

WELCOME



Easy to Use Facebook and Instagram Automation Using ManyChat

March 6, 2025

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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Nova Scotia's Tourism Sector

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PRESENTERS

Riley Forman & Connor Kidd

Riley Forman, Executive Director, and Connor Kidd, Director of Business Development, are two of the driving forces behind Connect Media. With over a decade of experience as a tourism marketing agency, Connect Media brings a wealth of expertise to the table. Their team's extensive engagement with businesses of all sizes within the tourism industry has cultivated a profound understanding of traveler needs and destination dynamics. At Connect Media, innovation is a constant pursuit, with a commitment to expanding skill sets and devising creative strategies that not only draw visitors to destinations and attractions but also enrich their experiences to the fullest.



**Connect
Media**



EASY TO USE FACEBOOK AND INSTAGRAM AUTOMATION

March 2025



A scenic landscape featuring a calm, deep blue lake in the foreground. The lake is bordered by a dense forest of evergreen trees, which extends up the slopes of mountains in the background. The sky is a clear, light blue with a few wispy clouds. The overall atmosphere is peaceful and natural.

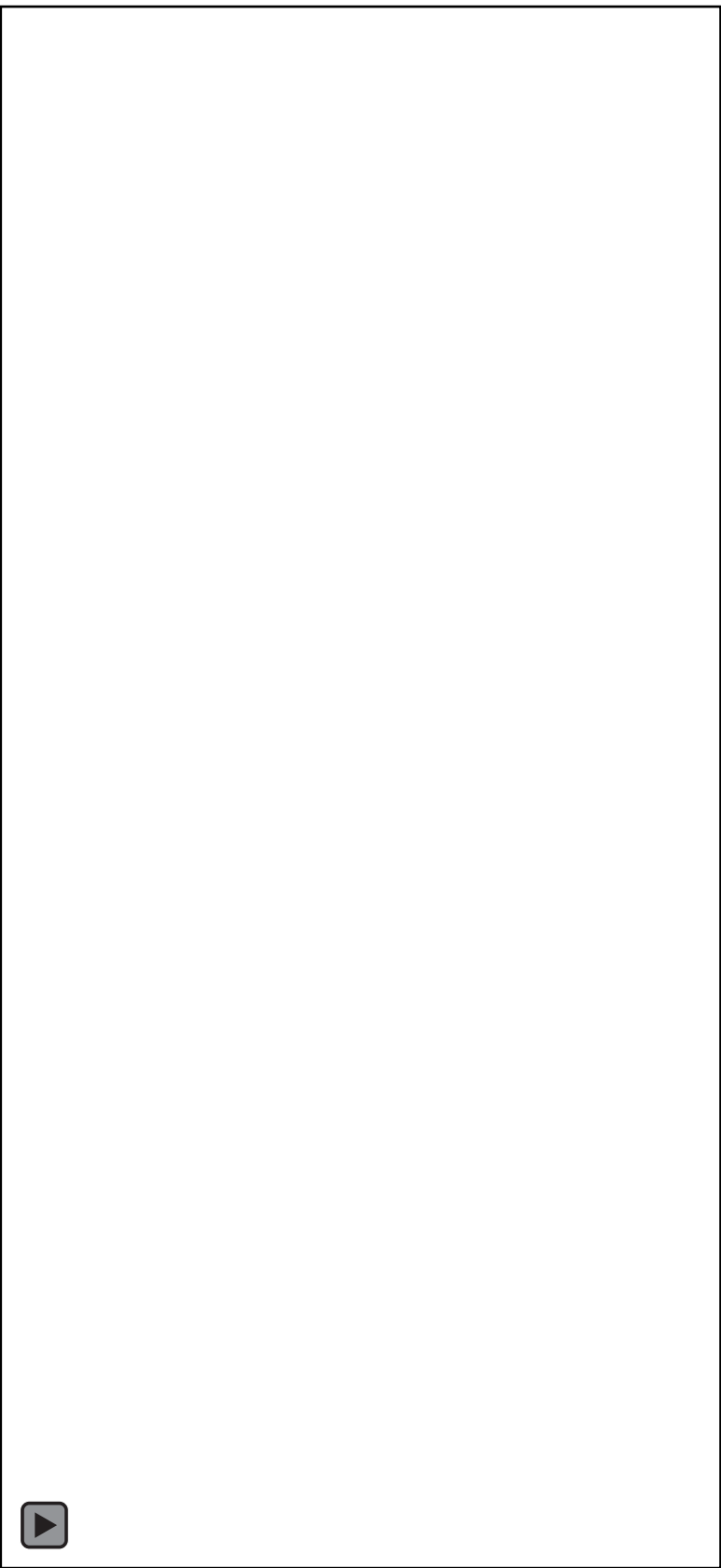
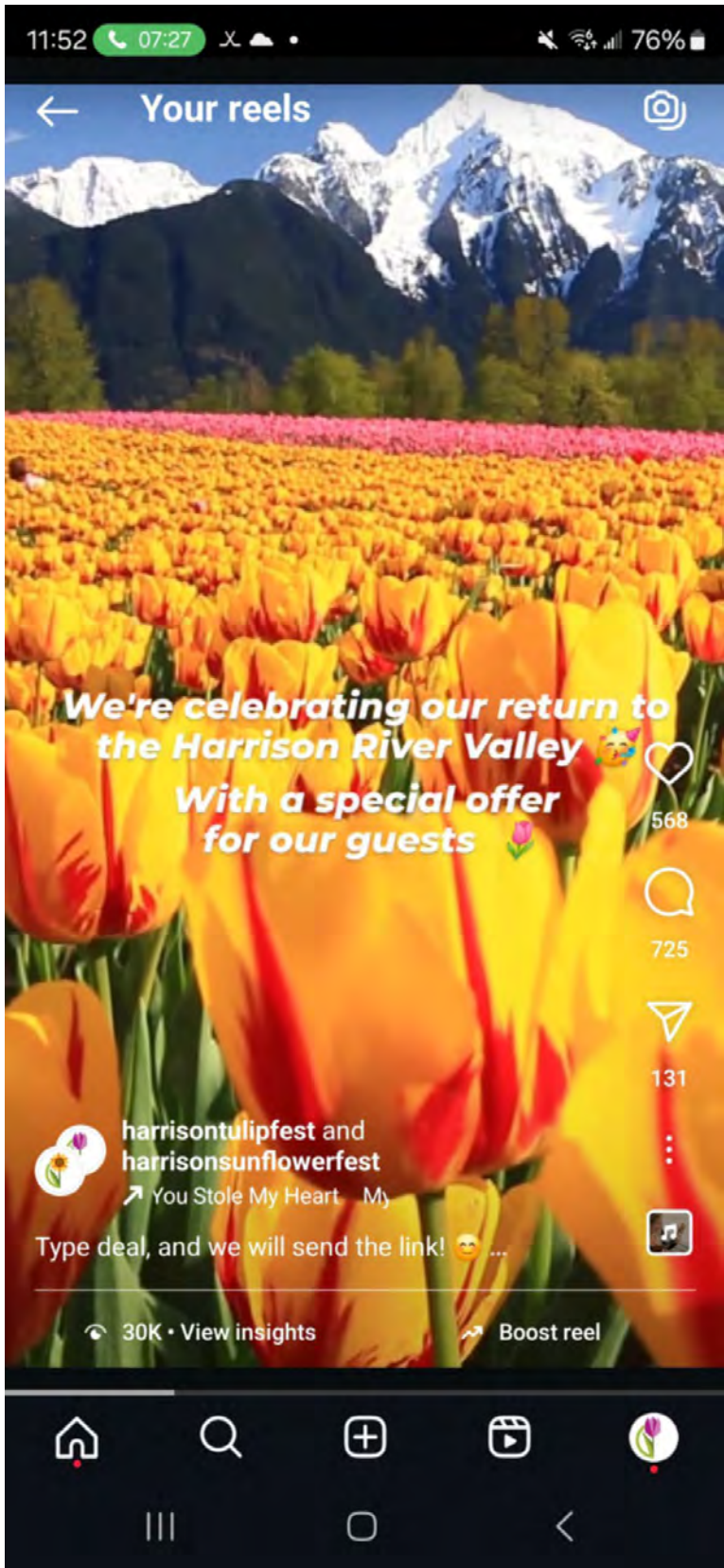
Why use an automation service?



