



8 Conversational Marketing Strategies To Help Your Brand Scale On Instagram

Table of Contents

> Introduction	02
> What is Conversational Marketing?	03
> Conversational marketing vs traditional marketing	03
> Why Conversational Marketing on Instagram?	05
> How can brands develop Conversational capabilities on Instagram?	06
> Features of Instagram Messenger API	06
> Conversational Marketing Strategies Brands can use on Instagram	09
• Deploy Click To Chat Ads to nurture visitors and increase conversions	09
• Answer frequently asked questions via FAQ bots to improve customer experience	09
• Collect leads during conversations	10
• Improve ORM by responding to comments and story mentions	11
• Increase engagement with gamification	11
• Conduct frequent surveys to know customer expectations	12
• Recommend products to increase product discoverability	12
• Bring latest offers/deals up during conversations	13
> Success stories	13
> Gupshup Advantage	15
> References	16

Introduction

Conversations over messaging apps have become the preferred mode of communication in today's time. Whether chatting with a friend, family member, or a business, consumers want to interact through their mobile apps, and texting is the preferred mode of communication. The reasons are quite obvious - conversing over messaging apps is easy, less time-consuming, can be done on the go, and gets us a response quickly. According to a [survey conducted by OpenMarket](#), when given a choice between being able to text versus calling on their mobile phone, a whopping 75% of millennials chose to text over talking. Another [research by Statista](#) suggests that users spend almost 50% of their time on messaging apps and social media.

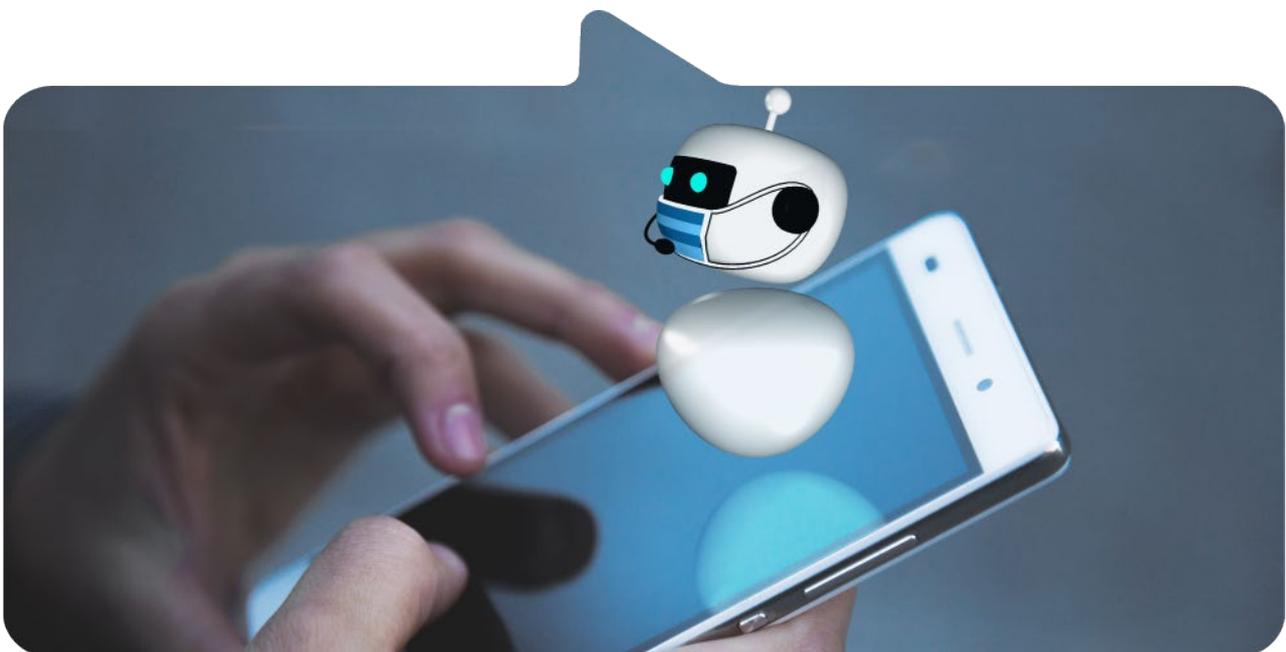
Conversational Marketing on Instagram - a channel that is a beautiful amalgamation of messaging and social media, therefore becomes imperative for brands as a strategy.

Moreover, when [75%](#) of consumers prefer to engage with a brand over private messaging channels versus traditional channels, [72%](#) of customers are more likely to make a purchase online if they could ask questions in real-time, and [76%](#) of customers are interested in purchasing products using messaging apps, then conversational marketing doesn't become a question of "whether or not" but "when and how"?

Customers today expect brands to know them well whenever they engage with them. And conversational marketing enables brands to learn more about every customer by conversing with them. It helps brands build relationships and creates a meaningful experience for consumers. It makes it possible for brands to communicate with their leads, solve their problems just in time, and provide them with the solutions they need. One-to-one interactions in real-time across channels have become a necessity to establish long-lasting relationships with consumers.

With over [1.3 billion](#) active monthly users, conversational marketing on Instagram has tremendous potential for brands. In this guide, we take a look at some key conversational marketing strategies that brands can use on Instagram. We will walk you through the key features of Instagram Messenger API, which makes conversational marketing a reality on Instagram. We will also explore some industry-wide success stories and examples.

But before we begin, let's discuss what conversational marketing is and how it is different from traditional marketing.



What Is Conversational Marketing?

Conversational marketing is marketing that happens by engaging with consumers in dialogue-driven, personalized conversations at a one-on-one level, enabling brands to listen to their consumers and provide value to them by responding in real-time. Conversational marketing can be both voice and text-based. It can also be automated via chatbots or manual via live agents. An IVR call is a typical example of voice-based conversational marketing and an automated chat is a typical example of chat-based conversational marketing.

