



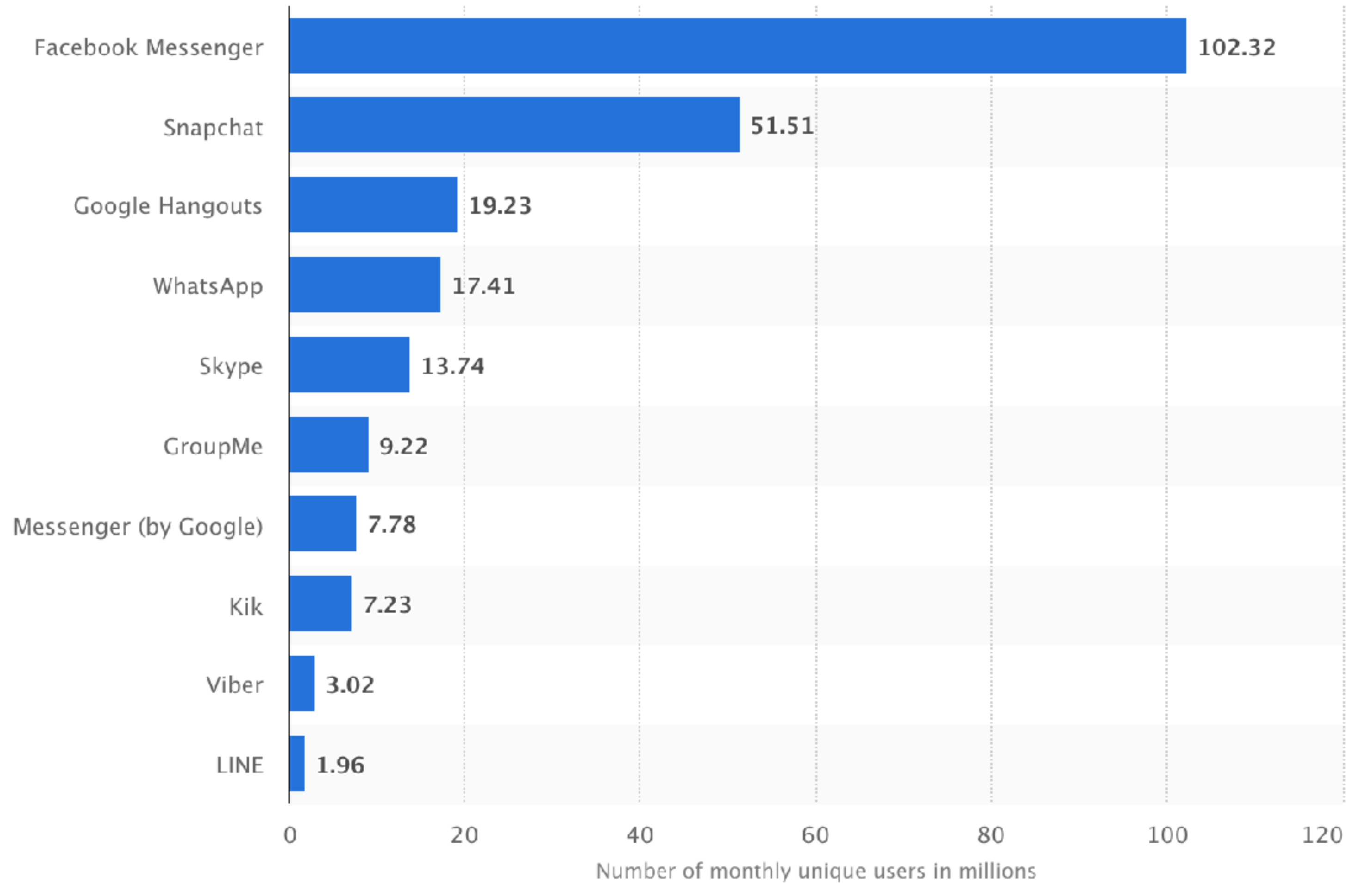
Hi. I'm AVA.



# FACEBOOK MESSENGER

## Most popular mobile messaging apps in the United States as of July 2017, by monthly active users (in millions)

As of July 2017, Facebook Messenger was ranked first with 102.32 million unique U.S. users.





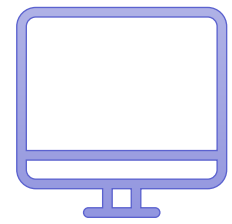
AVA is a Self-learning AI, always available & Listing-equipped.

Get the most intuitive, advanced real estate messaging solution that can engage, nurture, and convert buyers and sellers into clients.

AVA uses artificial intelligence to guide buyers through the home search process with conversational language and rich data.

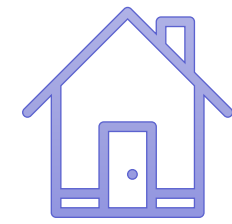


# AVA FEATURES



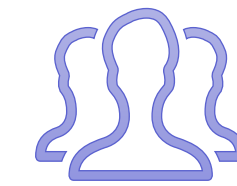
## Dynamic Landing Pages

Create Locked and Unlocked content using any URL



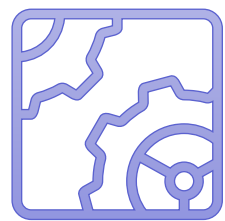
## Property Search

Tools that allow people companies to create content



## Buyer & Seller Leads

Custom Home List, Mortgage Financing, and Home Value



## CRM Integration

Follow Up Boss, Lion Desk or any Zapier capable CRM



## DRIP Campaign

72 hour follow up campaign to re-engage your audience



## Pixel Retargeting

Use custom Facebook audiences to follow up.





