

Birthday Greeter



Birthday Greeter will AUTOMATICALLY Post a Happy Birthday Message to Your Facebook Friends on both their Facebook Wall and also as a message in Facebook Messenger.

The conversations are in FB Messenger which gets 10 times the results of email marketing so this is a powerful way to create connections and conversations with your friends on Facebook.

When done properly, you will have a lot of people responding to you which begins conversations which is the first step towards making more sales.

Options for When to Send Birthday Messages

Birthday Greeter allows you to send messages BEFORE someone's birthday, ON their birthday or AFTER their birthday.

By DEFAULT Birthday Greeter is set to use the On Birthday option which is in the middle of the screen. You must make sure the option is enabled.

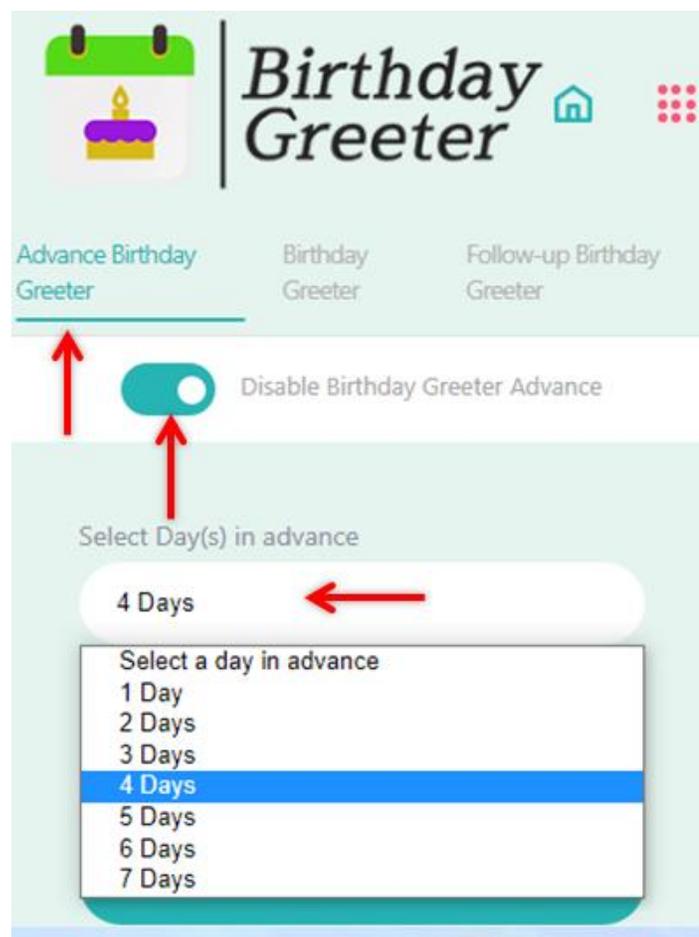
You can tell when the option is enabled when it turns dark green and says "Disable Birthday Greeter" (see 2nd red arrow).



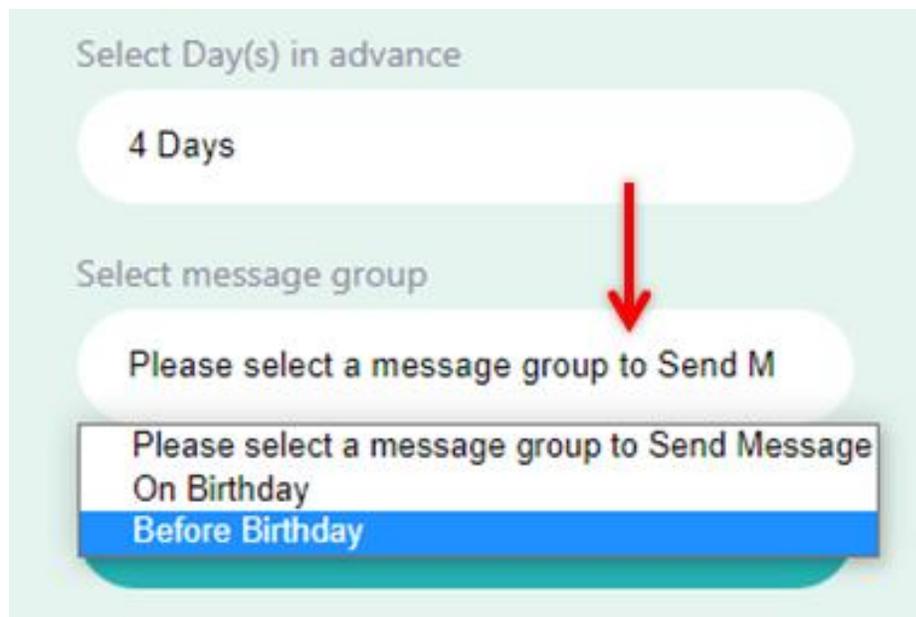
Advance Birthday Greeter

From the left side of the screen you can select “Advance Birthday Greeter” which allows you to post and send messages prior to someone’s birthday.

Make sure it is enabled (2nd red arrow) and click in the “Select Day(s) in advance” field (3rd red arrow) to select how many days in advance of someone’s birthday you want them notified.



After selecting how many days in advance, make sure to “Select Message Group” for the specific Message that you want sent. How to create a Message Group is explained later.



