

Prepping for the Metaverse:

Your Guide to Conversational Commerce with Meta

How to use Messenger, Instagram, and
WhatsApp to build customer relationships
and increase revenue.



Table of contents

01	What's the metaverse?	3
02	What is Messenger for business?	5
03	Why should businesses enable Messenger?	7
04	How to enable Messenger	10
05	How to use Messenger to reduce service phone calls	13
06	Connecting with customers on Instagram	15
07	Connecting with customers on WhatsApp	17
08	Conclusion	20



01

What's the metaverse?

When Facebook changed its name to Meta and began discussing how the company wants to build out the metaverse, the term gained a lot of attention. However, “the metaverse” is not a new concept. Author Neil Stephenson introduced the word in 1992 to describe combined technology, including augmented and virtual reality, that allows users to live inside a digital universe.

For many metaverse enthusiasts, the vision is for people to experience key aspects of their personal and professional lives within a virtual reality. From meeting friends for concerts to getting together for a brainstorming session ‘at’ work, it’s referred to as a parallel digital universe that will blend with physical reality.



So, there’s Meta (the company previously known as Facebook) and there’s the metaverse—a concept no one owns, but that Meta wants to lead the building of.

What about Meta’s apps within the metaverse?

Messenger, Instagram, and WhatsApp are in a separate division from Meta’s Reality Labs, which is spearheading development of the metaverse. The truth is, we don’t know exactly what conversations within the metaverse will look like because it could take years to build out key components.

However, brands who want to be on the cutting edge of what’s sure to be an evolution to connecting with customers in the metaverse should take an important first step: Understanding how conversational commerce works within Meta’s current social media apps.

Meta’s established messaging apps—Messenger, Instagram, and WhatsApp—are highly effective for companies to connect with customers worldwide. In fact, over 20 billion messages are sent between people and businesses on Messenger each month.

So, if you want to influence business results on Meta’s apps now in anticipation for what’s to come, this e-book is for you.



01 What's the metaverse?

Conversational commerce on Meta's apps

Customers want to choose and control their shopping experience—everything from the discovery process to customer service. As mobile device use grows each year, more customers are choosing messaging as their preferred way to discover brands, learn about products, ask questions, and even make purchases.

With 100 billion messages exchanged across Facebook products each day, businesses have extensive opportunities to engage in conversational commerce with customers in the way and on the platforms they prefer.



Conversational commerce is when people interact with businesses through messaging apps to get customer support, read reviews, ask questions, and even click to purchase. It brings the shopping experience to where the customer is already spending time.

This guide will look at how companies can use Messenger, Instagram, and WhatsApp to meet customers where they're at—and engage with them to build trust and brand awareness via conversational commerce.

02

What is Messenger?

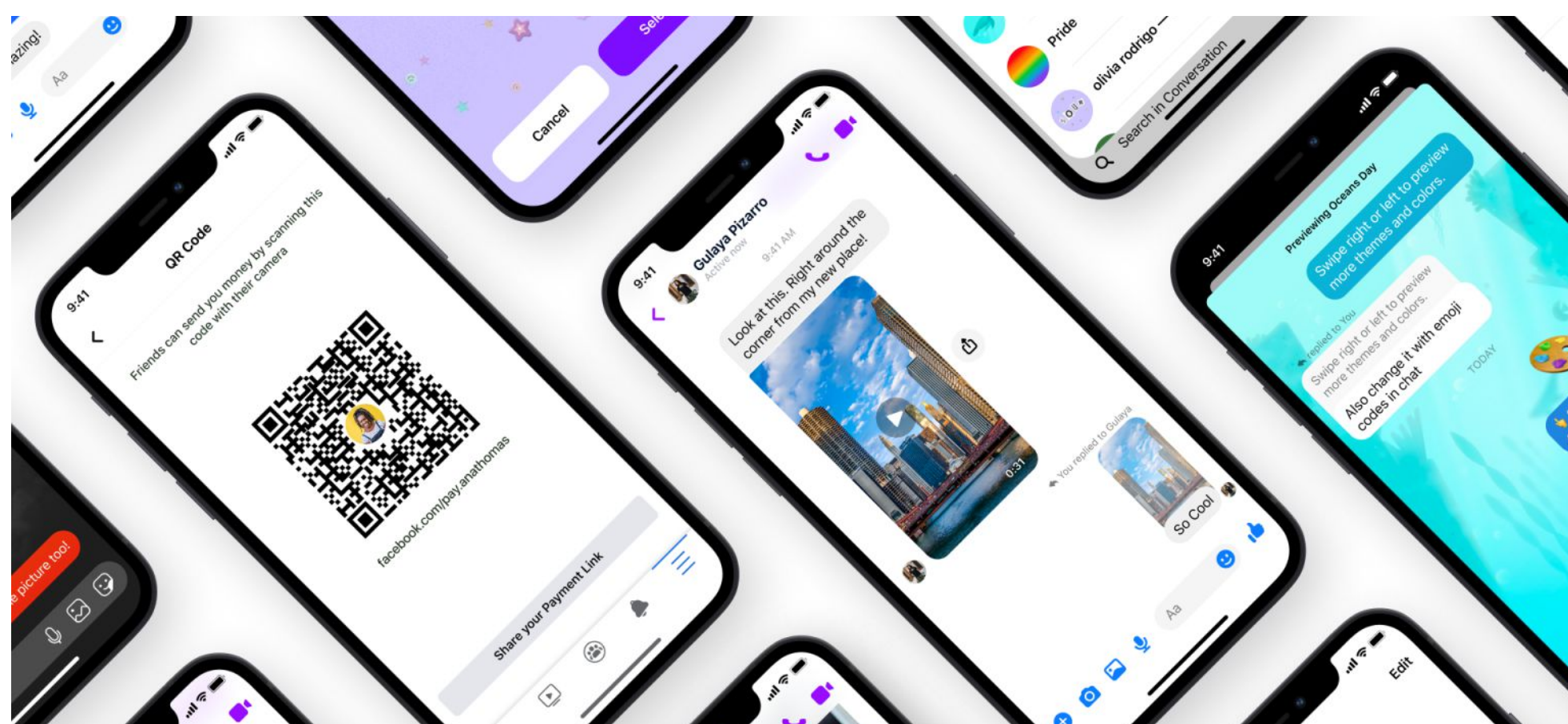
Messenger is a messaging app for anyone with a Facebook account. Every month, billions of people from around the world use Messenger to connect with family, friends—and their favorite brands.



With over 1.3 billion users, Messenger is the world's second most popular iOS app—behind the main Facebook app. Facebook users use Messenger to send text messages, photos, voice and video calls, and files. In addition, users can customize their experience using stickers, emojis, and custom reactions.

In June 2021, Facebook announced three new features:

- **Facebook Pay in Messenger** - In select countries, users can send and receive money across Facebook, Messenger, Instagram, and WhatsApp.
- **Quick replies to media files** - Users can reply to a media file in full-screen mode without navigating back to the main thread.
- **New chat themes** - Users can customize their chats in Messenger with themes. Now, they have even more themes to choose from.



For businesses with a Facebook page, Messenger is a popular channel for answering customer questions and advertising.



02 What is Messenger?

Messenger for business

Customers want to connect with your brand through the platform of their choice. For many, that platform is Messenger.

Messenger opens the door for brands to have more meaningful conversations with their customers. Consumers can interact with brands directly through Messenger to make a dinner reservation, find a store location, get product information, seek customer service, and so much more.

