

## FACEBOOK MESSENGER

# BRING YOUR CUSTOMERS CLOSER

The ultimate communication tool for your business to increase loyalty and engagement

Let's Get Started!



## WHY CHOOSE FACEBOOK MESSENGER?

Facebook Messenger for Business enables you to build trust and loyalty with your customers in a personalized way. With the ability to send and receive texts, files, and other interactive options, your brand will deliver a rich and engaging experience. By combining smart automation and human connection, you can support and guide your customers, while providing a direct and conversational way for them to take action.



# ELEVATE YOUR BUSINESS COMMUNICATION WITH FACEBOOK MESSENGER

Consumers expect quick and seamless communication with your brand. Using Facebook Messenger for Business, you can answer queries and promote your products or services using a powerful platform to engage with your customers.



## ✔ Conversational Commerce

Offer the benefits of the in-store experience with the convenience of shopping online with inquiry replies and product recommendations to drive more sales.

## ✔ Global Reach

Catapult brand awareness with reach to over 2 billion active users each month on the most used messaging app in the world.

## ✔ Maximized Ad Spend

Boost the impact of Facebook advertising with a direct channel to further engagement with converted followers.

## FACEBOOK MESSENGER HAS NEVER BEEN SIMPLER

### CONVERSATIONS

Dive right in to manage messaging across Facebook Messenger, SMS, WhatsApp, and more all within a single dashboard.

[Learn More](#)

### TALK TO AN EXPERT

Not sure where to start? Mitto can help you integrate Facebook Messenger into your omnichannel communications strategy.

[Let's Get Started](#)

## HOW MITTO GOES BEYOND

We push the bounds to help businesses achieve their goals. Our solutions are straightforward and enable your brand to explore new possibilities that help you succeed and take your communications to the next level.



### Easy Access

Facilitate and respond to inbound Messenger inquiries and support requests through a unified inbox accessible to multiple agents through Mitto Conversations



### No Coding Needed

Our dashboard works without integrating APIs, so you can start DMing fast



### 24/7 Support

Access to 24/7 technical resources to ensure functionality, security, and regulatory compliance



### Omnichannel UI

Extend reach by adding Messenger to your existing communications strategy with one tool that provides access to SMS, Instagram, WhatsApp and more

## HOW FACEBOOK MESSENGER WILL BENEFIT YOUR BUSINESS



### Rich Conversations

Send and receive texts, files, and other interactive options to provide a personalized and engaging experience for your customers



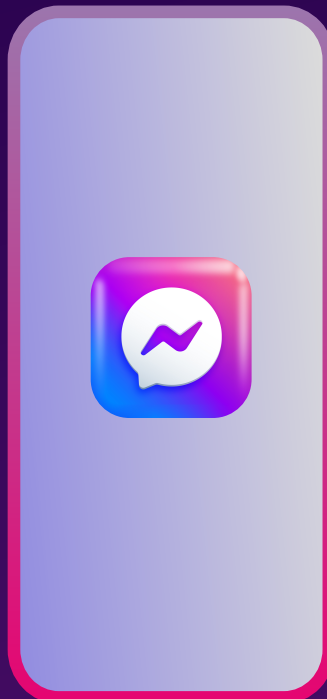
### Build Customer Relationships

Have private, individual conversations to answer questions or concerns from your customers more efficiently



### 1:1 on Their Preferred Channel

Provide a direct, conversational way for customers to take action and get support where they already spend their time



### Ads Click to Messenger

Answer questions, drive transactions, and offer support using ads that click to Messenger to reach people at scale

### Automate Support

Reduce wait times, free-up agents, and save resource costs with customized auto-responses to frequently asked questions

### Promote Special Offers

Leverage real-time connectivity for instant conversions of promotions and special offers using timely messaging delivered with context

# ENGAGEMENT THROUGHOUT THE CUSTOMER JOURNEY

Ensuring you stay connected to your customers, every step of the way

## » DISCOVERY

Use Facebook Messenger to help customers discover your business, products, and services. Build a strong foundation for ongoing loyalty by being available to answer customer questions and foster trust in your brand.



## » ACQUISITION

Offer special promotions, deals, or personalized recommendations to move new customers through the sales funnel. **Conversational commerce** guides your target audience through the purchasing process and helps you achieve revenue goals.

## » ENGAGEMENT

Provide post-purchase support and follow-up, including order confirmation, shipping updates, and any necessary customer service. Timely and responsive support will ensure your brand is always top of mind.



## » RETENTION

Now that you're converting business provide them with ongoing personalized and relevant content, including product updates, exclusive offers, and helpful tips. Lasting satisfaction and brand loyalty will turn one-time customers into regulars.