Why use an automation service?

1. Give potential customers information quickly
2. Improve customer experience
3. Increase conversions / drive sales
4. Generate interest & engagement
5. Save time & money
6. Consistency

Example of a Comment to Message Automation



Hi! Thanks for your comment! 🚀

Here is your link 📌

Offer ends April 1st

[GET SEASON PASSES!](#)

Results

In total the campaign generated **1400+ clicks**

Season Passes Sold

2023: 35

2024: 488

Season Pass Revenue

2023: \$2,275

2024: \$31,720



Creating a ManyChat Account

First Step

Get Started by logging in with your Facebook Account

Second Step

Connect your services

Facebook & Instagram

Third Step

Choose your plan

There are three packages to choose from:

- Marketing Automation : 25 / month
- ManyChat AI: \$29 / month (add on)
- Inbox: \$99 / month



Using Basic Automations

Conversation Starters / Main Menu Assist

Help your customers start the conversation by leading them in the right directions

Story Mention Reply

Instantly thank people for mentioning you in their stories

Default Reply

Set up an automatic reply (great for off-season)



An aerial photograph of several whales swimming in clear, turquoise ocean water. Two large whales are prominent in the foreground, one at the top and one at the bottom, both showing their dark, textured skin and white underbellies. Several smaller whales are visible in the background. The text "Direct Message Automation" is centered in the middle of the image in a white, sans-serif font.

Direct Message Automation

Automating your DMs

- Create DM responses that are triggered by keywords. When that keyword is used in a message it will give an automatic response specific to that keyword.
- The response can include external links.
- Start with you FAQ's and other things you want your customers to know
- Point customers in the direction you want them to go



EXAMPLES - ACCOMMODATION

“Do you have pet friendly rooms?”

“Do you have dog friendly rooms?”

“Can I bring my animal?”

Keywords:

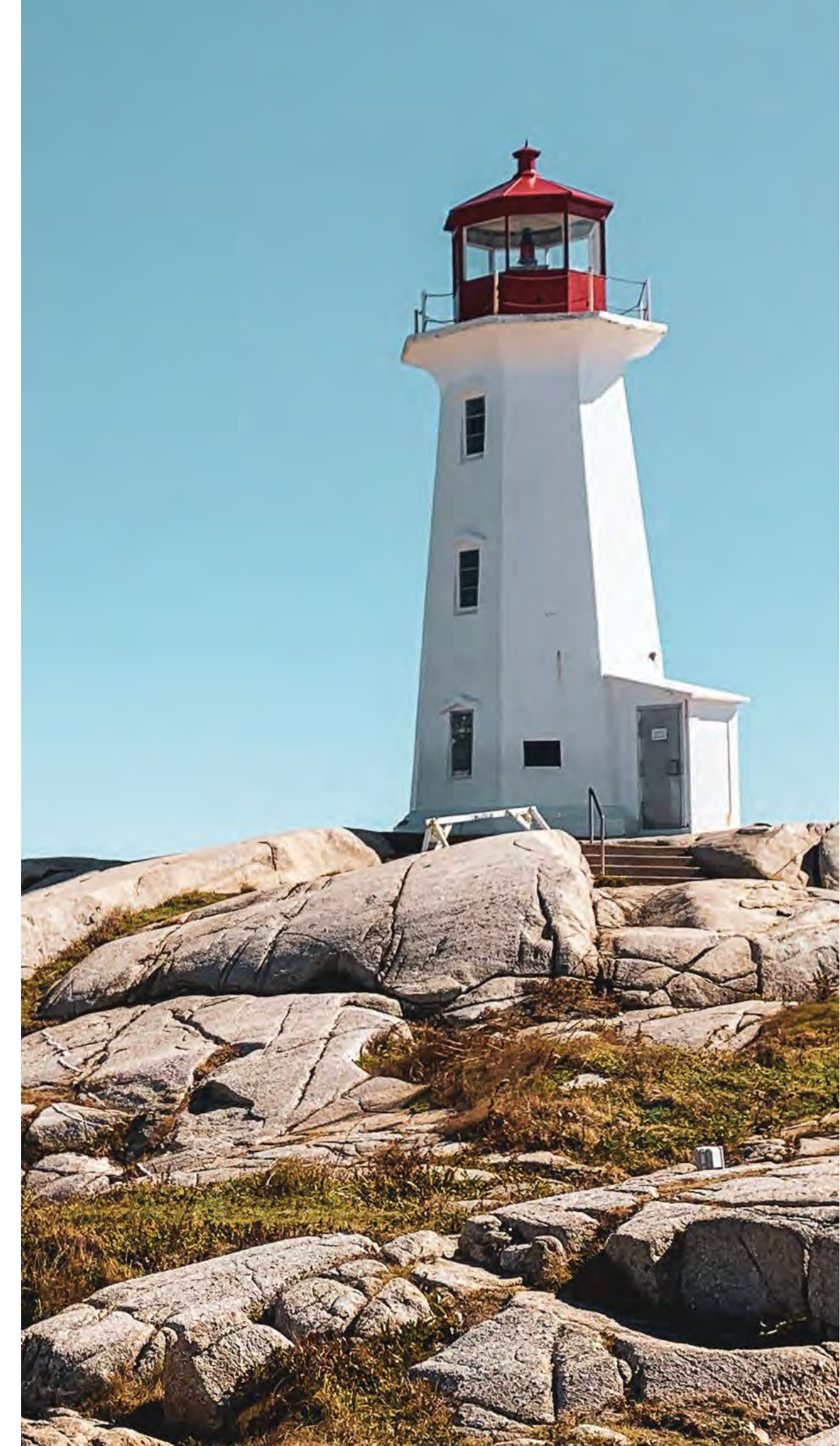
Dog, Pet, Animal, Cat

Response:

YES! We have select rooms available for your four-legged friends! Some conditions apply. Please visit our pet policy here: website.ca/petpolicy

Not what you're looking for? Type “more help” for other options.

[PET POLICY]



EXAMPLES - ACCOMMODATION

“What time is check-in?”

“What time is check-out?”

“Can I have an early / late check-in/out?”

Keywords:

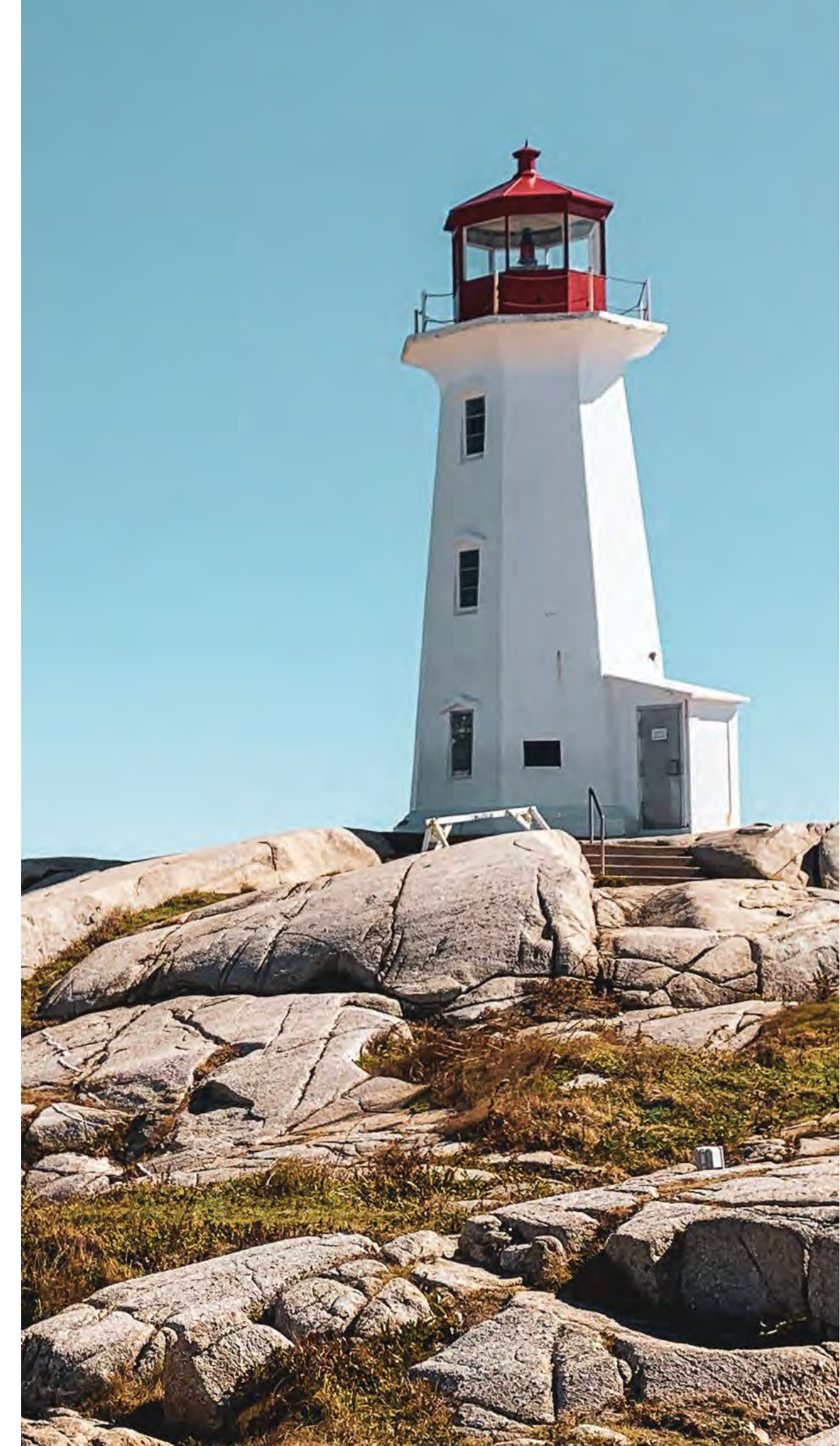
Early, late

Response:

Our check-in time is between 4:00 pm and midnight. Our check-out time is by 11:00 am. If you have any questions, please contact our reservation line by calling (000) 000-0000.