Messenger can help your business:

- **Find customers** - Messenger gives consumers a direct, conversational way to take action with your business—whether it's asking a question or making a purchase—where they already spend their time.
- **Drive awareness** - Businesses can build experiences on Messenger to raise awareness of a product, event, or service.
- **Enable transactions** - Messenger combines the in-store experience of talking to a salesperson with the convenience of shopping online.
- **Improve customer service** - With Messenger, customers can communicate with your business when it's convenient for them—no more waiting on hold.

79%

of consumers say the experience a company gives them is as important as its products and services

Engage with your fans and followers

Customers love messaging. It's something they do every day in their personal lives. Using Messenger for business gives you a prime opportunity to delight customers by delivering the kind of experience they expect—personalized, quick, and on their terms.

Responding quickly to the wave of communication you receive on Messenger is key to ensuring a great customer experience. AI-enhanced conversations through a multi-channel messaging platform like Quiq can give customers what they want: A personalized experience in real-time or asynchronously on the platform of their choice.



03

Why should businesses enable Messenger?

Messaging customers directly is a powerful way to keep an interested prospect engaged, especially since customers are more likely to continue a conversation that's happening than to hop over to an email or website.

According to Statista, the number of mobile devices used worldwide rose from 14 billion in 2020 to 15 billion in 2021—and is expected to reach 18.22 billion by 2025. More than **81% of Facebook users globally only access the platform on a mobile device.**

A Facebook-commissioned survey showed that over **61% of people who message businesses say it's the most convenient way to contact a business.**

These rising trends are good news for companies already using messaging to build relationships with customers.

Customers want to interact via chat

Interacting with customers where they already spend time means they're easier to connect with, more open to conversation, more likely to ask questions, and more likely to share their positive experiences with your brand on social media.

Imagine the opportunities to build your brand's image through messaging. Brands can reveal their values by responding to questions quickly, showing empathy, giving recommendations, guiding the shopping journey, and giving individualized customer care.

Messaging gives customers a convenient way to connect with brands. A recent report from Facebook IQ and Boston Consulting found:

40%

of people said chat was how they started shopping online

64%

of people said they prefer messaging to a call or email

65%

of people said they'd be more likely to shop with a business they can contact through chat

Messaging businesses has been called a “sticky habit” that is only growing in popularity.



03
Why should
businesses
enable
Messenger?

Conversations build trust

Businesses are built on relationships. Relationships begin with conversations.

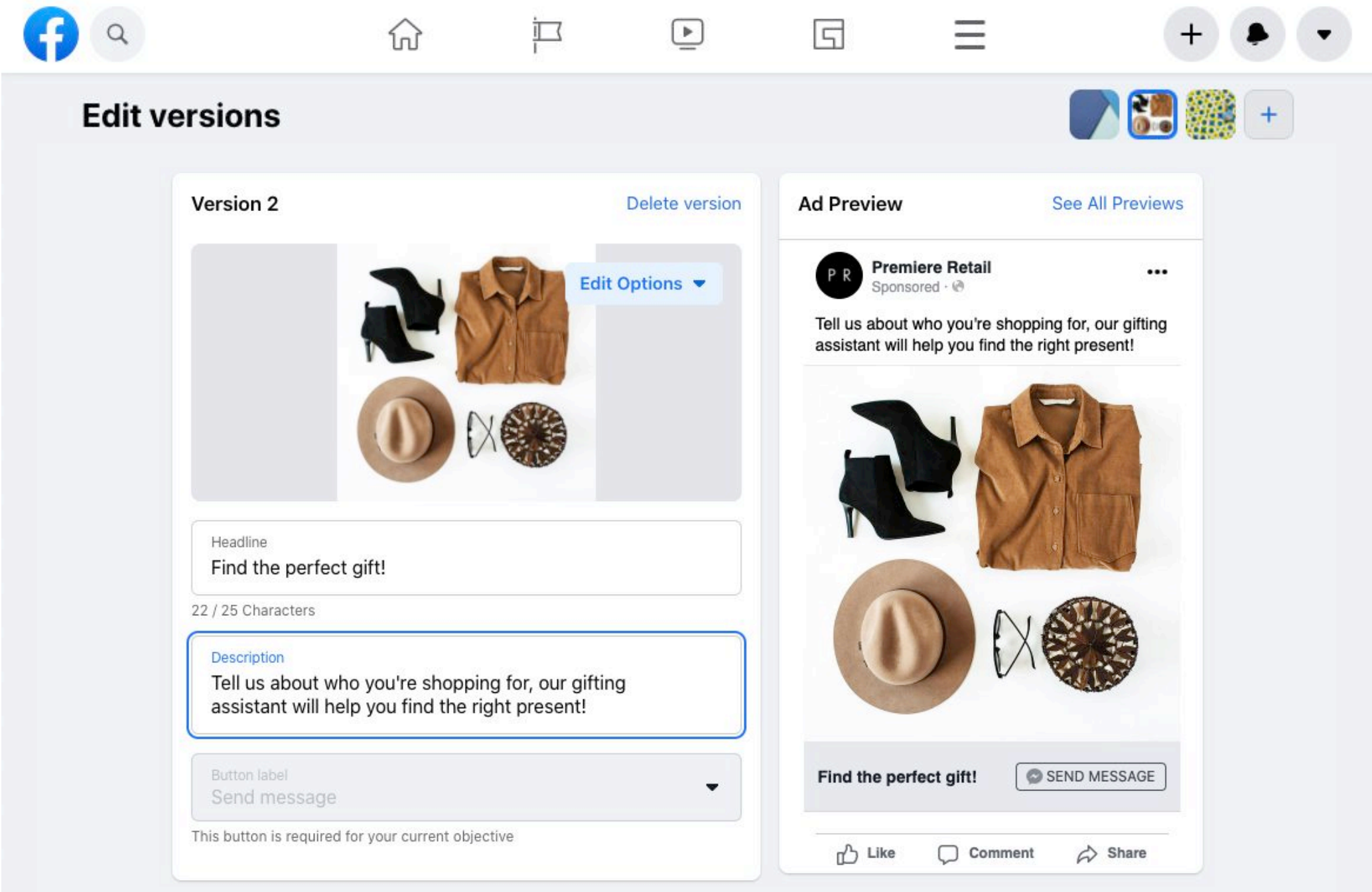
In a survey by Sentient Decision Science, people said being able to message a business helped them feel more confident about the brand. And according to another one done by Facebook, 69% of people in the US said messaging a brand inspires trust and confidence in that brand.

With all the online shopping options your customers have today, most are looking for guidance and reassurance that the product or company they’re interested in is the best fit for them.

You can help consumers feel confident about your brand by creating a relationship through Messenger that guides them on their customer journey with the support they want and the answers they need.

Conversational commerce shortens the buying cycle

You’re likely familiar with Facebook’s ads if you have a personal profile. You’re probably intimately aware of how it works if you advertise for your company on Facebook because the targeting capabilities are so powerful.



