

High Level Bots

Getting Started

GHL Connect is the bridge between ManyChat's different channels (Messenger, WhatsApp & Instagram) and HighLevel. So obviously you'll need a ManyChat Pro and a HighLevel account. You can get those here:

<https://highlevelbots.com/getmanychat>

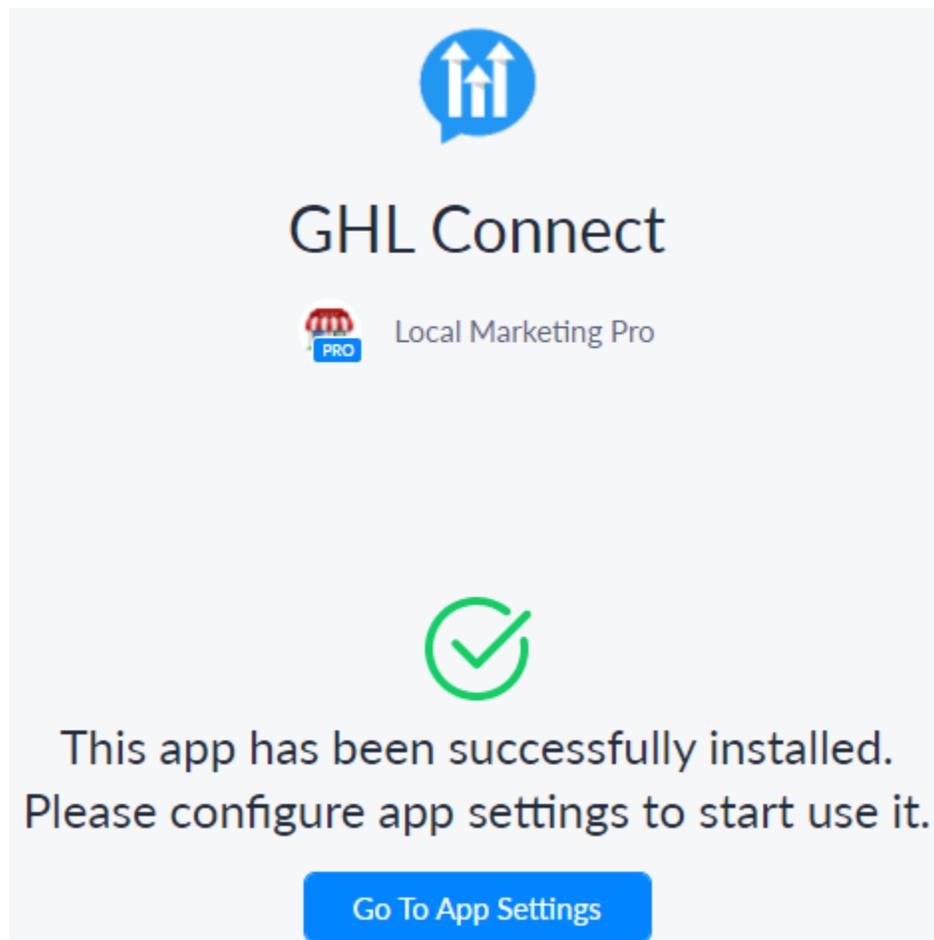
<https://highlevelbots.com/gethighlevel>

GHL Connect Installation

Thanks for using GHL Connect - the only ManyChat app that integrates your ManyChat bots to HighLevel! To get started, you'll need to install GHL Connect. Just click the link below:

<https://manychat.com/apps/618/install>

When you reach the installation page, just click the install button at the bottom of the page and follow the prompts. Pick the bot where you'd like the app installed and then you'll see this screen:





Click “Go To App Settings” to get to the app settings screen, or you can access it in your ManyChat bot’s account by clicking “Settings”, then “Apps”.

You’ll need two things to enable the app - your HighLevel location’s API key, and a GHL Connect license.

