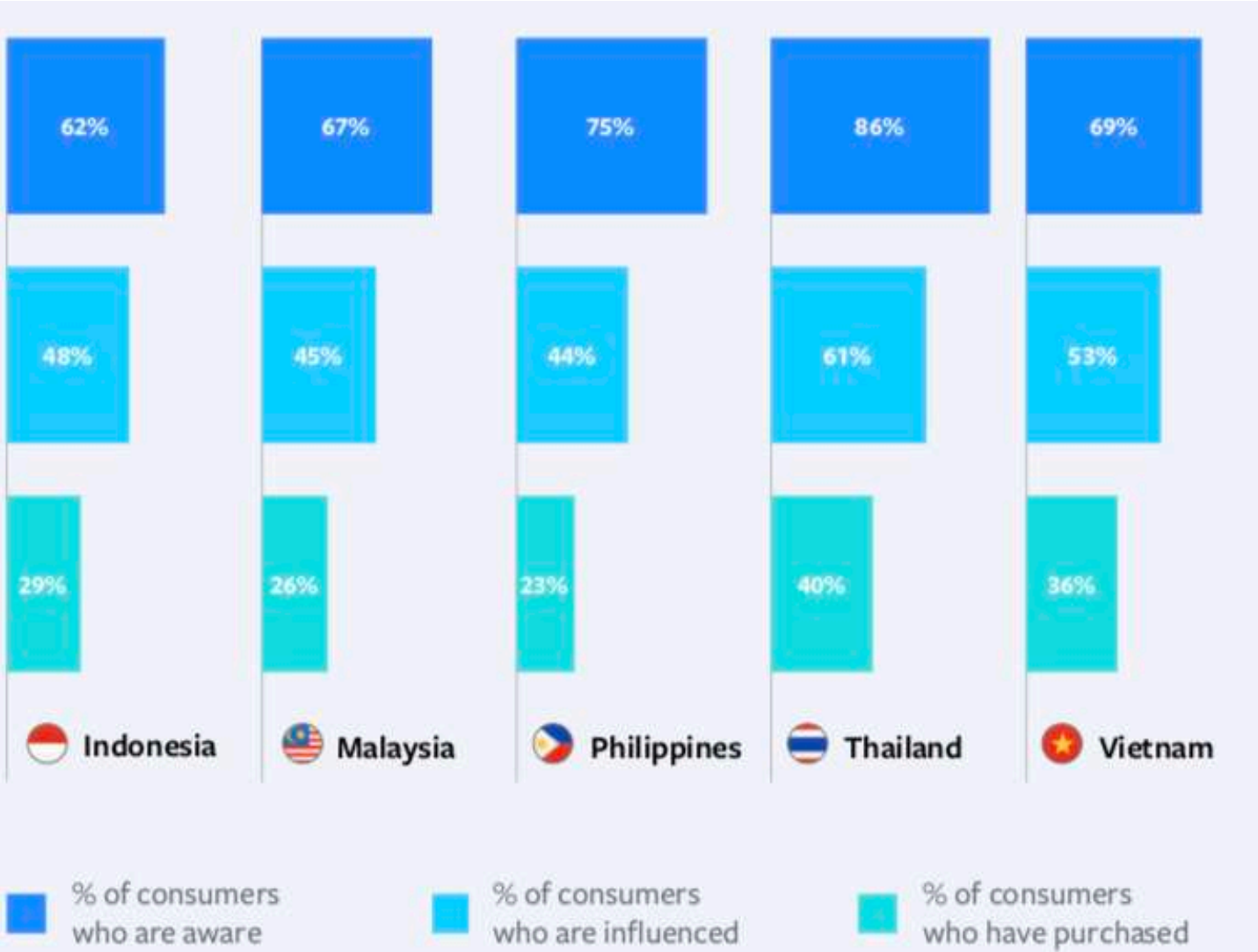
<sup>4</sup> Source: "Conversational Commerce: the next gen of E-com" by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019.

# From awareness to transactions, Southeast Asia shows promise

These shoppers are responding positively as it offers a compelling alternative to brick-and-mortar stores and online shopping.

About 30% of them already demonstrate a strong familiarity—nearly twice the average of 16% across the 9 markets surveyed.<sup>8</sup>

With Conversational Commerce awareness at 70% across Southeast Asia and in Vietnam, buying via chat is core to the way shoppers in the region shop.



<sup>8</sup>Source: “Conversational Commerce: the next gen of E-com” by BCG (Facebook- commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Base: Total adult internet population of the country. % transaction through Conversational Commerce for buyers. Base: Total transaction for Conversational Commerce buyers (offline and online).

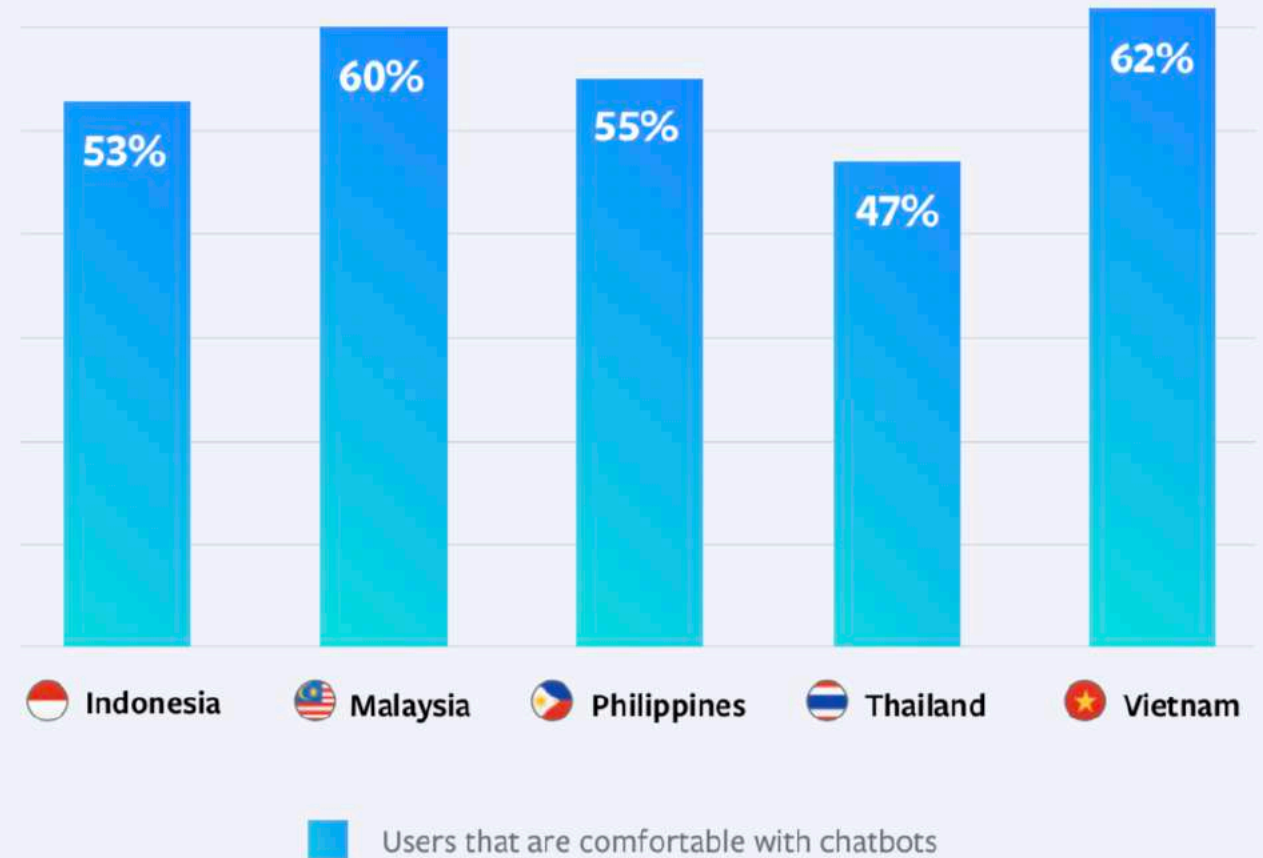
# Consumers prefer interacting with both chatbots and real people

Chatbots are preferred for convenience and speed

Direct communication with a real person is still in demand, particularly with more complex transactions such as price negotiation, handling complaints and advice on product suitability.

## Shoppers in Southeast Asia have a comfortable relationship with automated chatbots<sup>9</sup>

for straightforward or factual enquiries like basic product details, delivery status updates and detailed product photos



Source: "Conversational Commerce: the next gen of E-com" by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Q23F - If automated chatbots were introduced to chat with you, how comfortable would you be interacting with these chatbots?; Q23G1 - Can you please select the scenarios that you would be comfortable interacting with chatbots?; Q23G2 - Can you please select the scenarios that you would be uncomfortable interacting with chatbots?

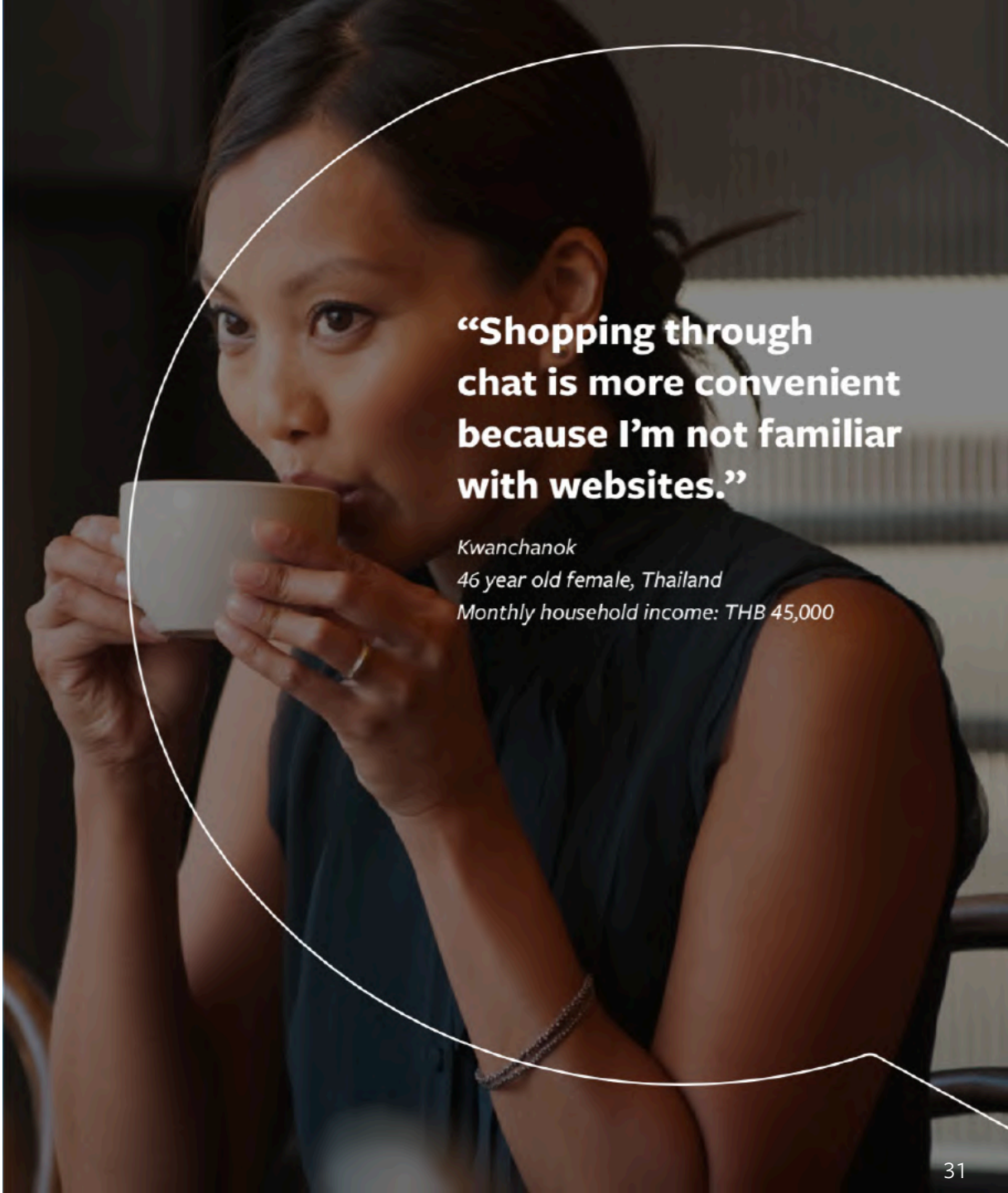
# C-Commerce bringing untapped growth to the region

