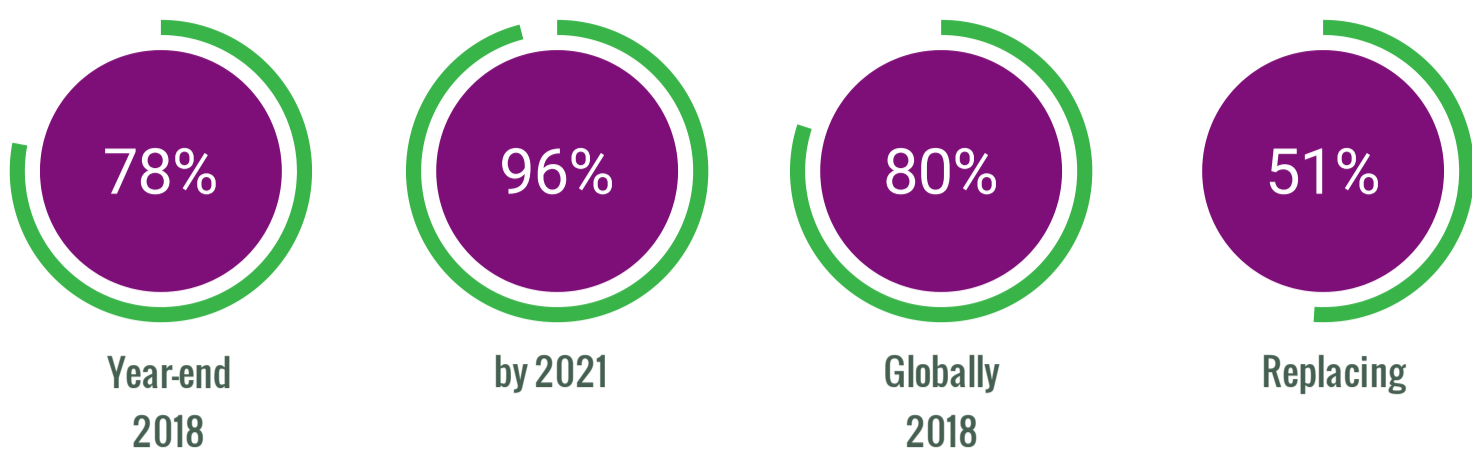


Messaging Movement

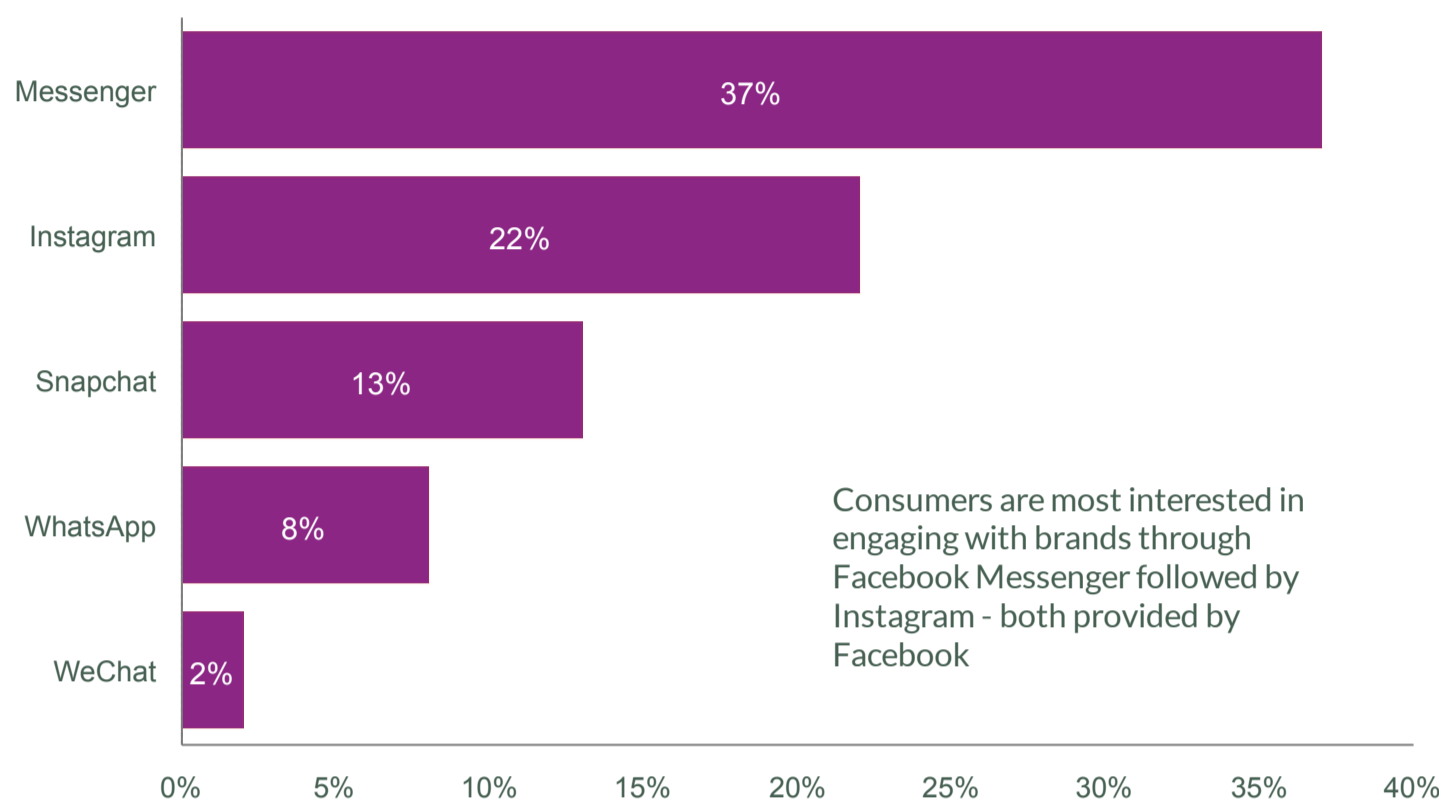
Are you on board?

Communication Preferences are shifting



- 78% of the world's smartphone users will message every month
- By 2021, it's predicted that the global user base for mobile messaging apps will have risen by a further 23% equalling 96%
- 80% of adults surveyed globally are using messaging daily
- 51% agree that messaging has replaced other forms of communication for them

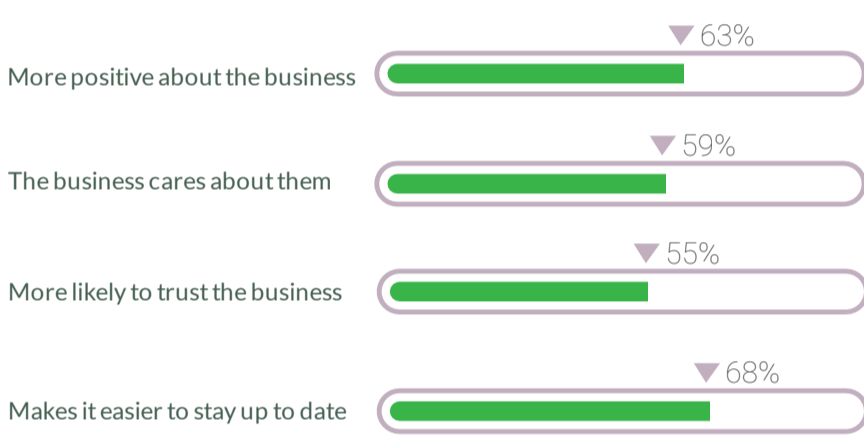
Messaging App of choice in the US



Chat/Messaging creates closeness & trust

Messaging gives people a direct line to the businesses they are interested in spending their money with.

People are turning to messaging when they want a brand's guidance or expertise, when they seek a more streamlined purchasing experience and when they want to signal that they are open to receiving updates - such as when their hotel room is available or a drink special in the bar.



Messaging is becoming an integral part of the Purchasing Journey



Messaging is instrumental throughout the consumers Purchasing Journey PLUS the engagement piece that follows by posting of photos, engaging in conversation about their stay also increases.

It is becoming their preferred way to communicate with a business.

By helping to establish confidence and trust, messaging can uniquely draw people and businesses together into an ongoing conversation, ultimately enabling more meaningful connections than ever.

In Conclusion

- **Acquire Customers:** Messenger helps you simplify customer acquisition by providing a direct, conversational way for people to take action where they already spend their time.
- **Ease of use:** Business messaging offers clear practical benefits because it is a convenient channel for people to reach your business.
- **Drive Awareness:** Building an experience on Messenger can help get your business, product or service get in front of more people. Whether you're launching a new product or driving awareness, conversation creates a meaningful connection with your business.
- **Confidence in your Hotel:** Among people surveyed who message businesses, the majority say being able to message a business helps them feel more confident about that business.
- **Show guests you care:** Integrating Messenger into a customer service strategy allows customers to communicate with your business on their terms. No more waiting on hold or keeping website windows open. And the conversation stays in Messenger, an easily accessible spot for questions and re-engagement.
- **Modern way to communicate:** More than 1 in 2 people surveyed globally consider business messaging the "modern way to communicate which will help you stand you out from the rest.

SOURCES

Statistics:
 Facebook Business Messenger - 2018
 Facebook IQ - June 2018
 Cite Research, "2018 US Mobile Consumer Report" - July 2018

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