

# Enhance ROI organically on Facebook with **Recurring Notification**

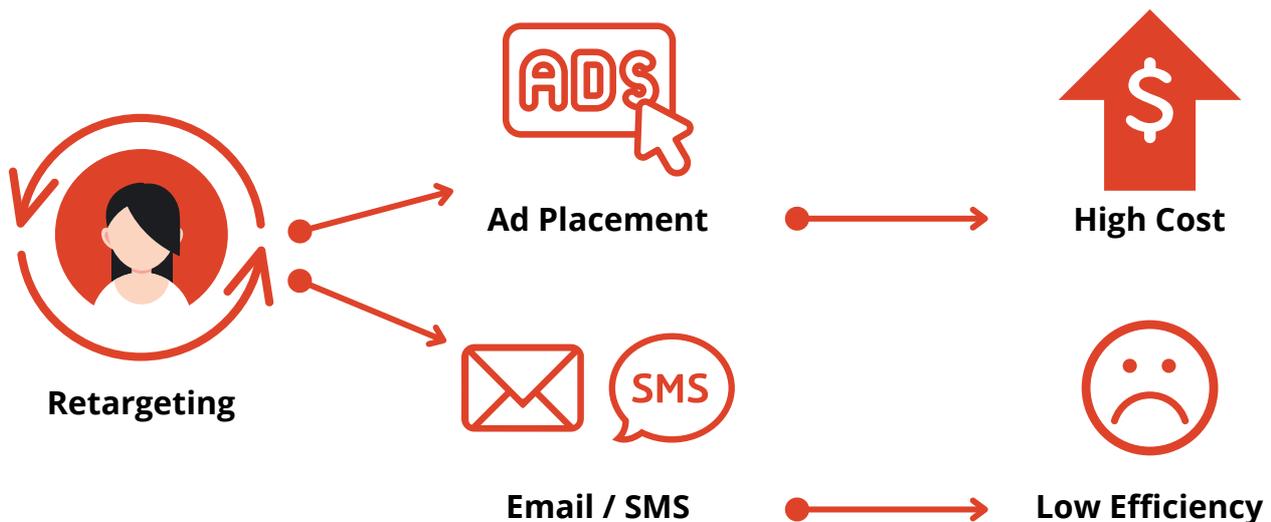


Send out promotional messages daily, weekly or monthly, The Winning Digital Marketing Strategy with CTX ads campaign and Conversion API

## Introduction

The cost and investment in digital marketing have been increasing. Brands are spending hundreds and millions of ads dollar on Facebook, competing head-to-head just to get your attention. It is not difficult to imagine users are overwhelmed by a large variety of promotional ads every day.

In view of cost, e-mail marketing can be a good alternative. It is free and can send out to a large database at once. However, the con side is customers rarely check their mailbox nowadays and their open rate, CTR and conversion rate are the lowest among email, SMS and Facebook ads. Even the best ones can only get 10 – 15% open rate, let alone the conversion rate.



**Recurring notification is a new feature launched by Meta in 2022**, where brands can proactively send out daily, weekly or monthly promotional messages to opt-in customers through Messenger at no additional cost. In this ebook, you will learn how to increase your sales ROI organically with Recurring Notification. Let's start!

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## What is Recurring Notification?

We are fortunate to live in a world where the rise of messaging goes hand in hand with the tools available to businesses. And, META is in charge of presenting the new way to send regular updates through Messenger: Recurring Notification (RN).

Simply put, this new feature is the new Facebook Messenger newsletters. It's a way to keep your customers up to date and create long-lasting business relationships with them that translate into increased efficiency and revenue.

Avoid getting stuck in their cluttered email and phone inboxes and jump into meaningful conversations with Facebook Messenger.



**80% open rate**



**15% open rate**

**Send proactive, personalized, and automated messages that drive re-engagement.**

Every type of communication has a monetary and temporal cost. We know this, and that is why we advocate new ways to complement and improve traditional means of communication. With this new feature, all types of companies can now send proactive and personalized messages through automation. Reach current and potential customers on one of their favorite and most used channels and reengage them at any stage of the customer journey.

# How does Recurring Notification work?

Now you have the tool to send proactive messages at a specific time and date. There are three types of cadences you can choose for your message set:

Daily	Weekly	Monthly
1 message per day for a period of 6 months	One message every 7 days for a period of 9 months	One message every 30 days for a period of 12 months

**Facebook gives you the option to select which cadence along with a preset CTA button.**

However, there are some important steps to keep in mind when making use of RN for quality assurance and policy compliance.

