



# **INSTAGRAM DM BETA TEST**

**Round 1 = September 1st through the 30th**

**TOTAL  
SUCCESS  
INSTAGRAM  
(DM) DIRECT  
MESSAGE  
BETA TEST**

Dear Testers,

You are about to embark on a fun journey of marketing history. This is the first time that Instagram has made automated DM (Direct Message) technology available through the IG platform.

This new technology will have an amazing positive impact on the people who embrace it and utilize it to its fullest potential.

Our goal is to bring you new business in a way that has never been possible before.

During the beta test our goal is for you to see all three of your marketing lists grow. You will also see your customer acquisition and communication improve.

Finally, you will lay the foundation to increased sales month after month.

We are here to guide you every step of the way.

Dedicated to your success,

Brett and Manny

[info@TotalSuccessBusinessSolutions.com](mailto:info@TotalSuccessBusinessSolutions.com)

**Are you ready to make history and build your business in new and exciting ways?**

## CHAPTER 1

# THE BASICS

Here are three simple steps for you to do before the beta test begins.

1. Start posting on Instagram everyday if you are not already. (Warm up the algorithm)
2. Make a list of hashtags that you are currently using or want to use.
3. Make a file of pictures and/or content you want to post. Building your content library before you start a marketing campaign is very useful and makes marketing a lot more fun and productive.
4. Be sure to join our Facebook group for IG beta testers if you are not already a member. Click here to join:

<https://www.facebook.com/groups/142536204709623>



## CHAPTER 2

# TECH STUFF

Yes, you have to do a small amount of tech stuff. It should only take you a few minutes to set up.

1. Use/set up an Instagram business page.
2. Use/set up a Facebook business manager account.
3. Use/set up a Facebook business page.  
NOT a Facebook profile.
4. Connect your Facebook business manager account to your Instagram account.
5. Give Total Success Business Solutions admin access to your Facebook business manager account when we ask you to.

# JUST IN CASE YOU NEED SOME RESOURCES

How to set up an IG business account

<https://www.facebook.com/business/help/502981923235522>

How to set up a FB business page:

<https://www.facebook.com/business/pages/set-up>

How to set up a FB biz manager account.

<https://www.facebook.com/business/help/1710077379203657?id=180505742745347>

How to link and unlink profiles

<https://help.instagram.com/176235449218188>

The importance of Instagram hashtags.

<https://later.com/blog/ultimate-guide-to-using-instagram-hashtags/>



## CHAPTER 3

# MARKETING STUFF

Marketing is like building a house. The better your prep work, the easier the project, and the better the final results.

1. Determine your ideal customer. (NO MATTER WHAT YOU THINK, **“EVERYONE” IS NOT YOUR IDEAL CUSTOMER**)  
\*We can help you with this if you want.
2. Decide on the offer you would like to test.
3. Decide on a contest you would like to test.
4. We will help guide you on whether to run a contest or offer for your Beta test based on what we think will be best for you and your product/service.



## CHAPTER 4

# TEST A SAMPLE

The test will give you a basic idea of how automated DM automations work and what is possible with a contest/offer on the Instagram.

### **Follow these steps:**

1. Get onto the Instagram platform
2. Go to the profile

[https://www.instagram.com/ts\\_dm\\_automation/Decide on a contest you would like to test.](https://www.instagram.com/ts_dm_automation/Decide on a contest you would like to test.)

3. Click message
4. Type in the word - contest
5. Follow the instructions in the messenger string as they are sent to you.
6. Start thinking of fun and creative ways you would like to grow your business with bots, contests, giveaways, online stores, etc.



## CHAPTER 5

# A CONTEST OVERVIEW AND SAMPLE POSTS

Manny and I want to ensure your IG beta test is as successful as possible. In order to help you, we have put together this short overview, with some marketing suggestions and a sample contest. Please make sure you read the Beta Set Up guide and use this information to help you determine the details of your Contest / Offer.

## **How to create a compelling offer:**

There are a few main reasons that peoples marketing does not work. Most of those reasons revolve around offers and follow up offers. Below are some suggestions to help you create compelling marketing programs, build your lists, and make more sales.