C-Commerce is introducing a new wave of shoppers to online buying. Southeast Asian online shoppers are more likely to shop via chat than online shoppers from other regions.

**45% of respondents report having never shopped online before until they began communicating with sellers via chat.**

Furthermore, these new chat-first shoppers account for close to **half of all purchases made via chat** in their respective markets.<sup>10</sup>

<sup>10</sup>Source: “Conversational Commerce: the next gen of E-com” by BCG (Facebook -commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Q21A2 - Can you tell us between online purchases (not involving chat) and online chat-based purchases, what did you try first?



**“Shopping through chat is more convenient because I’m not familiar with websites.”**

*Kwanchanok  
46 year old female, Thailand  
Monthly household income: THB 45,000*

# Conversation encourages increased spending

94% of Conversational Commerce buyers from Southeast Asia are expected to maintain or continue to increase their spend on this channel. Especially for seasoned shoppers who chat to buy, spending is likely to increase, compared to those who don't.<sup>11</sup>



**Increasing the  
number  
of transactions**

**MORE CATEGORIES ON CHAT VERSUS  
ECOMMERCE**

**MORE IMPULSE PURCHASES**

**"I get daily updates from many sellers on Facebook. So, I browse through these products more often and end up buying even when not in need."**

*Mai Phuong  
34 year old female, Vietnam Monthly household income: VND <15 million*

**"I'm comfortable buying things on chat that I wouldn't buy online."**

*Gina  
25-35 year old female, Indonesia Monthly spend on shopping: IDR 6 million*



**Increasing  
basket size  
per transaction**

**HIGHER CROSS-SELL POTENTIAL**

**HIGHER UPSELL POTENTIAL**

**"(Buyers) would ask what to buy for the best result, so I recommend them to take 2 products together. Then they would agree to buy both."**

*Manita  
20-25 year old female, Thailand Size and type of business: Brand with 20+ employees*

<sup>11</sup> Source: "Conversational Commerce: the next gen of E-com" by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Q24A - You mentioned you have made a purchase by chatting with sellers. Going forward, which of the following best describes how you are likely to change your shopping through chats?

# Almost every buyers plan to increase or maintain their C-Commerce spending

Shoppers who use messaging to complete a sale have a higher propensity to stick to this mode of buying for future purchases and are willing to increase or maintain spending on Conversational Commerce.<sup>12</sup>

<sup>12</sup>Source: “Conversational Commerce: the next gen of E-com” by BCG (Facebook -commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Base: Those who purchased product/service from brand/seller through chat. Q24A - You mentioned you have made a purchase by chatting with the seller, going forward which of the following best describes how you are likely to change your shopping through chats?



# Social media is the primary point-of-entry

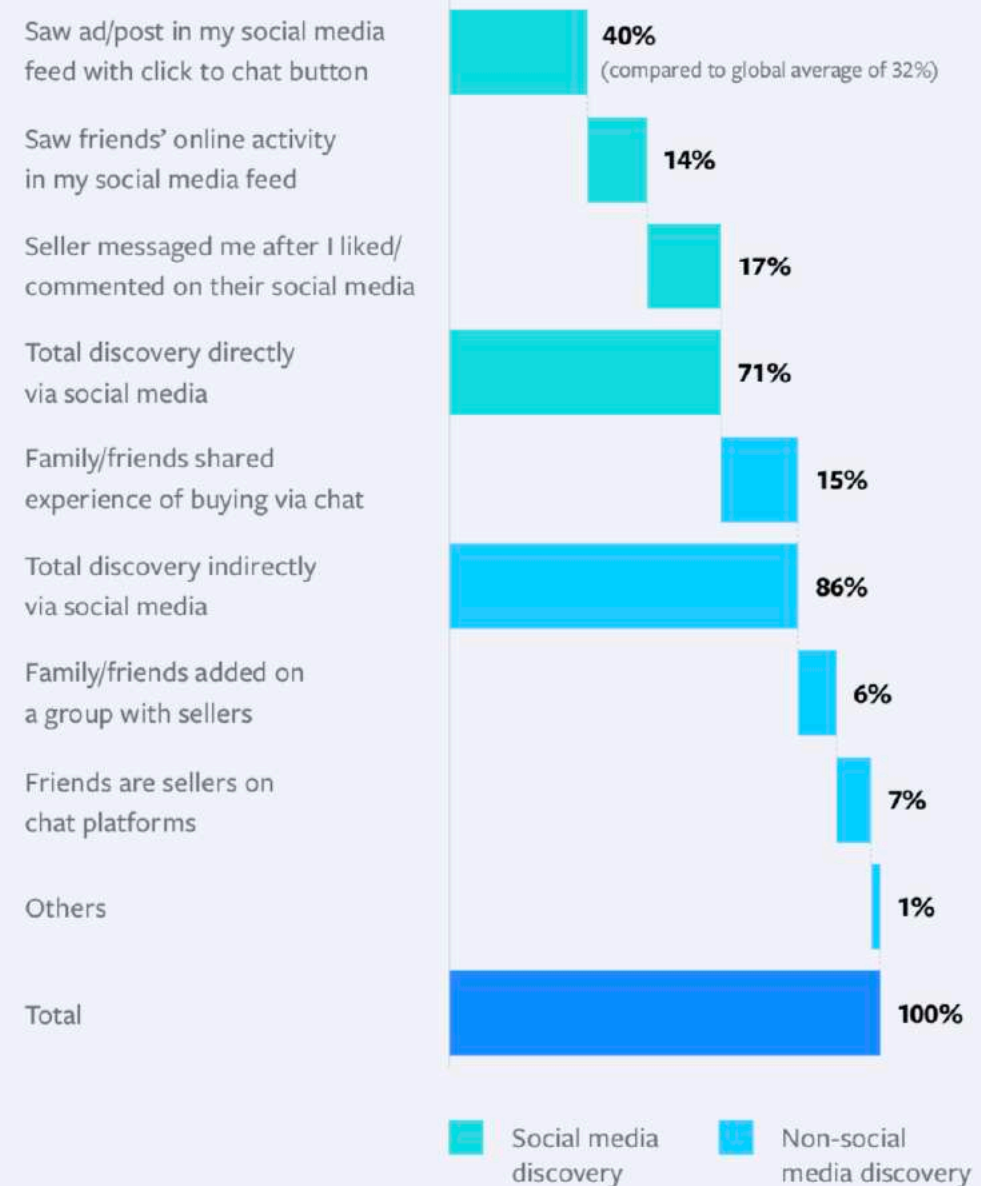
7 out of 10 shoppers across Southeast Asia reported discovering they were able to purchase items via chat platforms through advertisements and social media posts.

## Total discovery directly via social media<sup>14</sup>:

 Indonesia	74%	 Thailand	77%
 Malaysia	64%	 Vietnam	65%
 Philippines	66%		

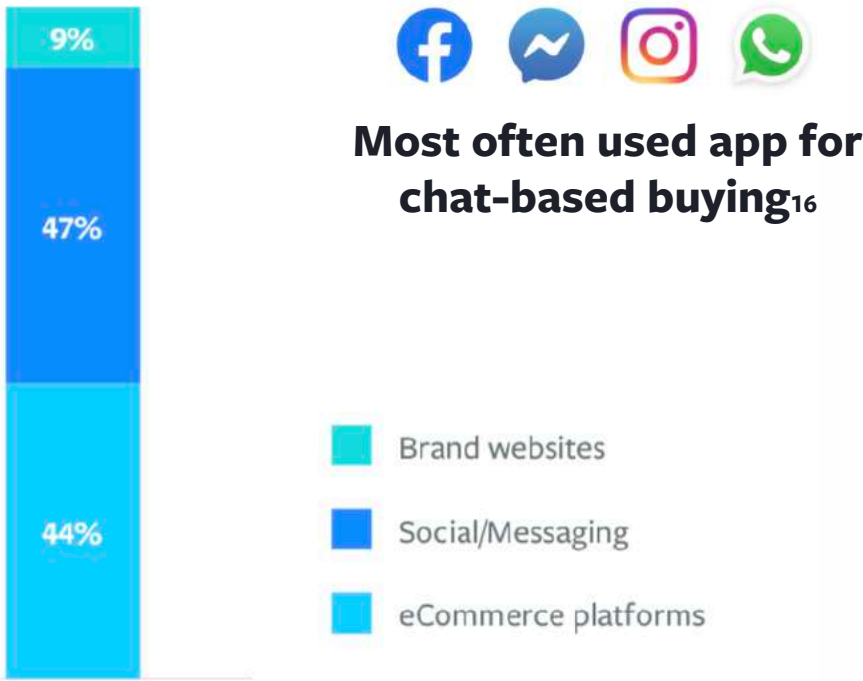
<sup>14</sup>Source: “Conversational Commerce: the next gen of E-com” by BCG (Facebook- commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Q21B - Thinking of your first-ever purchase through online chat with brand/seller, which of the following best describes how you found out about the option to chat and buy with that seller?