## 1. Obtain opt-in

When we talk about opt-in, we talk about "choosing to be part of an activity, agreement, etc.:" In short, it is a confirmation and consent that the user gives to receive commercial notifications. And it is a requirement for sending RN.

The opt-in message is your cover letter to the customer, and the opportunity to be clear and transparent with your communications.

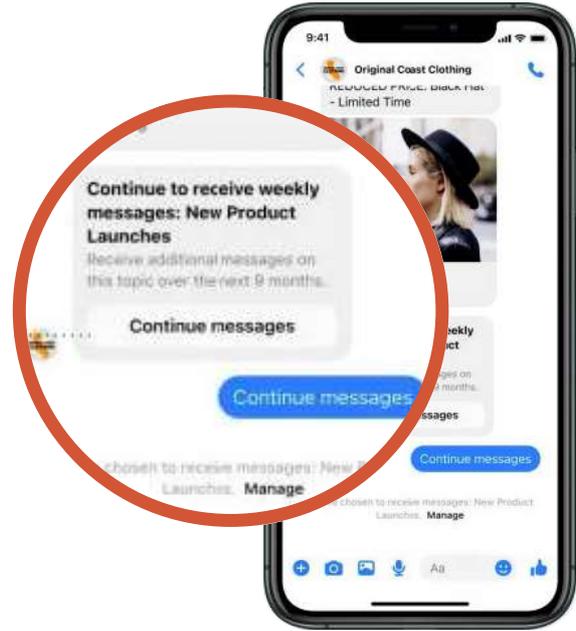
Messenger gives you the option to customize the title copy to clearly indicate the subject of the notifications. As mentioned, this is a way to ensure quality in your communications



## 2. Renew opt-in

Opt-in is not permanent, and after a period of time depending on the cadence of notifications, you will have to renew it. You don't have to worry about setting it up. Once the expiration date is looming over, the users will receive an automatic request to renew their opt-in and continue receiving messages.

Once the expiration date is looming over, the users will receive an automatic request to renew their opt-in and continue receiving messages.



Daily	Weekly	Monthly
6 months period	9 months period	12 months period

# How does Recurring Notification benefit your business?

Messaging and conversational tendencies are on the rise. A 2020 study commissioned by Facebook concluded that 80% of adults prefer messaging with businesses over other communication channels.

Let's take a look at the key benefits of implementing RN in your business.

### a. Most effective marketing channels compared to SMS and emails

Recurring Notifications offer great benefits compared to other channels that we can see illustrated in the following cases

**Opt-in rate:**

Email	SMS	Recurring Notifications
1% - 5%	1% - 10%	70% - 80%

**Cost**

Email	SMS	Recurring Notifications
\$9-\$1000 per month in email marketing	\$0.01 - \$0.5 per text	Free*

\*For a limited time.

**CTR**

Email	SMS	Recurring Notifications
7.8%	19%	88%

**b. Effectively save future advertising costs**

Using RN to guide customers into messenger conversations. in the future, advertising information can be automatically sent to customers directly through chatbots, and ads can be re-delivered to customers without extra cost.

**c. Proactively outreach customers with personalized and customer centric experience**

The goal of RN is to create quality communications that benefit both customers and businesses. RN requires opt-in from customers and it enables businesses to outreach customers proactively without spamming your customers. In addition to this, this feature also provides peace of mind and helps businesses avoid unnecessary hassles, such as the possibility of being reported or blocked for policy violations.

To make them personal and tailored to customer experiences, RN allow companies a wide range of topics to choose from for their communications. The purpose of the notifications may vary from company to company, but ultimately, they encourage action through personalized messages experience.

Moreover, control is always in the hands of the customers. They have the option to opt-out at any time if they no longer consider the notifications relevant, as well as periodic reminders when the optin expiration day is approaching. In this way, both customers and companies can build a stronger business relationship, based on a mutual understanding of the context and transparency.

### Deepen lower-Funnel and enhance conversions

At this point, we are not going to focus on sales, but on what happens after one is completed. RN can become the best ally to increase retention in the lower parts of the funnel.

For all the effort that goes into making a sale, a strategy that focuses on encouraging customer reengagement and loyalty. Once the product or service is at their users' disposal, companies have the perfect opportunity to offer great customer service that keeps them coming back.



“To put it into perspective, **89% of consumers** state that they are more likely to make another purchase after a positive experience with a business.”

