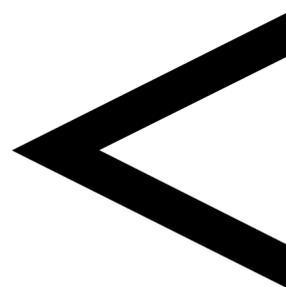


How to Succeed on Facebook in 2018: The Power of Trust and Influence.

By Thomas Moen

I'm going to cover methods, strategies and tactics where **success** is measured by **sales** not reach, likes and engagement.



Reality check.

Ads are getting
more expensive.

**Ad rates are growing.
29% last year. (CNBC)**

**Google and Facebook account for
84% of online advertising spend.
(Financial Times)**

**At the same time businesses
are trying to automate
everything so they **don't**
need to talk to their
customers.**

**Businesses are
too focused on
social media.**

**And they don't have a
sales funnel in place.**

Meaning..



**They are still doing
hope marketing.**

**These businesses needs
to do things differently
to be **alive** in 5 years..**

Thomas



17 years in digital marketing

Serial-entrepreneur

Published author

Marketing nerd

CEO @ Jab Jab Academy



**I've helped thousands of
businesses succeed over the years.**



A photograph of a bar counter with a variety of liquor bottles. In the foreground, several bottles are clearly visible, including Disaronno Amaretto, Mortalini, Copper Pot Whisky, and James Watson's Scotch Whisky. The background shows a well-stocked bar with many more bottles and glasses, illuminated by warm, ambient lighting. A semi-transparent dark box is overlaid on the center of the image, containing the text.

**Everything I know about
marketing, I learned from
working in bar..**

The dream.



3 big shifts

Shift #1

Conversation is the new lead

Shift #2
Community is the new brand

Shift #3

**Your customer is the hero, you
are the guide.**

What does this mean for *you*?

thomasmoen.com

Write “congresfb” in the chat

The things working right now.

**If you are just
getting started.**

The Facebook Pixel.

Your Website



Facebook

Your Website

pixel



Facebook

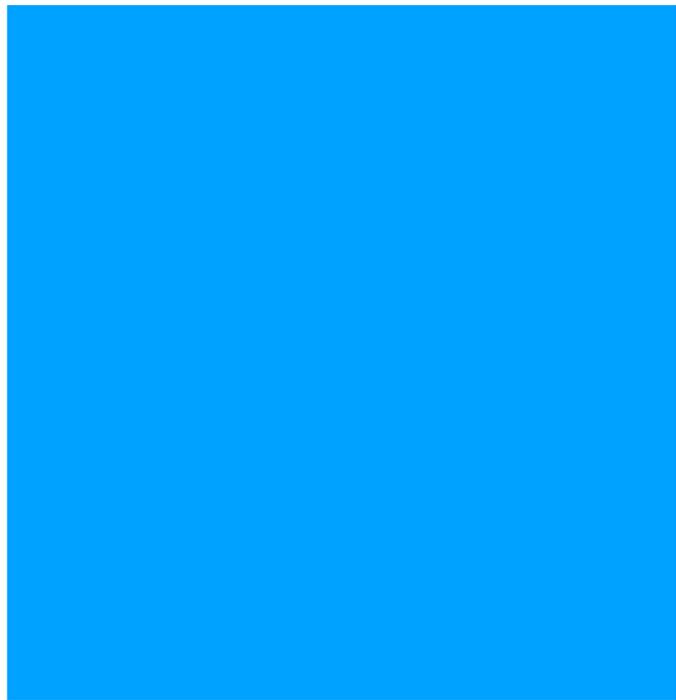
Custom Audiences

Custom Conversions

**Tell Facebook what you
want to happen, and
Facebook will make more of
that happen. Easy.**

A/B testing.

**Always test texts and
image/video. Always.**



I'm usually able to reduce
conversion price with **at**
least 50% within 4 weeks.

**Trust the
algorithm.**

**Facebook is now much
better than *any* other
marketer.**

Don't mess around with
targeting and turning things
on/off too much.

**Give Facebook some space
to do what they've **best** at.
Data.**

**If you have some
experience.**

7-11.

**This method is the minimum you should have running
in your business. Your marketing on **autopilot**.**

Facebook Pixel

The basics is to **always** have a 4 day retargeting campaign running.

One for a cold audience, one for a warm audience.





Fjellmøbler

Sponsored · 🌐

Ikke glem å bestille, husk møbler blir formet av livet og historier fra generasjon til generasjon.

Solide møbler tåler mye og blir bare vakrere med årene. Klikk på bildet for å ta kontakt.



Våre møbler vil vare i generasjoner

Vi har spesialisert oss på gamle håndverkstradisjoner som lafteteknikker – blir møblene solide, vakre og varige.

Contact Us

18 Likes

👍 Like

💬 Comment

➦ Share



Fjellmøbler

Sponsored · 🌐

👍 Like Page

Møbler blir formet av livet og historier fra generasjon til generasjon.

Solide møbler tåler mye og blir bare vakrere med årene. Klikk på bildet for å ta kontakt.



Våre møbler vil vare i generasjoner

Vi har spesialisert oss på gamle håndverkstradisjoner som lafteteknikker – blir møblene solide, vakre og varige.

FJELLMOBLER.NO

5 Likes

👍 Like

💬 Comment

➦ Share

How to do it.

Use the FB pixel
Create a custom audience (4 days)
Run a traffic campaign*
Target your custom audiences
Start with €1 a day

**If you are super
f*cking geeky like
me.**

What's the **purpose** of marketing?



Reduce the cost of a sale.

The **best way** to get people to buy..

Is to make them **trust** you.

You build a relationship **first**.

Marketing is about **relationships**.

The Jab Jab Method

The next level from 7-11 is to build a relationship with your audience **before you offer them anything.**

Make them **trust us before we ask them to buy.
Earn the right to market.**

A close-up portrait of Gary Vaynerchuk, a man with dark hair and a light beard, wearing a dark t-shirt and white earbuds. He is looking off to the side with a serious expression. The background is a blurred city street at night, featuring a yellow taxi and various lights.

Gary Vaynerchuk





The Jab Jab method

Before you offer your audience anything to buy, you first spend time building a relationship with them by giving them more value than the product or service you sell.

Make them **trust** you, and **earn** the right to sell.