Select Day(s) in advance

4 Days

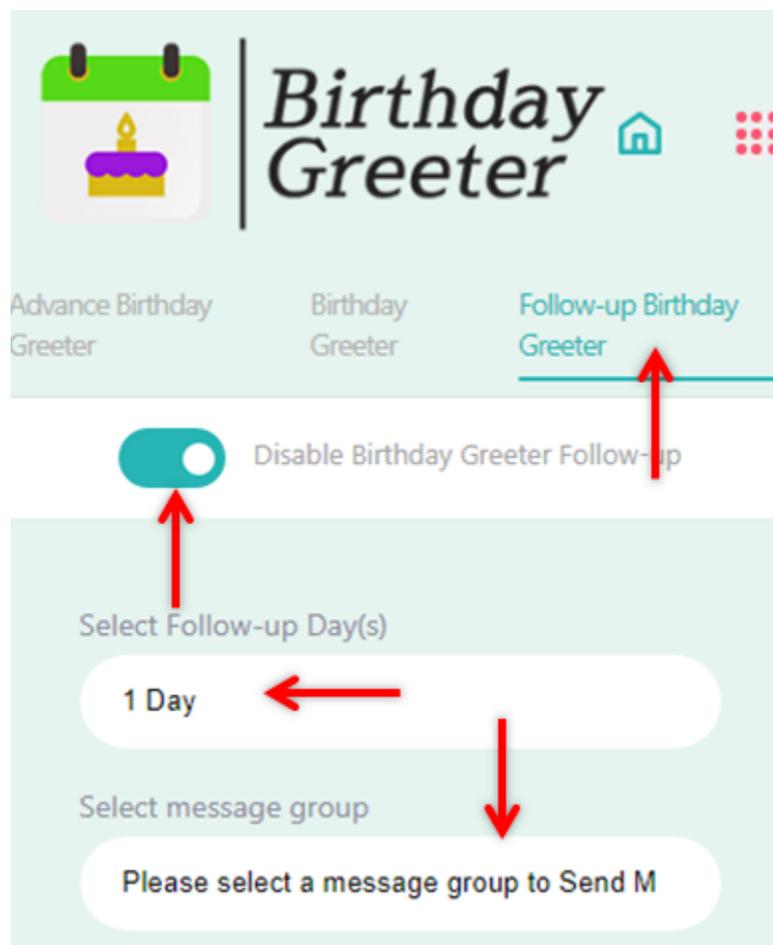
Select message group

Please select a message group to Send M

Please select a message group to Send Message
On Birthday
Before Birthday

Follow Up Birthday Greeter

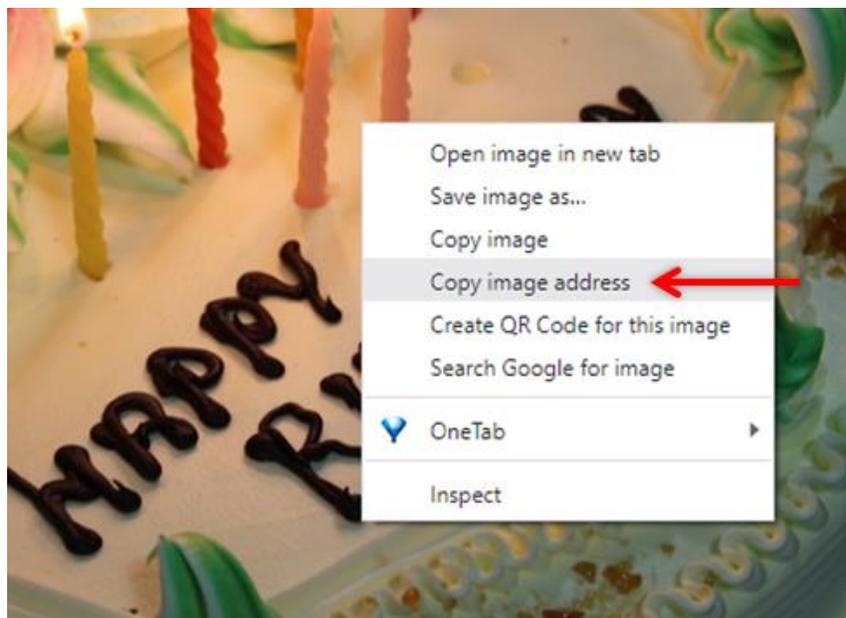
Sending messages AFTER someone's birthday is similar to using Advance Birthday Greeter. Make sure you select "Follow-up Birthday Greeter", then enable sending messages, select the number of days after someone's birthday when you want the message sent and then select "Message Group".



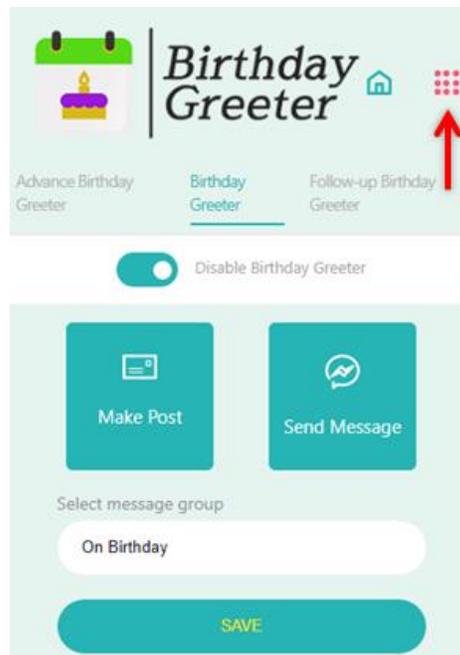
Adding Images

Adding images to your Facebook Posts will get you a LOT more attention so you should definitely add them. To add images in Birthday Greeter do the following:

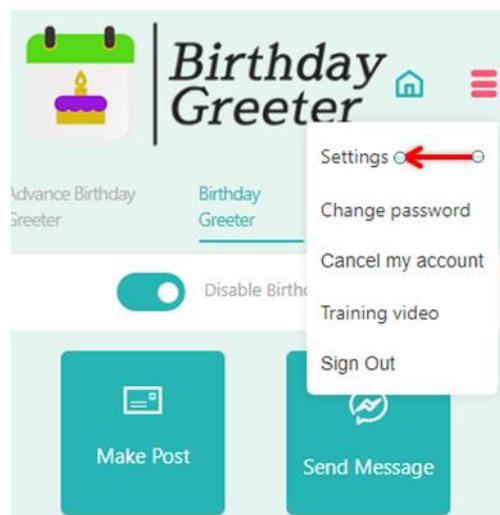
- 1) Use a resource for images that doesn't have any copyright issues (i.e. free to use). I use Pixabay.com and enter the term "Birthday" in their search bar.
- 2) When I find an image I like, I click on it to see it in a larger view.
- 3) Then once in the larger view I right click on the image and choose "Copy Image Address".



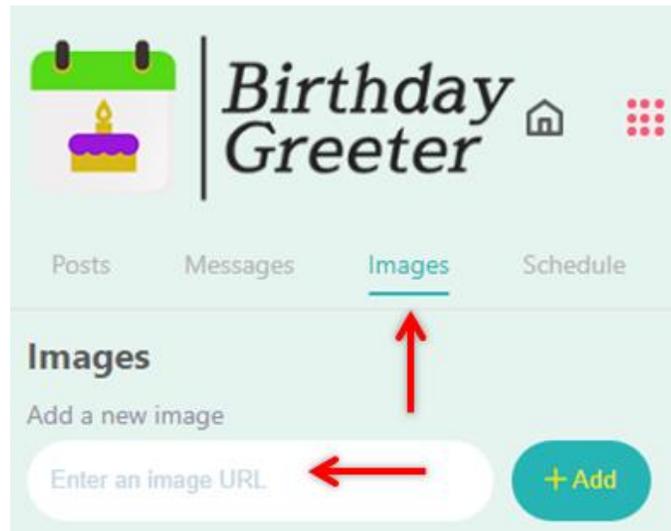
4) Open up Birthday Greeter and click on the 9 red dots in the upper right hand corner to get to the place where you can add images.



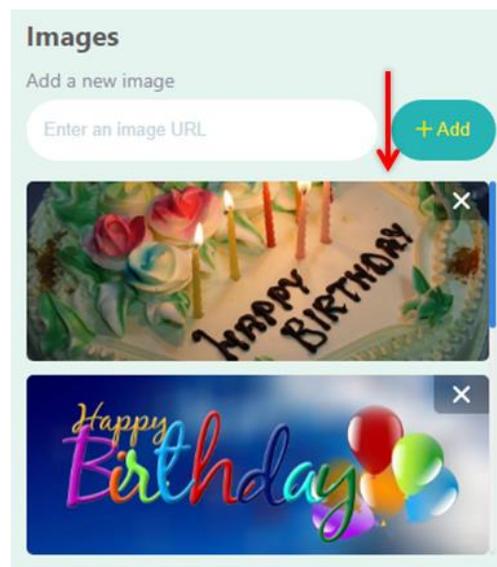
5) Then select "Settings"



6) Then click on the IMAGES tab and then paste in the link that you copied for the image and then click Add.



7) Then you will see your images and we suggest that you add at least 5 images. Your images are randomly selected when Birthday Greeter sends a Birthday message.