Use a RN strategy to keep your existing customers up to date on your news and offers in a channel they already use for personal communications. The value of conversations starts with making it easy for users.

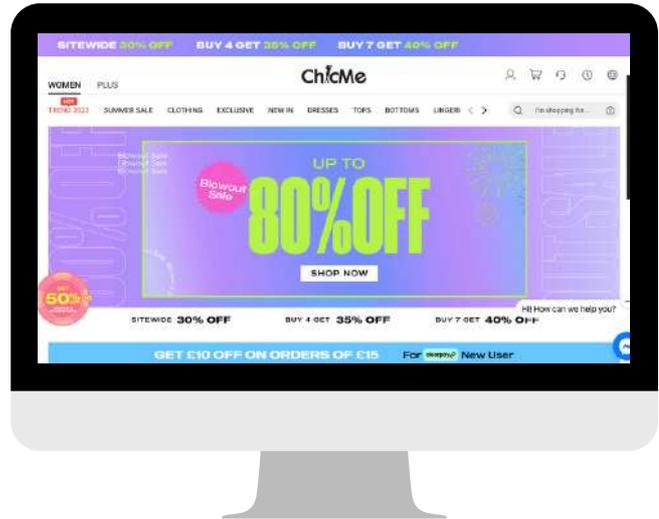
The power of RN also goes beyond the lower parts of the funnel, sharing value at any point in the customer journey. It drives results at the discovery, consideration, purchase and retention stages. While it is a new feature, there are many companies already championing its potential to accelerate sales, foster lasting customer relationships and create new opportunities that didn't exist before.

# Success Stories

## ChicMe: 13x revenue increase per customer via RN over email

ChicMe is a womenswear retailer dedicated to providing a variety of styles, from evening wear to bathing suits, for fashion-conscious customers. Sanuker helped ChicMe to develop a RN marketing campaign to boost sales.

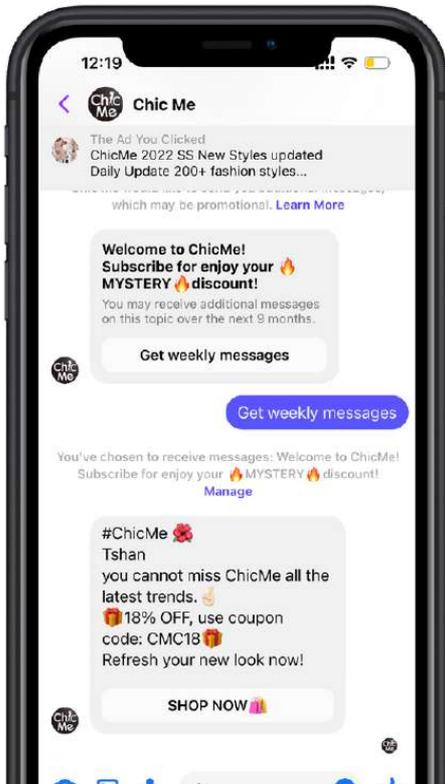
During a sales promotion lasting nearly two months, shoppers were encouraged to opt-in to receive weekly notifications through Click-to-Messenger campaigns. After subscribing, shoppers could redeem coupons for new offers.