You can get your HighLevel API key here:

<https://help.gohighlevel.com/support/solutions/articles/48000982605-company-settings>

In HighLevel, switch to the account you want to use. Click Settings, then Company, and your API key will be right above the Update Company button.

A screenshot of the HighLevel 'Company Settings' form. It contains three input fields: 'Company Phone' with the value '(913) 735-...', 'Company Website' with the value 'https://...', and 'API Key' with the value '3232ac90-...'. The 'API Key' field is highlighted with a red rectangular border. Below the fields is a blue button labeled 'Update Company'.

And you can get a license key for GHL Connect here:

<https://highlevelbots.com/shop/>

We offer several pricing options for starter businesses with single licenses up to bulk licensing for agencies with 15 or more clients.

When you purchase your license(s), you’ll get an email with all your keys:

High Level Bots



HighLevelBots <info@highlevelbots.com>
to me ▾

High Level Bots

Hey Pat,
Thanks so much for your order!

As promised, your GHL Connect License Keys are below. You can now install one instance c

To install GHL Connect into your ManyChat bot, just click this link and follow the prompts:
<https://manychat.com/apps/618/install>

You'll also need your HighLevel Location's API Key, which can be found  [here](#).

You can get the PDF guide, quick start video, ManyChat templates and the HighLevel Snaps

Your GHL Connect License Key(s):

-6c42f2332551ded8

Thanks again, and if you need any help, just reach out in the Facebook Group or by email.

Once you've got those, just paste them into the settings, click the Save button to register and enable the app:

App Setup

The app key is generated for this app. It activates access to triggers and ManyChat API. The full list of permissions is described below.

Please enter your GHM Connect Key

Please enter your HighLevel API Key

Please click the "Save" button to finish App Setup.

Save



That's it - you're ready to start pumping those leads from Messenger, Instagram, SMS, Email and WhatsApp straight into HighLevel!

IMPORTANT:

Your GHM Connect license key works with one bot and one HighLevel location only. If you ever need to use the key on a new bot and location, you can transfer that key by installing the app in a bot and registering the new installation with that key. However, the old bot will no longer work with that key.

Congratulations, your GHM Connect app is installed and activated! OK, let's get some leads pumping into HighLevel, shall we?

GHL Connect ManyChat Templates

We've got two GHL Connect enabled templates for you to use. The first is the GHL Connect example template, which can be installed from this link:

<https://manychat.com/template/a7317022291abdca2a80fce0904b8f0e635142fc>

And the Hot Offer template that can be installed from this link:

<https://manychat.com/template/dc6a130b314c30d5408245449dda5cbd391266d8>

We suggest you install the GHL Example Template, because it contains all the Custom User Fields and Bot Fields you'll need for sending data into HighLevel, so most of the work will be already done for you!

It also has some basic flows to show you how it can be implemented.

The Hot Offer Template is a production ready template that lets you promote coupons for retail clients (restaurants, spas, oil change shops, etc) that collects customer info, pushes it into HighLevel for follow-up, and tracks redemptions. We'll go into more detail about this template later in the manual. Now let's look at how to use each action in the GHL Connect app.

Best Practice for Bot Custom Fields

If you choose not to install the GHL Connect Example Template, you'll need to create some Custom User Fields in ManyChat to handle the data that flows between your chatbot and HighLevel.

If you did install the example template, then you can skip to the next section.

It's strongly suggested that you create these fields:

ghl_id - text
ghl_location - text
ghl_opportunity - text
ghl_appointment_id - text
ghl_appointment_time - date/time
ghl_appointment_name - text
ghl_appointment_status - text
ghl_appointment_appt_status - text
ghl_status - number
ghl_status_msg - text



This will allow you to easily update users and opportunities in HighLevel with minimal effort.