Not what you’re looking for? Type “more help” for other options.

[LINK BUTTON]



EXAMPLES - RESTAURANTS

“Can I make a reservation for this Saturday?”

“Do you accept reservations for large groups?”

Keywords:

Reservation

Response:

Yes, we would love to reserve a table for you! Visit our online reservation request form here: website.ca/reservation or give us a call during our regular business hours to secure your spot! Call (000) 000-0000.

Not what you’re looking for? Type “more help” for other options.

[LINK BUTTON]



EXAMPLES - RESTAURANTS

“Do you have a gluten free menu?”

“Do you have gluten free menu items?”

Keywords:

gluten

Response:

Our menu has several gluten free options as well as other items that can be modified to meet your gluten free needs. For more information follow this link to our menu. website.ca/menu

Not what you're looking for? Type “more help” for other options.

[LINK BUTTON]



EXAMPLES – GUIDED EXPERIENCES

“Do you take tours on rainy days?”

“Is the tour canceled in bad weather?”

Keywords:

Weather, rain, rainy

Response:

For the safety of our guests, we have strict weather policies. We analyze all weather factors before every departure. In the event the tour is postponed or cancelled full refunds are available. To learn more about this and how we prepare for your tour visit our website:

[website.ca/plan](https://www.website.ca/plan) or call our office between the hours of 9am and 5pm daily to talk with our team!

Not what you’re looking for? Type “more help” for other options.

[LINK BUTTON]



EXAMPLES – GUIDED EXPERIENCES

“Do you have a group rate?”

“Do you have a special rate for large groups?”

Keywords:

Group, groups

Response:

Thank you for your message, for more information on our pricing and group rates please visit our ticket page! [website/tickets](#) or feel to call us if you have any questions. (000) 000-0000

Not what you’re looking for? Type “more help” for other options.

[LINK BUTTON]



EXAMPLES – RETAIL

“Are you open during the winter?”

“What are your winter hours?”

Keywords:

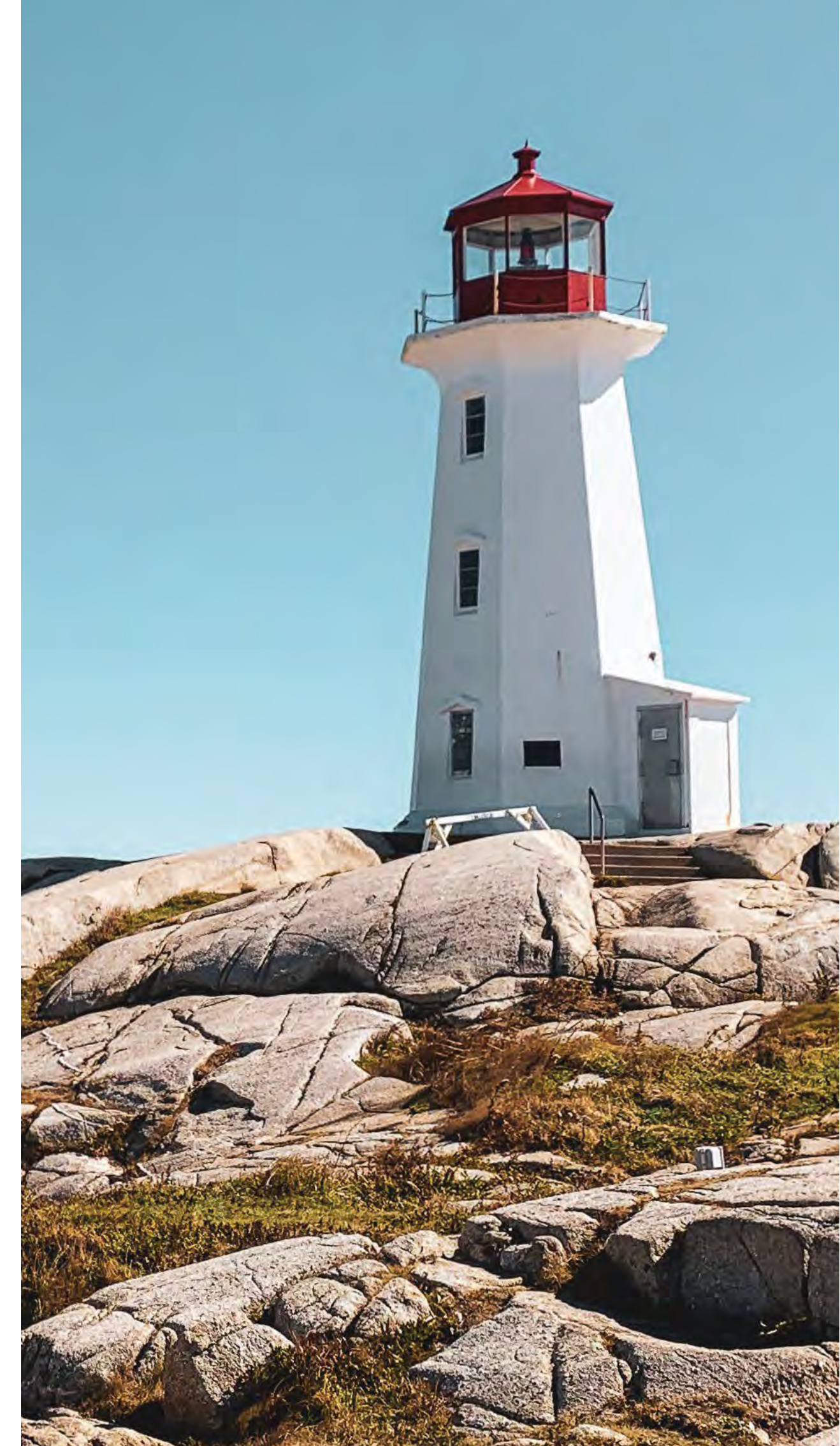
Open, hours,

Response:

Thank you for your message, during the winter months we are open Thursday through Monday from 11am until 4pm. Our online store is always open if you're looking for something specific!

