




# *A Guide to Using Facebook as a Social Selling Platform*

by SocialSellinator



# TABLE OF CONTENTS



1. About SocialSellinator
2. Social Selling on Facebook: Tips to Find and Engage with Prospects
3. Social Selling on Facebook: Top 10 Tools to Use in 2020
4. Social Selling on Facebook: Understanding Messenger Bots



SocialSellinator is a full-service digital marketing agency for startups, small and mid-size B2B/B2C businesses. Our clients benefit from increased brand awareness and leads, created by our data-driven approach to social media marketing, content marketing, paid social media campaigns, and search engine optimization (SEO).

Visit [www.socialsellinator.com](http://www.socialsellinator.com) for more.

# Social Selling on Facebook: Tips to Find and Engage with Prospects



So, you're interested in improving your social selling skills. Naturally, you want to dedicate your limited time to a platform that is going to have the most impact on your business. This leads many to choose Facebook, the world's largest social network.

There are many reasons why Facebook makes an excellent choice of platform for social selling. Just take a look at these stats that show what a big audience (and how engaged) Facebook users are:

- Facebook has **2.3 billion users** in total.
- There are **1.1 billion Facebook users** that speak English. That's almost half of their total number of users.
- **Facebook is the third most visited website** worldwide, only behind Google and YouTube. It's also important to consider that Facebook relies heavily on app usage, which will drop its number of browser-based visits.
- **35% of Facebook's ad audience** is under 25 years old.
- **68% of Americans** use Facebook.

While many consider Facebook to be more of a social media platform to share personal information with friends and family, there is a lot of opportunity to make connections and scout new prospects on Facebook.

However, the platform requires that you employ some unique strategies to make connections with your ideal audience. There is truth to Facebook being a personal platform first. You don't want to continually send business communications intended for your customers but reach your family and friends.

It's important that you go into social selling on Facebook with the right mindset and a well thought out strategy for social selling. In this article, we'll cover some simple steps that you can take while selling socially on Facebook to increase your audience and build more connections with your ideal prospects.

## **Facebook – A Home To More Business Discussions Than Most Know**

Yes, Facebook places its focus on your personal life. You connect with your family and friends first. Your main timeline and feed is not generally a good place to conduct business, at least at first.

Still, Facebook presents a lot of opportunity for social sellers. Facebook Groups, in particular, provide a direct avenue to the target audience of many industries. It's particularly useful for B2B sellers, as there are many B2B Facebook groups with relevant daily discussions – providing you with the perfect opportunity to jump in and make some connections. If you want success with social selling on Facebook, it's important that you know where to find your audience and how to interact with them. Throwing things against the wall and seeing what sticks isn't an approach that will lend itself to success on the platform.

There are tens of thousands of relevant Facebook groups that you could join. In the discussions that happen there, you will make new connections that blossom into Facebook Messenger conversations, friend requests, and the ability to begin interacting with these prospects on a deeper level.

Now we'll dive into some direct tips that you can use to find your audience and interact with them to build meaningful relationships through social selling on Facebook:

## **Clean Up Your Profile**

This should be common sense but is often overlooked. If you are going to be doing business on Facebook, then you need to treat your profile as a business asset. Or at least make sure that you are properly using the privacy settings to keep your business prospects from seeing your weekend party pictures, political opinions, or generally anything that you wouldn't want to share with a business associate.

Somehow, many people overlook this step as they begin social selling on Facebook. Whether you realize it or not, the things that you share with your prospects on the platform have an impact. They form the basis for how they view you, your business, and your prospects.

Make sure that everything that possible customers can see on your profile is something that you'd like them to see. It should look like the content that you share on LinkedIn, only perhaps a bit more personal. There is nothing wrong with letting your prospects get to see you. We're not saying that you have to hide your wedding pictures or that photo with Grandma. Just make sure that you are giving your profile a once-over and that there is nothing questionable or offensive on there.

## **Join Facebook Groups**

For B2B social selling on Facebook, Facebook Groups are your bread and butter. They are the locations where your prospects will engage in conversations about their business, which makes it the place where you want to be as well!

Now, there are a few important considerations here. The great news is that every Facebook user is allowed to create a group. That means that there are going to be a lot of dead groups out there. When we say dead, we mean several different things. Yes, it could mean that there are groups with no (or very little) active discussion taking place. You shouldn't ever waste your time with those. By "dead," we are also referring to Facebook groups that aren't good for much more than allowing people to post spam in them. If you join a good number of Facebook groups, you're likely to find groups that are filled with people only sharing links and no active discussions taking place. Ignore these as well.

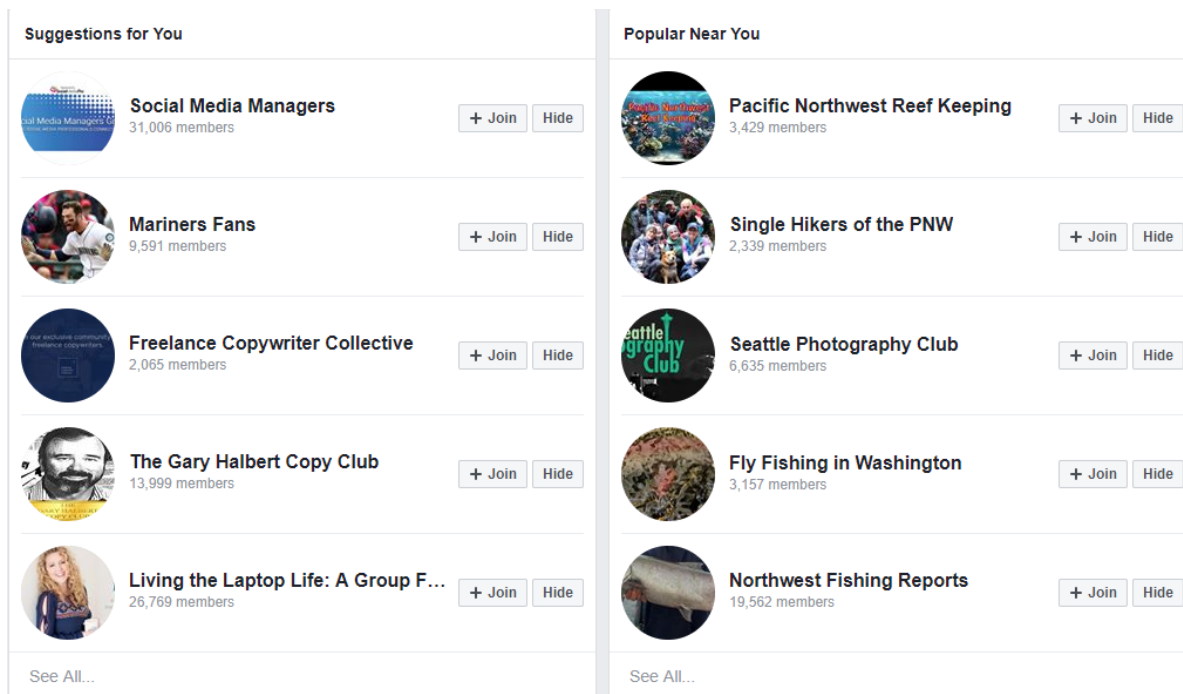
Facebook Groups can be made public or private. Each group will also have specific rules for engagement that you must follow or else you are likely to be kicked out of the group or have your posting privileges suspended.