Creating Custom Fields & Custom Values in HighLevel

In HighLevel, create this Custom Field (Settings > Custom Fields):

ManyChat ID, {{contact.manychat_id}}

If you want HighLevel to be able to send data back into ManyChat, like appointments, then create these Custom Values (Settings > Custom Values):

GHL2MC Send Flow, {{custom_values.ghl2mc_send_flow}}

(Note: If you want to trigger multiple ManyChat flows, you'll need a Custom Value for each)

GHL2MC Appointment, {{custom_values.ghl2mc_appointment}}

GHL2MC Appointment Bot Flow, {{custom_values.appointment_bot_flow}}

GHL Connect Key, {{custom_values.ghl_connect_key}}

Why these fields? GHL Connect not only lets ManyChat talk to HighLevel, **it also allows HighLevel to talk to ManyChat** - without Zapier or other 3rd party services!

This is done in campaigns or triggers using the Execute WebHook event in HighLevel, and you'll need the webhook and also parameters to pass to the webhook in order to make that happen. More on that a little later!

Creating a Contact in HighLevel

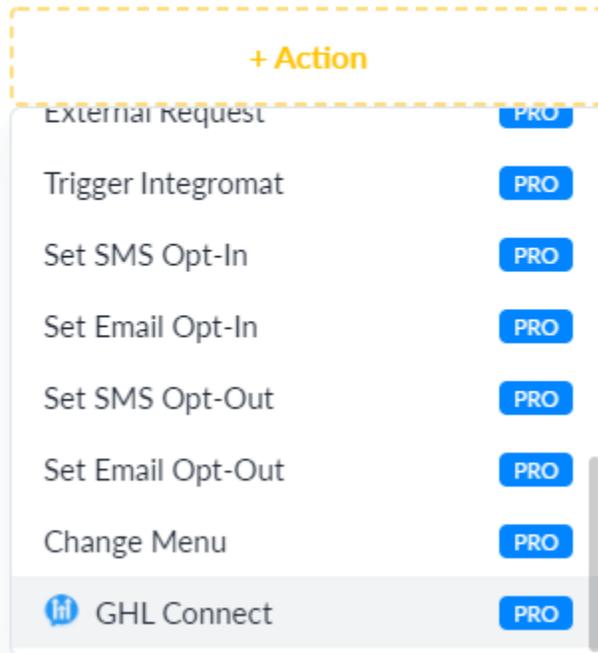
To add notes, tags and perform other actions with GHL Connect, you'll need to have created a contact in HighLevel.

If a contact already exists in HighLevel (email and/or phone matches), then HighLevel will simply update the contact - but you'll always get a HighLevel Contact ID back, and this is what you'll use for future actions.

In your bot, you'll want to collect at the very least, a user's email. In HighLevel, an email or phone number are the minimum pieces of data required to create a contact.

Once you have the user's details, create an Action block, and select GHL Connect:

Actions #1



From there, select the **Create User** action. You'll have a form to fill out, and you can populate it with ManyChat Custom Fields and bot fields. To add free text, you can type into the field and select the "use custom value" when it pops up under the input.

By default, GHL Connect automatically includes a user's First and Last Name, Full Name, Email and/or Phone, and you can add additional information.

Adding Tags

To add HighLevel tags to the user, you can type in a comma delimited list of tags, and they'll get added when the customer is added to HighLevel.

Adding HighLevel Custom Fields From ManyChat

The Create User and Update User action also allows you to send in the value of up to 5 HighLevel Custom Fields. To do this, you'll need to be in your HighLevel location, and browse to Settings, then Custom Fields.

Custom Fields			
	Field Name	Type	Field Key
☰	Favorite Dish	Text	contact.favorite_dish
☰	ManyChat ID	Text	contact.manychat_id

Copy and paste the Field Key - or Field Name - for the field you want to populate, and paste it in the input for Custom Field 01 Name, Custom Field 02 Name, etc. and make sure you select “use custom value” when it pops up under the input.

For the field values, just use ManyChat Custom Fields or free text to send the values.

