

# Messenger Marketing Competition

## Real Customer Example:

**Sable Fine Hair**  
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🎉🎉 Win a Olaplex and Cloud Nine gift set valued at \$569! 🎉🎉

To celebrate the launch of the amazing Olaplex No.7, we are doing a huge giveaway 🍷

2 of the leading brands in hair-care, this gift set will have you looking and feeling gorgeous in no time 🍷

♥️ To be entered in the draw, just type the word SABLE below and tell us why we should pick you.

You'll get a message from us through Messenger, just complete your entry there and you're in the draw!

\*T's & C's apply

**WIN!**  
**A GIFT SET**  
**VALUED AT**  
**\$569.00**

sable

👍❤️👍 1K 1.5K Comments 511 Shares

Like Comment Share

The offer is the most important part of this campaign. An offer that draws attention and solves a customers needs, or intrigues their desires is going to generate the best results.

An image that clearly demonstrates what the giveaway contains and how they can win it.

Comment as Sable Fine Hair

**Aimee Dhillon-Taylor** Sable. Would absolutely love this. Have such frizzy fluffy hair that my cheap straighteners just doesnt do anything on.  
Love · Reply · See Response · 15w · 1

**Gretchen Earl** Sable. Would love this. My hair has had minimal attention the past 9 months while my head has been recovering from tenderness due to brain surgery to untangle the veins away from my nerves. I still have facial numbness and can't fully close my eye still. Now I can tolerate products again - my hair which is very fine and thinning needs all the help it can get - this would be fantastic. Thanks for the chance.  
Love · Reply · See Response · 19w · 13

5 Replies

**Carissa Brant** SABLE I would love this, bleach has ruined my hair, and I would love to get it back to a healthy condition again  
Love · Reply · See Response · 15w · 1

**Aimee Dhillon-Taylor** Sable. Would absolutely love this. Have such frizzy fluffy hair that my cheap straighteners just doesnt do anything on.  
Love · Reply · See Response · 15w · 1

View more comments 2 of 1,513

In this example, 'Sable' is the key word that kicks the messenger bot into action! You can choose any keyword you want to trigger the action, being as creative or simple as you like.

## Messenger Bot Kicks into Action:

With the key word being activated, the messenger bot messages the applicant and asks them to confirm their entry, this is done by using another key word. Once entered, they are given options to increase their entries by either purchasing a product, liking the page or sharing the post. Its a great way to push sales, increase the likes on the page and further promote the giveaway.

Once completed, we announce the winner and run a discount code to all those who entered, this works really well as its make them feel although they are getting a special deal.

Hey James,  
Thanks for your interest in our competition!  
♥️  
Reply with the word 'Olaplex' to confirm your entry

Perfect! You are in the draw.  
To earn an extra entry you, like our page and share the post.  
For an extra 20 entries, purchase Olaplex No.7 and then reply to this message with your order number 🍷

Like Our Page 👍  
Share The Post 🗣️  
Buy Olaplex No.7 ♥️

Hey James!  
We have just drawn the winner of our competition!  
Congratulations to Celine Kereopa! 🎉  
We were so blown away by all the people that entered that we have decided to give you all a HUGE 20% off store wide for 1 week 🍷♥️  
The means 20% off Cloud Nine, Olaplex, ColorWOW and many more 🍷  
All you have to do is press the button below (discount will automatically be added) or use the code 'comp20' at the checkout 🍷

USE YOUR DISCOUNT 🍷