## Point of entry to Conversational Commerce<sup>15</sup>



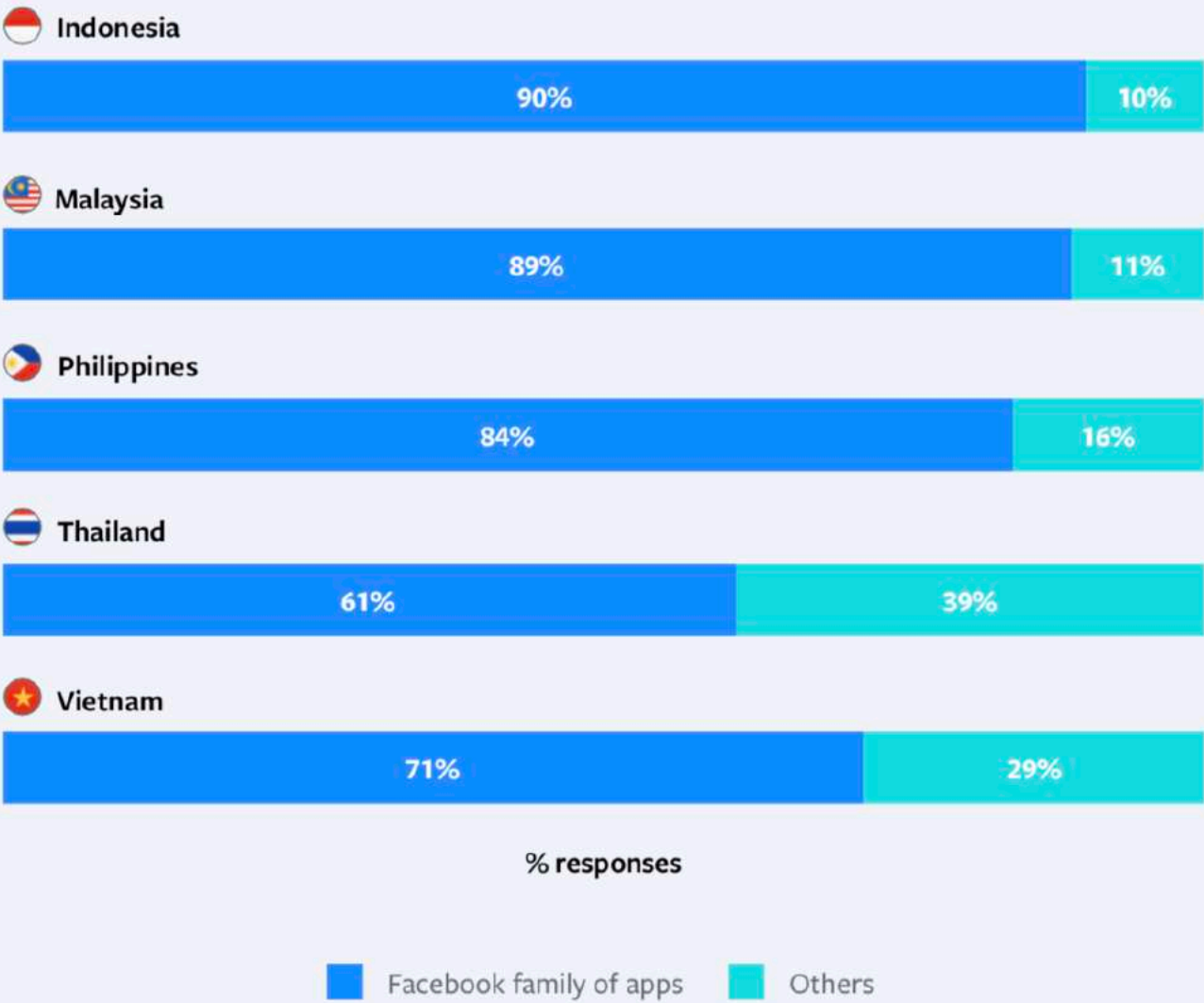
Social media and messaging apps are the most popular form of chat-based buying in Southeast Asia.

In fact, a large percentage of purchases made via chat belonged to the Facebook family of apps. But not too far behind is the adoption of eCommerce platforms, which is slowly rising.



<sup>16, 17</sup> Source: "Conversational Commerce: the next gen of E-com" by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Q19B2 - Out of these, which social media/messaging app has been your most often used app to have an online chat with brands/sellers in the process of buying?

## Most-used messaging platforms across markets for chat-based buying<sup>17</sup>

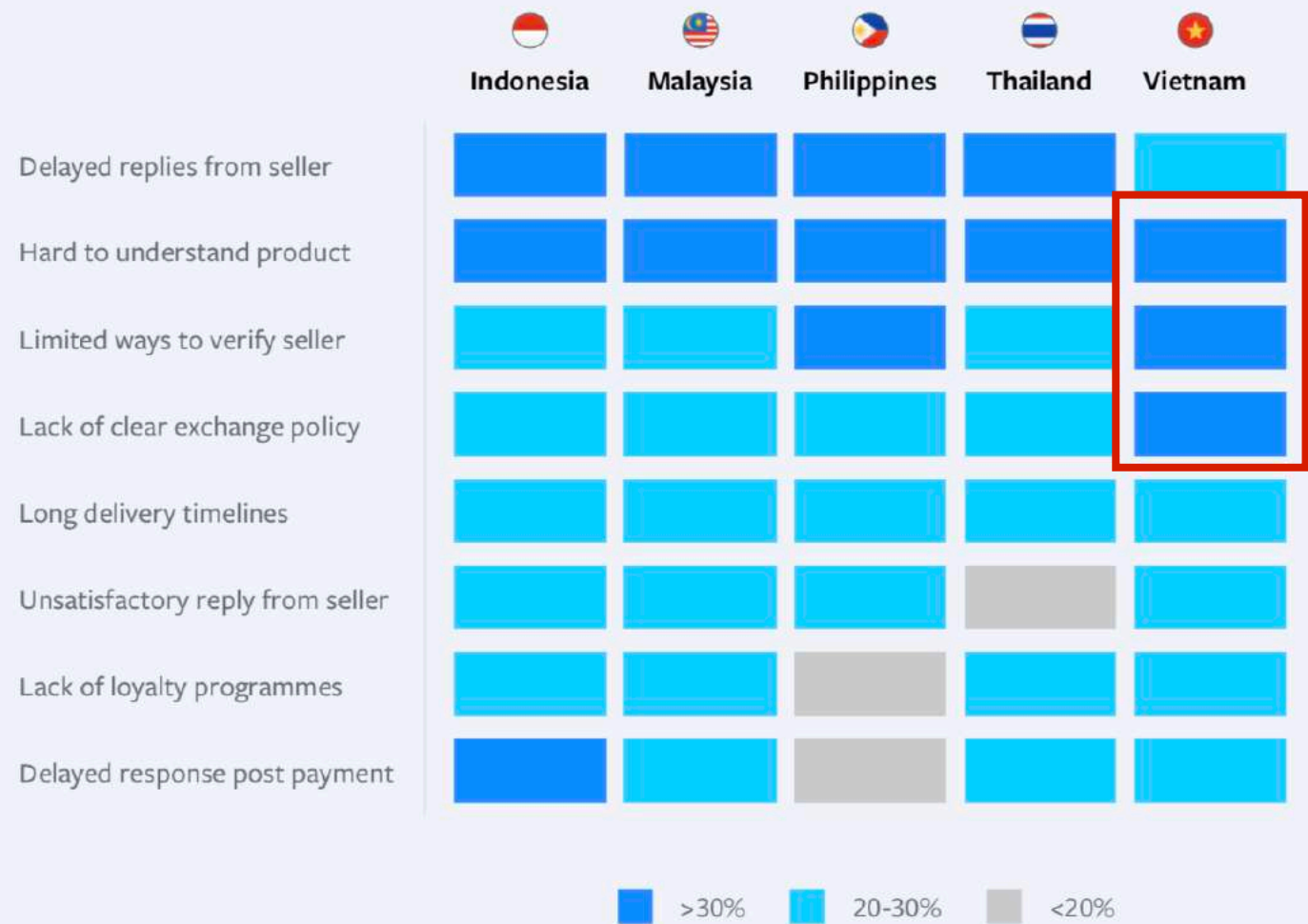


# Businesses and platforms should complement each other to solve consumer pain points

Our study looks at longer-term consumer expectations and concerns regarding Conversational Commerce, in order to identify areas where businesses can begin to direct their attention.

About a third of the surveyed shoppers in the markets highlighted **delayed responses** as a pain point, while 24% saw the **limited ways to verify seller information** as a pain point.

Key pain points<sup>24</sup>



<sup>24</sup>Source: “Conversational Commerce: the next gen of E-com” by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug 2019. Q23D – What are the major issues you face while buying through chats that need to be resolved to make your experience of chat-enabled shopping better?

**What are the Top 3 widely bought categories using chat?**

# Top 10 widely bought categories using chat



1. Clothes  
67%



2. Food delivery  
36%



3. Footwear  
32%



4. Skincare  
28%



5. Handbags  
and wallet 23%



6. Cosmetics  
30%



7. Watch  
18%



8. Mobile  
accessories  
26%



9. Hotel  
booking  
20%



10. Car  
accessories

# Southeast Asia is leading this **new wave of commerce** – and creating a multi-billion dollar opportunity

As the new, dynamic middle ground between physical and online stores, Conversational Commerce is the next stage in experiential retail. Its prevalence in Southeast Asia paints an optimistic picture for growth and there has never been a better time for businesses, brands and investors to start joining the conversation

**C-COMMERCE  
IS A  
SIGNIFICANT  
BUSINESS  
OPPORTUNITY  
IN VIETNAM**



Conversational commerce is a

**US\$1-1.2bn**

**MARKET**

**FORMING**

**35%**

of e-Commerce spends

- Source: “The evolution of E-com: Conversational Commerce” by BCG (Facebook-commissioned quantitative study of 1310 respondents in VN and qualitative study of 131 respondents in IN, TH, ID, VN, PH, MY, US, MEX, BR, who bought from a business in the past 3 months using messaging, or sold to a customer in the past 3 months using messaging, May-August 2019. Source for internet messaging (IM) penetration is survey data and time spent on IM is an estimate based on ComScore data and survey data. Buyer survey data, BCG Analysis. 1. Being further validated in parallel 2. Source: Facebook adult users by market, Internet world stats, secondary research, BCG analysis 3. Secondary research