Mapping The Results

When you create a user in HighLevel, GHL Connect will send back the newly created Contact ID, Location ID for that contact, and other info. You’ll want to create a Custom Field in ManyChat to hold the HighLevel Contact ID so you can update them later from the bot. We suggest a simple naming convention like **ghl_id**.

GHL Connect also sends back a Status and Status Message with each Action so that you can check to see if there were any errors. The status will always be 1 or 0 (success or fail) and the status message will be “success” if there were no issues, or a message that will tell you what happened when trying to execute an action.

It’s suggested to map these to fields as well, like **ghl_status** and **ghl_status_msg** so that in the event that something does go wrong, you can use the Notify Admin action to send these messages to the bot admin for debugging.

Updating a Contact in HighLevel

To update a contact’s info from ManyChat to HighLevel, you’ll need to have created a contact in HighLevel first, and you’ll have to have the contact’s HighLevel ID mapped to a Custom Field from the Create User action.

From there, you can update all or some of the contact’s info, including up to 5 HighLevel Custom Fields. If you need to update more than 5 HighLevel Custom Fields, you can use multiple Update User actions and pass the Custom Field Key and value in the additional actions.

Looking Up a Contact in HighLevel

What if you've got a user in ManyChat that's already in HighLevel and you just need to sync the two? This can be done with the **Look Up User** action.

This action takes either email or phone, or both if you've got them. GHL Connect will search HighLevel and return the contact's information if they're found.

The results can be mapped to ManyChat Custom Fields, or if the user isn't found, you'll see that the Status is set to 0 and the Status Message will contain an error message.

Mapping HighLevel Custom Fields to ManyChat Custom Fields

If you need to pull HighLevel data into a ManyChat user's custom fields, then pass the user's email and/or phone and the Field Keys of the Custom Fields you want to pull from HighLevel.

Then just set up the field mapping to pass those values into the ManyChat Custom Fields.

Adding/Removing Tags

To add or remove tags from a contact in HighLevel, just pass the GHL Contact ID along with a comma delimited list of tags to be added or removed.

Adding/Removing Campaigns

HighLevel really excels at SMS and email campaigns - much better than ManyChat. So when you add the contact to HighLevel, odds are you'll want to add them to your follow-up campaigns.

To do this, you'll use the **Add User To Campaign, Remove User From Campaign, and Remove User From All Campaigns** actions.

To add or remove a user from a single campaign, you'll need the user's HighLevel Contact ID, and the Campaign ID from HighLevel that can be found in the Marketing > Campaigns screen:

Get More Customers
Customer acquisition campaigns help you to produce more "hot" sales leads who are ready to engage.

Name	Total	Active	Completed	Replied	Reply %		Campaign ID
Test Campaign	0	0	0	0	0.00%	Draft	vLd5PboJRm3Xc3UggyB

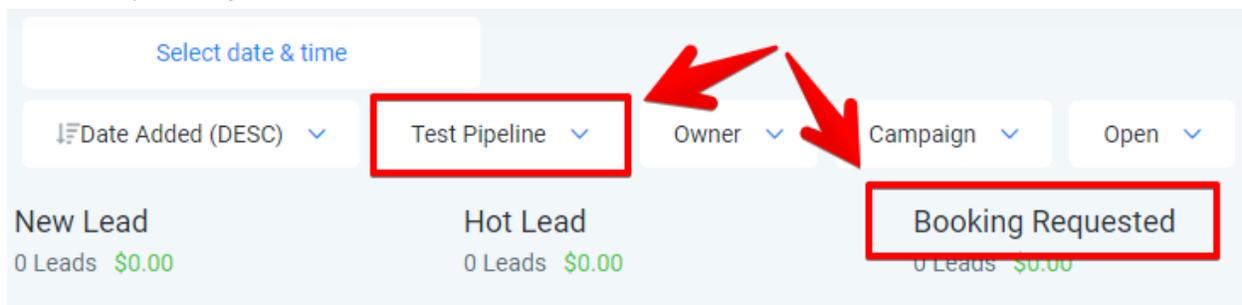
You'll only need the user's HighLevel Contact ID to remove them from all campaigns using the **Remove User From All Campaigns** action.