For brands, engaging in conversations with customers to gain actionable insight requires scalable technologies such as Conversational AI-powered chatbots. These tools can be embedded in virtually any platforms that brands want to connect with consumers, like websites or messaging apps.

Conversational Marketing Vs Traditional Marketing

Traditionally marketing has mostly been a one-way communication from brands. Conversational marketing flips that and makes marketing interactive. While traditional marketing was limited to advertising strategies on the web, print, and in-store experiences, conversational marketing goes further to driving engagement with customers by the means of conversations.

Conversational Marketing

Reactive and Proactive marketing via personalized conversations between brand & customers

Offers Personalization at scale

Enables brands to respond to customers in real-time

Enables brands to drive higher engagement from customers via conversations

Facilitates a cost-effective means for increasing product discovery, sales and support

Traditional Marketing

Non-interactive one-way marketing from brand to customers

No personalization at scale

Real-time customer interaction not possible

Engagement limited to clicks, likes and views on certain digital channels

Requires huge investments to promote products, and offer customer support

Conversational Marketing Statistics You Need to know

90%

...of marketers leverage marketing automation to improve lead generation and conversions

89%

...of consumers want to connect with brands over messaging

86%

...of online shoppers prefer proactive responses from brands

83%

...of consumers worldwide would browse or buy products in messaging conversations

80%

...of routine questions can be taken care of by chatbots

79%

...brands witnessed positive live chat results as customer loyalty, sales and revenue

71%

...of customers expect companies to communicate with them in real-time

40%

...of millennials interact with chatbots every day

30%

Chatbots can reduce customer service costs by 30%.

Source: [emailmonday](#), [Salesforce](#), [IBM](#), [LivePerson](#), [MarketingDive](#), [TransFunnel](#)

Why Conversational Marketing On Instagram?

With over 1.3 billion monthly active users, Instagram is the most popular social media app among customers. [90%](#) of Instagram users follow at least one business on Instagram. Over [80%](#) of Instagram users discover new products and services on the platform, and 50% of people are more interested in a brand when they see ads on Instagram.

And the popularity of the channel is not only limited to customers. The increase in the number of brands that have developed a presence on the platform has skyrocketed too. Oberlo estimates that [71%](#) of US businesses use Instagram. And more than [80%](#) of businesses consider Instagram engagement as one of the most important metrics.

Instagram Statistics That Vouch For Drumming

90% of people on Instagram today follow at least one business

Approximately **150 million** users interact with brands on Instagram every month

There are **230.25 million** Instagram users in India followed by **159.75 million** Instagram users in the US and **119.45 million** users in Brazil

83% of Instagram users discover new products and services on the platform

50% of people are more interested in a brand when they see ads on Instagram

59% of micro-influencers believe that they get the best engagement on Instagram

Over **130 million** users engage with shopping posts on a monthly basis

81% of users have used Instagram to research a brand's products and services

Source: [Meta for Business](#), [Statista](#), [SwipeTown](#), [Instagram Business](#), [SocialPilot](#)

These stats make it evident that Instagram isn't just a social media platform. It's now a global commerce hub where brands and customers connect, transact and seek to build stronger relationships. Conversational marketing on Instagram is therefore crucial for brands to stay ahead of the curve and establish a strong relationship with them by offering an enhanced customer experience.

How Can Brands Develop Conversational Marketing Capabilities On Instagram?

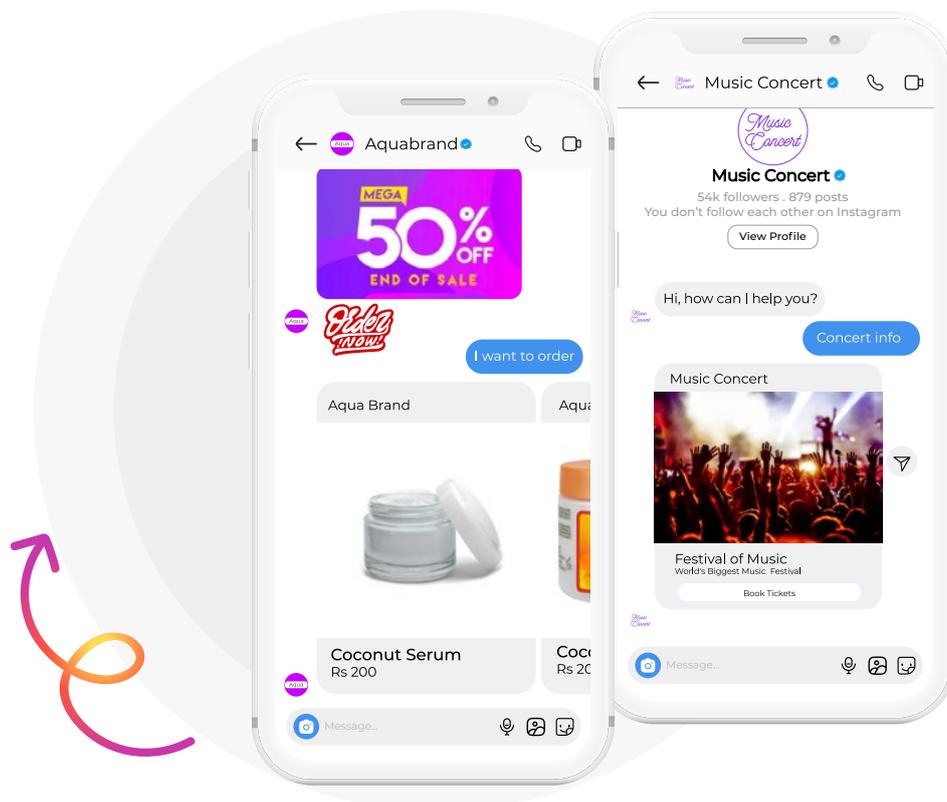
Instagram Messenger API is the key to developing conversational capabilities on Instagram. Brands can use the API to upgrade their Instagram Direct Messenger with automation. If you have a developer, you can access the API by viewing the documentation [here](#). Alternatively, if you don't have a developer you can get conversational marketing capabilities for your Instagram Direct Messenger by connecting with [Gupshup](#).

