A man with glasses and a yellow sweater is smiling while looking at his smartphone. He is sitting at a desk in a workshop or office setting with wooden shelves in the background.

# Re-engage customers at scale with marketing messages on Messenger and Instagram

Updated May 2023

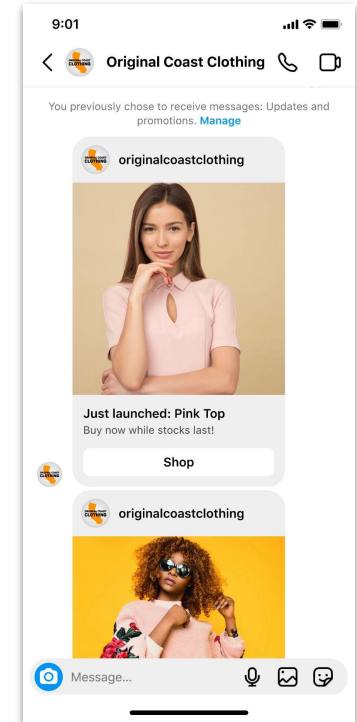
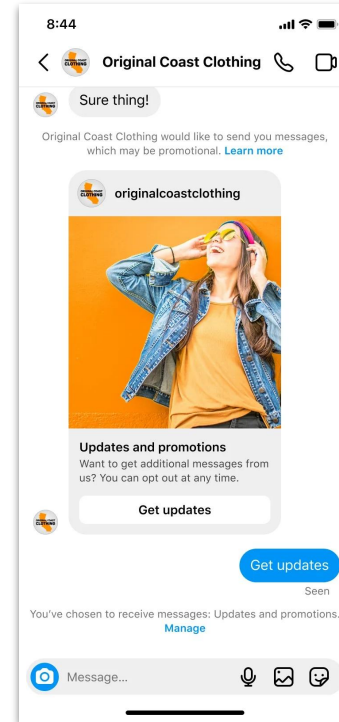
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- 1 What are marketing messages
- 2 Driving opt-ins to marketing messages
- 3 Tips for sending high quality marketing messages
- 4 How to get started
- 5 Resources

**What are marketing messages?**

With more than one billion users connecting to a business account through Meta messaging services each week<sup>1</sup>, Messenger and Instagram are where people interact with their favorite businesses.

**Marketing messages are how businesses re-engage their customers on Messenger and Instagram to increase sales, loyalty, and engagement.**



# How do marketing messages work?

## 1. Customer opt-in

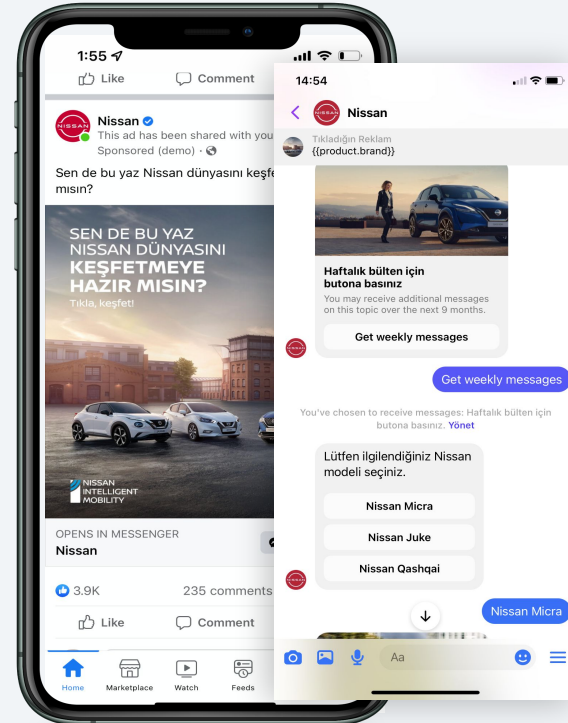
Customers must opt-in (subscribe) to marketing messages before businesses can send messages. There are several ways, both paid and organic, and on and off Meta's platform for businesses to obtain opt-in.

## 2. Customizable messages sent up to once a day

Marketing messages are sent up to once a day to all subscribers. Each marketing message supports any combination of up to 3 content types (video, carousel, text, image, gif).



Used marketing messages to send monthly offers to drive call-me-backs and test drives



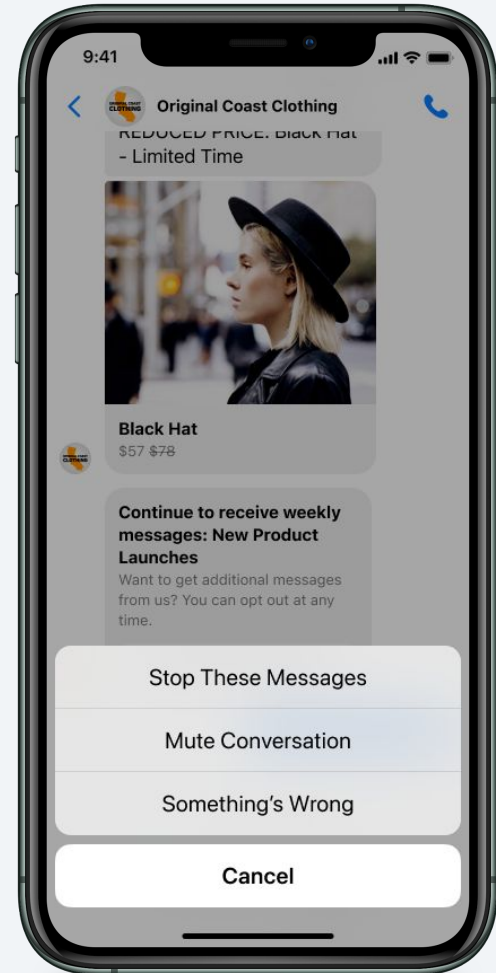
## How do marketing messages work?