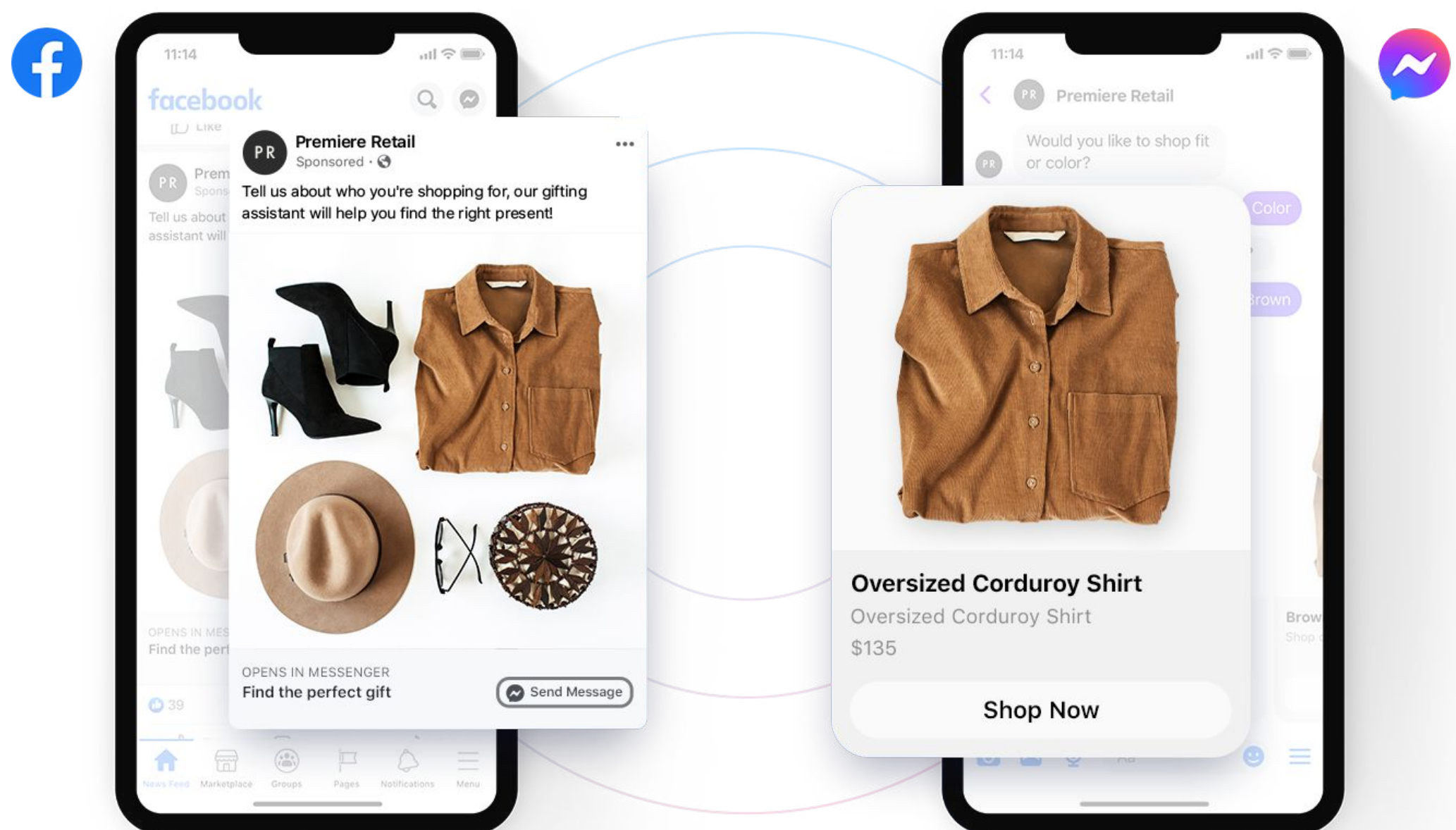
03

Why should businesses enable Messenger?

What you may not know is how much more effective your ad campaigns can be when you combine them with Messenger.

Using messaging to shop fills a basic human tendency toward instant gratification. People want their shopping experience to be frictionless—and messaging has the unique ability to shorten the distance between wanting and having.

When customers search for a company or product on Facebook, they're primed for a quick shopping experience where they can get personalized advice, product and pricing information or the inside scoop on special offers or sales.



When you combine intent with Facebook's ad capabilities and Messenger incorporating conversational AI, that's where the conversion magic really happens. And the proof is in the pudding: [Check out these results from a premium jeweler who drove 40X return on ad spend using Messenger.](#)

90%

of people who engage in conversational commerce say they do so on Facebook platforms (Facebook, Messenger, Instagram, or WhatsApp).

Source: [Facebook IQ](#)



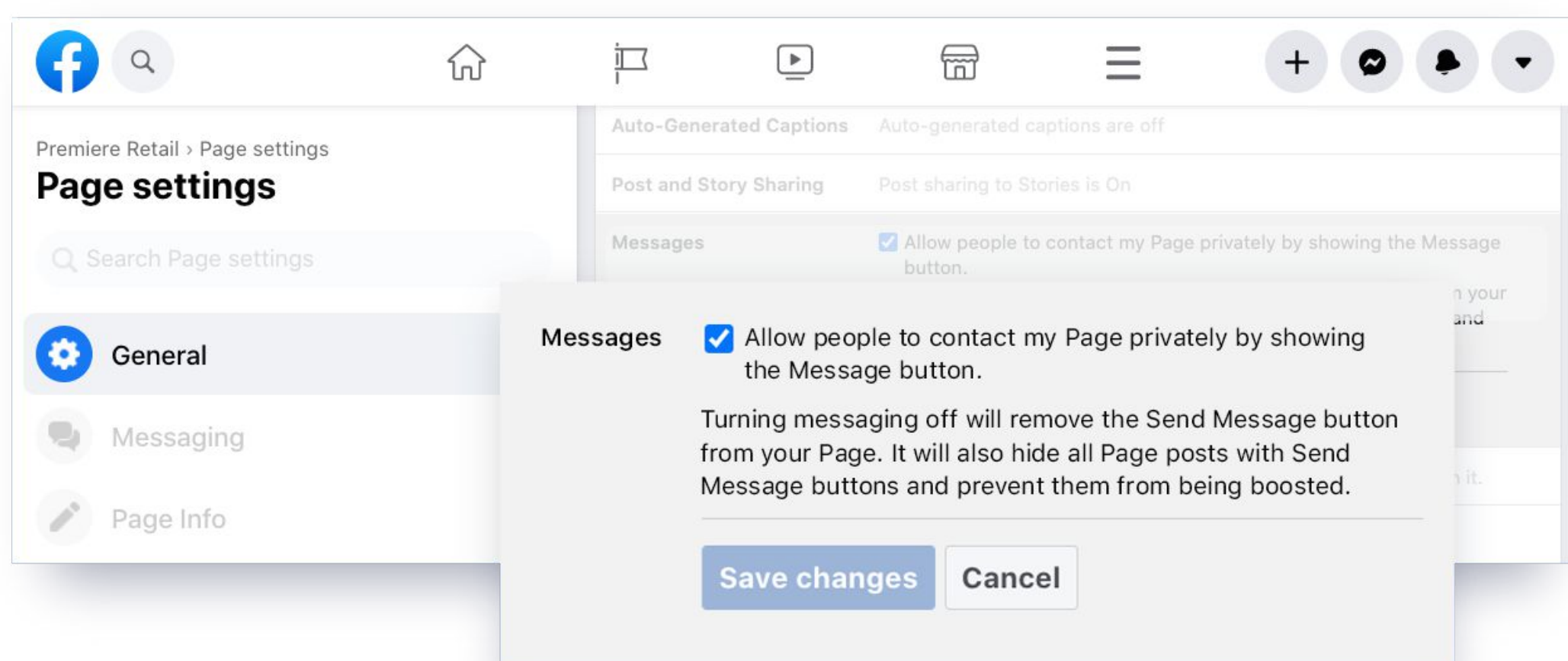
04

How to enable Messenger

If you have a business page on Facebook, customers can comment on your main page and get a reply that anyone on your business page can see.

With Messenger, you can reply to anyone who comments on your business's Facebook privately. To start a private chat, you'll need to make sure Messenger is enabled on your Facebook account.