With automated conversational marketing chatbots, your brand can increase product discovery, generate leads, sell, up-sell, collect feedback and offer 24*7 customer support on Instagram itself. The possibilities are limitless. Let's take a look at some of the features of Instagram Messenger API before we take a dig into some conversational marketing strategies that you can use for your brand to drive business results and deliver a stellar customer experience on Instagram.

Features Of Instagram Messenger API

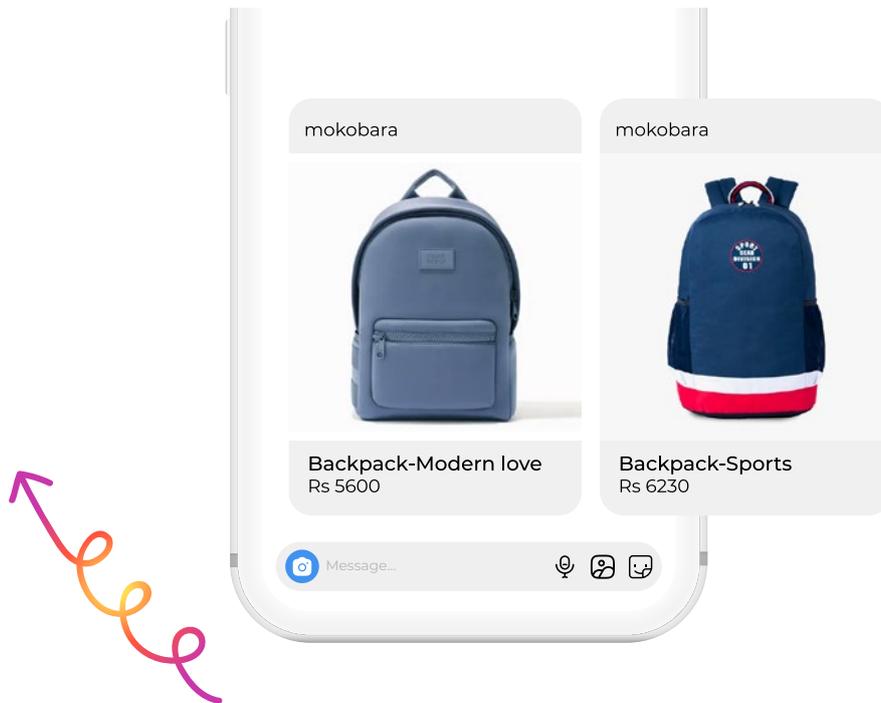
> Rich Communication

Today consumers expect engaging experiences. And we're all aware of the limitations texts pose in terms of delivering such an experience. The Instagram Messenger API, therefore, comes with the capability of delivering rich communication. It enables brands to communicate with their consumers with texts, images, and stickers thus making the conversations richer.



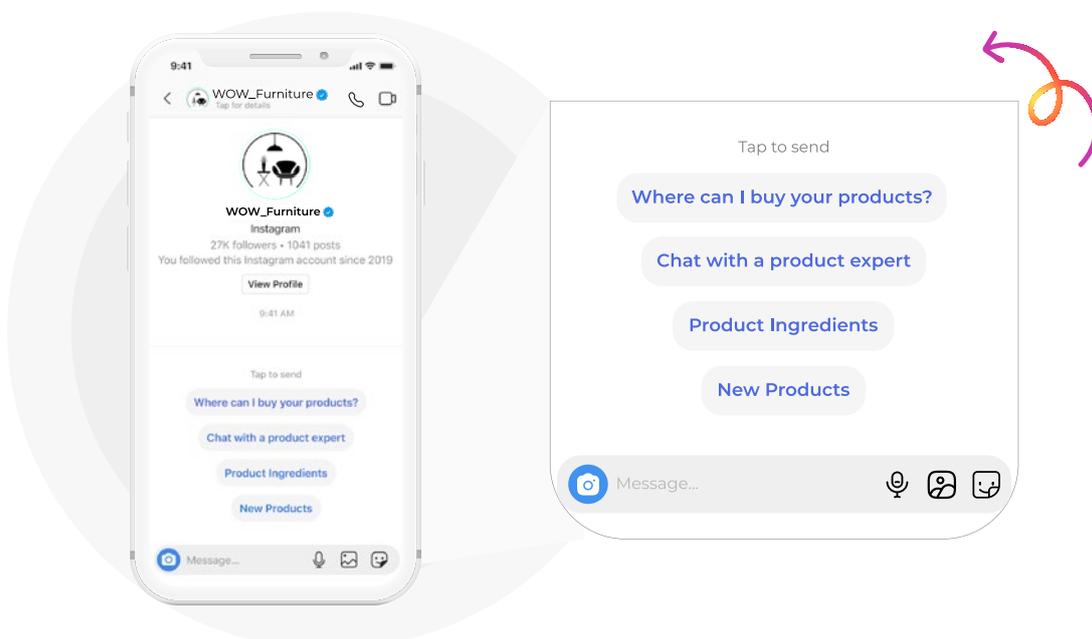
> Carousels & Product Templates

Instagram Messenger API offers product templates and carousels as feature sets. Brands can leverage these to showcase their products and enable purchases whenever appropriate during a conversation.



> Ice Breakers

Ice breakers, from Instagram Messenger API, help brands give their customers a few suggested topics for starting a conversation when they visit Instagram Direct Messenger. Brands can use it to plug in some frequently asked questions like Explore New Arrivals, Participate in Contest, etc. Currently, a maximum of 4 questions can be set as Ice Breakers.

