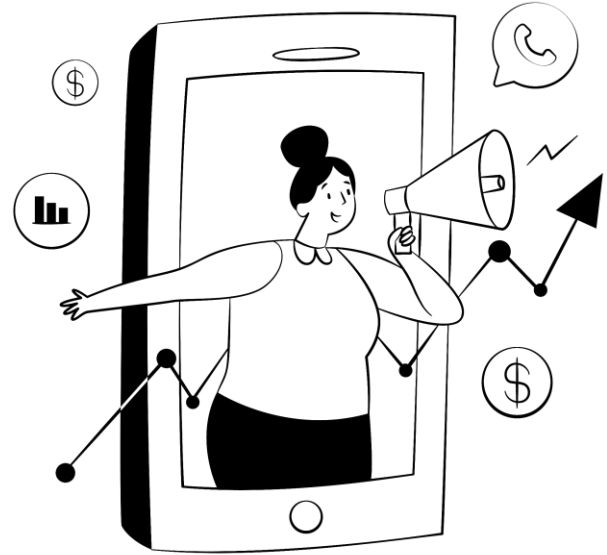




# WhatsApp Playbook For Marketers



# Table of Contents

1. Overview
2. Why WhatsApp?
3. Greetings and Occasions
4. Re-Engagement Messages
5. Upselling and Cross-Selling Product Recommendation
6. Social Engagement

# Overview

Multichannel marketing has proven growth, conversion, and ROI for businesses across industries. Instant messaging apps have taken user engagement to the next level with their versatile use cases. It's easier for marketers to leverage instant messaging apps to deliver a seamless customer experience where their users are most active and readily available. It's not surprising that WhatsApp—lauded for its flexible use scenarios—is the most popular messaging app adopted by businesses.

In this playbook, we'll show you some of the ways you can use Whatsapp for business to create marketing campaigns and drive a deeper customer engagement strategy.

Whether you're still considering Whatsapp, just getting started or looking for ways to expand your use of the channel, consider this an inspiration guide for making marketing over WhatsApp even more valuable for your customers and your brand.

# Why WhatsApp?

Among many other reasons, it's got astronomical engagement

**3x**

higher response rate  
compared to email

Up to **37x**

more conversions compared  
to SMS

**2.5x**

more conversions compared  
to push notifications



**Source:** Client-approved measurements from campaign in July 2020, WhatsApp Success Story.

# WhatsApp For Promotions And Campaigns

“Quickly send personalized promotions and campaigns that grab your customers’ attention, spark action and get results”

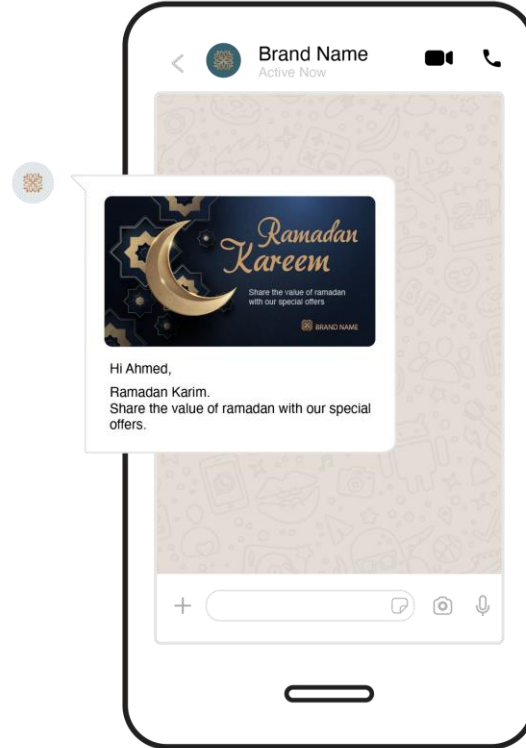
# Greetings and Occasions

Congratulate your customers with special occasions.