To enable Messenger, go to **Messages** under **General** on the **Page Settings** and tap **Edit**. Make sure the box is checked next to Messages where it says, "Allow people to contact my Page privately." Now you can respond to customers manually.



To automate responses, you can set up messaging tools like **Greetings**, **Instant Replies**, and **Away Messages**.

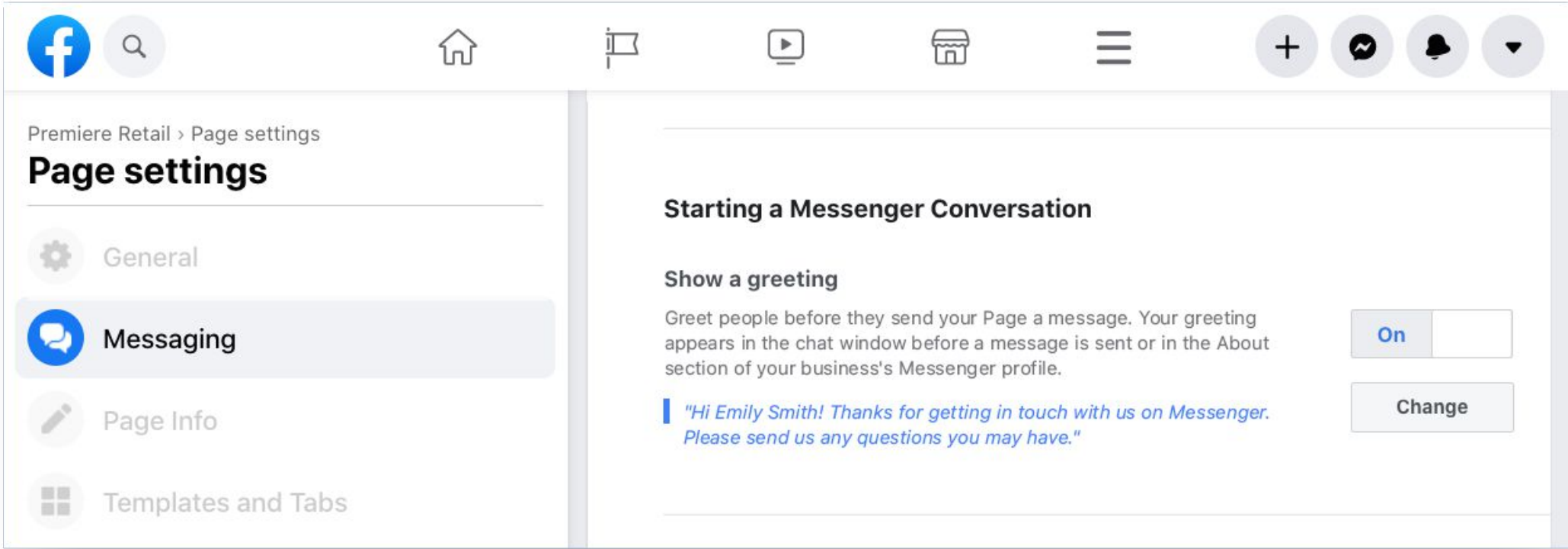


04

How to enable Messenger

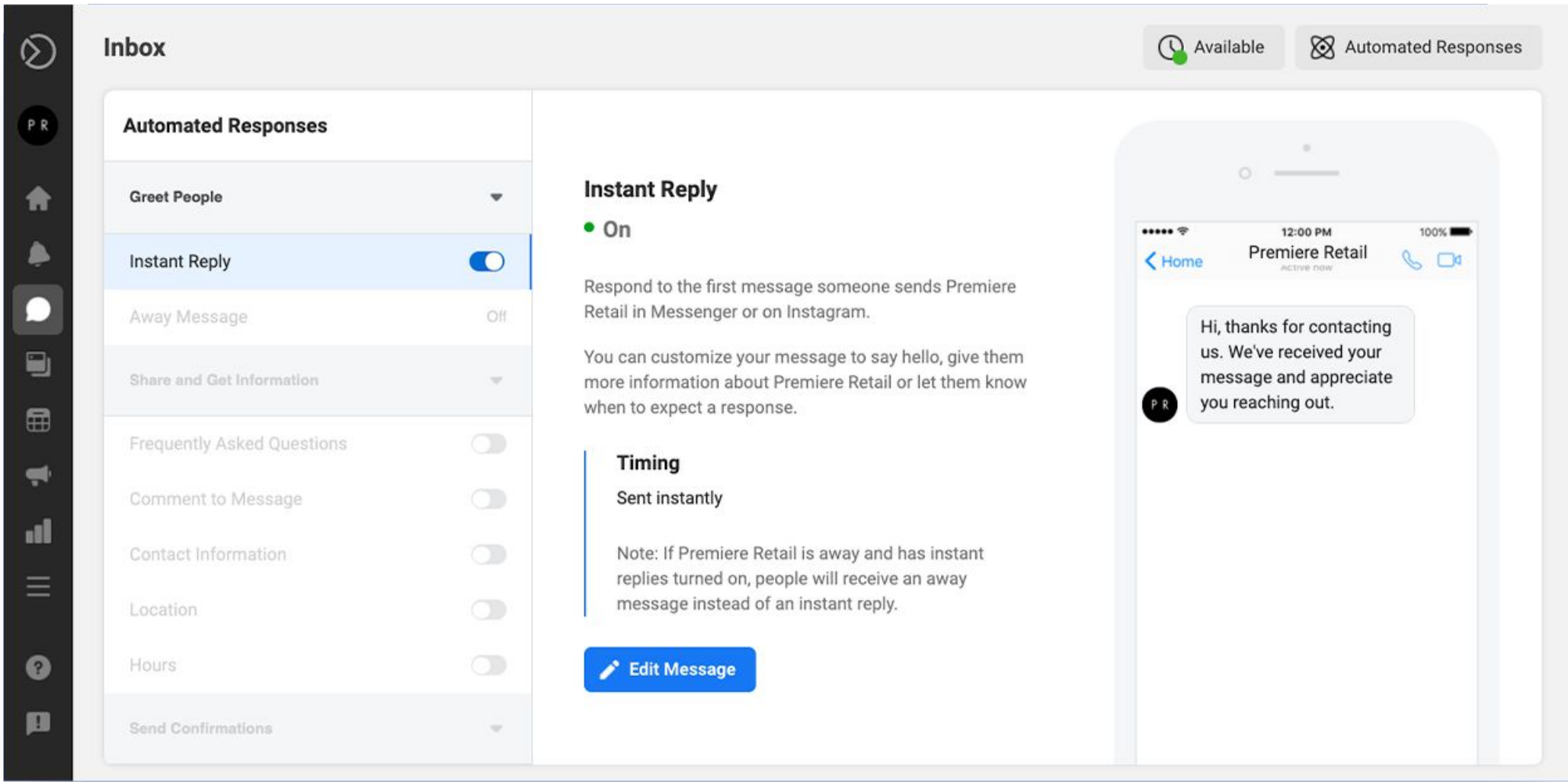
Greetings

Go to **Messaging** under **Page Settings**. Scroll down to **Show a Messenger Greeting** and turn it on. Next, tap Change to edit your greeting. When you're done, tap Save.