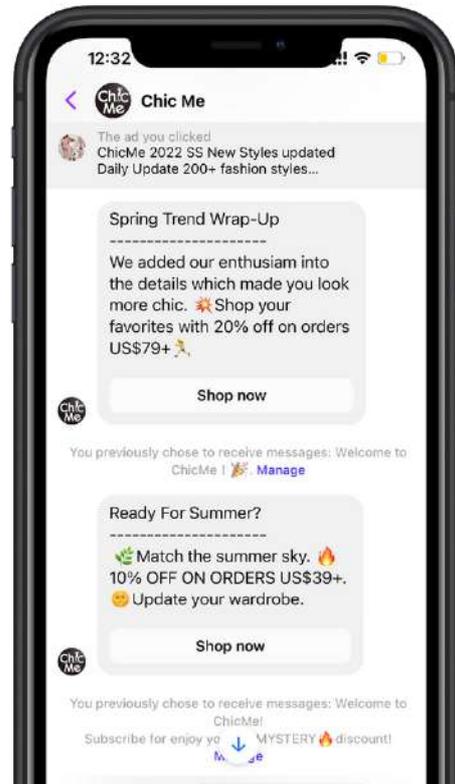
Place Click to Messenger Ads



Start a Conversation in Messenger



Encourage Subscription

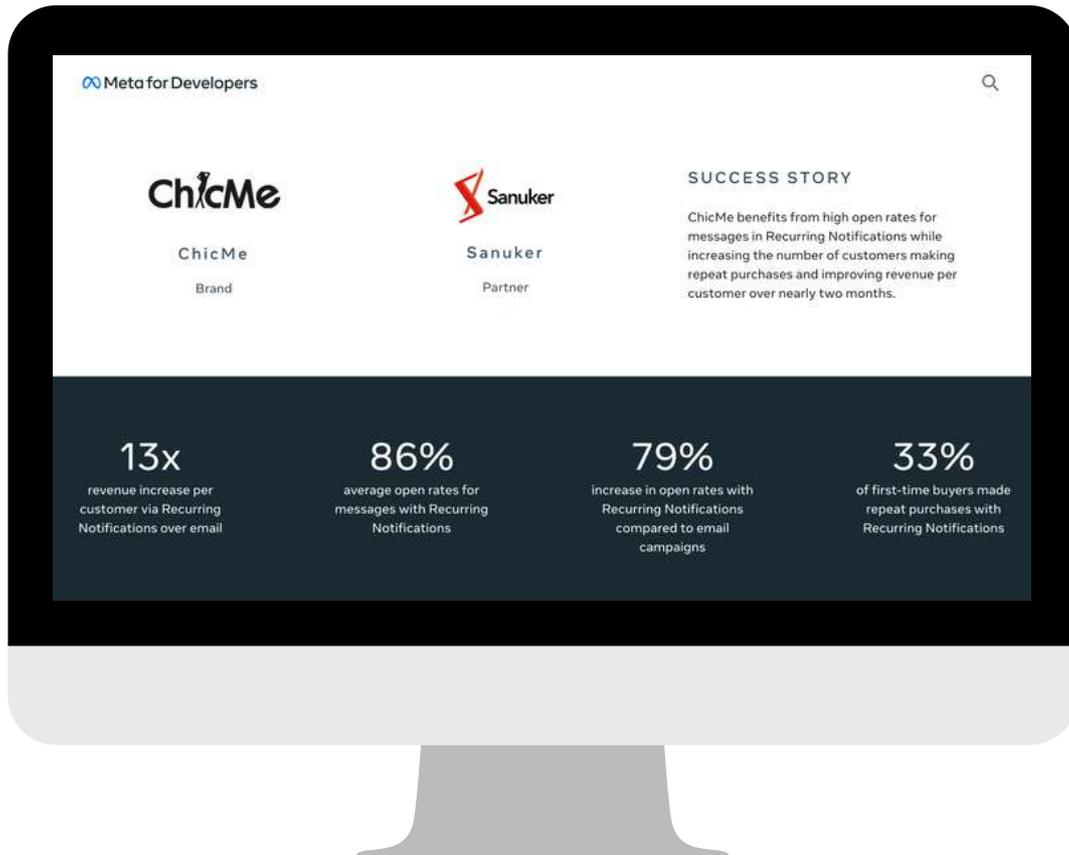


User receives weekly push

“During the campaign, we sent emails to nine million unique email addresses, with an average open rate of roughly 7%. With RN, we’ve seen average open rates for our promotions reach over 86 %. That’s a 79 % increase in the open rate compared to our traditional email campaigns,” says Dick Cheng, CEO and Founder at ChicMe. “Throughout this same period, 20 % of Messenger subscribers who came to us through RN added items to their shopping carts, compared to 16 % from email campaigns.”

When ChicMe launched RN during a two-month campaign, the company saw average open rates increase, higher revenue per customer, and more first-time customers making repeat purchases.

- 13x revenue increase per customer via RN over email
- 86% average open rates for messages with RN
- 79% increase in open rates with RN compared to email campaigns
- 33% of first-time buyers made repeat purchases with RN



*“We found over 33% of first-time buyers who opted into Recurring Notifications made a repeat purchase, showing an improvement over email campaigns,” says Cheng. “Customers prefer connecting with us through Recurring Notifications. Already, each customer engaging with us via Recurring Notifications generates 13x the revenue than when we relied on email campaigns alone.”*

**Dick Cheng**

CEO and Founder, ChicMe

ChicMe’s success story was featured on Facebook for developers.

You can read it in full [here](#).