# Ramadan Greeting

Send your Company's greetings to your customers and invite them to visit your stores in to get your best deals.



# Re-Engagement Messages

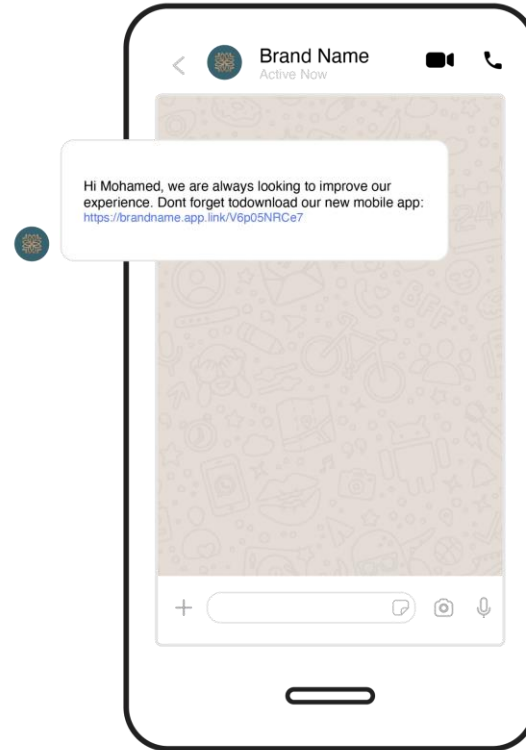
- Shopping cart abandonment reminders.
- “Back in stock” alerts.
- Pre-order new items.





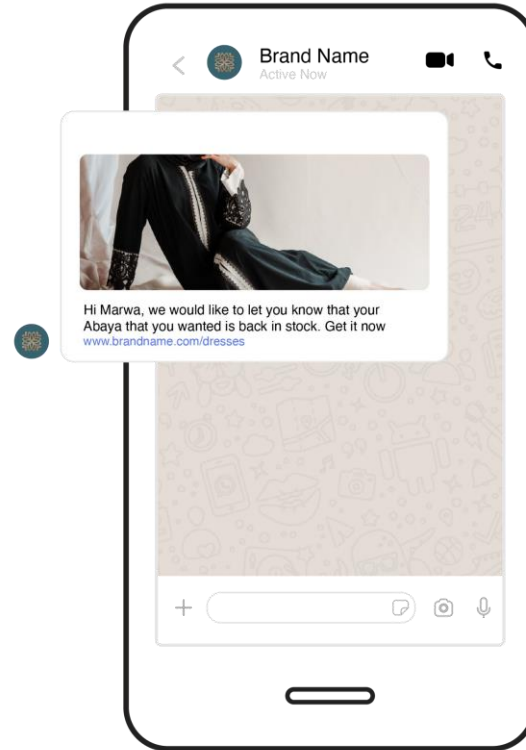
# Shopping cart abandonment reminders

You can remind cart abandoners about items waiting in their carts with a triggered message and nudge them towards completing their purchase.



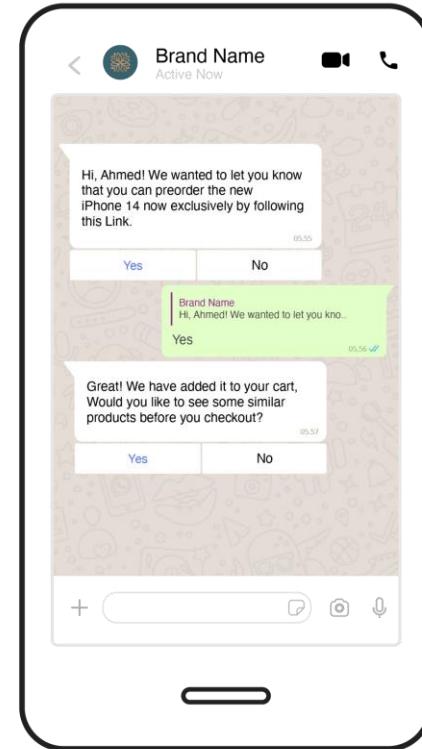
# Back in stock alerts

Notify your customer when products they were interested in are in stock.