### 3. Reconfirm customer opt-in

Marketing messages help businesses easily maintain active subscriber lists with high engagement. We ask subscribers who haven't engaged with messages sent by a business to periodically reconfirm their interest in receiving marketing messages.

### 4. Customer-centric controls

Customers can opt-out at any time. They also have one-tap access to controls such as mute, block, and report.

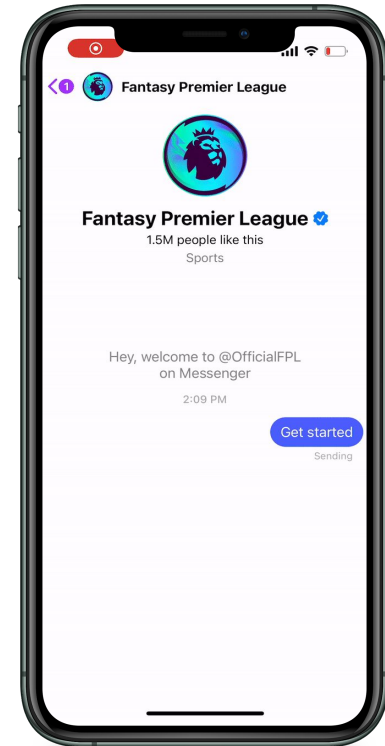


**With marketing messages, brands can strike up frequent conversations with customers on any topic they care about.**

- Remind people about live events, product drops, or other key moments in your campaign
- Deliver exclusive access to content, deals, or products
- Augment movies, concerts, or sporting events with behind-the-scenes trivia and other supplemental content
- Replace low-performing email newsletters with messages
- Segment customers by topic so they get personalized in-thread experiences



Sent weekly fantasy league tips throughout the season to encourage playship



## Marketing messages outperform standard channels on critical KPI's to meet business goals

	Marketing messages	SMS	Email
Opt-in rate	80% (Kee Wah Bakery)	0.7% - 10% <sup>4</sup>	1% - 5% <sup>5</sup>
Open rate	86% (ChicMe)	80% - 90% <sup>2</sup>	21% <sup>1</sup>
CTR	88% (Urban List)	5% - 10% <sup>2</sup>	2% <sup>1</sup>

# 10x

increase in engagement  
over paid social and  
organic posts

“Our customers who have included marketing messages with their social campaigns are seeing over 10x increase in engagement from their paid social ads and organic posts.”

- Stefan Mayo, Head of Brand Partnerships



<sup>1</sup> Campaign Monitor, "Ultimate Email Marketing Benchmarks for 2022: By Industry and Day", Jan 26, 2022

<sup>2</sup> Sender, "SMS Open Rates Statistics & Insights", Jun 30, 2021

<sup>4</sup> Tatango, "63 Unbelievable SMS Marketing Statistics", Sept 22, 2020

<sup>5</sup> Justuno, "Industry Benchmark Opt-In Rates Report", 2018



Innovative brands are already re-engaging customers with marketing messages on Messenger and Instagram



Mercedes-Benz



Outer Aisle.



奇華餅家  
kee wah bakery



Sanuker

## Driving coupon redemption and sales with marketing messages

During a 10-day pilot, Kee Wah Bakery drove opt-ins for marketing messages through Ads that Click to Messenger. When shoppers clicked on the ad, they received an offer to redeem an exclusive coupon by subscribing to marketing messages that shared exclusive discounts and promotions.

80%

opt-in rate to notifications

30%

coupon redemption rate

“Through marketing messages, we’ve developed closer connections with our customers. We’ve always shown great attention to the quality of our customers’ experience, starting with our flavorful pastries. Now, using marketing messages, we’re bringing the same care and focus to the ways our customers receive information from us.”

TERRY LAU, ASSISTANT MARKETING MANAGER, KEE WAH BAKERY

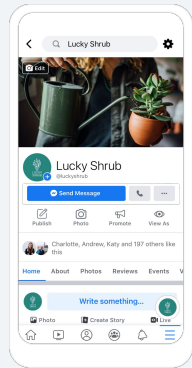
Source: Meta Case Study, April 2022



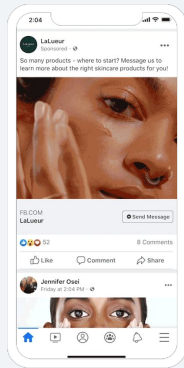
# Driving opt-ins to marketing messages

# Drive opt-ins for marketing messages through paid and organic entry points across Facebook, Instagram, or your owned channels.

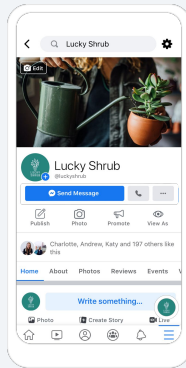
Entry points get customers into your Messenger and Instagram chatbot flows – so they can see the opt-in prompt for marketing messages. After customers opt-in, re-engage them with marketing messages to drive sales, loyalty, and engagement.



