



# MEET EZRA

## EZRA FIRESTONE

### **Co-Founder & CMO**

Boom! by Cindy Joseph

### **Co-Founder**

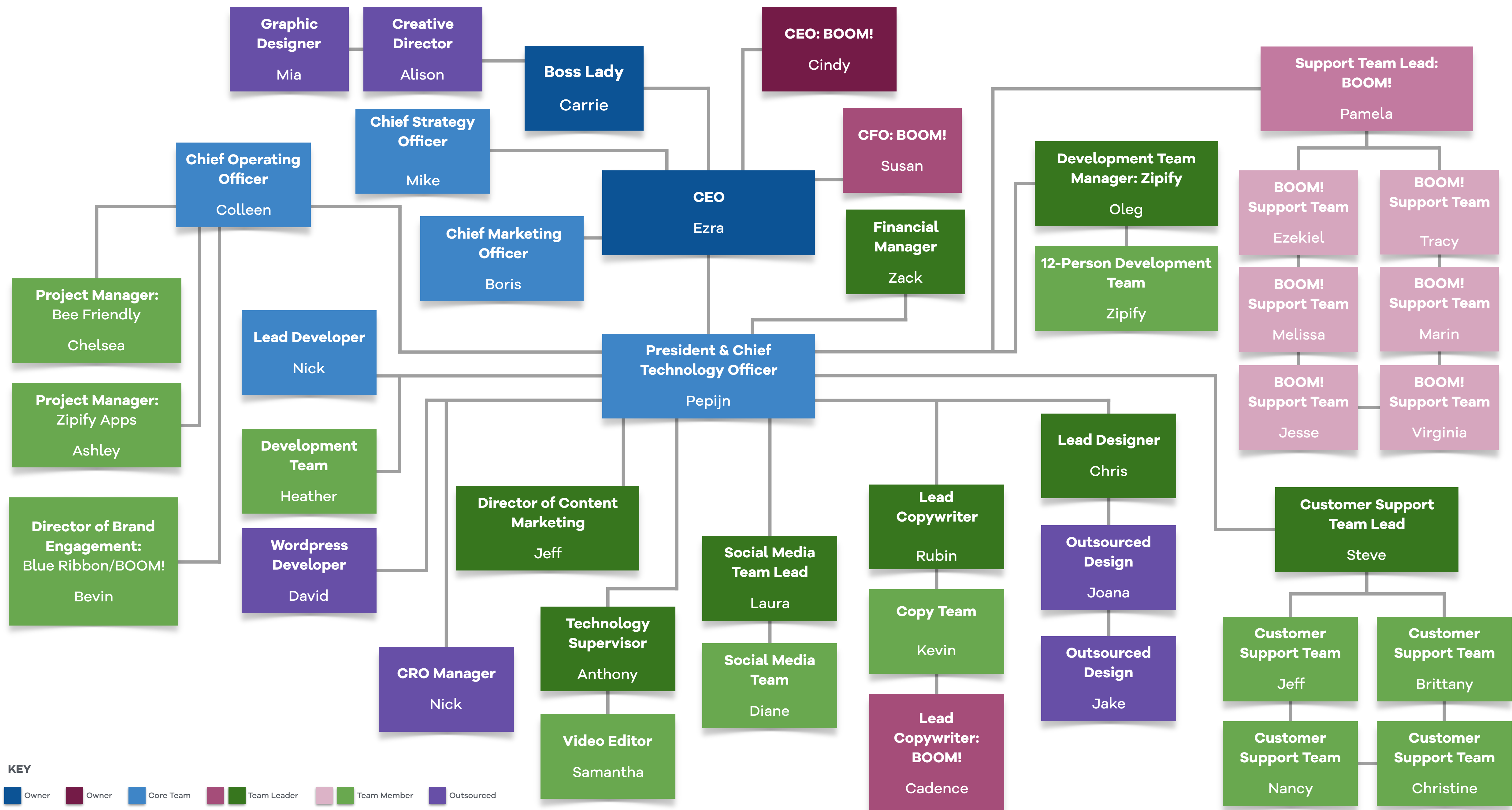
BeeFriendly Skin Care

### **Founder & CEO**

[SmartMarketer.com](http://SmartMarketer.com) / [Zipify.com](http://Zipify.com)



**eCommerce**  
**(25M\$+ this year)**



# Let's set some Context!



# MULTI-TOUCH POINT MARKETING





**More than 60% of adults in the USA have 2 devices.**

**A quarter of those have 3.**





**67%**  
**of consumers**  
**start shopping**  
**on one device**  
**and continue**  
**on another.**



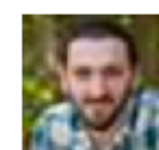


People are  
moving to **bigger**  
**devices** to make  
purchases.



# Mimic User Behavior!

## AWARENESS / ACQUISITION



Ezra Firestone

Sponsored · 🌐



[New Case Study Blog Post] How I was able to increase my Shopify store's average order value by \$12.50 overnight with one simple strategy.

**[BLOG] How We Grew Our AOV by \$12.50!**

zipify.com

[Learn More](#)

👍 Josh Felber Ventures and 18 others 3 Comments

👍 Like

💬 Comment

➦ Share



## RETARGETING AD SETS



Ezra Firestone

Sponsored · 🌐

👍 Like Page

[New Case Study Blog Post] How I was able to increase my Shopify store's average order value by \$12.50 overnight with one simple strategy.

**[BLOG] How We Grew Our AOV by \$12.50!**

Focus on Lifetime Customer Value, and you will have a much better chance of having a successful business.

ZIPIFY.COM

[Learn More](#)

19 Likes 2 Comments

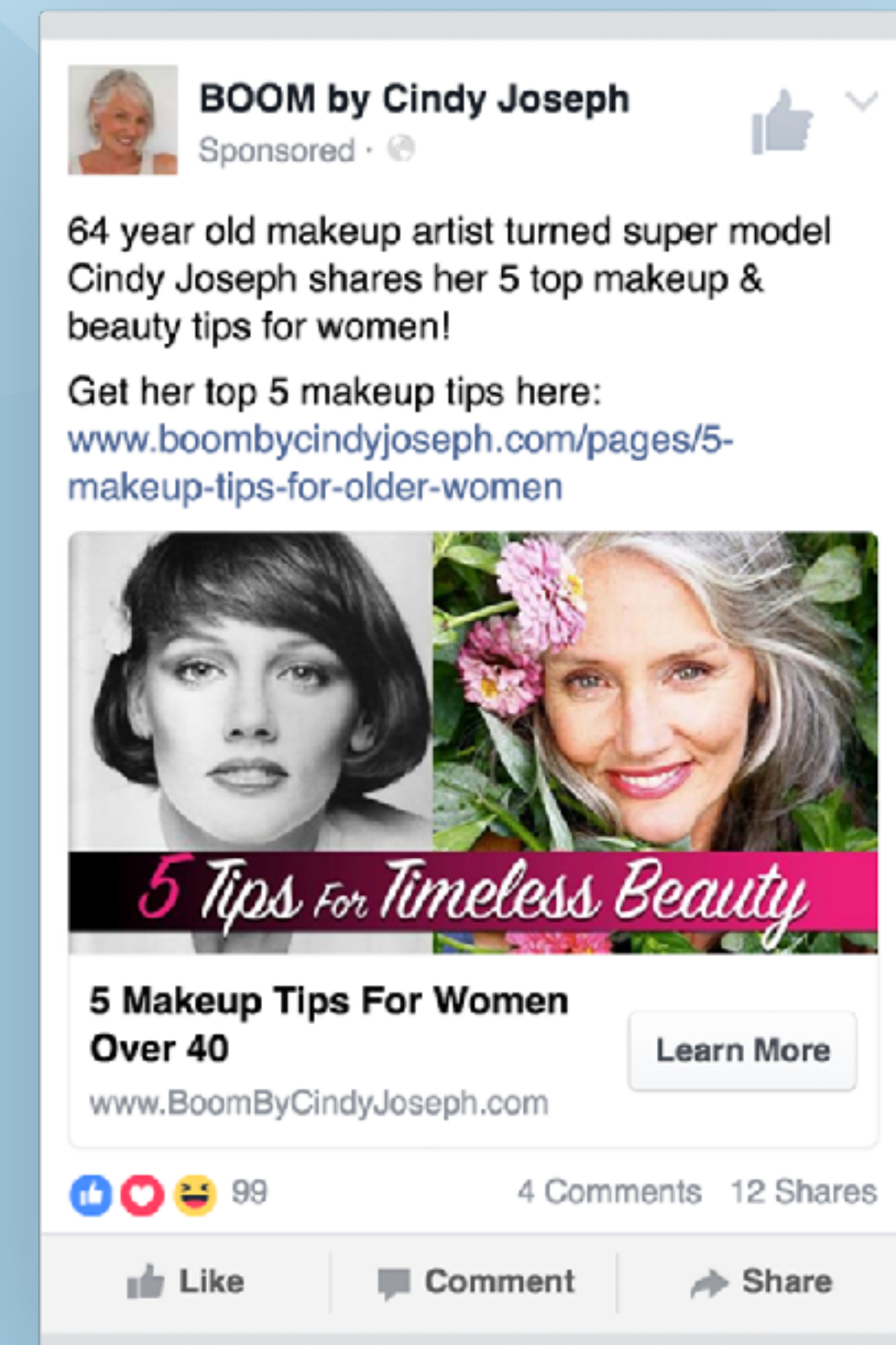
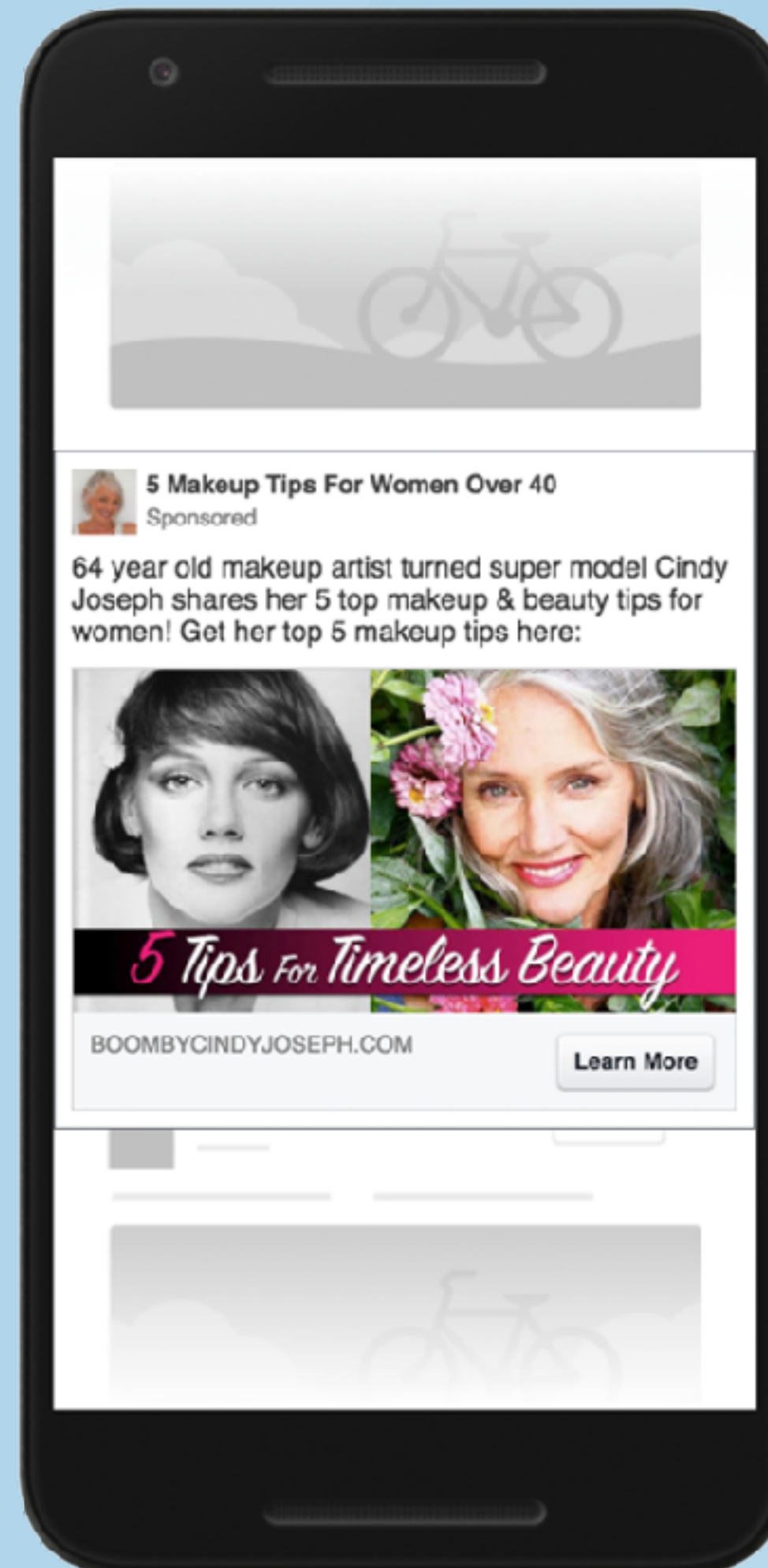
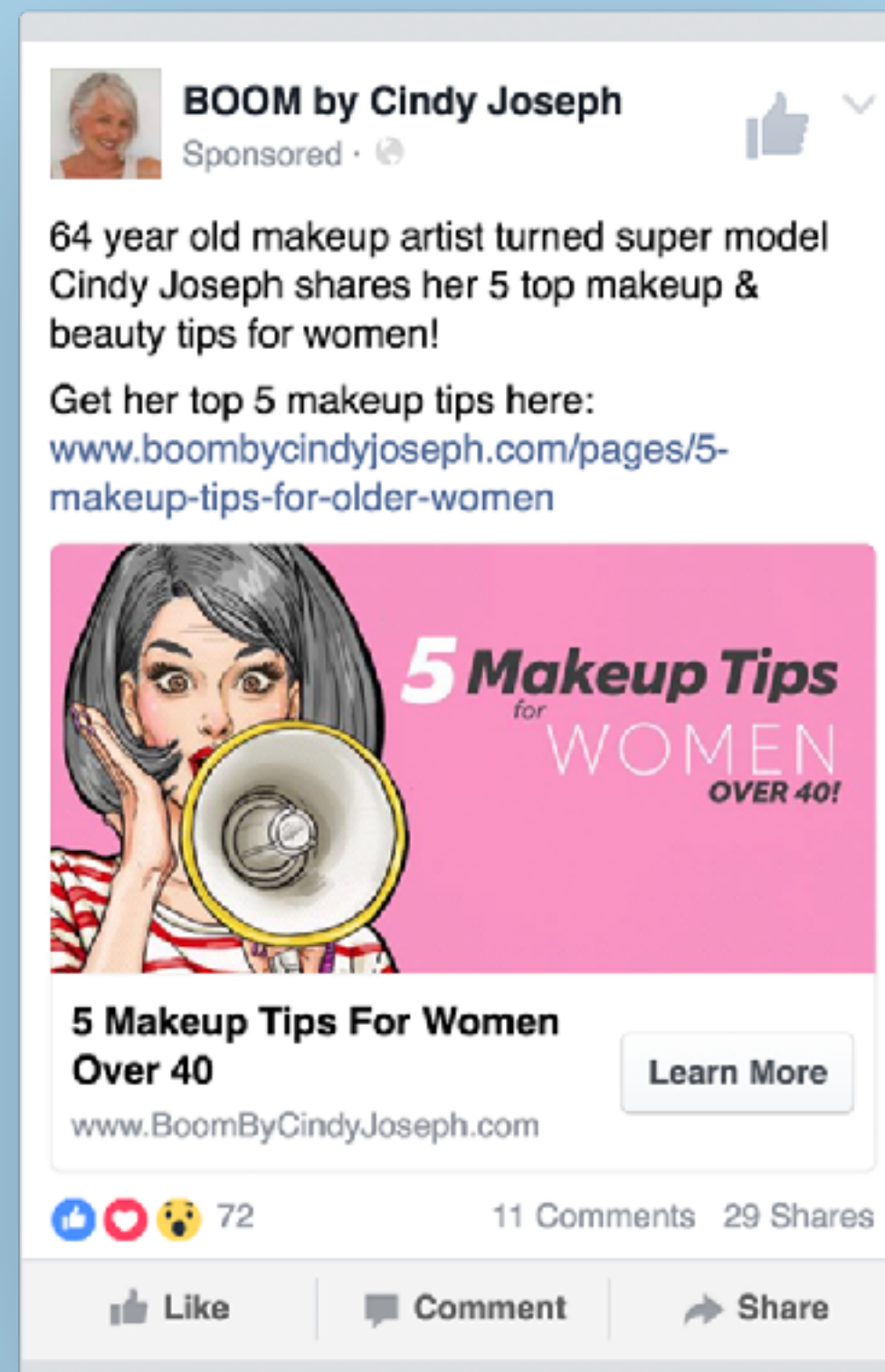
👍 Like

💬 Comment

➦ Share





# Awareness Ads = Mobile Only





# Retargeting = Tablet & Desktop

**BOOM by Cindy Joseph**  
Sponsored · 



Like Page

Introducing the first pro-age cosmetic & skincare line for women of every generation!

Cindy Joseph, make-up artist turned super model, has created a line of cosmetics especially for you.

"BOOM! is for women who want to reveal their genuine beauty".

Products for women  
of **EVERY** generation





**Shop Now and Get The Simple 3 Step System!**

BOOM! products are tailor-made for environmentally conscious women. No extra packaging, no animal testing, no parabens or phthalates.

[WWW.BOOMBYCINDYJOSEPH.COM](http://WWW.BOOMBYCINDYJOSEPH.COM)

Shop Now


**BOOM by Cindy Joseph**  
Sponsored · 

Like Page


Introducing the first pro-age cosmetic & skincare line for women of every generation!

Cindy Joseph, make-up artist turned super model, has created a line of cosmetics especially for you.

"BOOM! is for women who want to reveal their genuine beauty".



Take back your best years.  
**BOOM!** Pro-Age Cosmetics.



**Shop Now and Get The Simple 3 Step System!**

BOOM! products are tailor-made for environmentally conscious women. No extra packaging, no animal testing, no parabens or phthalates.

[WWW.BOOMBYCINDYJOSEPH.COM](http://WWW.BOOMBYCINDYJOSEPH.COM)

Shop Now


3 Likes 1 Share

Like


Comment

Share






# BOOM by Cindy Joseph


Sponsored · 


64 year old makeup artist turned super model shares her makeup secrets for women over 40!


Get her top 5 makeup tips here:  
[www.boombycindyjoseph.com/pages/5-makeup-tips-for-older-women](http://www.boombycindyjoseph.com/pages/5-makeup-tips-for-older-women)



**It's About Women. It's About Beauty. It's About Time!**  
[www.BoomByCindyJoseph.com](http://www.BoomByCindyJoseph.com)

 Like

 Comment

 Share



It's about women. It's about beauty. It's about time.

Account Cart (0)

Please Call Us: +1 (929) 266-2100

[Home](#) [Blog](#) [Store](#) [Modeling](#) [FAQ](#) [BO](#) [Reviews](#) [Philosophy](#) [Contact](#) [Join the Boom Club](#)




## 5 Makeup Tips For Older Women

By 64 year old makeup artist turned super model Cindy Joseph

### CINDY JOSEPH'S MAKEUP TIPS FOR BOOMERS

1. Use Cream-based Cosmetics on your face (not powder-based).  
Powder adds texture to skin that already has developed texture.