Instant Replies

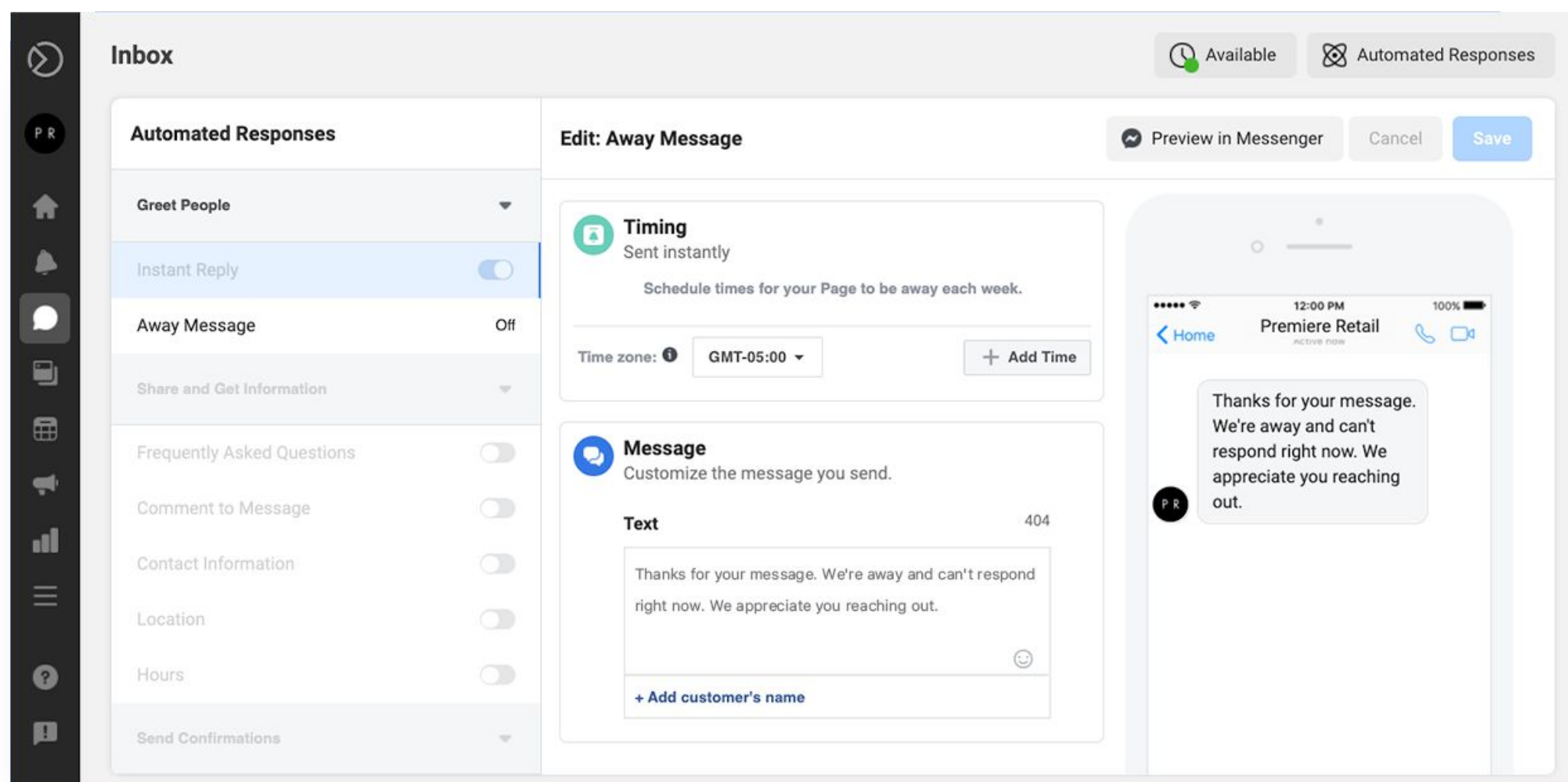
Go to **Messaging** under **Page settings**. Tap on Go to **Automated Responses** to open your Inbox on the Facebook Business Suite. Under Automated Responses go to **Greet People** and tap **Instant Reply**. Next, tap Edit and add your custom message. (Make sure you select Messenger as the platform you're saving the message to.)



04 How to enable Messenger

Away Messages

Go to Messaging under Page settings. Tap on Go to Automated Responses to open your Inbox on the Facebook Business Suite. Under Automated Responses go to Greet People and tap Away Message. Tap Edit and enter your message. Set the time range you'll be away and tap Save.



Once basic messaging is set up, customers can start sending you messages. Businesses that respond to messages in less than 15 minutes, 90% of the time, get a Very Responsive to Messages badge on their Facebook page. This signals to customers that your business will respond quickly and deliver the experience they want.

If responding to waves of messages in less than 15 minutes at various times of the day gets to be too much, you can [integrate Messenger with an AI platform that drives two-way conversations between people and brands.](#)

91%

of consumers say they're more likely to shop with brands who recognize, remember, and provide them with relevant offers and recommendations.



05

How to use Messenger to reduce service phone calls

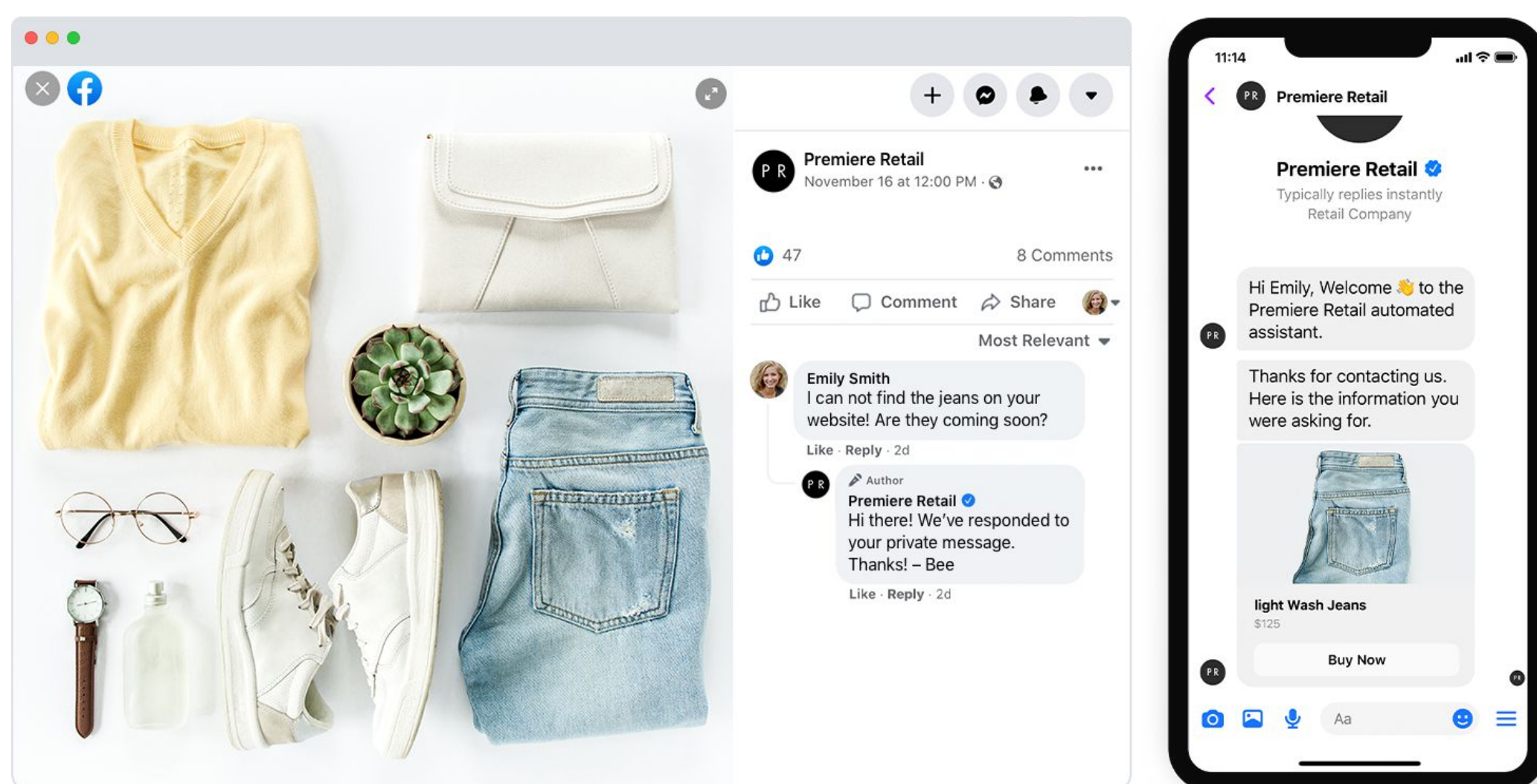
When it comes to customer service, people prefer messaging a company over talking on the phone.