# **BUILDING THE MESSAGING MUSCLE**

# People message businesses across the funnel



Over

81%

To ask about  
a product  
or service



Over

74%

To make  
a purchase



Over

71%

To make an  
appointment  
or reservation



Over

76%

To get support  
for a product  
or service



Over

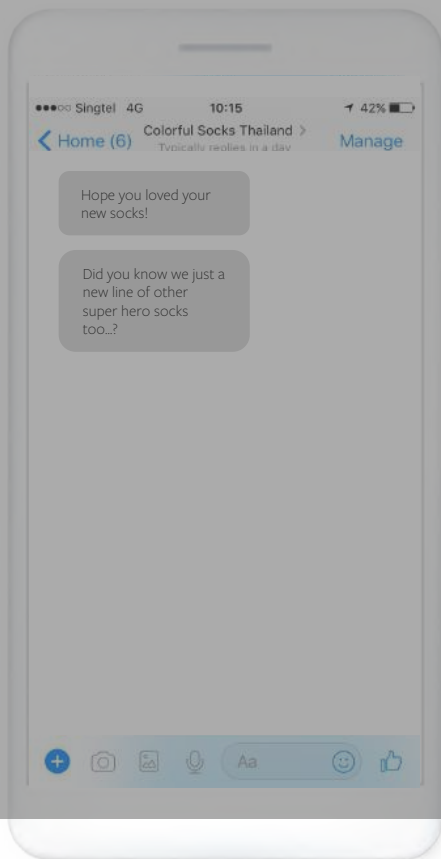
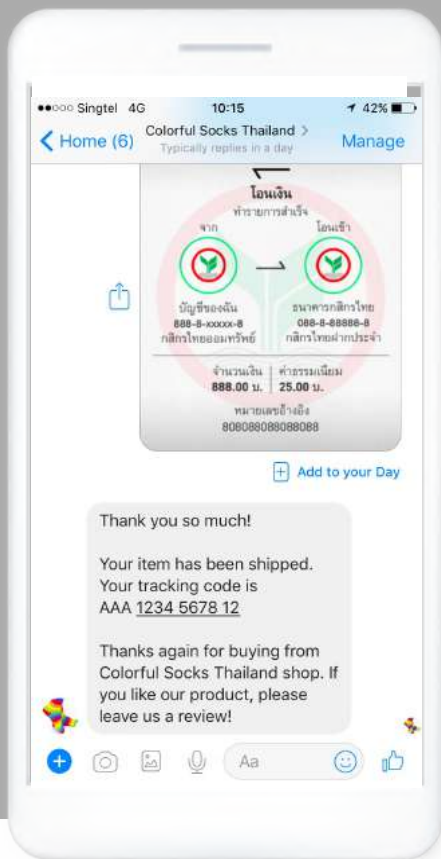
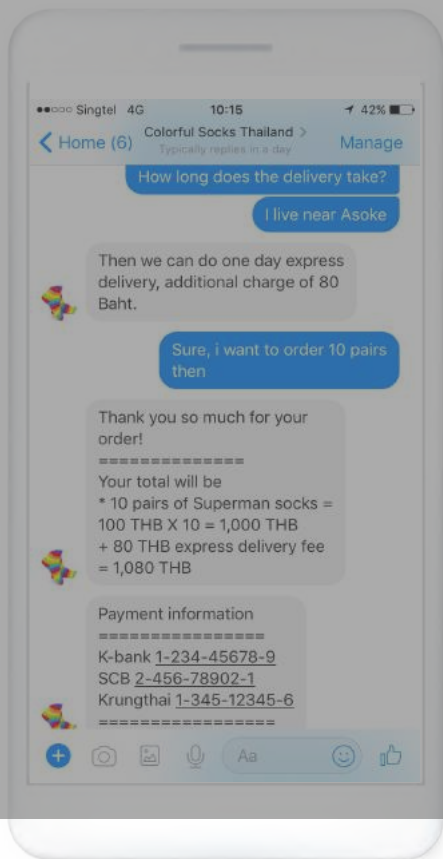
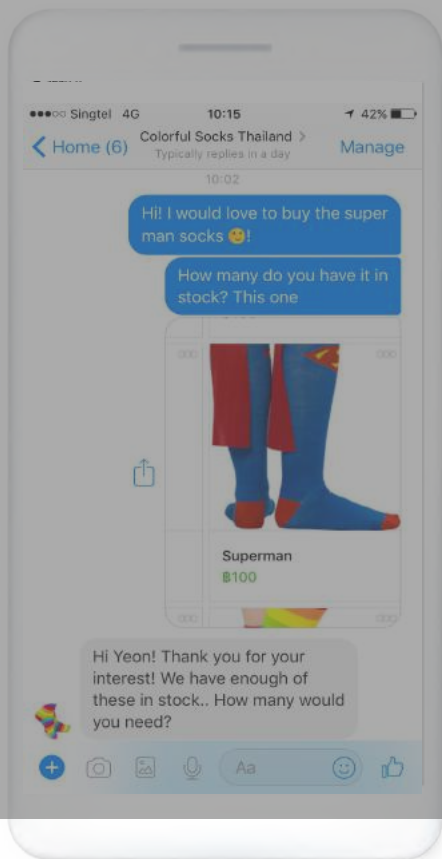
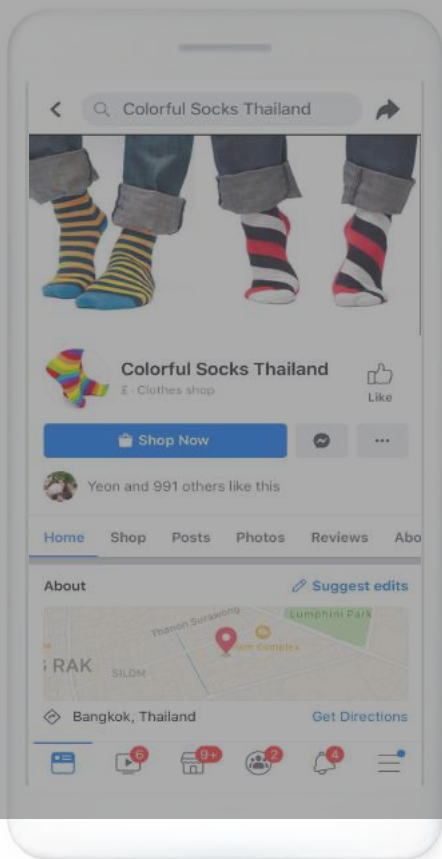
79%

To share  
feedback about  
a product

**facebook** IQ

# C-COMMERCE BUYERS ARE JUST THE STARTING POINT

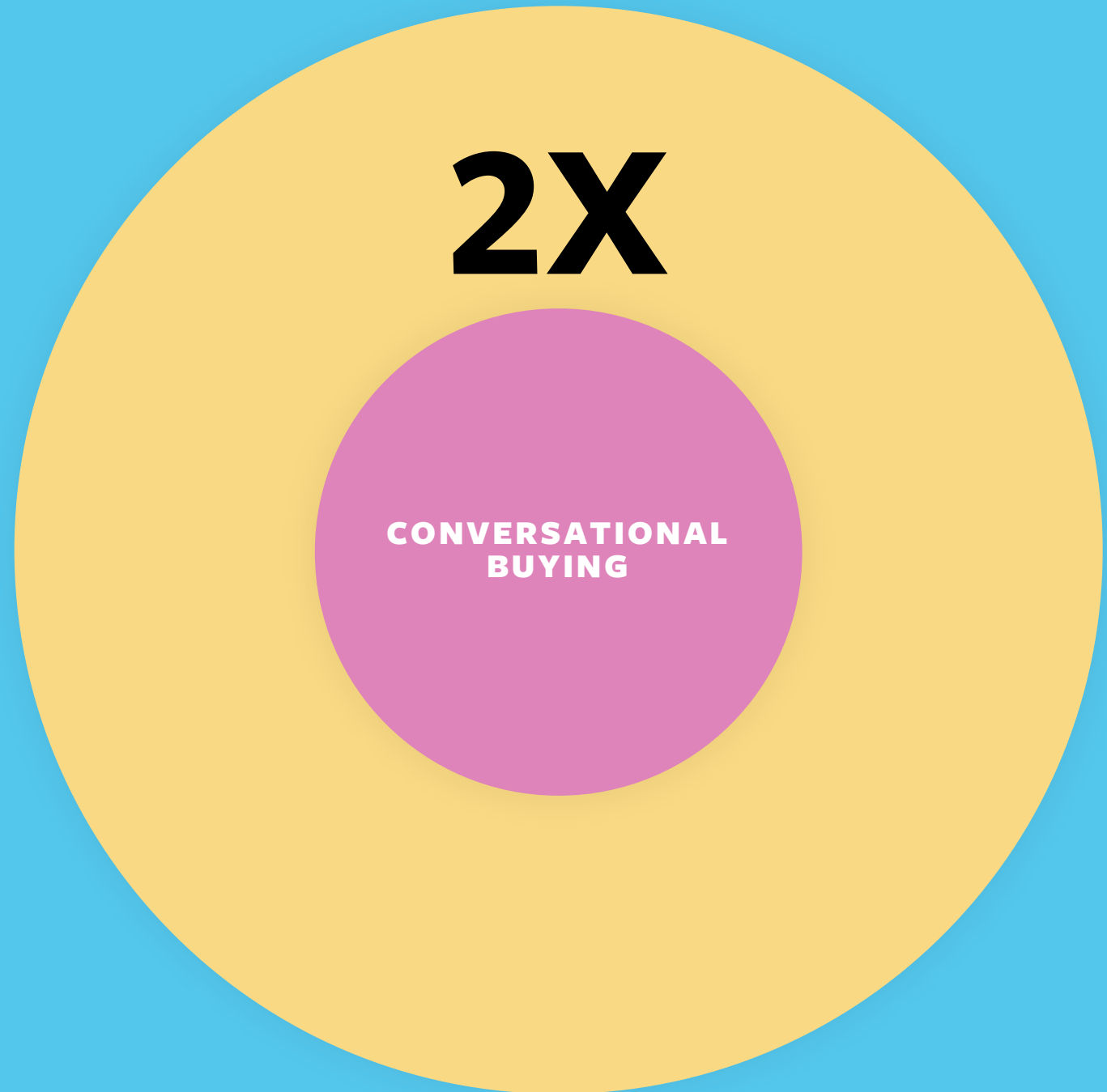
BUY



# Messaging plays a role at different points of the consumer's experience



**And the true  
impact of  
conversation  
is even bigger**



Source: “Conversational Commerce – the next gen of E-com” by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug2019.1. Base: Total adult internet population for each country 2. % CC transaction for CC buyers, base: Total transaction for CC buyers (offline + online) Buyer survey data for 9 markets, BCG analysis

# C-Commerce Ecosystem

## 1 Conversations at the Core:

- Messaging Apps are the core of the ecosystem. Commerce starts, interact and completes through conversations within Messaging Apps.