[Customer Service](#)




It's about women. It's about beauty. It's about time.


Account Cart (0)

Please Call Us: +1 (929) 266-2100

[Home](#) [Blog](#) [Store](#) [Modeling](#) [FAQ](#) [BO](#) [Reviews](#) [Philosophy](#) [Contact](#) [Join the Boom Club](#)



"I heard that the BOOM! was all the makeup I would ever need. I can't believe she was right. I also love LOVE these cosmetics. I just bought a set for my Mom. Highly recommended!"  
-Angela



### Your Shopping Cart

Product Name	Unit Price	Qty	Amount
BOOM! LIP - 3oz	\$53.00	1	\$53.00

[Checkout Now](#)


**SENDING A GIFT?**  
Use whip your order for only \$4.95!  
**YES! Please Gift Wrap This Order**

Includes A Free Personalized Gift Message

**UPGRADE LIPS**  
**QUELLETTAL**  
\$53.00 LIPS  
\$95.00 LIPS (11/24/2018)

[Continue Shopping](#)

[Customer Service](#)



It's about women. It's about beauty. It's about time.


Account Cart (0)

Please Call Us: +1 (929) 266-2100

[Home](#) [Blog](#) [Store](#) [Modeling](#) [FAQ](#) [BO](#) [Reviews](#) [Philosophy](#) [Contact](#) [Join the Boom Club](#)

### BOOMSTICKS


**BOOMSTICK COLOR**  
\$27



Color so sheer your skin tone comes through to customize the color suit for you.  
[Click here for details](#)

[ADD TO CART](#)


**BOOMSTICK GLIMMER**  
\$27



Adds a subtle pearlescent glimmer to eyelids, cheeks, brow and body for extra radiant look.  
[Click here for details](#)

[ADD TO CART](#)


**BOOMSTICK GLO**  
\$27



Boomsilk in a stick! Pure, soft, effective, healing moisturizer when you're on the go.  
[Click here for details](#)


[ADD TO CART](#)

**BOOMSTICK TRIO**  
\$76



Creates the look of happiness with

[Customer Service](#)




It's about women. It's about beauty. It's about time.

Account Cart (0)

Please Call Us: +1 (929) 266-2100

[Home](#) [Blog](#) [Store](#) [Modeling](#) [FAQ](#) [BO](#) [Reviews](#) [Philosophy](#) [Contact](#) [Join the Boom Club](#)





**BOOMSILK**  
The only moisturizer for your entire face and body. Apply to the delicate skin around your eyes, lips, your face and neck. But don't stop there! Smooth Boomsilk over your entire body with the knowledge you are applying only the most protective, skin and healing ingredients to your skin.

[Click here for ingredients](#)

1oz \$58  
4oz \$30  
2oz \$27

[ADD TO CART](#)  
[ADD TO CART](#)  
[ADD TO CART](#)

Alternatives to love BOOM!

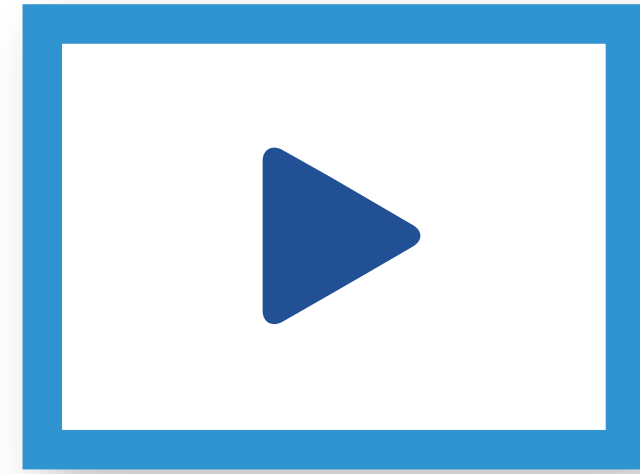


**MOISTURIZER FOR YOUR ENTIRE BODY:**  
I have blended the same ingredients of BOOM!

[Customer Service](#)



**Video Ad**



**Pre-sell**  
Engagement Page



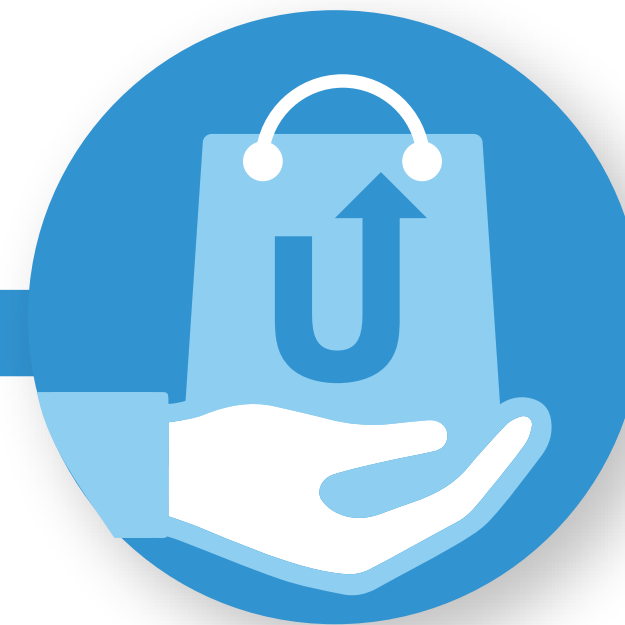
**Store** Page



**Product**  
Offer Page



**Upsell**  
Sequence



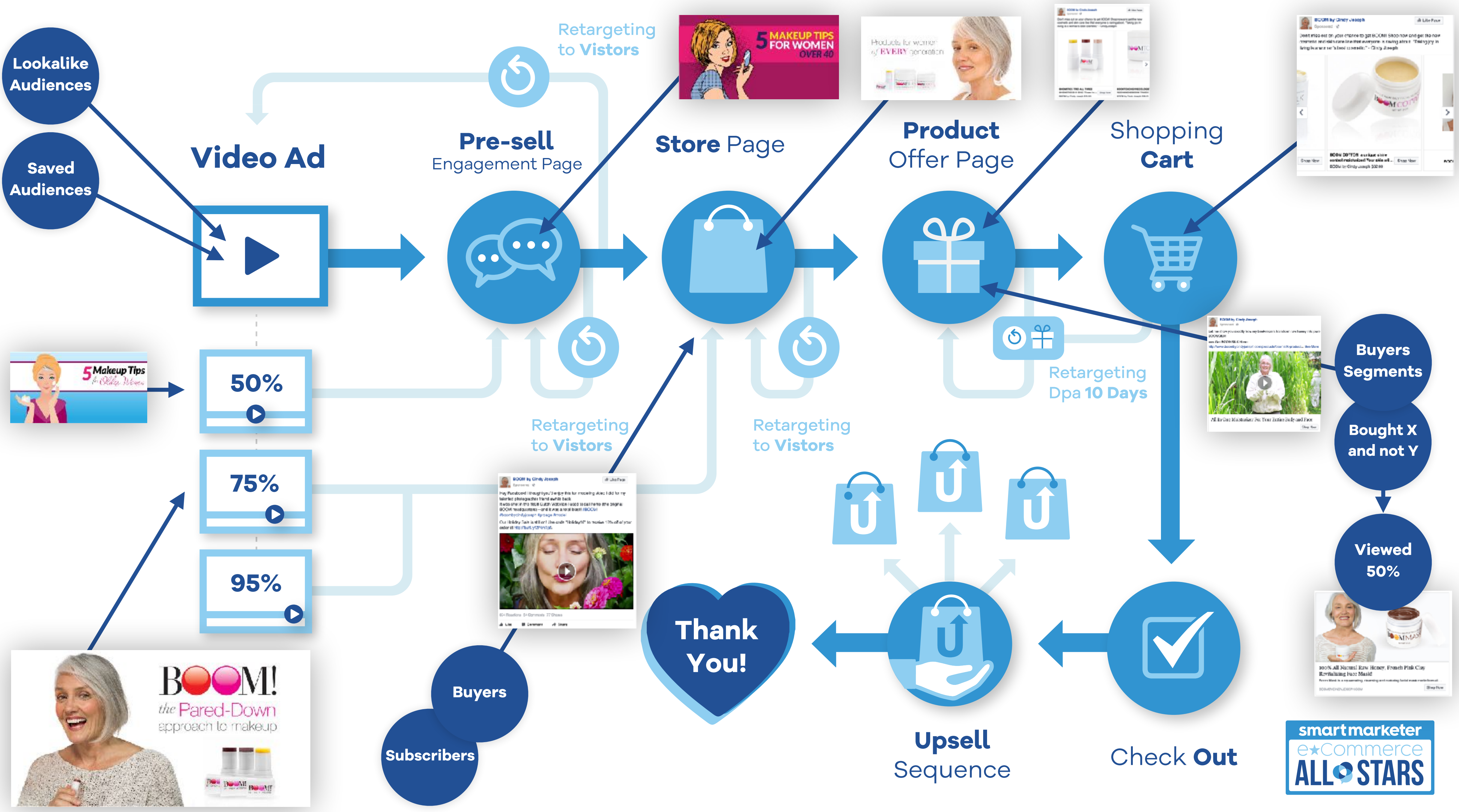
Check **Out**



Shopping  
**Cart**







# The Three Pillars Of Profitability!

Our approach to audience  
segmentation



## **AWARENESS/ ACQUISITION**

- Get your brand in front of people who don't know who you are yet.
- Exclude customers / subscribers and target people who look the most like them, in a first attempt to generate leads and sales.

## **RETARGETING**

- Retarget people who have shown interest in your brand.
- Track funnel engagement and communicate based on consumption.

## **LOYALTY**

- Use special deals, promotions and complimentary products to increase retention and LCV.

**WHAT DOES ALL THIS  
ACTUALLY MEAN?**

**It means MOBILE.**

**China = 65% Mobile Shopping  
1x Per Month**

**It's time to be aggressive  
about mobile OPTIMIZATION  
and STRATEGY!**



# WHAT DOES MOBILE FIRST ACTUALLY MEAN?

**FIRST OF ALL ITS ALSO A  
DESCRIPTION OF SHOPPING  
BEHAVIOR...**

# Let's Review The Game We Are Playing As Business Owners.

**RELATIONSHIP**

**COLLECTIVE  
EXPERIENCE**

**INTIMACY**

**VALUE**





# Your Business Is:



# A Group Of People...



# And Multiple Communication Mediums.

# First It Was Only Email



# Then It Was Pixelated Lists.

# These Are Still The Big Two: Emails and Ads.





**But Now We Have  
A Few New Channels:**

**Desktop Push Notifications**

**Facebook Messenger Lists**

**Mobile Push Notifications**

# DESKTOP PUSH NOTIFICATIONS

Total subscribers

15,043



Subscribes for today

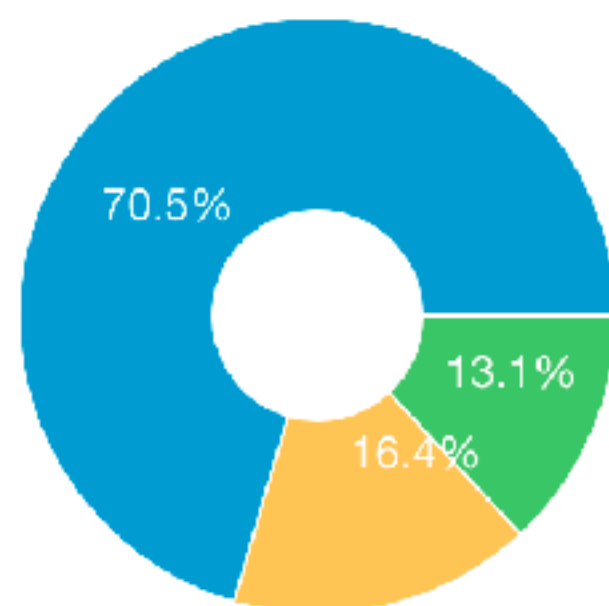
15

Unsubscribes for today

0

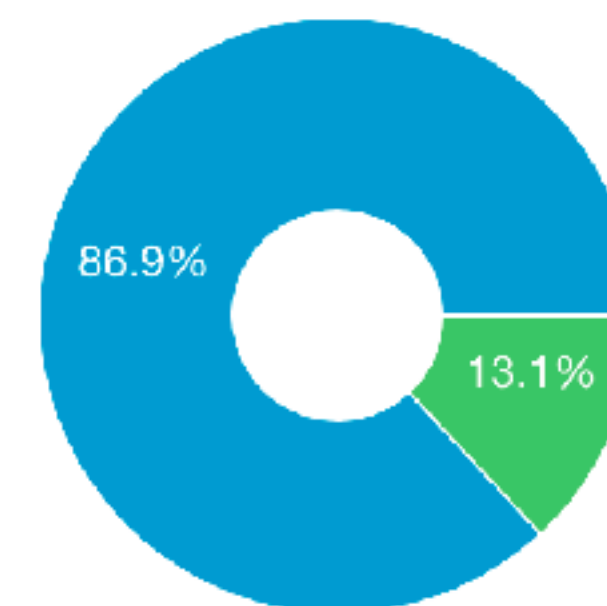
[View More](#)

#### Browser Distribution



- Chrome on Desktop (10,458)
- Chrome on Android (1,942)
- Firefox on Desktop (2,437)

#### Platform Distribution



- Desktop (12,895)
- Mobile (1,942)

#### Last Notification Overview

July 27th 2017, 7:00 (GMT-04:00 America/New\_York)



Meet Emily

See why Emily chooses BOOM! in this week's short blog post!

<https://boombycindyjoseph.pushcrew.com>

Watch Now

Delivered

11012

Clicks on Main Notification

668

Clicks on Watch Now

110

Click Rate (Clicks/Delivered)

8%

Offer Page URL

[http://blog.boombycindyjoseph.com/101-emily/?utm\\_source=brow...](http://blog.boombycindyjoseph.com/101-emily/?utm_source=brow...)




## Sent Notification Details



### Previews

#### Chrome on Desktop




**What's Your Definition Of Beauty?**

We're on a mission to find out what makes women over 40 feel the most beautiful!

boombycindyjoseph.pushcrew.com

[Watch Now](#)

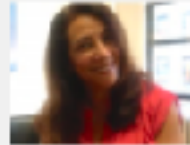
#### Firefox on Desktop




**What's Your Definition Of Beauty?**

via boombycindyjoseph.pushcrew.com

We're on a mission to find out what m...



#### Chrome on Android



**What's Your Definition Of Be...**

We're on a mission to find out what...

Delivered  
**11,280**

Total Clicks  
**700**

Click Rate  
**7%**

Clicks on Notification  
**623**

Clicks on First Button  
**77**

Clicks on Second Button  
**0**

#### Default Notifications URL

[http://blog.boombycindyjoseph.com/100-makes-feel-beautiful/?utm\\_source=browser&utm\\_medium=push\\_notification&utm\\_campaign=PushCrew\\_notification\\_1500881835](http://blog.boombycindyjoseph.com/100-makes-feel-beautiful/?utm_source=browser&utm_medium=push_notification&utm_campaign=PushCrew_notification_1500881835)

#### URL for Chrome First Button

[http://blog.boombycindyjoseph.com/100-makes-feel-beautiful/?utm\\_source=browser&utm\\_medium=push\\_notification&utm\\_campaign=PushCrew\\_notification\\_1500881836](http://blog.boombycindyjoseph.com/100-makes-feel-beautiful/?utm_source=browser&utm_medium=push_notification&utm_campaign=PushCrew_notification_1500881836)

Time to live  
28 days

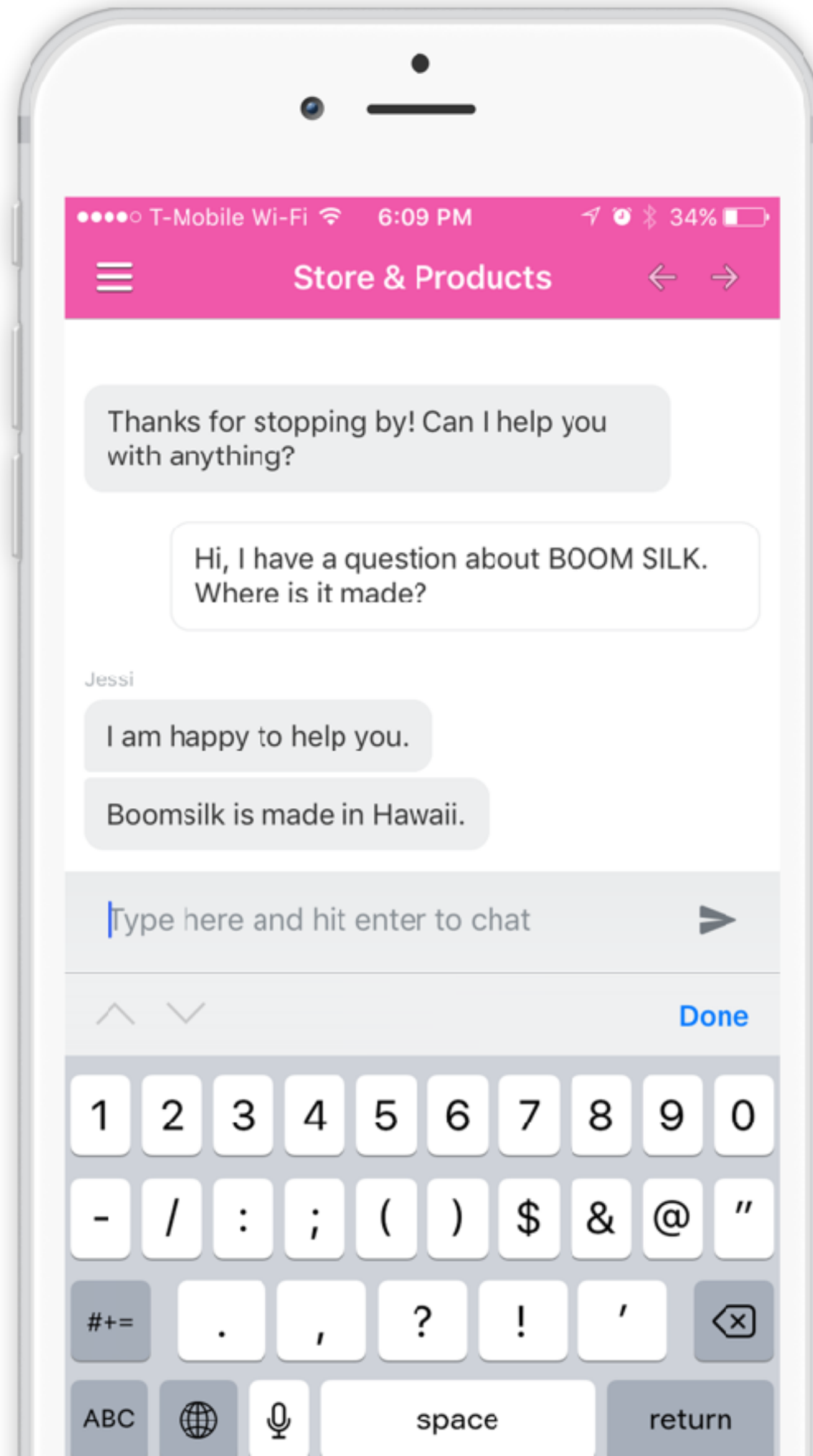
Sent to (14766 Subscribers)