As consumers shift to mobile-first, they expect to be able to message a business for an immediate response—but answer back when it's convenient for them. Customers can get personalized customer service through Messenger without the friction of long call wait times or sending an email inquiry into the great unknown.

Messenger can be a powerful customer service tool because it's quick and convenient for your customers to reach out, and it's a quick and convenient way to get a response.

67% of consumers have used a company's social media site to get customer service

To use Messenger for customer service, you can have a dedicated customer service rep monitor incoming messages and respond using instant replies and custom messages.



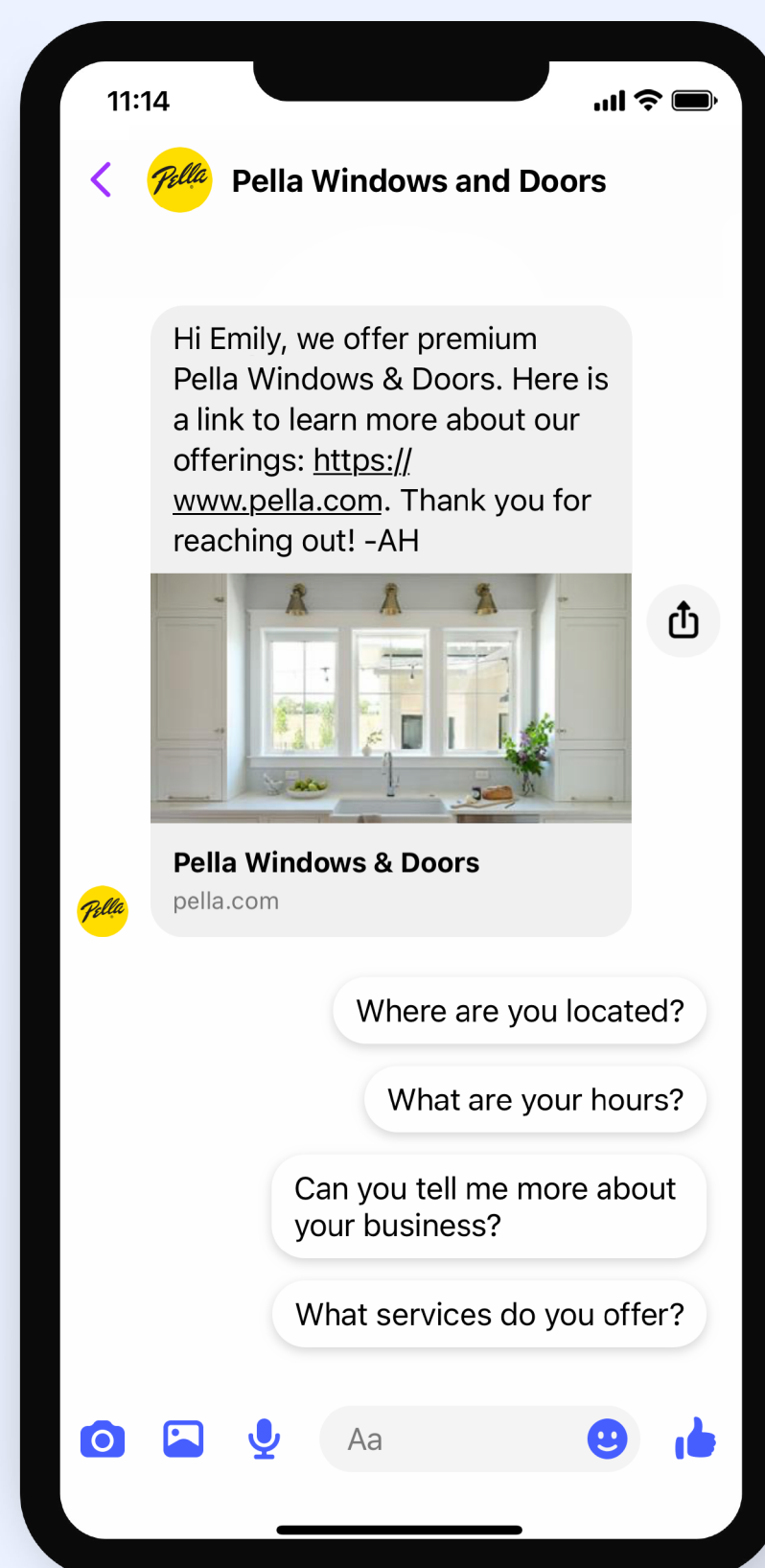
05 How to use Messenger to reduce service phone calls

If the message volume is too high for a rep to handle manually, Messenger can integrate with a CRM or conversational platform to ensure that the customer service experience is top-notch.

Messenger also has a bot you can customize to get conversations started, ask or answer basic questions, and filter customer service requests to direct the customer to an agent if needed.

Chatbots can also direct customers to self-serve resources like FAQs, in-depth articles and webinars, or community forums.

Brands like Pella turn to conversational AI to improve efficiency, drive revenue, and improve customer satisfaction. For example, before implementing messaging, Pella's calls center received thousands of phone calls and emails.



Since implementing messaging using Quiq, resolving issues takes an average of 8 minutes versus 7 hours via email—an astounding 98% faster.

[Request a demo to learn more.](#)



06

Connecting with customers on Instagram

Instagram is a free social media platform with 500 million+ accounts active every day.



Instead of communicating via text, people use Instagram to share pictures and videos with friends, family, and brands or celebrities they choose to follow.

People on Instagram want to discover exciting new things—including products and services. Instagram gives businesses a visual way to build awareness and inspire customers to engage with their brand.

Users browse Instagram's Explore page for accounts they don't follow but might find interesting. An effective way to engage on Instagram is to comment on people's posts. There's also a direct messaging system for private chats with anyone who follows your brand.

To use Instagram:

1. Download and open the app.
2. You'll be prompted to create a new account or log in with your Facebook account.
3. Setting up a new account is as easy as following the prompts to enter your information.