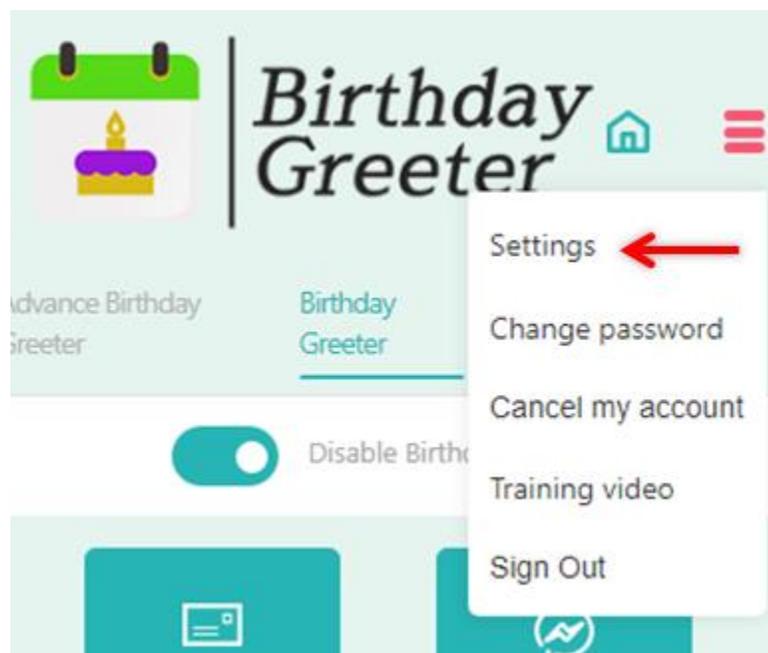


Creating Posts

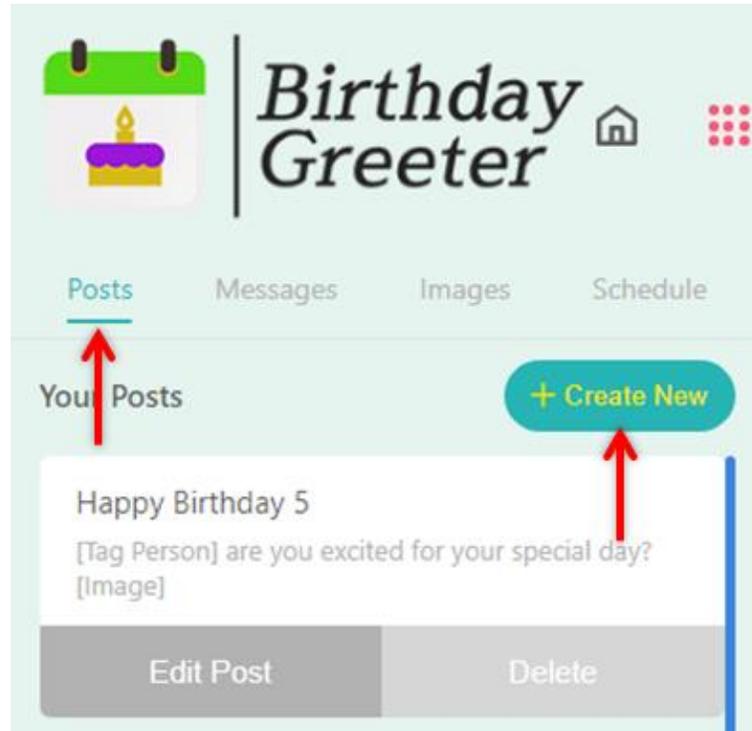
A “Post” is a message that goes on someone’s Facebook Wall (the default page you see when on Facebook).

You will want to create at least 5 different “Posts” so that Birthday Greeter will select them at random when it is your friend’s birthday.

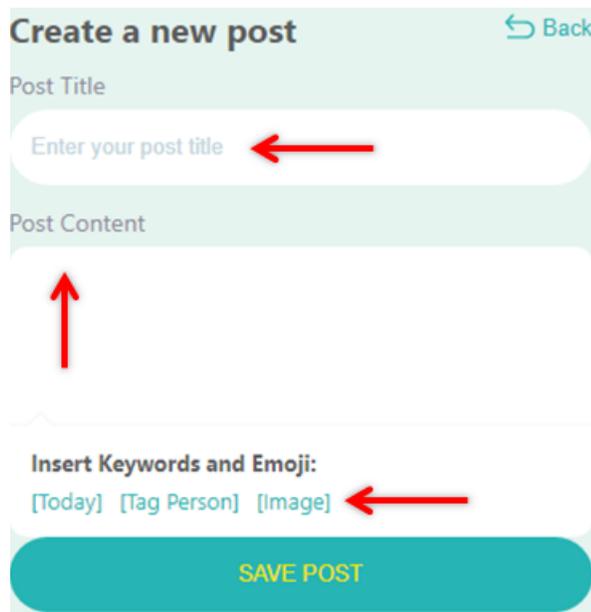
- 1) First click on the 9 red dots in the upper right hand corner of Birthday Greeter. Then you will see the following options and click on “Settings”.



2) Then make sure you have selected “Posts” and then click on the Create New button.



3) You will then see the following and make sure to enter a Title (not seen by the recipient so it isn't really important), the "Post Content" is the message seen by your friends, and you can insert Keywords such as Tagging them (which notifies them) and/or an image. Make sure to SAVE!

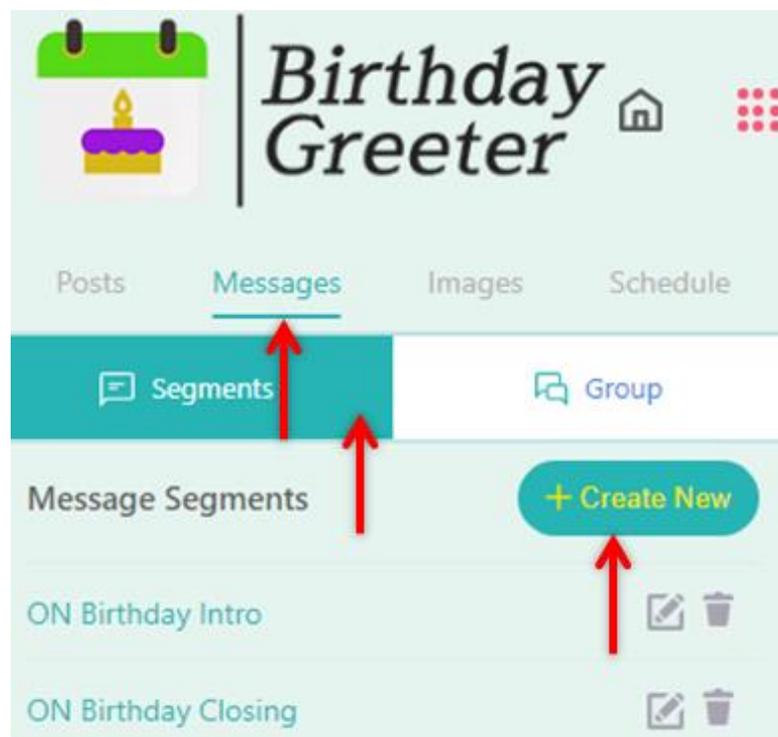


The image shows a mobile application interface for creating a new post. The title is "Create a new post" with a "Back" button in the top right. Below the title is a "Post Title" section with a text input field containing the placeholder "Enter your post title". A red arrow points to this field. Below that is a "Post Content" section with a large text area. A red arrow points to the top of this area. At the bottom is a section titled "Insert Keywords and Emoji:" with three options: "[Today]", "[Tag Person]", and "[Image]". A red arrow points to the "[Image]" option. At the very bottom is a teal button labeled "SAVE POST".