# MOBILE PUSH NOTIFICATIONS

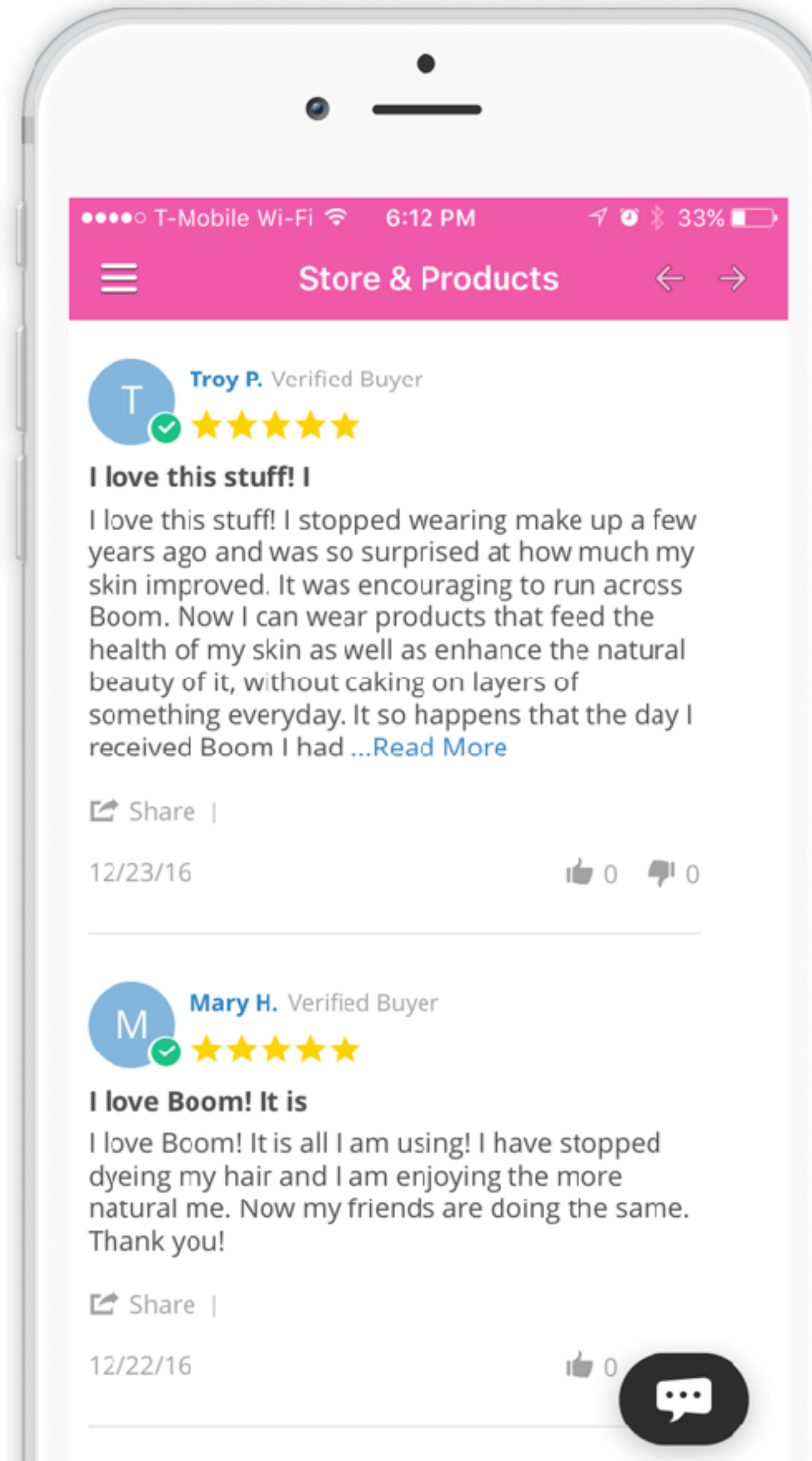




Have a question?  
Let's chat!



Read Reviews from  
Verified BOOM! Buyers



Hear Cindy's latest stories  
& make-up advice



# Facebook Messenger Lists





# Messaging apps are now bigger than social networks

BI Intelligence, BI Intelligence

Sep. 20, 2016, 11:48 AM 120,005



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

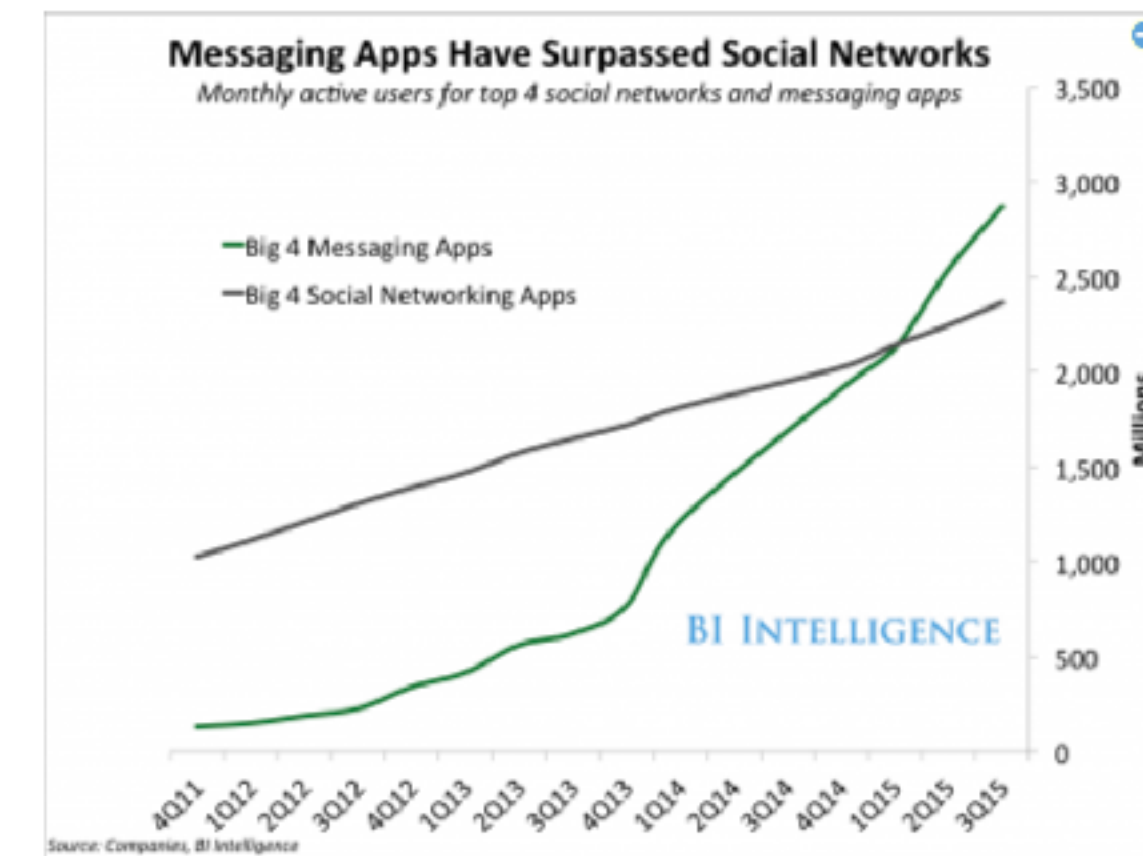
Users around the world are logging in to messaging apps to not only chat with friends but also to connect with brands, browse merchandise, and watch content. What were once simple services for exchanging messages, pictures, videos, and GIFs have evolved into expansive ecosystems with their own developers, apps, and APIs.

Chat apps boast a number of distinct characteristics that make their audiences particularly appealing to businesses and marketers, including their size, retention and usage rates, and user demographics. The combined user base of the top four chat apps is larger than the combined user base of the top four social networks. Chat apps also have higher retention and usage rates than most mobile apps. Finally, the majority of their users are young, an extremely important demographic for brands, advertisers and publishers.

In a new report from BI Intelligence, we take a close look at the size of the messaging app market, how these apps are changing, and the types of opportunities for monetization that have emerged from the growing audience that uses messaging services daily.

*Here are some of the key takeaways:*

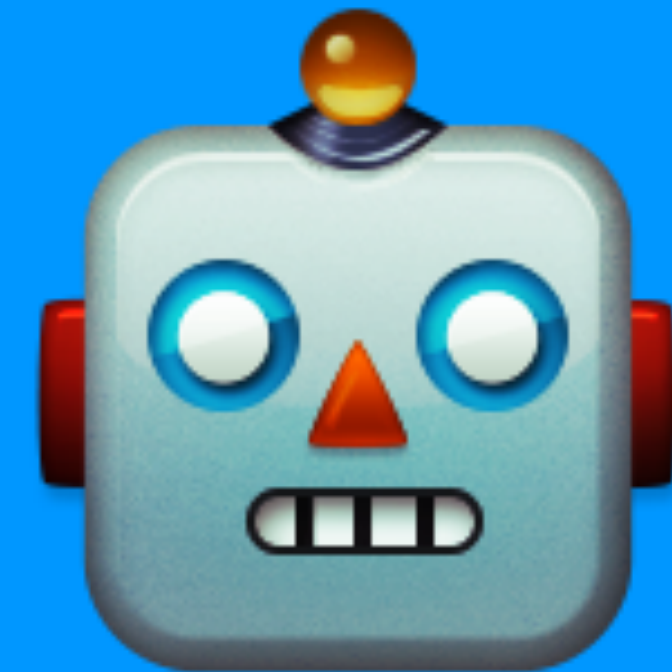
- Mobile messaging apps are massive. The largest services have hundreds of millions of monthly active users (MAU). Falling data prices, cheaper devices, and improved features are helping propel their growth.
- Messaging apps are about more than messaging. The first stage of the chat app revolution was focused on growth. In the next phase, companies will focus on building out services and monetizing chat apps' massive user base.



