



Facebook Messenger
FOR BUSINESS



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Introduction: How Big Is the Social Media Platform?

Today, we live in a fast-paced world. Everything changes and is suddenly not the way we used to know it.

As the means and channels of communication were developing over the years, they were also tremendously transforming the way we do business.

The world has seen quite a number of positively-disruptive technologies in the last few decades. Facebook Messenger is one such game-changer.

Facebook Messenger is an instant messaging application used for peer-to-peer communication, i.e. sending messages from one user to another.

Although directly related to and often incorporated into the larger Facebook app, Messenger can be used independently. Ever since Facebook Inc. launched a separate app for messaging in August 2011, Messenger has grown exponentially.

For instance, statistics show that in the last three years alone, the use of the instant messaging app has increased six-fold from about 200 million active monthly users in April 2014 to a whopping 1.2 billion today!



Power in Numbers: The Business Capabilities of Facebook Messenger

Today, up to 3.7 billion people -- i.e. about half of the world' s population -- are using the internet.

Out of this figure, 2.7 billion people are actively using social media on a daily basis, with Facebook Messenger scooping about 47% of the market share.

This is a huge platform for marketing in business. It goes to show you just how many people you can reach if you go by these numbers.

As a business, Messenger gives you a platform to "get personal" with your customers, with a potential audience of more than 1.3 billion people from across the globe.

Every month, over 2 billion messages -- both people-initiated and automated -- are exchanged between individuals and businesses on the Messenger platform.

According to Facebook Inc.' s own research on business interaction communication, up to 53% of consumers are more likely to buy from a business they can easily message directly, while 56% prefer messaging customer service than direct phone calls.

Over 89% of Facebook users access the social media platform using their mobile phones and other hand-held, portable devices, checking Facebook up to 14 times a day.

This is a huge space businesses can leverage on using Facebook Messenger.

Messenger enables businesses to reach their customers at scale, then further continue to communicate and interact with each one of them at an individual level in follow-up communications.

Whether users want to get information regarding a new product or are reaching out to your customer care to resolve a business issue, with Messenger you can customize your interactions with them to meet each of their specific needs.

This takes you closer to your business objectives, one conversation at a time.

Unlike most apps for sending messages, Facebook Messenger can do much more than sending messages.

It can also send videos and pictures in addition to text messages. With Messenger, you can also react to a message as it is being written. This is a great feature that enhances this means of communication.

You can use Facebook Messenger either on a computer or a mobile phone. And, in as much as Messenger is relatively easy to use you can still simplify it further by adding



A Step-by-Step Guide on How to Use Facebook Messenger

Step 1:

Download the App to your phone. If you are using Facebook Messenger for the first time, you will need to log in using your username/email and password.

This email address should be the one associated with your Messenger account. After you have entered your details, you can click to log in to the account.

Step 2:

When logging in for the first time, a prompt of turning push notifications on will appear on the screen. This enables you to get alerts when someone tries to reach you. Click on settings to either accept or cancel if you don't want to configure.

Step 3:

Next, you will be directed to the "Messages Window". You will be able to find all your conversations with other people.

There is a "Pencil and Paper" icon where you will see a "Welcome to Messenger" message if you are logging in for the first time.

That icon enables you to begin a new message with a friend online on Facebook. The “To” icon is for typing in your friend’s address.

There is also a “camera” icon which enables you to attach a picture if you want. The “Sent” icon is for sending the message when you are ready. The message will be sent to their inbox and they will see it when they log in to the app.

If it is a one-on-one conversation with a friend, the message will appear as though it is a text message. The display will appear like a series of texts back and forth. The time and the sender will also display on your screen beside the message itself.

Step 4:

Check out the Facebook Messenger settings on the “Messages” screen. There is a “Gear” icon on the top left side of the screen.

Click on it and it will guide you on the two main settings on how to manage locations and alerts. These two are the main settings when it comes to Facebook Messenger.

Step 5:

For now, there are only 3 main ways to configure alerts. This will depend on whether or not you allow for push notifications.

If you enable, you can turn alerts on and off for a certain period of time as per what you require until the next morning.

Clicking on the “Location Services” icon will allow you to be able to use the service. This is just the same as “checking in” on Facebook.

Your friends are able to tell where you are at a certain time. This user-friendliness can be very useful because it makes the process of initiating a chat very seamless. It is a good way to chat on the go.



Facebook Messenger in the Larger Social Media Space

Just how big is the social media platform? If we are going to understand how Messenger can help our businesses, then we must look into social media.

As mentioned earlier, Facebook Messenger holds up to 47% market share of the 2.7 billion people using social media daily.

First of all, it is called a platform because it is an area where you can showcase to the world what is on offer for them.

In turn, apart from profits, you also get to receive reviews in terms of feedback from your customers as well as referrals to more.