COLD AUDIENCE

VALUE CONTENT - ALWAYS ON



WARM AUDIENCE

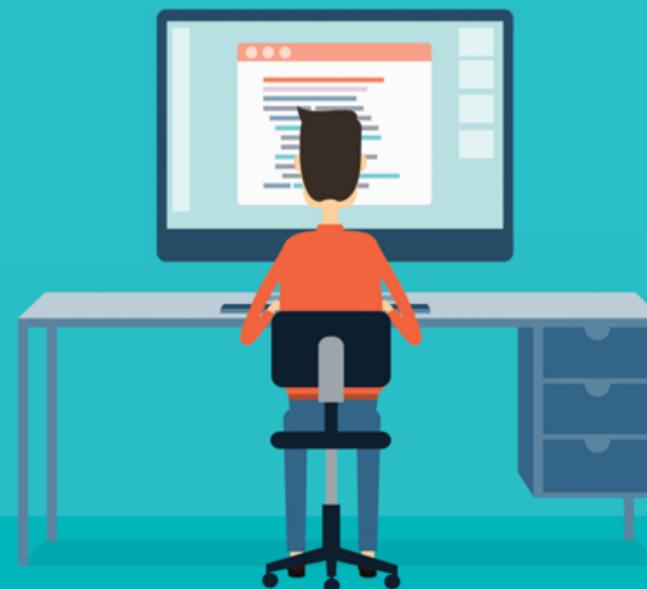
ENGAGEMENT CONTENT - 3 DAYS



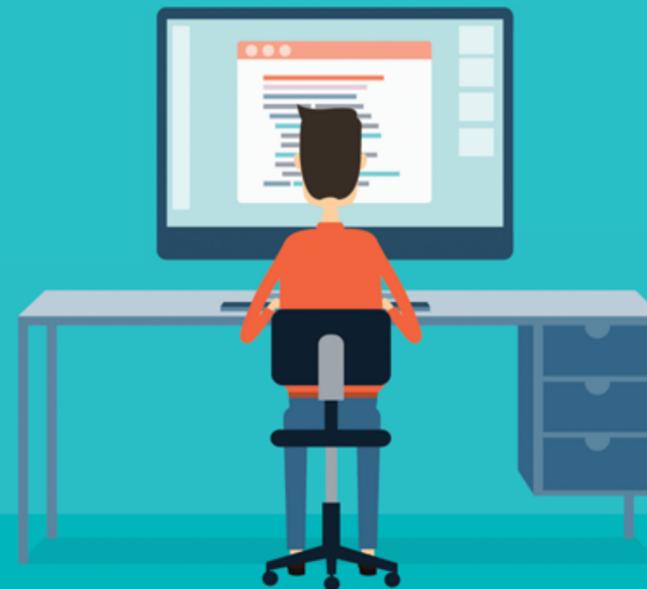
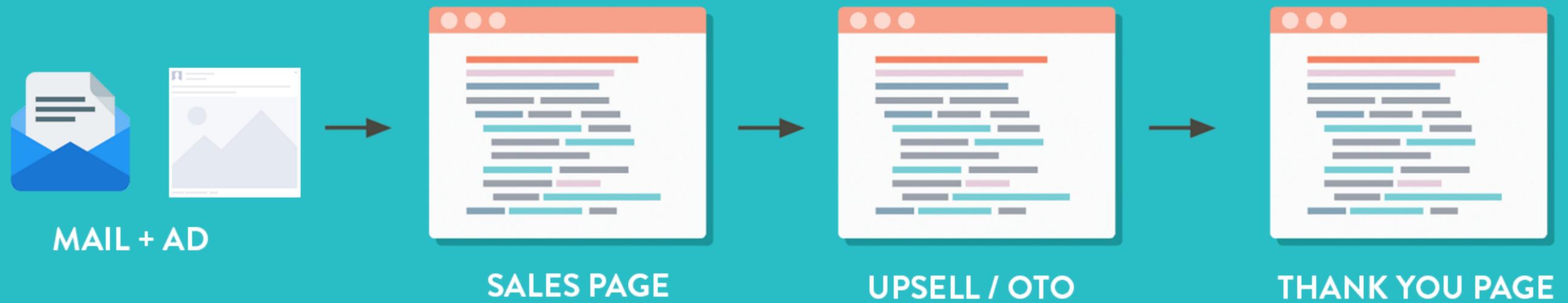
HOT AUDIENCE

SALES CONTENT - 3 DAYS

Phase #1 - THE PRESALE FUNNEL



Phase #2 - THE SALES FUNNEL



You put them into your **sales system from the moment
they step into your world.**

Not before you have finished the **value content part,
do you see the **sales** part of it.**



BEAUTY HOUSE

HJEM

NETTBUTIKK ▾

BEHANDLINGER ▾

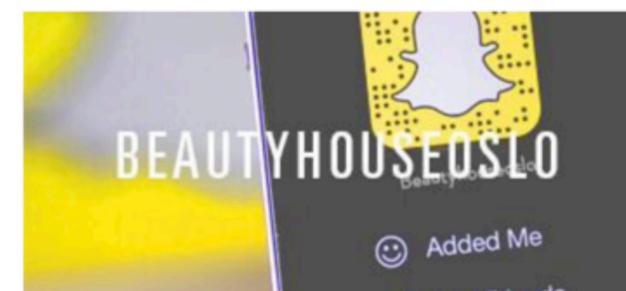
PRISER BEHANDLINGER

BESTILL BEHANDLING

BLOGG

OM OSS

SUPERTORS DAG





Bitchn Brows Norge

Sponsored ·

Bitchn' Brows viser deg hvordan du styler bryn selv!



Perfekte bryn på 1-2-3

Shop Now

123 Reactions 7 Comments 28 Shares

Like

Comment

Share

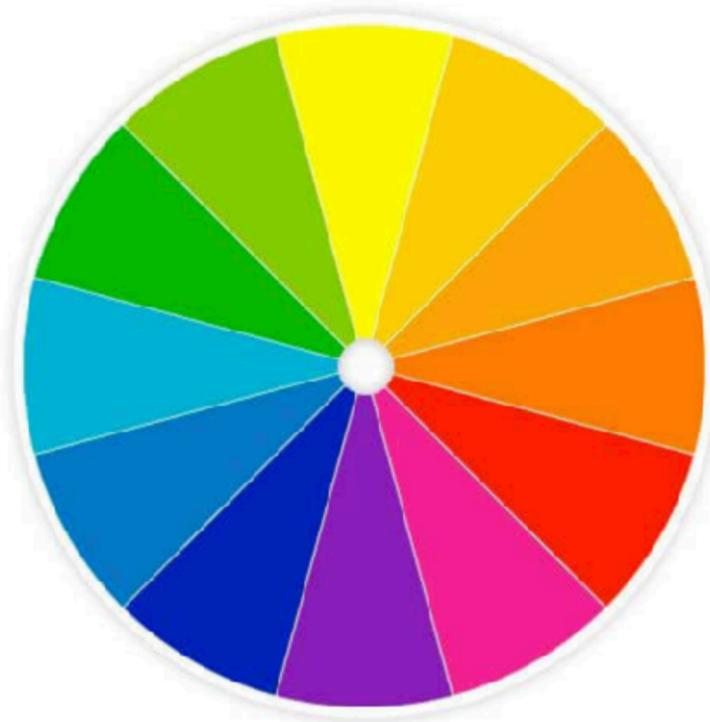


Hvordan sminke blå øyne

• by Camilla  • apr 24, 2016 • in MAKEUP . ØYNE •   •

Øyner med samme farge som en skyfri himmel eller et stormfullt hav er noe av det vakreste som finnes og det å velge riktige farger når du sminker deg er essensielt for å fremheve de vakre safirene dine.

Et hemmelig triks er å bruke fargehjulet for å finne hvilke farger som er de motsatte av øynene dine – det er nemlig disse som er de ideelle fargene når du sminker deg.



Fargekart

14 sminketips som beholder den unge gløden!

Juli 22, 2016 11:57



1. Bruk en lys blush

Ved å bruke en blush i en lys og ren farge som går i ett med hudtonen din, bringer frem en frisk look. Dersom du avslutter med en mørk tone, eller en matt finish, kan det få deg til å se eldre ut.

2. Unngå brune øyenskygger

Brune og beige øyenskygger kan fremheve de trøtte trekkene rundt øynene. Dersom man legger en skimrende lilla tone, vil øynene derimot se lysere og gi de gen frisk look.

3. Prøv tightlining

Øyenvipper vokser seg tynnere med årene, og å lime på falske øyenvipper er kanskje ikke den beste løsningen. Hva med å prøve ut tightlining, eller usynlig eyeliner som det også blir kalt, for å gi øynene dine en fantastisk ung look – på ett blunk! Finn ut hvordan her.

4. Ikke legg maskara på de nedre vippene

Å legge maskara på øyenvippene gir en forfrisket look med en gang – men husk på at du kun trenger det på de øvre

BEAUTY HOUSE

[HJEM](#)[NETTBUTIKK](#)[BEHANDLINGER](#)[PRISER BEHANDLINGER](#)[BESTILL BEHANDLING](#)[BLOGG](#)[OM OSS](#)[SUPERTORS DAG](#)

Forsiden » Bitchn' Brows » Brow Fix

Brow Fix

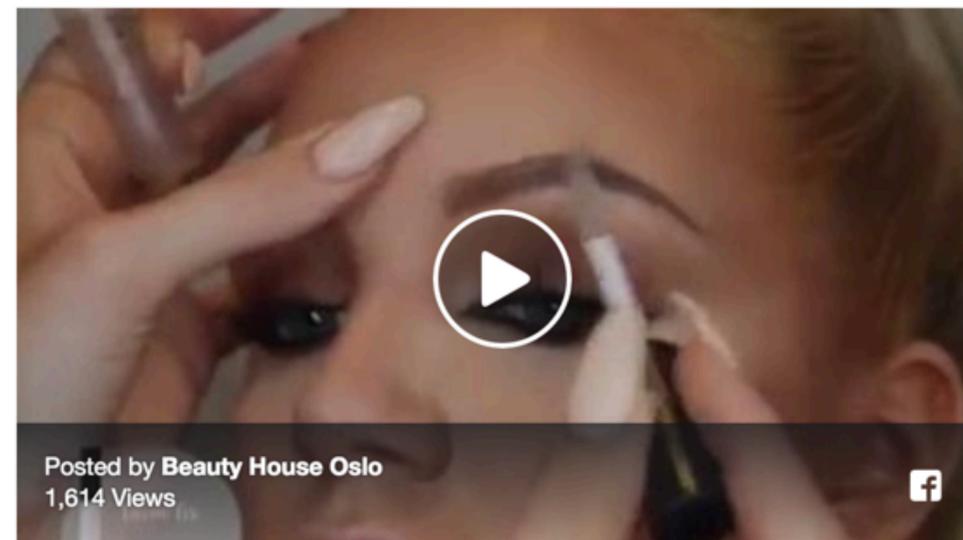
299,00 NOK

ANTALL

Legg til i handlekurv



Brow fix setter brynet på plass og gjør at det holder seg hele dagen. Et must accessory for forskjellig looks!



