



6 Tips to Turn Messaging into a High-Converting Channel



There are about [6.5 billion smartphones](#) in the world today, which makes your mobile commerce strategy critical. However, if you focus only on your mobile site or app, you could be missing out on an important mobile commerce channel: messaging. A 2021 study from Gartner said that [80% of customer service organizations](#) say they'll abandon their native mobile apps in favor of messaging apps by 2025.

The reason? That's where their customers are.

Because messaging is a daily activity for almost every shopper, it's a critical customer touchpoint to get right. But while many brands approach their messaging strategy as a way to improve the customer experience through more responsive customer support, you could be leaving money on the table. Messaging can play an active role across the entire customer journey — from marketing and pre-purchase support to making the sale.

Messaging is no longer just about texting back and forth. Advanced capabilities like chatbots can help you use messaging to engage prospects at scale and strengthen your customer relationships. Because technology allows messaging to be so useful, [85% of consumers surveyed say they want the option to message brands](#) (Liveperson, 2020), making messaging a channel your customers will use and appreciate.

Today's messaging platforms can make it simple to create and manage a new direct sales channel quickly and effectively, enabling your omnichannel sales strategy. Because many brands — including your competitors — have yet to fully integrate messaging as a sales channel, you have the opportunity to embrace the tactic to not only better serve your customers, but also to create a point of differentiation you can use to capture additional revenue. Here's what you need to know.

The Potential of Messaging

By combining an engaging customer experience with the convenience of e-commerce, messaging has the potential to improve how customers discover and purchase products from your business.

Enabling commerce through messaging lets you meet your customers where they now spend [over 4 hours of their time each day](#). Almost every phone now supports messaging, and almost every consumer knows how to and enjoys using messaging apps to connect with others, making it a natural engagement channel for businesses. Because the phone is now your customers' preferred device to use when shopping — with 66% of global shoppers surveyed in a 2020 study saying that their mobile devices are their most important shopping tool¹ — messaging must be a central part of any mobile strategy.

Messaging also gives you a powerful tool for making more out of your digital ad spend. Without messaging, a customer who clicks on an ad is directed to your landing page or a product page, which might not provide the information they need to make a decision. When the ad provides the option to open a conversation thread in a messaging app, customers can proactively get all their questions answered without having to browse around, bringing them that much closer to a conversion.

Not only does enabling commerce through messaging make your business more available to customers, but it can also help you create deeper experiences that build more robust relationships. That's because the messaging experience is interactive by nature, which allows a customer to have a conversation and feel like they are being heard. Compared to a passive shopping experience like browsing a website or walking through a store aisle, messaging creates an active shopping experience that can drive the customer to a sales decision faster, thanks to the ability to ask for advice in a messaging conversation.

¹ "Discovery-Led Shopping Study" by GfK (Facebook-commissioned online survey of 12,063 people ages 18+ across AU, BR, CA, DE, FR< ID, IN, JP, MX, SK, UK< US Jul-Aug 2020).



In addition, your messaging platform can leverage insights gleaned from your customer data to deliver personalized content at scale. With 61% of shoppers surveyed in a 2020 study saying they feel more personally connected to brands that offer personalized content or deals,² this type of content has the potential to drive more business compared to a one-size-fits-all experience delivered through your website or in-store.

Once customers learn they can do business with you through their favorite messaging apps, you'll find that it's a sales channel they will return to time and again: a 2020 study stated that 7 in 10 shoppers surveyed say they are more likely to do business with or purchase from a company they can contact via messaging than those they cannot,³ while 68% of shoppers surveyed in 2021 said that the ability to make a payment via messaging would make them more likely to revisit the store.⁴ By using messaging to inspire loyalty and repeat business, you can increase your average customer lifetime value while increasing your acquisition ROI.



² "Discovery-Led Shopping Study" by GfK (Facebook-commissioned online survey of 12,063 people ages 18+ across AU, BR, CA, DE, FR< ID, IN, JP, MX, SK, UK< US Jul-Aug 2020).

³ Business Messaging Research Study (Facebook Commissioned study of 8,214 adults ages 18 and older in U.S., Germany, the UK, India, Mexico, Brazil and Indonesia), September 2020

⁴ "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 4,175 retail shoppers, ages 18+, in the US), Aug-Sep 2021.across AU, BR, CA, DE, FR< ID, IN, JP, MX, SK, UK< US Jul-Aug 2020).

Tips for Success

While 45% of global consumers surveyed in 2020 have messaged a business, only 24% say they have bought something directly through messaging⁵. This makes messaging a largely untapped resource for additional sales. So, where should you start?

- ① The first step is to work with your internal stakeholders to **identify the business outcomes** you hope to achieve with messaging. Depending on your business and specific KPIs, potential outcomes could include an increase in customer engagement, an increase in conversion rates, a decrease in cart abandonment or any number of common sales metrics. By focusing on one or two key metrics, your entire team can focus its efforts on specific use cases instead of trying to accomplish everything all at once.
- ② Once you determine the specific outcomes you want to drive, you need customers to message with. For the next step, **obtain opt-in with your customers** so you have permission to proactively message them with the type of content you'll need to send to drive your KPIs. When gaining opt-in permission, be clear about the specific message types you plan on sending so customers don't receive unwanted content. This will help your messages be seen as a welcome communication they will want to read and respond to instead of spam they can ignore.
- ③ One way many businesses start with messaging is to use it as **a primary customer communication channel** to keep customers informed about their orders. While you probably already send your customers order updates and receipts via email, those can be easily lost in crowded inboxes or labeled as spam. Sending a quick message that an order has been received, shipped or delivered will help keep customers in the loop. By using messaging as your primary channel for order information, customers can then become used to engaging with your business through their messaging app, helping make them more receptive to your other sales-oriented messaging.
- ④ When building out your messaging strategy, **focus on the human element**. It can be extremely frustrating to get stuck in a transaction or customer support issue with a chatbot that can't do something the customer feels is simple. To alleviate this frustration, ensure that shoppers have an easy way to elevate the conversation to a human agent as needed. While you may not be able to have a human agent available outside of normal business hours, you can at least let the shopper know that the message was received and that an agent will reach out as soon as possible.
- ⑤ Speaking of the human element, **take a conversational approach to messaging**. The more conversational you can be, the easier it will be to nurture customer relationships. With the knowledge that [45% of users have spent more time on messaging services because of the pandemic](#) (Google, 2021), you need to make sure that your content is clear and concise so it's usable for people at all levels of reading comprehension and language ability. In addition, don't be afraid to use a more conversational tone than you might use on your e-commerce site. After all, it's a conversation, not just a product page. For example, instead of saying "enter quantity" you could say, "How many would you like?" Details like this while messaging with a customer go a long way in making them feel like they're having a conversation instead of filling out an order form.
- ⑥ Finally, don't forget to **integrate your messaging channel** with your existing tools, such as your CRM, e-commerce platform, customer communication platform and marketing tools. Every customer interaction over messaging should leverage all the data you have at your disposal so you can deliver personalized recommendations and answer specific account questions.

⁵ "Industry Micro-Shifts Monthly Tracker" by Kantar Profiles (Facebook-commissioned online survey of 96,938 adults across AU, BR, CA, DE, ES, FR, HK, ID, IN, IT, JP, KR, MX, TW, UK, US), May-Aug 2020. Unless otherwise specified, data is a cross-country average across all 16 markets.

The Customer Experience Is Everything

Enabling commerce through messaging apps isn't just about creating a new sales channel. It's about delivering a stronger customer experience by providing the service that people want in the place they want to access it. This is why each of the tips above has one thing in common: making the chat experience as great as possible for the user. By focusing on the customer experience — not just revenue — you can create a user experience that will keep customers engaged and eager to connect in the future.