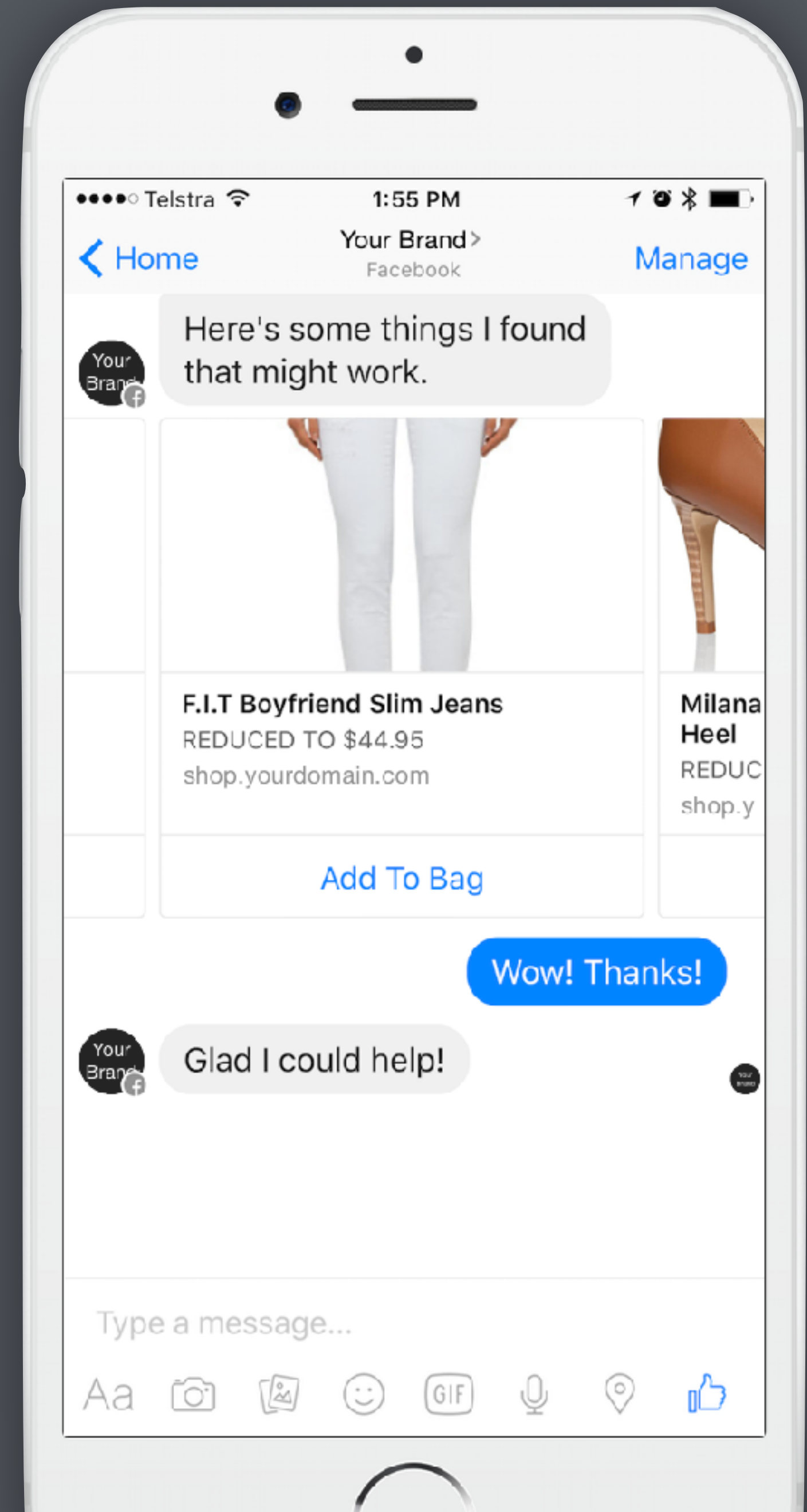
BI Intelligence



# WHAT IS A CHAT BOT?



**Computer software  
program developed to  
simulate intelligent  
conversation through  
written or spoken text**



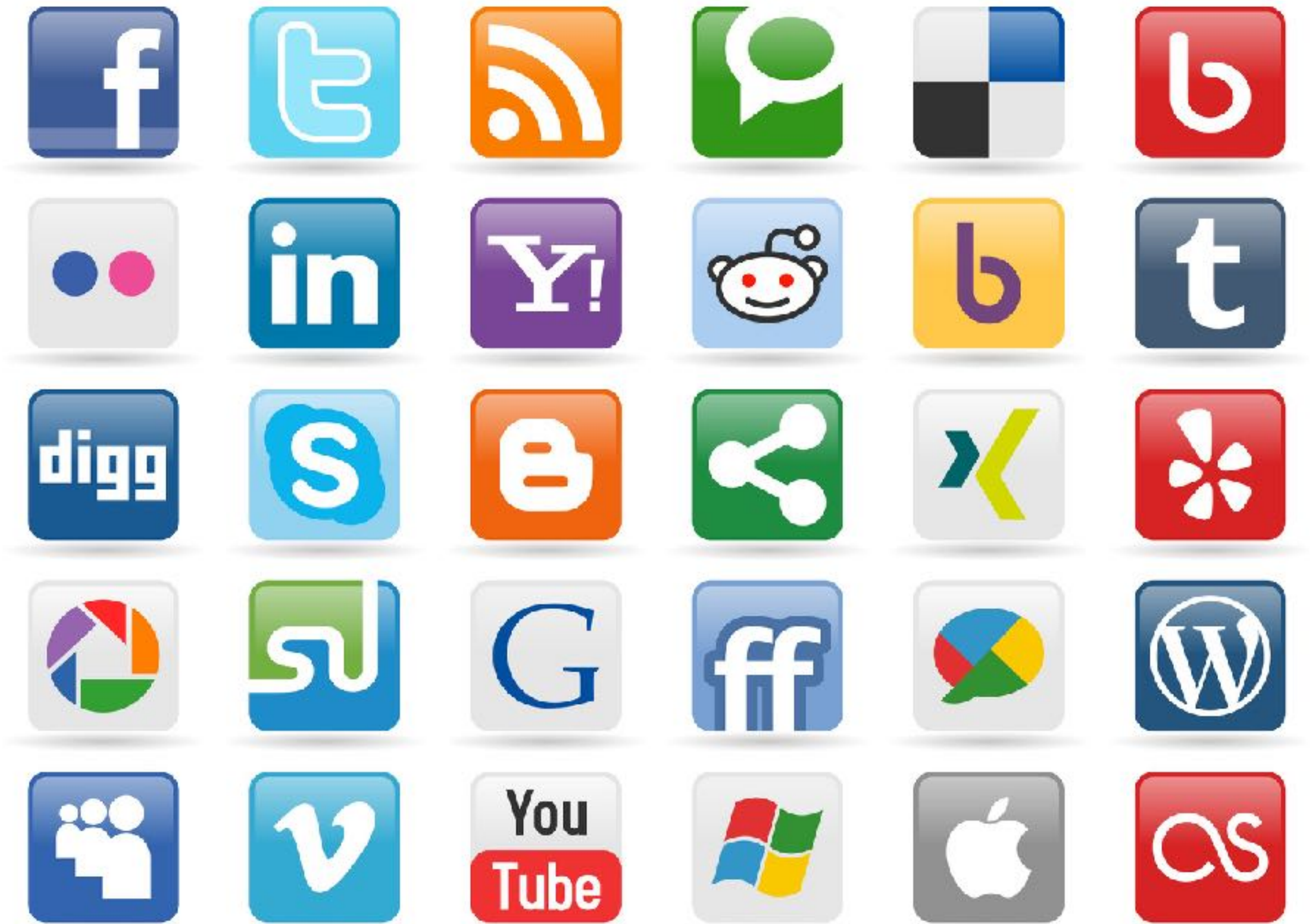


**THEY WILL BE EVERYWHERE!**  
**You Message, they reply back.**



**The trend of auto conversing bots inside messaging apps is called conversational economy.**

**Bots are the future  
of the way we  
communicate,  
shop, travel, book  
things, and use  
other services**



# **The Top 3 Ways To Leverage Facebook Messenger Automation and Chat Bots Every Brand!**

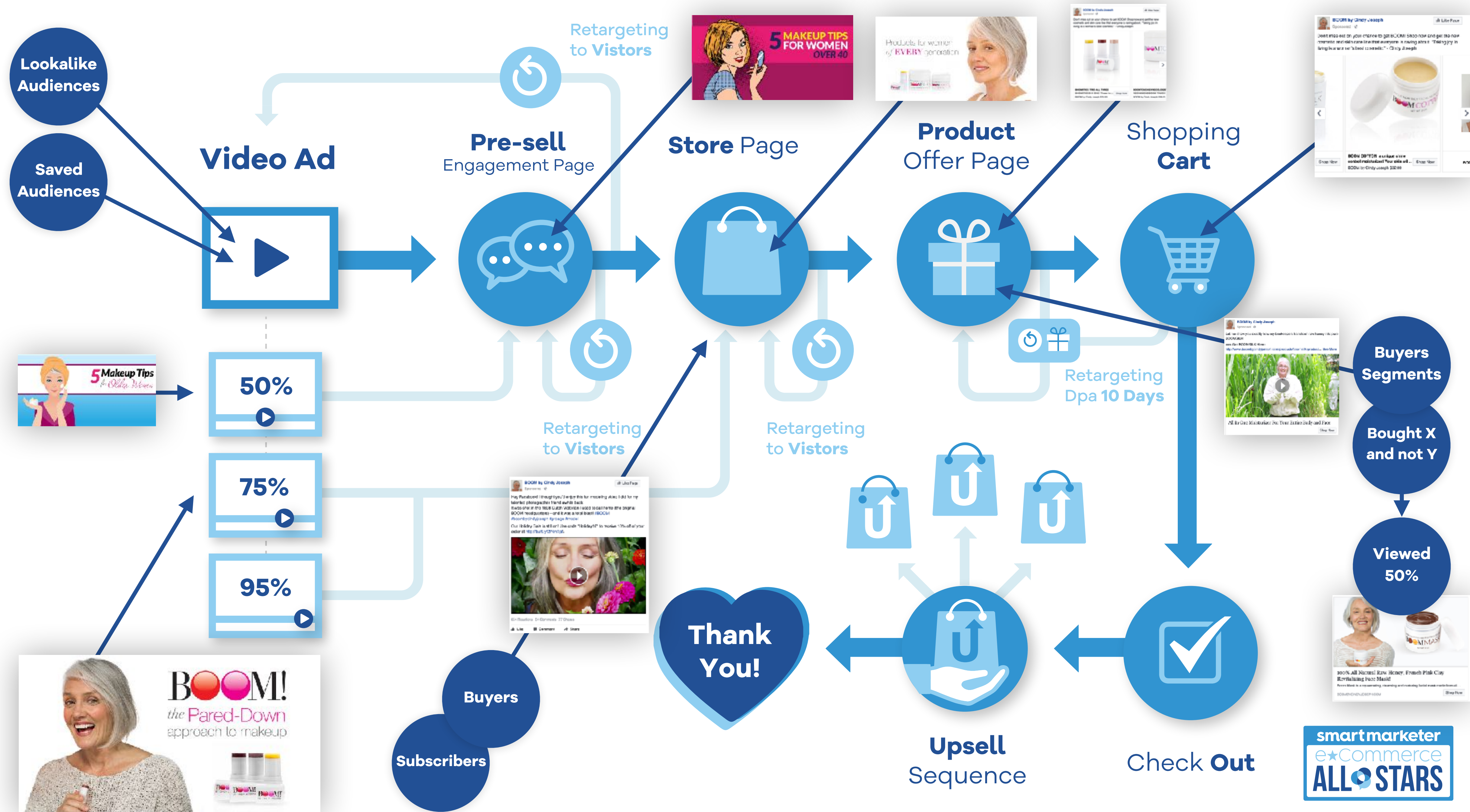


# BOTTOM OF FUNNEL EVENTS!

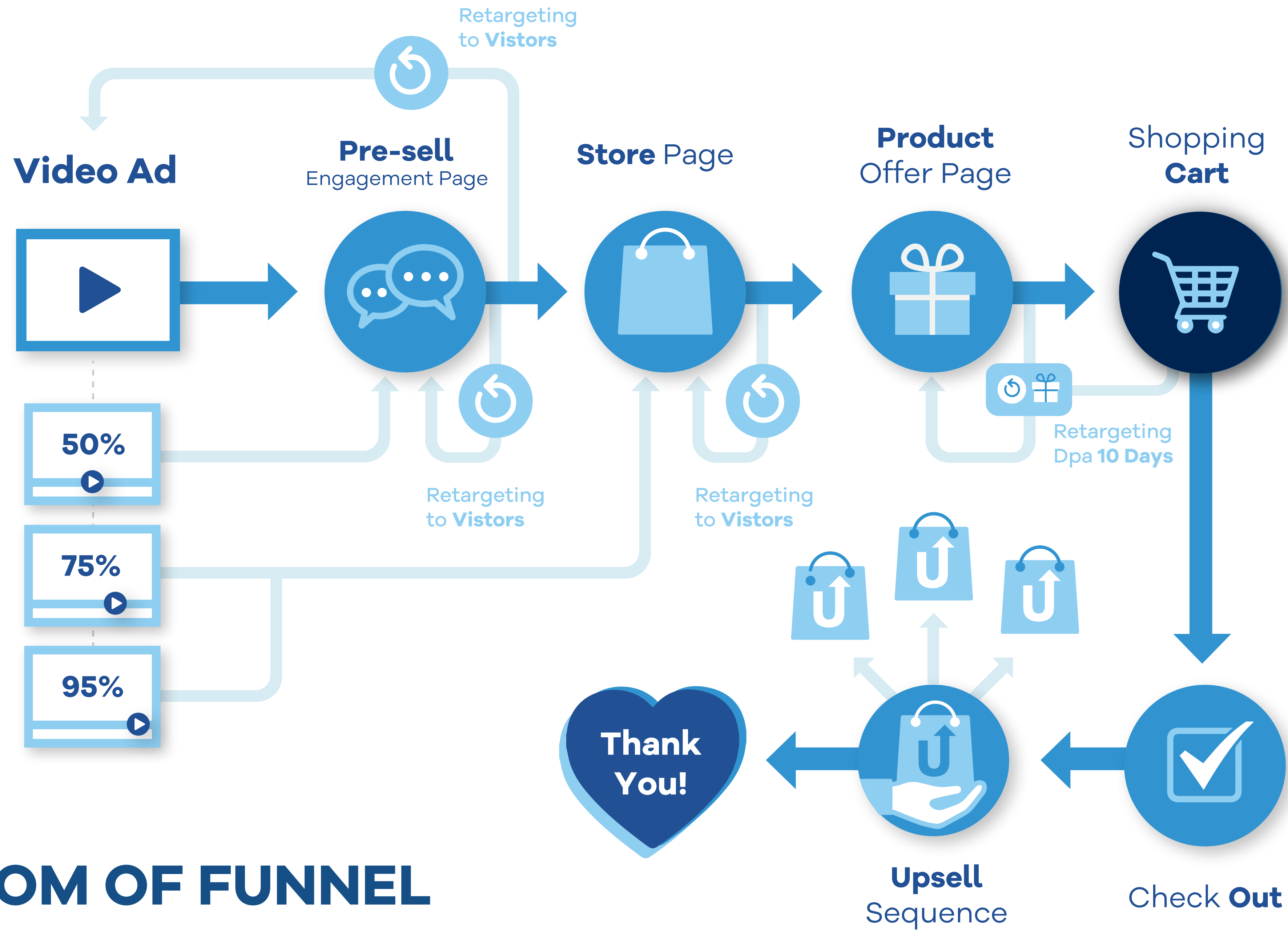
# **Visit Cart But Did Not Buy: Messenger Bot Retargeting Ads**



# CPA Reduction 30%







**Edit Campaign: New-Retargeting-Cart-Messenger**

**Campaign Name**

New-Retargeting-Cart-Messenger

Rename using available fields

**Campaign Details**

**Objective** Traffic



**Buying Type** Auction

**Campaign Spending Limit** ⓘ [Set a Limit](#) (optional)

Edit Ad Set: Cart Visitors

Ad Set Name

Cart Visitors

Rename using available fields

Placement

☐ Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☒ Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

Platforms



Facebook



Feeds



Instant Articles



In-Stream Videos

Ineligible

Right Column



Instagram





## Traffic

Choose where you want to drive traffic. You'll enter a destination, like a URL, later.

☒ Website or Messenger

☐ App

## Budget & Schedule

Daily Budget

\$75.00

Adjust Budget

\$75.00 USD

Actual amount spent daily may vary. [i](#)

Schedule Start

Saturday, Mar 4, 2017 11:02am  
Pacific Time

Schedule End

☒ Don't schedule end date, run as ongoing

☐ End run on:

Ad Scheduling [i](#)

Run ads all the time

[More Options](#)

NEW AUDIENCE ▼

Custom Audiences ⓘ **INCLUDE** people who are in at least **ONE** of the following

Website

**Boom cart visitors**

Add Custom Audiences or Lookalike Audiences

**EXCLUDE** people who are in at least **ONE** of the following

Customer List

**All Buyers In The Last 60 Days**

Add Custom Audiences or Lookalike Audiences

Create New ▼

## Edit Ad: C1

Create Ad

Use Existing Post



Editing this ad's creative will reset its likes, comments and shares



Ad with an image or video



Ad with multiple images or videos in a carousel

(Recommended)

Show multiple images or videos for the same price. [Learn more.](#)



Beta Ad Format

Feature collection of products in a mobile shopping experience.



Image



Video / Slideshow

### Image

Change Image

Crop Image



D2S-02-27-17.jpg – 2048 x 1071

For questions and more information, see the [Facebook Ad Guidelines](#).

## Edit Ad: C1

Destination ⓘ

### WEBSITE



Website URL ⓘ

1024

Enter the URL you want to promote



Canvas ⓘ

Select a Canvas



### MESSENGER



Message Text ⓘ

Optional: Enter a message to accompany your ad...



Structured Message (JSON) ⓘ

### Text

Limited Time Discount On BOOM! Products!

Reply to this message with the word "coupon" to get 10% OFF BOOM! Products.

<https://www.boombycindyjoseph.com/pages/store>

Or ask us any questions you have and we'll ping you back with a response.





**BOOM by Cindy Joseph**

Sponsored · 🌐



Limited Time Discount On BOOM! Products!

Reply to this message with the word "coupon" to get 10% OFF BOOM! Products.

<https://www.boombycindyjoseph.com/pages/store>

Or ask us any questions you have and we'll ping you back with a response.



Reply with "coupon" to get the discount!

Send Message



3 Shares

Like

Comment

Share

**BOOM by Cindy Joseph**



Typically replies instantly

SAT 4:52PM

Limited Time Discount On BOOM! Products!

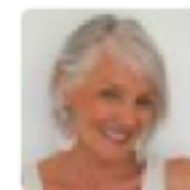
Reply to this message with the word "coupon" to get 10% OFF BOOM! Products.

<https://www.boombycindyjoseph.com/pages/store>

Or ask us any questions you have and we'll ping you back with a response.



Reply with "coupon" to get the discount!



**BOOM by Cindy Joseph**



Typically replies instantly

**coupon**

Congratulations! You've successfully accessed our special Discount Code.


Enter code "cindy" at checkout to get 10% OFF your purchase BOOM! Products. But hurry, this special discount code expires in 24 hours!

**Shop The BOOM! Store**



BOOM by Cindy Joseph

Typically replies instantly




Replace Your Makeup Bag!

Use Coupon Code "facebook" at checkout to get 10% OFF!  
mnch.at

Get BOOMSTICK Trio

BOOM by Cindy Joseph

Typically replies instantly




Rejuvenating, Cleansing  
& Nurturing!

Use Coupon Code "facebook" at checkout to get 10% OFF!  
mnch.at

Get BOOM! Mask

BOOM by Cindy Joseph

Typically replies instantly




Boom Cotton is Organic  
and Pure!

Use Coupon Code "facebook" at checkout to get 10% OFF!  
mnch.at

Get BOOM! Cotton

BOOM by Cindy Joseph

Typically replies instantly

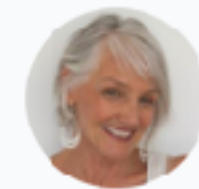


One Body. One Moisturizer!

Use Coupon Code "facebook" at checkout to get 10% OFF!  
mnch.at

Get BOOMSILK!





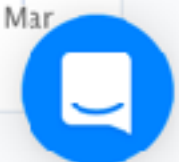
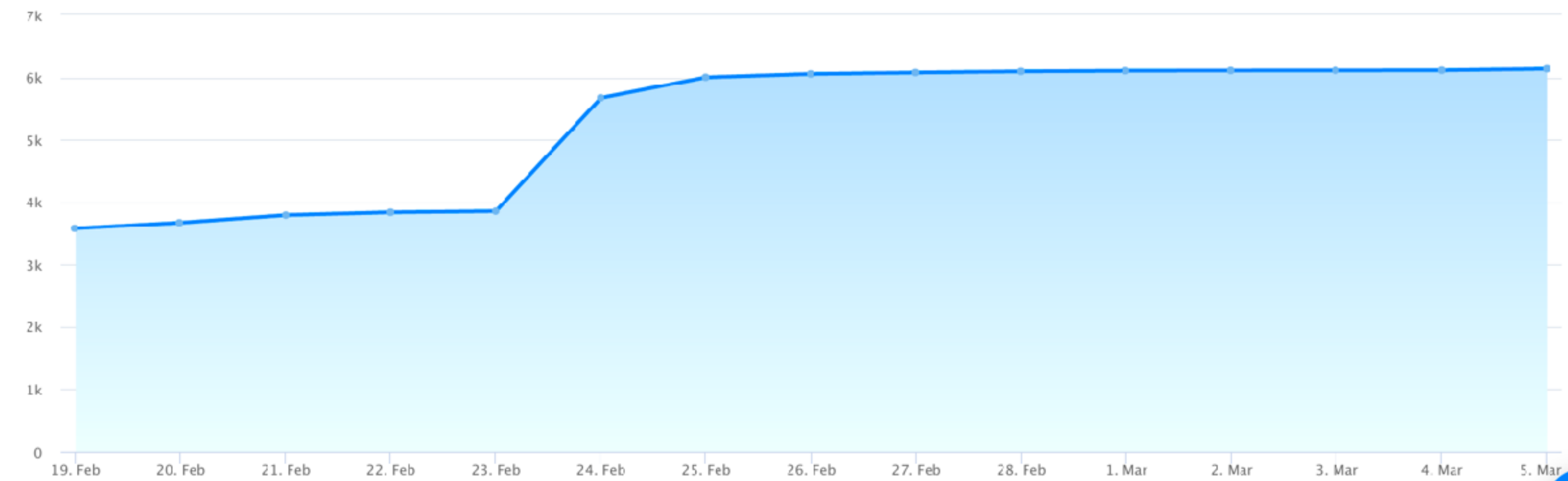
## BOOM by Cindy Joseph

[www.BoomByCindyJoseph.com](http://www.BoomByCindyJoseph.com) "I want women to know that you don't have to 'put on your face' anymore. You already have one, let it shine." - Cindy Joseph  
<https://m.me/bcombycindyjoseph>


### Active Subscribers


February 19, 2017 – March 5, 2017

6139





AppsEzra AcctsAmEx LoginTimeTradeWistiaFB AdsInfusionDriveGm


 ManyChat




Page  
BOOM by Cindy J...


 Dashboard


 Audience

 Live Chat

793

 Growth Tools

 Engage

 Automation

Main Menu

Default Reply

Welcome Message

Keywords

Keywords?

Rule

Message is start or subscribe

Message is stop or unsubscribe

Message contains Help

Message contains what is Boomstick color or what is color

Message contains Menu or Main Menu

























Message contains customer support or support

Message contains ingredients, harmful, dangerous, natural, or

Message contains what is Glo or what is boomstick glow

## Keywords ?

[+ New Rule](#)

<a href="#">Message contains</a> <a href="#">Cindy</a>	Send <a href="#">Who Is Cindy?</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">who is cindy joseph</a>	Send <a href="#">Who Is Cindy?</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">vegan</a>	Send <a href="#">Contains ingredients, harmf...</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">organic</a>	Send <a href="#">Contains ingredients, harmf...</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">cruelty free</a>	Send <a href="#">Contains ingredients, harmf...</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">real person</a>	Send <a href="#">Customer Support</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">human</a>	Send <a href="#">Customer Support</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">support</a>	Send <a href="#">Customer Support</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">SPF or sunscreen</a>	Send <a href="#">Contains SPF, sunscreen</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">i love boom</a>	Send <a href="#">Contains sweetheart, sweet ...</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">sweetheart, sweet heart, sweatheart, sweat heart, sweethart, sweet hart, sweathart or sweat hart</a>	Send <a href="#">Contains sweetheart, sweet ...</a> ✕	<a href="#">+ Action</a>		
<a href="#">Message contains</a> <a href="#">coupon</a>	Send <a href="#">Contains coupon</a> ✕	<a href="#">+ Action</a>		





Message contains i love boom

Message is

Message contains :heart, sweet heart, sweatheart, sweat heart, sweethart, sweet hart, sweathart or sweat hart

Message begins with

Message contains coupon

## ← Edit Keyword

Congratulations! You've successfully accessed our special Discount Code.

Enter code "cindy" at checkout to get 10% OFF your purchase BOOM! Products. But hurry, this special discount code expires in 24 hours!

[Shop The BOOM! Store](#)



+ Add Button



**Replace Your Makeup Bag!**

Use Coupon Code "cindy" at checkout to get 10% OFF!

[Get BOOMSTICK Trio](#)



+ Add Button



Contains coupon

Congratulations! You've successfully accessed our special Discount Code.

Enter code "cindy" at checkout to get 10% OFF your purchase of BOOM! Products. But hurry, this special discount code expires in 24 hours!

[Shop The BOOM! Store](#)

CTR 10%



**Replace Your Makeup Bag!**

Use Coupon Code "cindy" at checkout to get 10% OFF!

[Get BOOMSTICK Trio](#)

CTR 10%



Remember, just enter coupon code "cindy" at checkout to get 10% OFF!

[Shop the BOOM! Store](#)

CTR 36%



Sent  
**2573**

Delivered  
**2571**  
99.9%

Opened  
**2561**  
99.6%

Clicked  
**1421**  
55.3%



## Users

Tag These Users



Angie Vadyak



De Salyers



Faith Pearson



Dee Hill



Sandra Monastesse



Janet Koch



Kathy Check-Lopez



Leslie Lubiatowski



Marty Beverage



Amie Balance



Amie Mc



Debera Miller



Sent

**264**

Delivered

**263**

99.6%

Opened

**260**

98.5%

Clicked

**156**

59.1%

# Broadcast To Openers Non Clickers.

Contains sweetheart, sweet ...

Thanks for trying to access our special Valentine's Code!

Unfortunately this sale has expired. But you can be the first one to hear when BOOM!'s next sale starts by joining our BOOM! Club. Sign up below to get all our special discounts, newest videos and more!

Join the BOOM! Club

CTR 52%



Visit the BOOM Store

CTR 14%



Sent  
**264**

Delivered  
**263**  
99.6%

## Button Info

URL: [https://www.boombycindyjoseph.com/pages/join-the-club?utm\\_source=messenger-automation&utm\\_medium=facebook](https://www.boombycindyjoseph.com/pages/join-the-club?utm_source=messenger-automation&utm_medium=facebook)


Total clicks: **222**


Users clicked: **138**


<input type="checkbox"/>		Ad Set	Cost ... <i>i</i>	Uni... <i>i</i>	Add to C... <i>i</i>	Cost ... <i>i</i>	Purchas... <i>i</i>	Cost ... <i>i</i>	Purchas... <i>i</i>	Amount S... <i>i</i>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cart Visitors	\$0.85	9.31%	120	\$4.30	88	\$5.86	\$5,503.63	\$515.59
		► Results from 1 Ad Set	\$0.85 Per Person	9.31% Per Per...	120 Total	\$4.30 Per Action	88 Total	\$5.86 Per Action	\$5,503.63 Total	\$515.59 Total Spent





# Automation At The Onset!

 ManyChat


 Page  
BOOM by Cindy J...


 Dashboard


 Audience

 Live Chat

1085

 Growth Tools

 Engage

 Automation

Main Menu

Default Reply

**Welcome Message**

Keywords

Welcome Message

Hi **First Name** ! I'm the BOOM! chat bot.  
Message me to get immediate responses to your questions about our pro-age products, Cindy's blog videos and all the best info about our brand.  
  
You can ask me things like 'what is Boomsilk' or 'who is Cindy Joseph'. Just click "Get

Get Started

Customer Support

+ Add Button

+ Quick reply

+ Text



+ Image

+ Card

+ Gallery

+ List


BOOM by Cindy Joseph











Typically replies instantly

Hi Ezra! I'm the BOOM! chat bot.  
Message me to get immediate responses to your questions about our pro-age products, Cindy's blog videos and all the best info about our brand.  
  
You can ask me things like 'what is Boomsilk' or 'who is Cindy Joseph'. Just click "Get Started" to begin! 😊

Get Started



 Type a message...



Main Menu

Who Is Cindy?	→
Watch a Makeup Demo	→
What Can You Ask Me?	→
Visit the BOOM Store	🔗
↕ Customer Support	→

+ Add Button





Cindy Joseph is a makeup artist turned global supermodel, who is now the CEO and co-founder of BOOM--the world's first Pro-Age cosmetic line.

Want to meet Cindy and hear her amazing story?