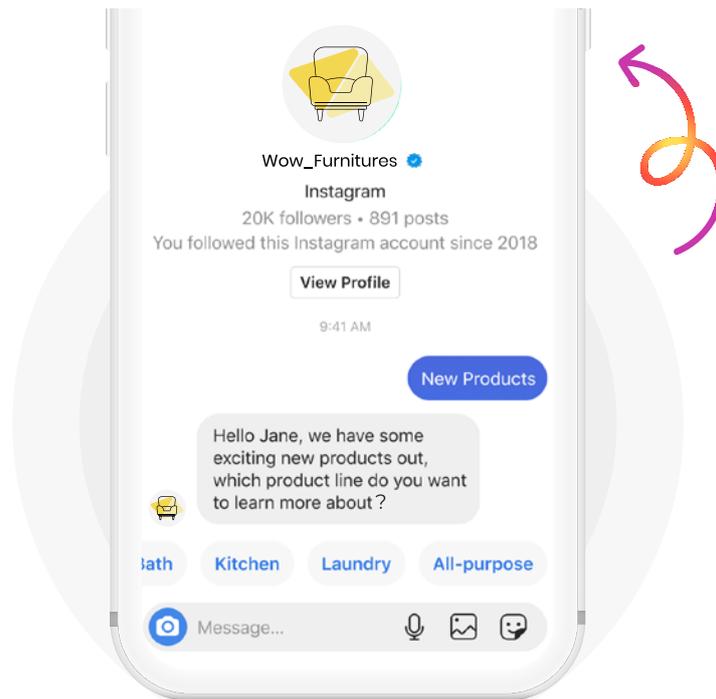


> Webhooks

Webhooks allow brands to get notified when any interaction or event happens on their Instagram account, such as when a consumer comments on a post or mentions you in their story.

> Quick Replies

These are a set of suggested replies which can assist brands to navigate their consumers during conversations. When used wisely, these can be quite useful in formulating action-based interactions.



> Replies To Comments And Story Mentions

With millions of consumers following businesses on Instagram, it is pretty common for consumers to comment on a brand's posts in huge numbers. Some may even go a step ahead and tag their favorite brand on their stories. Brands can use the Instagram Messenger API to respond to such comments and mentions with a private reply.

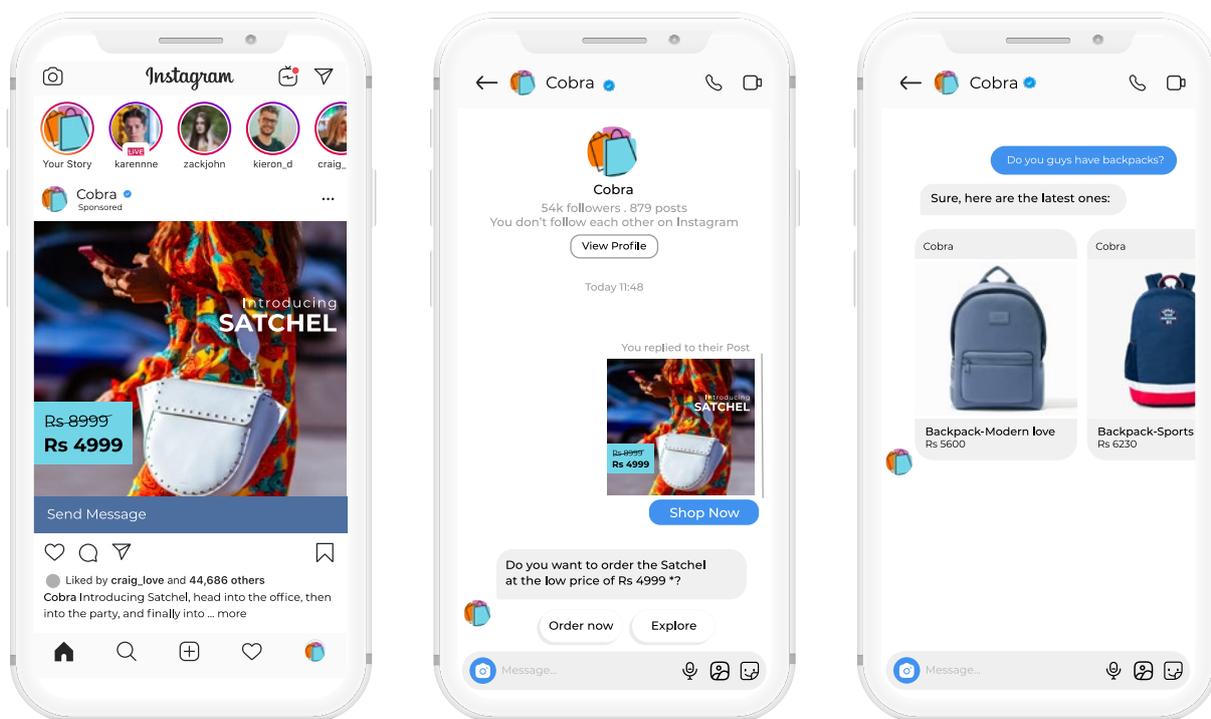
Conversational Marketing Strategies Brands Can Use On Instagram

1. Deploy Click To Chat Ads To Nurture Visitors And Increase Conversions

“Click to chat ads” also known as “Click to Instagram Direct Ads” enables customers to start an interaction with the brand when they see your ad on Instagram. Unlike traditional ads which drive users to a static webpage, “Click to chat” ads take your customers to your Instagram Direct Messenger.

