

Social Messaging Marketing Resource Sheet

Using social messaging for marketing is something that many businesses find daunting and end up ignoring altogether as a result. If you've read the full eBook, then you should know by now why this is such a massive mistake.

The good news too, is that there are plenty of tools and resources out there that can help you to be more successful on these platforms. In this handy resource sheet, you'll find links to many of the very best.

Top Social Messaging Apps

We'll begin by looking at some of the most popular social messaging apps that you can use to begin handling your marketing and sales campaign. This will be your jumping off point, and a brief rundown of features and more will help you identify which of these options is right for your own business purposes.

Facebook Messenger

Facebook Messenger is one of the biggest and most popular social messaging sites in the world, both in terms of the number of users and in terms of the popularity with marketers (owing to a number of powerful features). It can integrate with your website, with Facebook ads, and with your Facebook page.

WhatsApp

WhatsApp is a messaging app that you only need a number for. This is harder to market to in some ways, seeing as people tend to be protective over their mobile number and may not like being contacted in this way. However, if you can get through on WhatsApp, then it is a particularly immediate and powerful way to communicate. Just make sure you get permission first.

Instagram

Instagram has the great advantage of being able to integrate directly with Facebook Messenger. If you are unsure of how to sell from Instagram, then just put “hit me up on DM” in your description and there you have it!

Skype

Skype is used by business and this makes it a powerful option for marketing in a B2B setting. The best part is that people *expect* business offers through here, so if you have been contacted through email and someone then messages you on Skype, you’ll be less likely to feel annoyed.

LinkedIn

LinkedIn’s InMail has numerous powerful and useful features. One is the ability to message anyone who is an indirect contact – so that means for instance third and second degree connections. Like Skype, people expect business to be conducted here, and it’s a great place to find B2B clients.

iMessage

iMessage is another powerful tool but is a little different from the others on this list. iMessage is a unifying app that works for SMS, WhatsApp and more. It does have some unique features like Link Preview that make it handy for marketing, but it is ultimately just a form of SMS marketing.

WeChat

We didn’t touch on this in the full ebook, but there are certain social messaging sites that are bigger in other countries. One example is WeChat which is HUGE in China.

Viber

Viber is a popular messaging app owing to its tight encryption. For this reason, a lot of people install it as a secondary app.

Slack

Slack is designed for businesses to communicate internally both for productive reasons and to create the sensation of camaraderie that you get in a normal office. Slack is great for creating VIP groups of customers and people using specific services. You can’t message other users that aren’t in your Slack out of the blue however limiting its usefulness.

Useful Tools

Disa

<https://disa.im/>

Disa is a “unified messaging hub,” meaning it’s just one app that you sign into in order to talk to people via SMS, WhatsApp, Messenger and more. If you run a business that is using multiple of these platforms then you can spend an awful lot of time checking each and answering to them individually. Fortunately, apps like Disa make this much easier by putting all your messages in one place and letting you interact using a single interface.

SalesForce

<https://www.salesforce.com>

SalesForce is a contact management software. There are several out there, but this is perhaps the most useful and best known. Using contact management you can track the leads you make from Messenger and other apps and then keep tabs on them, contact them in future, and understand what makes them tick.

Rapportive

<https://www.crunchbase.com/organization/rapportive>

Automatically get the social contact details of anyone that messages you on Gmail. This is a powerful way to quickly grow your Messenger list, among other things.

Live Chat With Facebook Messenger

<https://wordpress.org/plugins/fb-messenger-live-chat/>

Want to quickly and easily add Messenger to your website? This is the official plugin for WordPress that makes it extremely simple to do so.

Appatap

<http://Appatap.com/appatapoto.html>

One of several apps out there for building your own apps. Building your own app with social messaging built-in is one of the few things that is potentially more powerful than using WhatsApp or Messenger – and tools like this make the process very simple.

Chatbots

Chatbots are AIs that can live on your website or Facebook page and work via messenger. These will respond to your messages for you, and thereby help to keep clients and customers engaged and on your page.

Chatbots are currently still gaining popularity but are likely to play a big role in marketing going forward. To ensure that you're involved, consider using one of the following chatbot builders to make your own – no code required.

Chatfuel

<https://chatfuel.com/>

This is a chatbot builder that works with Facebook messenger. This one is easy to use and there's a free version you can try if you only have 5,000 subscribers.

ManyChat

<https://manychat.com/>

ManyChat works with Facebook Messenger and has a lot of powerful useful features – such as the “comment-to-messenger” feature.

Mobile Monkey

<https://mobilemonkey.com/>

This is another powerful Facebook bot that will also let you manage your messenger in a number of other powerful ways.

Flow XO

<https://flowxo.com/>

Flow XO lets you build chatbots, host them, and then launch them on multiple different platforms. That includes Facebook Messenger, as well as many others.

Botsify

<https://botsify.com/>

Another tool for building Facebook Messenger chatbots.