LESSON Transcript

00:00:00

We are in this personal profile and of course you tap at the bottom right on the little icon. If you've got more than one account to CHANGE ACCOUNTS and up at the top, the down arrow and you find your other account. So I'm now switching to my account, which is a professional Account as you can see I

If you click on the hamburger on settings, I then have the option down below to switch to a professional account.

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But one step back hamburger settings And now I want to take you to business.

Click on BUSINESS and of course you should always educate yourself When you've got A bit of time spare and go and Look at all these Headings,

I'm showing you the main ones that are going to help you OPTIMISE YOUR INSTAGRAM FOR BUSINESS.

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Click on saved replies.

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Now this is a great shortcut to INSTANTLY ANSWER ENGAGEMENT ON INSTAGRAM. It is absolutely critical to reply very quickly and easily, and if you've got quite a detailed reply, it's quite handy to use these shortcuts.

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SO FOR EXAMPLE, I've used please as my shortcut and then please cheCKe out my latest online …. replies? CLICK ON THE PLUS ON THE TOP RIGHT.

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And then you would TYPE IN THE SHORTCUT, then your full message, and once you've done that, you would go and save and you have a shortcut reply saved.

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Go and set that up. It's very important part of the next stage of your Instagram journey because it's not so easy to share A link on Instagram in your traditional post.

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Therefore, every other possible way you can take your customer on the journey to the next step, you should be using and implementing with these little tools I'm showing you the other one that's very important. Next, after you've SAVED REPLIES, IS FAQ.

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This ties into how your FACEBOOK PAGE has been set up.

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At the end of this training, I'm going to give you a quick Minute long tutorial to show you where to set up your automated replies on Facebook. If you haven't already done it.

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I'm just going to show you questions to be displayed at the beginning of the chat.

Of course you TOGGLE ON then IMPORT QUESTIONS up to four questions that you've set up on Facebook.

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To do that will be at the end of this tutorial. Here is what I have set up.

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And you can tick them To show which questions you want to import.

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And you can replace existing questions and you can add a question. You can do three or four. I've obviously chosen three in the example I've just shown you, so I can ADD A FOURTH QUESTION.

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These are what you know as FREQUENTLY ASKED QUESTIONS ABOUT YOUR BUSINESS and the gain it takes people on the next step of the journey. Something to help them get to KNOW, LIKE AND TRUST YOU ENOUGH TO BUY.

00:03:31 **DEMO**

Your messaging settings in the new **FACEBOOK META UNIVERSE** let me quickly show you, so you're on your Facebook page managing your page META BUSINESS SUITE.

00:03:51 Automated messages.

00:03:56 And there you SET UP YOUR INSTANT REPLIES AND FAQ and that is then what feeds back also to Instagram.