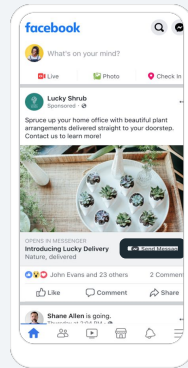
Owned Channels:  
Checkbox Plugin



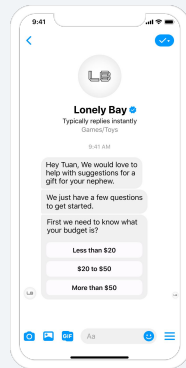
Facebook: Ads  
that click to  
subscribe



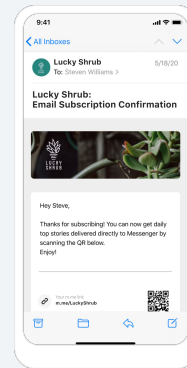
Facebook Page CTA  
Instagram Profile CTA



Post CTA



Private replies  
Story replies



Website



Product packaging or QR  
code



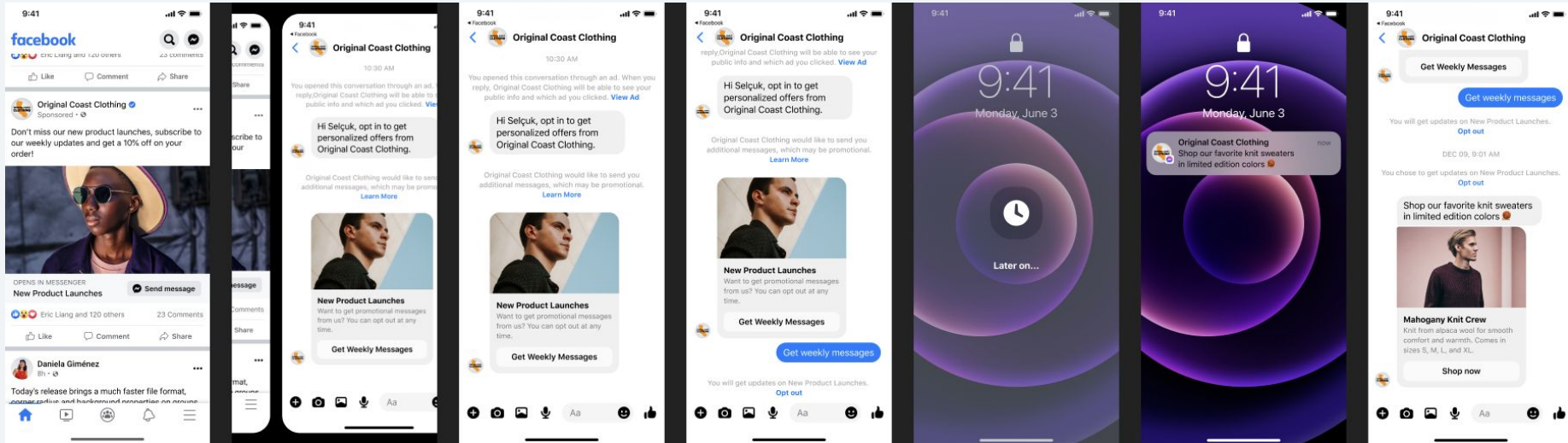
Storefront

m.me and ig.me links, QR codes

# Combine ads and marketing messages to grow and retain a highly engaged customer list

Our newest ad type - ads that click to subscribe - allow businesses to cost-effectively gain subscribers so they can drive results across the funnel with marketing messages.

Ads that click to subscribe is available in Ads Manager and Marketing API.



Ads that click to subscribe: shown in Facebook Feed or Instagram Feed to people likely to subscribe to marketing messages and gives people a streamlined, immediate opt-in experience

After people opt-in, businesses can send marketing messages up to once a day to drive re-engagement



+



## Driving leads in long sales cycles with messaging ads + marketing messages

During a 3 month long campaign, Nissan Turkey drove opt-ins for marketing messages on Messenger through messaging ads. When prospective buyers clicked on the ad, they were prompted to choose the model they were interested in. Throughout the campaign, they were delivered personalized messaging and promotions about the model.

# 98%

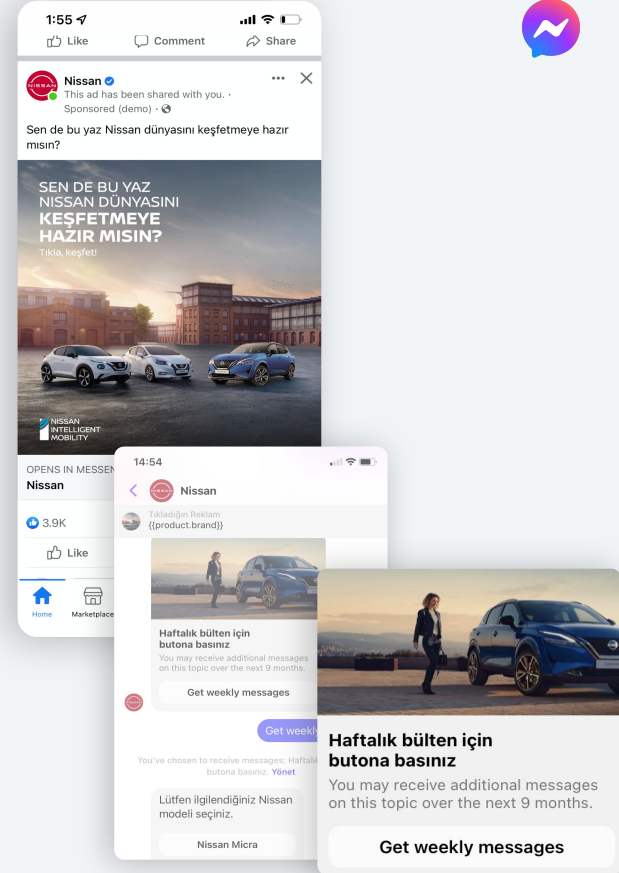
Open rate for marketing messages

# 50%

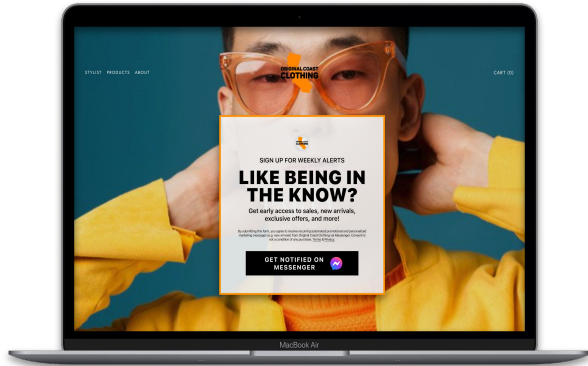
Decrease in cost per lead with messaging ads and marketing messages compared to email