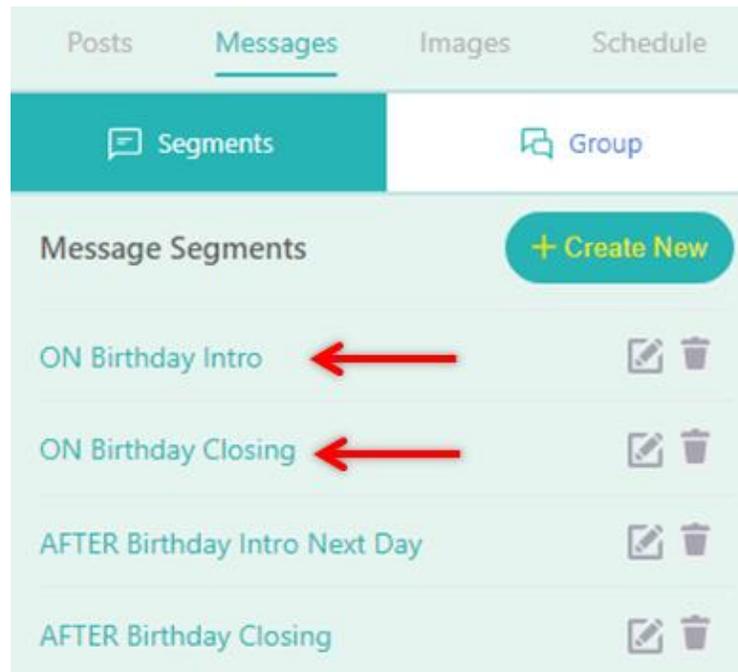
4) I suggest you create at least 5 different "Posts" so that they will be sent at random.

Creating Messages (Sent by Messenger)

- 1) Click on the 9 red dots in the upper right hand corner, then select “Settings”. Click on “Messages” and you should be on “Segments”. Click on the “Create New” button.



2) You will be prompted to enter a Title for the Segment. I like using 2 segments (an Intro and a Closing). Birthday Greeter will select 1 message from the “Intro Segment” and 1 message from the “Closing Segment”. For example, if I am creating messages to be sent ON someone’s birthday, then I create an “ON Birthday Intro” Segment and a “ON Birthday Closing” Segment. You should have at least 5 different messages in each segment.



3) To create a New Segment, click on the “Create New” button and then enter a Title for the Segment, then you can add a new message where it says “Update Message Block”. When you are done adding a new message, make sure to click on “Add” and then “Update Message Segment”.

Posts Messages Images Schedule

Segments Group

Create a new Segment Back

Update Title

Before Birthday Closing

Update Message Block (s)

Hope you do something special on your birthday! Let me know if you want to know how to make every day like your birthday! [Add](#)

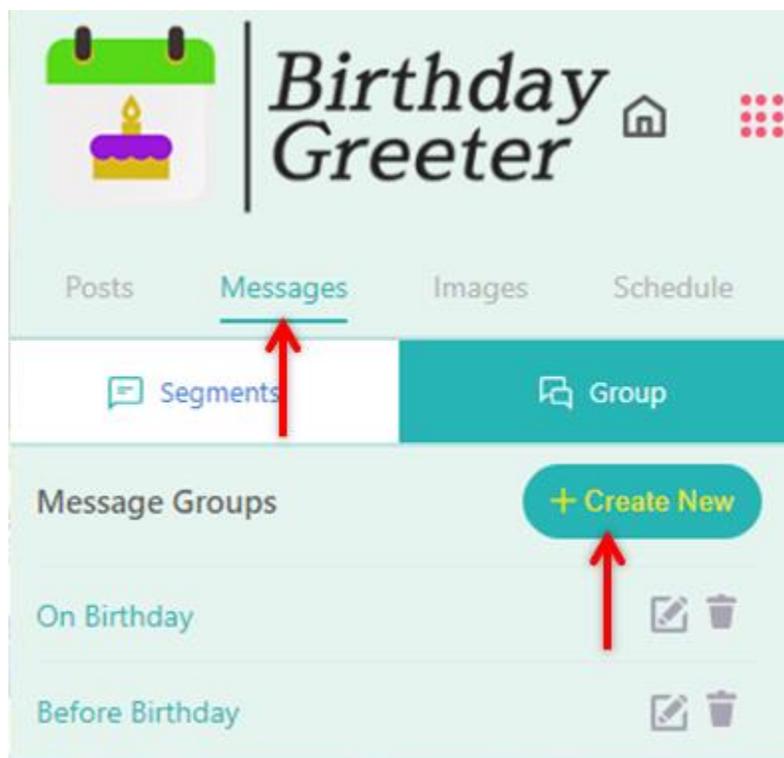
{First Name} {Last Name} {Today} [Image]

