# Re-engage subscribers with marketing messages

With more than one billion users connecting to a business account through Meta messaging services each week, Messenger and Instagram are how people want to connect with you. Marketing messages make it simple to build Messenger and Instagram subscriber lists that you can proactively re-engage to increase sales, loyalty, and engagement.
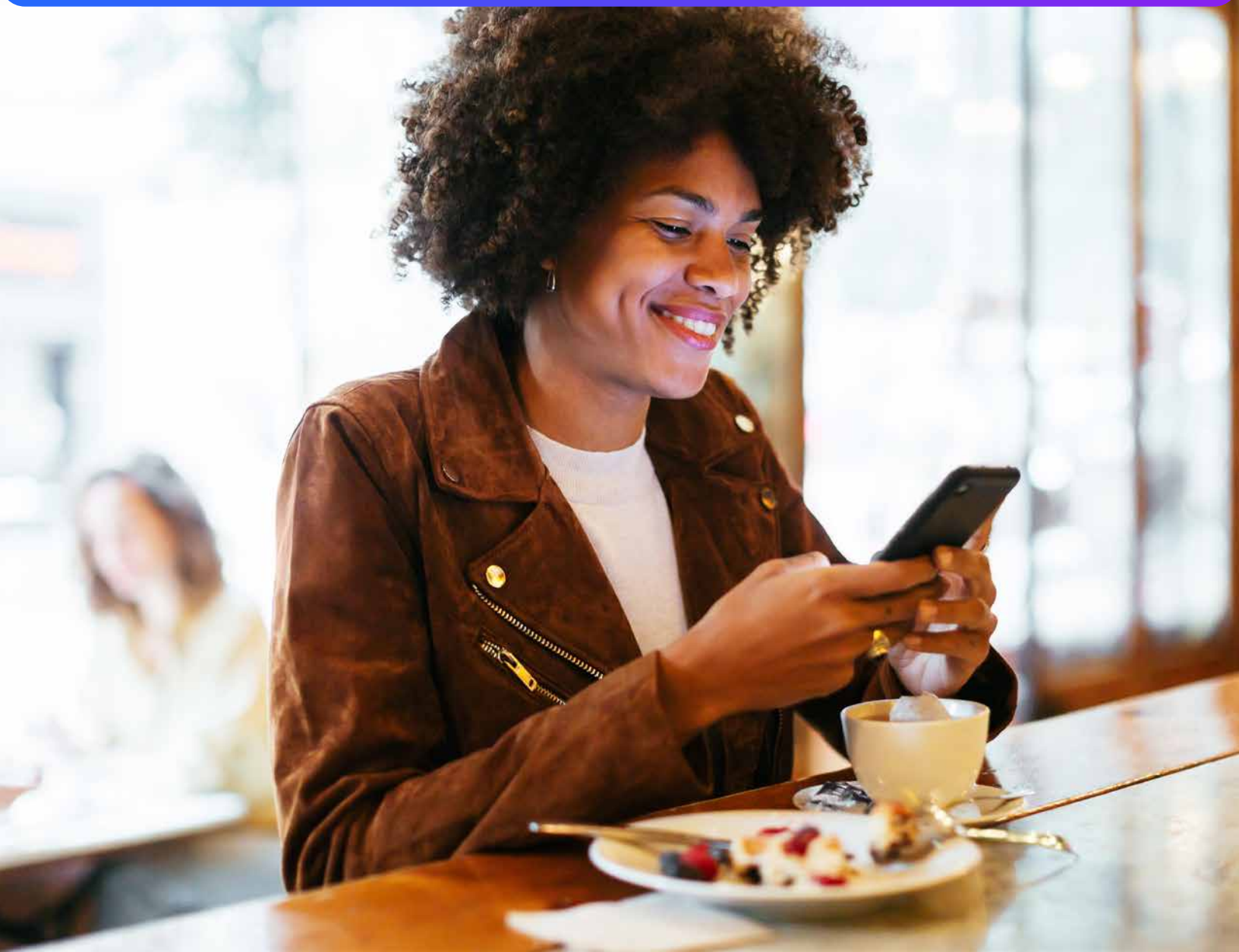
Marketing messages help you keep the conversation going.

