



HOW TO CONTINUE GROWING YOUR LEAD MAGNET CAMPAIGN

Background Info:

There are 9 ways (as of December 2019) to opt people in to your Facebook Messenger chatbot. You're probably only using 1-3 of these ways, as most people do when they first start out.

Facebook calls them "entry points" to your chatbot.

These are the 9 entry points:

1. Website pop-up (use ManyChat's Messenger button or a tool like OptinMonster that integrates with ManyChat)
2. Messenger button
3. Ref url (Pro tip: turn it into a deep link!)
4. Click to Messenger Facebook ad
5. Sponsored Message Facebook ad
6. Facebook Page post comments
7. QR code
8. Chat widget
9. Checkbox

We can go even deeper...

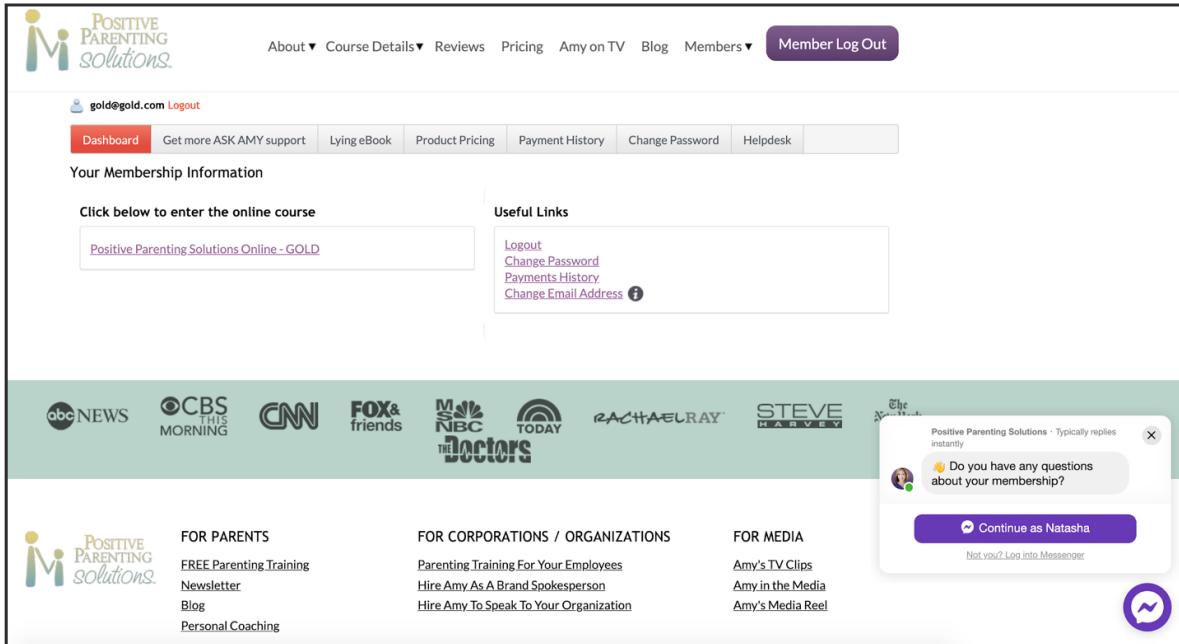
You can create as many of these 9 entry points as you want.

For example, if I want to use the "customer chat widget" entry point, I can place it in these different places:

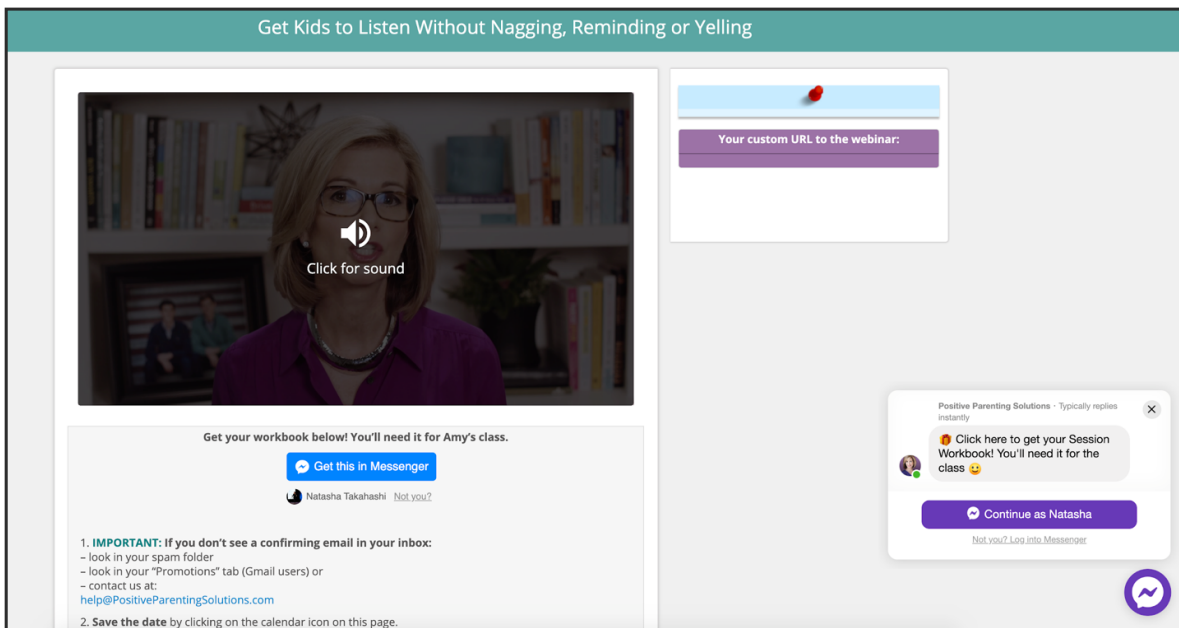


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- Paid Customer Page



- Webinar Thank You Page



I can also customize the message that someone would get when they opt in at each of these entry points. This helps us address the user exactly where they are in their custom journey, leading to more personalized experience and a higher conversion rate across the campaign.