[Meet Cindy Joseph](#)



+ Add Button

Click the button below to watch Cindy's Demo!

Boomstick Color is a universal color that works as a lipstick, blush, eyeshadow and more. Plus it's been recommended by thousands of women. Take a look:

[Watch Cindy's Demo!](#)



+ Add Button

And if you want to see more of Cindy's makeup demos, you can view them all on the BOOM store 😊

[Learn About Cindy](#)



[Visit the BOOM Store](#)



+ Add Button

You can ask me things like 'what is Boomsilk' or 'who is Cindy Joseph?'

+ Add Button

Or simply type in the name of the product you are interested in: i.e. boomstick trio, boomsilk, cotton or Cindy. Thanks for chatting!

This also works if you need help or would like to return to the main menu. Just type "help", "main menu" or "customer support" 😊

[View the Main Menu](#)



+ Add Button

+ Quick reply

Main Menu → Who Is Cindy? → Meet Cindy Joseph

Great! Click the button below to watch a short video from Cindy's National Modeling Campaign!

Watch Cindy's Video!

CTR 21%



Can I show you a fun makeup demo? 😊

Yes, Show Me a Demo!

CTR 15%



Take Me to Her BIO

CTR 6%



Main Menu → Customer Support

Click "Message BOOM Support" to message one of our amazing customer support advocates, and they will respond within 1 business day. 😊

You can also call our support team at +1 (929) 266-2100.

Message BOOM Support

CTR 38%

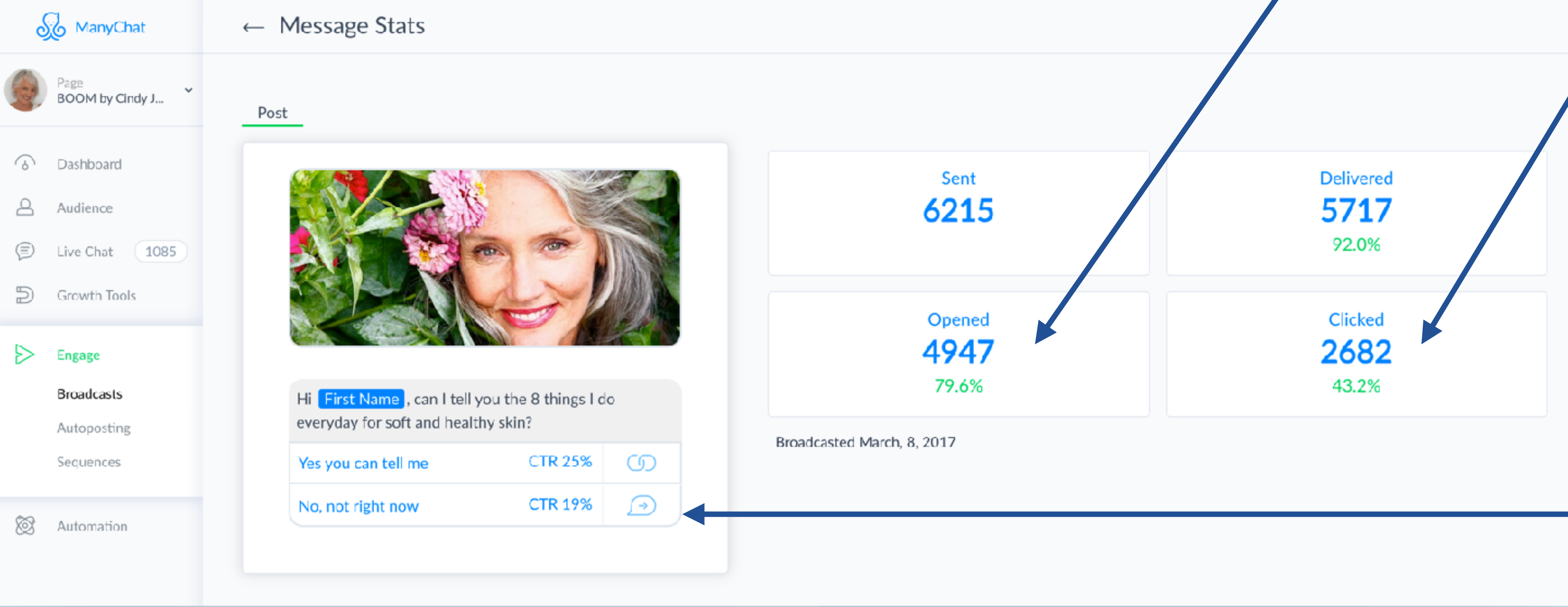


Or Call BOOM Support



# **BROADCASTS TO CUSTOMERS AND COMMUNITY!**





Post → No thanks!

Okay! Feel free to message BOOM! anytime or join our free club for the newest sales and blog posts.

[Join the BOOM! Club](#)

CTR 5%



Sent  
**1152**

Delivered  
**1151**  
99.9%

Opened  
**1127**  
97.8%

Clicked  
**63**  
5.5%

Broadcasted March, 8, 2017

Page  
BOOM by Cindy J...  
▼

Dashboard

Audience

Live Chat1085

Growth Tools

Engage

Broadcasts

Autoposting

Sequences

Automation

Help

Video Tutorials

← Message Stats

Post

FLASH SALE: Take 10% OFF BOOM COTTON for the next 24 hours only!

Click the button below by midnight March 10th to claim this special discount coupon.

Claim My Coupon!

CTR 7%

Sent  
1244

Delivered  
1192  
95.8%

Opened  
986  
79.3%

Clicked  
89  
7.2%

Broadcasted March, 9, 2017



**Email Your Community Asking  
Them To FB Message You.**



It's about women. It's about  
beauty. It's about time.

Because you shopped BOOM's Valentine's Weekend Sale, we have an extra special gift for you:

**15% OFF BOOM Mask.**

This is the lowest price ever for our naturally healing and cleansing honey mask, and it's just for you.

**Here's how to claim your special coupon:**

In the next 12 hours, [send BOOM! a private Facebook message](#) that reads: "**sweetheart**"...

And we will message you back with a very **limited-time code** for 15% off BOOM Mask.

Message Us for 15% Off BOOM Mask

If you haven't used Facebook Messenger before, here's what to do:

**Step 1:** [Click here to visit the BOOM! by Cindy Joseph fan page](#)

**Step 2:** Click the "Message" button in the upper right hand corner

**Step 3:** Click "Get Started" then send us the special phrase "**sweetheart**".

Once we receive your message, we will unlock a one time only discount code and immediately message it to you. That's it!

But access is limited, and **you must message us within the next 12 hours** to claim your code for 15% OFF BOOM Mask.

Chat soon!

**Cindy Joseph**

It's about **women**. It's about **beauty**. It's about **time**.

Email Us: [Info@BoomByCindyJoseph.com](mailto:Info@BoomByCindyJoseph.com)  
Phone: (929) 266-2100

Message Us for 15% Off BOOM Mask

Follow Us



It's about women. It's about  
beauty. It's about time.

BOOM's Valentine's Weekend Sale is over...

But there's still one final chance to get the coupon for **25% OFF Boomstick Color** (our biggest discount ever).

Here's how:

In the next 12 hours, [send BOOM! a private Facebook message](#) that reads: "**I love Boom**"...

And we will message you back with a very **limited-time code** good for 25% off Boomstick Color.

Just click the button below to send us a message:

Message BOOM for 25% Off Boomstick Color

If you have never used Facebook Messenger before, here's what to do:

**Step 1:** [Click here to visit the BOOM! by Cindy Joseph fan page](#)

**Step 2:** Click the "Message" button in the upper right hand corner

**Step 3:** Click "Get Started" then send us the special phrase "**I love Boom**".

Once we receive your message, we will unlock a one time only discount code and immediately message it right back to you. That's it!

But access is limited, and **you must message us within the next 12 hours** to claim your code for 25% OFF Boomstick Color.

Chat soon!

**Cindy Joseph**

It's about **women**. It's about **beauty**. It's about **time**.

Email Us: [Info@BoomByCindyJoseph.com](mailto:Info@BoomByCindyJoseph.com)  
Phone: (929) 266-2100

Message BOOM for 25% Off Boomstick Color

Follow Us



It's about women. It's about  
beauty. It's about time.

This is your last chance to get **15% OFF BOOM Mask**.

[Send BOOM! a private Facebook message](#) that reads "**sweetheart**"...

And we'll message you back with a **limited-time coupon**.

Message us now—this deal ends tonight!

Message Us for 15% Off BOOM Mask

**If you haven't used Facebook Messenger before, here's what to do:**

**Step 1:** [Click here to visit the BOOM! by Cindy Joseph fan page](#)

**Step 2:** Click the "Message" button in the upper right hand corner

**Step 3:** Click "Get Started" then send us the special phrase "**sweetheart**".

# NATIVE INTEGRATIONS.





[View Profile](#)

Actions ▼

Here's your confirmation for order #214014.  
Thanks for shopping with us.



BOOMSTICK TRIO

Paid with  
**Paypal**

Ship to

Total **\$84.35**

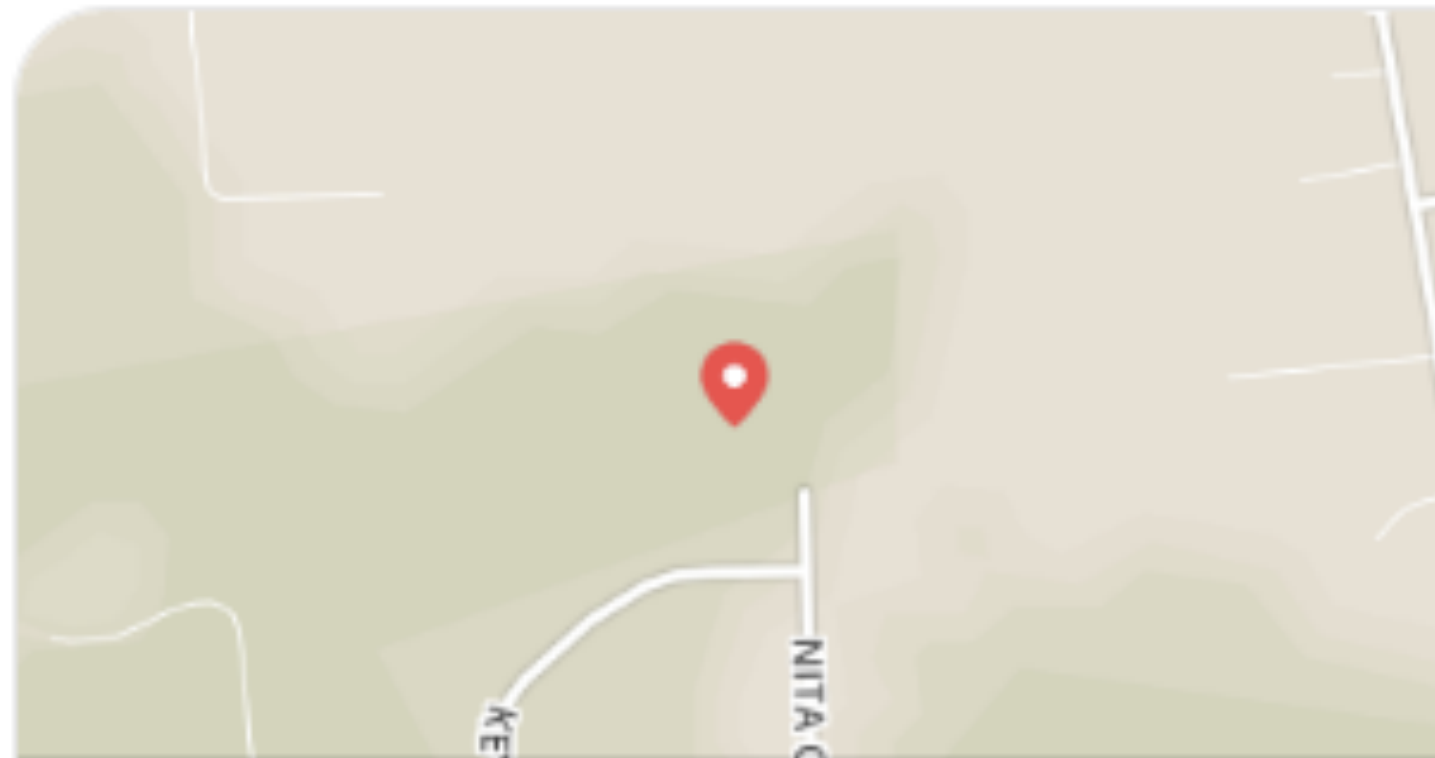
We'll send shipping updates as soon as  
they're available. If you have any questions,  
message us here.



[View Profile](#)

Actions ▼

Your shipment is on its way.



**Order #214014**

Tracking Number:

[View order](#)

[Track shipment](#)

[Continue shopping](#)



[View Profile](#)

Actions ▾

Your shipment is out for delivery. It will arrive soon.



**Order #213616**

Tracking Number:

[View order](#)

[Track shipment](#)

[Continue shopping](#)





# **PUSH ORDER SPECIFIC DATA**

(Customer Specific Data)

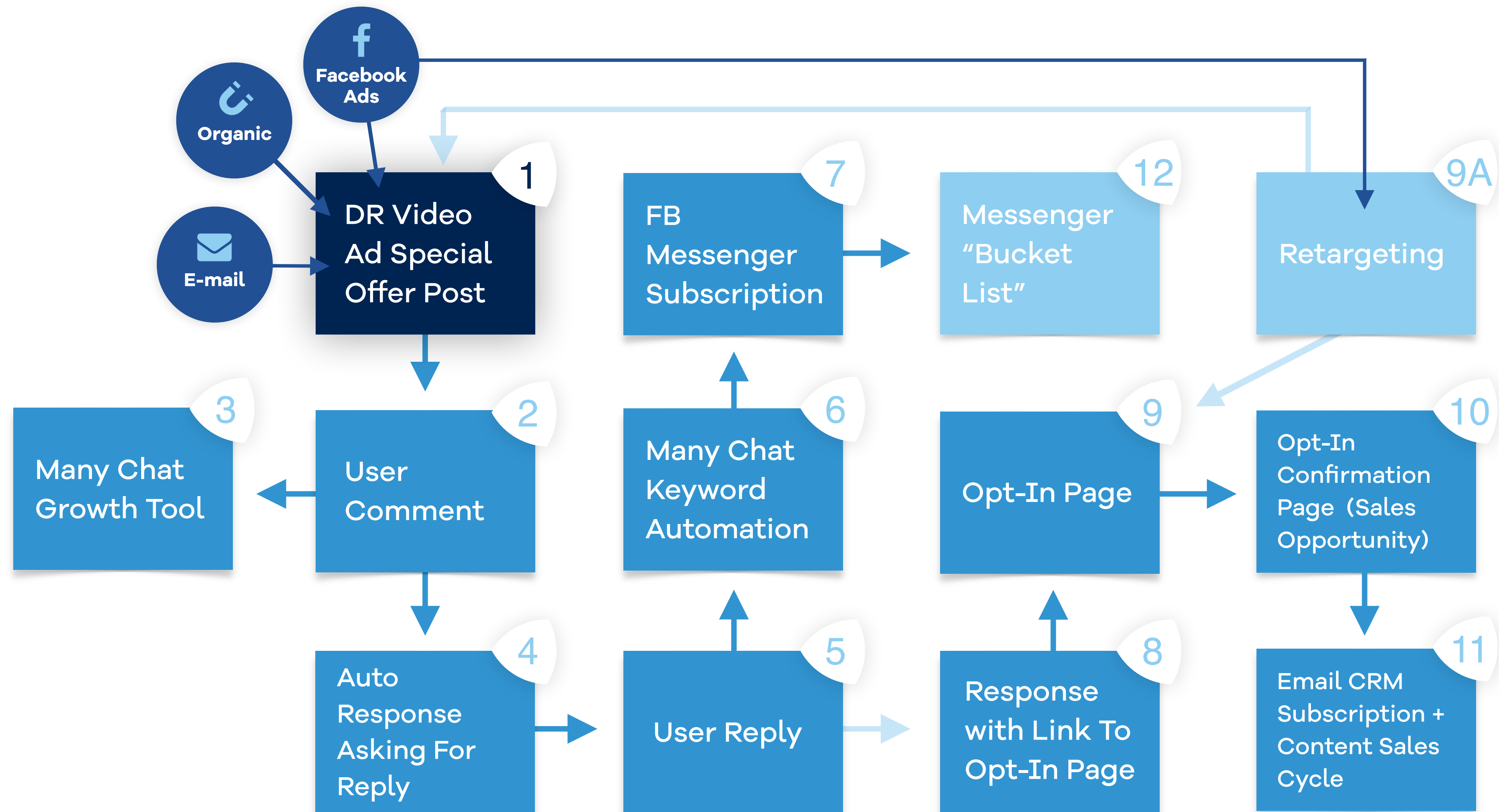
Source/Medium ?	Sessions ?	Revenue ?	↓
16. <a href="#">messenger-automation / facebook-messenger</a>	4,658 (0.07%)	<b>US\$29,241.65</b> (0.36%)	

Transactions ?	Avg. Order Value ?	E-commerce Conversion Rate ?	Per Session Value ?
559 (0.54%)	US\$52.31	12.00%	US\$6.28

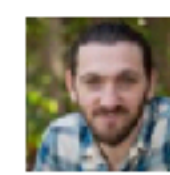
# **The Alabama Waterfall:** **Facebook Messenger To Email Opt-In** **Subscriber To Content Sales Cycle**







# DR Video Ad Special Offer Post



Ezra Firestone

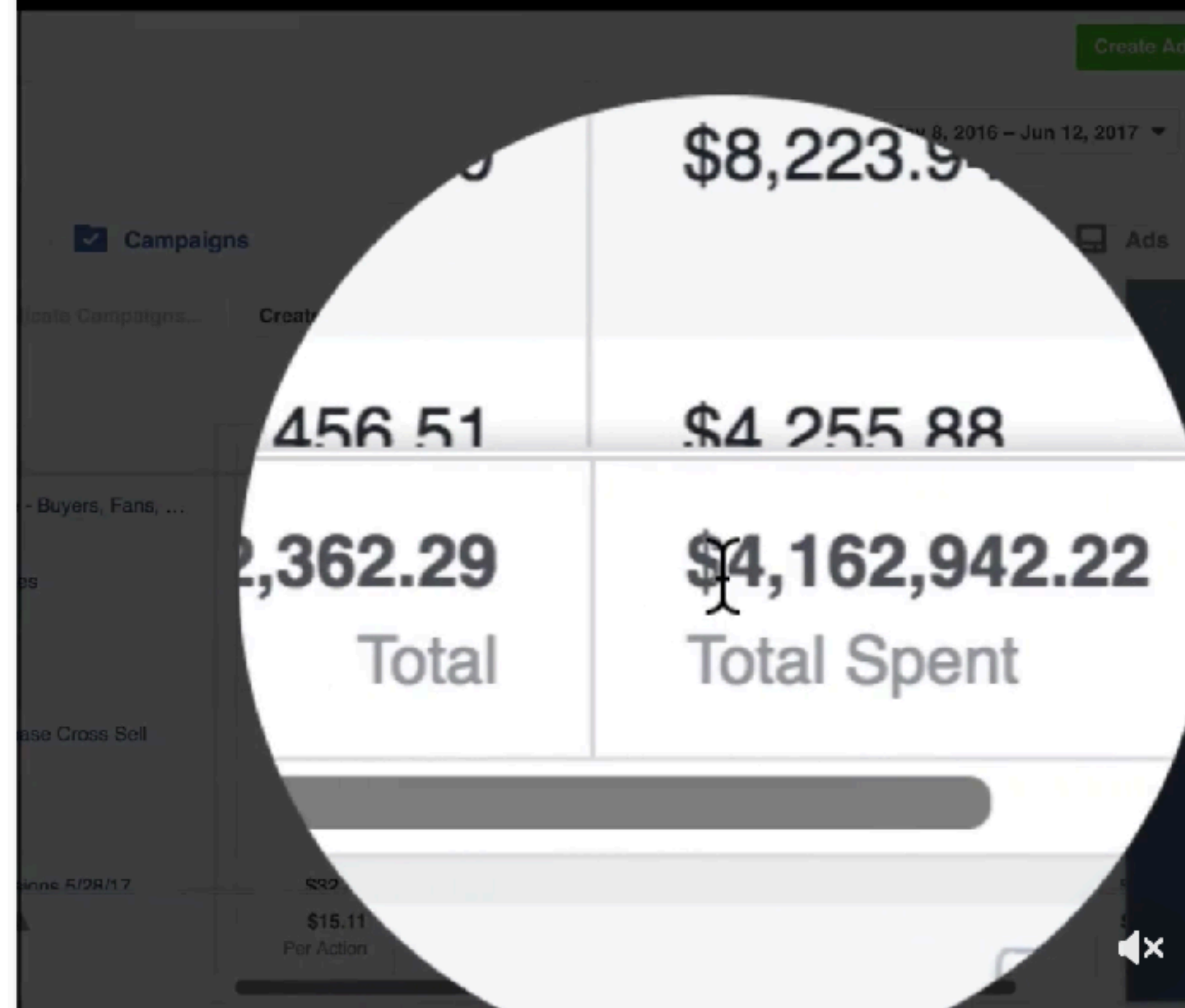
Published by Ezra Firestone [?] · June 12 · 🌐

Message You My Video Ads Strategy?

