



Checklist 17: Growth Tools - Facebook Comments

Project Name: _____

Date: _____

Yes No

Important: In this example we're going to setup a Facebook Ads Campaign encouraging people to comment on our post with a particular keyword. We'll use ManyChat Comments Growth tool to add anyone who comments to our subscriber list and segment them into a different funnel depending on the keyword.

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Log into your Facebook Ads Manager Accounts | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Click on the Green + Create Button. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | For this example we'll choose Engagement | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Enter Campaign name and click Continue | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Choose your target audience and/or retarget your current custom audience | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Edit placements leaving only Feeds on Facebook (uncheck everything else) | <input type="checkbox"/> | <input type="checkbox"/> |

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- 7 Set your daily budget to \$5 or \$10 per day
- 8 Click Continue
- 9 Choose the Facebook Fanpage you want to work with under Ad Identity
- 10 Create a new post. Keep in mind we you can use a video or image.
- 11 If using a video add text overlay to the video instructing the viewer to comment below.
- 12 If using an image, add the same effect somewhere on the image. This part is optional but can help increase conversions which in return gives you a lower cost per lead.
- 13 Spend time creating your post breaking it into 3 parts.
- A. The introduction. This can be something new and exciting, something informative or something result based. Short posts don't work the best for this so spend time thinking about what you would like to offer and over deliver.
- B. What they'll get. After the introduction describe clearly everything that they'll get for free if they take action. Use bullet points to get the main points across.

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- C. How to get it. In this case you'll ask them to comment a particular keyword. For example. To get the FREE Ebook on FB Advertising please type below "FREE EBOOK" and I'll follow up. Repeat this in your copy at least twice.
- 14 If using a video add text overlay to the video instructing the viewer to comment below.
- 15 Complete the setup, checking that your conversion tracking pixel is turned on and click confirm.
- 16 Review and upload all changes.
- 17 The next part is connecting this ad to ManyChat. It's important that you do this straight away. Go to your ManyChat dashboard.
- 18 Click on Growth Tools in the left menu.
- 19 Click on the + New Growth Tool in the top right.
- 20 Choose Facebook Comments under Other Growth Tools.
- 21 Click Select A Post and choose the post you just created.

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22 Click the checkbox "I confirm that the post selected is explicit that this part is going to contact users who comment via Messenger."

23 Leave Track first-level comments only as off (unless required)

24 When user leaves a comment, send message after, choose Immediately.

25 Exclude comments with these keywords, leave blank. (unless required)

26 Only trigger for comments with these keywords, enter your keyword eg: Free Ebook.

Important: You'll notice some people do not follow instructions to a tee so it's important to put in variations of what they might type.

For example here I'll add; Free Ebook, free ebook, FREE EBOOK, Free-Ebook, Free E-Book.

You can always come back and edit this at anytime.

27 Click next and we'll be taking to the auto response. You want to keep this short and to the point. Unless people respond or react to this message you will not collect the lead. We always use something similar to;
Hey {first name}, Thanks for comments. To confirm you want the report can you please reply YES or anything you wish. Sorry, but this part is required.

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- 28 Click Next
- 29 You'll be taking to Opt-uin Actions and Sending options. Choose either Send to everyone who replies or Send only to users who reply with a keyword. It's no harm to leave as send to everyone as you'll collect leads for all comments.
- 30 Edit the optin message, by click edit or you can choose a message you're created before if you wish. In the previous checklists we covered creating flows and messages. Remember you can simply add new subscribers to any flow you wish.
- 31 Click Save & Activate
- 32 Click Preview and view the message in your inbox checking everything is working.
- 33 Test the Facebook Ad. This you might require a different Facebook Account (ask a friend), depending on how you Fan page is connected. Comment the keyword and give it a minute for the reply to be delivered. If you don't receive the reply while testing, recheck all settings, checking spelling, ensure the bot is active, etc.
- 34 Leave your ads run for 48 - 72 hours before changing anything. You should be aiming to get fresh leads for less than \$2.00 each. At times it's cheaper. If the cost is too high, change the audience, adjust your copy, image, offer or/and call to action.

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