UPDATE MESSAGE SEGMENT

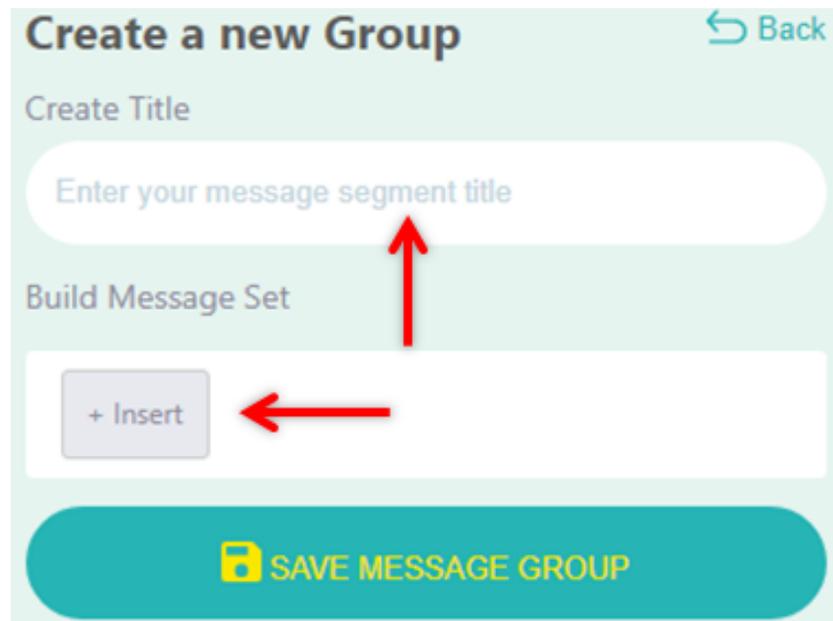
Creating Message Groups

A Message Group is where you can combine multiple Segments into 1 Group. To create a Message Group do the following:

- 1) Click on the 9 red dots at the top right of Birthday Greeter. Then click on the “Messages” tab and then click on the “Create New” button.

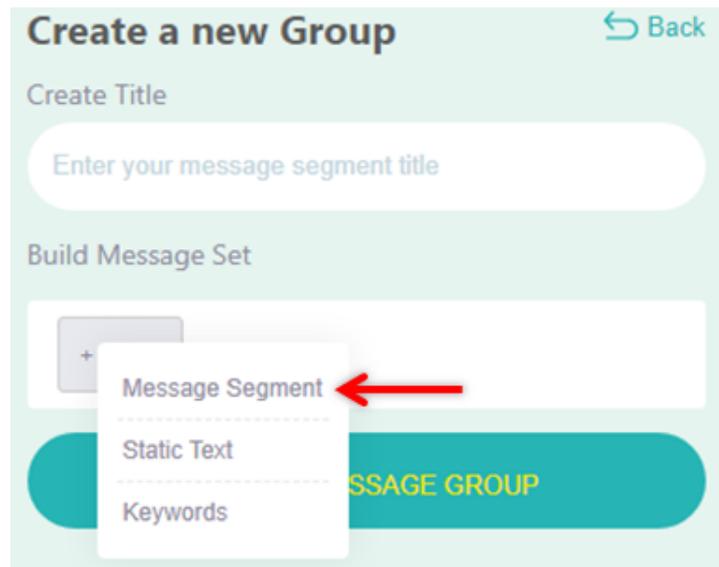


2) Then you want to give the Group a Title and I suggest you use something like “On Birthday” (for a Group to be sent on their Birthday), “Before Birthday” (for a Group to be sent before their birthday) or “After Birthday” (for messages sent after their birthday). After you create a Title you will want to click the INSERT button.

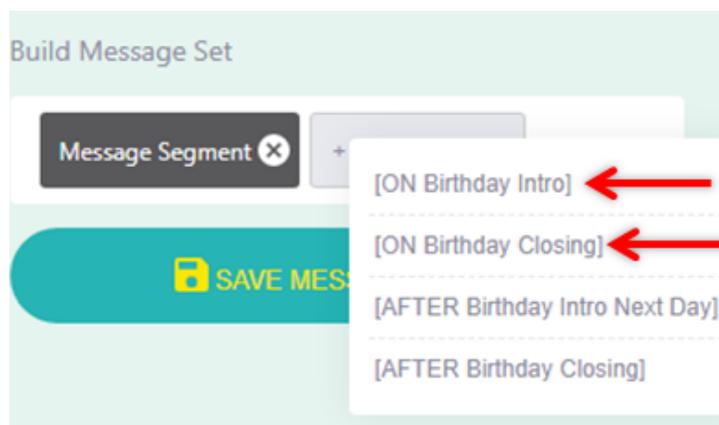


The screenshot shows a mobile application interface for creating a new group. At the top, the title is "Create a new Group" with a "Back" button. Below this is a section labeled "Create Title" containing a text input field with the placeholder text "Enter your message segment title". A red arrow points from the bottom of this input field to the "+ Insert" button in the "Build Message Set" section below. At the bottom of the screen is a large teal button with a yellow padlock icon and the text "SAVE MESSAGE GROUP".

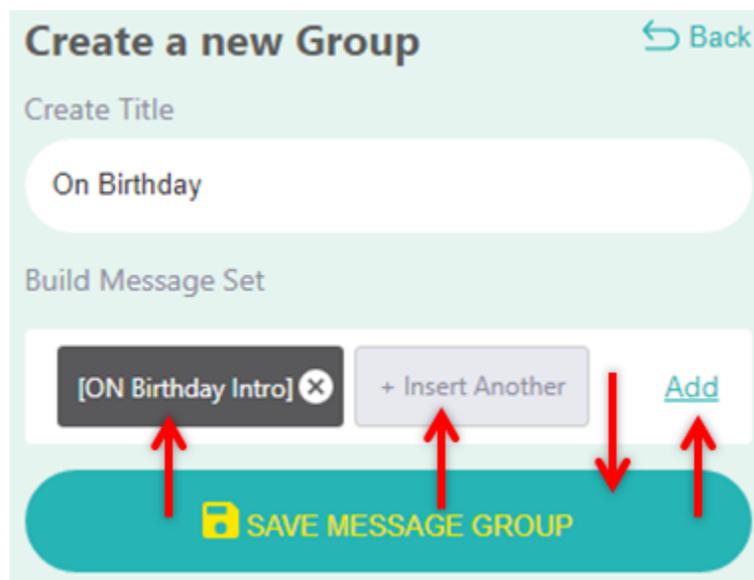
3) After you have clicked on “INSERT” you will see a pop up with the following choices. I always use “Message Segment” so I can add 2 Message Segments.