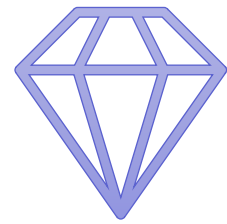
# AVA FEATURES

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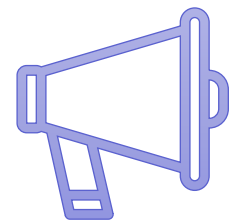
## Two-Way Communication

Instantly open up a line of communication with leads



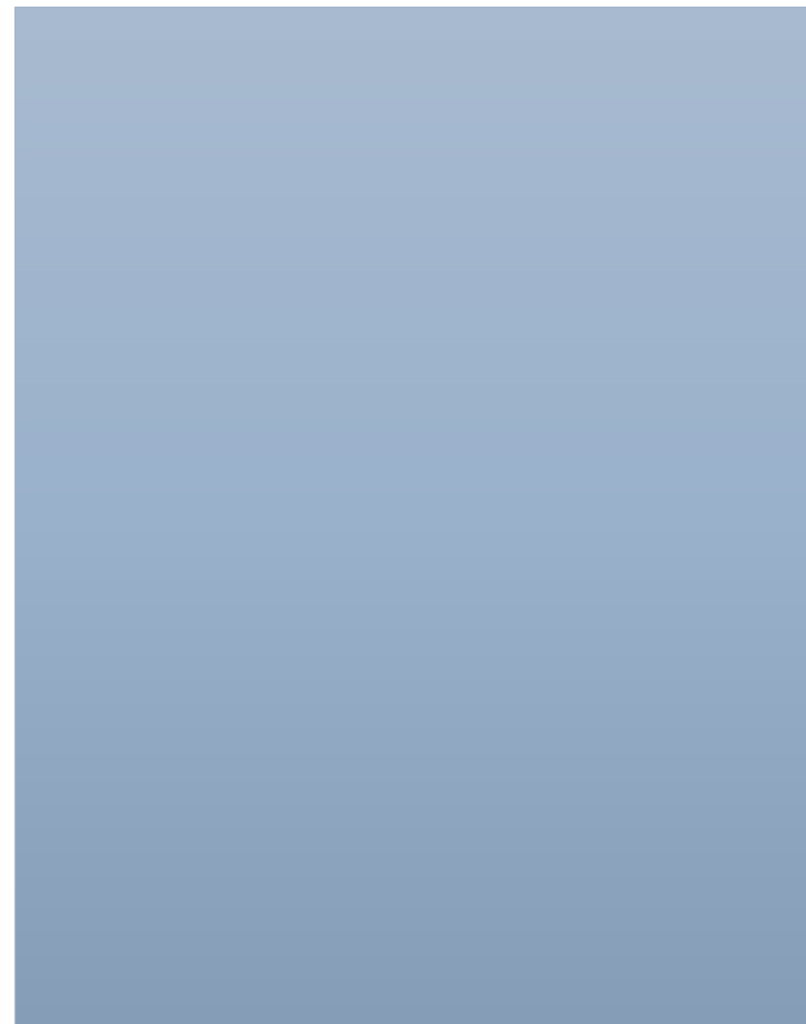
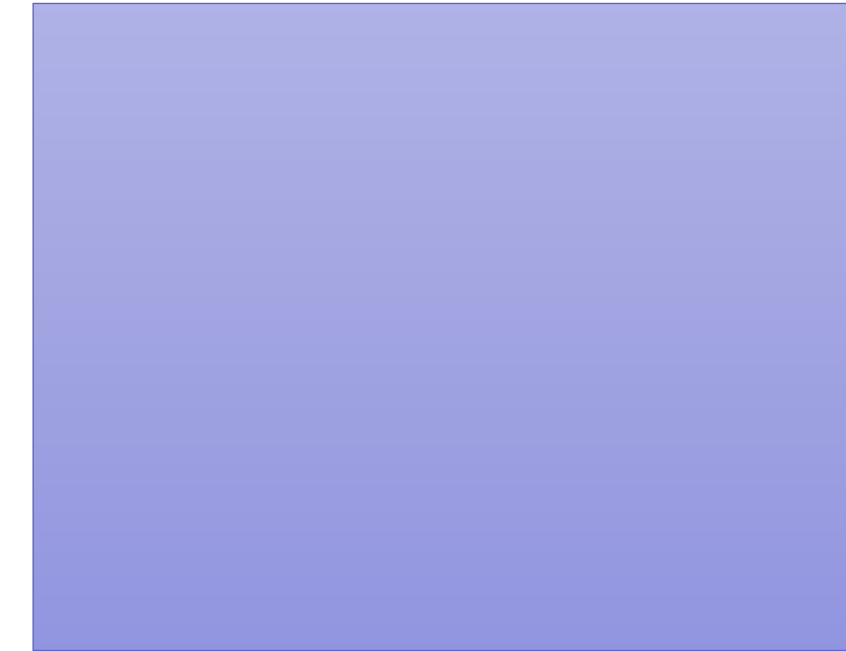
## Organic and Paid