## 2 Facebook Social Surfaces:

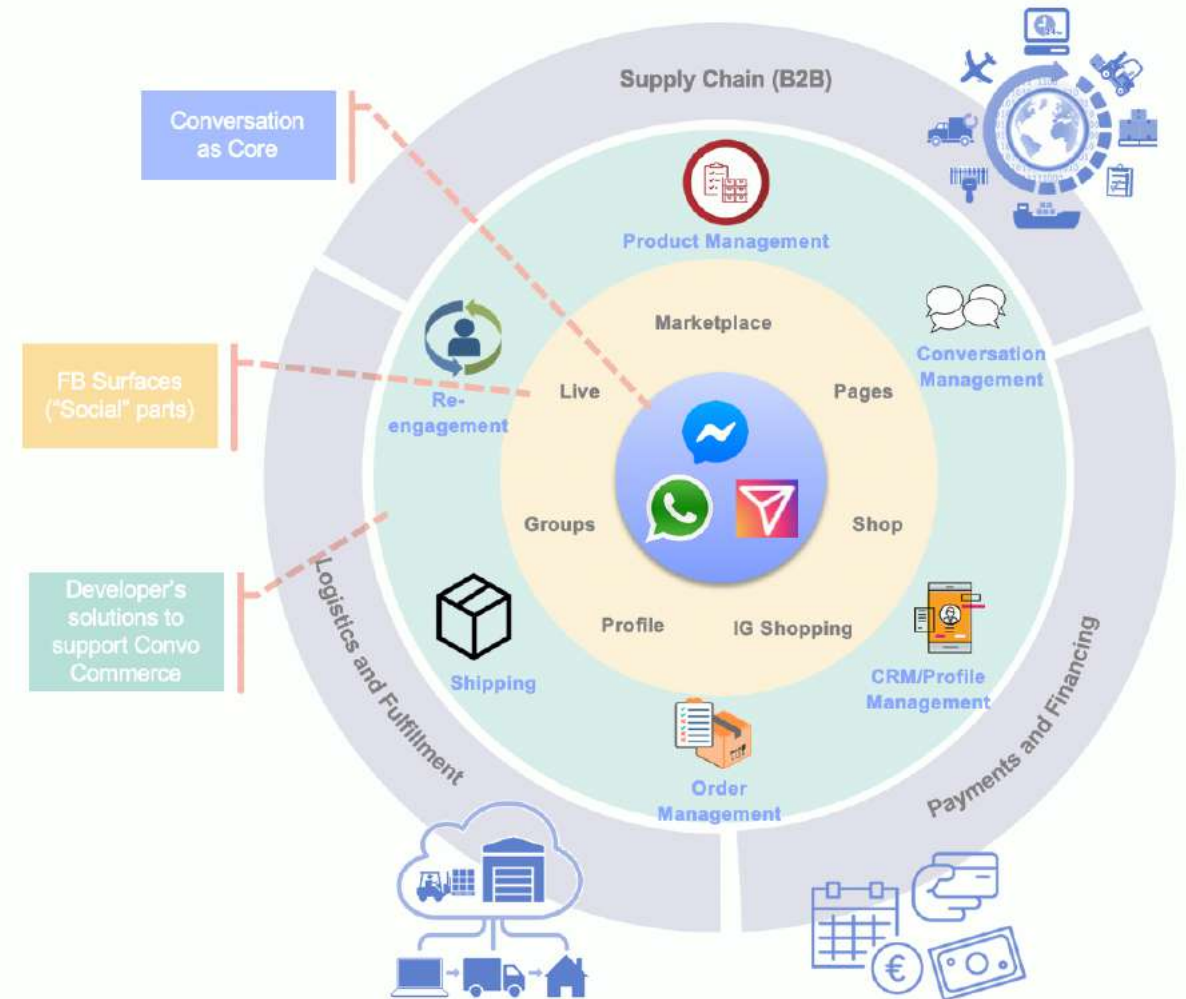
- FB surfaces like Pages, Marketplaces and Live are entry points for Sellers to expose their goods/services, and for discovery of offerings from Sellers
- FB surfaces are also where Sellers build up their presence and reputation. Based off their history, buyer's feedback and reviews.

## 3 Developer Solutions:

- Developers (Facebook Partners) build solutions around Facebook products listed above. To reduce friction, filling in products gaps and helping Sellers scaled in CC ecosystem.

## 4 Outer Fringe Providers:

- Supply Chain management of goods from source to sellers.
- Payments and (micro) Financing services
- Logistic and Fulfillment Service Providers



# 3 Steps to Conversational Commerce Success



## Understand the strategic role messaging can play and plan

Understand the way your chat-first consumers buy within the customer journey. Then, define the goal of the messaging experience—how can you leverage it to solve your current business challenges and/or meet business objectives?



## Build capabilities for an effective team that understands the messaging experience

Once you've chosen the problems to tackle and the approaches to take, start building either in partnership with other partners, agencies, platforms or internally.  
Context: How can the messaging experience best be aligned to your business and marketing strategies?  
Consumer: What are the most frequently asked questions and how does messaging consider what your consumers really need?  
Content: How can chat help your business get creative in delivering the brand message clearly and in an engaging manner?



## Start experimenting and building out your experience today

Leverage on the messaging solutions that work best to help your business simplify customer acquisition and enable transactions —showing the world that you are listening.  
It's time to start your own Conversational Commerce journey today.

# Review how can you leverage chat-experience to solve your business challenges & work with Partners

1

Consumer can find me

Storefront	Supply Chain
	Store Setup
	Inventory Management
Discovery	Multiple Surfaces
	Signals based Ads

2

I can close, fulfill and get paid

Inquiry & purchase	CRM
	Adv Labelling
	Chat Management
	Automation
Order Management & Fulfillment	Native Payment
	Multi Payment Options
	Shipping

3

Grow and scale business

Remarketing & CRM	Signal-based Retargeting
	CRM Marketing
Analytics & Reporting	Sale/s Performance Reporting



# PUTTING IT TOGETHER



Plan



Create



Reach



Test &  
Expand

Define The Gaps in Business  
Objectives that  
Advertising Will  
Help Solve



Hi!

We've got some new camping gear in stock

is sweater

Yes! Choose shipping you have it in time

Two person tent \$298 BUY

Great thank you!

How quickly can this be shipped?



## Finding the right gift in Messenger



### Personalised Recommendation

Choosing the right gift can be difficult, so LEGO worked with Facebook Creative Shop and Edelman to create Ralph the Gift Bot to provide personalized recommendations and seamless transaction right in Messenger's web-view. To reach holiday shoppers, LEGO ran click-to-Messenger ads on Facebook and Instagram in UK, France, Poland and Germany. Based on internal reporting, LEGO's cost per conversion was 31% cheaper with click-to-Messenger ads than other conversion-based ads.

"Being able to communicate and sell our products through Messenger has proven to not only be a great innovative project, but also a commercial success. We are beyond excited to partner with Facebook on ideating further on the bot for Messenger in 2018."

Lars Silberbauer, Global Director, Social and YouTube

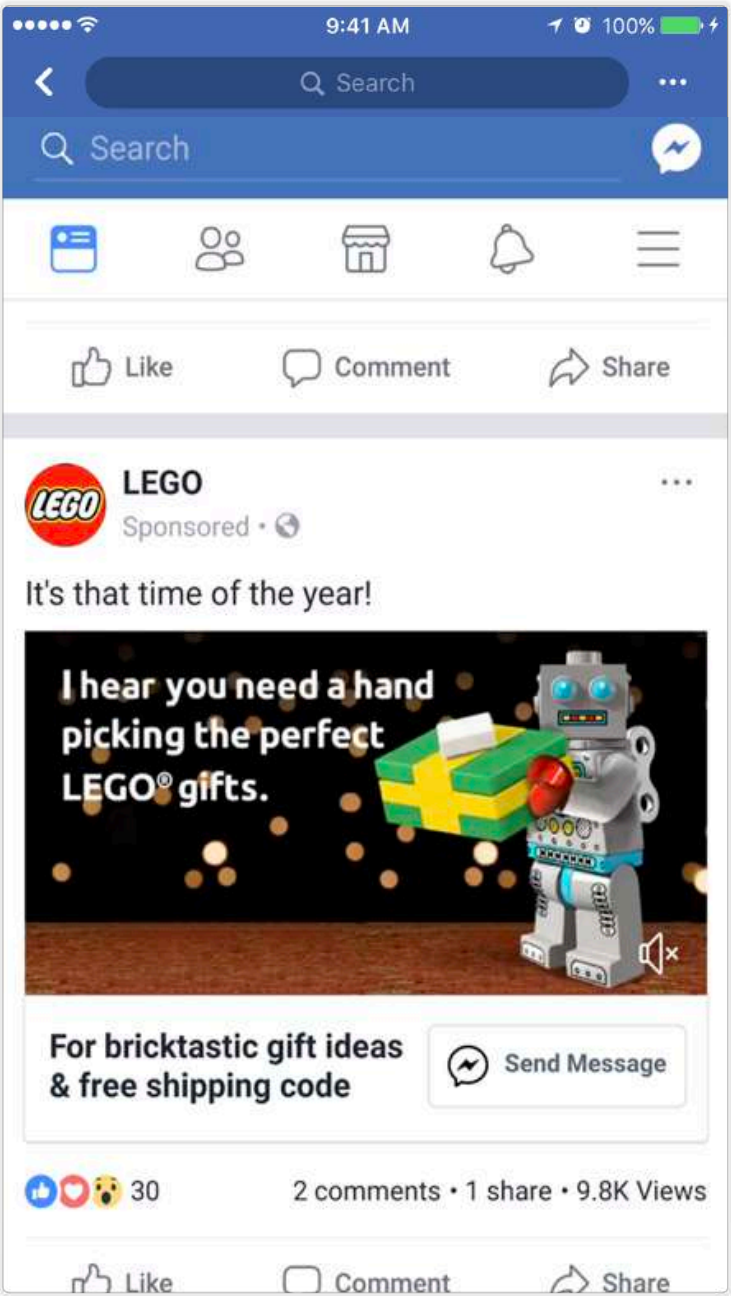
3x

higher conversion rate in bot compared to other conversion-based ads\*

1/3

lower cost per conversion in bot compared to other conversion-based ads\*

Source: Facebook Case Study, February 2018  
\*Results based on client-provided measurement. The comparison campaigns were run before the Messenger campaign (not concurrent) and the results are based on total conversions, not incremental conversions (not lift). Other conversion-based ad formats include carousel, canvas, collection



# Kiehl's Vietnam

Increasing sales with conversational commerce via a bot for Messenger

Kiehl's launched its social commerce campaign by using Click-to-Messenger Ad on Facebook & Messenger bot.

The bot plays critically in the **acquisition role, driving direct connections with consumers.** With weekly incremental sales grow >20% - The product margin is the highest vs. e-commerce and offline channel

**1.8x**

Sales return on ads spent

**22%**

Growth in sales vs. non-campaign week

Source: Facebook Case Study, October 2019



# Mercedes-Benz Middle East

Building customer relationships with Conversation



“We are delighted to connect and communicate with our Facebook community directly through Messenger. It is the obvious choice for Mercedes-Benz Cars Middle East to stay connected with our community in real-time and employ one of the newest tech innovations on Facebook to amplify our customer service engagement.”