## KeeWah: 10-Day Campaign with 80% opt-in rate

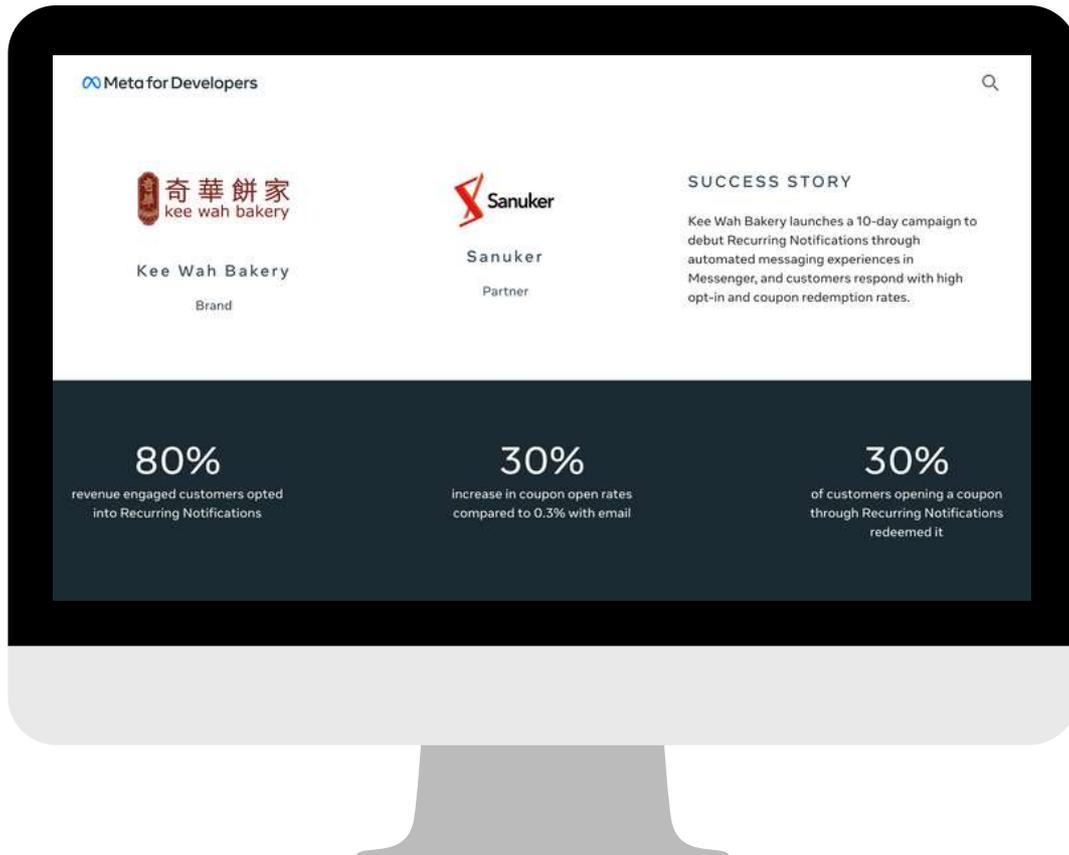
Kee Wah Bakery is a leading bakery chain with storefronts in Hong Kong, China, Taiwan, and the United States. Despite having a solid social media presence, the Kee Wah Bakery team was looking for innovative ways to further promote their online business.



With Sanuker's messaging solution, they were able to make use of the latest RN feature newly launched by Messenger to reach 80% engaged customers opting-into their regular news update in Messenger and **increased coupon open rate from 0.3% to 30% through Recurring Notifications.**

Sanuker designed a 10 days coupon distribution campaign for KeeWah Bakery in an attempt to boost up the number of loyal customers. A "Click to Messenger ad" is arranged to promote the campaign and users can click into Messenger to redeem the coupon by subscribing to KeeWah's RN.





Within 10 days, the results were remarkable, 80% of engaged customers opted into RN and 30% increase in coupon open rates. The most important was that their consumers wanted to continue receiving updates and more interaction with Kee Wah Bakery through Messenger after the campaign, generating on-going customer engagement even after the campaign ends!

KeeWah's success story was featured on Facebook for developers.

You can read it in full [here](#).

## Use case

RN is a great way to re-engage your customers. It supports a great variety of format types like buttons, videos, images, URLs and even carousel. Below are the common use cases.