Opportunities and Redemption Tracking

Being able to track ROI and results is key to any campaign, and now you can do that in ManyChat by adding users to HighLevel opportunities!

In order to use the Update Opportunity actions, you'll first need to use the **Create Opportunity** action.

This action requires the Pipeline and Stag name, which can be found in the Opportunities screen of your HighLevel Location:



It also requires that you select an Opportunity title (the user's Full Name field works well here) and the status, which can be selected as open, won, lost or abandoned.

Lastly, this action requires all or some of the following fields: HighLevel Contact ID, phone, or email.

You can also add a Monetary Value to the opportunity or update it later. If you're using a campaign in ManyChat where the customer can redeem a coupon (birthday bot, voucher or some other offer), then passing that value will allow you to track the ROI and redemptions from your bot.

You can also add tags here in case you need to trigger more campaigns or notifications in side HighLevel.

When you create an opportunity, GHL Connect will return the Opportunity ID. It's strongly recommended that you map this to a ManyChat Custom Field so that you can update the opportunity at a later time.

The remaining opportunity actions allow you to update all the details of an opportunity, update just the status and stage, or delete the opportunity from HighLevel.

Properly Tracking Redemptions



If you're running a campaign where customers can redeem coupons and offers inside ManyChat, then you'll want to track each time a user does this. To do this, you'll need to allow duplicate opportunities in HighLevel.

In HighLevel, go to Settings, then Company and check the box to allow duplicate opportunities:

General

- Allow Duplicate Contact
- Allow Duplicate Opportunity
- Merge Facebook Contacts By Name
- Disable Contact Timezone

That's It! You now have all the power of GHL Connect at your fingertips!

Getting HighLevel to Talk to ManyChat

If you're running a Messenger or Instagram campaign and need to update ManyChat, GHL Connect can do that without the use of Zaps or 3rd party services.

HighLevel allows you to use webhooks in campaigns and triggers, and this is where those Custom Values come in.

We do this by calling a webhook to GHL Connect and passing these fields:

- Manychat User ID
- GHL Connect key
- ManyChat Flow Namespace

To start, you'll need to set the Custom Value, **GHL2MC Send Flow** to:

<https://app.highlevelbots.com/ghl2mc-send-flow.php>

Next, you'll need a ManyChat flow to call. This could be a simple flow with actions that toggle tags or set custom fields, or it could be as complex as you need it to be. Once your flow's built, you'll need the flow namespace. This can be found in the address bar of the FlowBuilder, like so:



The flow namespace begins with “content” followed by a date/time stamp. This is the unique address of the flow you’ll trigger by calling that webhook.

If you’re going to be triggering a lot of ManyChat flows from HighLevel, you’ll want to create a Custom Value for each, but for the sake of this example, let’s assume we’re just using one Custom Value: `{{custom_values.manychat_flow}}`

Assuming you’ve created the Custom Values from earlier, your webhook would look like this:

```
{{custom_values.ghl2mc_send_flow}}?ghl2mc_key={{custom_values.ghl_connect_key}}  
&mcid={{contact.manychat_id}}&mcflow={{custom_values.manychat_flow}}
```

Notice that we’re using querystring parameters (the ? and & in the address). We’re passing the webhook URL, followed by the field **ghl2mc_key**, the ManyChat ID with the field **mcid**, and finally, the MAnyChat flow name with the field **mcflow**.

When the webhook is triggered, GHL Connect will attempt to trigger the ManyChat flow given the values you send. This flow can be used for almost anything you need to do in the bot, but we’ve got one more specifically for appointments!

