

HOW SOCIAL MESSAGING APPS
ARE TAKING THE PLACE OF SOCIAL MEDIA

SOCIAL MESSAGING APPS FOR MARKETERS

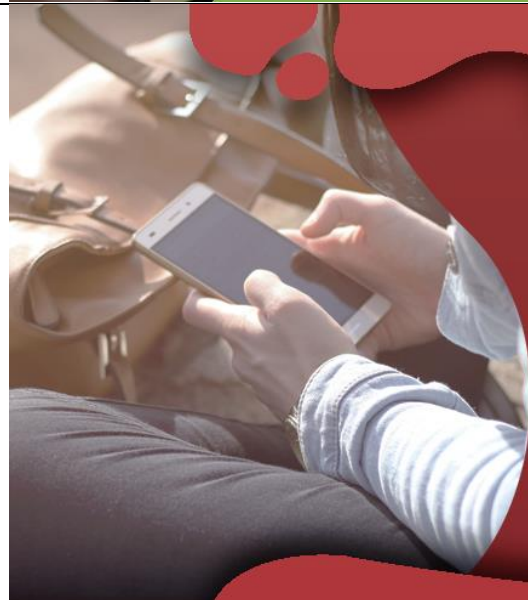






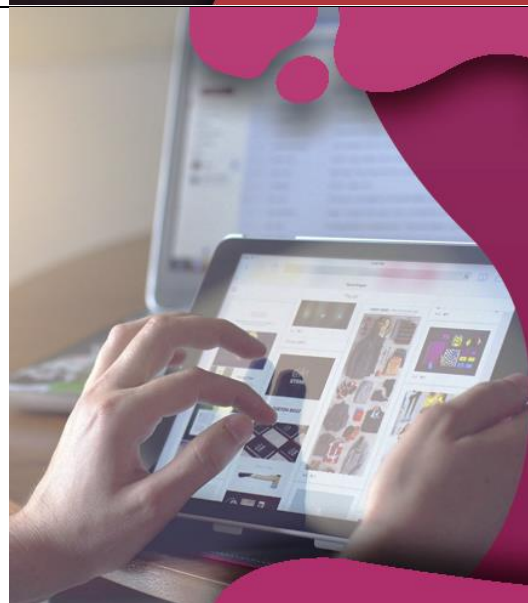
Facebook Messenger and WhatsApp – The Big Ones

Chapter 2



SMS and Other Messaging Platforms

Chapter 3



What is Conversational Commerce?

Chapter 4



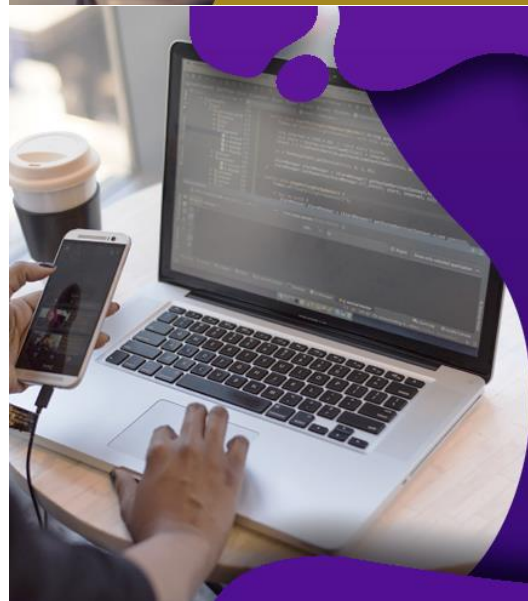
Messaging Apps for Sales

Chapter 5



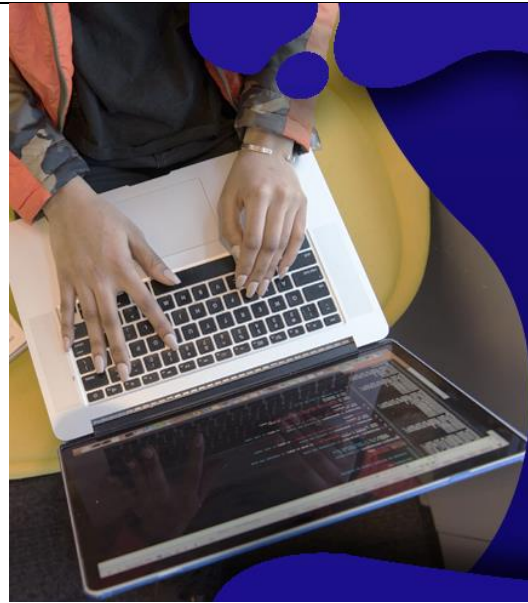
Chatbots

Chapter 6



Building an App

Chapter 7



Collecting and Managing Contact Details

Chapter 8



Best Practices for Building Relationships and Making Sales

Chapter 9



Internal Uses, Providing Services, and More!

Chapter 10