As you look for groups to join and engage with, there are a few traits that you should be looking for:

- Active discussions. This is the determining factor in whether or not a specific group is a good choice. If people aren't actively chatting then there isn't any opportunity there for you to build connections. The quality of the discussions matters here, too.
- The right kind of discussions. Know your audience. If you are selling an advanced enterprise product, a group of small business owners that are just starting to build their business isn't going to be the right group for you. You have a limited amount of time. Focus on engaging within the Facebook Groups that most narrowly fit what you are looking for from a client.
- Well-moderated. It's very easy for Facebook pages to fall apart and devolve into a spam-fest when moderation isn't present. The best groups to join are going to be those with active moderators that care deeply about the success of the group.
- Private groups. Private groups are always going to be more worth your time than public ones. The level of exclusivity matters here, too. Some groups will only let you join if you pay for access. Others let the general public join but require that they answer a few questions before doing so.
- Cultural fit. What groups look the most fun to participate in? When social selling is something you actively enjoy, you'll be more likely to dedicate more time to it and find success.

Finding Facebook Groups is simple. On the [Facebook Groups Discover](#) page, you can search for groups using keywords. This makes it easy to find groups that are narrowly focused on the markets that you serve. Be creative here. You'll find that the audiences in similar groups tend to overlap quite a bit so you might be better off joining the best group that you can find in each category, rather than joining several groups that cover the same topic.

The Discover Page also gives you additional resources for finding Facebook groups that might be relevant to you. Their "Suggestions for You" section recommends Facebook groups to you based on the other groups that you have already joined. "Popular Near You" recommends groups that are popular with others in your local area. They also have sections that recommend groups that friends like, and listings for groups in different categories like "Business" and "Art."



Most social selling on Facebook will take place within Facebook groups. As you begin to establish connections and grow your audience, you'll start to migrate some discussions over to Facebook Messenger. Eventually, you may add them as a friend on the platform and begin to interact with them on your news feed and throughout the Facebook website. But most connections will start in Facebook groups.

By embracing Facebook Groups as a vital component of your strategy for social selling on Facebook, you give yourself a simple and direct way to connect with your ideal prospects.

## Create Your Own Facebook Group

Creating your own Facebook Group is an excellent way to increase your audience on the platform. In creating your own group, you control the moderation and can push discussions toward topics that will position you to provide insight.

We recommend creating a Facebook Group that is directly related to your products or area of expertise. For instance, a pay-per-click marketing consultant might start a group for other PPC marketing consultants. This might seem backward at first. After all, the ideal client of a PPC professional isn't other PPC professionals, right? They would just handle it themselves.

While that is true, it does position the group founder as an expert on the topic. They can ensure that their posts are read by their audience. They can dictate what kind of discussions will take place within the group.

It's not just PPC professionals that will join their group, either. Business owners that are looking to learn more about PPC advertising will also join the group. They may join the group, find that PPC advertising is a bit more complicated than they originally thought and decide to hire a professional. Who will they go to? The person that has shared the most knowledge within the group.

Creating your own Facebook group is easy, but creating a group with engaged participants and relevant content is a long and arduous process. In the beginning, there will be very little to no discussion taking place. Additionally, especially in the early going, the group founder must play an integral role in starting and responding to conversations. Over time, however, a Facebook Group provides you with a reliable audience on the platform that will grow organically over time.

### **Leverage Messenger**

Don't overlook Facebook Messenger. In fact, many social sellers would say that while Facebook Groups provide them with a simple way to meet and connect with their target audience, Messenger is actually the most powerful tool on the platform.

Facebook Messenger is the [most popular mobile app based on the number of downloads](#) that it receives. You can message anyone on Facebook that you are friends with directly. You can also message people that you are not friends with, but it requires that they accept your invite to chat.

Messenger is quickly becoming a digital marketing staple. Currently, only [31% of businesses on Facebook use Messenger](#) in any way, but that number is quickly growing. Messenger alone has [1.3 billion active users](#) that send more than 8 billion messages a day.

## **Measure and Analyze**

In order to better understand what works for you when it comes to social selling on Facebook, you have to track and analyze your efforts. While there are some tools that can help you with Facebook automation, there aren't many tools for tracking and analyzing social selling efforts, so you'll have to do a lot of it by hand.

At the very least, make sure that you are tracking your conversations. When you have a conversation with a prospect, where did the initial engagements take place? What strategy did you employ? What was the final outcome of the discussion?

Knowing what works is critical for refining your strategies over time. If you don't keep track, it's easy for vital information to get lost in the shuffle.

## **A Wealth of Potential on Facebook**

Facebook truly provides a wealth of potential for social sellers. By leveraging a combination of Facebook Groups and Facebook Messenger, you can locate, engage with, and ultimately build lasting relationships with new prospects. These relationships often result in friend requests, setting the stage for relationships that feel closer than they would have on another platform. Use the tips in this article to help you lay the foundation for your initial audience and grow it over time.