# 70%

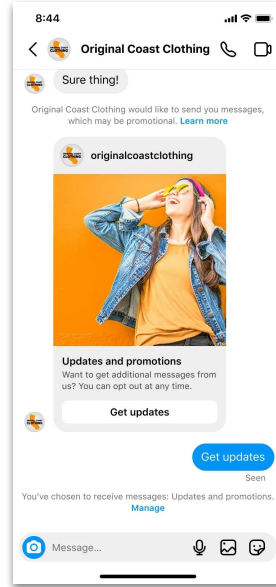
Decrease in cost per lead with messaging ads and marketing messages compared to SMS



# Entry point + marketing messages example for Retail/Ecommerce



Entry point: ig.me link behind the CTA on the website homepage pop-up



Marketing messages: opt-in to updates for new products and deals

Convert website visitors into new customers

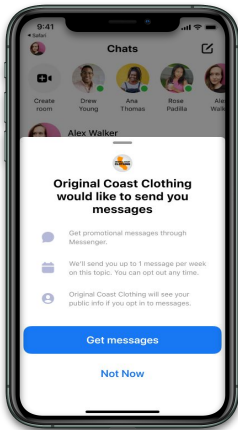
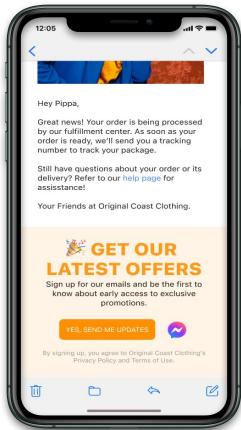
Entry point:

Use the m.me link for Messenger or the ig.me link for Instagram behind the CTA in a pop up on your website homepage that links customers to the thread where the opt-in prompt will be sent.

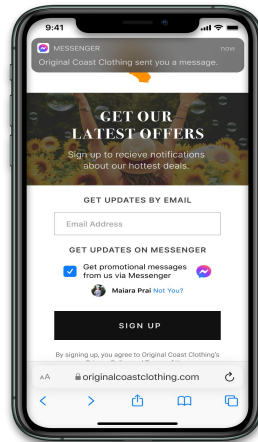
Marketing messages:

Consider sending a discount code as a thank you for subscribing to drive new sales. Send follow up messages promoting new products and deals.

# Entry point + marketing messages example for Retail/Ecommerce



m.me link in CTA on order confirmation email sends customers to opt-in to marketing messages on Messenger



Checkbox Plugin on website or in checkout flow sends customers to opt-in to marketing messages

Increase repeat purchases from existing customers

Entry point:

Use the m.me link for Messenger or ig.me link for Instagram in your order confirmation or shipped emails to send existing customers to your chatbot flow. You can also use the **Messenger Checkbox Plugin** in checkout forms on your website to direct shoppers to your thread where the opt-in prompt will be shown.

Marketing messages:

Once customers opt-in, send follow up messages promoting new products and deals to drive repeat sales.





## Driving coupon redemption and sales with marketing messages

ChicMe wanted to give its digital marketing efforts a fresh new look and find ways to reach customers beyond conventional email and SMS campaigns. During a sales promotion lasting nearly two months, shoppers were encouraged to opt-in to weekly marketing messages through Ads that Click to Messenger campaigns. After subscribing, shoppers could redeem coupons for new offers.

# 79%

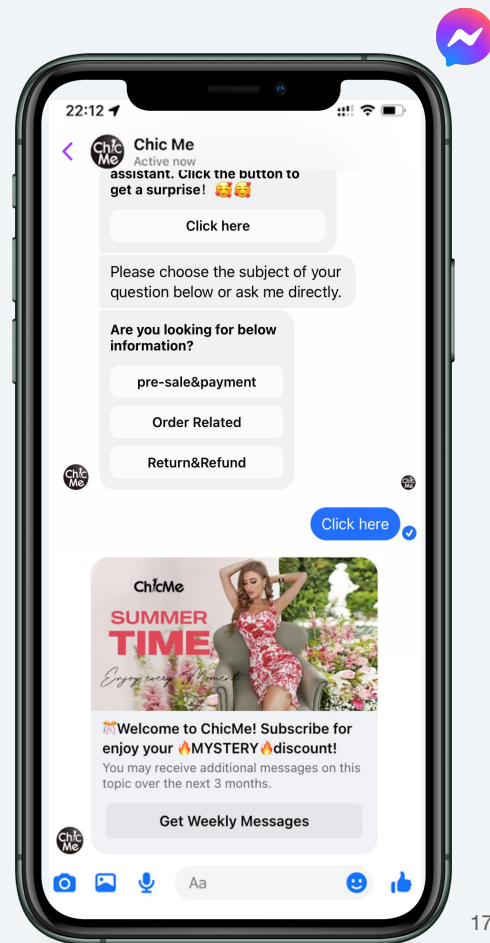
increase in open rate compared to email campaigns