Flexibility to drive traffic from multiple channels



## Built-In Link Builder

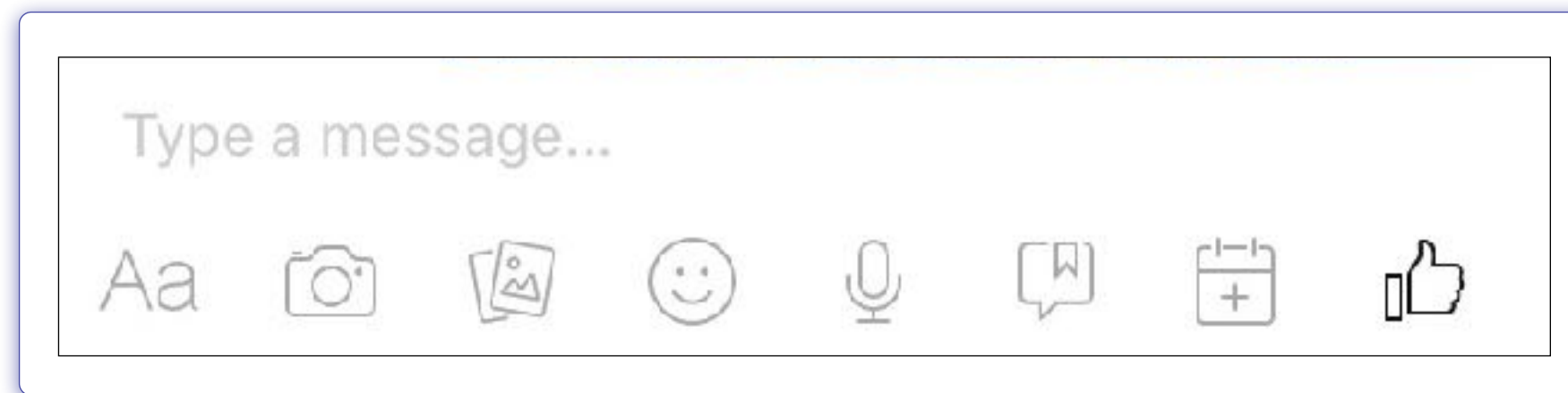
Create dynamic links right in AVA



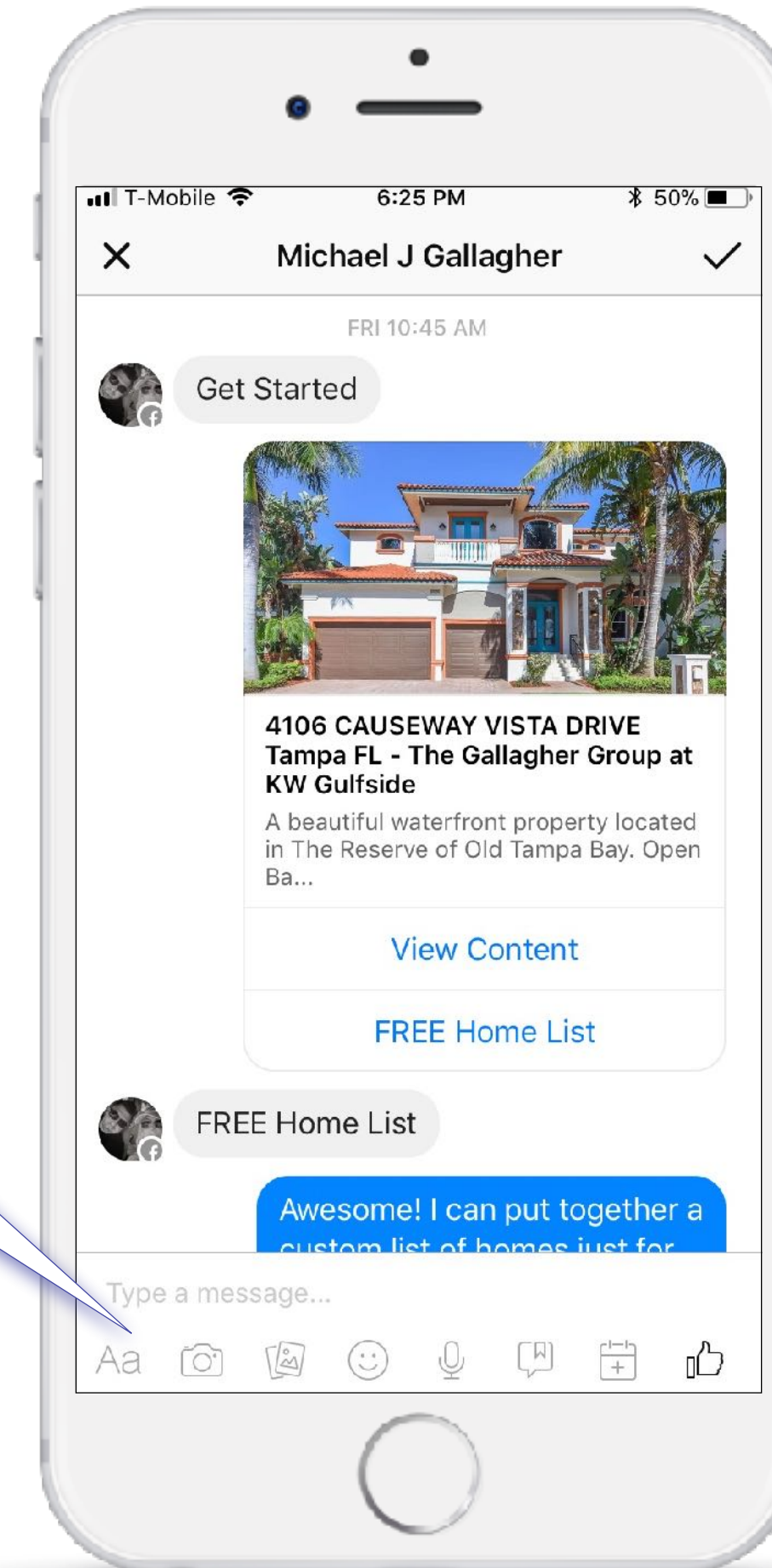
# LEAD FOLLOW UP



## FACEBOOK PAGE MANAGER

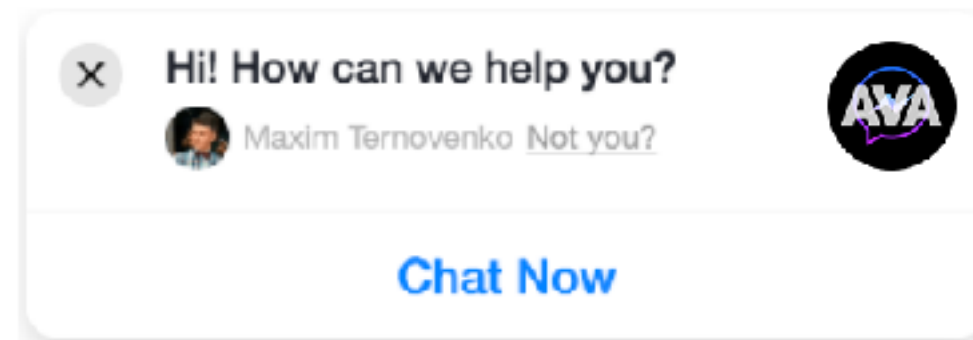


Unleash the power of Facebook Messenger's CRM like capabilities.