Not what you're looking for? Type “more help” for other options.

[ONLINE STORE LINK BUTTON]



EXAMPLES – DMO

“I am traveling this summer with my son who is in a wheelchair can you recommend activities for us?”

Keywords:

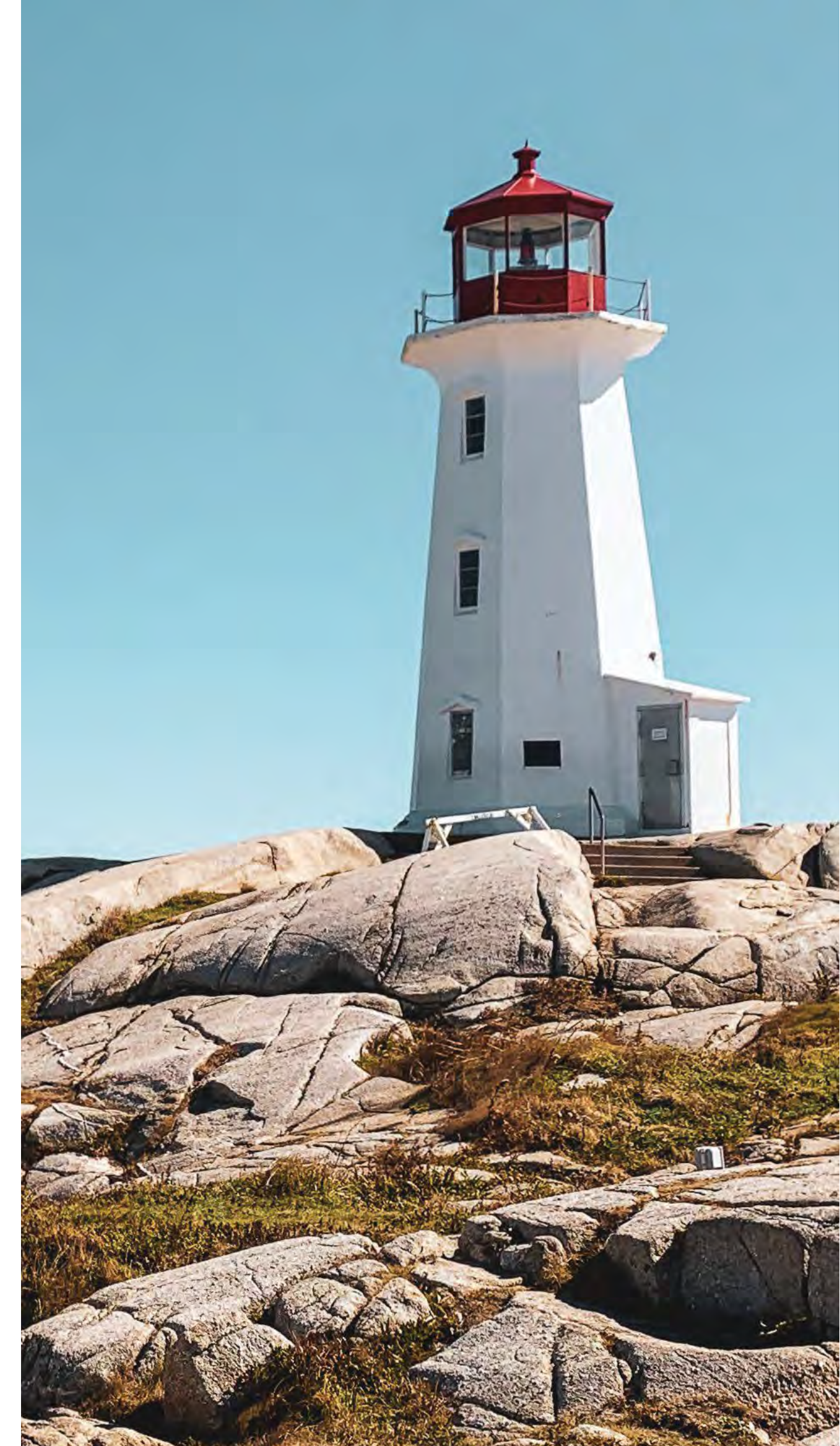
Wheelchair, accessibility

Response:

Thank you for your message, please check out our blog on accessible experiences in the Annapolis Valley to help inspire your trip!

Not what you're looking for? Type “more help” for other options.

[ACCESSIBLE EXPERIENCES LINK BUTTON]



Direct Message Automation

How to setup direct message automation

A keyword that triggers the automation and a response to be sent when the keyword is triggered is the two most important parts about direct message automation.

Step 1: Click the “automation” tab

Step 2: Click the “new automation” button

Step 3: Click the “start from scratch” button

Step 4: Choose first step: Instagram or Facebook

Step 5: Create your trigger and response

Step 6: Review & Publish

In your response you can add buttons as links or even to break down more options for the users to select.

An aerial photograph of a pod of whales in teal-colored water. Two large whales are visible, one in the upper right and one in the lower right, both with their white pectoral fins extended. Several smaller whales are scattered to the left. The text "Closing the loop!" is centered in the image.

Closing the loop!

