

Presented by  
Scale Collective



# The Future of Online Marketing

The secret to 98% open rates and 70% click through rates!

Welcome! We are Scale Collective.



We help online business owners  
and marketers find the **most  
modern tools** to **grow their  
businesses.**

# Your Coach...



My name is **Callum**.

- The **CEO** at Scale Collective
- **Venture Capitalist**
  - Startup Investor/Advisor
- English Bulldog owner
  - His name is **Walter**...he's great.



So What's The Secret...?



# Facebook Messenger Funnels!

...What's that?

# What is a Messenger Funnel?



A **Messenger Funnel** is simply software that allows you to **communicate** with your customers through messaging apps, like Facebook messenger.

# Who can use Messenger Funnels?



**Professional Bloggers:** A paleo expert can drip messages and teach people how to eat healthier and then offer his/her course or coaching program.

# Who can use Messenger Funnels?



**Products:** An athletic brand can educate their readers with fun & engaging content for running. Ultimately building trust and helping them choose the right shoe.

# Who can use Messenger Funnels?



**Services:** A business can teach why copywriting is so important and at the end of the sequence, offer their copywriting services to them.



# Why do you care?



- **Huge Market**
  - Over 1 Billion people use Facebook Messenger daily.
- **High Conversion**
  - Harvard Business Review states that while email open rates now average at 20%, Facebook messenger has 98%.
- **Chat is POWERFUL**
  - Leverage audio, video, images, and a dynamic interactive format to engage, build trust, and educate your audience MUCH better than email.

# More To Come...

How to use messenger to grow in your business!



Over the next few days we will learn:

- How early adopting companies are currently using messenger funnels (with detailed examples);
- The huge benefits of leveraging funnels (**tip: super high conversions!**); and
- How **YOU** can use messenger funnels to gain an audience and **2X your business.**



Let's do this!