GHL Connect Appointment Webhook

The Custom Value **GHL2MC Appointment** should be set to:

<https://app.highlevelbots.com/ghl2mc-appointment.php>

And the formatting for that webhook is almost the same as the Send Flow webhook:

```
{{custom_values.ghl2mc_appointment}}?ghl2mc_key={{custom_values.ghl_connect_key}}  
&mcid={{contact.manychat_id}}&mcflow={{custom_values.appointment_bot_flow}}
```

What will happen is that GHL Connect will set these ManyChat user Custom Fields:

- `ghl_appointment_time`
- `ghl_appointment_name`
- `ghl_appointment_status`
- `ghl_appointment_appt_status`

to the value of the appointment time, calendar name, the status and the appointment status. Then GHL Connect will execute the flow namespace you send.

If a user confirms or cancels an appointment in HighLevel, you're able to set the date/time in ManyChat and trigger flows based on the date. Or you could set a rule that sends the user a reminder about the upcoming appointment.

GHL Connect Hot Offer Bot Template

Every business needs “butts in the seats”, and one of the best ways to get customers is with coupons! But old school mailers or ValPak coupons can't be tracked or delivered direct to people's phones, which is where they are.

That's where the coupon flow comes in. Your clients can run Messenger offer campaigns and track the results in HighLevel!

Once you've installed the ManyChat template, your bot will have a set of Custom User Fields, Bot Fields, Template Fields, and Tags. Custom Fields are values unique to each user in the bot, and Bot Fields are global - they're what power the template with dynamic info. Template Fields are encapsulated in the template so they don't overwrite what's in your bot already. Tags help us manage logic and flow. Here's the complete list:

Custom Fields:

- cpn_redeem_amount
- dynamic_values
- ghl_appointment_appt_status
- ghl_appointment_id
- ghl_appointment_name
- ghl_appointment_status
- ghl_appointment_time
- ghl_id
- ghl_location
- ghl_opportunity_id
- ghl_status
- ghl_status_msg
- offr_referrer_id
- offr_referrer_name

Bot Fields:

- api_key (Settings > API > Generate Token)
- business_address
- business_call_button
- business_name
- business_website2

- total_redeem_amount

Template Fields:

- ghl_connect_key
- cpn_offer
- cpn_review_link
- cpn_get_phone
- cpn_allow_share
- cpn_enable_curbside
- cpn_enable_otn
- notify_on_redeem

Tags:

- cpn_registered
- cpn_redeemed
- offr_was_referred
- cpn_entered_phone
- cpn_entered_email
- cpn_started_register
- review_left

When you install the template, you'll want to fill out the template and bot fields completely - each has a description and what info is required.

You'll also want to turn on the follow up sequence and the rule that resets user redemptions after 14 days. The sequence is in Automation > Sequences, and the rule is in Automation > Rules.

Editing the Flows for HighLevel

There are several flows that use a GHL Connect action that will need to be edited to match your HighLevel Location:

- Coupon: Start/Get Info
- Coupon: Redeem Coupon

In these flows, there are comments where you'll need to edit the GHL Connect settings. Once those settings are edited to match your HighLevel Location, pipeline, and campaigns, your bot will be ready to launch!

**Promoting The Offer
Comment Method**

You can promote your coupon offer by simply adding a post to the page. Note - you'll need to have a decently active page for this to work well, so you may still want to run this as an ad to a local audience using a Page Post Engagement Ad.

The Post Copy:

🎉 GET YOUR [OFFER] BELOW 🎉

Comment below and let us know [SOMETHING]!

Once you comment we'll send you an AMAZING [OFFER] offer through  Messenger! You'll be enrolled in our VIP Offers program and be the 1st to get the best monthly promos!

Comment BELOW for your [OFFER]

Asking for Comments:

Make sure that when you ask people to comment, you ask them for their opinion, or something they like about the offer. Don't just ask for them to comment "coupon" or a keyword. For example, for a pizza giveaway, ask people what their favorite topping is and mention who they'd bring with them to the location: "Tell us below what your favorite topping is, and be sure to mention somebody that would love free pizza too!"