What do you think? Share your thoughts about building audiences on Facebook in the comments:



Book a free 30-minute  
consultation

SCHEDULE

# Social Selling on Facebook: Top 10 Tools to Use in 2020



As a social seller, to ignore Facebook is to limit your potential severely. While LinkedIn might be the home of B2B decision-makers, most of the private discussions on social media platforms are taking place within Facebook Messenger and Facebook Groups.

**Facebook Messenger** is the top mobile app based on the number of downloads. For some, the app has replaced text messaging, instant messaging, and personal email altogether. It's become an integral piece in the way the world communicates with one another.

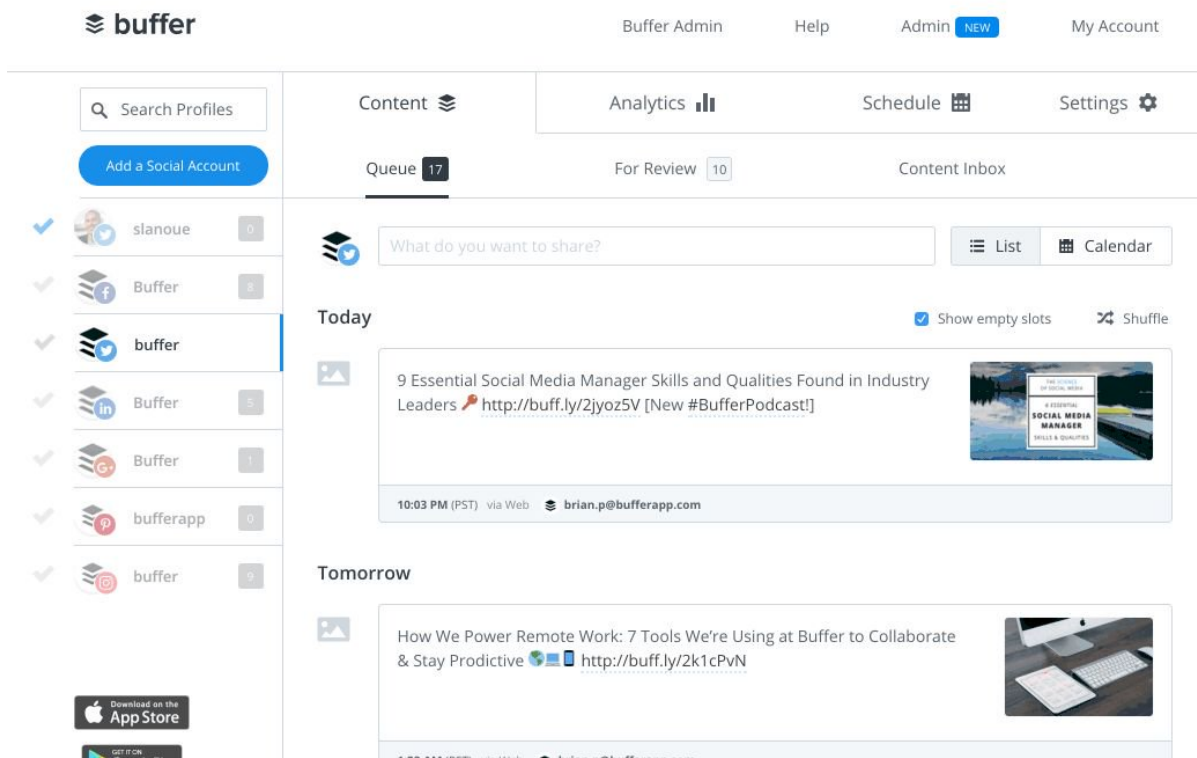
But Messenger is often also the place where conversations go after relationships are taking shape. Initially, your interactions with prospects on Facebook are likely to take place in your timeline, on pages, and in Facebook Groups - but after that, Messenger shows its true potential.

Mastering social selling on Facebook requires dedication but represents the nearly unlimited potential in your ability to connect with your ideal prospects. With that said, Facebook is a big platform. Focus your efforts on the proverbial 'meat and potatoes' of your social selling operation. Use Facebook to identify, meet, and speak with your ideal prospects. Don't focus on tasks that would be better automated.

If you've ever tried to keep your profile up to date with valuable content for your prospects daily, you know that it is a task easier said than done. You might plan out a few days, but most find that they quickly fall behind if they are relying on their ability to physically handle those tasks while creating conversations with ideal prospects at the same time. There are only so many hours in a day.

In this article, we'll cover the top ten tools that you can use to bolster your social selling on Facebook. These tools cover a wide range of tasks, including update scheduling and automation, analytics, content development, and other tool categories to help you effectively leverage the platform.

