Facebook Messenger is revolutionizing the future of online marketing and chat bots

On January 15th, 2020, Facebook Messenger will be changing their current messaging polices. Why are these changes being made you might ask? Well, the primary reason is to make it more user friendly and to protect people again spam and abuse.

These are the 10 most important things you should know about these changes so you can be prepared once they happen.

1. The "24-hour messaging window" allows businesses to message subscribers within 24 hours of the subscriber's last interaction with that Business Page.

2. The '24+1' policy will not be available anymore. Your bot is able to message after the 24-hour window as long as the message is tagged.

3. You'll want to familiarize yourself with Message Tags, SMS, and email steps before January 15th to make sure your bot is prepared! Message Tags describe the content of a message and let Facebook know why you're contacting a subscriber. The 4 Message Tags are:

1. CONFIRMED_EVENT_UPDATE

2. POST_PURCHASE_UPDATE

3. ACCOUNT_UPDATE

4. HUMAN_AGENT

4. Messages INSIDE the 24-hour window DON'T need to be tagged.

5. It is IMPORTANT to gather subscriber phone numbers, email addresses, and consent before January 15th. By doing this you will ensure access to your audience and enables you to send content that doesn't relate to any of the Message Tags.

6. Messages without Message Tags will not be able to deliver outside the 24-hour messaging window as of January 15th, 2020.

7. The messages that DO need to be tagged are the ones that are OUTSIDE the 24-hour window. If the subscriber has not interacted with the bot, sent any messages, or pressed any buttons within the 24-hour window, then they MUST have a Message Tag that corresponds with the message content.

8. Go Omnichannel! This allows you to test out different methods and find the right marketing strategy for your business. Take advantage of ManyChat's omnichannel features through Multiple Channel Broadcasts. When you allow your business to explore more opportunities to engage with your customers, you're able to identify the best channel for different content types!

9. What to do when message doesn't fit any tag? You can replace it with an SMS or email step instead. You will have to activate SMS and/or email on your ManyChat Pro account.

10. For new subscribers you will want to collect their phone numbers during their first interaction with your bot so that you can easily message them outside of the 24-hour window with SMS.

In conclusion, these new Messenger policies are being implemented to connect people and business effectively through Messenger to achieve significant outcomes. The chat marketing world is being upgraded so that businesses can respond to customers in a timely manner when they reach out and so that important updates can be shared that are relevant to their customers.