# 13x

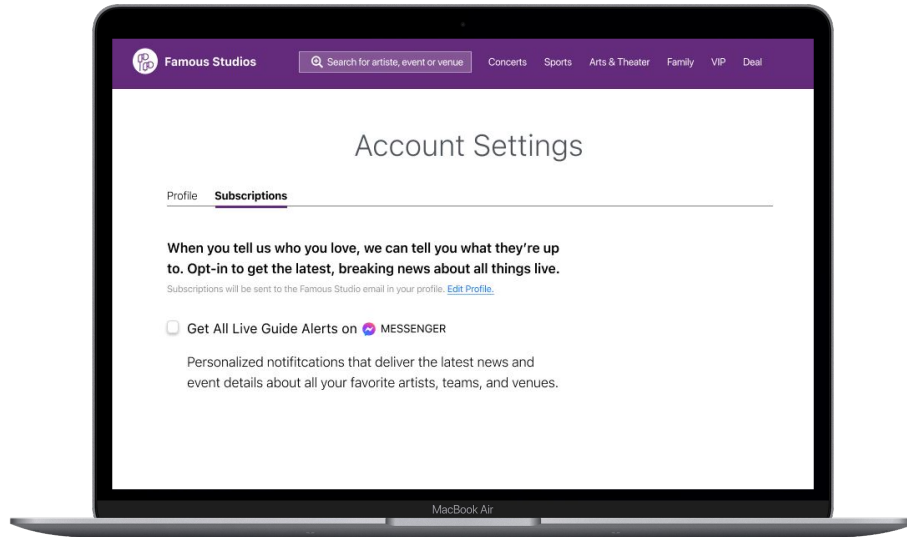
increase in revenue per customer vs. email

# 33%

of first-time buyers made repeat purchases



# Entry point + marketing messages example for **Media / Entertainment**



Increase ticket sales from fans

**Entry point:**

Use the **Messenger Checkbox Plugin on settings pages or artist's pages** to promote marketing messages to fans. Fans will get the opt-in prompt in their Messenger thread.

**Marketing messages:**

Once customers opt-in, send follow up messages promoting new concert dates and pre-sales for the artists they care about.



## Boosting engagement and sales with marketing messages

The ticketing platform wanted to keep fans up to date with news on artists and events. eTicket made opting in to marketing messages easy by using Send-to-Messenger Plugin on artists' event pages. Fans received daily reminders for specific artists or events, or monthly subscriptions to help them plan their social calendars in advance.

# 72%

opt-in rate to messages

# 65%

of fans who received a message made a same-day purchase

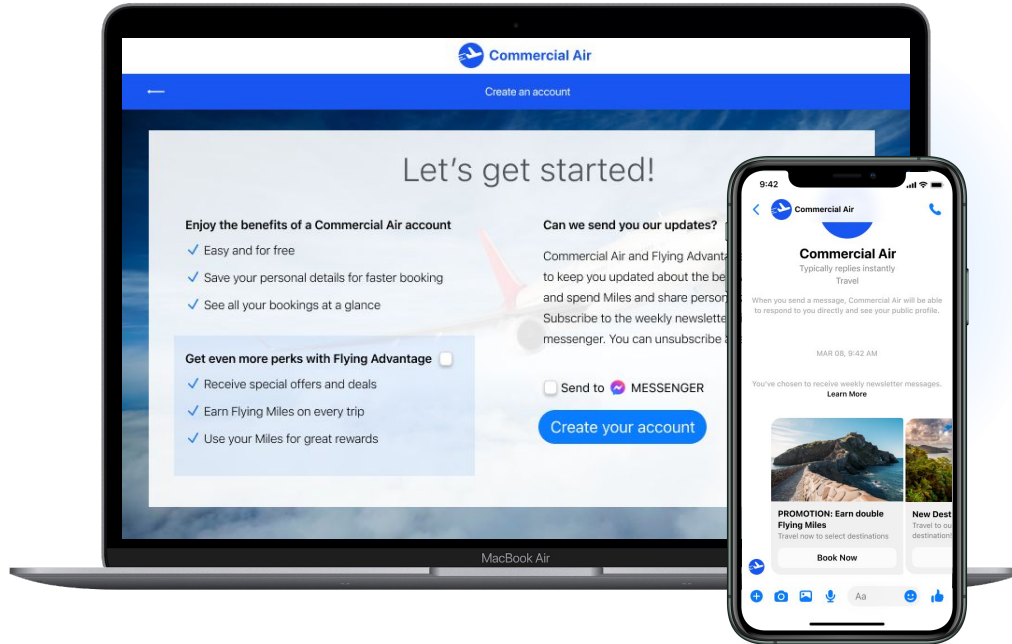
“Marketing messages have been a game changer for fan engagement. This same-day purchase rate is even more impressive when compared to email campaigns, where it could take a fan up to 72 hours to open their inbox. We’ve seen easier interactions and faster purchases through the efficiency of marketing messages.”

**ADRIAN CONTRERAS, CO-FOUNDER AND CTO, eTICKET**

Source: Meta Case Study, April 2022



# Entry point + marketing messages example for Travel



Increase leads from potential customers

Entry point:

Use the **Messenger Checkbox Plugin** on your **loyalty account creation page** to promote marketing messages to travelers. Travelers will get the opt-in prompt in their Messenger thread.

Marketing messages:

Once customers opt-in, send follow up messages promoting new flight deals and loyalty rewards updates.