ALI KHERALLAH

BRAND MARKETING MANAGER, MERCEDES-BENZ CARS MIDDLE EAST

2k+

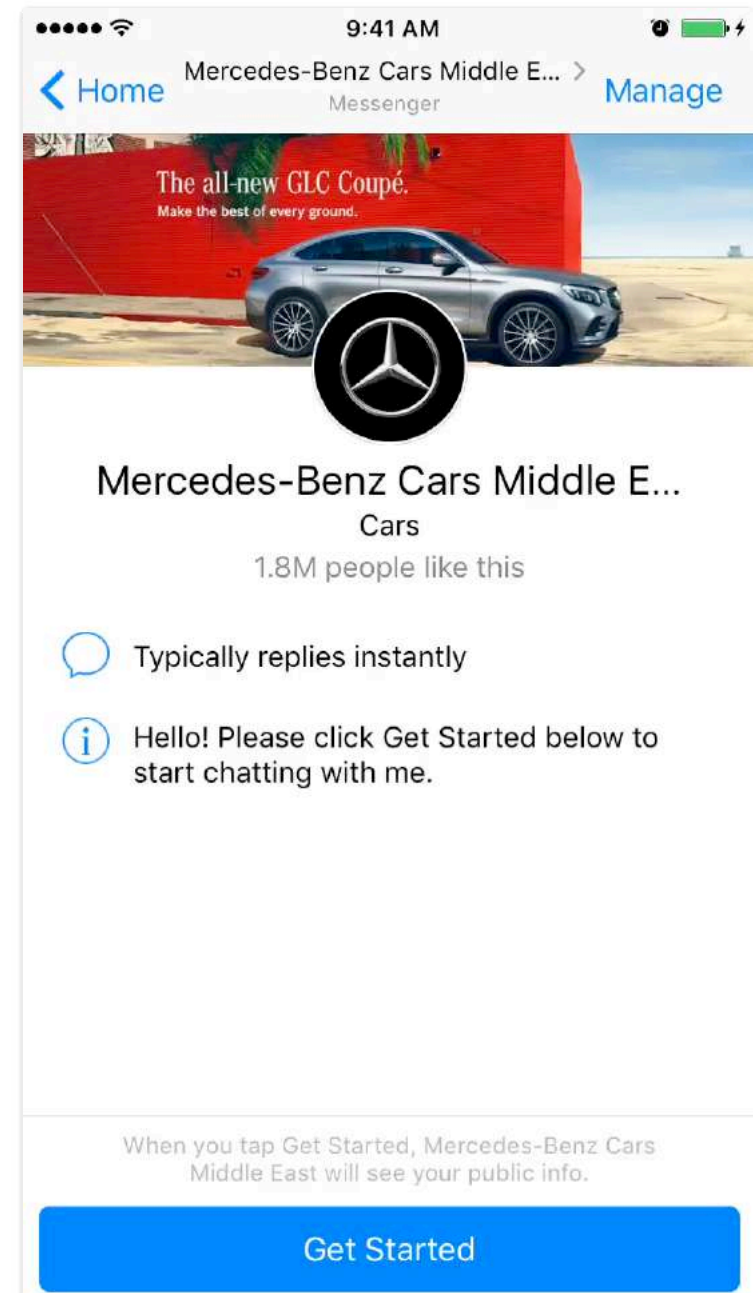
unique sessions on  
Messenger

400

people completed  
the SUV flow

4%

conversion from sessions  
to test-drive booking

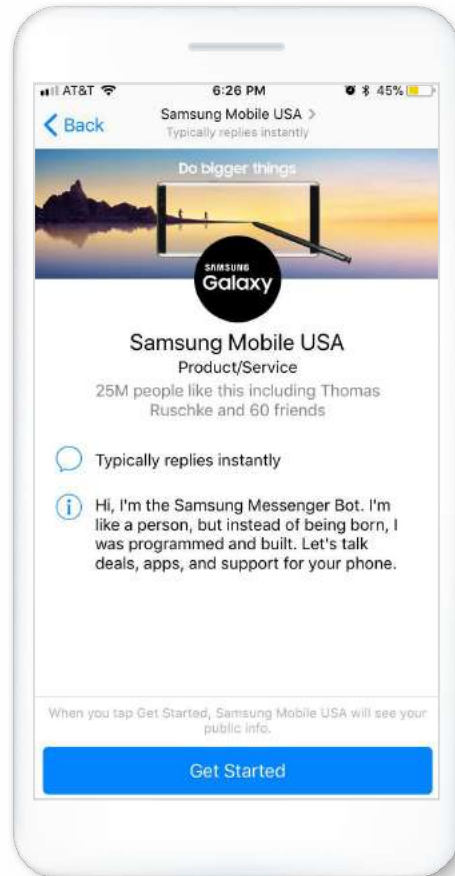


# Create Your Curated Conversation Experience

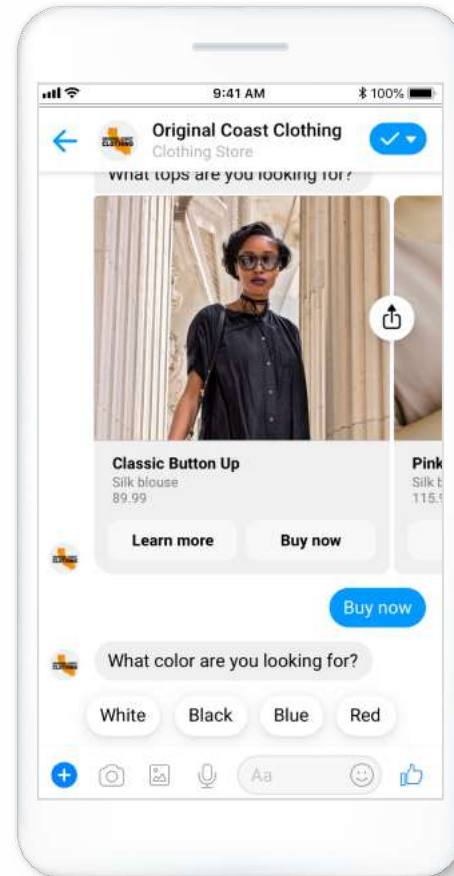
- Will your conversation be automated with a chatbot?
- Can your Messenger experience complement your current marketing strategy and communication channels?
- What Messenger features can you leverage on?



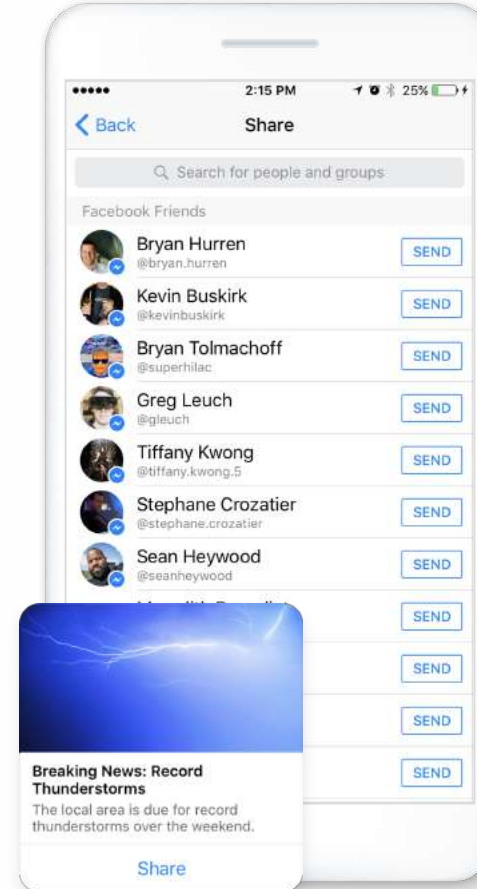
# Fundamental Features



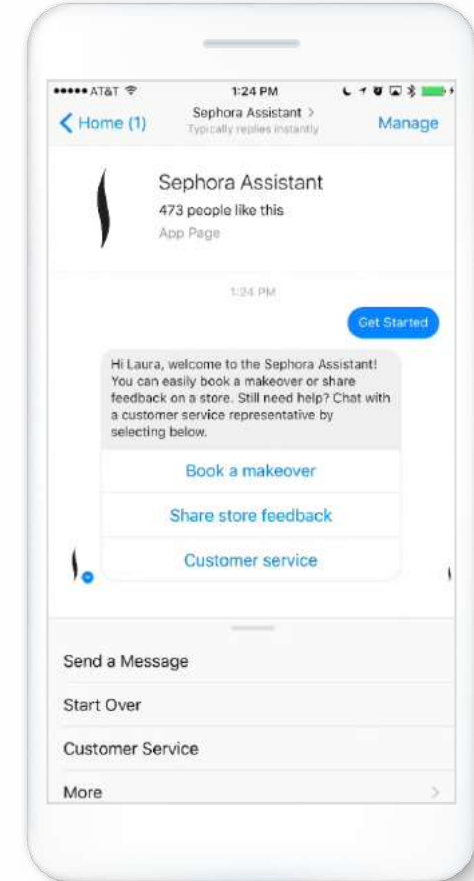
Use a **welcome greeting** to say hello



Guide conversation via visual carousel and **quick replies**



Allow **sharing** of content and bot



Allow handling of **FAQs**



## Reach People And Drive Discovery

- Organic entry points
- Paid advertising solutions



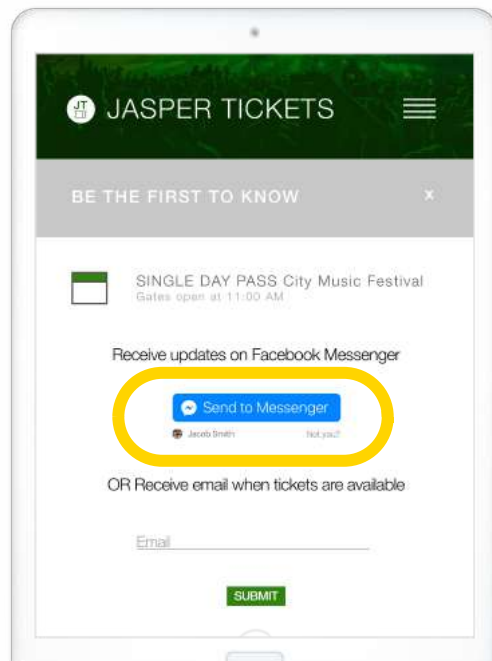
# Use Organic Entry Points To Start Conversations