Share

How to do it

7/11 method

Minimum 2 pieces of value content

Make custom audiences (web+FB+IG+list)

Create one value content campaign (engagement)

Create one conversion campaign retarget value content

Start with €1 per campaign

Messenger bots.

**You need to focus on sparking
meaningful conversations with your
audience.**

**What is the single most
important thing that can help
you do that **right now**?**

Facebook Messenger.

Over 1.3 billion active users.

Messaging apps are already **more popular than social media apps.**

Remember all the **algorithm
changes in February?**

Mark wants more intimacy, more meaningful interactions.

**Messenger is
Facebook's,
next Facebook.**

**You can use your messenger bot to
send out messages to your followers.**

You can also **filter** and **automate** how to communicate with your **audience**.

**66% of consumers prefer to reach
or be reached by brands via
messaging over any other
platform. (Twilio)**

**By 2020 the average person will
have more conversations with
bots than humans. (Gartner)**



**Messenger will be the
biggest marketing
channel within 5 years.
- Ezra Firestone**

**Think of messenger as text
messages and email
COMBINED.**

BEAUTY HOUSE



BEAUTY HOUSE

[HJEM](#)[NETTBUTIKK](#)[BEHANDLINGER](#)[PRISER BEHANDLINGER](#)[BESTILL BEHANDLING](#)[BLOGG](#)[OM OSS](#)[SUPERTORS DAG](#)[INSTASHOP](#)[Forsiden](#) › [FRØYA Cosmetics](#) › [Brush kit](#)

Brush kit

1.699,00 NOK

ANTALL

Legg til i handlekurv

Frøya Cosmetics egenutviklede børster gir deg det nødvendige verktøyet for et ønsket resultat. Skaffet på børstene er delikat og enkel å jobbe med. Børstene kommer i ekte geitehår og syntetiske hår, for å dekke behovet til produktene. Vi anbefaler bruk av syntetiske børster til flytende produkter og geitehårs børster til pudder produkter. Behandler du børstene dine pent vil du ha de i flere år!

I dette settet får du alle børstene du trenger for et perfekt resultat på din makeup

- Frøya blending brush
- Frøya lip brush
- Frøya liner brush
- Frøya concealer brush

Message Us



Sales comes from 3 places

Social Media

Facebook Ads

Email marketing

Sales comes from 3 places

Social Media - ca 30%

Facebook Ads - ca 40%

Email marketing - ca 30%



Beauty House Oslo

Sponsored · 🌐

SPAR 2700,-!!

Har du lyst på et nytt, hvitt smil? Beauty House hjelper deg 🧴



Beauty House har bursdag i hele Mars- få med deg kampanjen 🧑

[Learn More](#)

75 Reactions 6 Comments 5 Shares



Impressions	CPM (Cost per 1,000)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Clicks / Impressions)
—	—	—	—	—
39,095	kr81.32	368	kr8.64	0.94%
—	—	—	—	—

Ca 0,95% click trough rate

Vi kan dessverre ikke dele ut blomster til alle kundene våre, men vi kan gi deg en rabattkode på et av våre favoritt produkter, Tinted Lipstick, for å minne deg på stemmen du har! Spander den på deg selv eller en annen heltinne i livet ditt.



FÅ 50% HER!

Bruk rabattkode for å få avslag ved utsjekk: HELTINNER

**tilbudet gjelder ut 8.Mars 2018*

 **Gaven til alle våre heltinner på kvinnedagen!** Sent 9.1% 0.6%
Regular · Hovedliste - Beauty House
Opens Clicks
Sent Thu, March 8th 11:00 am to 12K recipients

This Month (2)

 **La Beauty House gi deg "bambi" øyne!** Sent 16.6% 1.2%
Regular · Hovedliste - Beauty House
Opens Clicks
Sent Sun, March 4th 8:00 pm to 12K recipients

 **20% på alle behandlinger og hele nettbutikken!** Sent 14.8% 1.6%
Regular · Hovedliste - Beauty House
Opens Clicks
Sent Thu, March 1st 8:00 pm to 12K recipients

Ca 1,30% click trough rate

6 months ago they started with messenger bots.



I dag er det supertorsdag! 🙌 Vi har en rekke LEKRE tilbudet KUN i dag. Klikk på knappen under for å se tilbudene.

[Sjekk ut tilbudene](#)

FEB 1ST, 7:58AM

Sent to

➤ 3021 people

Delivered to

✔ 3003 99.4%

Opened by

👁 2788 92.8%

Clicked by

👉 293 9.8%

Ca 9,80% click trough rate

Email marketing

 **Gaven til alle våre heltinner på kvinnedagen!** Sent **9.1%** **0.6%**
Regular · Hovedliste - Beauty House
Opens Clicks
Sent Thu, March 8th 11:00 am to 12K recipients

 **Gaven til alle våre heltinner på kvinnedagen!** Sent **1,109** **78**
Regular · Hovedliste - Beauty House
Opens Clicks
Sent Thu, March 8th 11:00 am to 12K recipients

Messenger bot

Sent to
 **3021 people**

Delivered to
 **3003** **99.4%**

Opened by
 **2788** **92.8%**

Clicked by
 **293** **9.8%**

**A messenger subscriber is worth
5-10 X more than an email.**

**It will never again be so
affordable to build a messenger
structure as **right now**.**

It makes sense.

**Engage with the conversation
your audience is having, where
they **want** to have it.**

Need more reasons?

Email is crowded.

People are tired of opting in on a landing page

It's much easier to opt in to messenger

Ads are cheaper because you are inside Facebook

Completely mobile optimised

You get REAL data, and more data

The customer journey can progress faster

Building a bot is easier than building a web sales funnel

Important.

**Bot's are for filtering, not for closing
the sale.**

Use bots to spark **conversations, and to warm up your audience. And when it's natural - jump in and have a **real** conversation.**

**Use automation to drive REAL
1:1 conversations.**

So where do you start?

Manychat

Thomas Moen



Thomas Moen

Helping people launch and sell things since 1999.
<https://m.me/thomasmoen>

Dashboard

Audience

Live Chat 8

Growth Tools

Broadcasting

Automation

Flows

Settings

Help

Video Tutorials

Active Subscribers

February 28, 2018 - March 14, 2018

1644



293
Subscribes

130
Unsubscribes

163
Net Subscribers



Thomas Moen

- Dashboard
- Audience
- Live Chat 8
- Growth Tools**
- Broadcasting
- Automation
- Flows
- Settings

	Talerlisten		-	2	-	50.0%	0.0%
	Drip messenger signup		-	250	-	100.0%	0.0%
	TCS-webinar		59	49	83.1%	n/a	n/a
	Messenger bot training		140	104	74.3%	n/a	n/a
	NO webinar signup		232	184	79.3%	n/a	n/a
	NO - live alert		-	119	-	100.0%	97.0%
	Gary video		124	102	82.3%	n/a	n/a
	Gratis comment 2 messenger video	draft	63	50	79.4%	n/a	n/a
	Slides AweSM		-	17	-	100.0%	100.0%
	Gary konkurranse		98	88	89.8%	n/a	n/a
	FB fotograf follow up		-	23	-	100.0%	0.0%
	Growth Tool #31	draft	0	0	n/a	n/a	n/a
	FB ad		4	4	100.0%	n/a	n/a
	AFPT		-	3	-	100.0%	0.0%

Help

Video Tutorials

Load More

**The 3 best ways to get
people **into** your
messenger list.**

Comment to messenger



Thomas Moen



Published by Thomas Moen [?]

