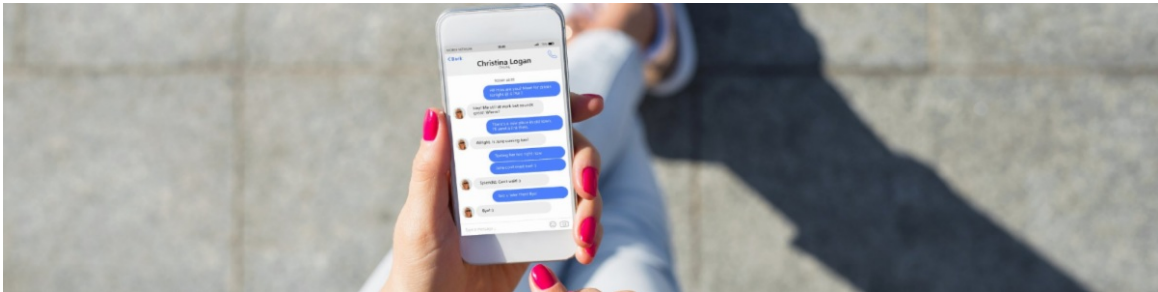


February | 2022

**Lamentations 3: 22-23** - "Certainly the faithful love of the Lord hasn't ended; certainly God's compassion isn't through! They are renewed every morning. Great is your faithfulness."



## Exploring Facebook Messenger

***Improve your customer experience by communicating with them in real-time!***

*Do you utilize Facebook Messenger for your business? If not, it is a great new way to connect with your customers and prospects on Facebook. Messenger for business pages allows you to have easier instant one-on-one customer service, while also keeping a record of your conversations. Profile owners can respond to anyone who has commented on their content, privately or publicly. You are also capable of direct messaging your audience which is extremely powerful- most people are accessing Facebook from their mobile devices about 14 times a day!*

## How can Messenger Help your Business?

### Acquire New Customers

Facebook Messenger will help you simplify your customer acquisition process by providing you with a direct, conversational way for people to take action where they already spend most of their time.

## Enable Transactions

Messenger allows you to provide an in-store experience of speaking to a salesperson with the convenience of shopping online. You can respond to inquiries and recommend relevant products to build trust in your business and increase your sales.

## Drive Awareness

The opportunity to build an experience on Messenger aids in promoting your business, product, or service in front of more qualified people. Whether you are launching a new product or driving brand awareness, conversations with your audience will create a meaningful connection with your business.

## Show Customers You Care

When you integrate Messenger into your customer service strategy it allows your customers to communicate with your business on their terms. They do not have to wait on hold or keep your website window open. The conversations will stay in Messenger, an easily accessible spot for questions and re-engagement.

[Other Marketing Services](#)

## Spectrum Net Designs Can Help!

If you are looking for other creative marketing strategies to pull you out in front of your competitors, Spectrum Net Designs can help! Contact our Marketing Team to see if we can help you out!

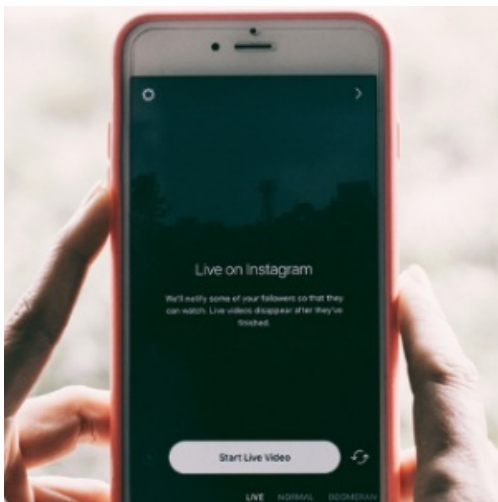
[Contact Us](#)

---

# Let's Chat other Creative Marketing Strategies

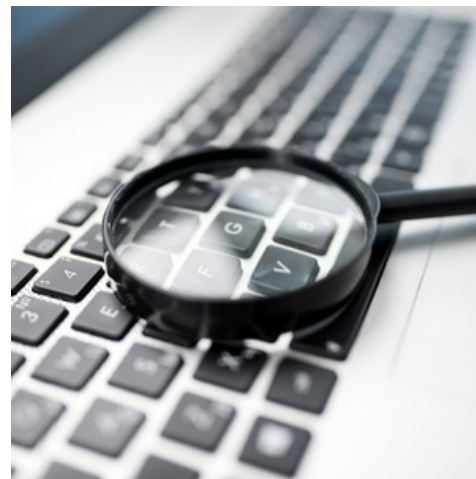
SCHEDULE A QUICK CALL

## In Case You Missed It!



### How to Get More Engagement on Your Social Media Posts

Have you ever thought about how you can post so often with seemingly good content, but people just aren't engaging with it? Many companies would love more engagement around their social media posts but don't understand how it works or stuck in an old strategy. Algorithms are tough to maneuver around given they're forever being tweaked, sometimes without notice. Your social media engagement always has the opportunity to be improved, there is no maximum engagement level



### What is a SERP? All About the Search Engine Results Page

It is more important than ever for digital marketers to know how search works and what can be done to maximize their online visibility. Search engine optimization specialists and PPC advertisers compete for the same precious real estate in the most prominent parts of the SERPs, but competition is fierce and ever-growing. Technological developments in search have made it more important than ever to understand how search works and what can be done to maximize your online visibility. Search engine results pages are

that one can obtain. The more engaged your audience is with your brand, the more that other people will see your posts and the better you'll achieve your social media objectives.

[\*Read More\*](#)

web pages that are served to users when they search for something online using a search engine, like Google or Bing. The user will type in their search query (often using specific terms and phrases known as keywords), based upon their search query they are then presented with a SERP.

[\*Read More\*](#)



[www.spectrumnetdesigns.com](http://www.spectrumnetdesigns.com) | 866-773-2638 | [info@spectrumnetdesigns.com](mailto:info@spectrumnetdesigns.com)