Businesses across verticals can use marketing messages to build long-term relationships with customers and increase their lifetime value. Here are some ideas for your business:

Remind people about live events, product drops, or other critical moments in your marketing campaign

Augment movies, concerts or sporting events with behind-the-scenes trivia and other supplemental content
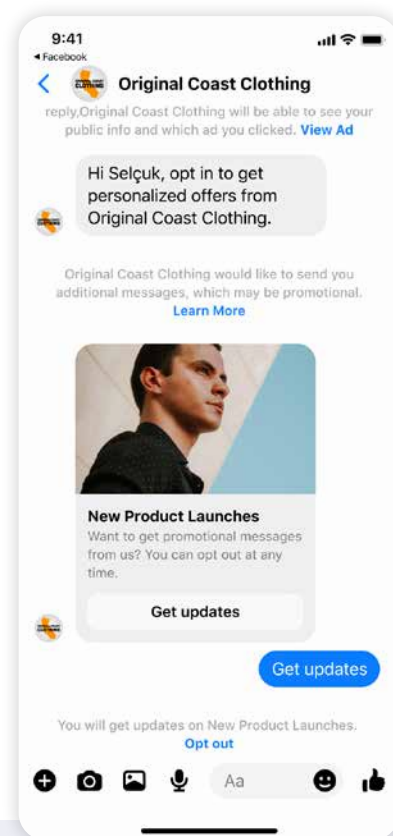
Deliver exclusive access to content, deals or products

Segment customers by topic so they get personalized in-thread experiences

Replace low-performing email newsletters with messages

Driving results for innovative brands

CHICME

This clothing company used marketing messages to send coupons and new offer alerts to shoppers who opted into notifications.

79%
increase in open rate vs. email

13x
increase in revenue per customer vs. email

33%
of first-time buyers from notifications made a repeat purchase within 60 days

Read the case study ➔

How marketing messages work:

1
Customers stay in control

Customers must opt-in to receive marketing messages from businesses, and have one-tap access to opt-out at any time. This ensures that your messages go to customers who want to receive them.

2
Marketing at your pace

Marketing messages can be sent up to once a day to your entire subscriber list, making it easy to communicate with your customers on your own schedule.

3
Customize your content

Each marketing message supports any combination of up to three different media types, such as video, images, carousels, gifs, text, and marketing templates. Choose what works for your audience to build rich messages that engage and drive action.

Driving results for innovative brands

HBO max
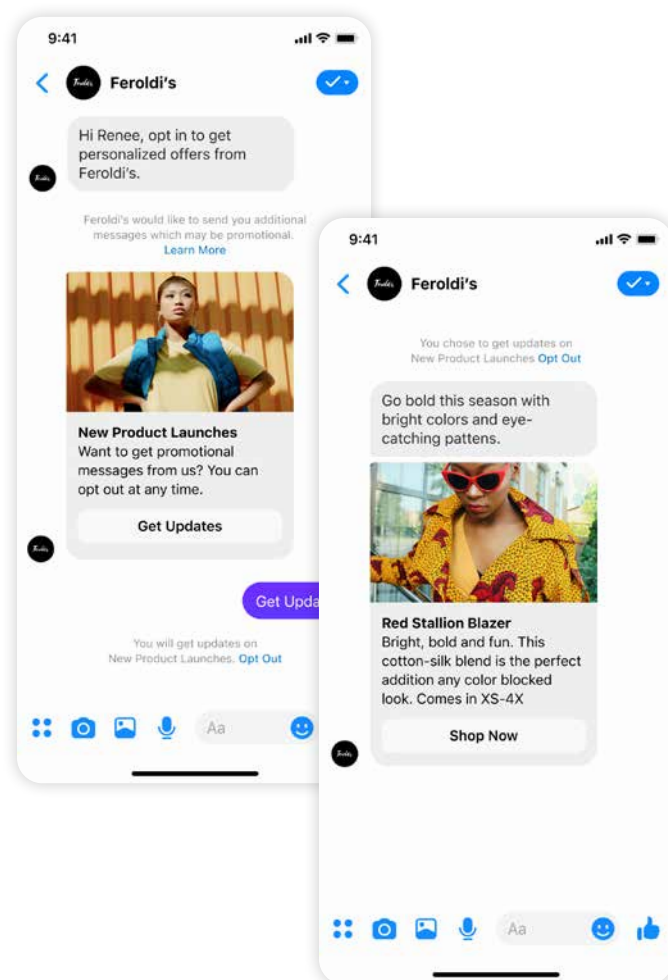
By using marketing messages, HBO generated fan engagement and drove weekly tune-in to Gossip Girl.