Page Liked · November 30, 2017 · 🌐

Want to see the whole Gary Vaynerchuk keynote + my interview with him? Leave a comment, and I will send you a link. 🔥

📌 Tag Photo ✎ Edit

👍 Like 💬 Comment ➦ Share 👤

👍❤️😱 149

Most Relevant ▾



Noah Tondari I love the tactic of this type of post, yes please

👍 1

Like · Reply · See Response · 13w



Thomas Moen



Like · Reply · Commented on by Thomas Moen [?]



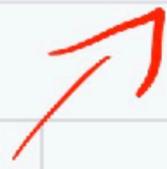
Write a comment...



Thomas Moen
PRO

- Dashboard
- Audience
- Live Chat
- Growth Tools**
- Broadcasting
- Automation
- Flows
- Settings
- Help
- Video Tutorials

Name	Widget			Opt-In Message	
	Impressions	Opt-Ins	Conversion	Opened	Clicked
New subscriber - 3SF	-	0	-	n/a	n/a
Growth Tool #73	13	0	0.0%	n/a	n/a
FB EG webinar NO	-	-	-	-	0
Webinar 7 juni NO	-	-	-	-	0
Webinar 07.06.18 json	-	-	-	-	0
Growth Tool #67 draft	0	0	n/a	n/a	n/a
Growth Tool #66	0	0	n/a	n/a	n/a
Growth Tool #65	-	0	-	n/a	n/a
3 step-formula email signup	-	0	-	n/a	n/a
Demo 2	-	0	-	n/a	n/a
Demo of ref URL	-	0	-	n/a	n/a
Dennis PDF	-	36	-	100.0%	100.0%



Thomas Moen PRO

- Dashboard
- Audience
- Live Chat
- Growth Tools
- Broadcasting
- Automation
- Flows
- Settings
- Help
- Video Tutorials

Overlay Widgets

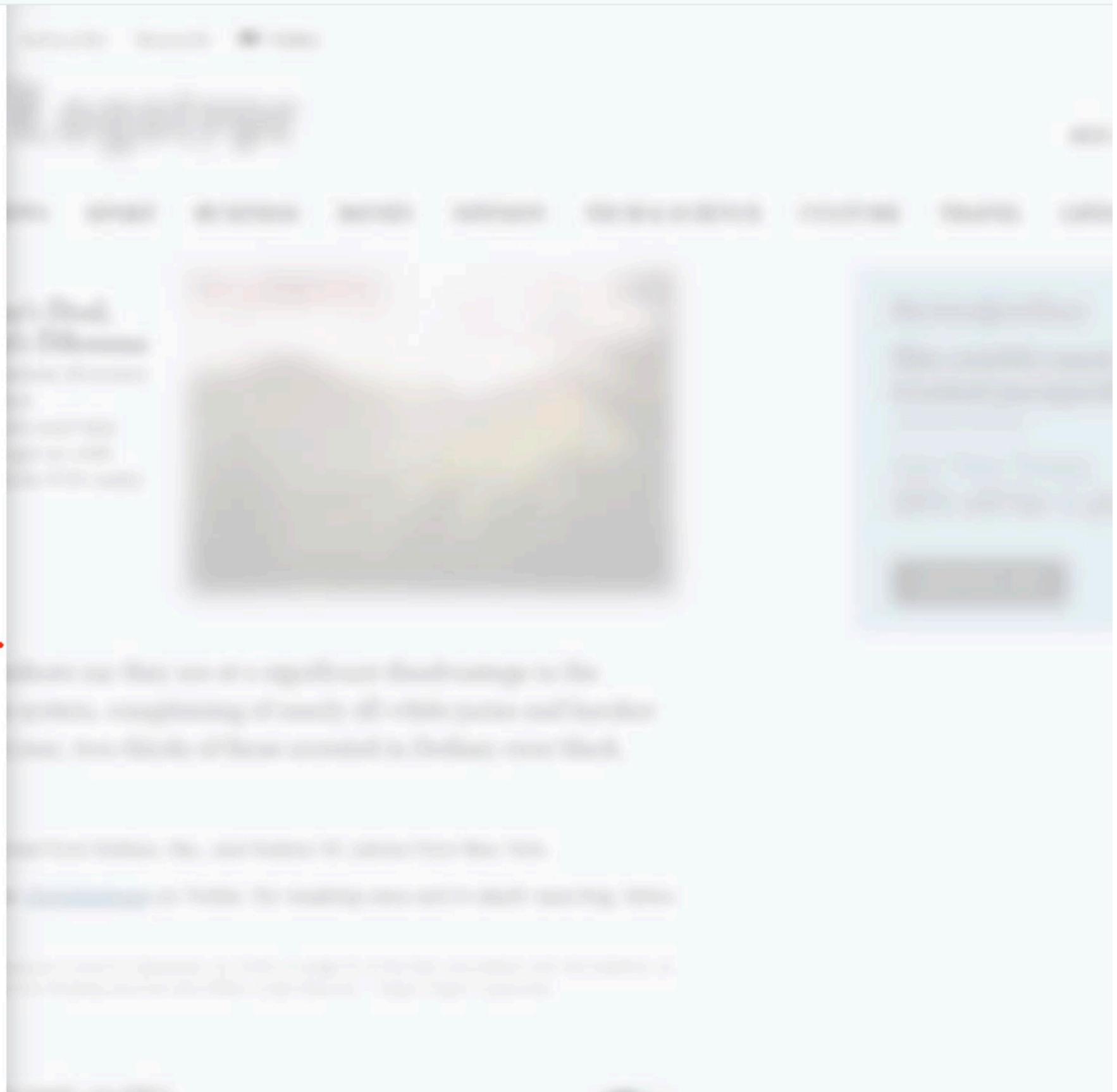
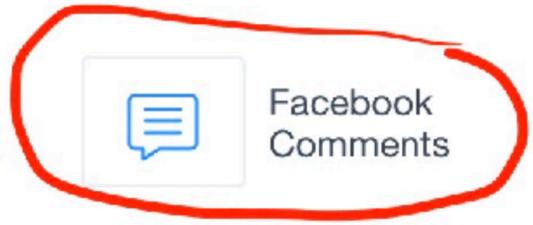
- Bar
- Slide-In
- Modal
- Page Takeover

Embeddable Widgets

- Button
- Box

Other Growth Tools

- Landing Page
- Messenger Ref URL
- Facebook Ads JSON
- Facebook Comments
- Facebook Messenger Code
- Customer Chat
- Checkbox



 Thomas Moen PRO ▼

 Facebook Comments

Settings Auto-response Opt-In Actions

Facebook post for comment tracking

Select A Post

Track first-level comments only ?

When user leaves a comment, send message after

Immediately ▼

Exclude comments with these keywords ?

Only trigger for comments with these keywords ?