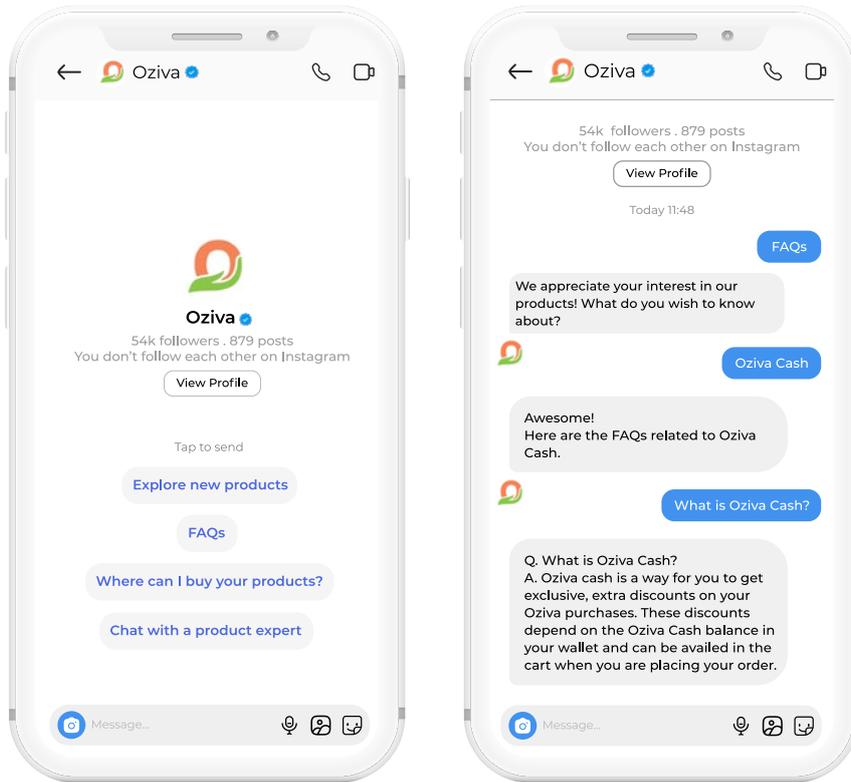
Customers can then interact with your Instagram DM chatbot to know more about the product/service being advertised, and buy them right from within the messenger. Running Instagram click to chat ads reduces drop-offs dramatically as it enables customers to clear their doubts and apprehensions before making a purchase.

It also gives customers the opportunity to engage in conversations to explore products other than the one being advertised. Implementing “Click to Chat ads on Instagram” can be a strategic move to set you apart from the competition and increase your returns on advertising spends.



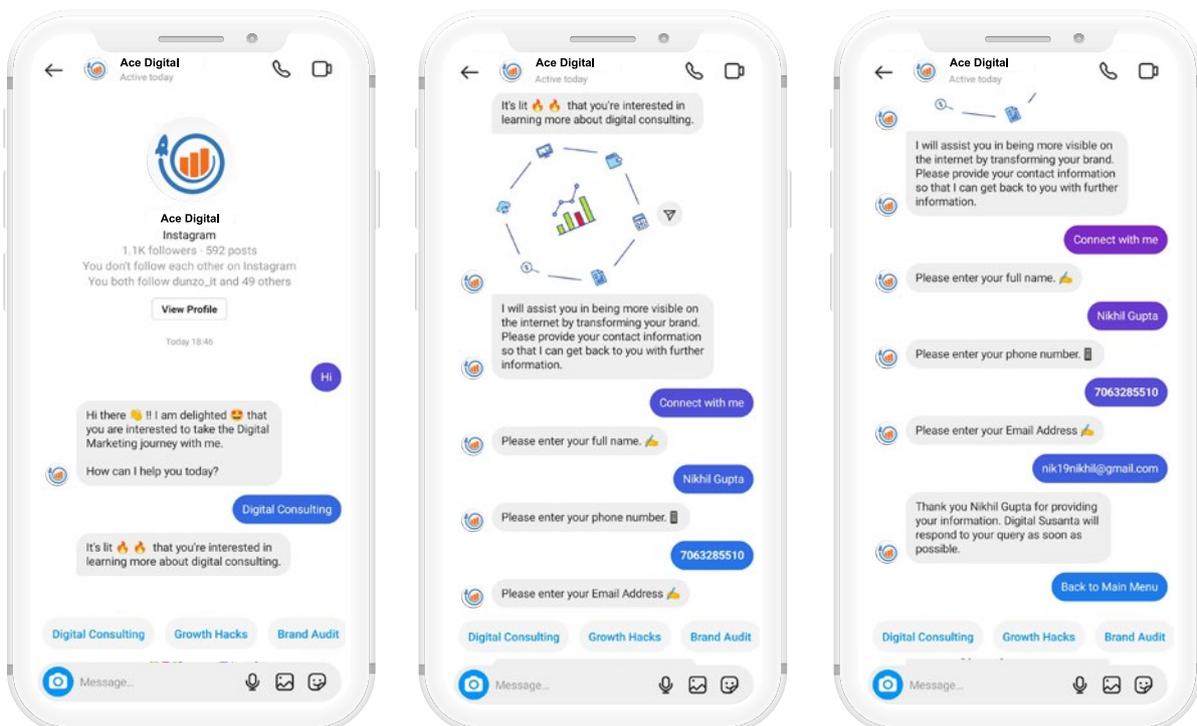
2. Answer Frequently Asked Questions Via FAQ Bots To Improve Customer Experience

In this insta-everything world, customers expect an instant reply. However, it is practically not possible for your sales and support teams to respond to each and every customer in real-time. As a brand, you can use Instagram Messenger API's auto-responders to answer frequently asked questions via automation. While the Instagram chatbot can be configured to answer questions as and when asked by the customers, one of the best approaches is plug-in access to such questions and answers in ice-breakers, or as options in quick replies. This will not only improve your customer's experience but also take the load off your social media and support teams leaving them free for addressing critical queries. Not to mention the fortune your brand can save on customer support activities.