Comment "yes" on this post and I'll PM you access to my Video Ads Strategy!

This is the same strategy I used to skyrocket my [Shopify](#) business and I want to show you how I did it. 🤑👊

**Comment "Yes" on this post and I'll Private Message You My New Video Ads Training!**

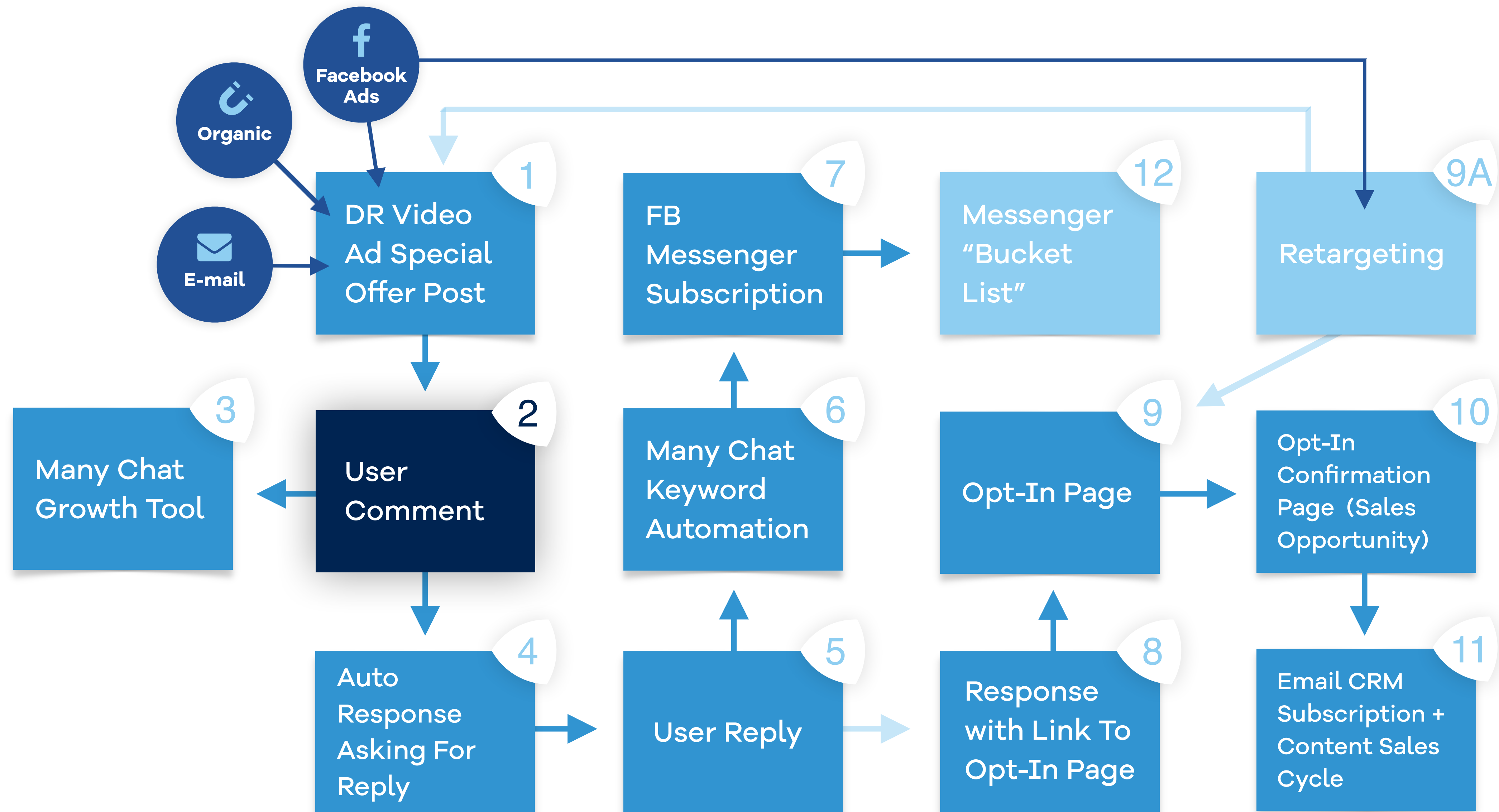


71,867 people reached

Boost Post

23K Views





# User Comment

71,867 people reached

## Boost Post


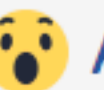
23K Views




 Like



 **Comment**

 **Share**

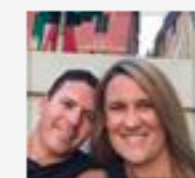
   Anthony Franck, Aaron Wroten and 355 others

## Chronological ▾

32 shares

[View previous comments](#)

52 of 2,313



## Dan Nikas Yes

Like · Reply · See Response · July 24 at 12:02pm



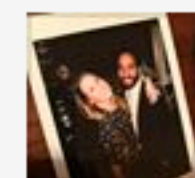
Kiki Wardhana Ajie Yes

Like · Reply · Message · July 24 at 1:01pm



Tom Lambert Yes

Like · Reply · See Response · July 24 at 1:33pm



**Alexandra Khan** Yes

Like · Reply · See Response · July 24 at 2:02pm



**Aditya Ahmadi** Yes

Like · Reply · See Response · July 24 at 3:09pm



James Plouf Yes

Like · Reply · Message · July 24 at 4:42pm





# Many Chat Growth Tool

Settings

Auto-response

Message To Commenters

Now it's one of the biggest Shopify stores in the world, and Facebook just published a Success Story about my brand...

And I just posted a new video training that will teach you how to copy this exact same strategy to grow your store.

Here's how to get it: respond to this message with the word "Facebook" and I'll immediately send you the 3-part series.

Just reply here with "Facebook" for access.

Growth Tools >

Growth Tool #7

Facebook Comments

Settings

Auto-response

Facebook Post For Comment Tracking

Comment "Yes" on this post and I'll Private Message You My New Video Ads Training!

Home

Orders7248

Products

Customers

Reports

Discounts

Good evening, Ezra.

Here's what's happening with your store today.

Today's total sales

Today's v

Summary

All channels

May 8-Jun 12

TOTAL SALES

May 8-Jun 12

\$18,752,662.81

241,491 orders

Change Post

☒

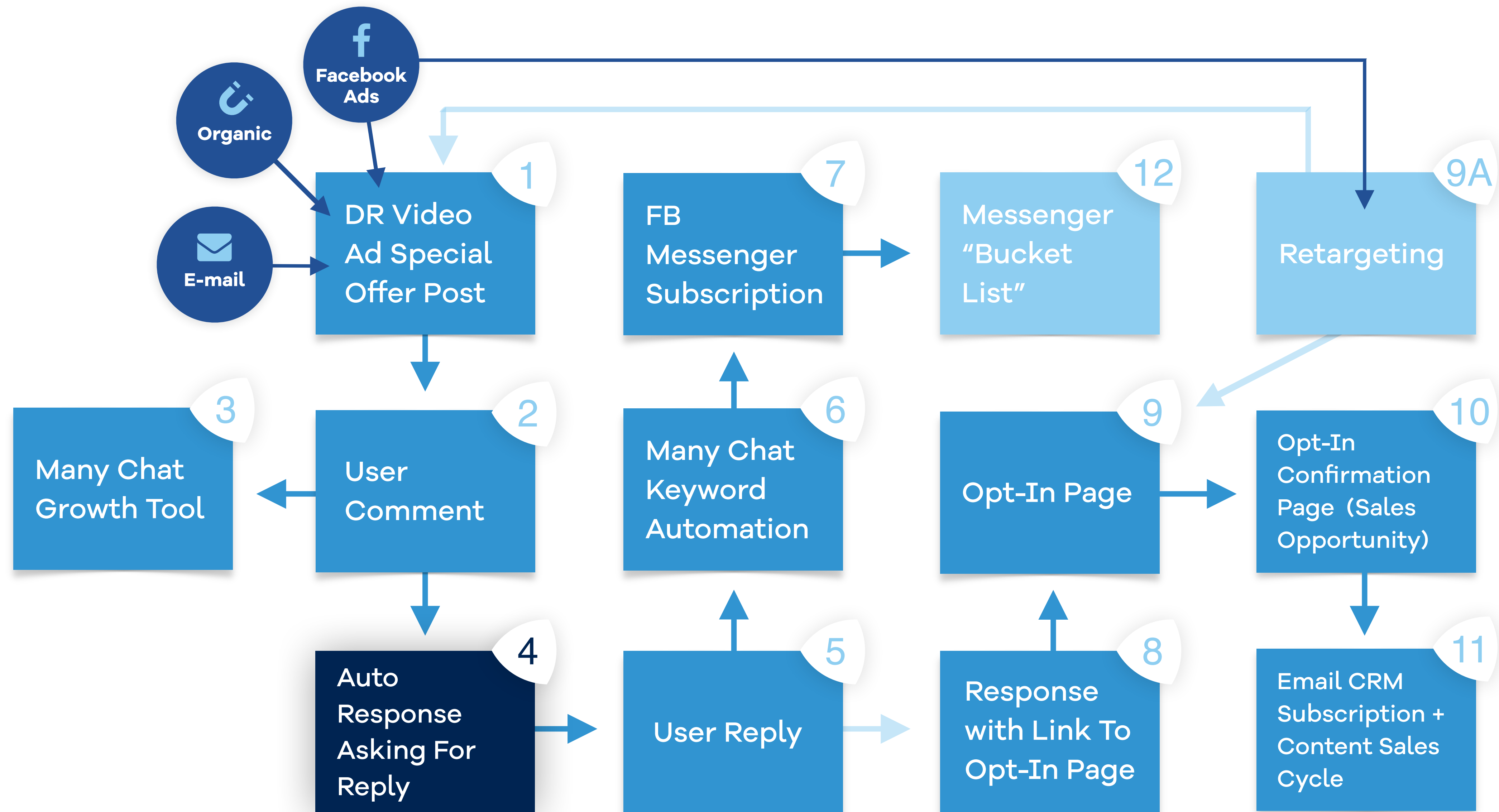
I confirm that the selected post is explicit that this Page is going to contact users who comment via Messenger.

Track first-level comments only ?

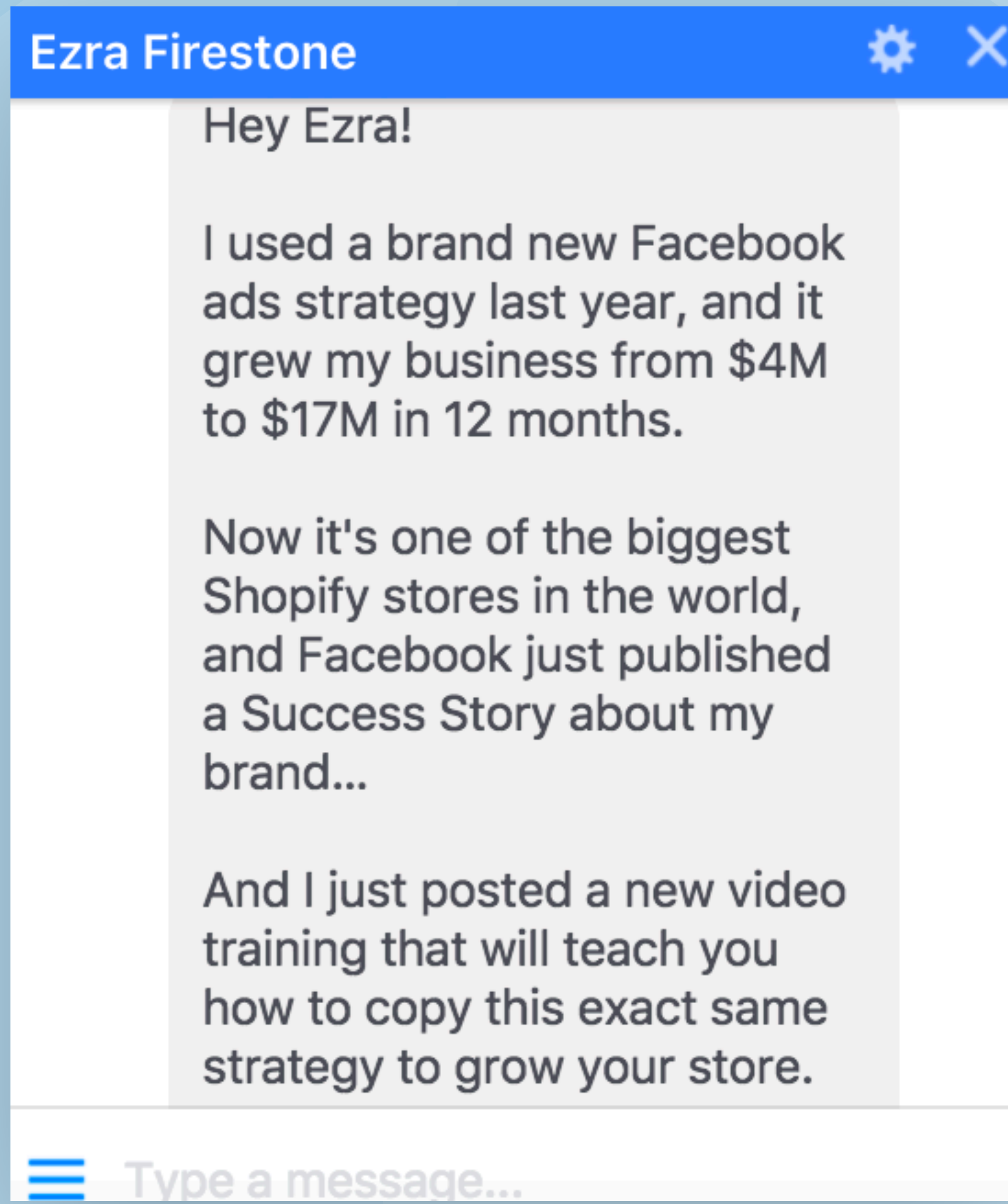
When User Leaves A Comment, Send Message After

2

Seconds



# Auto Response Asking For Reply








User  
Reply

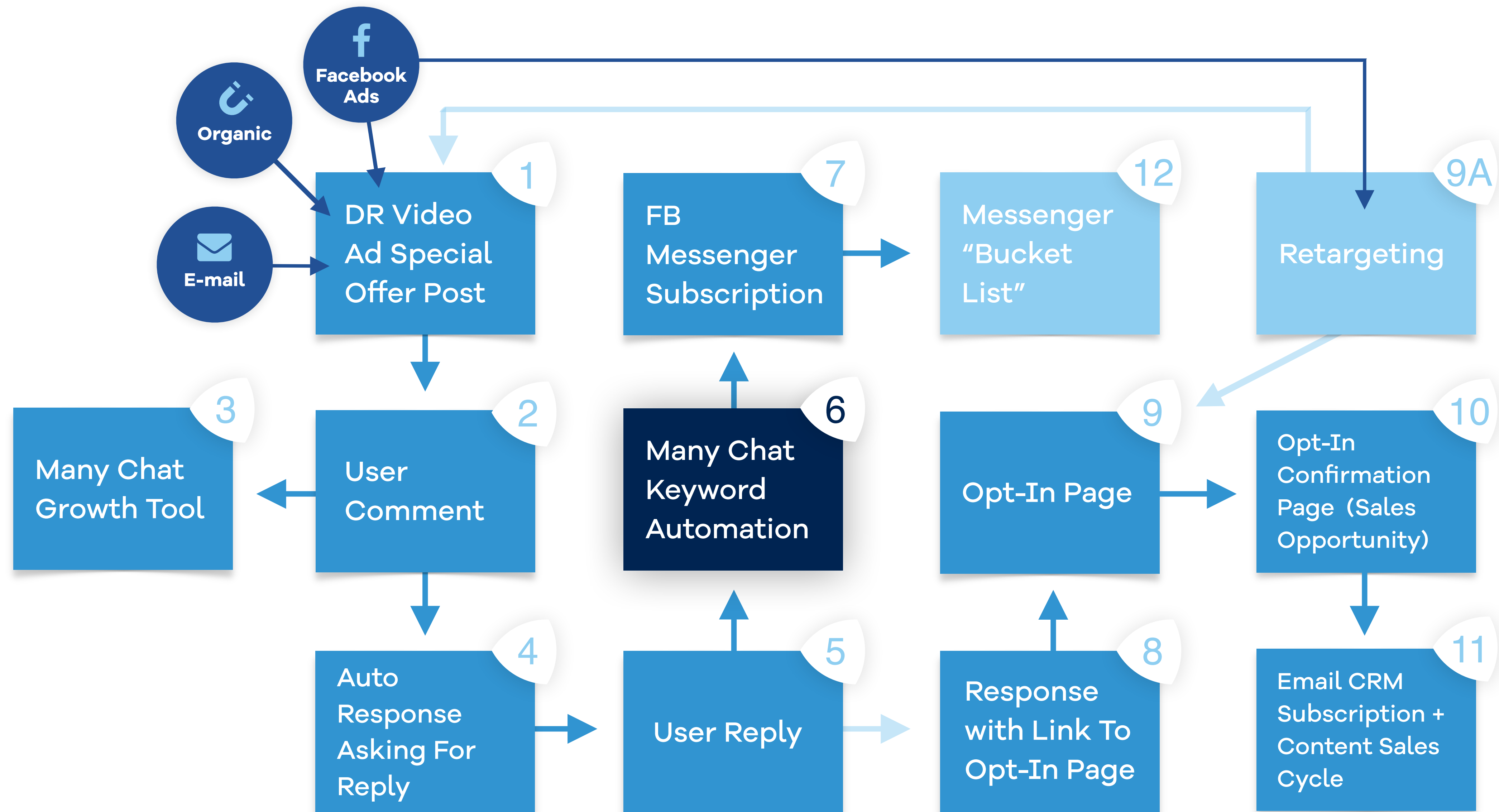
Ezra Firestone



**Message You My Video Ads Strategy? Comment "yes" on**


Facebook

facebook





# Many Chat Keyword Automation

 **Automation**

[Main Menu](#)