## #1) Buffer



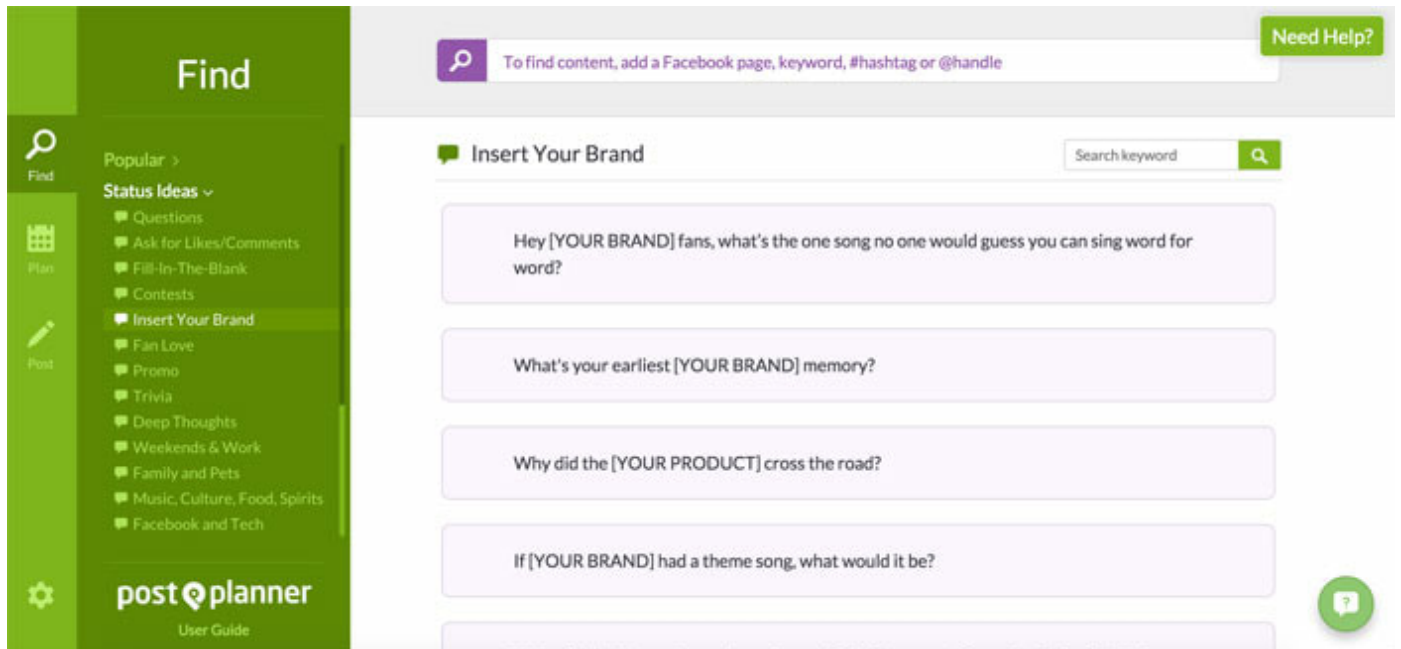
The screenshot displays the Buffer Admin dashboard. At the top, there are navigation links for 'Buffer Admin', 'Help', 'Admin' (with a 'NEW' badge), and 'My Account'. Below this is a main navigation bar with 'Content', 'Analytics', 'Schedule', and 'Settings'. The 'Content' section is active, showing a 'Queue' with 17 items, 'For Review' with 10 items, and a 'Content Inbox'. On the left, there's a sidebar with a search bar, 'Add a Social Account' button, and a list of connected social profiles including 'slanoue', 'Buffer', 'buffer', and others. The main content area shows a 'Today' section with a post titled '9 Essential Social Media Manager Skills and Qualities Found in Industry Leaders' and a 'Tomorrow' section with a post titled 'How We Power Remote Work: 7 Tools We're Using at Buffer to Collaborate & Stay Productive'. Each post includes a preview image and a link to the content.

Buffer is one of the most popular scheduling tools for Facebook (and other platforms). Why do we like this tool? A few reasons. First and most importantly, It's incredibly simple to understand, set up, and use. While Buffer doesn't have all of the bells and whistles that other platforms do, it is, without a doubt, the easiest to use. Buffer also pioneered quality, industry-specific content recommendations for sharing built directly into their app. In just a few clicks, you can schedule posts sharing high-quality industry resources.

Another reason why we like Buffer is that they are dedicated practitioners of social selling, both as a brand and as individuals. In their early years, Buffer was built on the back of a strong social media presence and quality content that answered the most critical questions of their customers and prospects.

Through the development of valuable content with the high usability of their scheduling tool, they made themselves a useful resource for their target audience. It didn't stop at their brand either, many senior Buffer employees maintained an active social media presence, growing the reach of the company organically. They've been very open about sharing their journey and offering a high level of transparency on their [Buffer Open blog](#).

## #2) Post Planner



Post Planner is Buffer on steroids. Their platform takes an excellent content recommendation system and makes it the centerpiece of their platform. Post Planner allows you to use their analytics system to identify the content that has the highest probability of performing with your audience based on how it has performed when shared by similar profiles. Then, you can quickly create post copy and content around what you are sharing and get it on your schedule.

The app also allows you to recycle previously posted content that performed well for your business. Over time, Post Planner's analytics engine builds a profile that helps you determine the best times to share content with your audience.

With Post Planner, the proof is in the pudding. According to a recent study from Buffer, Post Planner drives much more engagement than other popular platforms:



Here were the top applications used by individuals/small businesses, ranked by engagement.

Post Planner: 921.8 average engagement

- Buffer: 180.67 average engagement
- Sprout Social: 166.28 average engagement
- Edgar: 83.53 average engagement
- Hootsuite: 78.45 average engagement
- CoSchedule: 75.53 average engagement

Here were the top applications used by enterprises (bigger pages, more reach), ranked by engagement:

- Adobe Social: 1420 average engagement
- Spredfast: 1270.89 average engagement
- Sprinklr: 991.26 average engagement
- SocialFlow: 881.11 average engagement

Overall, posts that did not use an application averaged 216.766 average engagement, while posts that did use an application averaged 113.88 average engagement. (Buffer posts had an average engagement of 180.67).

Source: Post Planner

The one feature that we think makes Post Planner stand out is in its Facebook Group automation. Their basic plan allows you to schedule posts on Facebook Groups up to ten times per day. While this feature is compelling, it is also crucial that you use it sparingly.

If you have your groups that you administrate, you can use Post Planner to disseminate information. But if you are going to use it to publish content on public and private groups, make sure that you are following the rules of each group and sharing something that their audience will find genuinely valuable. Otherwise, you may drive people away from your group instead of attracting them. Or, if you do this excessively in someone else's group, you may be pushed out.

Best of all – Post Planner is cheap. Seriously cheap. For just \$3 per month, you can manage up to three social accounts on their platform.