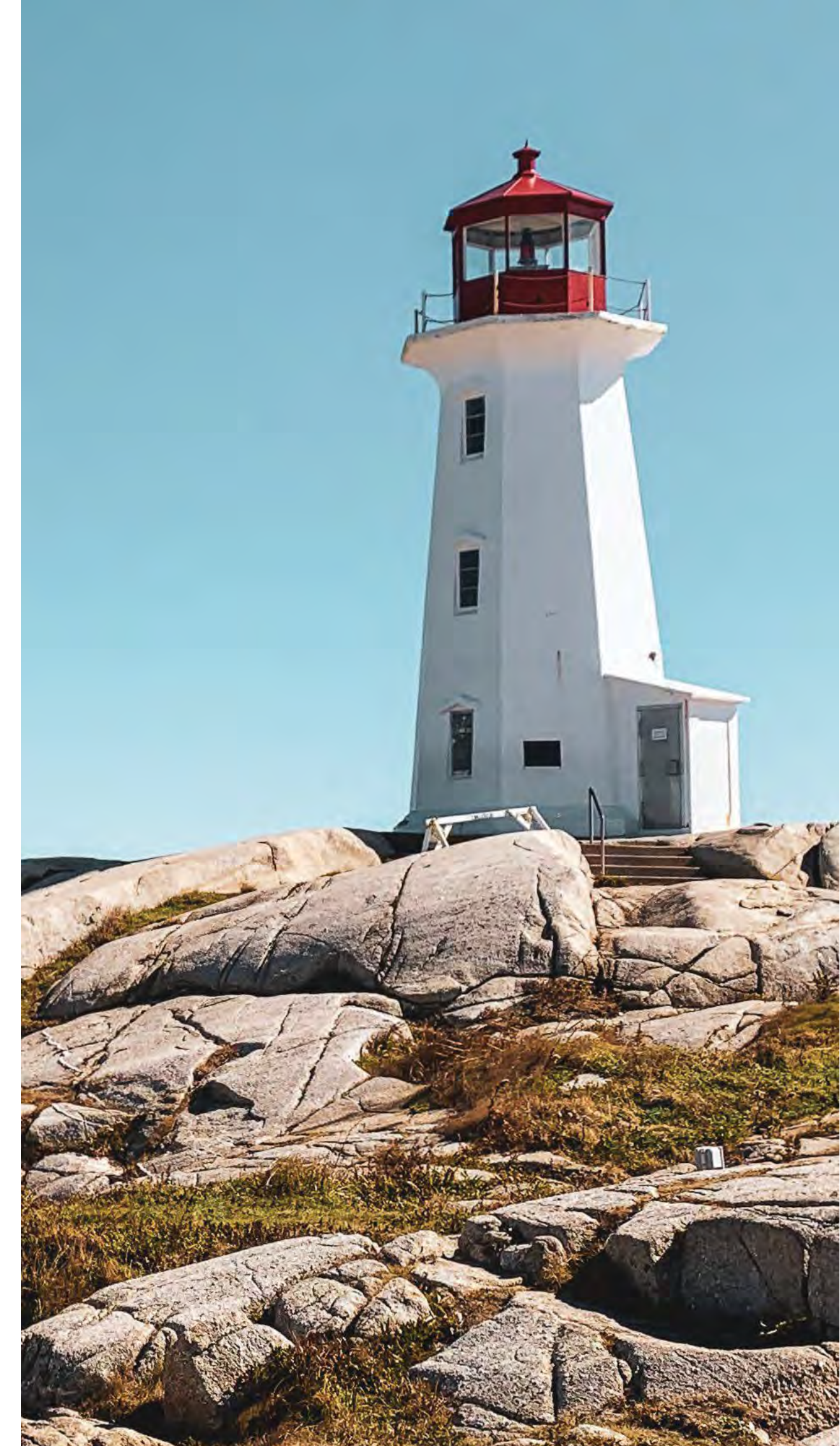
Closing the loop!

What does this do?

This allows people to inquire about other topics they might be interested in or point them in the right direction if the previous response did not answer their questions.

How to do it?

Create a direct message automation with the keyword “more help”. Then in that automation's response you can give the user more information or options. Including a link to your contact page on your website or your preferred method of contact.





Comments to Conversion

EXAMPLES - ACCOMMODATION

We're having a flash sale on our fall and winter 2026 packages! Save up to 40% on select packages if you book before May 30th! Type "flash sale" in the comments and we'll DM you the link!

Keywords:

Flash sale

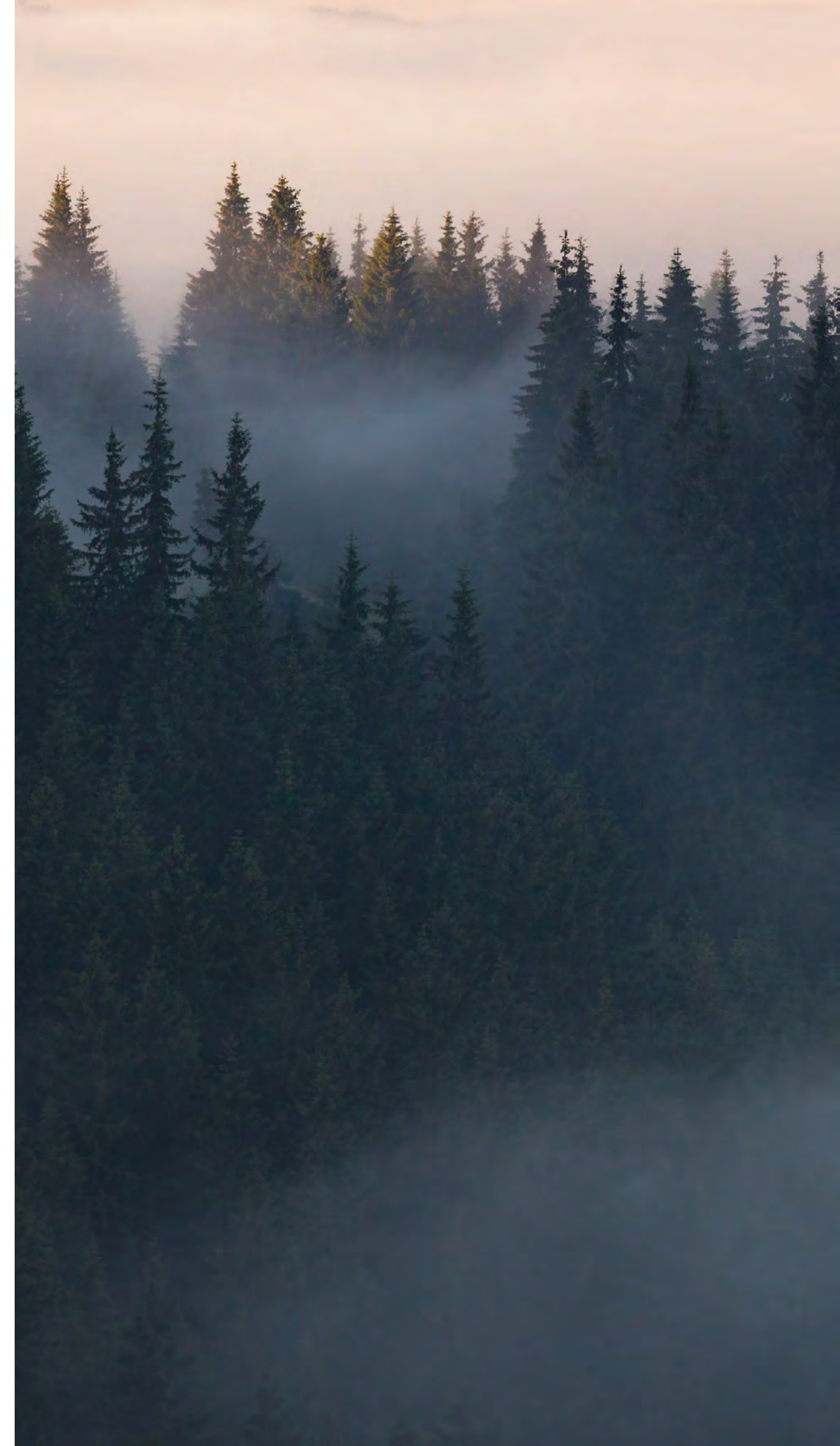
Comment Response:

Thank you for your comment! We've sent the link to your DM's

DM Response:

Thank you for your comment on our FLASH SALE post! As promised here is the link!

[FLASH SALE LINK BUTTON]



EXAMPLES - RESTAURANTS

Tickets are now available for our New Years Party and like last year they are expected to sell out FAST! Type “get tickets” in the comments and we’ll DM you the link!

Keywords:

Get Tickets

Comment Response:

Thank you for your comment! We’ve sent the link to your DM’s

DM Response:

Thank you for your comment on New Years Party post! As promised here is the link!

[TICKET LINK BUTTON]



EXAMPLES – GUIDED EXPERIENCES

We've released dates on our popular wine tour party bus for summer of 2025! Only 4 dates available and tickets are guaranteed to sell out quickly! Type "party bus" in the comments and we'll DM you the link!

Keywords:

Party Bus

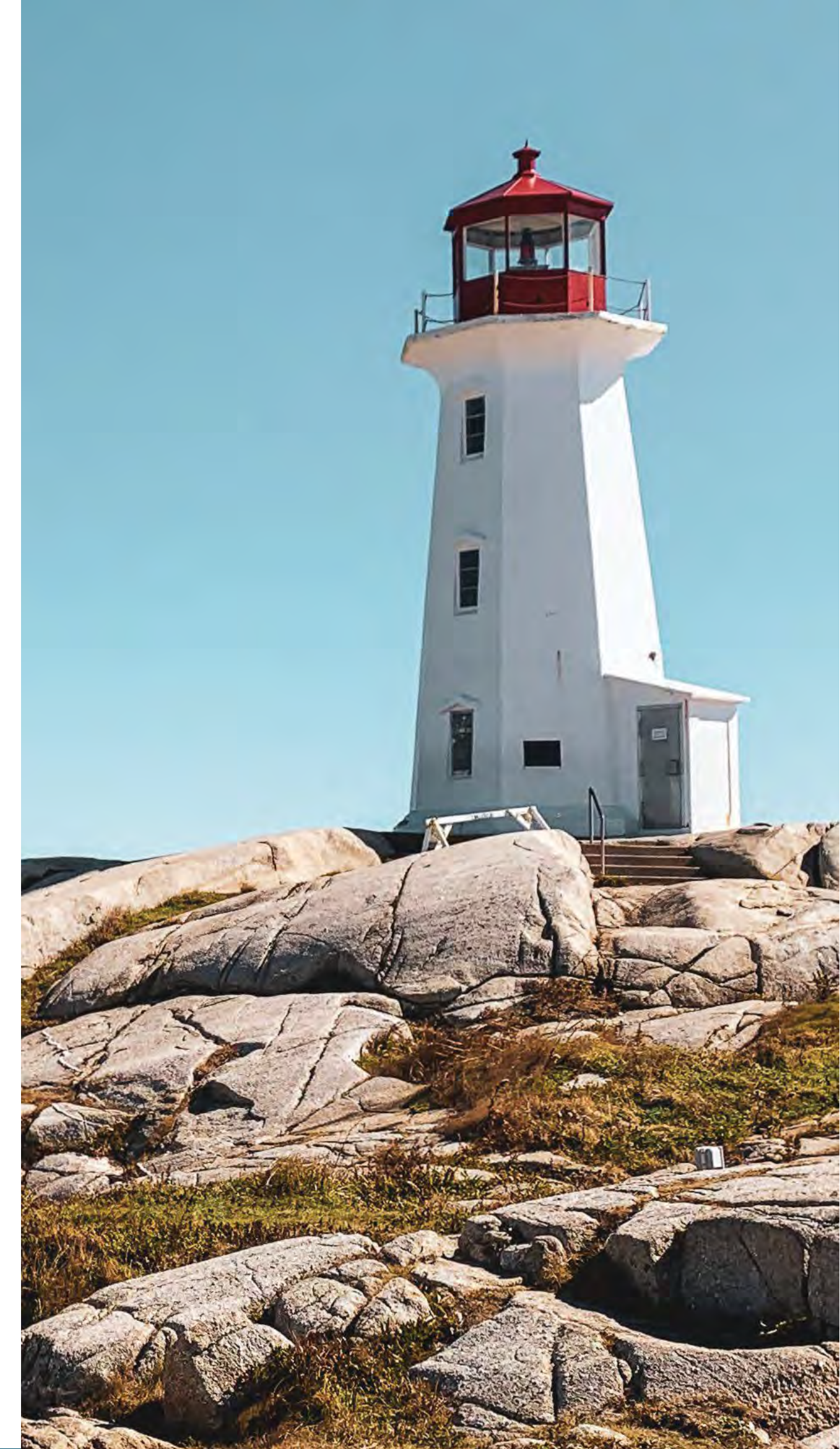
Comment Response:

Thank you for your comment! We've sent the link to your DM's

DM Response:

Thank you for your comment on our 2025 Wine Tour Party Bus post! As promised here is the link!