## **Five key reasons marketing doesn't work:**

1. A poorly crafted offer.
2. A poorly crafted follow up sequence.
3. People mistakenly believe that they will make all their money on their initial offer. The real money is made in building your lists and carefully crafting content and then delivering offers to your list over time.

4. People do not test enough offers/ messaging. He/She who tests the most will eventually WIN!
5. People do not build multiple lists. Any good marketing campaign should build your email, text, and messenger list simultaneously.

## **Here is what we know from tracking successful and unsuccessful offers on Instagram.**

1. Successful offers / contests typically have a value of over \$200.
2. Offerings with a percentage off usually do not do well. For example, offering 20% off of something usually doesn't work well as an initial offer. Percentage off offers can be great for

“Buyer thank you offers.” Or other types of “Follow Up Offers.”

3. Posting in stories and the new reels feature typically gets more leads than regular posts but you definitely want to test for yourself.

4. Using hashtags that relate to your target market can be very beneficial.

5. Partnering with other IG users, influencers etc. can create great energy and buzz around your brand/product/service and help with sales.

6. The RICHES are in the FOLLOW UP!

If you want to be successful with your marketing, then you will improve your chances dramatically by following the concepts above.

Remember - KEEP TESTING!

Below is a very solid format for creating an offer to build your lists and make more sales with your marketing.

## **Example of an offer / contest for Personal Mastery Martial Arts**

### **Offer:**

Winner will receive a 3-month FREE training program plus a FREE uniform.

### **Value**

\$457

### **Keyword that will be used for people to enter the contest**

Kick

## **Buyer thank you/follow up offer**

20% off at our online store.

The offer will expire in 72 hours. (This will give the offer urgency.)

The offer will attempt to generate instant sales from the PMMA online store.

#####

## **Flow of the contest**

When people see a contest post on IG in a story, reel, or other post they will be asked to enter the contest in order to be eligible for the prize packages.

These people will be asked to DM the PMMA a page the word kick

After someone enters the word kick on the PMMA page the automation will ask people to complete the following steps.

1. People will be asked to follow PMMA on IG.
2. They will also be asked to tag 2 friends.
3. They will be asked to follow some instruction and give information so they can be given their prize.

This simple process is what will enter someone into the contest.

The entry is also what enables us to build our lists and market to these people forever.

## **The automation will collect**

1. Their name
2. Their email
3. Their phone number

## **Within 22 hours of entering the contest**

Every person who enters will receive a 20% off coupon to the PMMA online store. This coupon will only be active for 72 hours.

## **At the end of the contest**

1. PMMA will do a live video that announces the winner of the contest.
2. We will also do a live video with the winner when they come to get their prize.
3. We will do another video when the winner takes their first class.

**For those who do not win the grand prize:**

1. Everyone will win 2 FREE weeks of training. We will sell them a uniform.
2. Halfway through their free 2 week program each person will be offered a discounted rate to enroll into our regular program. We anticipate a 60% enrollment rate from those who take their 2-week prize.

**There are a series of sequences that automatically happen when someone enters the contest.**

**Auto email that will be sent upon entry.**

Hey NAME ,

Congratulations on entering the PMMA Instagram Contest.

Everyone is a winner!

Be on the lookout for some special bonus prizes coming your way in text, messenger, and email.

We look forward to kicking it with you on the mat.

See you soon!

Personal Mastery Martial Arts Team

## **Auto text that will be sent upon entry.**

Congratulations on entering the PMMA Instagram Contest.

Be on the lookout for prizes coming your way in text, messenger, and email.

We look forward to meeting you.

## **Auto DM sent**

Hey NAME ,

Congratulations on entering the PMMA Instagram Contest.

Everyone is a winner!

Be on the lookout for some special bonus prizes coming your way in text, messenger, and email.

We look forward to kicking it with you on the mat.

See you soon!

Personal Mastery Martial Arts Team

**After the contest PMMA will follow up forever via, email, text, and messenger.**

## **Bonus Information to give you more knowledge**

The following is some sample information to help you understand how influencers work on IG and give you some examples

of posting ideas, and a few other gold nuggets.