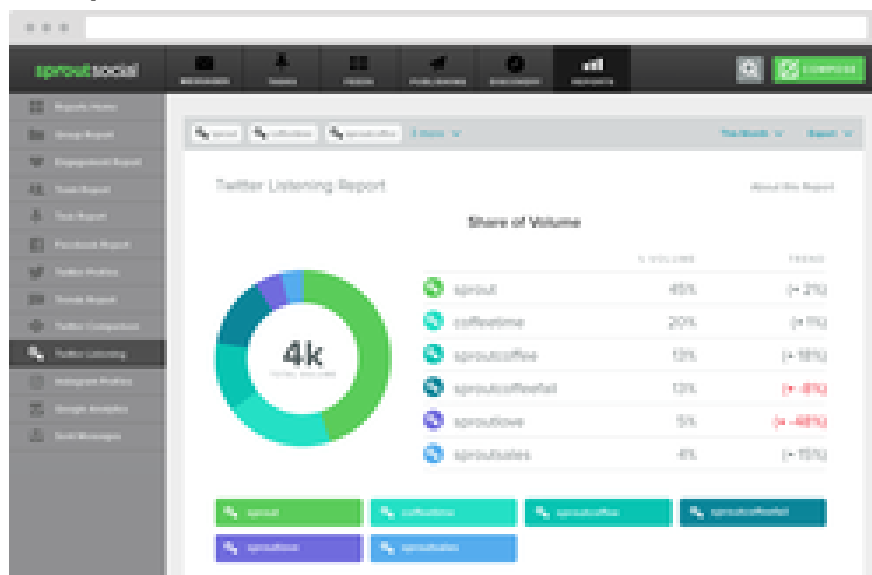
### #3) CoSchedule

The screenshot displays the CoSchedule dashboard interface. On the left is a sidebar with navigation options: My Activity, CoSchedule, Jason's Today (with an Upgrade button), My CMS (with an Upgrade button), Start Bismar (with an Upgrade button), Today's Blog, Truth Fellowship Live, and Connect A Blog. The main content area is divided into several sections: 1. Notifications: A notification from Nathan Ellering stating 'I agree. I'll start working on some headline options' with a 'Mark all viewed' button. 2. My Upcoming Posts: A list of posts assigned to the user, including 'New Blog Post, Super Great!', '5 Power Words That You Should Be Using In Headlines', '25 Growth Hacks', and '[DONE] 3 Ways To Optimize Your Content For More Traffic & Conversions'. 3. Top Posts: A list of top-performing posts with their share counts: 'Proof That Emotional Headlines Get Shared More On Social Media' (5,231 shares), 'Color Psychology In Marketing: The Complete Guide' (4,284 shares), 'Why People Share: The Psychology of Social Sharing' (4,118 shares), and 'How Pixar's Creative Process Will Help You Produce More' (2,868 shares). 4. My Tasks: A list of upcoming tasks such as 'Create Graphics', 'Write Guest Post', and 'Assign tasks to members of your team'. The browser address bar shows 'app.coshedule.com/#/dashboard'.

**CoSchedule** is one of the most popular marketing process management systems. While the company initially started as a content marketing management system, it has grown to include tools for project management, task management, social media management, content management, and asset management. They provide a complete suite that any social seller (or team of social sellers) would find extremely useful.

CoSchedule allows you to build complete workflows within your content sharing operations. Their system not only helps you to automate tasks but provides real-time recommendations for improving your efforts on social platforms. For instance, when you create a new post within their system, they automatically offer suggestions for the best time to post (or recycle) the content that you share on social media.

#### #4) Sprout Social



**Sprout Social** is the swiss army knife in the social seller's toolbox. The tagline of their homepage is "Real People, Real Brands, Real Connection." If that doesn't accurately convey that they are a solution that will help social sellers, we aren't sure what will.

Sprout Social's platform caters to enterprise, corporate, and small business applications alike. Their features include the ability to cover your entire publishing process, from drafting content to actively publishing on Twitter, Facebook, and LinkedIn. Their system provides a complete social content calendar and helps you to analyze your data by providing actionable recommendations to improve your social media efforts.

## #5) Likealyzer

### Page Information

**Pagename:** Social Media Slant [\[Visit\]](#)

**Category:** Website [\[Visit\]](#)

✔ **Username:** Socialmediaslant

✔ **Website:** <http://www.socialmediaslant.com>

✔ **About:** Information specified.

✘ **Milestones:** 1

✔ **Pages liked:** >10

### Page Performance

✘ **Likes:** 320

✔ **Likes Growth:** 6.67%

✘ **PTAT:** 19

✘ **Engagement Rate:** 5.94%

### Posts by Pages

✔ **Posts per Day:** 0.92

✘ **Posts per type:**

 4.2%  87.5%  8.3%

✔ **Timing:** Perfect timing!

✔ **Length of posts:** Between 100 and 500 characters.

✔ **Curiosity:** A good amount of questions.

✔ **Hashtags:** Using.

### Like / Share

Share and make the world a better place. Please select which Social Network you would like to share your result to.

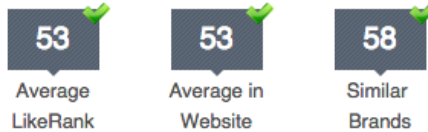


### Page Comparison

**78**

Social Media Slant

VS



### Pages in 'Website'

LikeRank

Rank	Page Name	LikeRank
910	 'Round the Rock: Activities & Events in Round Rock, TX	78
911	 188BET Thailand	78
912	 2nd Amendment	78
913	 Social Media Slant	78
914	 Addiction Recovery   AddictionRecovery.com	77

[See more statistics](#)

Some nice links specially selected for you:

Likealyzer is the tool that you invest in if you want to truly understand your audience and optimize your social selling operations on Facebook. Their platform is built with one thing in mind – being actionable. They don't just want to tell you how you can improve your social media efforts; they want to deliver the tools that you need to do it.

First, they grade your performance on the platform. The grading is done by analyzing several different aspects of your social presence, such as your profile, pages, and social shares for engagement from your audience. Then, they allow you to benchmark your effectiveness against other industry averages. They make it easy to learn from what is helping others to succeed on the platform.

Likealyzer uses the data that they collect to provide actionable recommendations. A lot of tools say they do that, but these guys genuinely mean it. They recommend specific tactics that you can use to bolster your efforts on Facebook, using the millions of data points that the company collects to make those recommendations.

Likealyzer also offers in-depth reporting features that allow you to deep-dive into your social selling efforts and identify areas for improvement on your own.