[Default Reply](#)

[Welcome Message](#)

[Keywords](#)

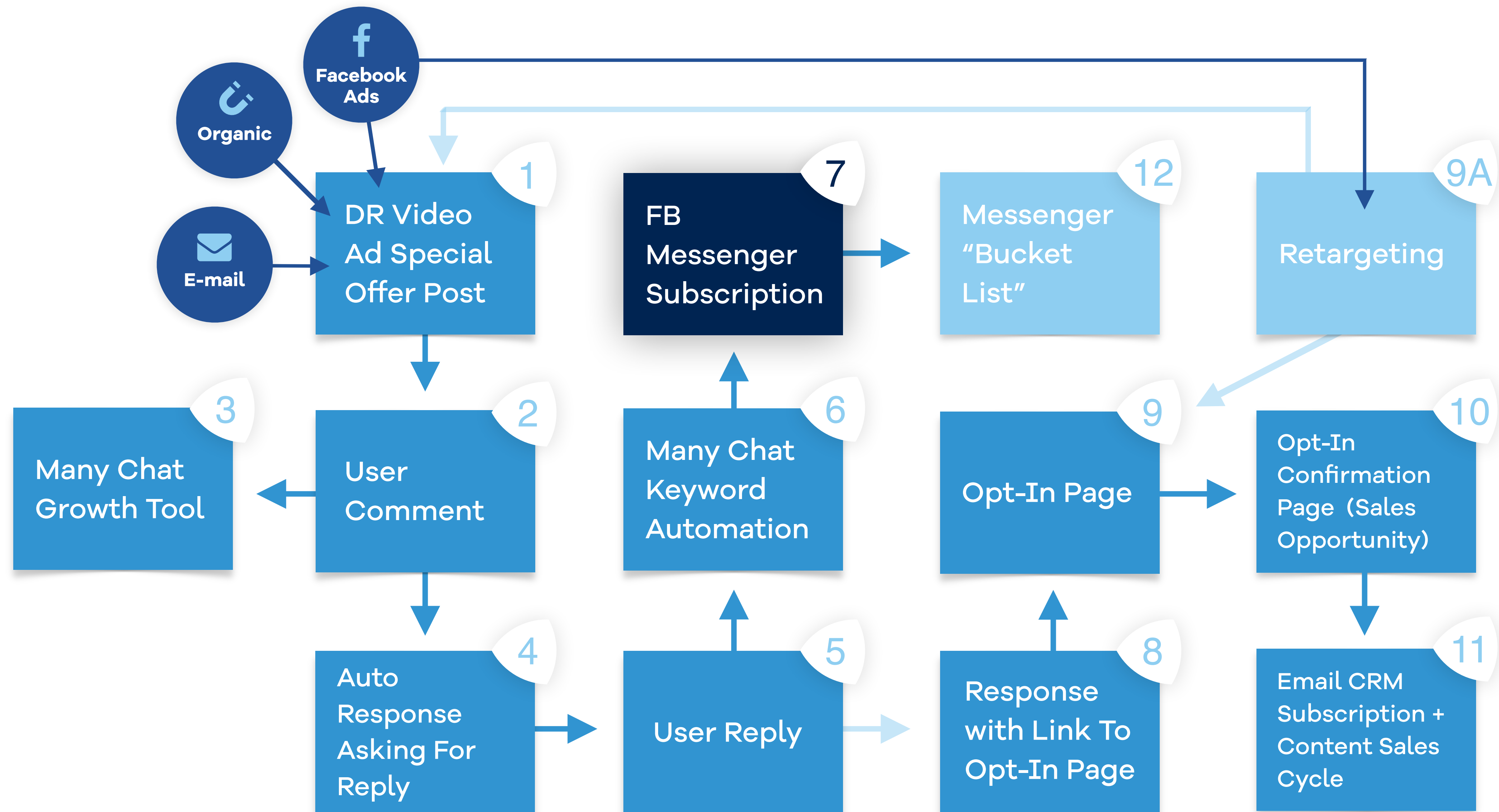
[Sequences](#)

☒

Message is facebook, facebok, facbook or face book

☒

Message is Customer support, Customer service, real person, human or support



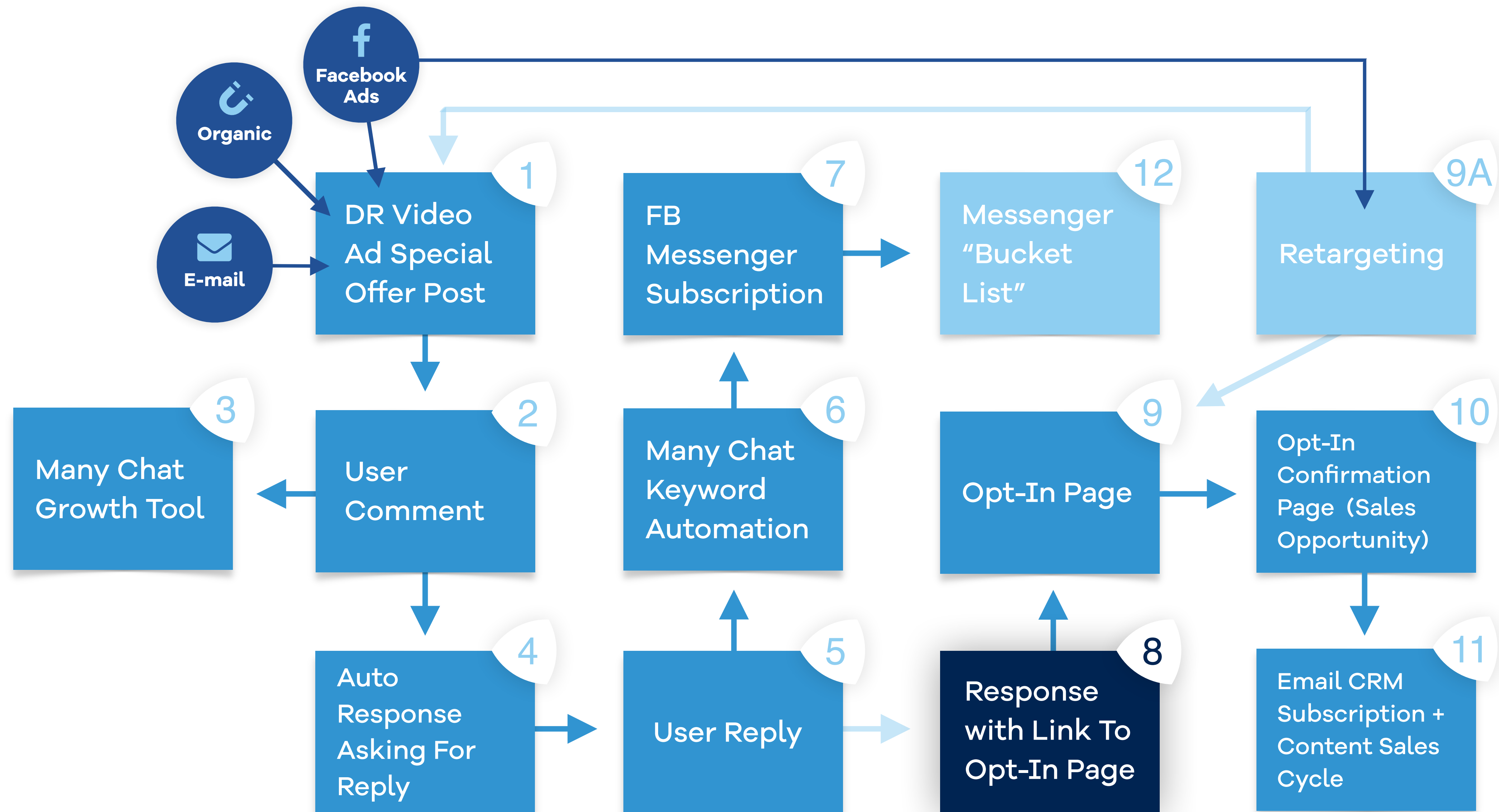
## Audience

 Filter



<input checked="" type="checkbox"/>	Avatar	Name	Gender	Status
<input checked="" type="checkbox"/>		Ezra Firestone	male	Subscriber





Page  
Response  
with Link To  
Long Form  
Sales Page

Message

Awesome! Here's your link. Just click the button below to get started.

Get Started

CTR 23%



Get Access To My Video Ads Training Now!

You'll LOVE this training. I put a lot into it and you'll get a lot out of it!

Click Here To Begin.

CTR 53%

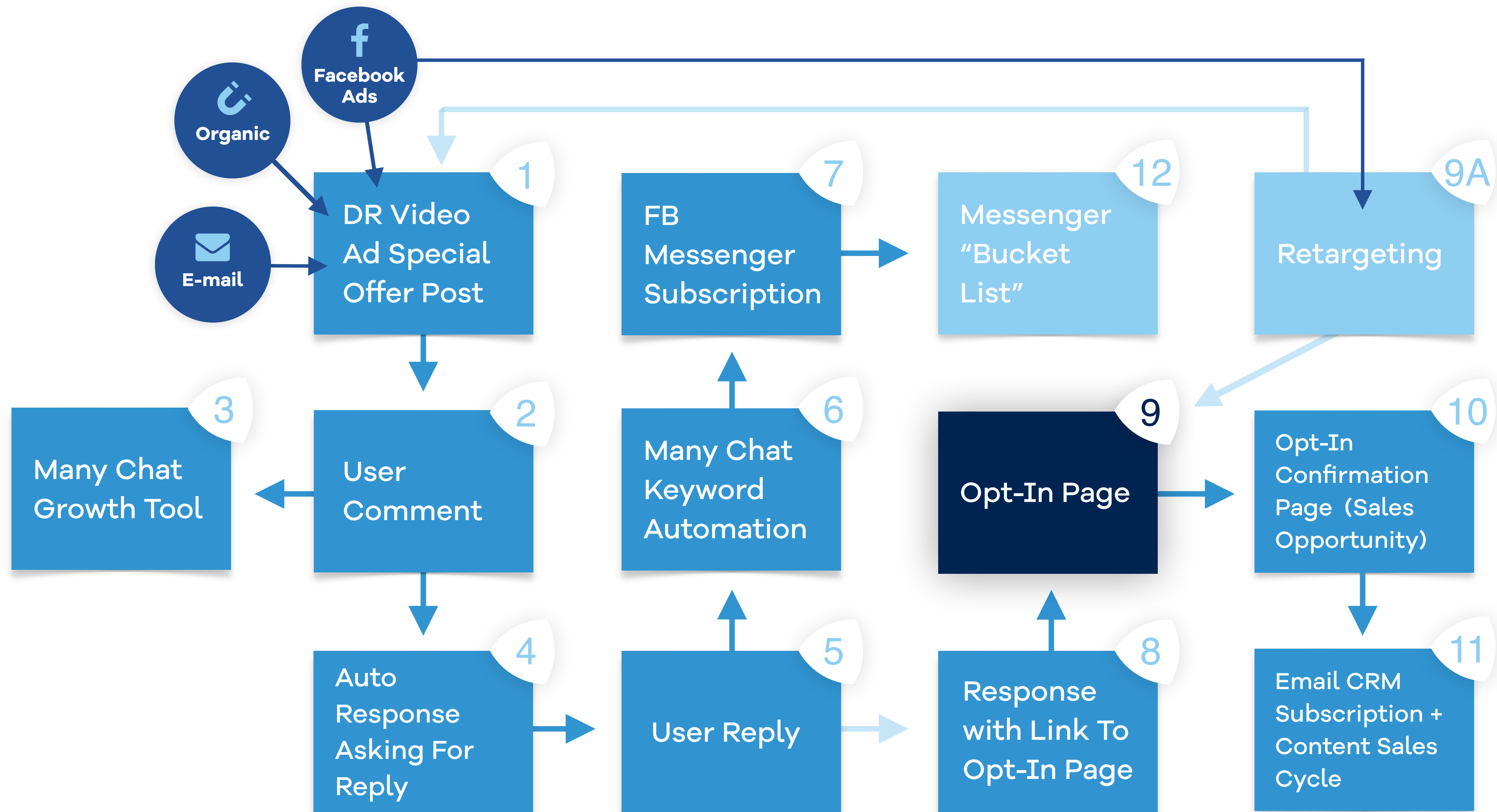


Sent  
1530

Delivered  
1530  
100.0%

Opened  
1526  
99.7%

Clicked  
1117  
73.0%





# Opt-In Page

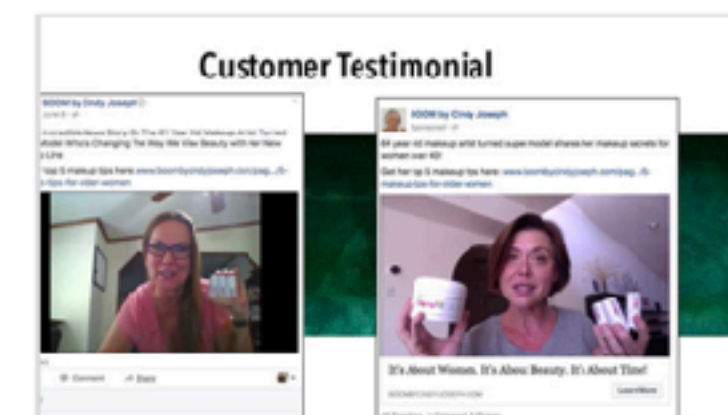
## GET MY FREE FACEBOOK VIDEO AD TRAINING

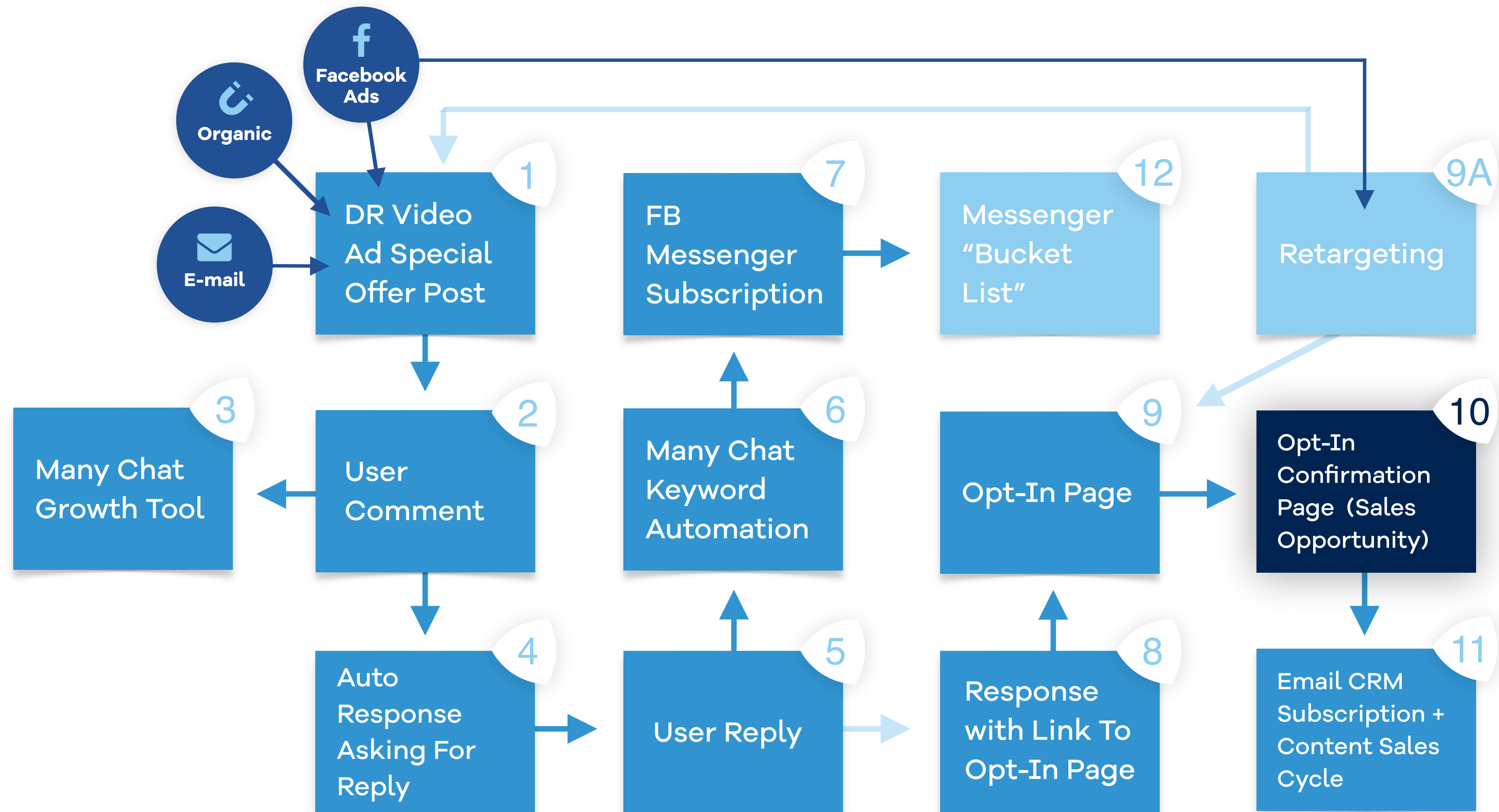
WHERE SHOULD I SEND THE VIDEO?

Best Email Address Here



GET MY VIDEO





# Opt-In Confirmation Page (Sales Opportunity)

**SUCCESS!**

**YOU NOW HAVE ACCESS TO MY 3-PART VIDEO SERIES ON  
FACEBOOK ADVERTISING, STARTING WITH  
PART 1: MULTI-TOUCHPOINT MARKETING.**

**I sent the video link to the email you provided.**

In these 3 videos, I'm going to show you the new way to run profitable Facebook ad campaigns.

Video 1 will show you that Multi-Touchpoint Marketing is **"IN"**, and the traditional single ad campaign is **"OUT"**.

Videos 2 & 3 will reveal how you can copy my **new Facebook sales funnel** and **ad formula** to grow your business.