34%
opt-in rate

90%
marketing message open rate

1.7x
increase in fan engagement over industry benchmarks

Read the case study ➡

Driving opt-ins to marketing messages

Some of our most common onsite, offsite, paid, and organic entry points include:

m.me and ig.me Links

Create a URL short link that sends people directly to the opt-in invitation for marketing messages. Embed the link into a QR code for digital or print materials so that you can promote subscriptions in collateral and in-store signage.
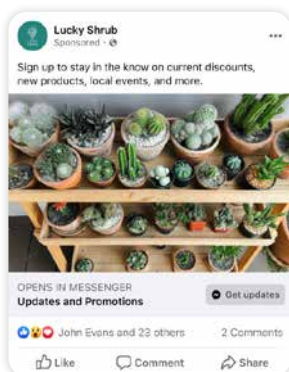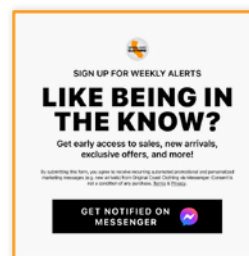

Private Replies

Use Private Replies to target users who have commented on your Facebook and Instagram posts. This entry point allows the business to send an opt-in for marketing messages within 7 days of the user's comment.

Send to Messenger Plugin

Add this plugin to different pages on your website to target viewers of that page to opt-in to marketing messages.

Ads that click to subscribe

Available for marketing messages on Messenger, these ads are delivery optimized to reach users who are more likely to subscribe while providing a streamlined user flow to encourage opt-ins.

How to get started with marketing messages

Marketing messages for Messenger and Instagram are available on the Messenger API and Messenger API for Instagram.

There are two ways to access marketing messages:

1

Access via Partners

Businesses can access marketing messages through a third-party developer that offers this feature. This option may be more suitable for businesses with the available budget, who have an urgency to launch to market, or who lack internal development resources.

2

Access via Direct Implementation

Messenger Platform implementation is required to use marketing messages. This option may be more suitable for businesses with available internal development resources or high security requirements.
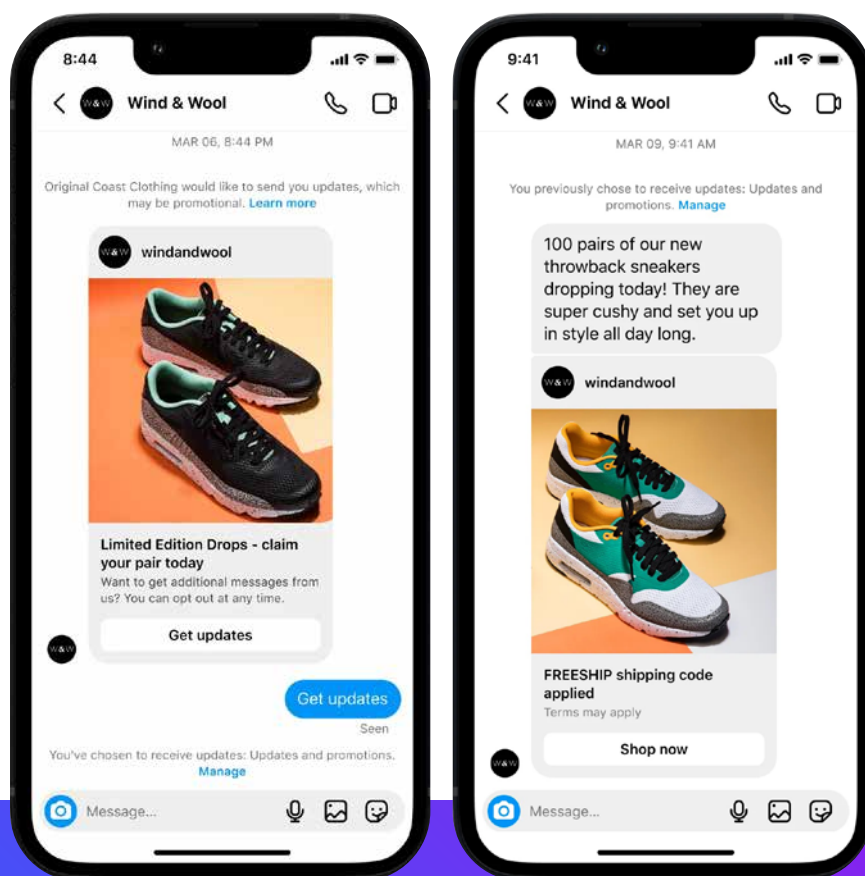
➜ [Learn more](#) about marketing messages   ➜ Check out our developer documentation for [Messenger](#) and [Instagram.](#)