## #6) Social Bakers



**Social Bakers** is a social media management and analytics tool that places a lot of focus on research and understanding. With their system, you can learn what your audiences genuinely want to see. You can see what kind of content people are engaging with across your industry and directly join in conversations from their platform.

Their system is comprehensive. You can identify social media influencers, optimize your budget, and benchmark your results for optimization and improvement. For social sellers, Social Bakers offers unparalleled insight into your industry on all major social media platforms, including Facebook.

Another great feature is that Social Bakers allows you to sift through millions of conversations across social media platforms better to understand the sentiment within your audience around specific topics. This is incredibly important for social sellers because it allows you to craft content that speaks to more significant ideas and trends that are being discussed in your industry, which helps you position yourself as a true thought leader within your market.

## **#7) Animoto**

Do you know what kind of content drives the most engagement on Facebook? Video. **45% of people watch more than an hour** of Facebook and Youtube Videos per day. But creating video content can be challenging. You don't want to have to jump in front of a webcam every time that you want to post new video content.

**Animoto** takes the complexity out of video creation and editing. Using their system gives you access to high-quality stock video footage so that you can create impactful but straightforward Facebook videos in just minutes. Using Animoto, you can quickly divulge facts and short copy content in a format that drives engagement. With Animoto in your toolbox, you can craft a more well-rounded Facebook social selling strategy that helps you to stand out from the competition.

## #8) Shortstack

### Dashboard [New Campaign](#)

Scoreboard for **Nov 07, 2017**

Lifetime Views  
**23,553**  
1,370 Views in the last 7 days.

Lifetime Entries  
**339**

Lifetime Shares  
**113**

Use ShortStack autoresponders to get 50.43% open rates.  
[LEARN MORE](#)

#### MOST VIEWED CAMPAIGNS

94	SHORTSTACK: Win Free Zoës For a Year: Mercato		
65	SHORTSTACK: Nyberg's Holiday 2016		
65	ShortStack: Black Friday/Cyber Monday Coupon Code 2016		

#### MOST ENTERED LISTS

2	Win Your Wishlist - Wishlist Entry Form		
2	SHORTSTACK: Win Free Zoës For a Year: Mercato - Win Free Zoës For a Year: Mercato		
1	ShortStack: Lowe's Gobble Gobble Giveaway - Lowe's Gobble Gobble Giveaway - Sweepstakes		

#### RECENTLY EDITED CAMPAIGNS

Win Your Wishlist		
New Campaign 171103075935		
Refer-a-Friend Contest		

#### RECENTLY EDITED LISTS

MyList		
Win Your Wishlist - Wishlist - Display Items		
Win Your Wishlist - Wishlist Entry Form		

[New Campaign](#) [View All](#)

[New List](#) [View All](#)

**Shortstack** is a game-changing tool for social sellers that rely heavily on surveys, contests, giveaways, or quizzes on social media. Shortstack is an excellent tool for quickly deploying ads that feature these tactics on Facebook. Their system handles everything, from creating the content and deploying it through Facebook's advertising system.

Their system places a strong focus on not just generating leads, but helping companies to create accurate user-generated content that they can leverage in a variety of ways. For social sellers, it's easy to realize how these types of strategies can be deployed in a personalized manner to help you collect information and deepen relationships with prospects. It's the ultimate tool for quickly growing a list of engaged and excited followers.

## #9) Grytics

The screenshot displays the Grytics 'My Groups' dashboard. The interface includes a top navigation bar with links for FEATURES, USE CASES, ACADEMY, BLOG, ABOUT US, and PRICING. A sidebar on the left provides navigation for 'My groups dashboard', 'Load the groups I admin', 'Search for a public group', 'My automated updates', 'My team members', 'My Grytics API', 'Publishing Tool', and 'My Tags'. The main content area shows a table of groups with columns for Members, Active members, Engagement, Activity, and Last update. A 'Bulk actions' dropdown menu is open, listing options such as 'Bulk actions', 'Get posts in Xlsx', 'Get comments in Xlsx', 'Get members in Xlsx', 'Get active members in Xlsx', and 'Get key stats in Xlsx'. The table lists several groups with their respective statistics and last update dates.

	Members	Active members	Engagement	Activity	Last update
EVENTS AND PLANS   INTERNET, SOCIAL MEDIA, ONLINE	84580	84036	34.49	3688.72	2017-07-27
STUDY GROUP   SCIENCE, TECHNOLOGIES	46491	11191	0.36	110.66	2017-07-26
TEAM   WORK PLACES, JOBS	31021	116109	68.47	5542.96	2017-07-26
NEIGHBORS   COMMUNITY, FREE TALKS	23645	30860	40.41	594.01	2017-07-26
SCHOOL OR CLASS   EDUCATION, LEARNING   Delegated	16854	12243	2.45	197.33	2017-07-26
CLUBS   GAMES, VIDEOGAMES, LOTTERY	15400	35903	55.96	2059.98	2017-07-26
SUPPORT   BUSINESS, MARKETING	964	83	7.17	5.41	2017-07-26

For social sellers, few strategies can have more impact on Facebook than creating your group. Doing so allows you to connect more profoundly with your ideal audience while establishing yourself as a leader in your industry.

But there aren't a whole lot of tools out there for managing and understanding engagement within your group. Luckily, **Grytics'** platform comes to the rescue and does the heavy lifting for you here. Their system allows you to publish automatic updates, analyze engagement based on a variety of filters, and better understand how you can foster growth within your group.

Grytics' in-depth reporting suite takes the guesswork out of running your own Facebook Group, allowing you to hone in on strategies that provide measurable results. That way, you can put more focus on building relationships and less on-page administration.

## #10) Agora Pulse

The screenshot displays the Agora Pulse interface. At the top, there are navigation tabs: INBOX (99+), MONITORING (14), PUBLIC, COMPETITORS, and APPS. The MONITORING tab is highlighted in yellow. Below the tabs, there are filters for 'To review (14)', 'All', and 'Flagged', along with dropdown menus for 'Type' and 'Newest'. A list of monitored posts follows, each with a profile picture, name, and content snippet. A callout box with a black border and white background points to the MONITORING tab and contains the text: 'The ability to listen & comment to your audience all in one place'.