## Online conversation entry points

## Offline to Online

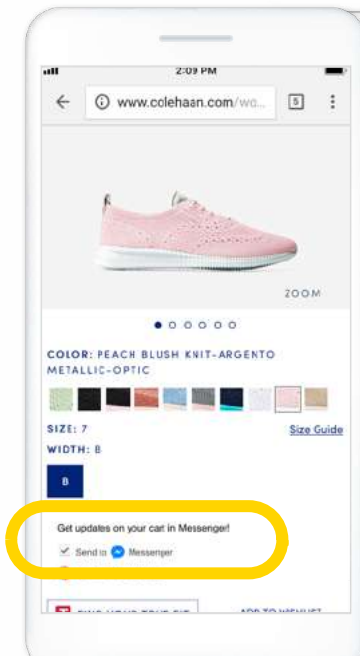
### Send to Messenger plug-in

Display a button on your site for people to open a conversation on Messenger



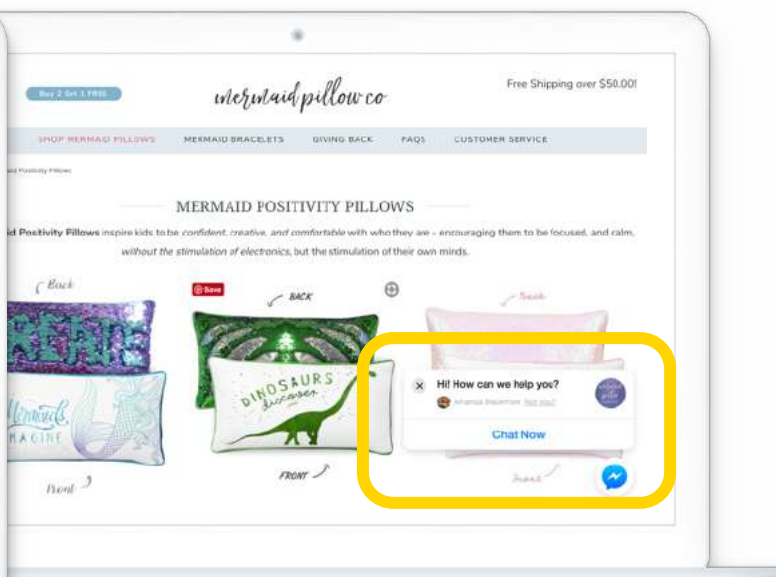
### Checkbox plug-in

Display a checkbox in forms for people to opt-in to receive messages in Messenger



### Customer Chat plug-in

Enables businesses to integrate the Messenger experience directly on the website



### QR codes

Scan to start a conversation with your business on Messenger



m.me/fitstopaustralia

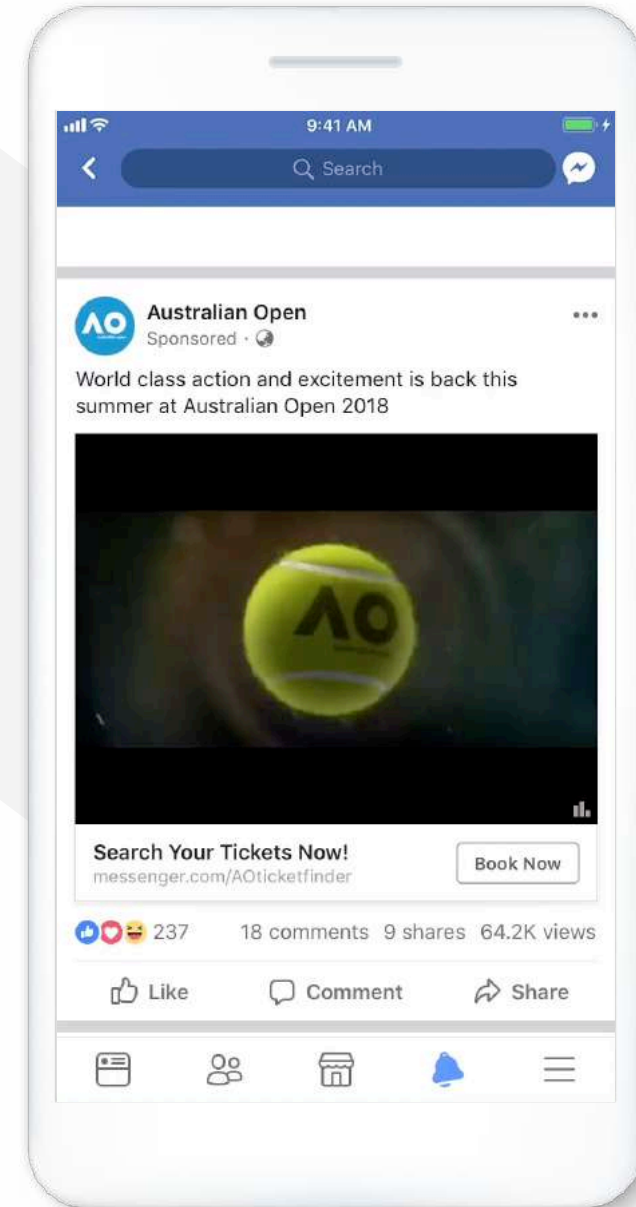
## Paid Solutions

# Click-to-Messenger Ads

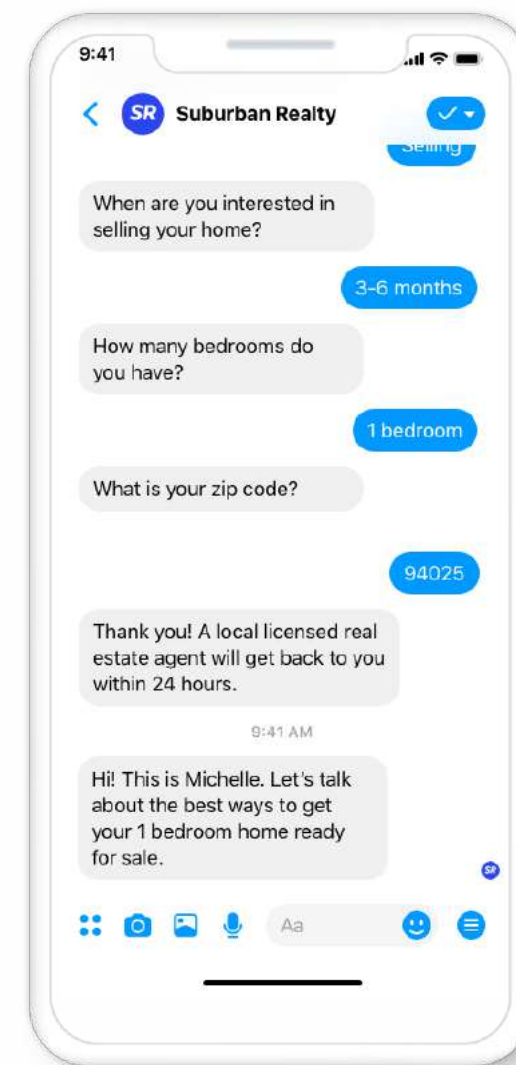
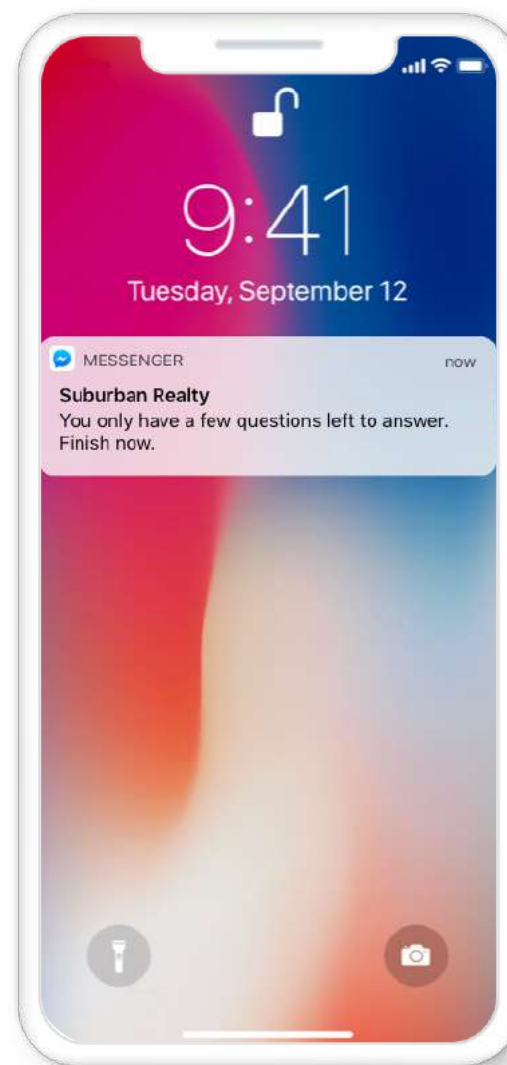
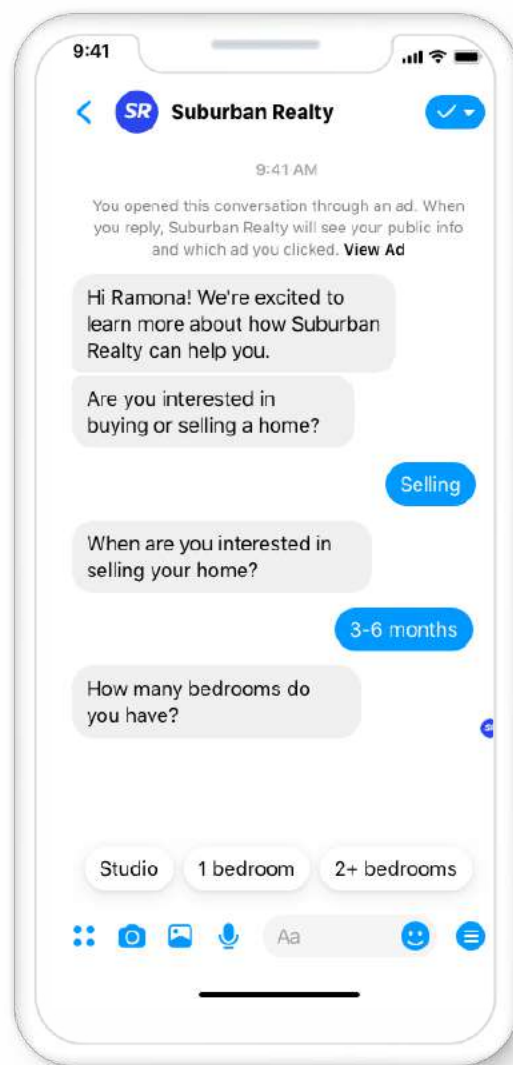
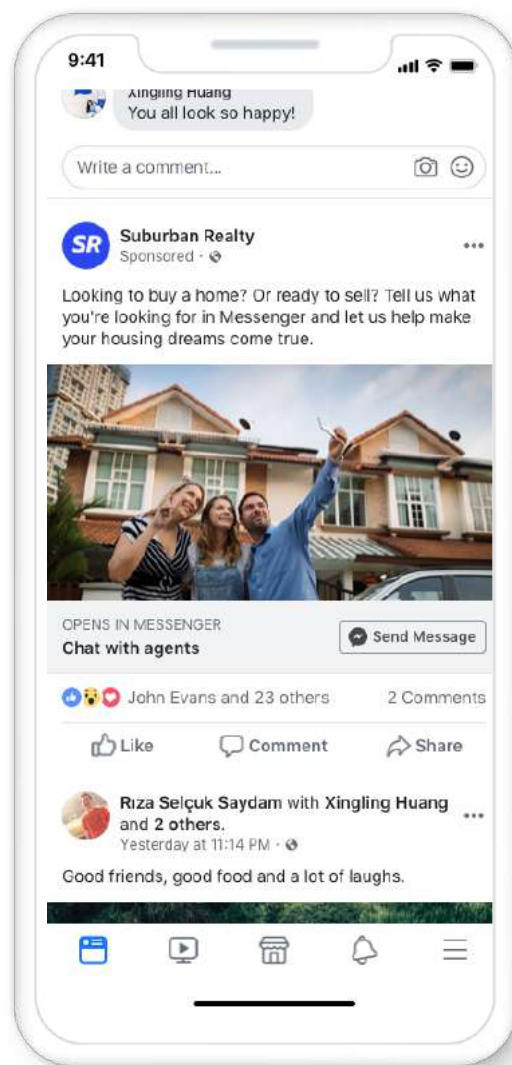
Drive discovery of your business to end users through conversation via Messenger

### Use cases:

- Drive discovery of new products, offers and services in a personalized manner
- Acquire prospective leads and screen quality through automation such as chatbots



# Introducing lead generation in Messenger



## Paid Solutions

# Seoul Spa

The Vietnam based beauty spa and academy brings customers the best services with the best quality for the best prices.