# Pick the right entry point to reach your customers, wherever they are

Entry point	Where customers can find it	Available for marketing messages on	Example use cases
Send to Messenger Plugin	Website	Messenger	<ol style="list-style-type: none"> <li>Use Send to Messenger Plugin on an artist's page to get updates for new concert dates</li> <li>Use Send to Messenger Plugin on a specific product page to get back in stock alerts</li> </ol>
Checkbox Plugin	Website <i>This optimized for form-based flows (ex. checkout) vs. Send to Messenger Plugin</i>		<ol style="list-style-type: none"> <li>Use Checkbox Plugin in checkout flow to ask for opt-in to marketing messages</li> </ol>
Ads that click to subscribe	Ad in Facebook Feed		<ol style="list-style-type: none"> <li>Broad targeting to acquire new customers to drive new sales or engagement through marketing messages</li> <li>Custom audiences to use marketing messages to resurrect lapsed customers or drive repeat purchase with existing customers</li> </ol>
Ads that click to Instagram Direct	Ad in Instagram Feed	Instagram	<ol style="list-style-type: none"> <li>Ask people to comment on posts or stories with a custom keyword (ex. 'superfan') to trigger the opt-in prompt to be sent to them</li> </ol>
Story Replies	Instagram Stories		
Private Replies	Facebook Posts FB Live Instagram Posts	Messenger & Instagram	<ol style="list-style-type: none"> <li>Add marketing messages opt-in prompt to your existing chatbot flow customers enter through your profile</li> </ol>
Profile or Page CTA	Facebook Page Instagram Profile		
m.me and ig.me Links	In-Store Print Content Digital Content		<ol style="list-style-type: none"> <li>Put links behind QR codes to place in-store fronts, on flyers, on display furniture tags</li> <li>Put links behind the CTA in email newsletters or on websites</li> </ol>

# Tips for sending high quality marketing messages

# User experience for opting-in to marketing messages on Messenger and Instagram

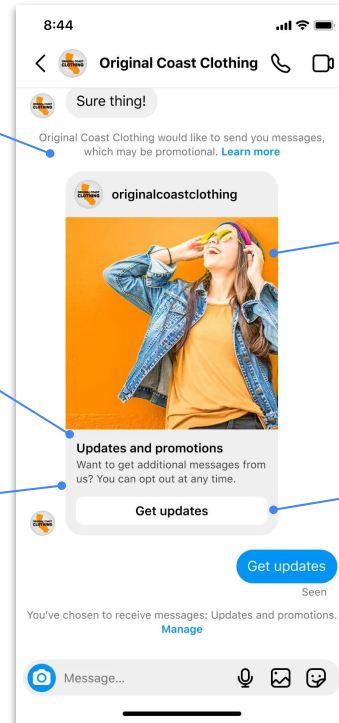
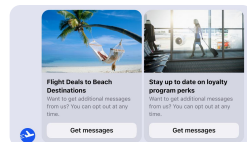
Link to help center article explaining marketing messages to users

## Customizable opt-in title

- 65 character limit
- Recommend a 32 character limit for non-Latin characters/symbols
- Title defaults to “Updates and promotions” if not customized

Admin text required by Meta and cannot be edited.

**Bonus tip:** promote opt-ins for multiple topics at once from the same customer by using the carousel card format for opt-ins.



## Customizable image

- Square: 1:1
- Horizontal: 1.91:1

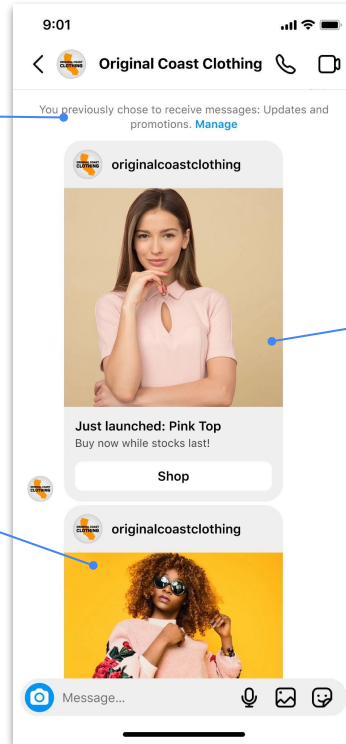
## Opt-in CTA options

- Get updates (Default)
- Sign up for messages
- Opt in to messages
- Allow messages

# User experience for receiving marketing messages on Messenger and Instagram

Non-customizable reminder text including the opt-in title the customer opted-in to and a link to management controls (e.g., opt-out, mute, block, report)

Marketing messages can be sent up to once a day to all subscribers



## Customizable messages

- Each marketing message supports any combination of up to 3 individual content types (e.g., carousel + image + text, text + text + video, text + text + text, etc.)



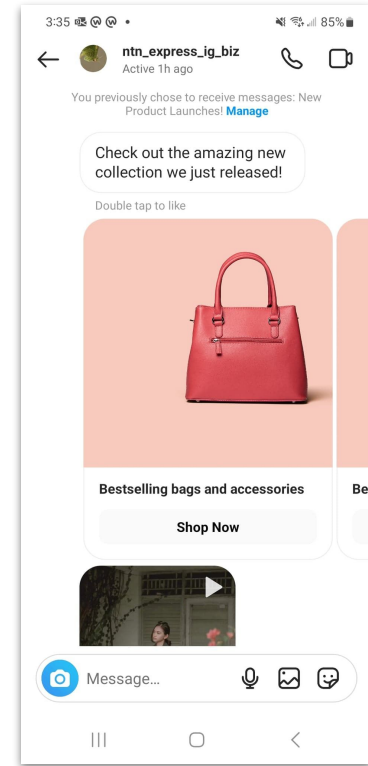
# Marketing messages on Messenger and Instagram support rich, interactive media types so you can better engage customers

Each marketing message supports any combination of up to 3 [content types](#):
















- Audio
- File
- Text
- Image
- Video
- Carousel
- Gifs
- [Message template](#) (e.g., generic template, button template, etc.)