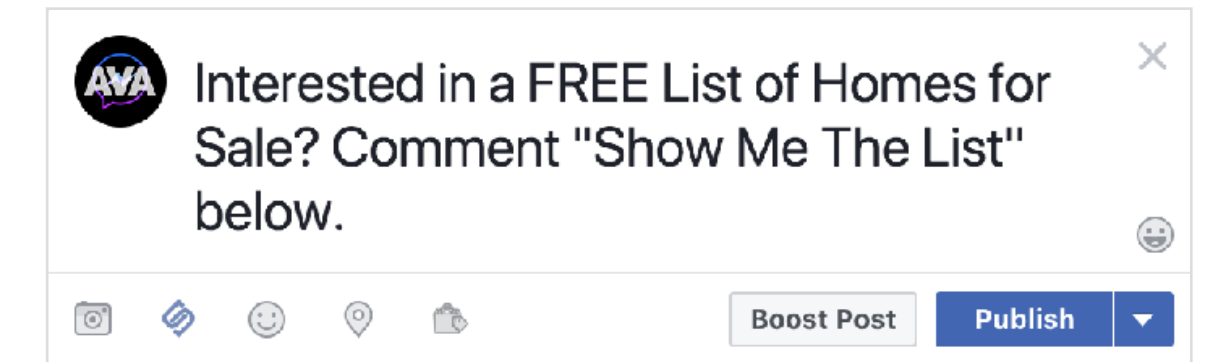
# HOW TO GET TRAFFIC IN AVA



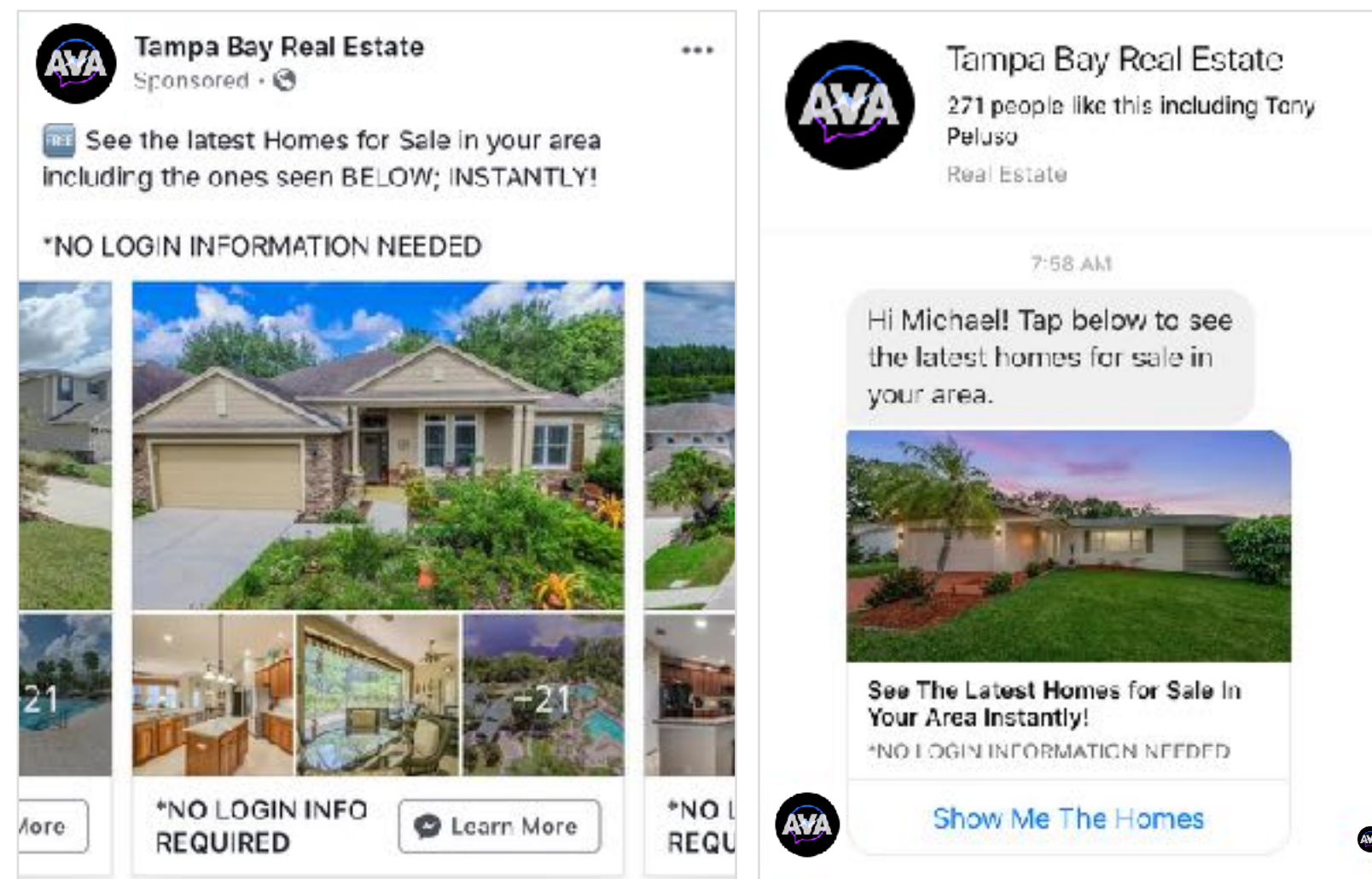
Your Website



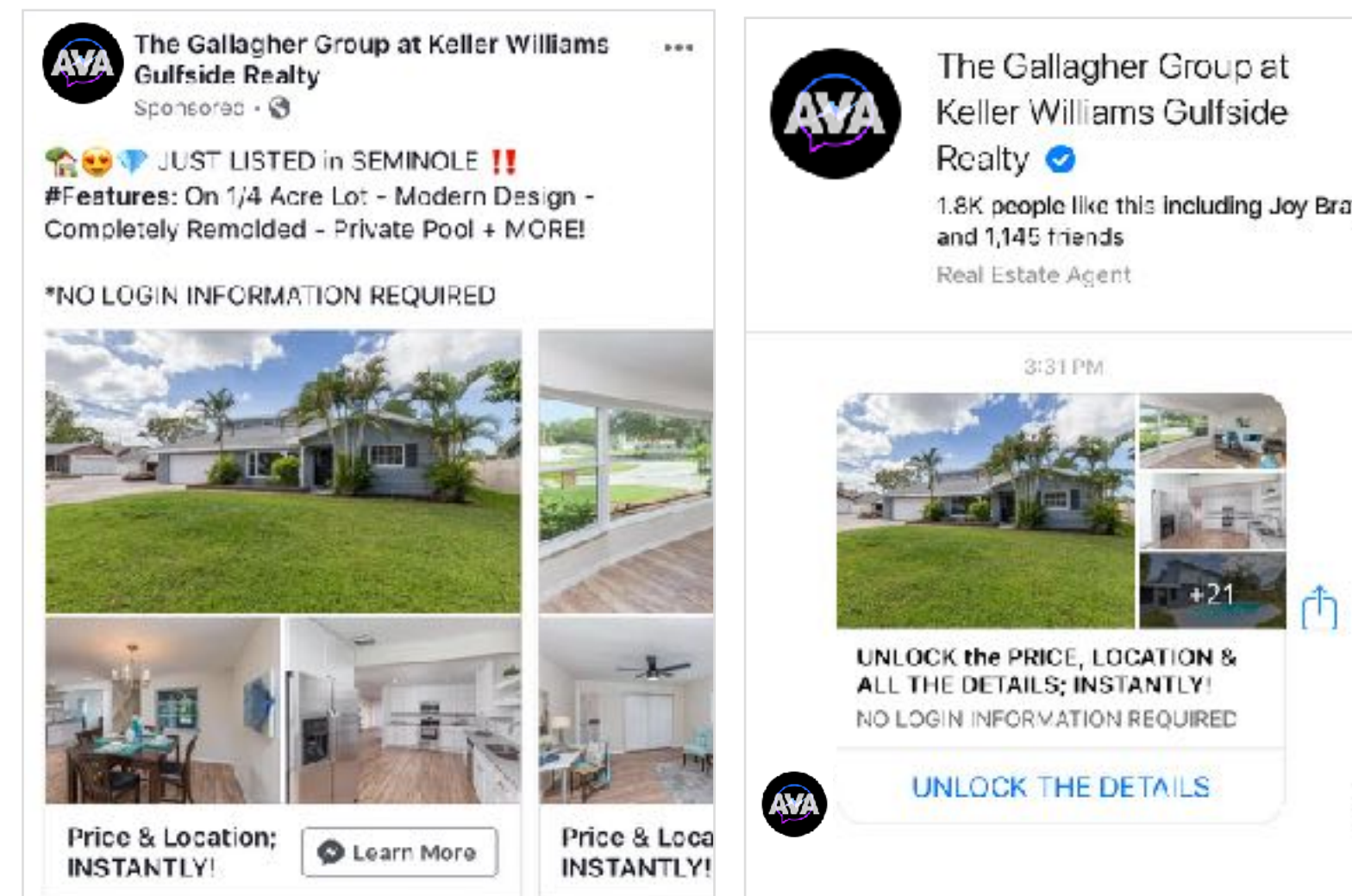
Facebook Business Page



Facebook Comment Capture



Paid Facebook Ads



Dynamic Landing Page URL's



Facebook Messenger Code





**DEMO**

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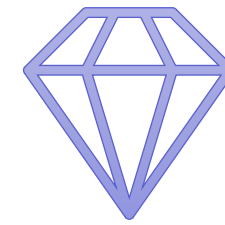
# TRAINING & SUPPORT