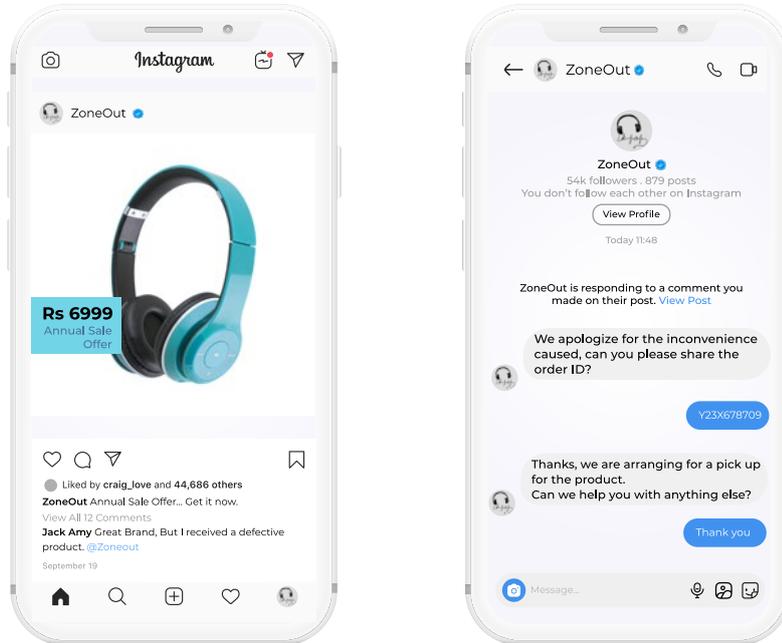
3. Collect Leads During Conversations

What good is a marketing initiative if it doesn't get you leads! With conversational marketing on Instagram, you can devise journeys to capture your customer information, such as name, email, phone number, location, gender, etc, during a conversation. While asking for this information helps your Instagram chatbot address your customer's queries appropriately, it also helps you get an idea about the persona of the customer. This information can then be used by your product and marketing team to serve your customers better. You can also ask your customers for opt-in permission during the conversation in order to reach out to them on other channels like email and SMS.



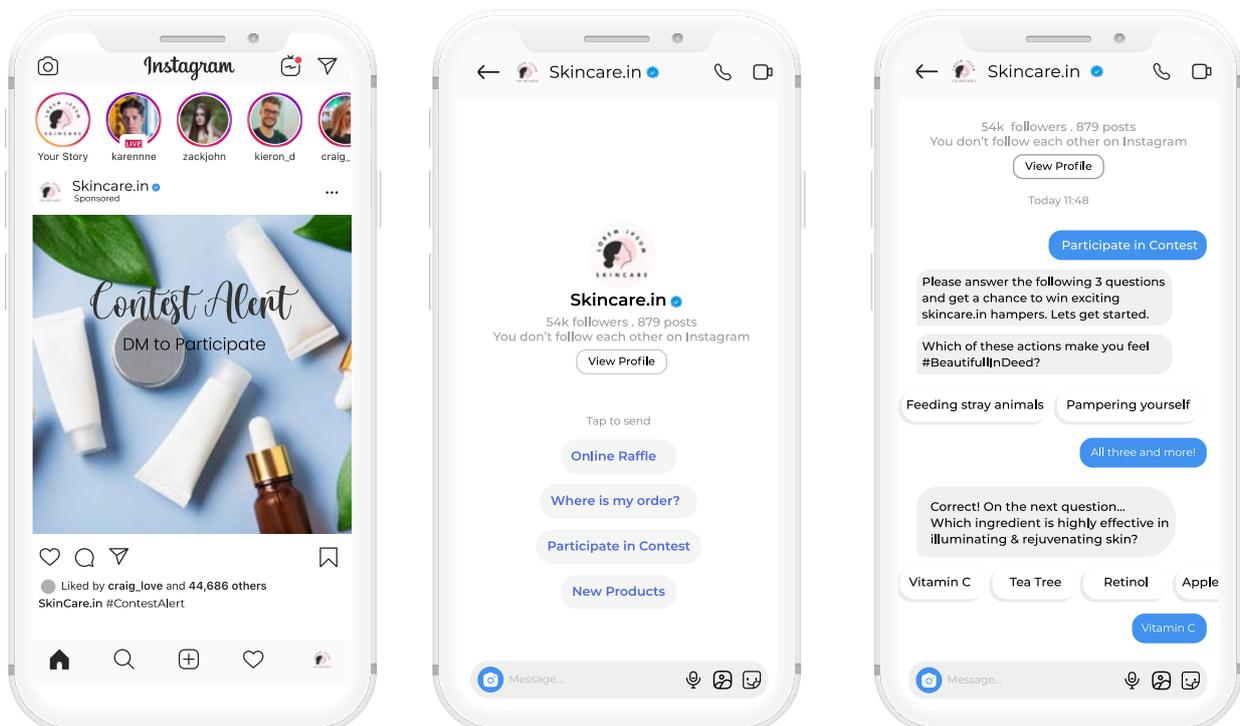
4. Improve ORM by Responding To Comments And Story Mentions

Instagram Messenger API enables you to respond to the comments and story mentions that you receive on your Instagram accounts via automated messages. Top that with API features like sentiment analysis, you can use it to respond to customers appropriately as per the intent of their message. This makes addressing both unhappy and happy customers extremely easy. While customers feel satisfied with the quick resolutions they receive, your team can get alerted about the critical issues that need human intervention.



