

Facebook Messenger: How to Get Loans & Build a Client List

Friday 2 June 2017

Instil Webinar



Image source: www.bing.com.au



Webinar – How to Get Loans & Build a Client List

Facebook Messenger is about to be one of the leading platforms for business growth in social and on the internet. Facebook is dedicated to turning Facebook Messenger – its personal messaging service – into a marketing platform where businesses can chat one-on-one with potential customers. This has already started and will only grow over time.

Combine this with the rise of automation and the use of bots to reply to people in a natural way on the messaging service – and you have a powerful new weapon in your marketing arsenal! Indeed one that will take some financial institutions a long time to implement, but is yours to use right now!

This webinar will show you how you can use Messenger to advertise to the 1 Billion+ people who use it, and also how to incorporate bots and automation in a “non-spam” context. It will also show you how, with one simple piece of software, you can build a client list via Messenger.

What you will walk away with?

- *An understanding of how to use Messenger for one-on-one communication with potential customers*
- *How to use Facebook ads on Messenger to get more loans*
- *How to start using bots and automation together with Facebook Messenger*
- *How to build a Messenger customer list (similar to your email list)*
- *Some examples of how this could all be used*



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Who is this for?

- Primarily marketers who want to learn more about Facebook advertising, but also for anyone whose job it is to communicate with customers or grow an organisation online.
- Digital Marketers who may be an expert in one area of digital, but want to broaden their knowledge into other areas.
- Those who new to the marketing role, or who have up until now focused on traditional marketing but have been tasked with finding out how to utilise Facebook advertising.
- Anyone who thinks their organisation needs to be online and take advantage of Facebook.

On registration, you will receive a confirmation email with instructions on how to join the webinar.

Date: Friday 2 June 2017

Time: 11:00am – 12:00pm AEST

Cost: \$110.00 incl. of GST



facebook
advertising





Webinar – How to Get Loans & Build a Client List

Our presenter – Russell Allert



Russell has been working with digital marketing for over 6 years and has been in the financial industry for over 10 years.

He has helped move Queenslanders Credit Union into the digital era, spearheading projects such as building a mobile-friendly website, using social media to build a community, using digital advertising to increase sales, and developing content which informs and educates.

This has helped the credit union gain new customers (with particular growth in the Gen Y segment), win awards, and compete with much larger banks, including Big 4.

Russell has been asked to speak at COBA on several occasions, the latest being at their 2015 Annual Conference in Darwin. He has also travelled to the USA to present at a WOCCU summit on how to attract Gen Y and Millennials to Mutuals.

In addition to this, he has his own business helping small business owners grow their business online. He is passionate about digital transformation within organisations and believes all organisations need to make the change to stay relevant.