Next >

 Dashboard

 Audience

 Live Chat

 Growth Tools

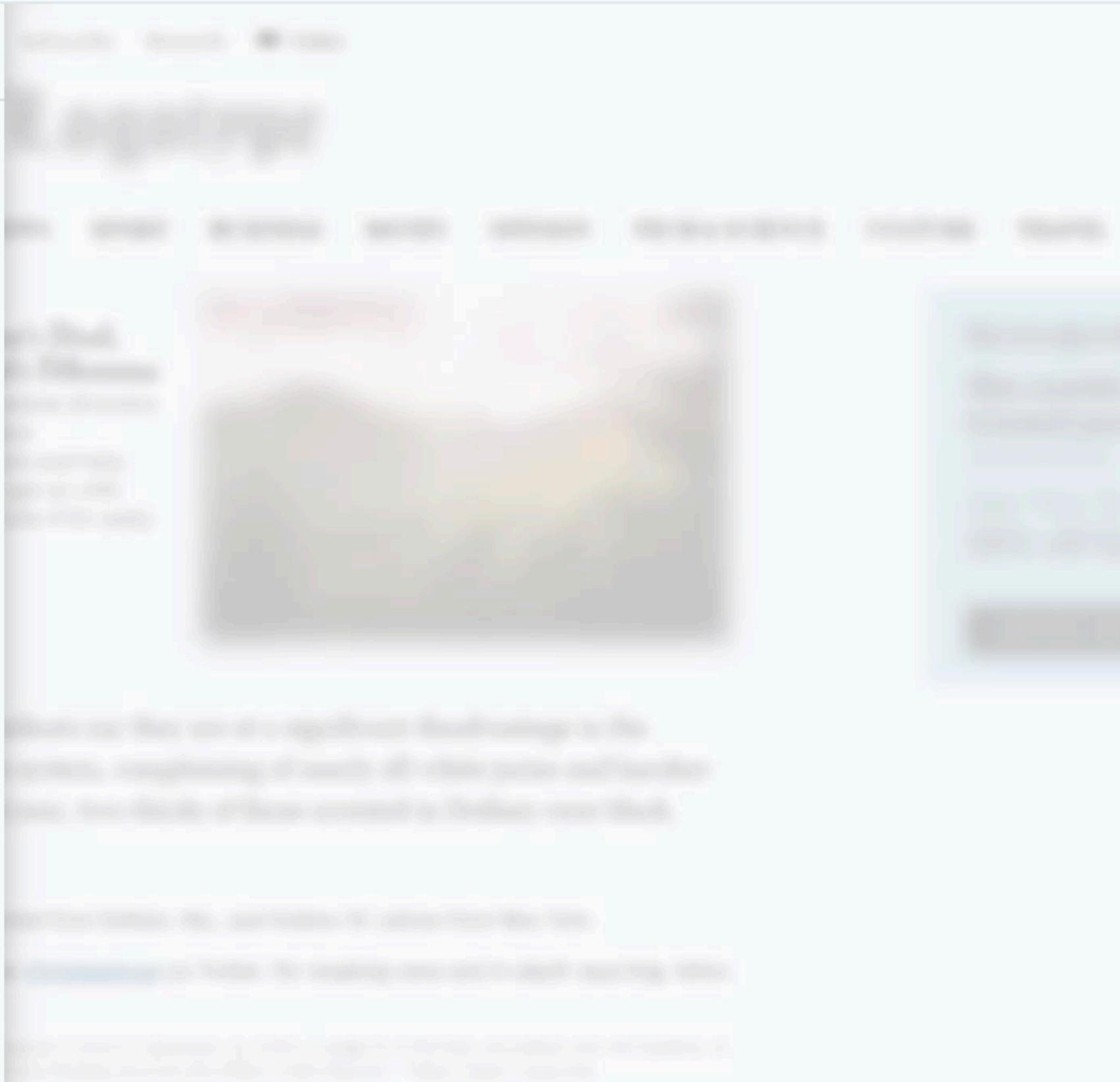
 Broadcasting

 Automation

 Flows

 Settings

 Help



 Thomas Moen PRO ▼

 Facebook Comments

Settings **Auto-response** Opt-In Actions

Message to commenters

Hey **Full Name** ! Can I help you with something? Just write down a reply and I'll get in touch soon.

This text will be sent to everyone who commented on your post, meeting specified criteria.

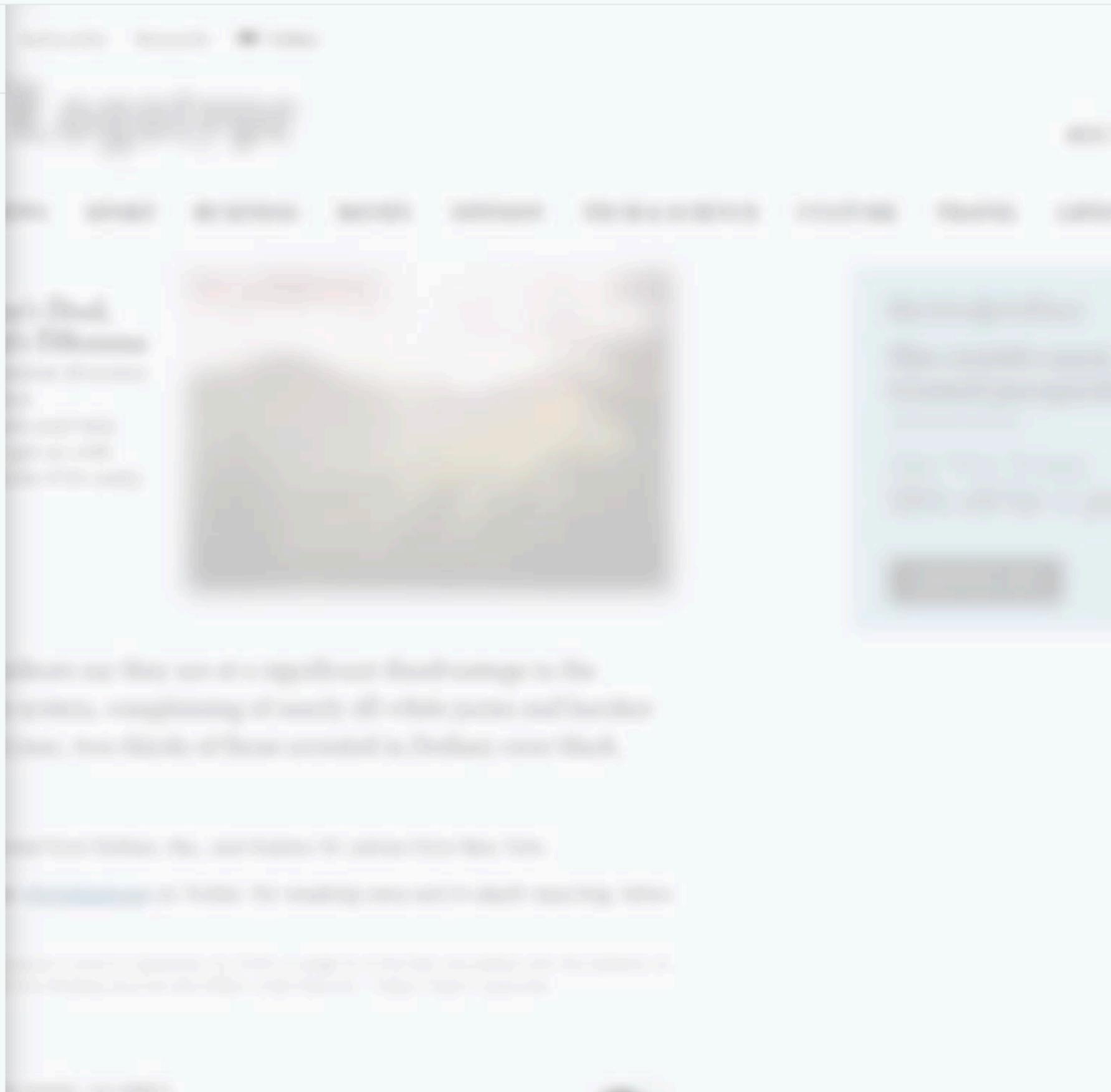
Please, Note

People who comment on your post will become your subscribers on Messenger only after they reply to this message. When they do it, you can send them an Opt-In Message

Be Careful!

Facebook carefully controls the usage of this feature. To protect your page from blocking on Messenger, ManyChat limits the auto-response rate per minute.