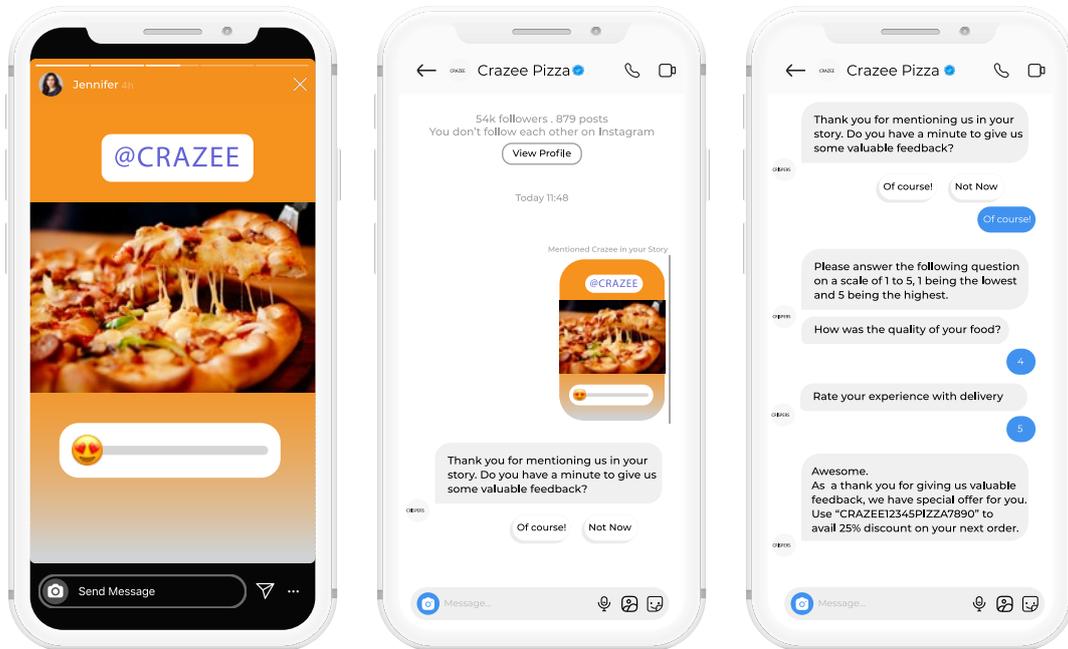
5. Increase Engagement With Gamification

Games and contests have been a part of social media strategy for a very long time now. With conversations now in place, you have the opportunity to make these contests interactive. This can not only help you increase engagement but also helps you build a close connection with your customers as the element of conversations makes the activity feel more personalized.



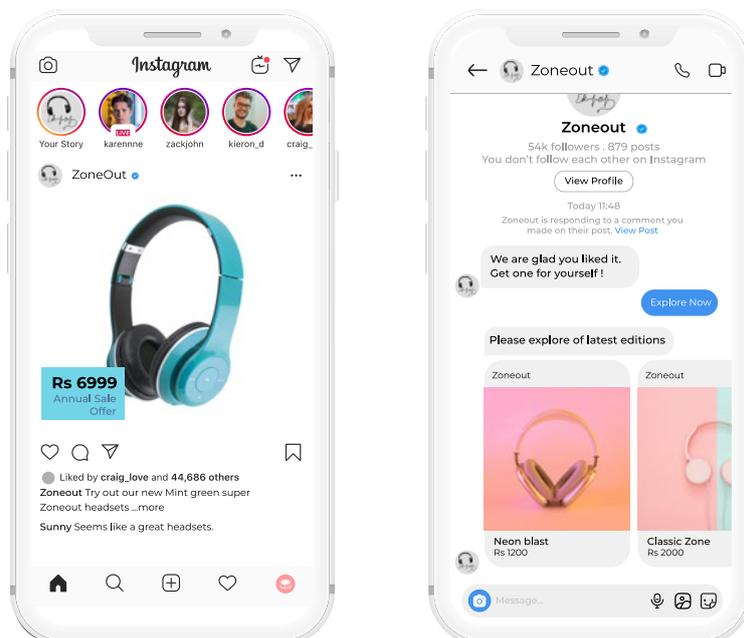
6. Conduct Frequent Surveys to know Customer Expectations

Surveys play a crucial role in understanding what your customers feel or want from your brand. While surveys were usually conducted occasionally, with conversational capabilities now available on Instagram, you can devise conversational journeys to collect customer feedback throughout the year. For instance, you could check how your customers feel about the new product that your team is working on. This can help the brand stay on top of your customer's expectations and adjust the services on the go.



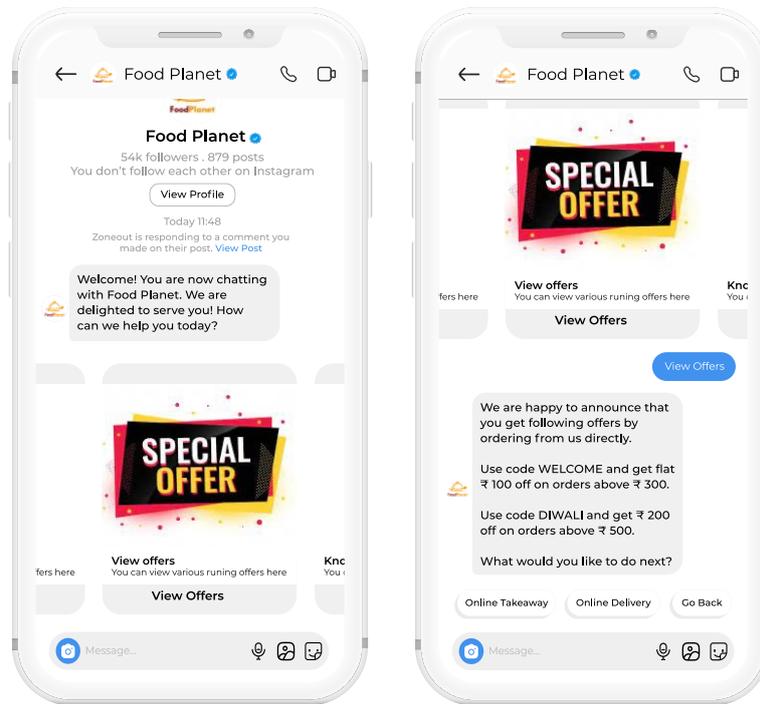
7. Recommend Products To Increase Product Discoverability

Traditionally in-store conversations were a great way to recommend new products to customers. With conversational capabilities, your brand can devise journeys that recommend and introduce new products that your customers might like. This can be a great way to up-sell and cross-sell products organically. It also brings a ton of opportunities to industries that depend on consultative selling, such as insurance and banking companies.