The Post Image:

Share an image or video of the offer. If you're giving away something like food, then make sure you've got a nice image of what's up for grabs. You can easily generate these images using [Canva](https://www.canva.com). Images should be 1200x628, 909x476, 1000x1000 in size. You can also use an animated GIF or short video.

The Comment Growth Tool:

To set up the post to deliver the offer once users comment, just go to Manychat's growth tools and use the pre-built growth tools. If you're using Coupon 01 flow, you'd use the "Coupon 01: CGT" growth tool. It's ready to go, so simply pick a post and enable it!

Ref Link Method

You can also promote your coupon by using a Ref URL in the bot. This is just a hyperlink people can click on to enter the coupon flow.

The Post Copy:

🎉 GET YOUR [OFFER] BELOW 🎉

Here's your chance to get great FREE stuff from [BUSINESS]. Join our VIP Rewards Program today by clicking the link below. 📌

Get your first offer, [OFFER], just by opting in!

Once you click the link below we'll send you a message through  Messenger (you may have to click "Get Started").

Click this link to get started 📌

[REF LINK]

The Ref URL Tool:

To set up the post to deliver the offer once users click on the link, just go to Manychat's growth tools and use the pre-built growth tools. If you're using Coupon 01 flow, you'd use the "Coupon 01: Share Link".

You can use a Ref URL in a post, but you can also use it on printed material, like table tents or mailers, to get users into the bot! To create a QR code to use on your printed materials, just go to the [QR Code Thingy](#) tool we've created and create your QR code.

Important Tips on Post Copy

In your posts there are some things you should say and things you shouldn't say in order to stay compliant. Facebook will reduce your reach or penalize you for using share, tag and click bait.

Here's a quick guide of what and what not to use in your posts:

 Not OK	 OK
Like (asking people to like the page)	Ask people to press/smash the  ,  or  buttons, "How about a thumbs up if..."
Share (asking people to share the post)	Pass this post along on your wall
Tag a friend	Mention a friend, refer a friend, tell us who you'd bring, etc
Contest	Giveaway or Giving away, etc
How to Win	[Prize] Up For Grabs!, How to Get [Prize]
Winner	Lucky Person
Comment (asking people to comment)	Tell us, Mention below, Tell us below