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## Getting Started

How to setup and get your account ready for AVA



## Best Practices

Steps on how to maximize your Messenger results



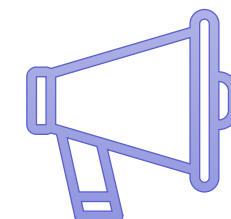
## Monthly Webinar

Steps on how to maximize your Messenger results



## Ad Copy Examples

See some of the top performing Ad types



## Follow Up Scripts

How to re-engage your leads using Messenger



## Private Facebook Group

Stay engaged and up to date with the latest AVA strategies

\*Additional Cost





# What's Included?

- |                          |                          |
|--------------------------|--------------------------|
| Deep AI Integration      | Training                 |
| 6 Messenger Growth Tools | Property Search          |
| Dynamic Landing Pages    | Buyer & Seller Resources |
| Home List Lead Capture   | Financing Lead Capture   |
| CRM Integration          | Home Value Lead Capture  |
| Drip Campaign            | Social Profiles          |
| Link Builder             | RSS Feed                 |





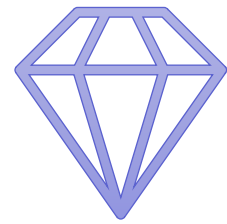
# AVA BENEFITS

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## Higher Click Through Rate

Results have been anywhere from 30-50% click through rates.



## Lower Cost Per Conversation

Speak with leads for a fraction of the cost.