This means that popular pages may experience longer delivery times for auto-responses if there was a big influx of comments in a short amount of



-  Dashboard
-  Audience
-  Live Chat
-  **Growth Tools**
-  Broadcasting
-  Automation
-  Flows
-  Settings
-  Help
-  Video Tutorials

 Thomas Moen PRO

-  Dashboard
-  Audience
-  Live Chat
-  Growth Tools
-  Broadcasting

-  **Automation**
- Main Menu
- Default Reply
- Welcome Message
- Keywords**
- Sequences

-  Flows
-  Settings
-  Help
-  Video Tutorials

Active	Rule	Reply	Additional Actions
<input checked="" type="checkbox"/>	Message is <u>start</u> or <u>subscribe</u>	Send <u>Subscribe to bot</u>	<u>1 action</u> 
<input checked="" type="checkbox"/>	Message is <u>stop</u> or <u>unsubscribe</u>	Send <u>Unsubscribe from bot</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>jab jab</u>	Send <u>Contains jab jab</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>Who made you?</u>	Send <u>Contains Who made you?</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>How are you?</u>	Send <u>Contains How are you?</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>Who are you?</u>	Send <u>Contains Who are you?</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>takin</u>	Send <u>Contains takin</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message is <u>help</u>	Send <u>Message is help</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>taking over the world</u>	Send <u>Contains taking over the world</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>does this even work?</u>	Send <u>Contains does this even work?</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>lars</u>	Send <u>Contains lars</u>	<u>+ Action</u> 
<input checked="" type="checkbox"/>	Message contains <u>formula</u>	Send <u>Contains formula</u>	<u>+ Action</u> 

Email to messenger

Thomas Moen

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Flows

Settings

Help

Video Tutorials

Name	Widget			Opt-In Message	
	Impressions	Opt-Ins	Conversion	Opened	Clicked
New subscriber - 3SF	-	0	-	n/a	n/a
Growth Tool #73	13	0	0.0%	n/a	n/a
FB EG webinar NO	-	-	-	-	0
Webinar 7 juni NO	-	-	-	-	0
Webinar 07.06.18 json	-	-	-	-	0
Growth Tool #67 draft	0	0	n/a	n/a	n/a
Growth Tool #66	0	0	n/a	n/a	n/a
Growth Tool #65	-	0	-	n/a	n/a
3 step-formula email signup	-	0	-	n/a	n/a
Demo 2	-	0	-	n/a	n/a
Demo of ref URL	-	0	-	n/a	n/a
Dennis PDF	-	36	-	100.0%	100.0%

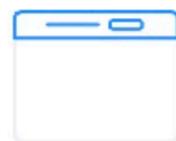


 Thomas Moen PRO ▼

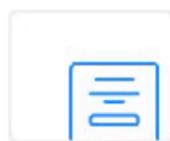
-  Dashboard
-  Audience
-  Live Chat
-  Growth Tools
-  Broadcasting
-  Automation
-  Flows
-  Settings

Choose Widget Type

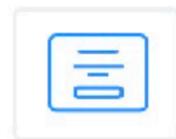
Overlay Widgets



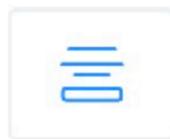
Bar



Slide-In



Modal



Page Takeover

Embeddable Widgets



Button



Box



Other Growth Tools



Landing Page

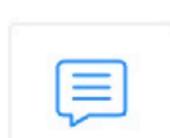


Messenger Ref URL



PRO

Facebook Ads JSON



Facebook Comments



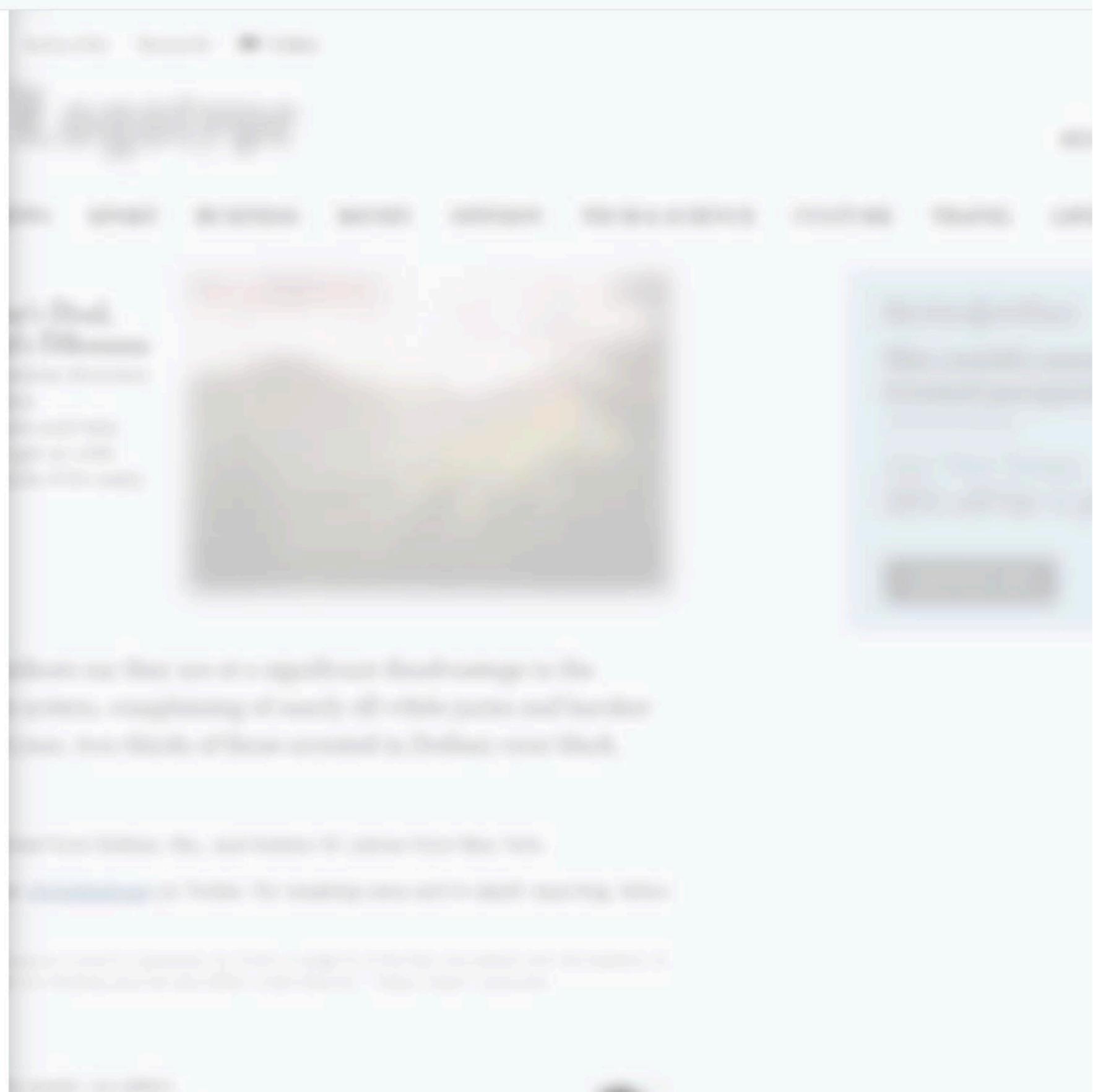
PRO

Facebook Messenger Code



Customer Chat

-  Help
-  Video Tutorials



 Thomas Moen PRO

 Messenger Ref URL

-  Dashboard
-  Audience
-  Live Chat
-  **Growth Tools**
-  Broadcasting
-  Automation
-  Flows
-  Settings