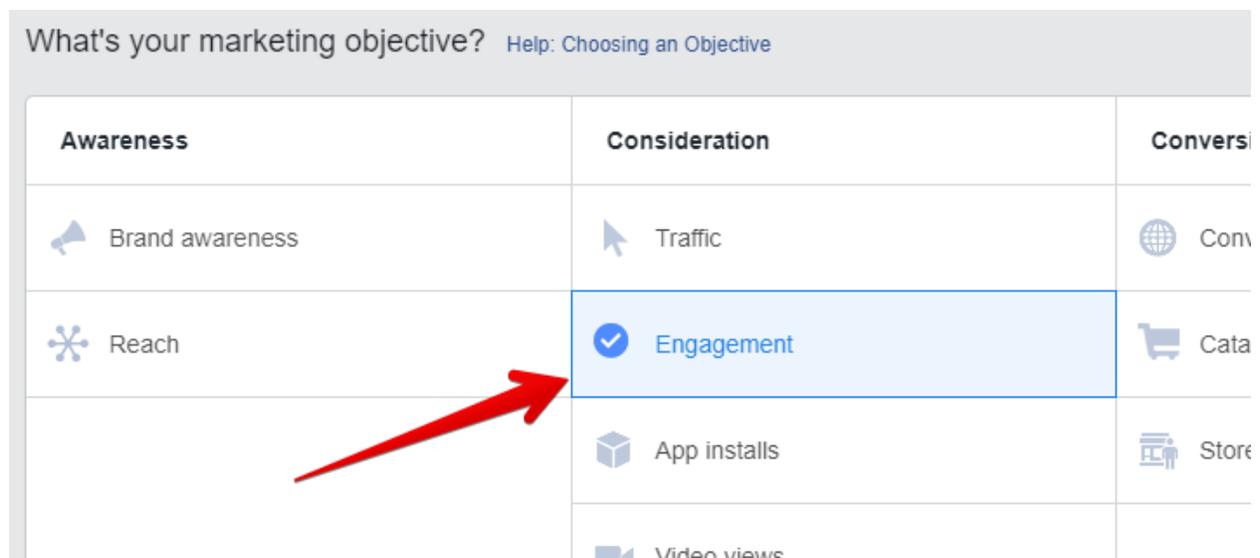
Creating Page Post Engagement Ads

If you're promoting your offer with a Ref URL or by a Comment Growth Tool, then you'll want to create an ad called a Page Post Engagement. These are easy to set up and very inexpensive.

Please note that this mini course isn't focused on teaching you about Facebook ads - you should have some ads manager experience.

Ad Objective

This is a very basic walkthrough on creating a page post engagement ad. In Ads Manager, create a new campaign with the Engagement Objective



Ad Placement

Create your audience targeting, and then edit your placements. Unless you want to blow a lot of ad spend, select only Feeds (I also ignore desktop and target only mobile). You can try Instagram too, depending on your niche.

● **Edit Placements**

Removing placements may reduce the number of people you reach at your goals. [Learn more.](#)

Device Types

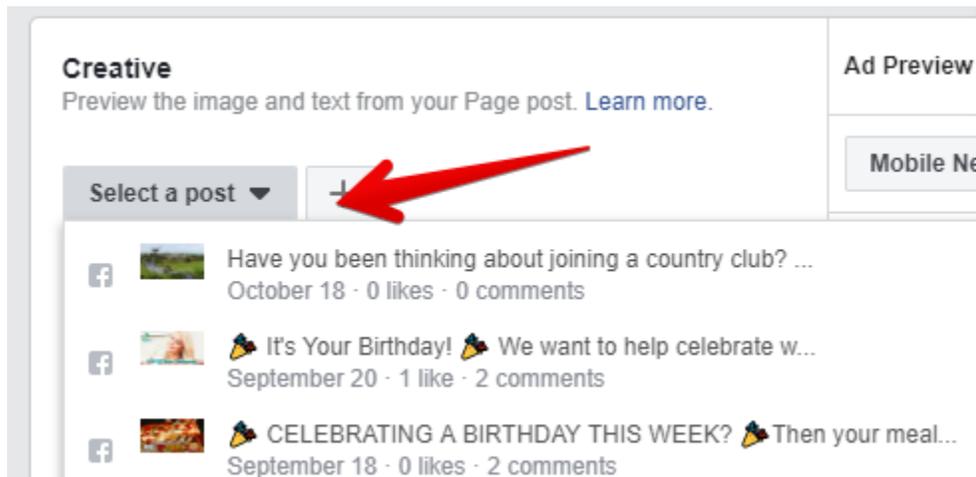
All Devices (Recommended) ▼

Platforms

▼ Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>



After selecting daily budget, make sure you select “Use Existing Post”, then scroll to the section titled Creative and select the giveaway post you created:



Creative
Preview the image and text from your Page post. [Learn more.](#)

Ad Preview

Mobile Ne

Select a post ▼ **+**

-  Have you been thinking about joining a country club? ...
October 18 · 0 likes · 0 comments
-  It's Your Birthday! 🎉 We want to help celebrate w...
September 20 · 1 like · 2 comments
-  CELEBRATING A BIRTHDAY THIS WEEK? 🎉 Then your meal...
September 18 · 0 likes · 2 comments

Once you've verified all your campaign settings, confirm and launch!