**agora pulse**

INBOX (99+) **MONITORING (14)** PUBLIC COMPETITORS APPS

To review (14) All Flagged Type Newest

**Idea Girl Media**  
A little reminder on #HumpDay via Touching Clients:  
@ · 3/30/16 9:58 AM

**GRISWOLD NOW Business Networking**  
@ · 3/7/16 9:20 PM

**Greater Norwich Area Chamber of Commerce - Norwich, CT**  
Are you struggling to get started with Facebook for your business? Did you know that 87% of small businesses are on social media but not using in and show you hands on how to.... How to setup a Fan Page for Business, and build a community How and when to use Groups to your advant  
@ · 3 · 3/1/16 5:03 PM

**SCORE Greater Hartford**  
Story-telling and Personalization - keys to online content creation - A session by April Heavens-Woodcock, Managing Partner and Buzz Creation  
@ · 2 · 2/23/16 8:44 PM

**RichCoins**  
Read on to discover the 7 most creative new ways people made money in 2015 #makingmoney  
@ · 1/1/16 7:10 PM

**Advantage Personal Training**  
@ · 12/22/15 8:17 AM

**Guild West Agency**  
Earlier this week, Dropbox announced it is shutting down Mailbox, adding to the long list of promising yet failed email products. Why do so few er  
<http://ow.ly/W0uYc> #dropbox #emailservices - GREAT post from Touching Clients

Agora Pulse prides themselves on their ability to offer a simple solution while covering all of the major bases when it comes to social media marketing. For social sellers, their tool is incredibly valuable. Not only does it provide all of the necessary social media scheduling and management features that one would need and expect, but their platform offers in-depth monitoring features as well.

Using their social listening feature, you can monitor millions of conversations happening at any given time. Their "Listen" tool makes it easy to identify opportunities for growing relationships based on search parameters that you set within their system. Additionally, their tagging system allows you to designate brand ambassadors, engaged prospects, or create custom tags that help you to filter profiles within the system.

## **Tools Expedite Growth**

Facebook social selling tools allow you to take the guesswork out of your strategies, automate essential aspects of your social publishing campaigns, and put yourself in a position to leverage more of the platform. At the same time, you focus on building and growing relationships that result in business. The tools outlined in this article will put you in a position to increase your reach on the platform successfully.

Let us know with any of your favorite tools we may have missed and that we should include.



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# Social Selling on Facebook: Understanding Messenger Bots



Facebook has long been telegraphing their intent to make Messenger a more significant part of their overall platform. It was back in 2016 that the company officially [announced the Facebook Messenger Platform](#), which gave businesses greater access to tools and automation options. Since that time, we have seen a steady ramp-up in the number of companies and a wide variety of beneficial uses that the platform represents for businesses.

An open messenger platform presents a lot of potential for companies that want to further leverage social selling and social media automation within their broader marketing strategies. The announcement to open up the platform for business and marketing purposes raised a few eyebrows. People worried that Facebook was exposing the app's massive user base to a system that could potentially be abused. Facebook responded to these worries by putting strict use cases and limitations on how the platform works.

Facebook sees Messenger as a possible way to bridge the gap between businesses and customers. They hope it could become an entirely new communication channel for companies with tech-savvy customers. With so many Messenger users already using the platform regularly and integrating it deeply into their everyday lives, it makes sense that Facebook would want to monetize the platform.

For social sellers, the benefits of Messenger are apparent. When people are already using it, and your target audience is hanging out there, it makes sense that social sellers would want to leverage it for connecting and building genuine relationships with prospects.

Here at SocialSellinator, we have written extensively about how to integrate automation into your processes smartly. While we don't advocate for too much automation because we want to focus on real conversations and building genuine relationships, there are certain cases where automating processes make for a better experience for both you and your prospects.

Facebook Messenger simply has too much potential for beneficial automation for it to go overlooked. Using Messenger Bots, you can automate interactions and give your prospects access to information without having to wait for you to respond. There are many uses for Messenger bots that could potentially benefit social sellers. But before we dive into that, let's examine what a bot is within this context.

## **What is a Bot, Anyway?**

In the general sense, a “bot” is a term used to describe any piece of software that automates a specific task. Chatbots, in the context of Facebook Messenger, automate conversations with prospects. While it is impossible to automate an entire fulfilling conversation with a potential customer completely, they can serve as an excellent way to kick off the conversation and collect a little bit of information from an interested party.

Facebook creates its Facebook Messenger bots with [Facebook’s Wit.ai Bot Engine system](#). Bots using this system can parse and understand typical interactions with prospects and learn from them over time. That means that any bot that you create will get “smarter” and more effective every time that it interacts with a prospect.

This usage of artificial intelligence not only makes it easy for businesses to design chatbots but also allows them to build out new functionalities over time that make them more useful. Most Messenger bots have several different uses and branches that a conversation can go down, depending on what the prospect needs.

We’ll dive deeper into how Messenger Bots work a bit later. First, let’s look at how conversations with Messenger bots start.

## **How Do Messenger Bot Interactions Start?**

When Facebook embraced bots for their Messenger app, one of the first questions that concerned parties had was how those conversations would start. If Facebook was going to allow businesses to start sending mass automated communications and conducting spam in the same way that companies do through email, many worried that Messenger would lose its favor.

However, things didn't go that way. Facebook put some pretty strict restrictions on how conversations with companies can start through the platform. Businesses can't just decide to start sending automated marketing messages to users. There has to be an initial interaction that grants the business permission to start sending messages. Some of the common ways that Messenger bot conversations start include:

### **Messenger Links**

If you have a page for your business on Facebook, users can choose to contact your business through Messenger by clicking a button on your page. When they click that link, a new conversation will open up in Messenger. Your bot presents the user with the messaging and options that you set to be your welcome message for first interactions. Messenger bots know when they have interacted with an individual through the platform previously.

