

Messenger

A messenger in the context of online marketing refers to a communication platform or application that enables companies to interact with customers or potential customers via messaging services. It is used to maintain direct and personal contact in order to exchange information, answer questions and advertise products or services.

The best-known messengers include WhatsApp, Facebook Messenger, Instagram Direct, WeChat, Telegram and Signal.

A messenger allows real-time communication between customers and companies, which can be carried out efficiently using chatbots and automated responses.

Messenger newsletters are characterised by high acceptance and open rates.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

Media segment

- ✓ Internet
- ✗ E-commerce
- ✓ Social media
- ✗ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✓ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Business-to-Employee

Marketing objective

- ✗ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

Customer Journey

- ✗ Awareness
- ✓ Consideration
- ✗ Purchase
- ✓ Retention
- ✓ Advocacy

Ad media

- ✓ Advertisement, Banner
- ✗ Advertorial
- ✗ Annual report
- ✗ Appointment calendar
- ✓ Audio, radio spot, audio file
- ✗ Augmented Reality
- ✗ Beach flag, flag, roll-up
- ✗ Book, E-book
- ✗ Brochure, flyer, inserts
- ✗ Catalogues, price lists
- ✓ Chat, chatbot
- ✗ Company entries
- ✗ Configurator
- ✓ Contact form
- ✗ Content SEO-optimised
- ✗ Credit card
- ✗ Customer card
- ✗ Display, monitor, citylight, megalight
- ✗ Display stand, light box
- ✗ E-mail, signature banner
- ✗ E-paper
- ✗ Event
- ✗ Exhibition stand, event modules
- ✓ FAQ
- ✓ Games, competitions
- ✗ Google Business Profile
- ✗ Influencer
- ✗ Landing-page, microsite
- ✗ Location Based Service
- ✓ Mobile payment systems
- ✓ Newsletter
- ✗ Newspaper, magazine, periodical
- ✗ NFC
- ✗ Offer, quotation
- ✗ Office equipment
- ✗ Office files
- ✗ Operating instruction, user manual
- ✗ Passers-by addressing
- ✗ Petrol pump nozzle
- ✗ Postcard
- ✗ Poster, billboard, pillar
- ✗ Product live demo
- ✗ Product packaging, product labeling
- ✓ Product sample
- ✗ Programmatic print
- ✗ Promotional items
- ✓ Push, text messages
- ✗ Quality seal
- ✓ QR code, link
- ✗ Rental addresses, target group areas
- ✗ Roof objekt
- ✗ Sales talks
- ✗ Self service terminal
- ✗ Shopping cart
- ✗ Sign, labelling
- ✗ Social media advert
- ✗ Social media company page
- ✗ Social media posting
- ✗ Social media profile page
- ✗ Sponsoring
- ✗ Spontaneous event
- ✗ Structured company data records
- ✓ Survey
- ✓ Telephone and video call service
- ✗ Unboxing
- ✓ V-card
- ✓ Video spot, moving image
- ✗ Virtual Reality
- ✓ Virtual, voice assistant
- ✓ Vouchers, coupons, discount cards
- ✗ Web layer
- ✗ White paper
- ✗ WLAN for visitors

Connected media channels

- App (Brand, topic)
- Call centre
- Community
- Consulting, support, training
- Customer loyalty programme
- Delivery
- Event
- Field sales force
- Guerilla marketing action
- Location-based service
- Navigation system, map tool
- Online shop (Brand)
- Point of sale (POS), Showroom

Reviews, recommendations
Social media platforms
Wearable Device
Website (Brand, topic)