For example, marketing messages may look like:

- Video + carousel + text
- Image + text + text
- Image + text + gif



# Marketing messages on Messenger, Instagram, and Whatsapp feature comparison

		Marketing messages on Messenger	Marketing messages on Instagram Direct	Marketing messages on Whatsapp
	API access	Messenger API	Messenger API for Instagram	Whatsapp Business Platform
	Pricing	Currently available at no cost		Conversation based pricing
Business settings	Requires customer opt-in	 Via native opt-in template in-thread; opt-in must be sent within 24-hours of user-initiated thread	 Via on or off platform, does not require native opt-in template	
	Requires using pre-approved templates			
	Daily marketing message limit	 Up to one marketing message a day to all subscribers		
	Send multiple content types in one marketing message	 Up to 3 content types per marketing message (e.g., video, image, gif, text, templates)		
Customer controls	Persistent in-thread access to opt-out			
	Persistent in-thread access to mute, block, and report			
Opt-in entry points	On-Meta paid entry points	 Ads that click to Messenger and Instagram Direct, Ads that click to subscribe (Messenger only)	 Ads that click to Whatsapp	
	On-Meta organic entry points	 e.g., Profile CTA, Private Replies, Story Replies	 e.g., Profile CTA	
	Off-Meta organic entry points	 e.g., m.me and ig.me Links, QR codes, Send to Messenger Plugin	 e.g., QR codes	

## 1. Pick a frequency to send marketing messages

Marketing messages on Messenger and Instagram can be sent up to once per day. Choose the best frequency for sending messages that keeps customers engaged but not feel overwhelmed.

### EXAMPLES

1. A TV show might send out two messages a week to remind viewers to tune-in to this week's episode and to tease next week's episode.
2. A retailer may choose to send ad hoc messages only for new product drops but weekly messages for deals.
3. A non-profit might choose a to send one message a month that shares newsletter updates.

## 2. Create a clear opt-in message title

The title of the opt-in message helps customers know what they should expect from your marketing messages. While there is a 65 character limit, use 40 or fewer to ensure the title gets to the point.

### EXAMPLES

1. New product launches
2. Sign up for weekly sales updates
3. Get updates about <Event Name>?

### 3. Match the entry point with the audience you want to target for opt-ins

Think of entry points as your audience targeting strategy for opt-ins. Depending on who you are trying to reach for marketing messages opt-ins, some entry points work better than others.

#### EXAMPLES

1. Reaching existing customers through owned email or print channels is best done through ig.me (for marketing messages on Instagram) or m.me (for marketing messages on Messenger) links that can be used in CTAs or QR codes.
2. Reaching existing customers on Facebook or Instagram can be done using custom audiences targeting for Ads that Click to Messenger or Ads that Click to Instagram Direct. Scaling this audience can also be done by using lookalike audiences or broad targeting. Our newest ad type designed for collecting opt-ins, Ads that Click to Subscribe, is available for marketing messages on Messenger.
3. If the goal is to target website visitors for opt-ins, pick entry points that can be integrated on websites, such as Checkbox Plugin for checkout flows, Send to Messenger Plugin, or ig.me and m.me links that can be used on website CTAs.
4. Targeting customers who engage with your brand on Facebook or Instagram for opt-ins can be done using Private Replies or Story Replies entry points.

#### 4. Send engaging marketing messages content that aligns with what customers expect to receive

##### Tips

1. Send messages when you have something relevant to share. Irrelevant content and too frequent messages may lead to a higher opt-out rate, blocks or reports.
2. Add marketing messages to your content calendar to plan ahead and to ensure alignment while amplifying your overall messaging.
3. Give people a reason to opt-in, such as exclusive access to a promo code or content.
4. Consider using the first marketing message to welcome the customer and set expectations for what to expect.
5. Send marketing messages when your audience is most active and likely to read it.

# Outer Aisle + Paloma

## Boosting sales with marketing messages

Outer Aisle wanted to grow its sales channel and increase delivery subscriptions. Outer Aisle partnered with Paloma to build a list of opt-in subscribers for marketing messages on Messenger. They used Ads that Click to Messenger and Sponsored Messages to send diet quizzes, special promotions, and product drops. An immediate 15% discount was given to those who signed up for marketing messages.

# 20X

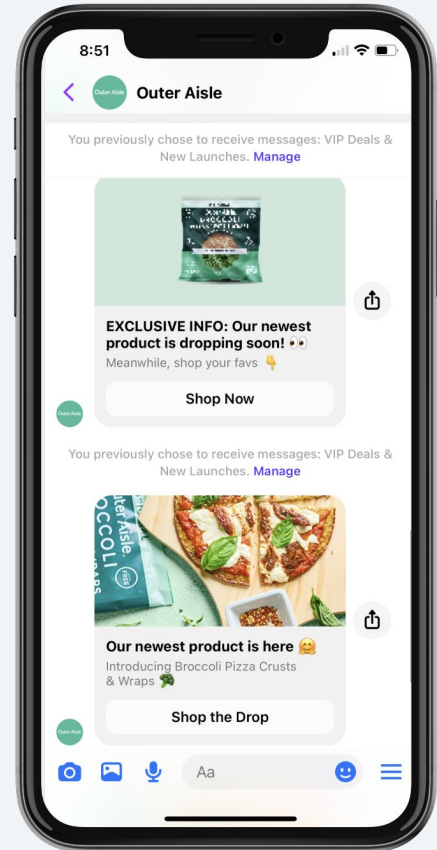
increase in CTR vs. email

# 30%

increase in average order value

“We were impressed to see how well marketing messages converted leads for Outer Aisle and how they performed better than any other channel. Marketing messages are low investment, low risk, and high return.”

