

WhatsApp Business

How to use WhatsApp effectively for Business communication, marketing, branding, automation

Copyright ©2020, by TOBIDIGITAL

All rights reserved.

This ebook is copyrighted. As such, no part of this publication may be reproduced in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, prints, photocopying, recording, or otherwise, without the prior permission of the authors.

Language: English, UK

This ebook is written for educational purposes.

Table of Contents

About WhatsApp.....	4
How to get the numbers on WhatsApp.....	7
How to create WhatsApp link to chat.....	8
How to drive traffic to WhatsApp.....	10
How to create effective content marketing strategy.....	10
Case study.....	12
How to stay organised and communicate effectively.....	17
How to personalised your audience experience.....	19
How to manage your campaigns; referrals and affiliates.....	31
WhatsApp automation for business.....	38



Let's get to the business

WhatsApp is arguably the first app many people check on when they wake up in the morning and now you may be wondering why...

Communication with family and friends, say relationships remains the earliest attraction to WhatsApp



Soon enough, people started using the app more in keeping up with their business contacts



With the status update feature, WhatsApp has placed itself in a good stead in the social media world



Owned by Facebook and having ties with Instagram, WhatsApp now has over 1.5 billion users in 180 countries across the world. Perhaps the most used messenger app you will see around in the present time; data reveals the messaging platform users (which include you & I) send over 2 billion messages every month even as we update as many statuses daily.

WhatsApp Status alone has over 450 million daily active users (DAUs) to top Facebook Stories 300 million and Snapchat's 186 million DAUs. WhatsApp also allows messaging groups of contact up to 256 at a time.

With this outreach, there is vast opportunity for you as a businessperson or an enthusiast to reach out, gain audience/followership, promote your goods and services and even more.

1.5+ billion
users

2+ billion
daily messages

400+ million
status daily users

256
messaging group

But how do you maximize the opportunities therein the messaging platform? Now, consider the following

Traffic

Marketing

Communication/Organization

Automation



GAME OF NUMBER

With the stat aforementioned, WhatsApp presents you with a platform through which you can reach out to as many people as possible.

Huge traffic, in spite, does not determine either your marketing reach or success, but your own number (in the sense of contacts/or followers) and your mastery on the platform.

If for instance, you have 20+ active contacts/followers on WhatsApp, your reach may only be limited to 20 WhatsApp users (of the over 2 billion WhatsApp users). Perhaps may be enough for some businesses whose clients pay in hundreds of thousand (dollars), for an emerging business or one that targets the general public to earn significant revenue, numbers may really matter for reach, impacts, and/ or results...

Getting the Number



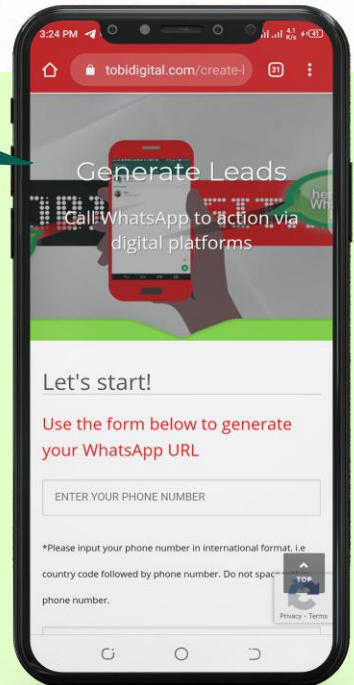
Marketing strategy may bank on your business type/niche. Your audience don't always have to be the general public or the majority per se. However if you are into the business where number matters, say sales (of essential goods/everyday things), mentorship/influencer, media, essential services among the likes, then (targeting) the larger audience could be your saving grace.

Now you may want to consider what your business represents and who it serves. Even at that, the target

audience rule still applies. The fact that everybody consumes food doesn't mean your audience is everybody. There are still some bodies who will not buy your food (or your type of food because it's not just their thing). So now you are to bear in mind the number that counts.

WhatsApp link to chat

If you're reading this, the chances are you have come about our web solution that generates a direct URL/link to WhatsApp. The system basically presents you with a means (specifically a weblink) through which your prospects can easily reach you on the WhatsApp messaging platform. This may be the first step you need to take, in order to connect with new prospects on WhatsApp.



If you're still looking for a way to create a direct link to your WhatsApp number/DM, you may want to click on [this link to do just that.](#)

Whereas, you may also want to further customize your prospect's experience; such that your contacts can message you with a default message whenever they click on your WhatsApp link. You may want to learn more [here](#)

2 DRIVE TRAFFIC TO WHATSAPP

Now your prospects don't just find you or start messaging you out of the blues, you need a medium from where they get to initiate conversations.

Web, blog and/or social media are the top and vital medium from where you can drive traffic to WhatsApp. But this may not just fall into your palms.

do you have content?

Digital Content marketing

- Content is a form of strategy you use to drive traffic to WhatsApp.

If you are reading this note,



chances are you got in touch through my content (on the web). Whereas, this is the same approach I've used to drive traffic to my WhatsApp and some other platforms.