Some of Messenger's top competitors on the social media

platform include Facebook itself, WhatsApp, Instagram, Twitter, QQ, LinkedIn and BBM.

While these may be the most popular currently, others like Telegram are also catching up with the popular ones, making the competition to Messenger even stiffer.

Imagine this: you can reach billions of people at a go on social media. What would that possibly do for your business? Let us see:

- Social media gives your business a personal touch. In the former days, people viewed business as too formal but now businesses are opening up through social media.
- Social media exposes your business by getting the word out about your products and services. It exposes you to a greater audience and gives you an opportunity to relate to and with your customers as well.
- It does help that social media is extremely popular. It will not take you much effort to find an audience. Every active user on social media will have a good chance at looking at your business and personal profile.



How to Use Facebook Messenger to Benefit Your Business

- Use a Messenger code to reach your customers. These codes can be scanned with the Messenger app and it will enable you to get into contact with your customer. You can even create your personal profile with your Messenger code.
- You can also get a private link that will directly lead you to send a private message to your customers.

These links can make it easier for your clients to reach you. You can copy or paste the link into your browser and pass the information across.

- **Use auto-reply with greetings from Messenger. This will respond quickly to your customers and also show them that you are concerned with their needs.**

These greetings automatically appear to first-time users of your page. You can personalize this message to suit your needs.

- You may be able to locate a business by its Username or Business name. Ensure that you create a serious name for your business in order to attract serious customers.
- There is a program for businesses on Messenger that you can take. This will help you get your customers more interested in your business via Messenger.

Ensure that you send very detailed messages and your customer will appreciate. Showcase your product in a positive light and make sure you mention the features that bring out the best in your business.

- You will need to configure your message settings so that your client will know when you are available to talk or do business.

This also gives them a timing allowance to know how soon you are likely to respond to their request for a conversation.



Advantages of Using Facebook Messenger in Your Business

- You have an unlimited global access to a 1.3-billion strong market all the time. There is no closing time online. You are either on or you are on.
 - Being a separate app independent of Facebook, Messenger is available to anybody, including those who don't have or don't want to have a Facebook account /profile.
 - With a Messenger code, your customers can connect to you even offline. Effectively, you can share the code on any platform you would like them to connect with you via a private Facebook message.
 - This increased flexibility makes customer service that much better. You are able to reach your clients faster and answer their queries sometimes even in real time.
- **It is very economical to do business online. So much money has been saved for businesses through direct marketing by creating your own space online.**

- Products can now be delivered faster to the client due to the ease of internet or online communication. One does not have to wait for long periods of time in order to complete a business deal.
- Messenger is a good form of instant communication to the public.

Whether you need to strike a deal or confirm the status of an order, this communication can be done in a timely manner. Try and respond to your messages quickly in order to increase your

- It has a provision that allows for discreetness to your client. Some people do not want their information displayed for the public to see.

With Messenger, you can send a private message to your clients and they can answer back immediately.

- You can start conversations to create awareness about


your product on Messenger. This will spark interest towards your product or service and you never know just how far it may go in terms of landing you that deal.

- Messenger enables you to sell your product directly and exclusively. You can book appointments or take orders immediately.

You are able to send files, pictures and links, as well as share serious exclusive information with your clients. You can also send an invitation to them to check out your latest offers.

- This App also allows you to set up automated triggers in case you may not have enough time to talk to your customers' one on one for long period of time.

This will go a long way in saving you time and money, as well as retaining a client who may feel otherwise ignored or side-lined.



Summary / Conclusion

Business is numbers and numbers are business. There is no separating the two. Social media has given many people a lifeline when it comes to business and it has really enriched many lives.

Facebook Messenger is one of the most powerful social media tools and as we have seen above, it has a special and unique way of making business more friendly and profitable.

Communication is very important in business. All these social tools are tools of communication. When you know what your client is looking for, you can inform them through Messenger as marketing platform.

Messenger is also able to make video and voice calls. This is a great feature for those who prefer face-to-face correspondence. This way, you can get immediate feedback and be able to read the mood of the person you are talking to.

The use of social media has changed our lives. There is also no doubt that the business space has become much seamless due to this contribution.

The abuse of social media has also damaged very good businesses and every organization should be careful about how they use these platforms. They have the potential to either make you or break you.

Remember that the internet never forgets. So get the right training and information so that it can work for you.



Resources

1. <https://www.statista.com/statistics/417295/facebook-messenger-monthly-active-users/>
2. https://web.facebook.com/business/products/messenger-for-business?_rdc=1&_rdr
3. <https://www.cnn.com/2018/01/16/facebooks-david-marcus-says-messenger-will-streamline-cluttered-app.html>
4. <https://techcrunch.com/2018/01/16/messenger/>
5. <https://www.socialmediaexaminer.com/how-to-use-facebook-messenger-for-business/>