## **Influencers – typical fees paid for influencer marketing**

Nano – 1k – 10k (\$10-\$100)

Micro – 10k – 50k (\$100-\$500)

Mid-Tier – 50k – 500k (\$500-\$5,000)

Macro – 500k – 1M (\$5,000 - \$10,000)

Mega – 1M + (\$10,000 +)

## **Influencers**

**Under 1,000 followers** – (we will take on case by case if aligned with current client avatars or if there is a good potential to grow into a client )

## **End Goal**

Get to 1k followers

Build a list

## **How to get to 1k**

Best way to 1k followers would be to team up with bigger influencers on contests that would share customer avatars/target market

### **Contest**

To enter: follow main influencer and partner influencer/s, tag 1-2 friends, and comment

Prize needs to be enough to get target market to follow all influencers/brands, tag 1-2 friends and comment

### **Timeframe**

This will take time/money/or both depending on how fast you want to grow  
The more influencers/brands that you collaborate with the faster you grow but

the more you will pay. Keep in mind the price for giveaways and or compensation to brands/influencers

Look into possible ways to trade for prizes and/or contest collaborations

**Below are some sample posts just to give you a few ideas**

## Sample Post



**wasatchpop** HAPPY WASATCH WEDNESDAY! Today I'll be giving away a Funkon Exclusive Rocketeer Pop. To enter...

1. LIKE the photo
2. Follow [@wasatchpop](#) & [@thefunkohunko](#)
3. COMMENT your favorite Funkon Exclusive & TAG a friend.

That's it! Results will be posted here in a video this upcoming Tuesday. US only. Good Luck!

[#funko](#) [#funkopop](#) [#funkopops](#)  
[#funkofamily](#) [#funkocollector](#)  
[#funkopopvinyl](#)

Sample 2 – Get X likes/follows and I will giveaway a prize. Could be used at milestones. Partner influencer @ 400 followers equals prize 1, @800 followers = prize 1,2, 1k followers = grand prize plus prize 1 & 2

## **Nano – Mid Tier**

End Goals

Build list/get off the algorithm

Increase sales

Automate DM/sales process

Automate outreach to potential brand ambassadors that tag brand/influencer in a post. (Think affiliate marketing)

Give each ambassador discount code that can be tracked.

Get ready for black Friday now

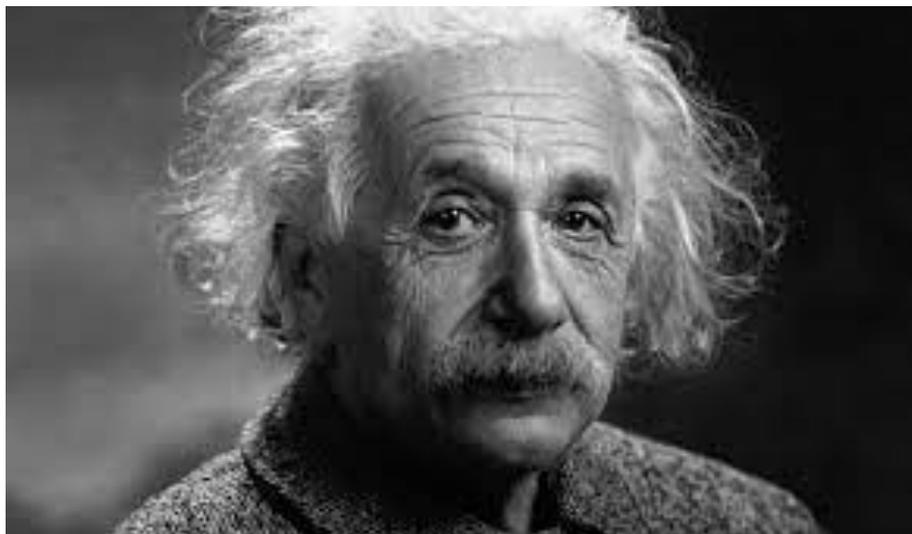
## **Fulfillment**

**1-2 Contest per month**

Buyer thank you campaign – send thank you email with discount code 24-72 hours after purchase.

Collaborate with other brands/influencers with same target market speed up process and build up your list.

# ABOUT THE AUTHOR



Didn't you know that Albert Einstein thought of Instagram?

Ok, that is a lie and we are not Albert Einstein. However, we are pretty smart too.

Dedicated to your success,

Manny Torres and Brett Lechtenberg