8. Bring Latest Offers/Deals Up During Conversations

Similar to recommending products why not bring ongoing offers in front of customers when they visit your Instagram Direct Messenger. The best way to make your offers a success is by plugging them into ice-breakers or suggesting them as quick replies during a conversation. It can be a great way to create awareness and push customers to avail the benefits of the offers.



Success Stories



> Kiehl's Boosts Qualified Sales Leads By 30%

Part of the L'Oréal group, [Kiehl's](#) is a luxury beauty brand that offers a variety of high-end and premium skincare products. With the goal to delight their customers and build a close connection with them, Kiehl's integrated Messenger API for Instagram and built an automated experience for customers.

Using the digital assistant, the company connected and conversed with people on Instagram with conversational flows which included automatic replies so that people who sent a message to Kiehl's would immediately receive a personalized message and a handover protocol that seamlessly transferred complex conversations such as consultations about products and solutions to the company's customer support agents. Additionally, if people messaged Kiehl's after office hours ended at 6 pm, they received an automatic "away" message that explained the customer support team was offline and would return at 9 am the next day.

As a result of the initiative, Kiehl's was better able to manage the volume of messages, comments, and Instagram Stories it received. Two months after launching the messaging solution, it saw the following results between March and April 2020:

- **30%** more qualified leads compared to other channels
- **20%** conversion rate from consultation to sales
- Reduced registration completion time for beauty consultation to just two days



› **Ford Motor Argentina Generate 2.1x More Leads**

[Ford Motor](#), a leading automotive brand in Argentina, wanted to undergo digital transformation that would make it easier to connect with customers, generate and qualify leads, and follow-up with potential buyers.

With the belief that it is key to engage with customers one-on-one to address their queries better, Ford motors developed FORDi, a Messenger-powered digital assistant. The bot included conversational flows for different customer service needs, integrated Ford's internal systems and databases, such as customized payment options, subscriptions, and vehicle specifications and details, and implemented a geolocation system that connects customers with budget requests to the nearest dealership. With the help of this when a potential car owner began a conversation on Messenger, the automated conversational flow guided them through the customer journey via message templates and quick replies. From there, FORDi used a handover protocol to route the customer to an agent in the relevant care segment, such as customer service or sales, for further assistance.

After launching FORDi via Messenger in November 2019, the automaker decided to implement the hybrid messaging experience on other channels for enhancing the experience with a variety of use cases. The company also worked to scale FORDi's service offerings to include lead generation and lead management. In early 2021, Ford used Messenger API for Instagram to streamline Instagram direct messages into a centralized communications hub. In addition, the company also integrated FORDi into its webpage which enabled people to access Messenger.

As a result of the initiative, Ford Motor Argentina's Messenger-powered digital assistant successfully helped its customer care team boost productivity and generate more high-quality leads. In just one year, it achieved the following results:

- **3.5X** increase in Messenger sessions (between February 2020–February 2021)
- **90%** of Messenger conversations resolved with automation (between February 2020–February 2021)
- **2.1X** increase in leads generated in March 2021 (compared to February 2021)
- **12%** higher average certification level of leads generated via Messenger compared to other channels (between February 2020–February 2021)



› **H&M Boost Customer Satisfaction By 9.5 Points**

Founded in Sweden in 1947, fashion retailer [H&M](#) has since grown to become one of the largest and most accessible fashion labels worldwide, offering stylish and affordable apparel, accessories and workout gear for women, men and children. The brand operates more than 5,000 brick-and-mortar stores in 74 different countries, and 52 online markets.

With the aim to boost both agent productivity and customer satisfaction, H&M integrated Messenger API for Instagram. The brand was able to offer personalized customer service after the integration. H&M's customer service teams were also able to access conversation histories so the agents could

provide a more thoughtful customer care experience.

As a result, H&M was able to provide consistent and high-quality customer care to Instagram users. Since 2019, the brand has seen the following results:

- **9.5-point** improvement in customer satisfaction
- **8.7-point** increase in net sentiment score
- **20%** reduction in average handle time
- **31%** improvement in average response speed

Gupshup Advantage

With its vast user base, there is no denying about Instagram's power and reach. What started as a photo-sharing app has evolved into an immersive social experience that enables users to explore a company's visual identity. And because 200 million Instagram users visit at least one business profile daily, the platform demands a focussed conversational approach.

Instagram is an excellent platform for brands to establish a personal connection with customers and maintain it throughout the buying process. And the Instagram Messenger API can enable brands to do it with personalization at scale. Marketers need to maneuver and capitalize on these advancements to strengthen their marketing strategy.

With Gupshup's expertise, brands can effectively scale messaging workflows to build more authentic relationships with their customers and reap real business results. If you are a business, you can start harnessing the power of Messenger API by partnering with Gupshup today.

As an official partner of Meta, Gupshup has been assisting brands in mastering conversations on Instagram all around the world. With tailored customer journeys, Advanced AI and NLP mechanisms, real-time sentiment analysis, integration of your existing tools and database, human agent escalations, your brand can transition into automated conversations seamlessly. While our solutions like one-click bill pay offer easy conversions over conversations our industry-specific solutions help your brand get started with conversational capabilities in the quickest time possible. Not to mention the integrations with numerous channels and tools that enable you in building a truly omnipresent conversational experience for your customers.

So let's get you started with conversational marketing on Instagram.

[#Let'sGupshup](#) to know what your conversational marketing strategy on Instagram can look like!

#LetsGupshup to get started.

Talk to Us



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- [Kiehl's Success Story | Facebook for Developers](#)