[PARTY BUS LINK BUTTON]



EXAMPLES – RETAIL

We've got a big sale with free shipping on orders over \$100 for the entire month of November! Stock up for Christmas now! Type "BIG SALE" in the comments and we'll DM you the link!

Keywords:

BIG SALE!

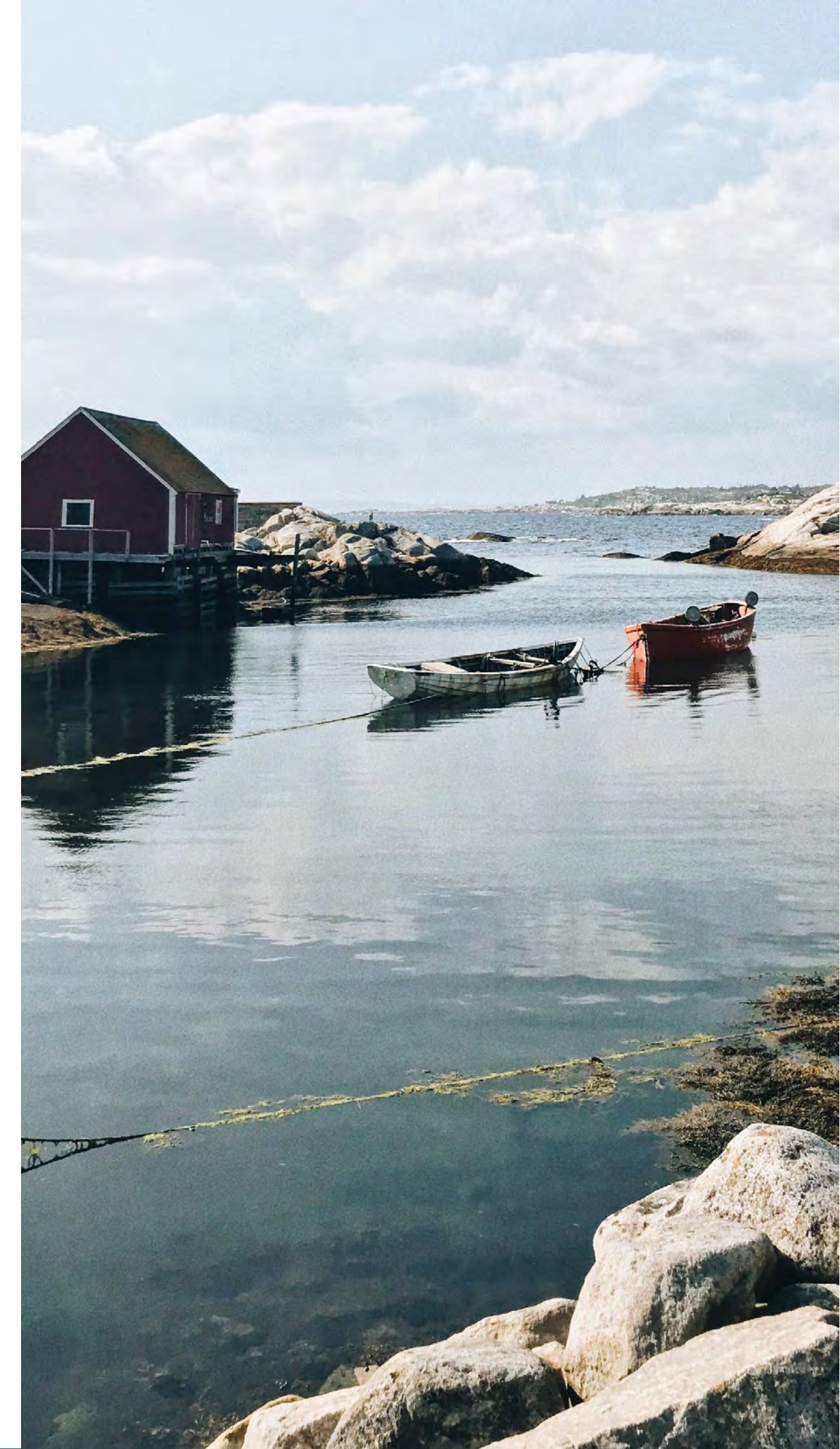
Comment Response:

Thank you for your comment! We've sent the link to your DM's

DM Response:

Thank you for your comment on our BIG SALE post!
As promised here is the link!

[BIG SALE LINK BUTTON]



Comment to Message Automation

How to setup Comment to Message Automation

A keyword that triggers the automation and a response to be sent when the keyword is triggered is the two most important parts about direct message automation.

Step 1: Click the “automation” tab

Step 2: Click the “new automation” button

Step 3: Click the “start from scratch” button

Step 4: Choose first step: Instagram or Facebook

Step 5: Create your trigger “comment to message”

Step 6: Create your comment & message response

Step 7: Review & Publish

In your response you can add buttons as links or even to break down more options for the users to select.

Thank you!

Q&A...

teamc.media @teamcmedia



**Let's make
this memorable.**



OPEN PROGRAMS

- **Tourism Digital Assistance Program (TDAP)**
Application deadline is Thursday, April 3, 2025, at 4:00 p.m.
- **Tourism Digital Assistance Program - Communities (TDAP - Communities)**
Application deadline is Wednesday, April 30, 2025, at 4:00 p.m.
- **Compelling Tourism Communities Marketing Initiatives Program**
The program is open for input until Friday, March 31, 2025, at 4:00 p.m.



See recordings of previous webinars and related tip sheets:
<https://tourismns.ca/webinar-series>

UPCOMING WEBINARS

- **Thursdays, April 3rd, 10th & 17th at 10:00 a.m.:**
Marketing the Maritimes: Create and Implement Your Digital Marketing Plan for 2025,
with Liam Tayler from SME Solutions



See recordings of previous webinars and related tip sheets:
<https://tourismns.ca/webinar-series>

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