# Pre Orders

Send your customers notifications of highly anticipated products available for pre-orders.



# Upselling and Cross-Selling Product Recommendation

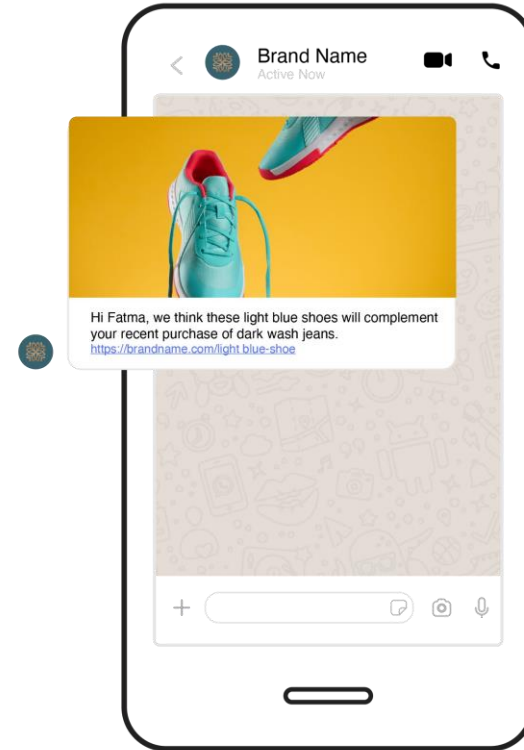
- Further product recommendations that may match the previous purchase.
- Special events like spring festival, a new collection, Black Friday, or open Sunday.
- A coupon or promotional offers such as birthday discount code.
- Loyalty programs.



# Personalized product recommendations

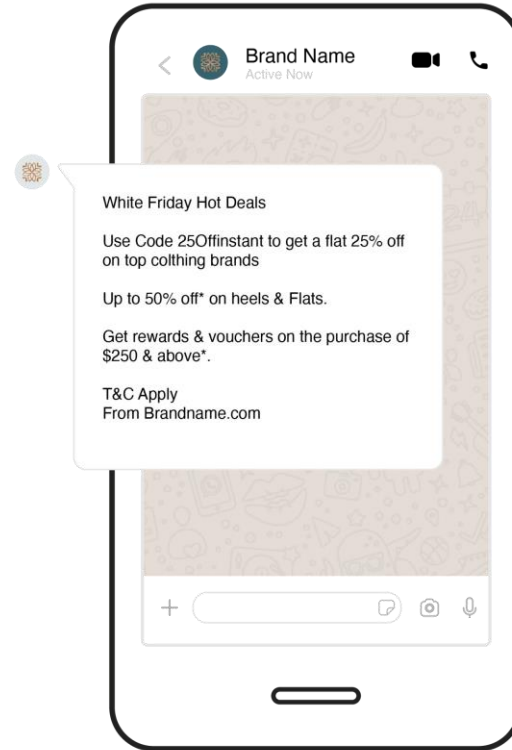
Make recommendations based on products that match personal interest previous purchases.

Notify your customers with products that match their personal interests and previous purchase to increase conversions



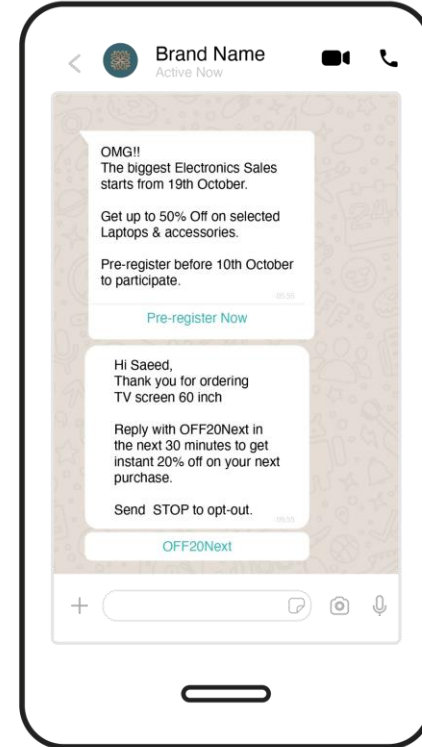
# Special events

Promote your Special events like Spring Festival, Mega Sales, new collection releases, White Friday, or Open Sunday. Ensure delivery by sharing your fliers digitally over WhatsApp.



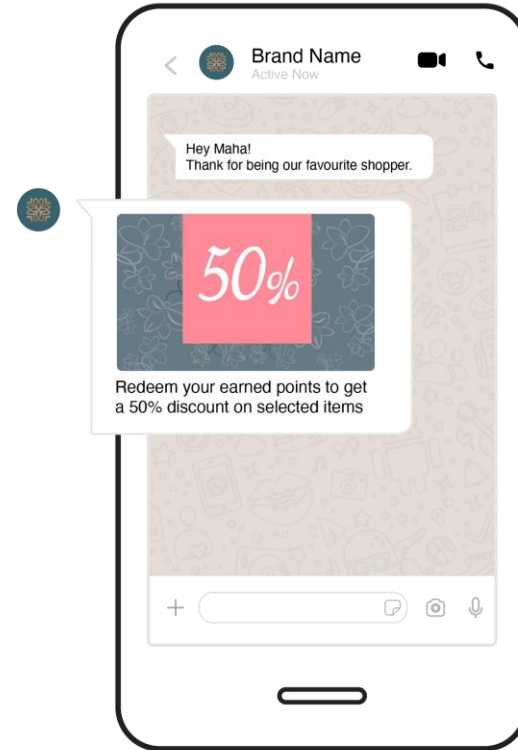
# A coupon or promotional offers such as birthday discount code

Foster deeper relationships by providing personalized offers.



# Loyalty programs

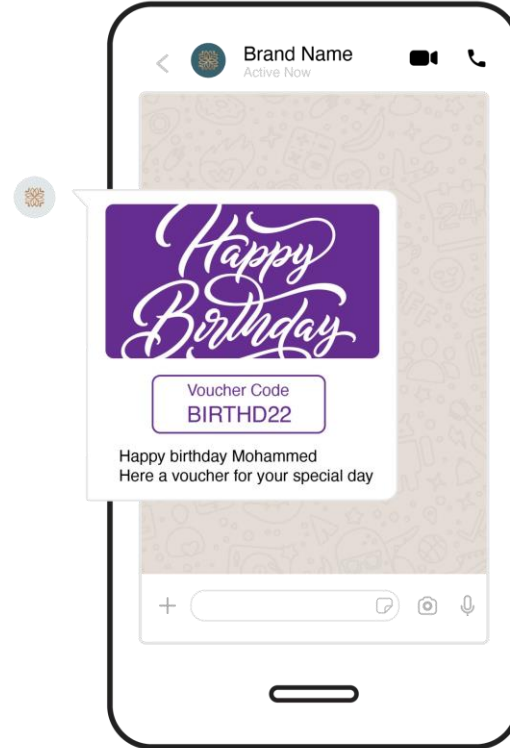
Engage with your loyal customers over WhatsApp. Send special promotions, loyalty point updates and recommended purchases.





# Birthday Voucher

Send your loyal customers Birthday vouchers to use on their happiest days and grow their loyalty.



# Social Engagement

Increase your Social media following and engagement.



# From WhatsApp to Social

Increase your social media engagement through WhatsApp by promoting your Social media activities and competitions