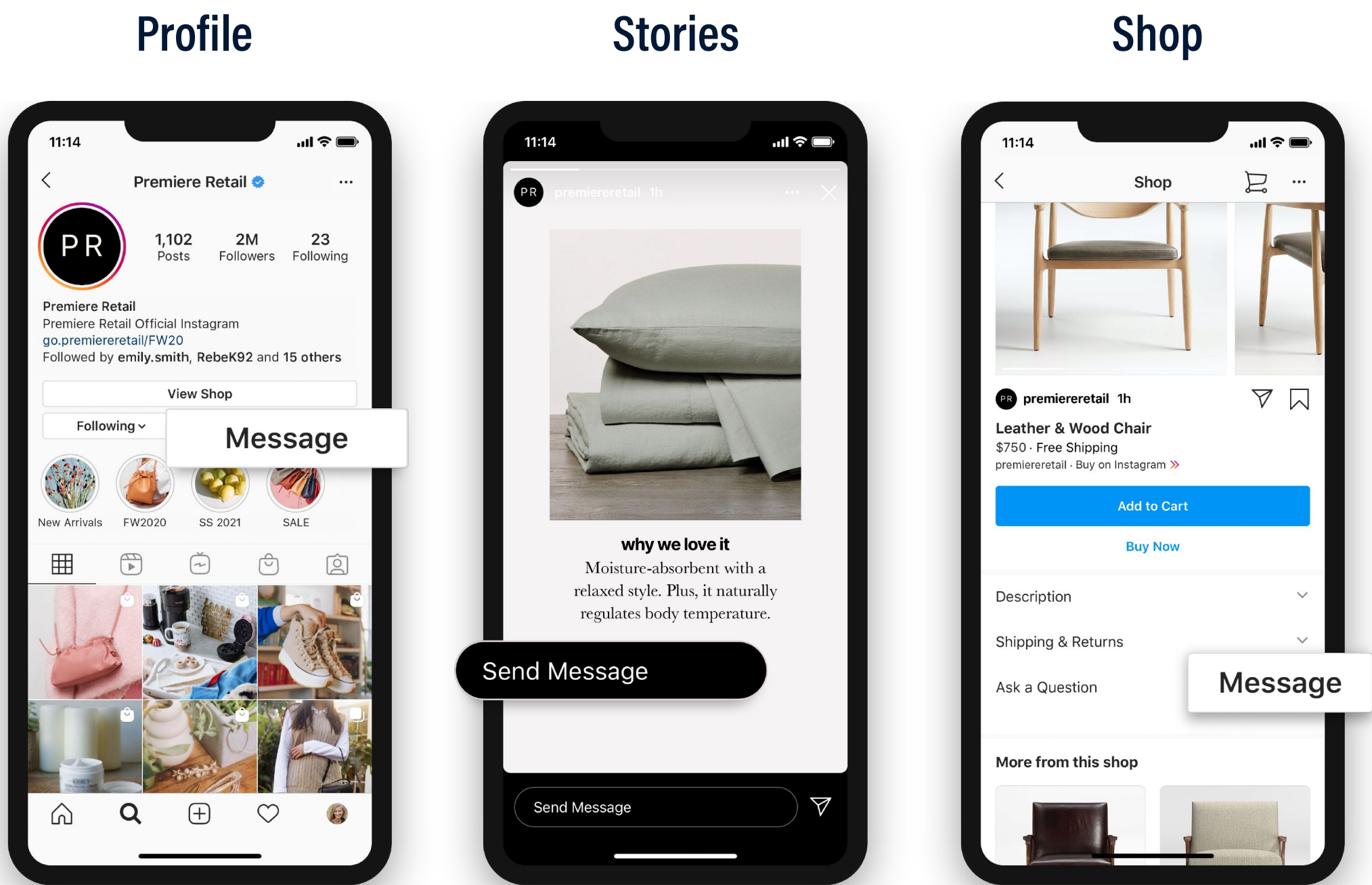
Instagram for business has features to help businesses reach more people, stay connected, and boost sales. To set up an Instagram business account:

1. Go to your **Instagram profile** and tap the **menu icon**.
2. Next, tap **Settings**.
3. **Tap Account**; then tap **Switch to business account**. (You can connect this account to your business's Facebook account to access all the features available for businesses.)
4. Now enter your **business information** and tap **Done**.



06
Connecting
with customers
on Instagram

Customers can message your business through your Instagram **profile page**, start a 1:1 conversation through Instagram **Stories**, or browse your Instagram **Shop**.



With multiple entry points and ways for shoppers to start conversations with brands, it can be easy to get overwhelmed by a high volume of inbound inquiries.

Getting started with The New API for Instagram DMs will get you up to speed on using Instagram to engage with customers and feature use cases for incorporating DM automation throughout the customer journey (**or you can have us do it for you**).



07

Connecting with customers on WhatsApp

What's different about WhatsApp?

We've looked at messaging through Messenger and having a visual presence on Instagram. Now we'll look at WhatsApp, why it's different from the previous two social apps, and how businesses can use it to connect with customers.



WhatsApp is a free messaging app used to send text messages and make video and voice calls using an internet connection. It works on most mobile phones using Wi-Fi or digital data, eliminating SMS and international calling charges in many instances.

Around **100B** messages are exchanged on WhatsApp every day

With WhatsApp, you don't need a particular phone brand and don't need to join a platform. The interface looks just like a regular texting service, so there's nothing new for users to learn.

This low barrier to use has made it the most popular messaging app globally, used in nearly 200 countries.

WhatsApp for business allows small businesses to create a WhatsApp profile and includes features like quick replies and labels so companies can sort, automate, and quickly respond to messages. To get started, download the free app and follow the prompts.