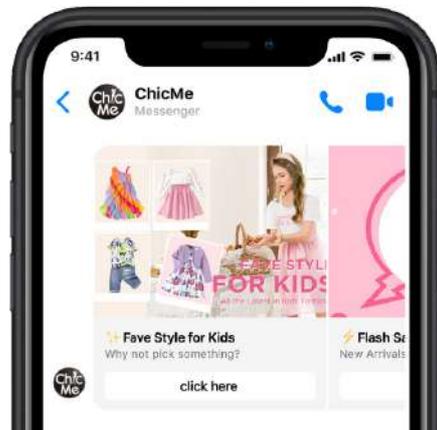
Seasonal Offer  
Message Type: Coupons+URL



New Store Launch  
Message Type: Video



Product Launch  
Message Type: Image+URL



Regular Promotion  
Message Type: Carousel+URL

**Seasonal/VIP offer:** You can send out a seasonal offer to consumers to provide an incentive to encourage purchase:

**New Store/Product Launch:** Send out regular company updates to your customers easily  
**Regular Promotion:** Highlight key products to your customers along with product details

# Create strategic winning ads strategy with Click-to-Messenger Ads and CAPI (Conversion API)

After understanding the basics and benefits of RN, you may wonder how to integrate RN into your digital marketing strategy and make the best use of it. As the official partner of Messenger, Sanuker will get you covered.



## Step 1: Set up RN campaign with chatbot

In order to start sending RN, you must first get the user's consent through opt-in. You can create option message template and RN flow with chatbot builder like Woztell and link it to the company's Facebook page.

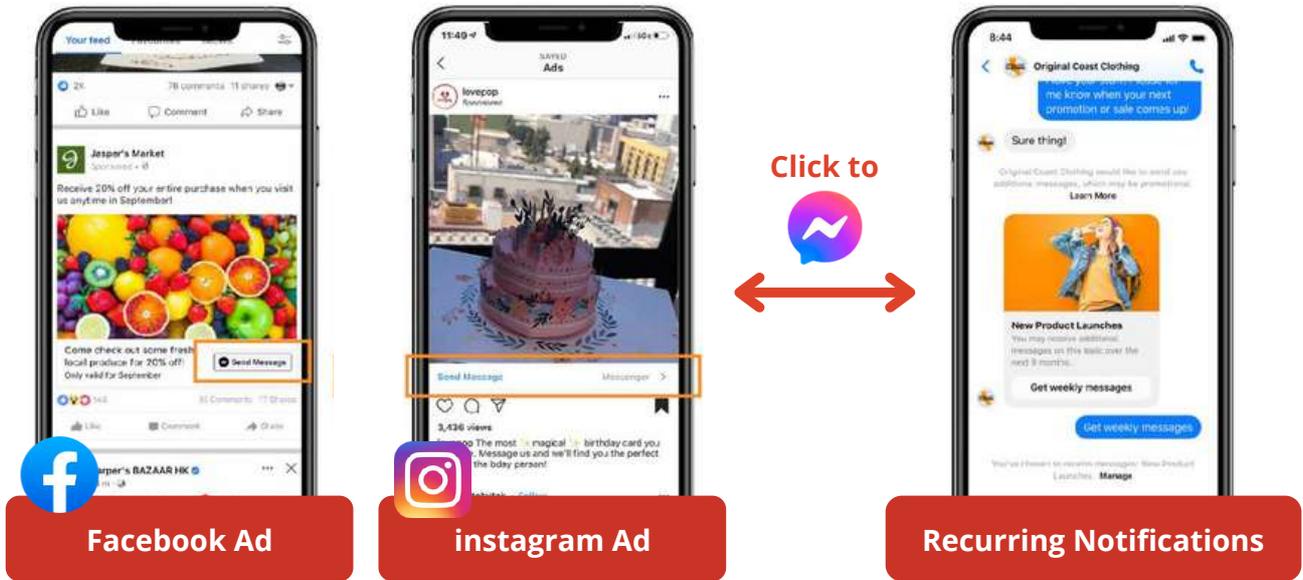
Next, run a compelling Click to Messenger ad that entices potential customers to click into the ad for their first conversation.



## Step 2: Run Click-to-Messenger Ad Campaign

One of the key entry points for RN is Facebook and Instagram ads. You can set the campaign CTA to a conversation with your business, which encourages and fosters a direct line of communication between a customer and a business.