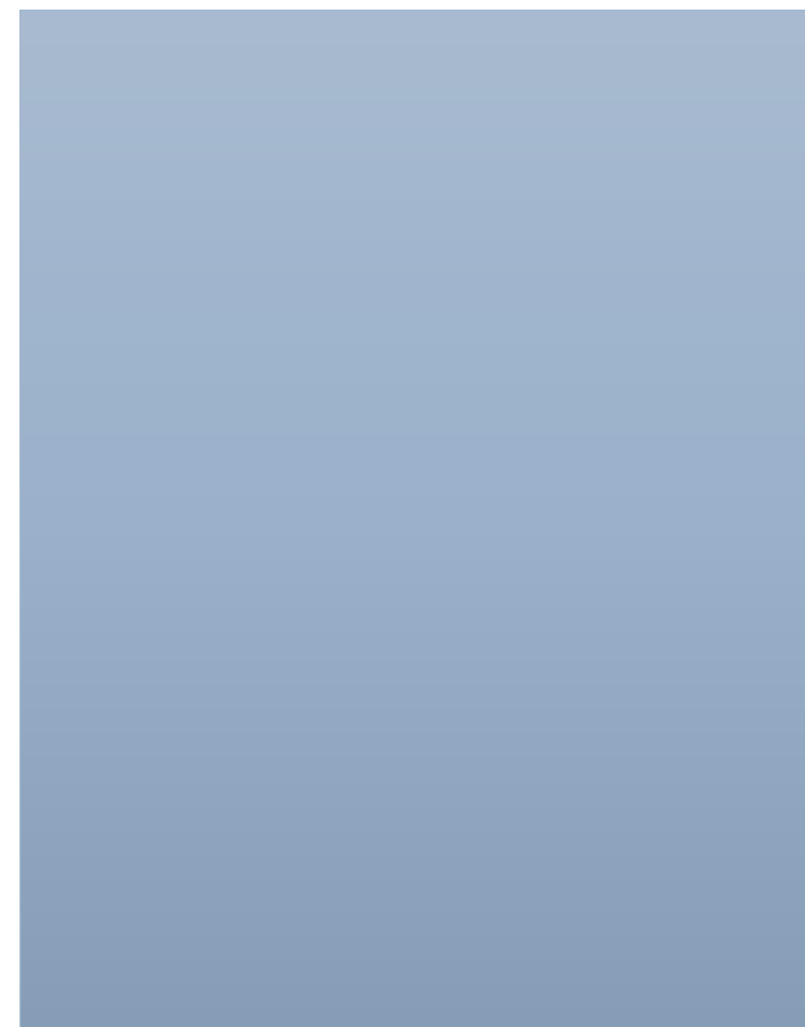
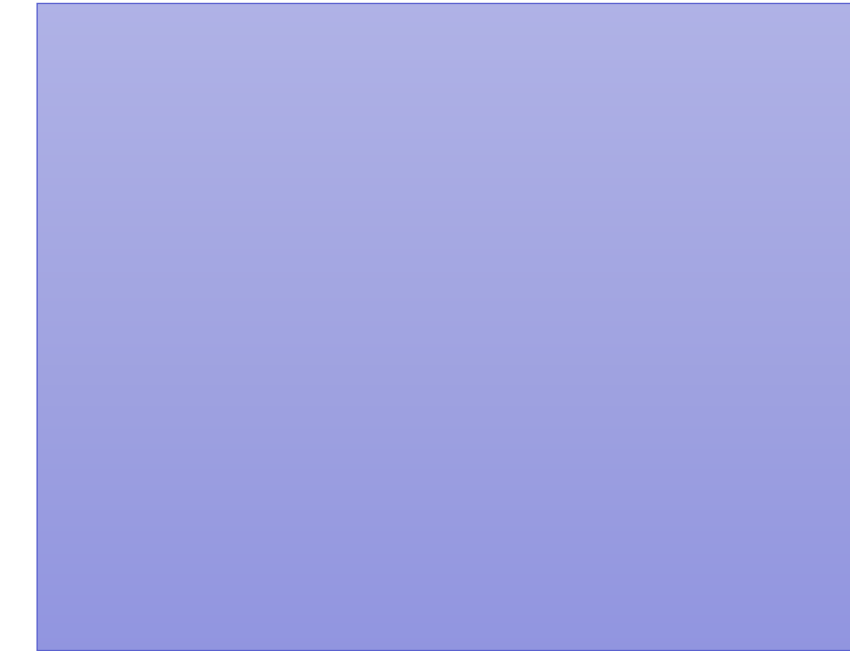
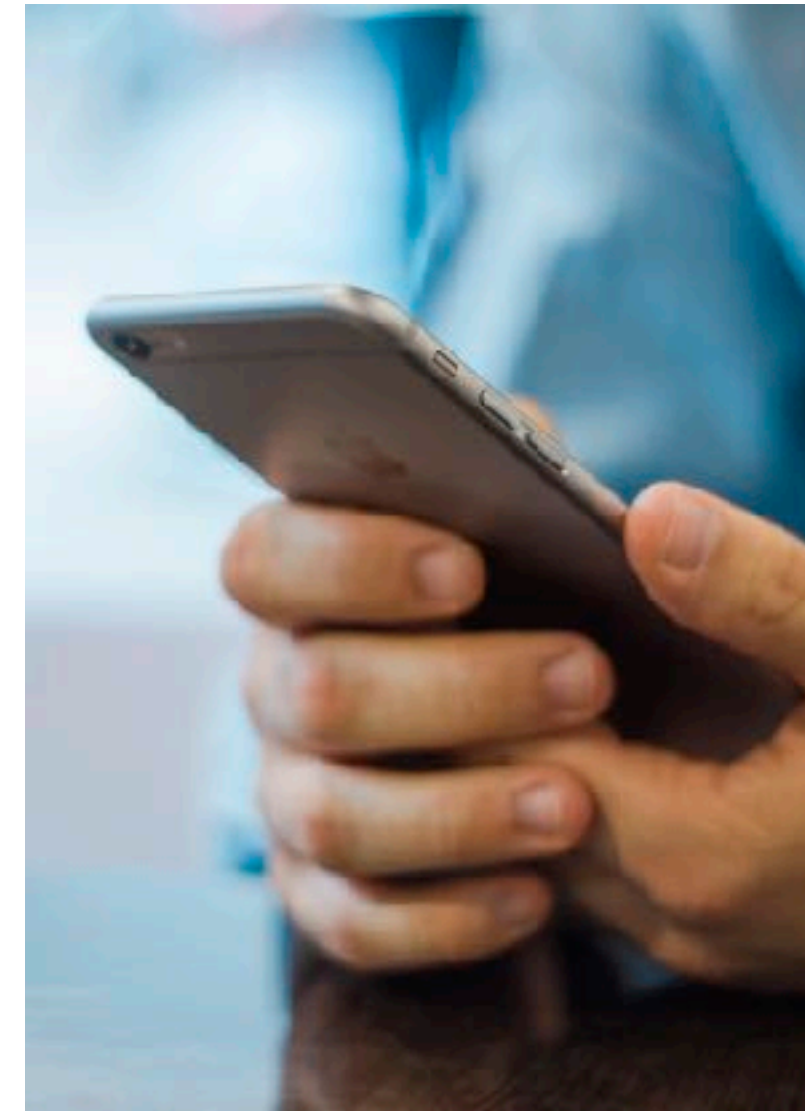
## Higher Engagement

The open rate on a messenger broadcast is 90%.



## Affordable

AVA costs less than \$3.25 per day.





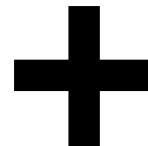
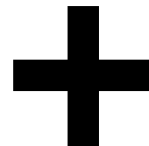
# ADDITIONAL SERVICES

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## Facebook Advertising

We help manage your ads to get you the highest quality leads at the lowest cost possible.



## Inbox Management

Let our team of experts convert your cold traffic into leads.

