Increase Conversion Rates And Repeat Orders By Sliding In The DMs

Instagram DMs are no longer for setting up dates, getting the attention of your celebrity crush, or finding brand ambassadors.

Nowadays, Instagram DMs is one of the highest converting sources of sales.

According to MobileMonkey, Instagram ads that click to your DMs (direct messages) convert 5X to 10X higher (about 10%) than your average Instagram ads (between 1% and 2%).

But with a slew of traffic options like Facebook ads, Instagram ads, Influencers, TikTok ads, YouTube ads…

It might be headache-inducing to even think about adding another thing on your plate.

But we can't deny the fact that ad costs are going up like gas prices. It's harder to scale than ever. And tracking since iOS14 is already dicey.

That's why anything we can do to generate sales *without* relying on paid ads becomes super valuable to keep our ads going.

Luckily we can leverage DMs to make sales without paying the piper.

Because from what my own client work, DMs are converting even higher than these ad platforms.

And if you're doing a good job with your organic game...

You can generate massive revenue with DMs through just organic alone.

This is without spending any extra money on ads, and it can be completely automated.

Let me show you how.

First off, what do successful product launches, high converting ads, and referrals have in common?

Engagement.

Successful product launches do a great job of creating buzz and engagement. Look at the recent Apple event on Sept. 14th.

#AppleEvent #iPhone13 #AppleWatchSeries7
Apple Event — September 14
20,601,272 views...   👍 684K   👎 DISLIKE   ➦ SHARE

It got OVER 20M views.

Look at the best converting ads on social media.

And referrals. What makes a referral such an easy sale? The engagement that created trust prior to the referral.

And after creating bots for 6-8 figure e-commerce brands the past few years…

I can confidently say that <u>higher engagement equals higher conversions.</u>

And what's a more intimate engagement than a DM? I'll show you how to do this at scale in just a bit.

So for your e-com brand, the key to a high converting Instagram DM Funnel comes down to 3 things:

1. Creating Conversations
2. Automation
3. Personality

Creating Conversations

There are multiple ways to start a conversation. All of them revolve around getting the user to perform a 'certain action', be it commenting on your posts or DM-ing you a certain keyword.

Here's the high level overview:

1) **Mention Triggers**
   Anytime someone tags your brand in their stories, you're able to shoot an automated DM back thanking them.

   Do you want to get them to opt into your email/SMS list? Offer them a discount? Ball's in your court.

2) **Comment Triggers**
   Hook these up with your posts/reels. Frame the posts such that they feel compelled to reply.

   Then, shoot them the auto DM after - Guidebook on how to get ripped in 7 days? Coming right up in your DMs!

3) **Bio Real Estate**
   Majority of brands misuse these. Instead of pointing directly to your storefront, why not offer something of use to your customers?

   i) Let's say you sell plant fertilizer. What you can do is have the user take a picture of their plant growing process daily, and promise them a diary of pictures on their plant growth once it has matured.

   How do they get access to this 'diary'? Simple. DM your brand "plant diary" on your bio.

   This achieves two things. You get the user to engage with the bot daily, reopening the 24 hour window. You're also seen as a 'companion' because you were 'there' every step of the way in the growing of their plant, which builds customer loyalty. Guess where they're going to go when they want to get their next purchase?

   ii) Let's say you sell a facial massager for customers to get a fresh, glowy complexion.

   You can have a daily 'scratch' ticket customers can scratch daily for them to stand a chance to win an entire year's worth of product.

   How do they gain access to the 'scratch' ticket? Simple. DM your brand "scratch ticket" on your bio.

   Scratch tickets have to be the most addictive thing on earth (who doesn't like risking a dollar for a huge prize?)

   Occasionally, besides just losing, you can have them win 5 - 10% off their next purchase, giving them even more reason to make a repeat purchase.

   iii) Lastly, let's say you sell microphones. You could have the users opt into a weekly newsletter on the latest updates in the tech space where you share with them the latest specs, products or clever ways they can achieve better sound quality.

   How do they gain access to the weekly newsletter? I'm kidding. I'm sure you already know 😂

I think you can start to see a theme, and it really is treating the customer like a friend, and just getting them to send messages to chat.