Opt-In Actions Setup

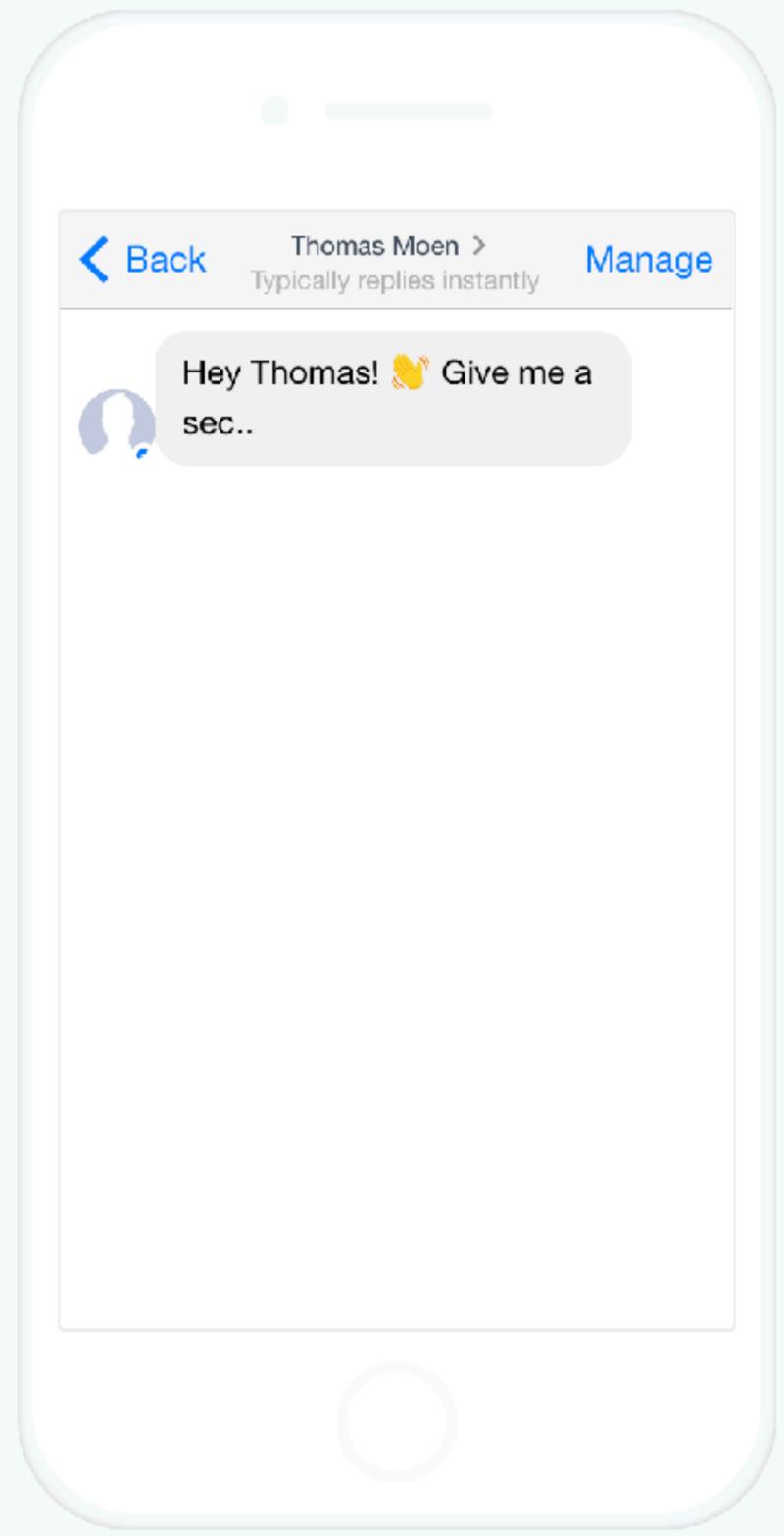
Opt-In Message

New subscriber - 3SF Opt-I...  Edit  Replace

Add Subscriber to Sequence

3-step formula

Next >



 Thomas Moen PRO

 Messenger Ref URL

Opt-In Actions **Setup**

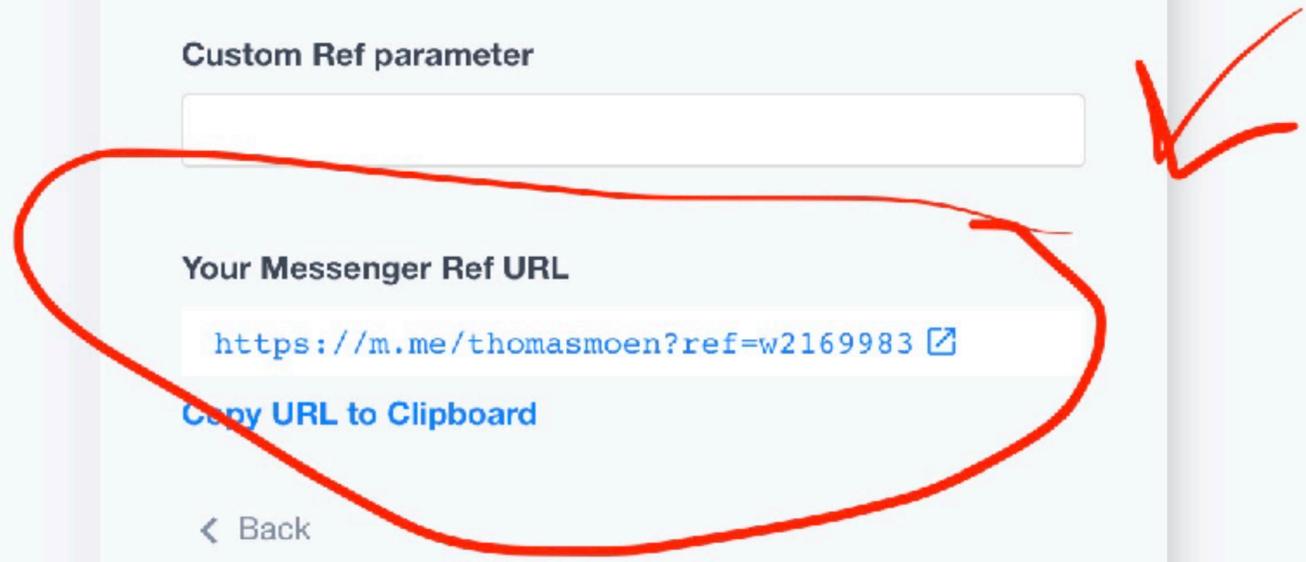
Custom Ref parameter

Your Messenger Ref URL

<https://m.me/thomasmoen?ref=w2169983> 

[Copy URL to Clipboard](#)

[← Back](#)



-  Dashboard
-  Audience
-  Live Chat
-  **Growth Tools**
-  Broadcasting
-  Automation
-  Flows
-  Settings

-  Help
-  Video Tutorials

people like you. I used to only create content in Norwegian, and only focus on that narrow market. But Seth Godin inspired me to change.

It was the summer of 2014 I heard a rumour that my hero, my idol, Seth Godin was coming to the city I lived in. He was going to hold a presentation on a big marketing conference.

I immediately sent a email to the organiser asking if I can interview Seth. I got a quick reply back saying NO WAY. Damn. I then tried to email Seth directly asking for a interview. No luck there either, Seth never responded. Then I tried via a third channel - a sponsor of the event. Guess what.. NO.

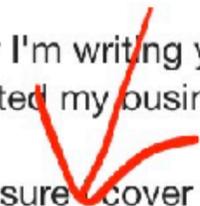
But I didn't give up. I was determined to succeed so I bought tickets to the conference and waited right next to the stage after Seth finished his presentation. I approached him and complimented him for giving a great talk, then I asked if I could ask him a few questions. He said yes!

I then got one of the technicians to hold the camera, and I did my thing. Nervous, but happy! The interview turned out great and I regularly get invitations and inquiries based on people who watched the interview. It's was a tipping point for me, and it helped me dream bigger and think smarter. The camera guy did not do a very good job of filming me, but at the end it does not really mater.

[You can watch the shaky interview here.](#)

Why am I telling you this? Because a no is never a no, it's a maybe. My former self might have just given up after the first no. But I was determined that this was going to happen. And it did.

Also, Seth told me. Pick a tribe, not a country. That's why I'm writing you right now - because I want to share what I've learned and how I created my business - with you.

So please hit reply and introduce yourself, so I can make sure  cover the things that are important to you in my letters going forward 😊

- Thomas

PS: [Click here to get my 3-step formula free guide via messenger](#)

Thomas Moen

- Dashboard
- Audience
- Live Chat
- Growth Tools
- Broadcasting

- Automation**
- Main Menu
- Default Reply
- Welcome Message
- Keywords
- Sequences**

- Flows
- Settings
- Help
- Video Tutorials

i Starting message of any sequence message shouldn't contain ads or promotional materials.