**RAQUEL LUCZO, INTEGRATED MARKETING MANAGER, OUTER AISLE**



# How to get started

## 2 ways to access marketing messages on Messenger and Instagram

### OPTION 1

#### Access via Direct Implementation

[Messenger API](#) and [Messenger API for Instagram](#) implementations are required to access marketing messages. Once completed, [marketing messages](#) can be implemented.

#### This option may be suitable for businesses with:

- Available internal development resources
- High security requirements

In beta testing, businesses already on Messenger API and Messenger API for Instagram required < 1 week to implement and test marketing messages.

### OPTION 2

#### Access via Third-Party Developers

Business can access marketing messages through a third-party developer that offers this feature to its customers.

#### This option may be suitable for businesses with:

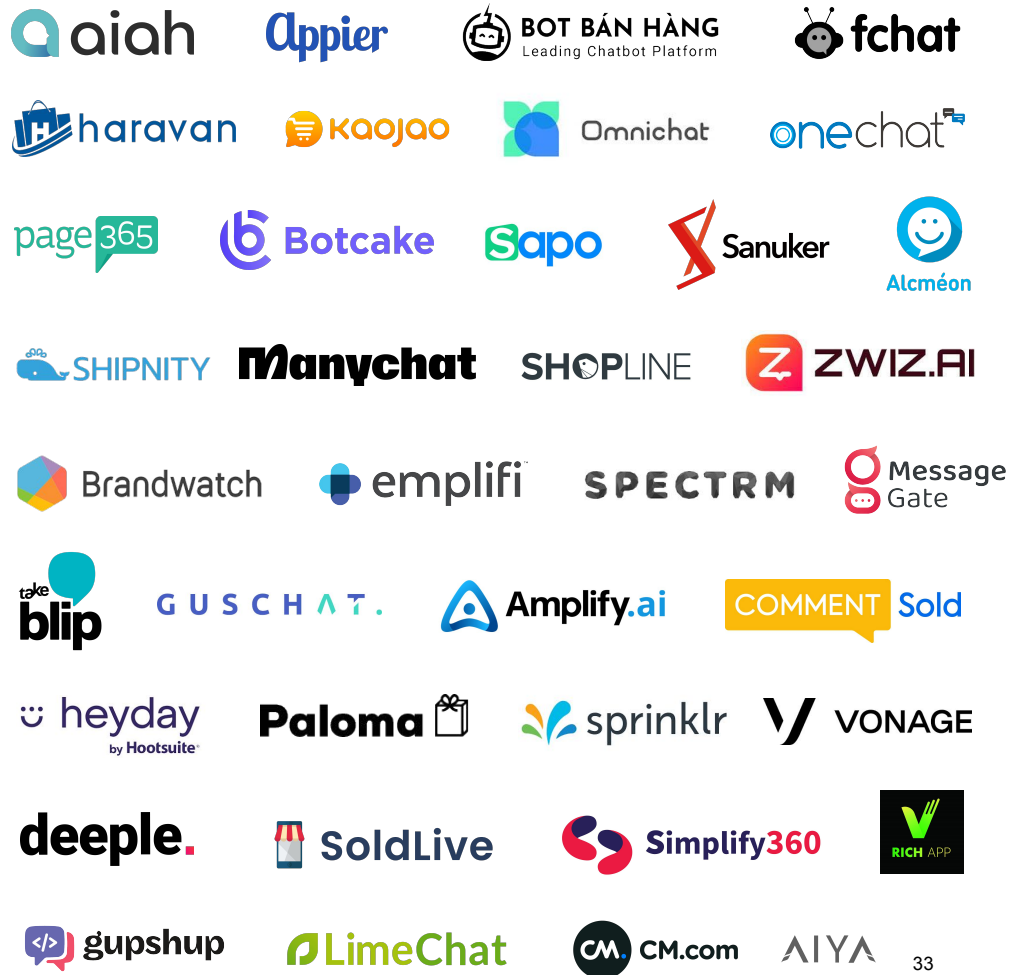
- Available budget
- Unavailable internal development resources
- Urgency to launch to market



## Marketing messages developer partners

Developer partners have the expertise you need to send marketing messages:

1. Speed to market based on their expertise on Meta platforms and policy, and prioritized support for troubleshooting
2. Strategic guidance and build quality messaging experiences adhering to best practices
3. Analytics to optimize messages to achieve your business goal



# Steps for businesses to complete when launching marketing messages

## Plan

- 1 Identify third-party developer to work with to get access to marketing messages or implement directly
- 2 Identify business goal and KPIs to address
- 3 Define marketing messages use case, entry point strategy, and audience
- 4 Create marketing messages content strategy
- 5 Map chatbot, messaging flow

## Build

- 1 Account activation with third-party developer
- 2 Additional integrations with third-party developer (ex. CRM)
- 3 Implement entry points (ex. create messaging ads, add Checkbox Plugin to website)
- 4 Write notifications copy, create media assets
- 5 Test messaging flow

## Launch

- 1 Monitor performance
- 2 Track sales
- 3 Optimize ad entry point content and marketing messages content

## Resources

### Learn more about marketing messages on Messenger and Instagram

Our website contains information you need to get started with marketing messages. [Learn more](#).

### Success stories

Learn how global brands are using marketing messages on Messenger and Instagram. [See case studies](#).

### Developer documentation

See all API docs for your technical teams. [Messenger docs](#) and [Instagram docs](#)

### Partner directory

Find the right developer partner to help you get started on marketing messages. [Find a partner](#)

### Messenger Platform Policy

Use marketing messages the right way. [Learn more](#)