Yes, we all know they're talking to bots. But it's all about how you can insert yourself into the equation.
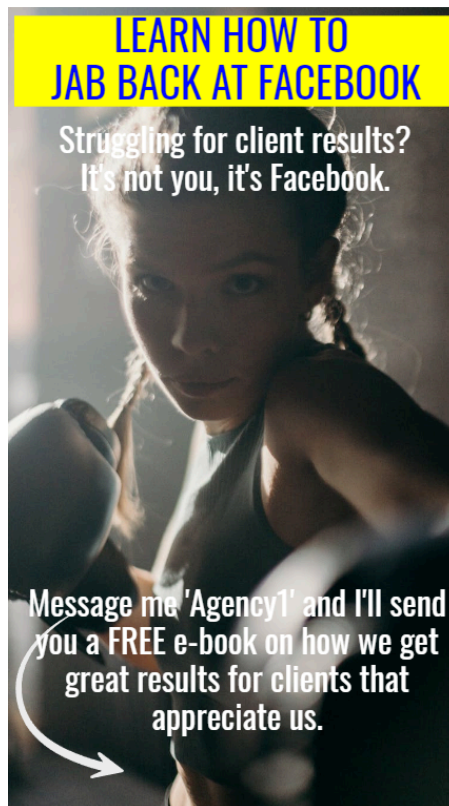
4) **Story Posts**
These are posts where you get your audience to perform a specific CTA (I'm sure you already know what it is)

It'll make more sense in the creative section down below 👇

Now, let's talk about creatives.

Stories first.

Simple CTA telling the users to message you. Arrow pointing towards the message box (do note you're taking a look at the raw, 'uncleaned' creative)

Does The IOS 15 Update Leave You Feeling Like This?

Message me 'Agency1' and I'll send you my secret guide on what I'm personally doing to fight it

LEARN HOW TO JAB BACK AT FACEBOOK

Struggling for client results? It's not you, it's Facebook.

Message me 'Agency1' and I'll send you a FREE e-book on how we get great results for clients that appreciate us.

What about posts?

Well, in terms of creatives, they can be literally anything under the sun. But in the event you're running a social contest (in simple terms, raffling something like a year's worth of supplies for their emails/a product they've purchased), they'd probably look something like this.

In terms of copy, FB frowns on 'engagement baiting', or rather getting users to comment a specific word to get 'XYZ'.

Instead of this, just ask them to share what their favorite 'relaxation routines' are. *insert magical sounds here*
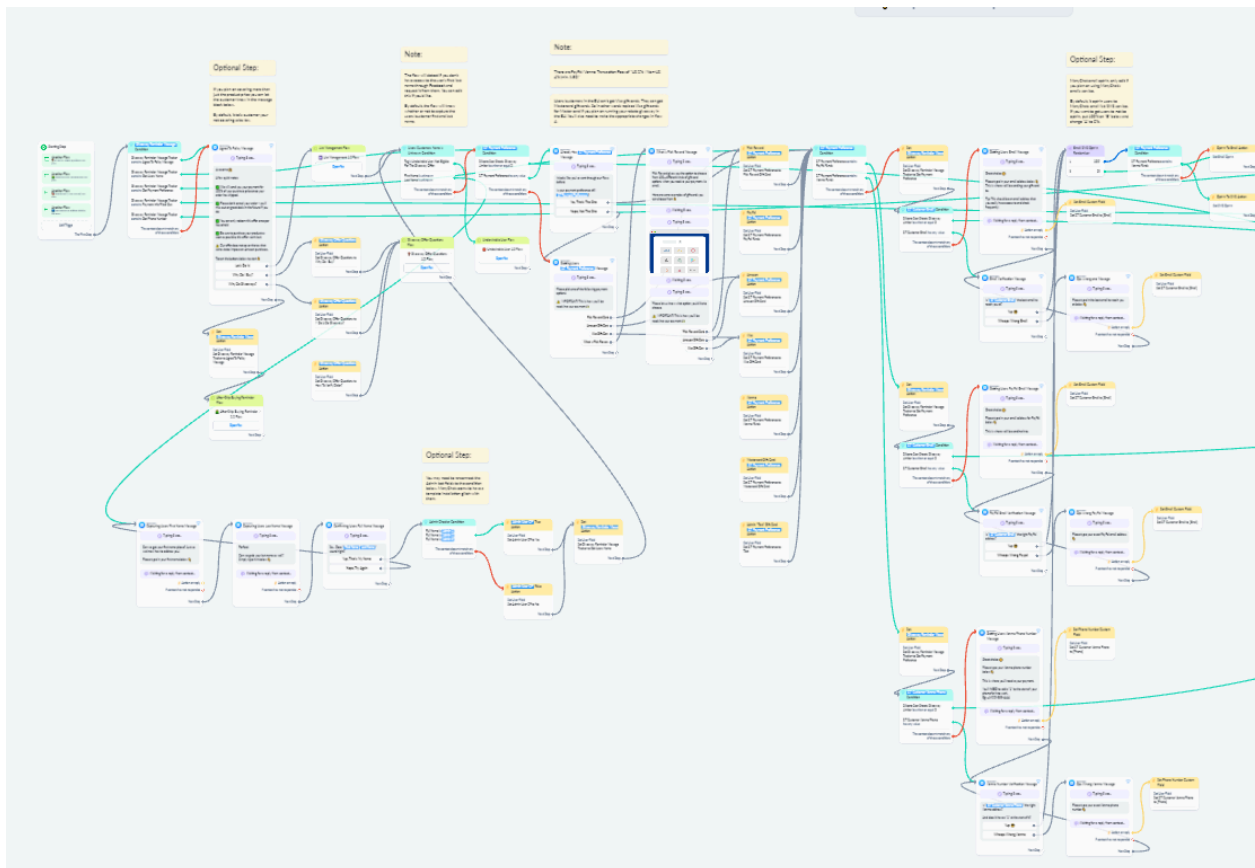
Comments > Auto DM > Social Contest Opt In > Email/SMS List > Warm Up Sequences > Banger Product Launch