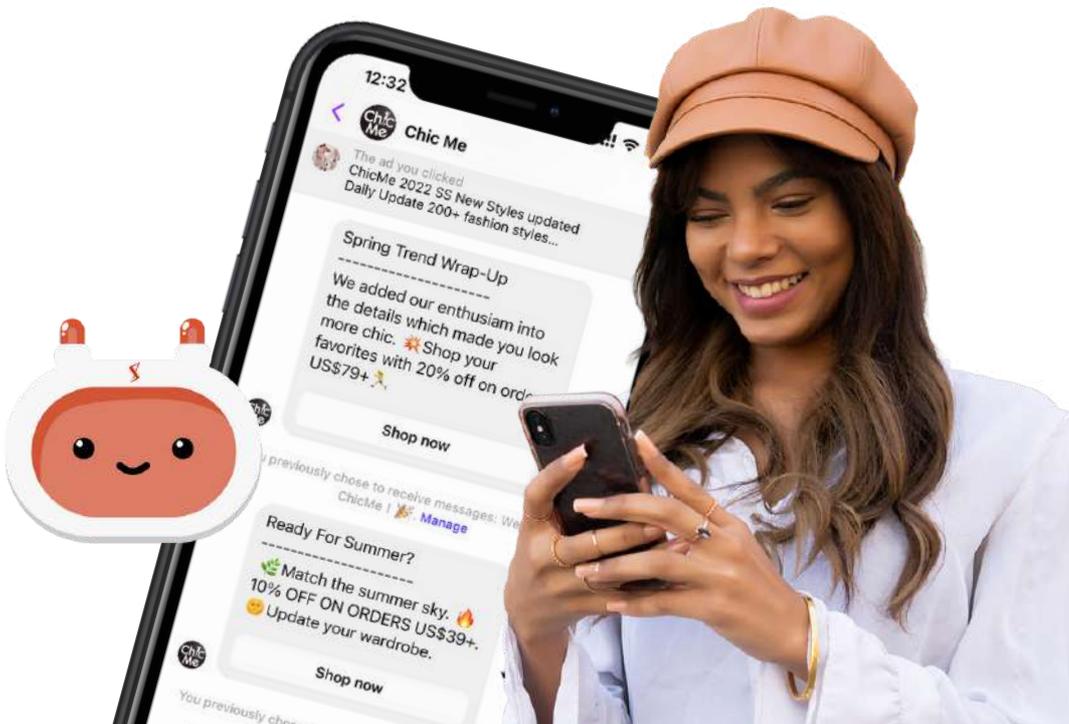
As we have seen, the opt-in rate of RN is higher than in other channels, which translates into increased ROI (return on investment) and measurable results from a paid campaign



### Step 3: Use CAPI to track and retarget

CAPI (Conversion API) can collect data from Woztell chatbot builder and provide data for Meta system to optimize ad targeting, decrease cost per action and measure results.

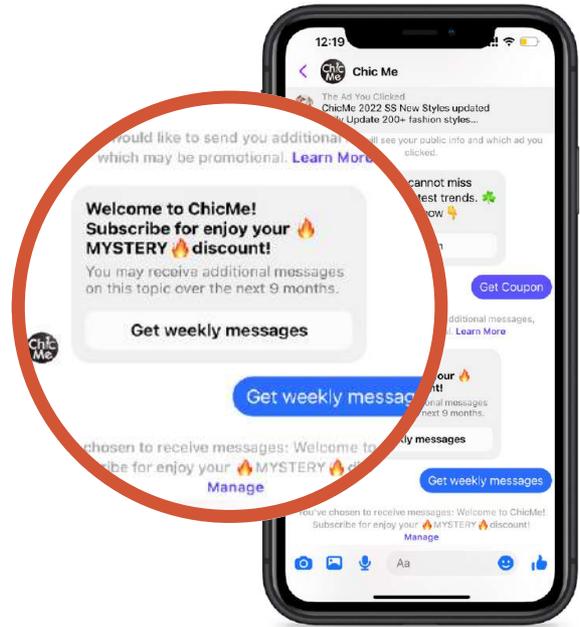
Tags are also available in the chatbot builder to segment audiences and retarget audiences which can be used to set up customized RN messages to achieve a better result.



# Best Practices

## a. Set up targeted and relevant message

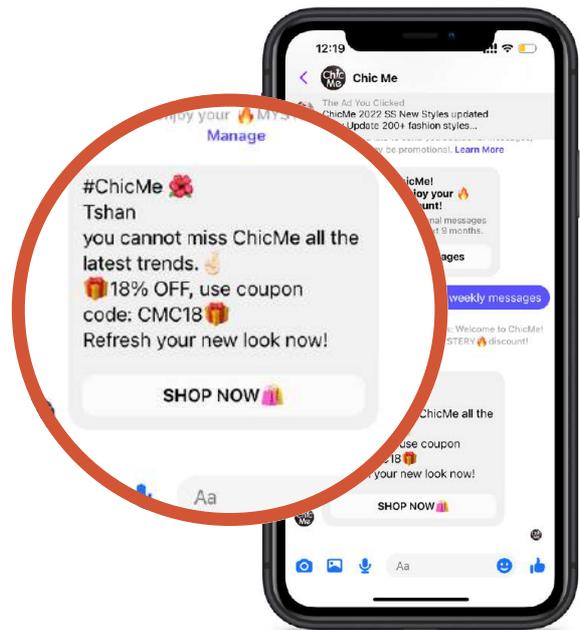
The first impression is crucial, so as the first message from your brand. The first opt-in invitation message should be associated with an advertisement or brand message to increase customer interaction, instead of a simple "Hi, may I help you?" message.