4) After clicking on “Message Segment” you will see the Message Segments that you have created. As you can see from the following image, I created 2 Segments for ON Birthday and 2 Segment for AFTER Birthday.



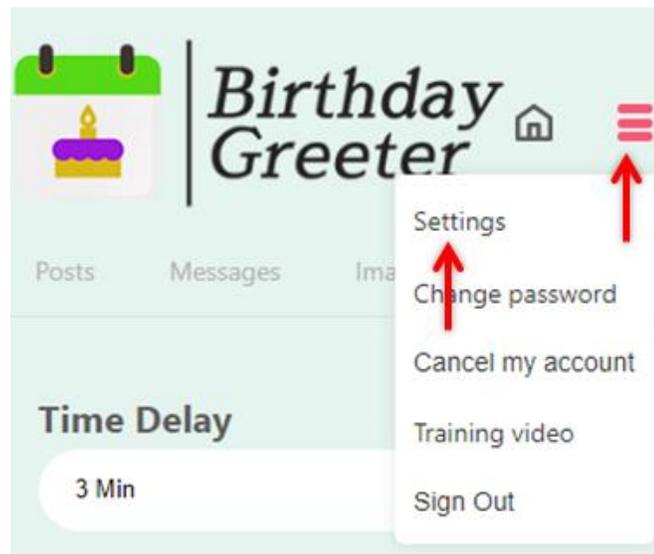
5) After you click on a Segment (in this example I clicked on “ON Birthday Intro”) then you will see it with a dark background (1st red arrow) and then you will want to click on “Insert Another” (2nd red arrow) to add “On Birthday Closing”. When done make sure to click on “Add” and then “SAVE MESSAGE GROUP” (make sure you have a title in the “Create Title” field).



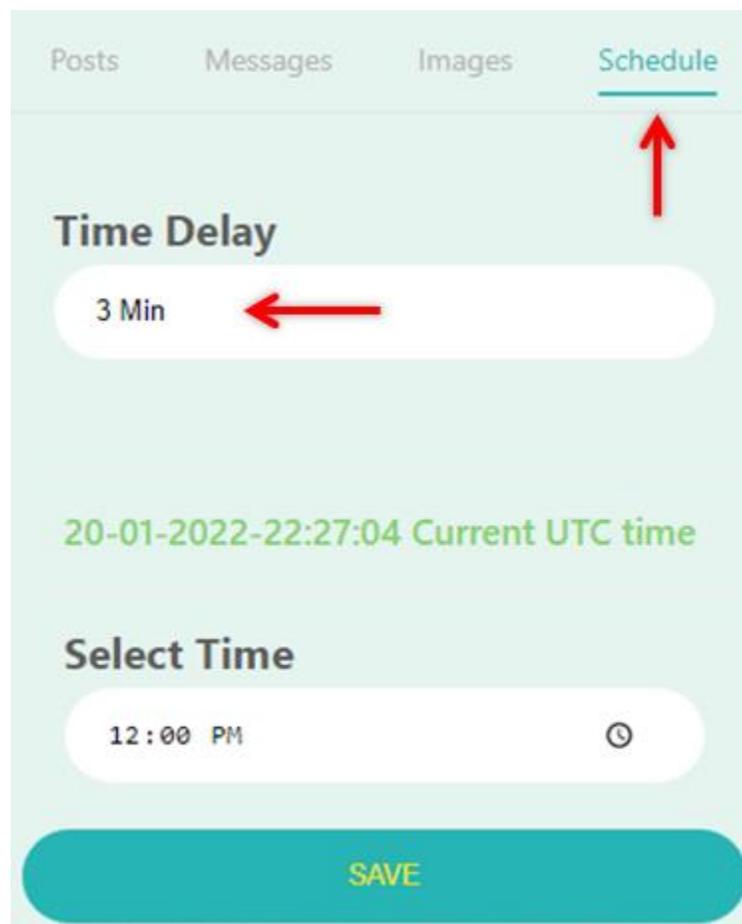
Scheduling Sending of Birthday Greeter Messages

To schedule when Birthday Greeter is initiated and the delay between when each message is sent, do the following:

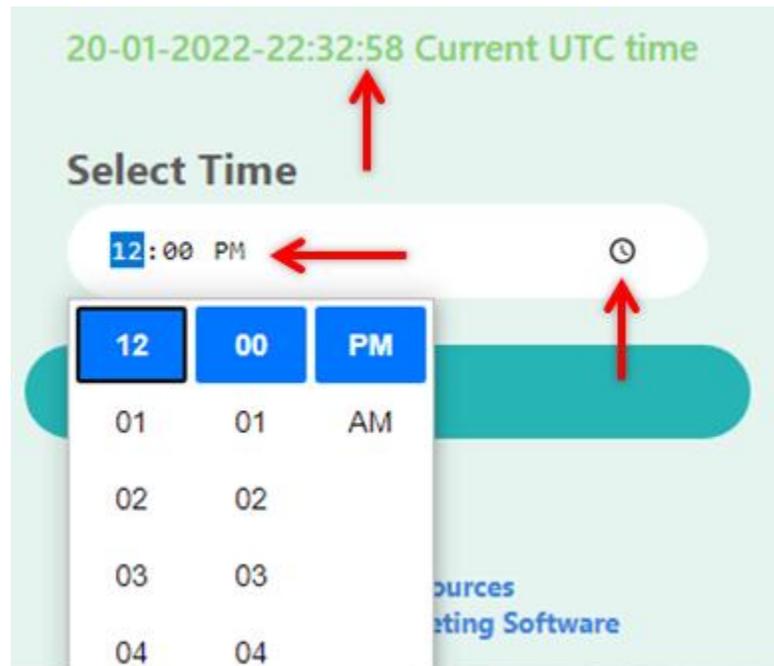
- 1) Click on the 9 red dots in the upper right hand corner and then click on “Settings”.