### **Customer Matching**


There is one way in which businesses can reach out to customers through Facebook Messenger without the customer taking action, and that is through customer matching. For companies that have collected phone numbers for existing customers or prospects and have existing permission to reach out to them, you can use the customer matching feature on Facebook to reach out to those customers. When you do reach out, customers will be prompted to opt-in to the conversation at the end of your first message. Even in these examples, customers still control who they can receive notifications from.

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 [View Order](#)

When you accept, Socks by Sarah will be able to see info you've made public, like your name and profile pic.

[Ignore](#) | [Accept](#)

Image Source: [Facebook](#)

## Messenger Codes

Messenger codes are unique images that Facebook can use to open up conversations with prospects. If you are familiar with QR codes or Snapchat codes, the concept here is the same. The image contains visual cues that act like a barcode that can be scanned by smart devices, directly opening up the conversation. When scanning the code, the user is redirected to the Messenger app on the device.



Image Source: [Facebook](#)

### **Messenger Buttons**

Facebook also made it easy for companies to embed Facebook Messenger buttons on their website and other web properties to encourage conversations with the company. For social sellers, these buttons would be a beneficial addition to your website. It's less hassle for users to start a new Messenger conversation than it is for them to reach out through email in most cases.

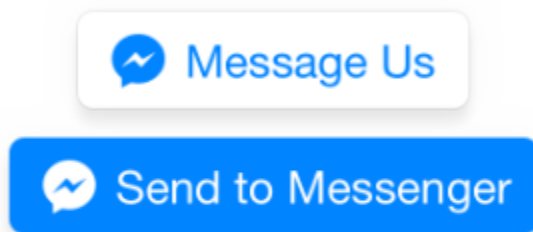


Image Source: [Facebook](#)

In these examples, if you haven't implemented a bot, you'll just receive a standard Messenger message and conduct a by-hand conversation. In those cases, you will want to ensure that you continually monitor the channel for new messages. If you do have a bot, the bot can walk the prospect through the initial steps in the conversation.

## What Are The Benefits of Messenger Bots?

Using Messenger chatbots can provide several benefits to social sellers and businesses. In many ways, they are more effective than handling those interactions by hand. They allow you to automate the portions of conversations that often look the same.

- **24/7 Availability.** We can't be there to answer our Messenger messages all the time. Even if you employ customer service reps, if they are handling new interactions by hand, then there will still be delays. Chatbots are always available and able to deliver any information, collect data, or direct customers in any way that you have set up the bot.
- **Information collection.** Messenger bots are excellent tools for collecting information from customers. It's a process that social sellers always have to go through when meeting prospects and chatbots allow you to simplify the process. Using Messenger chatbots, you can prompt the customer for information and store it in your chosen database or spreadsheet using the detailed API.
- **Improve responsiveness.** When a customer messages an account that uses a chatbot, the bot replies immediately. There is no delay. Prospects never have to wait for hours to hear back from you. This instant reaction allows you to catch them at the peak of their interest and establish a better connection. For social sellers that are focusing on delivering value to prospects, it's hard to shy away from how much weight a bot could add in that department.
- **Low maintenance costs.** Chatbots don't cost anything to maintain outside of what you pay any developers to work on the project. Once a chatbot is set up, it should then run without issue unless there are significant changes to the platform. It costs nothing to continue using a chatbot once installed on your account.
- **Access to a vast user base.** With more than 1.3 billion users, you can rest assured that your target audience is on Facebook Messenger. Access to an extensive user base that uses the platform for chatting with family and friends is beneficial and makes for impactful but straightforward interactions.
- **Branches catered to individuals.** Conversational extensions can be built into chatbots based on their answers to your questions. Whether they need help with something, access to information, or would like to buy something from you – you can build it reliably into your chatbot and only take over with manual conversation when it makes sense.
- **Improve over time with optimization.** Over time, you'll learn what works and what doesn't concerning your Messenger chatbot. You can then use that information to run split tests and optimize your strategies to improve ROI.
- **A more personal connection.** Most people, even today, have had very few interactions with businesses through Facebook Messenger. The typical use of the platform is chatting with family and friends. Therefore, the platform has high levels of engagement, and there is a good chance that the recipient reads your messages engages with you.

There are many advantages to messenger bots for social sellers. Now that we've covered how they could potentially impact your business let's dive into some examples that show how various companies have used Messenger chatbots to their advantage.

## **Examples of Messenger Chatbots**

It's tough to fully envision how a chatbot could fit into your business without seeing some examples of them in action first. Chatbots, when deployed with a little creativity, can automate sales funnels, help connect customers to information, and in many ways, replace sales reps.

Here are some examples of companies using chatbots in useful and exciting ways to help get the gears turning on how your business could use them:

### **Example #1 - Swelly**

Swelly was one of the most popular Facebook Messenger chatbots in the early days of the program. Swelly allows users to pick one of two options and vote with the general public. The system also lets users see what people around the world vote for.

In total, more than one million have used Swelly. The vital viral component of the bot made it a quick hit. While this isn't a strict business example, we wanted to show it because it shows how far a little creativity can take you when it comes to chatbots; if you'd like to try it out, [click here](#).

### **Example #2 - 1-800-Flowers**

Another one of the more famous chatbots on Facebook Messenger comes from 1800Flowers. They are a flower delivery company and created a chatbot to make a full-featured engagement channel with their customers. Users can order flowers and have them delivered wherever they want, directly from inside the chatbot platform. Additionally, the customer can request to speak with a real human representative and is redirected quickly.

### **Example #3 - HealthTap**

HealthTap is an excellent example of social sellers. HealthTap has utilized Facebook Messenger chatbots almost strictly as an information delivery tool. Users can ask any question that they would like to the HealthTap bot, which then answers your health questions with answers from physicians around the world at no cost.

The bot allows you to browse through answers to similar questions. With over 100,000 physicians in different specialties, there is almost no answer that the bot can not deliver that relates to health. It's a simple but effective way to provide value to their customers and build relationships in the process.

### **Smart Automation Builds Relationships**

Creating smart, automated conversations using Facebook Messenger chatbots can help social sellers to collect more information, be more responsive, and provide a better overall experience to their prospects and customers. While you will always have to engage in genuine conversations with your prospects, a chatbot can be a huge help.



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