Schedule	Active		Sent	Clicks	Open Rate	CTR	
<u>Immediately</u>	<input checked="" type="checkbox"/>	Send Sequence Message 1	128	76	100.0%	59.4%	
<u>After 1 day</u>	<input checked="" type="checkbox"/>	Send Sequence Message 2	126	30	99.2%	23.8%	
<u>After 1 day</u>	<input checked="" type="checkbox"/>	Send Sequence Message 3	126	16	99.2%	12.7%	
<u>After 1 day</u>	<input checked="" type="checkbox"/>	Send Sequence Message 4	124	17	97.6%	13.7%	

+ Message

Ad to messenger

Thomas Moen
PRO

- Dashboard
- Audience
- Live Chat
- Growth Tools**
- Broadcasting
- Automation
- Flows
- Settings

- Help
- Video Tutorials

Name		Widget			Opt-In Message	
		Impressions	Opt-Ins	Conversion	Opened	Clicked
New subscriber - 3SF		-	0	-	n/a	n/a
Growth Tool #73		13	0	0.0%	n/a	n/a
FB EG webinar NO		-	-	-	-	0
Webinar 7 juni NO		-	-	-	-	0
Webinar 07.06.18 json		-	-	-	-	0
Growth Tool #67	draft	0	0	n/a	n/a	n/a
Growth Tool #66		0	0	n/a	n/a	n/a
Growth Tool #65		-	0	-	n/a	n/a
3 step-formula email signup		-	0	-	n/a	n/a
Demo 2		-	0	-	n/a	n/a
Demo of ref URL		-	0	-	n/a	n/a
Dennis PDF		-	36	-	100.0%	100.0%



Thomas Moen

- Dashboard
- Audience
- Live Chat
- Growth Tools
- Broadcasting
- Automation
- Flows
- Settings
- Help
- Video Tutorials

Overlay Widgets

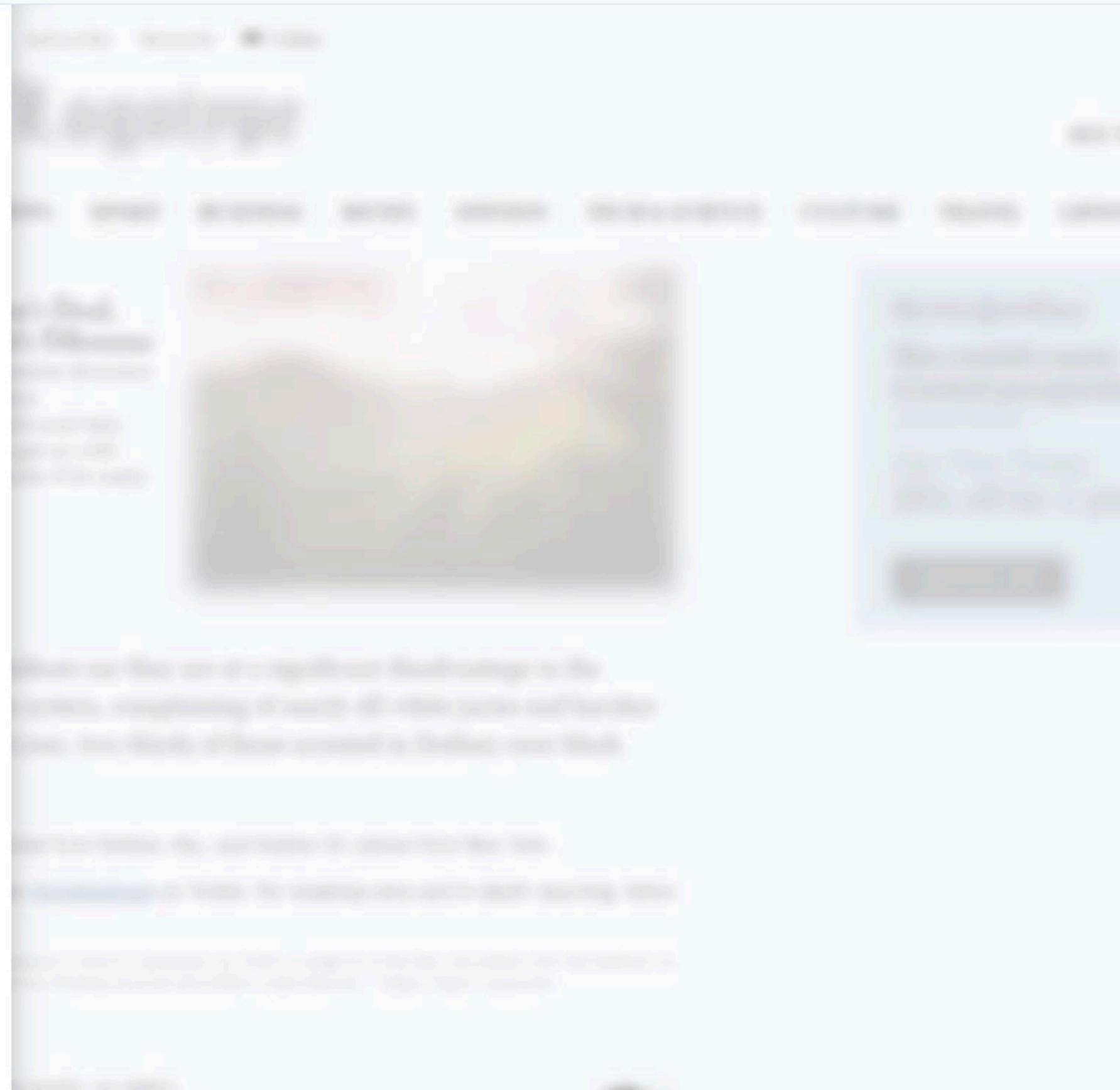
- Bar
- Slide-In
- Modal
- Page Takeover

Embeddable Widgets

- Button
- Box

Other Growth Tools

- Landing Page
- Messenger Ref URL
- Facebook Ads JSON
- Facebook Comments
- Facebook Messenger Code
- Customer Chat
- Checkbox






Thomas Moen

PRO

Facebook Ads JSON

Opt-In Actions Setup

Opt-In Message

Growth Tool #69 Opt-In Me...
Edit
Replace

A person will get into your list only if he presses a button in your message. So, keep in mind that the first message should contain a button.

Next >

- Dashboard
- Audience
- Live Chat
- Growth Tools**
- Broadcasting
- Automation
- Flows
- Settings

- Help
- Video Tutorials





 Thomas Moen PRO ▼

-  Dashboard
-  Audience
-  Live Chat
-  Growth Tools
-  Broadcasting
-  Automation
-  Flows
-  Settings

Opt-In Actions Setup

Generated JSON code depends on the first item in your Opt-In Message. Every time you change it, you also need to generate the new JSON.

You can use the following JSON code only for the current Facebook page.

Your Facebook Ads JSON Code [How can i use that ?](#)

```
[
  {
    "message": {
      "attachment": {
        "type": "template",
        "payload": {
          "template_type": "button",
          "text": "Klikk knappen under for å
          bekrefte at du vil delta på live webinar om FB
          messenger.",
          "buttons": [
            {
              "type": "postback",
              "payload":
              "MANYCHATJSON(2107580)::ACT::33163cdcaa37bf10f4
              f58d9031195bf2",
              "title": "Ja takk"
            }
          ]
        }
      }
    }
  }
]
```

[Copy Code to Clipboard](#)

[← Back](#)

[? Help](#)

[Video Tutorials](#)

Job Jab Academy AS (1481202...)

Search Filters Add filters to narrow the results

Navigation icons: Home, Campaigns, Ad Sets, Adverts, and a tab with '1'.

+ Create Duplicate Edit

Ad Name
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>  Ad 1 - bilde 2
<input type="checkbox"/> <input type="checkbox"/>  Ad 1

Results from 2 ads

Webinar 7.6.18 (messenger) > Retargeting > Ad 1 - bilde 2

Active

Facebook will use the following offline event set for tracking and data upload:

Default Offline Event Set For Eazycom
 ID:1457530904277039 AUTO

Manage offline event sets.

Messenger Setup

Create the first few messages people see in Messenger after they click on your ad.

- Create a custom welcome experience
- Use your bot's "Get Started" screen

Visual JSON

```

{
  "type": "template"
  "payload":
  {
    "template_type": "button"
    "text": "Klikk knappen under for å bekrefte at du vil delta på live webinar om FB messenger."
    "buttons":
    [
      {
        "type": "postback"

```

Close

Ad Preview

1 of 1 Ad

Mobile News Feed

1 of 5

Thomas Moen
Sponsored

[LIVE TRAINING] Hvordan selge via Facebook Messenger

7. juni klokken 20 har jeg en helt ny gratis workshop (online) om hvordan du kan selge via FB messenger. Klikk på knappen for å melde deg på.



LIVE WEBINAR

Hvordan selge via FB Messenger 

SEND MESSAGE

Like Comment Share

Refresh preview • Report a problem with this preview

Discard Draft

Publish

**5-10 times
more effective
than email.**

Sent
1199

Delivered
1177
98.2%

Opened
1053
89.5%

Clicked
271
23.0%

thomasmoen.com

Write “congresfb” in the chat





Jacqueline Kennedy



\$35



\$211,000



200\$



Over 130 000 units sold



26 000 000 \$



It's not about
the products we sell,
but the **stories we tell.**