## b. Set up unique discounts / rewards.

With regular notifications, you can tailor the most relevant promotions coupons or promotions to different consumers. The more you care about your customers, the more customers will notice your business.

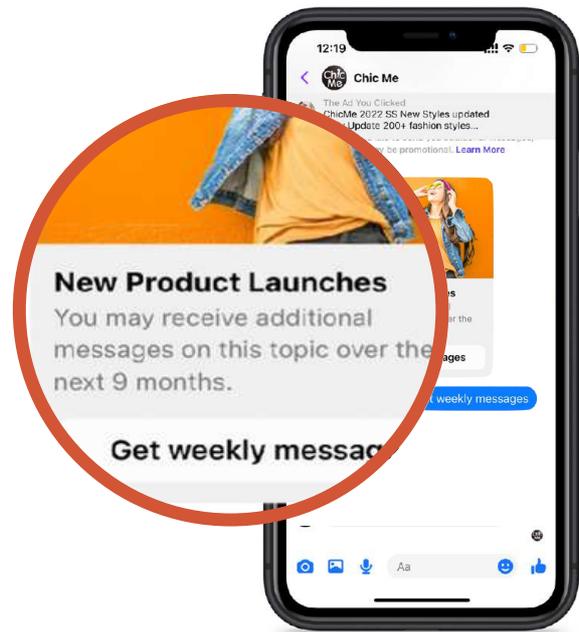
During the conversation, companies can skillfully encourage customers to subscribe. For example, companies can provide customers with regular notifications of opt-in promotion updates, new product announcements, discount events, etc., and get free coupons, and then they will receive brand personalization at any time. Marketing messages for low-cost remarketing.



In addition, businesses can send customized VIP coupons back to loyal users, so that users can feel the importance of the brand when shopping, thereby increasing customer loyalty and further strengthening the relationship between the brand and customers.

### c. Emphasize Quality > Quantity

As mentioned above, we recommend that businesses avoid sending too many notifications to avoid annoying customers. In addition to minimizing over-messaging to your customers with regular notifications, regular notifications also provide well-crafted, personalized messages. Businesses can have a higher chance of designing content based on how customers have interacted with the brand in the past. Drive customers to pay, such as arrival notifications, checkout reminders, and more.



### d. Build up as many organic entry points as you can

Diversify Messenger entries and encourage customers to opt-in RN at where your customers are.

**I. Ads that click to Messenger:** Start conversations at scale with ads that click to Messenger.



**II. m.me Shortened link, QR code:** Start conversations from hyperlinks that you can add to emails, messages, social media posts, and more; while QR codes make it easy to start conversations in Messenger from offline locations such as in-store signage, product packaging, direct mail, and more.



**III. Instagram:** Respond to product inquiries from story replies, comments and messages from posts on Instagram.



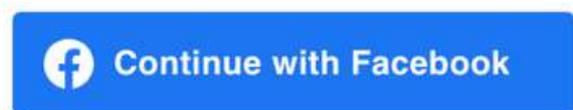
**IV. Chat plugin:** The Facebook Chat Plugin makes it easy for people to start conversations with your business while browsing your website.



**V. Facebook page:** Make it easy for people to reach out by adding a "Send Message" call-to-action to your Page or Page posts.



**VI. Login connect with messenger :** Link up your online advertising channels with Messenger by choosing to login with Facebook account.



## Scope and Pricing: 60-Day First Messenger Taste Campaign

Sanuker is now offering a 60-Day First Messenger Taste Campaign which helps you to set up a campaign marketing campaign with RN on Messenger at HKD\$18,000 (60-day campaign period) within 5 business days.

### References:

<https://developers.facebook.com/docs/messenger-platform/send-messages/recurring-notifications/>  
<https://developers.facebook.com/products/messenger/recurring-notifications/>

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