When you share values on the internet; web or pages of social media, people take interest in your person or brand. This is where you leverage funnels by infusing your click to action (CTA) to drive the audience to your end target, in this case, WhatsApp. Ultimately, this is where you use the web-link you must have created earlier.

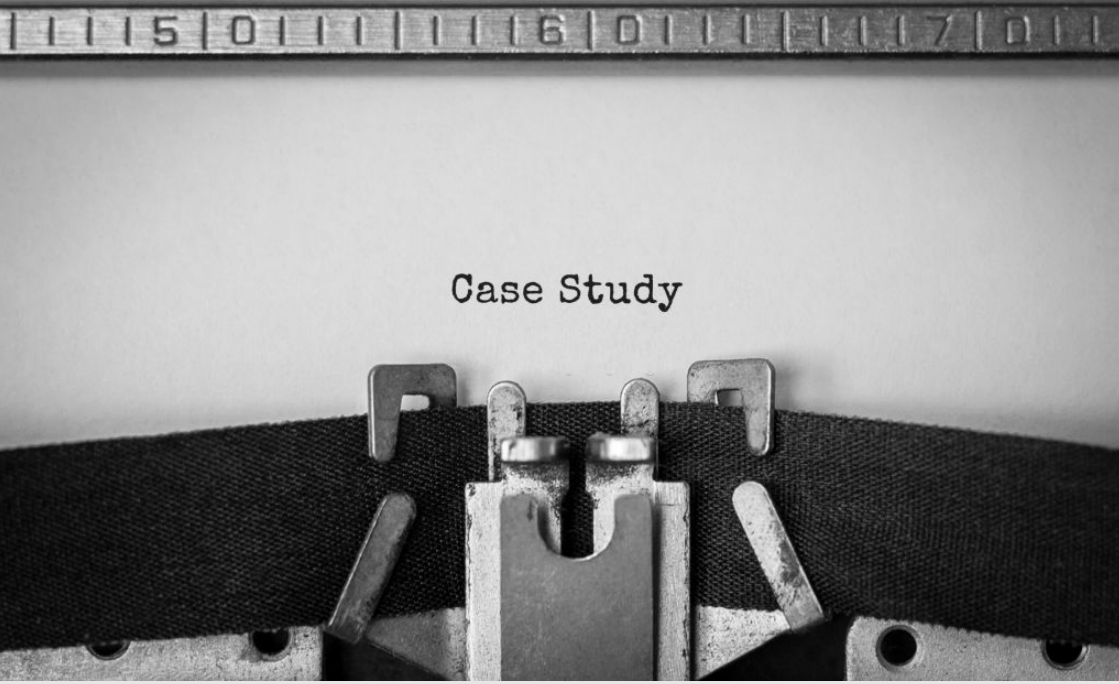


In case you have not generated a working link to your WhatsApp, you may want to take a moment to do just that

[Click to generate WhatsApp link](#)

Generating a working link may be relevant to refer organic traffic to WhatsApp. If you are the type that run paid advert on social media (or other platforms), you may want to buy your way (audience) by having them link to your offers. If you've been running Facebook/Instagram ad, you may opt for the messaging campaign which objective is to message your business WhatsApp. From there, your prospect directly gets in touch by messaging you regarding your advertised offer(s).

Either paid or organic, the quality of your content may however determine your “figures”.



Case Study

Personally, I do create helpful content on the web (through the blog) for the purpose of engaging the internet community. What I do is to also provide a web-link through which readers can contact me either by email or WhatsApp.

Due to industries I cover, a number of my readers often ask

Due to industries I cover, a number of my readers often ask questions or request for consultation/session.

By this, I've had contacts who were just looking for clarity on a topic of interest, from where conversation dragged to the other services I offer.

Thereafter, I've been able to work with a number of contacts for whom I've helped with branding (through graphic design and prints/production services). There are also others that I've either helped develop a website, managed social media, optimized web for the search engine(SEO), among others.

Here are more **tips on how I do content and marketing**:

Look for industry trends

Now and then, people are talking about a trending happening in your industry/or business niche.

Join the conversation

Opinions (on trending issues) are rampant on the pages of social media, and this is where you join the conversation. As a web publisher/blogger, you also create posts on trending issues. Use Google trends to follow issues that people are searching on the search engine (as based on your industry).

Commit to create content anyway

This is where you/your content remain valuable (or evergreen). Irrespective of gossip and gist going round, you stick to the cause of dishing values anyway.

Now, you're to understand content is not streamlined to the Media industry/niche. You don't need to run a media business to get involved.

Perhaps you are a shoe seller, a makeup artist or the likes, and you are wondering if content (creation) could be



Let's help you!

Develop an ideal content/strategy around your business and push leads.

[CLICK TO CHAT NOW!](#)

relevant to your industry or you're looking to find your way around it. The good news is there's hardly an industry that good content cannot sell. Perhaps you're not good at content writing among others (for marketing), you may outsource that part to a professional; someone who knows the onions of digital marketing; web and social media. You are to also understand how broad content could be, as it encompasses static and streaming; writing (texts), graphics, photos, videos and even audio.