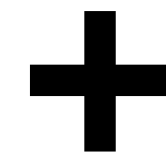
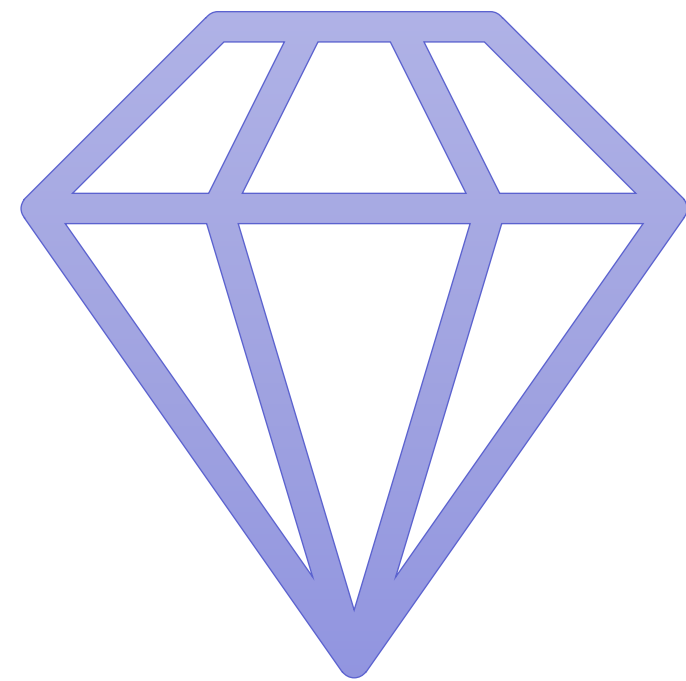




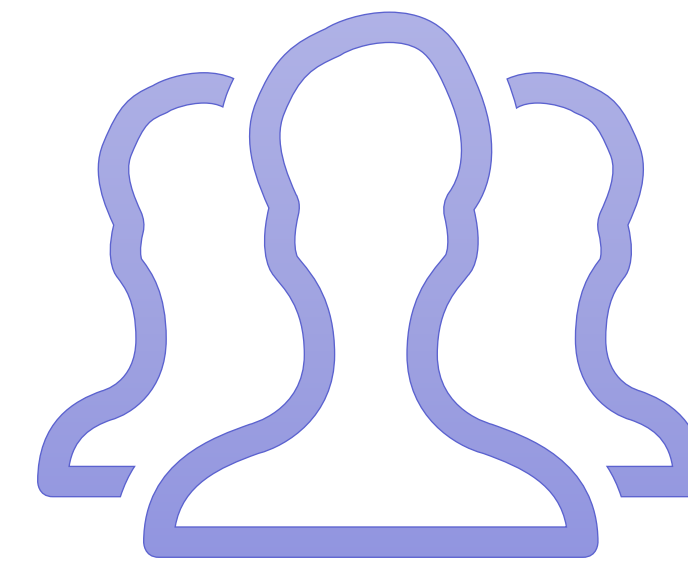
# ADDITIONAL SERVICES

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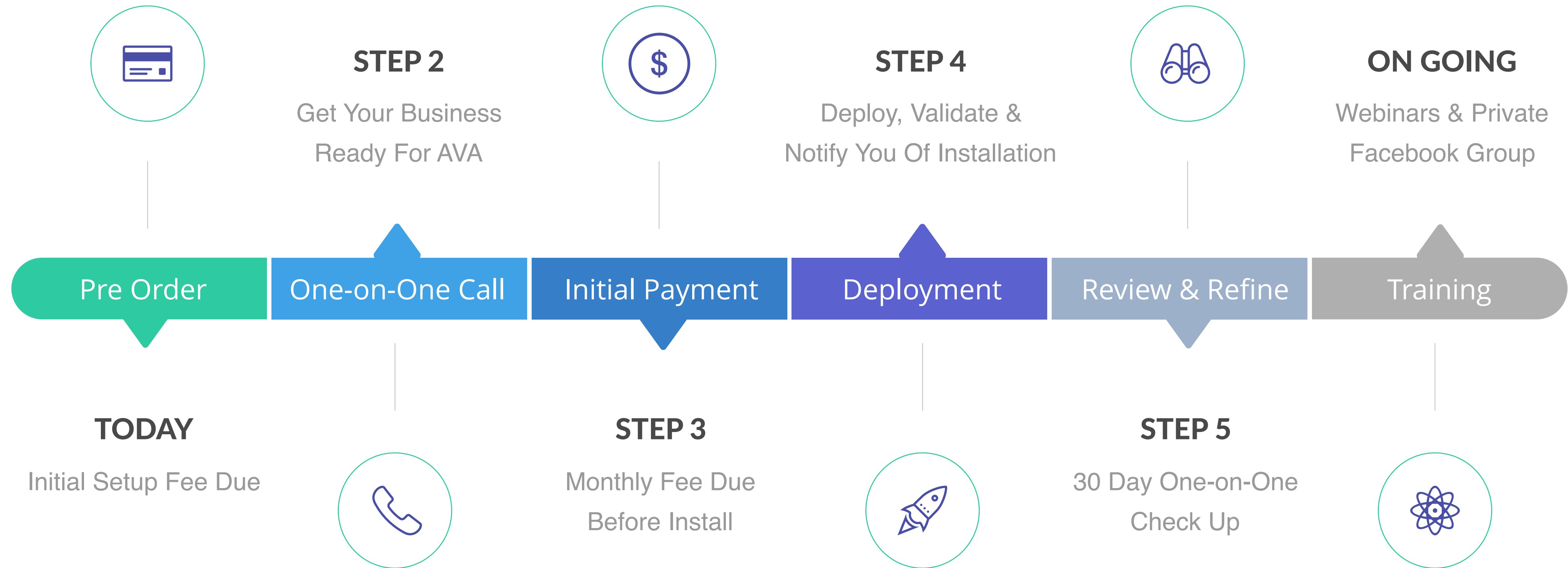
Custom



Enterprise



# ROAD MAP





# Q&A

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*You have Questions... We have Answers!*