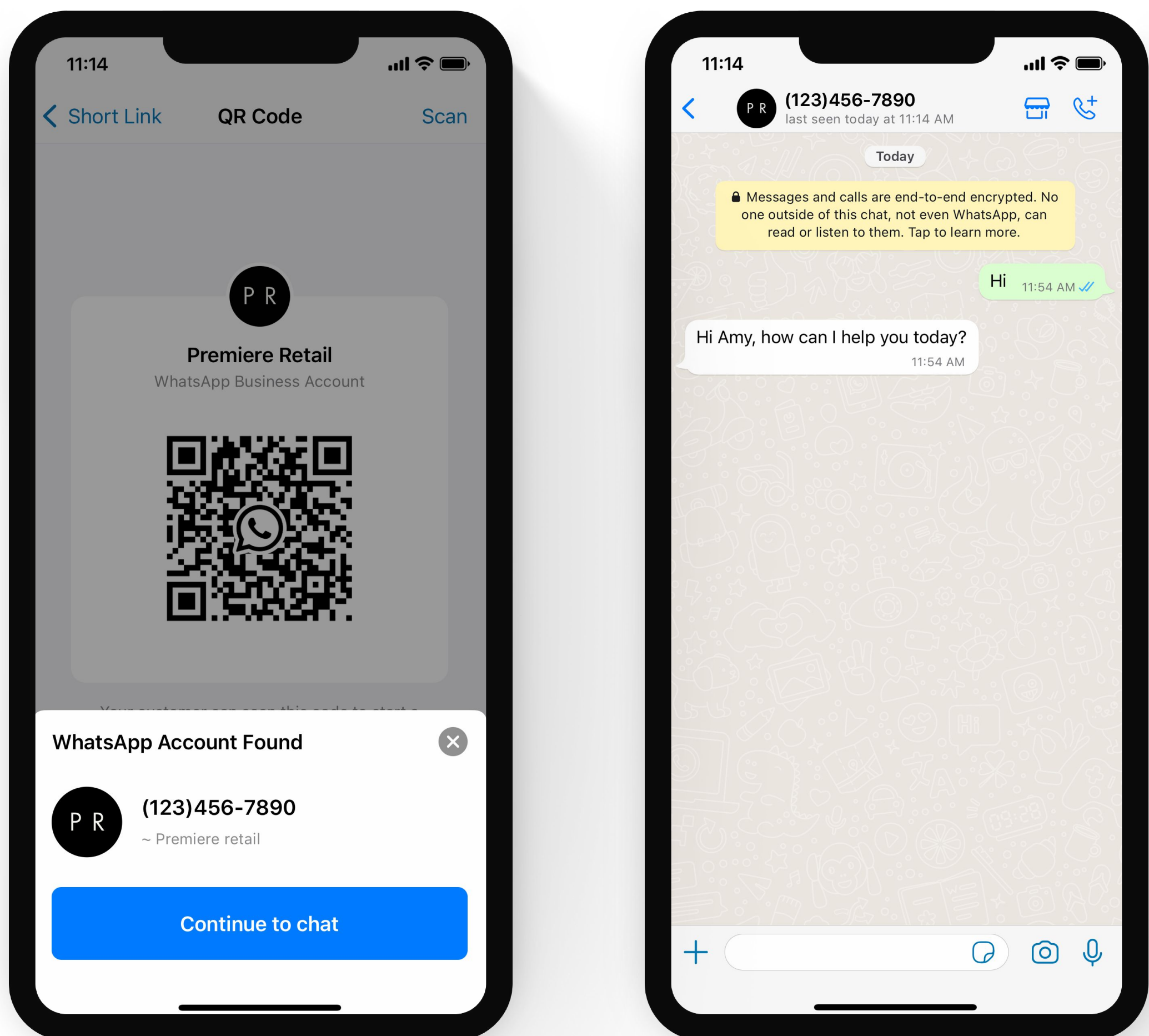


07 Connecting with customers on WhatsApp

WhatsApp API allows medium and large businesses to integrate WhatsApp business with their CRM and offers more advanced features and automation capabilities. To get started, sign up for [Business Manager](#) and complete your business verification. After your account is approved, you can [create your WhatsApp business account](#).

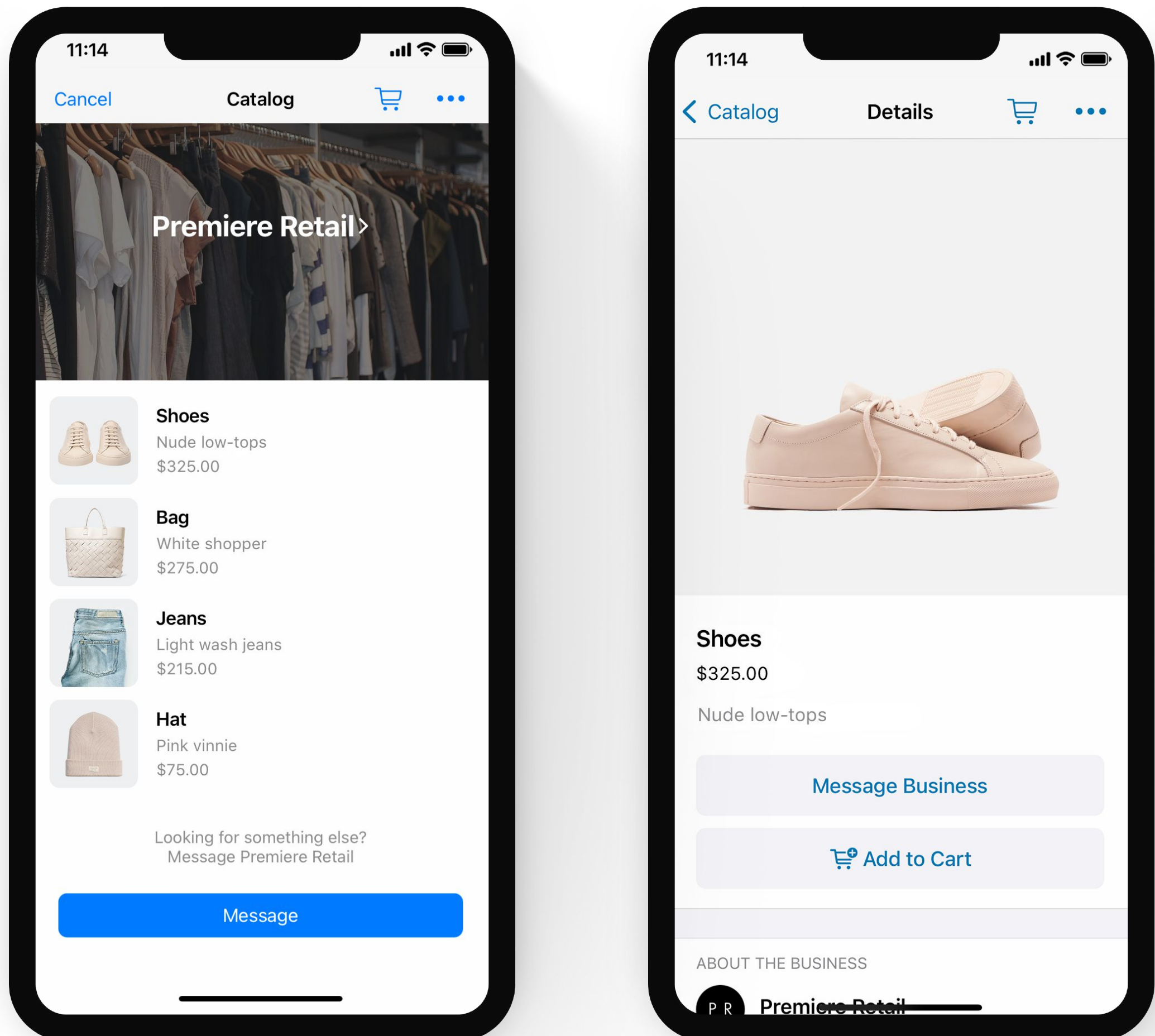
Two features that make it easy for customers to contact businesses through WhatsApp are QR codes and Catalogs.

- **QR codes** - To contact a business, consumers used to add the business WhatsApp number to their contacts. Now companies can display a QR code on storefronts, product packaging, or receipts, and customers can scan the code to get in touch.



07 Connecting with customers on WhatsApp

- **Catalogs** - Catalogs are a popular way to engage with a business on WhatsApp. More than 40 million people look at catalogs each month through links on websites, Facebook, Instagram, etc.



You can use mobile messaging on WhatsApp to have conversations with customers, similar to messaging through Messenger. A customer service rep monitors the account and manually answers questions. Chatbots can assist with simple questions, or you can use a conversational AI platform like Quiq to funnel incoming messages to a central hub that handles customer service and conversations from multiple platforms at once.

With over 2 billion monthly users, WhatsApp is a powerful messaging app for businesses that want to meet their customers where they're at. If you'd like some help getting set up with WhatsApp, [let us know](#). It's one of our specialties.

08

Conclusion

There are more customers spending time on mobile devices than ever before. This new digital-first way of life is the driving force behind the swell of opportunity for businesses to connect with consumers where they already are—on their mobile smart phones.

The messaging channels under Meta's umbrella of products are popular with mobile device users and a preferred way of connecting with businesses for everything from browsing to customer service.

Getting set up with even one of these avenues of communication can increase your company's reach to thousands, if not millions, of people. Connecting through all of these apps can multiply this effect and help build a brand presence that spans the areas where your customers spend their time and attention.

Don't let the thought of managing multiple messaging platforms overwhelm you. Quiq helps brands present their customers with consistently jaw-dropping customer service across SMS/text messaging, rich messaging, web chat, and social channels. With Quiq's Conversational Engagement Platform, companies can easily orchestrate commerce and service conversations involving both bots and humans.

We think businesses should engage with their customers in the same ways people communicate with their friends.

When customers can reach you how they want to reach you, when they want to reach you, they are happier.

[Request a demo](#) to learn how your company can be on the leading edge of customer engagement with Quiq as the world becomes ever more digital.



Visit **quiq.com** for a demo today!