Repeat x10.

Automation

You may be asking, how do you set that up within ManyChat? (I build my Instagram DM Funnels within this software, in case you're wondering)

Well, they look like this:

I'm just kidding.

I picked a flow that looks slightly big and scary just to make sure you're paying attention.

It literally is as simple as the click of a button.
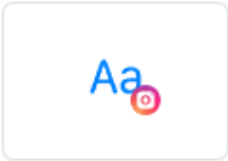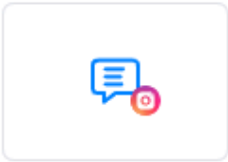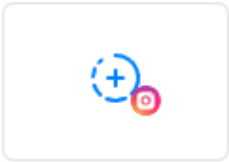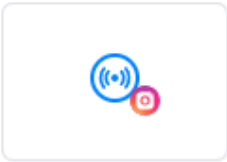
(just pick the one that suits what you're going after)

The building bit is the complicated part, though there isn't a 'right' way to build a bot, so just build whatever you're comfortable with.

Personality

Even though you're using bots, don't sound like one. This is the easiest to kill the buzz from an excited prospect engaging with your brand.

That's why I don't really like referring to the bots I build as bots. I call them mascots.

Who comes to your mind when you think of insurance?

Does Flo from Progressive come to mind?

Or...

Why do people from all over the world hop on planes...
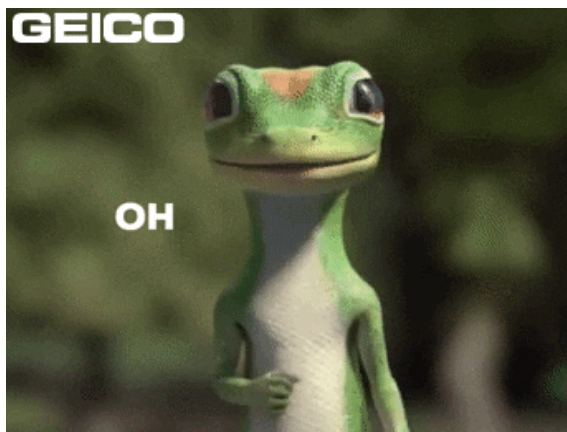
Or drive 20+ hours...

Just to visit Disney World?

Of course, people know it's not the real Mickey or Goofy. It's probably some college kid who's soaked in sweat.

But it's the fantasy of interacting with the Disney characters that's powerful.

So when it comes to creating your bot, I encourage you to create a mascot that embodies the vibe and personality of your brand.

To point you in the right direction, here's a few questions I like to ask clients:

1. **What is the type of vibe and feeling you want to create with your customers?**

2. **What are some characters in movies, stories, TV personalities that you believe embody your brand?**

3. **Describe the voice and tone of the copy for your brand.**

And you might think, won't people be turned off by talking to a bot? The answer might surprise you.

It actually 'lowers walls' tremendously. ESPECIALLY when you're asking sensitive questions. You'd be surprised how many people think they're talking to a 'human' when they're in fact talking to a bot. This means that you get an exponentially higher completion rate.

In fact, ManyChat has a case study on how adding an emphasis that the users are talking to a bot resulted in a bump from a 30% response rate to a 95.5% response rate.

Now how's that for conversion rate optimization?

BONUS: Better Abandoned Carts?

Chances are, you probably have an abandoned cart sequence in place. Well, your abandoned cart email is competing against every other email in the inbox.