In an effort to drive appointment bookings, Seoul Spa used lead generation in Messenger to gather basic information like location, preferred day and time of service, and phone number to qualify customers.

Integration with a third party chat provider allowed Seoul Spa sales agents to continue the conversation with interested potential customers at scale. Seoul Spa saw lower cost per qualified leads compared to prior lead generation campaigns on Facebook.

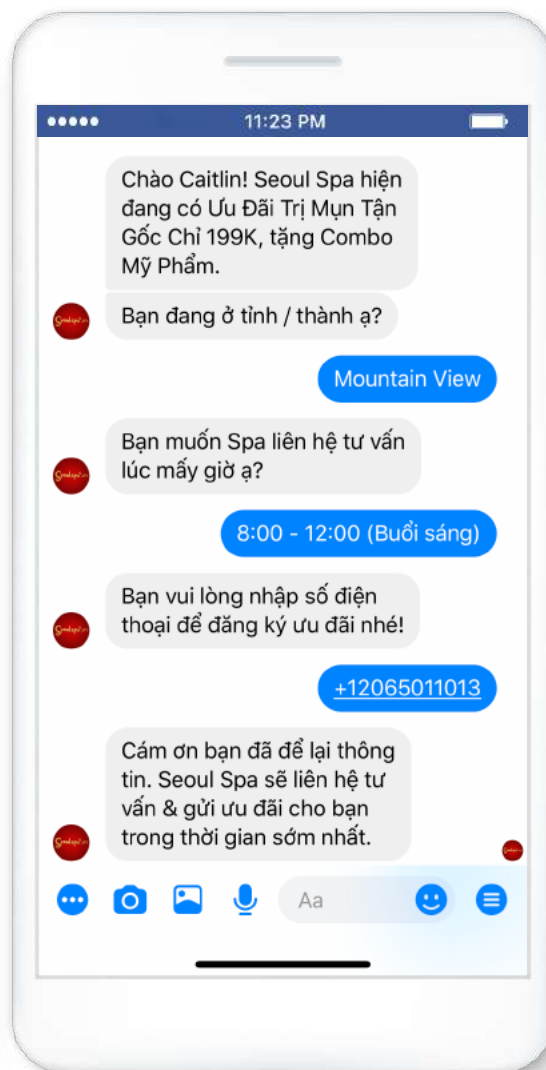
# 3.5X

more qualified leads with  
Messenger

# 72%

lower cost per lead with  
Messenger





Seoulspa.vn



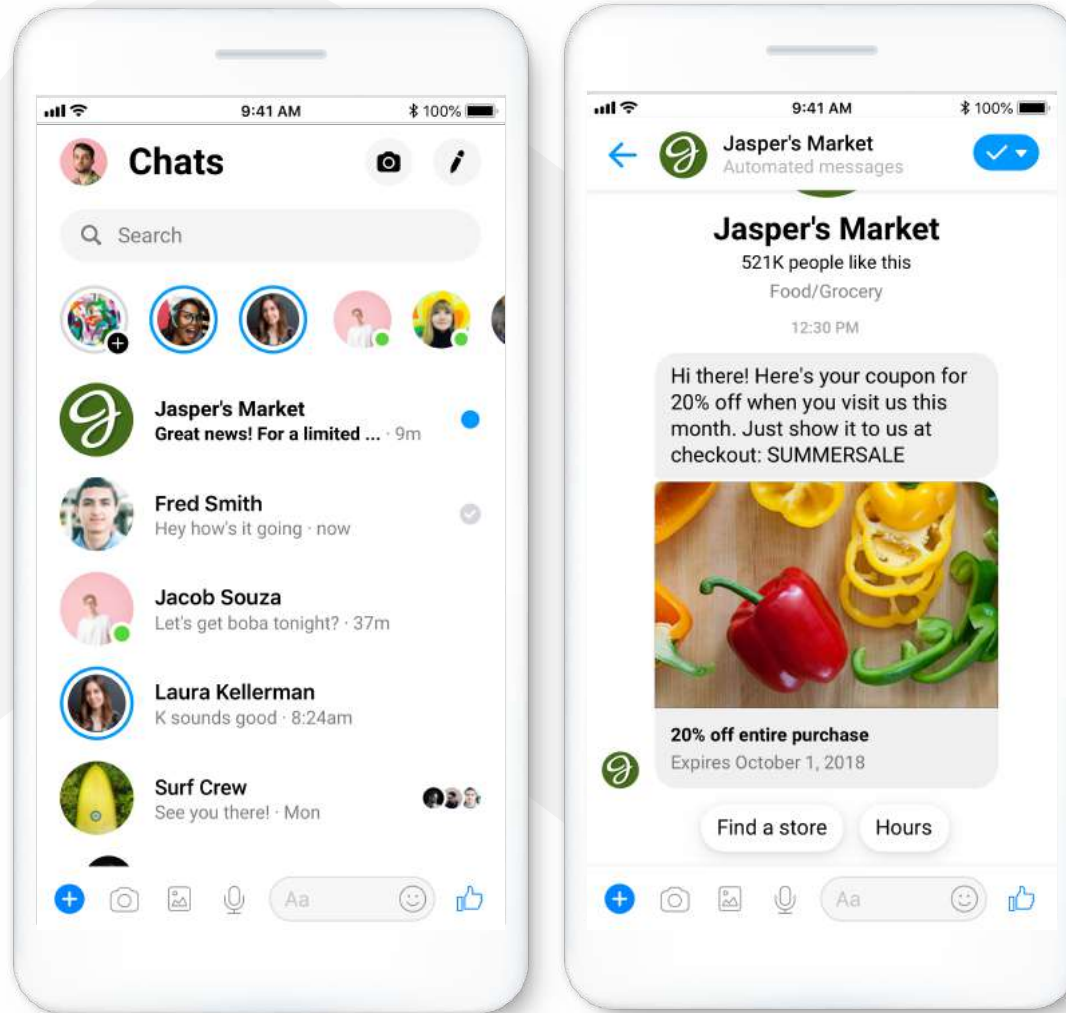
“Messenger is the key communication channel between Seoul Spa and its customers. It connects our business with the potential audience in a more personal and private environment, and allows our clients to have in-depth discussion with the customer support team. Thanks to Messenger, Seoul Spa can now build a deeper connection with customers at any place and any time, and grow our business exponentially across Asia [sic] region.”

— MS. THAO NGUYEN, DIGITAL LEAD, SEOUL SPA

# Setup Lead Generation in Messenger in Five Quick Steps



- 1. Visit Ads Manager.**
- 2. Select the “Messages objective” and set “click to Messenger” as your message destination.** You’ll find the automated chat template under the Ad Level in the “Message Setup” section.
- 3. Select the option “Generate Leads” and click “+ Create Chat”.**
- 4. Add a welcome message, questions, a thank you message, a disqualifying message, a completion reminder message and your privacy policy.**
- 5. Finalize the setup of your ad and submit for approval.**



## Paid Solutions

# Sponsored Messages

Re-engage with people you've previously communicated with

## Use cases:

- Nurture existing relationships by sending relevant offers, new updates, promotional content
- Re-engage prospective customers where they left off in the conversation funnel with your bot



# Test the Performance of your Messenger Experience, then Improve and Expand

## Using standard Facebook measurement tools:

- Ads Manager and Campaign performance (i.e. cost per new messaging conversation started)
- Facebook Analytics

## Tips:

- Test and learn what works, observe patterns and recurring behavior such as drop-offs in conversation funnel
- Better reach your initial objectives or expand and achieve new ones



## Recap



**Plan** where messaging conversation can help drive business results



**Create** your Messenger experience, consider curating conversation flow using a chatbot



**Reach** the right people to help them discover the experience



**Test & Expand** how the experience is impacting your business objectives, continuously improve, and expand when the time is right



**“Conversational Commerce  
is a priceless opportunity  
for brands to build better  
relationships and drive  
customer retention.”**

*Shiv Choudhury*

*Managing Director and Partner of Boston  
Consulting Group; Head of the Consumer  
and Retail Practice in ASEAN*



# Upcoming MMA Webinars

- **April 27** – COVID impact on Ramadan
- **April 28** - China Martech
- **April 29** - Vietnam “Responsible Marketing”
- **April 29** - Navigating the Shift in Consumer Behavior in Asia during COVID-19
- China Advertising story: During and After Covid-19

<https://www.mmaglobal.com/webinars>

# Take a Seat at the Table

- [MMA programs](#) and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution Analysis



Currency Measurement



Internet of Things



Location



Mobile Messaging



Mobile Native Advertising



Mobile Programmatic



Mobile Shopper Marketing



Mobile Video



Privacy



- To join a program, contact [committees@mmaglobal.com](mailto:committees@mmaglobal.com).

# Participate in the Conversation

MMA Smartbrief



Mobile Smart Fundamentals



MMA LinkedIn Group

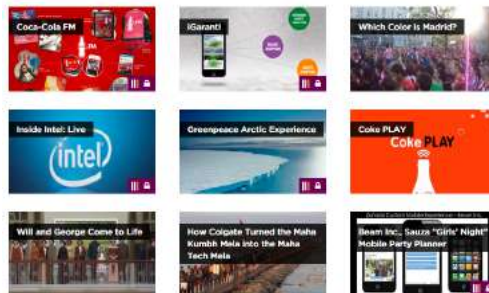


Get Social with MMA



## Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook

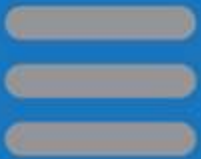


Guidance Reports and Benchmarks



Webinar Library





# Thank You!