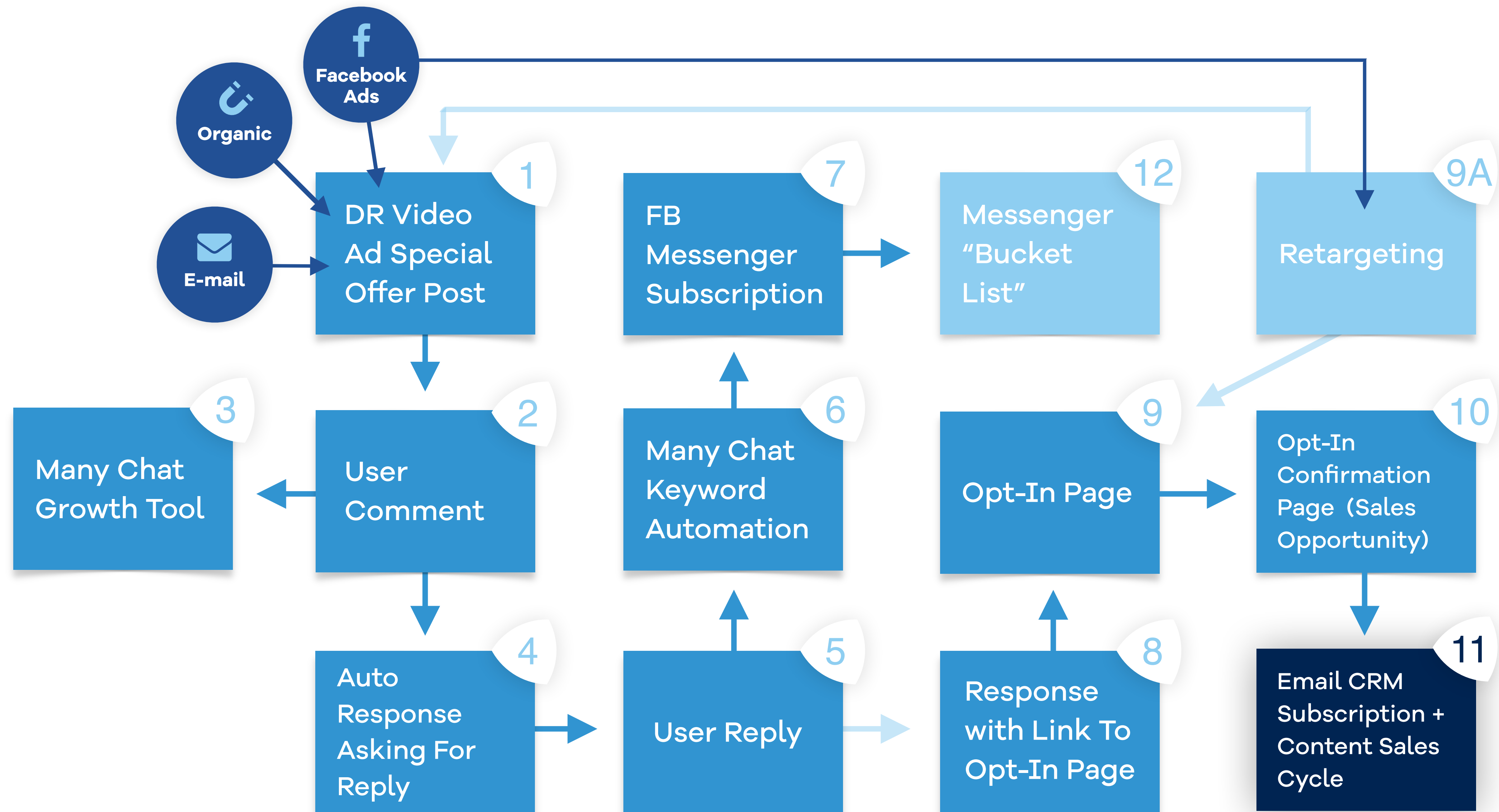
(I want to make sure you're following along, so to receive the link for Video 2, you have to watch Video 1 first.)

The link for Video 1 should be waiting for you in your inbox.

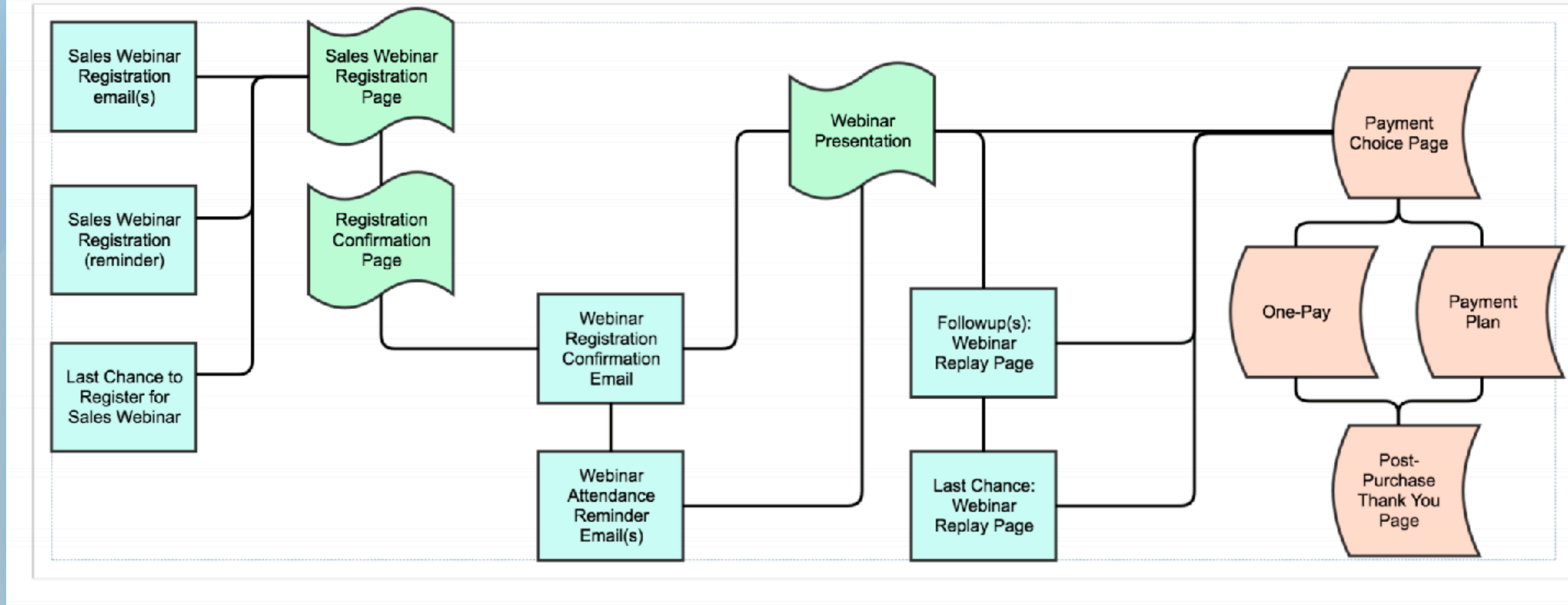
**Enjoy!**







# Email CRM Subscription + Content Sales Cycle



**71,867** People Reached

**23,462** Video Views

**2,932** Reactions, Comments & Shares

**354** Like | **331** On Post | **23** On Shares

**18** Love | **18** On Post | **0** On Shares

**9** Wow | **8** On Post | **1** On Shares

**2,517** Comments | **2,351** On Post | **166** On Shares

**34** Shares | **32** On Post | **2** On Shares

**7,376** Post Clicks

**1,194** Clicks to Play *i* | **1** Link Clicks | **6,181** Other Clicks

Organic  
**71,867**

Paid  
**0**

71.9K

7.4K  
2.9K

Boost Post

71,867 people reached

   357

2.3K Comments 32 Shares



 Like

 Comment

 Share

Chronological ▾

[View previous comments](#)

52 of 2,314



**Kiki Wardhana Ajie** Yes

Like · Reply · Message · July 24 at 1:01pm



# **The Mississippi Muffin Top 2.0**

## **The Facebook Messenger To Amazon Booster**



## BeeFriendly Skin Care

Published by Ezra Firestone [?] · July 10 at 6:55am · 🌐

[AMAZON SALE] Comment "YES" on this post and we'll PM you a special 75% Discount Code for our Organic Acne Spot Treatment from Amazon!

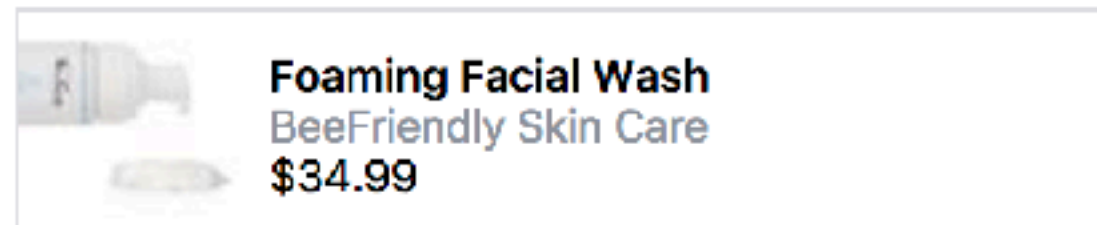
🐝 Fast Organic Acne Spot Treatment Aids in Reducing Acne and Preventing Future Breakouts & Blemishes.

🌹 Limited Time Only For Amazon Prime Day! Limited to 4 Per Purchase!

👍 Comment "YES" on this post and we'll PM you a special 75% Discount Code To Be Used On Amazon. Limited Time Only!



Products shown:



**Foaming Facial Wash**  
BeeFriendly Skin Care  
\$34.99



**Organic Acne Spot Treatment**  
BeeFriendly Skin Care  
\$21.99

23,201 people reached

Boost Post

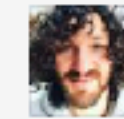
👍 Like    💬 Comment    ➦ Share

👍 🐝 🍷 Mike Pereira and 380 others

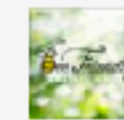
Top Comments

50 shares

199 Comments

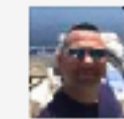


Write a comment...



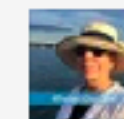
**BeeFriendly Skin Care** yes

Like · Reply · 🍷 1 · Commented on by Ezra Firestone [?] · July 10 at 7:54am



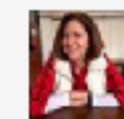
**Kyle Battis** yes

Like · Reply · Page responded privately · 🍷 1 · July 10 at 10:51am



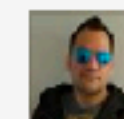
**Sarah Baldwin** YES

Like · Reply · Page responded privately · 🍷 1 · July 10 at 7:35am



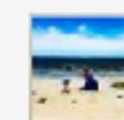
**Carole Rains** yes

Like · Reply · Page responded privately · 🍷 1 · July 10 at 7:56am



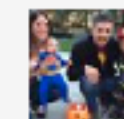
**Mike Pereira** yes

Like · Reply · Page responded privately · 🍷 1 · July 10 at 7:29am



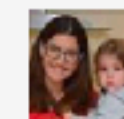
**Sean Loudon** Yes

Like · Reply · Page responded privately · 🍷 1 · July 11 at 6:10am



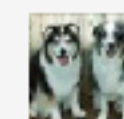
**Anthony V Codispoti** Yes

Like · Reply · Page responded privately · 🍷 1 · July 10 at 2:25pm



**Maya Raveh** yes

Like · Reply · Page responded privately · 🍷 1 · July 15 at 10:24pm



**Karen Terrell Zelonis** I never got a response, I see a few people got missed.

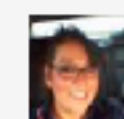
Like · Reply · 🍷 1 · July 12 at 1:03am



**BeeFriendly Skin Care** Odd, we haven't heard from anyone else that they didn't get the code. Please send us a PM and we will send you the code! Sorry for any confusion.

Like · Reply · Commented on by Mike Pereira [?] · July 12 at 6:25am

➡ View more replies



**Linda Ontiberos** "COUPON"

Like · Reply · 🍷 1 · July 12 at 12:39am



**BeeFriendly Skin Care** You are supposed to reply that to the instant message to get the code!

Like · Reply · Commented on by Mike Pereira [?] · July 12 at 6:20am


# **The Tennessee Top Hat**

## **The Facebook Messenger**

### **To Shopify Direct Sale**



# DR Video Ad Special Offer Post

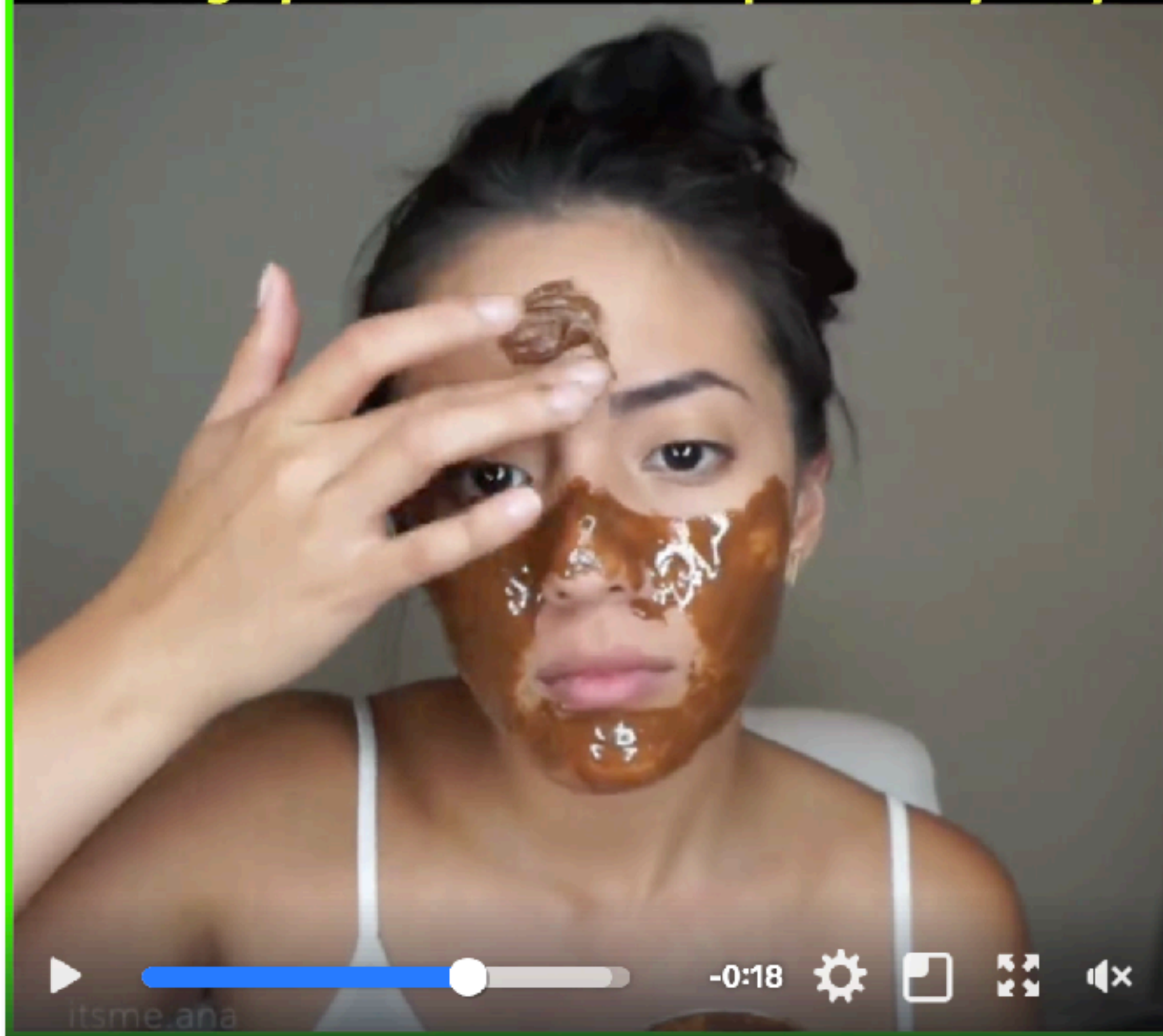
**BeeFriendly Skin Care**  
Published by Ezra Firestone [?] · June 13 · 🌐

Comment "YES" on this post and we'll private message you a. [1-Day Only 50% OFF Link] for our new Organic, Revitalizing Hawaiian Honey Mask!

🌸 Do you believe that looking beautiful shouldn't conflict with a sustainable lifestyle?

💋 What if the secret to radiant, soft, youthful skin--- a secret that Hollywood makeup artists and the world of high fashion have been keeping for ages, was right under our noses?

**Comment "YES" on this post and we'll private message you a 50% OFF Coupon. 1 Day Only.**



Video player controls: Play, Progress bar, -0:18, Settings, Full screen, Mute.

33,602 people reached

15K Views

Boost Post

# What's Holding People Back?

**The main problem I see  
is that people aren't  
investing enough...**





**YOU GET OUT WHAT  
YOU PUT IN**

**Write your 2016 TOP LINE  
Revenue Number down on a  
piece of paper...**

**25-30%**

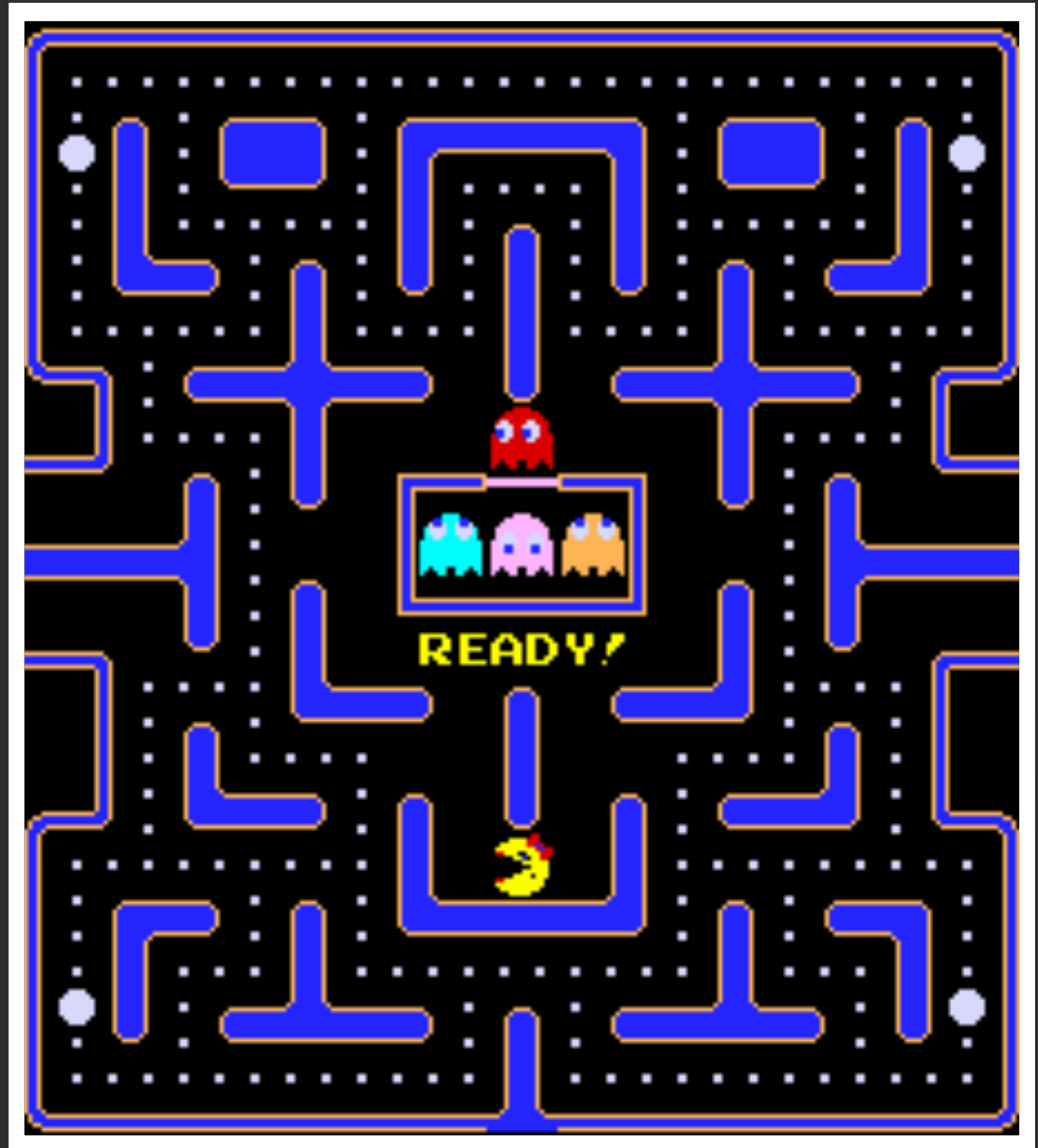
**Of that should be dedicated to  
ADVERTISING and  
AMPLIFICATION**



# The One Big Secret To Success



**Repetition  
Creates  
Mastery.**





It's not about  
how much you  
work, it's  
about what  
you produce.







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