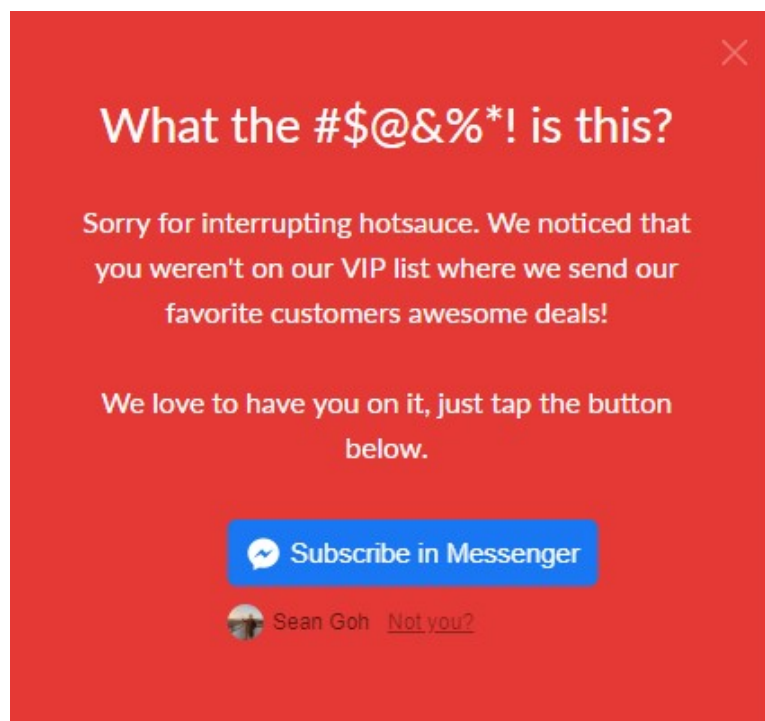But you know what's not so crowded?

The DMs.

Now, you're not going to want to write the same old vanilla copy every brand is using.

"Hey! Opt in to get a 20% off!"
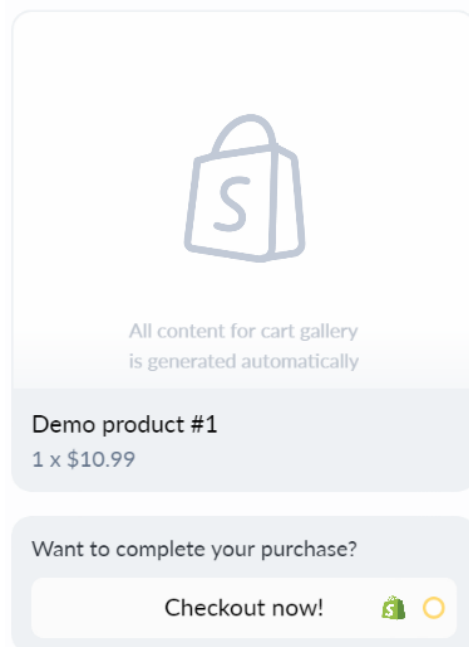
They work. Yes. But it's so boring 😙

There's more than one way to skin a cat, so positioning is crucial. Here's how I'd do it.

What the #$@&%*! is this?

Sorry for interrupting hotsauce. We noticed that you weren't on our VIP list where we send our favorite customers awesome deals!

We love to have you on it, just tap the button below.

💬 Subscribe in Messenger

Sean Goh   Not you?

Once the users are opted in, you'd be able to set up triggers that send messages directly into the user's Messenger inbox, and pull the cart item they've abandoned as well (basic example below)

All content for cart gallery
is generated automatically

Demo product #1
1 x $10.99

Want to complete your purchase?

Checkout now!

Some other ideas to ponder:

What about installing a survey the way hotjar does it? Asking the customers what exactly is preventing them from making a purchase today?

Don't you think that that's going to give you that added advantage against other eCommerce brands, and what you should be doing to bump conversions?

What about a quiz funnel? Taking them through a quiz to determine the ideal product for them.

Or even just having a live human hop onto to talk about what they might be concerned about?

Just ideas you could use.

Becoming The Memorable, Customer-Centric Brand

Most brands' communication with their customers is like a door-to-door salesman. Buy this, buy that via ads, emails, SMS, etc.

When we create conversations and bring customers through a DM funnel, the feel of it is completely different.

The goal is the same. To get sales.

But it turns the relationship from a door-to-door salesman to a friend recommending a product.

All brands would like to think of themselves as customer-centric. And what's more customer-centric than engaging in conversations with our customers?

Plus, when you engage with them as a personality…

You become memorable.

So implement this Instagram DM Funnel into your brand today. Watch your conversions rise and raving customer reviews flood in.

All the best!
Sean
🐦: @itsnotseang