2) After clicking on “Settings” make sure to click on the “Schedule” tab. Once on the Schedule page, you can select a “Time Delay” between each message going out. I would suggest that you choose at least a 3 minute delay between each message.



3) Then you will want to select what time you want to start Birthday Greeter. Make sure to first note the “Current UTC time” (top red arrow) and see how that varies from your time. Then to change the time you can click inside the “Select Time” field and click on the time and type in what you want, or you can click on the icon for the clock and you will see a pop up of times you can select. Make sure to select AM or PM and then hit the SAVE button.



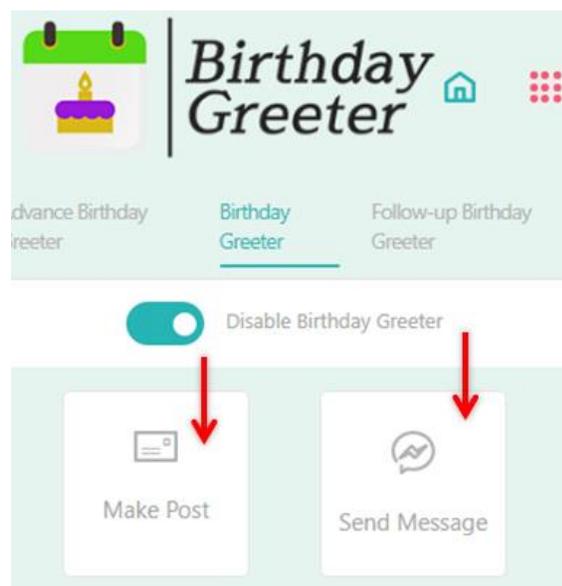
Sending Birthday Greeter Messages

Once you have Set Up Birthday Greeter, it will AUTOMATICALLY run each day by checking your Facebook Friends list for anyone who has a birthday.

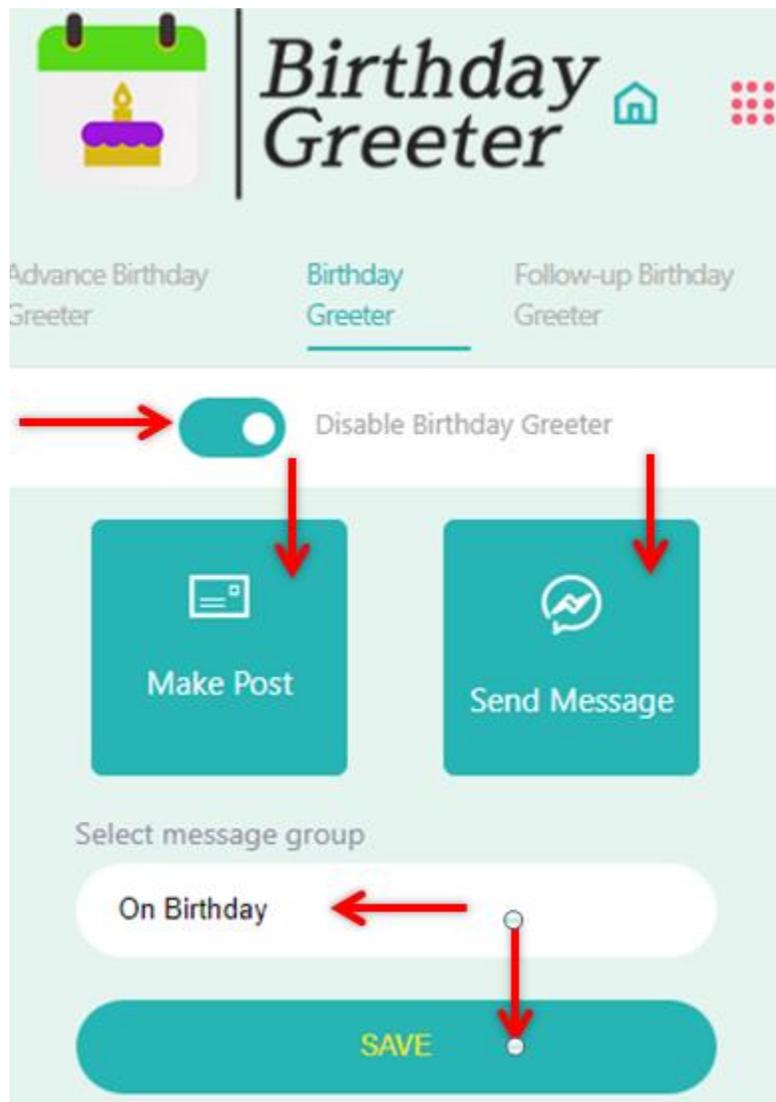
- 1) To make sure you have it Set Up go to the HOME Screen by clicking on the image of the house.



- 2) By DEFAULT you will see that “Make Post” and “Send Message” are white (which means they are OFF).



3) When you click on “Make Post” and “Send Message” they will turn green (meaning they are ON). Make sure you have Enabled Birthday Greeter meaning it is green (first red arrow) and have Selected a Message Group (first red arrow) and then hit SAVE! You are DONE!



When Birthday Greeter runs it will post on their Facebook Wall (as long as you have turned “Make Post” on) and will also send them a Facebook Messenger Message (as long as you have turned “Send Message” on). If you have many friends then you will see something like the following where the big red arrow shows a different message for each person and the small red arrows show the delay between each message:

