



Checklist 14: Growth Tools - Landing Page

Project Name: _____

Date: _____

Yes No

Important: While it's easy to build a ManyChat Landing page by adding a video or image, a headline and the button you can be limited to design options such as text style and the button design. We found by designing your own landing page using this template with a professional page builder along with the Messenger Ref Growth Tool (Covered in next Checklist) you'll have more flexibility and high conversions.

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Click on Growth Tools in the Left Menu | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Click on "+ New Growth Tool". | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Under Other Growth Tools, Click "Landing Page". | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Enter The Widget Name by Clicking The Text Growth Tool # at the top. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Under Page Template, You'll See Text & Media & Media Background. Scroll down and at the end, you'll see Media Type with Video & Image Option. Upload an image from your PC and grab a YouTube video and place. The idea here is to see exactly how your template looks and the options you have. From here you can decide on what to do. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | You can edit the image or video placement in the dropdown box below. | | |

Notes



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- | | | | |
|----|--|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Edit the headline to match your offer. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Edit the description to match your offer. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Leave show description on unless not required. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Leave Button Type as Send to Messenger. | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Edit the background colour if required. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Edit the headline if required. | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Edit the description if required. | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Change the button background to blue or white. | <input type="checkbox"/> | <input type="checkbox"/> |

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15 Change the button side to Small, Medium or Large.

16 Choose the button text which most relates to your offer. Choices are:

- A. *Send to messenger*
- B. *Get this in messenger*
- C. *Receive this in messenger*
- D. *Send this to me*
- E. *Get customer assistance*
- F. *Get customer service*
- G. *Get support*
- H. *Let's chat*
- I. *Send me messages*
- J. *Alert me in messenger*
- K. *Send me updates*
- L. *Message me*
- M. *Let me know*
- N. *Keep me updated*
- O. *Tell me more*
- P. *Subscribe in messenger*
- Q. *Subscribe to updates*
- R. *Get messages*
- S. *Subscribe*
- T. *Get started in messenger*
- U. *Learn more in messenger*
- V. *Get Started*

17 Check everything is looking correct and click Save.

18 Click Active in the top right

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- 19 Click Next
- 20 For the Submitted State Under After Submit leave as “Show New Message”.
- 21 Show or remove the description.
- 22 Edit the colours if required.
- 23 Edit the Media type if required or use “Same As Initial”.
- 24 Click Next
- 25 Next, we’ll edit the opt-in message. Under Opt-in Message click Edit
- 26 You can edit the default message any way you wish. You can add files, links, videos, audio, etc. You can also link to another step once that message is sent. First, edit the message.

Example. Welcome {firstname}! Thank you for subscribing. There’s a free gift coming in the next post so stay tuned. PS If you ever want to unsubscribe just type “stop”.

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- 27 Next click the checkbox below which says "Continue to another step".
- 28 Click Choose Next Step
- 29 Click Start Another Flow
- 30 The Green Box will appear and again click "Select a Flow to start"
- 31 Click "Click to Select a Flow"
- 32 Choose the Free Funnel Flow or any flow you wish.
- 33 Click Next
- 34 You'll be provided with a landing page URL. Click and test everything is working.

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35 Enter your Facebook Pixel ID to build your audience on this page. To do this, visit your Facebook Ads Account. Go to Audiences and view pixel. Copy the tracking pixel code into a notepad file and look for tr?id=123456789 (Your number will be different). Copy this in ManyChat Setup for this growth tool under Facebook Pixel Id

36 Ensure the tool is active and click save.

Notes