

# Effective sales on WhatsApp



POSTOPLAN 

# Use WhatsApp status to reach a wide audience

WhatsApp Status is a popular Stories format on WhatsApp. It has over 450 million daily active users, beating 300 million Facebook Stories and 186 million DAU Snapchat.

By ignoring the use of WhatsApp Status to connect with your business audience, you are losing a huge channel of communication. Not sure what content you need to place in it?

You can use status to increase brand awareness and customer loyalty through interesting and entertaining stories about life in your office or an event you are attending. This option can also be used in other marketing strategies for promoting Facebook and Instagram Stories.

# Engage users through WhatsApp groups

If you want to build a community around your brand on WhatsApp, groups are the best option. They allow you to interact with your business and with each other — up to 256 people in a group.

*BUT: Please be aware that WhatsApp Group is solely for customer service. WhatsApp expressly prohibits the use of its platform for marketing or advertising communications, unless they give written permission to do so.*

Think of WhatsApp Group as a branded channel where anyone can ask questions or discuss your latest products or businesses. Since groups are limited, there is a bit of exclusivity in them. You can take advantage of this by spreading the word through other channels that the first 256 people to join the group will, for example, have access to special discounts and offers.

The WhatsApp Group has untapped potential for content marketing. Since WhatsApp allows you to send links, images, videos, PDFs, and more, why not create a newsletter model for people to subscribe to your news, blog articles, and videos? It is very convenient.

For example, BBC Africa experimented with distributing content on WhatsApp with the video "Young, angry, and connected." They sent short videos to WhatsApp users who signed up for the newsletter. The result was a great success on an unconventional communication channel.

# Personalize your brand with your users

Before you can communicate with users, they must contact you first. Therefore, you need to get creative.

The purpose of WhatsApp marketing is to motivate users to text you first, provide their phone number, or join your groups. You have to make it worth their time.

Take the Buyagift online store, for example. They created a landing page on their website that displayed their WhatsApp number and guaranteed valuable coupons to those users who sent the word "Start" to the specified WhatsApp number.

Or consider Absolut Vodka. They promoted a new product launch with an exclusive party and used WhatsApp for a marketing campaign to give out tickets to the event.

They invented a fictional manager named Sven that people could contact via WhatsApp and ask him to give them tickets. As a result, Absolut Vodka received three days of continuous messages, over 600 contacts, and over 1000 pieces of user-generated content created for the campaign.



# Offer users personalized help, inspire new ways to use your brand

Producers of Hellmann's Mayonnaise in Brazil were keen to show people that their product could be an ingredient in dishes, not just a dressing. Website visitors were asked to send their phone numbers and a photo of the contents of the refrigerator. Then the real chefs on WhatsApp sent recipes using the available products and Hellmann's mayonnaise. In addition, the chefs sent videos and photos of the cooking process, prepared especially for users.

As a result, 13,000 people took part in the campaign, interaction with the brand lasted 65 minutes on average, 99.5% of users were satisfied with the offered service. The owners of the company were so impressed with the results that the same action was held in Argentina, Chile, Uruguay, and Paraguay.



# Offer personalized services to important clients

The well-known lingerie brand Agent Provocateur uses WhatsApp to notify its customers about new arrivals and other events in the brand's stores. Subscribers can also seek personal advice from the messaging service.

The service was so popular with VIP customers that the brand launched a similar campaign for all shoppers over Christmas. Users could invite a consultant and their partner to a group conversation to discuss what they want as a gift. A team of assistants answered manually each pair's questions.

POSTOPLAN 