Get help with content. Hire a hand, as you work on other part of your business. From social media to blog posts, unique graphics, photos, YouTube videos and Podcasts, we can help your journey to great content and drive good business to you

[CLICK NOW TO GET HELP](#)

It may be high time you created a blog for thoughts on your business and have it optimized for Google search. If you are getting to read this note, you probably landed on my blog through the search engine.

Bottomline

WhatsApp now plays a key role as a digital marketing platform or tool. However, as an enthusiast looking to build list and drive prospects to WhatsApp, leveraging content, other platforms and more makes you/your business relevant, and brightens the chances of reaching your goals and getting results on the popular messaging platform .



Need help with setting up a website/or blog with a good standing on the Search Engine?

[CLICK TO GET HELP](#)

3

HOW TO STAY ORGANISED AND COMMUNICATE EFFECTIVELY

WhatsApp for Business provides you with a medium to stay organised and communicate effectively.

WhatsApp as a means of communication for business

Businesses now prefer WhatsApp over other means of communication including the email. With reasons;

- WhatsApp is fast
- It's easily accessible /and user friendly
- Message open rate is higher
- Response is at fingertip
- Human behavioral/psychological factor

Here are more tips to maximizing WhatsApp for your business communication

Encourage new contacts to add you up

Supposing your purpose for driving traffic to your WhatsApp is to build list or expand your follower-base, you should encourage new contacts to add your WhatsApp to their phone contact, even as you add theirs.

This ensures you are able to identify them and they you. Both ends contact addition also ensures your communication status is visible to them.

Personalise your followers' experience

You or your messages tend to lose relevance when your messages are becoming nonspecific to your audience/or a part of your audience. For instance, you run a fashion business that serves both male and female, the best way to go about your messages is to filter those who are male from the female /or filter those contacts whose interest align with female fashion from the ones who are for male. This makes your messages to be peculiar to your readers/status viewers/followers, and this tends to increase your

engagement, reach or marketing purpose.

Not many men may want to see you shove women fashion BC to their faces every now and then. If that happens, they may unfriend you/remove your contact, stop opening your messages, status, and this may ultimately hurt your reach and marketing purpose.

Personally, there are some people's messages/status I don't even bother to open/view on WhatsApp any longer because their messages have proved to be invaluable to me over time. I'm sure you too can relate. So now you know why you won't like to be like them.

How to personalise your audience experience

My approach

When I add up a new contact, I try as much to label them at the point of addition.

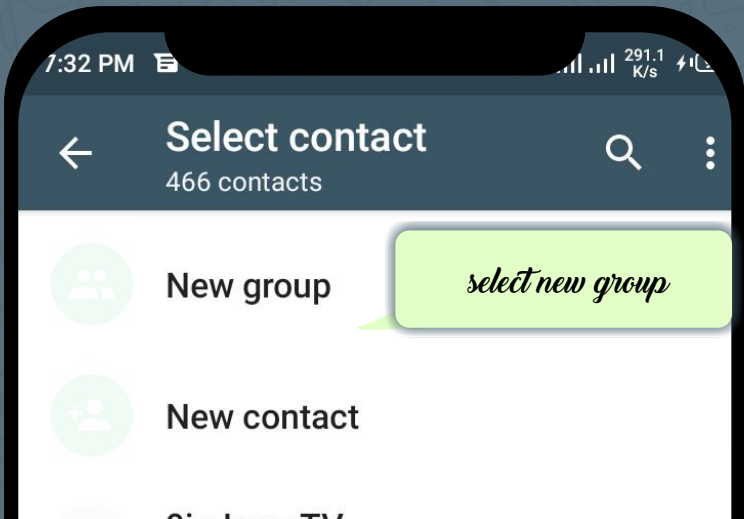
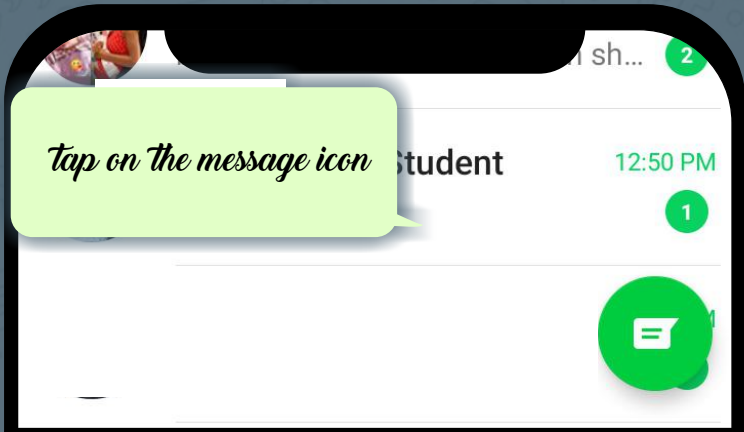
Let's say you got to know my person/business through the digital marketing branch of my business, and your name is

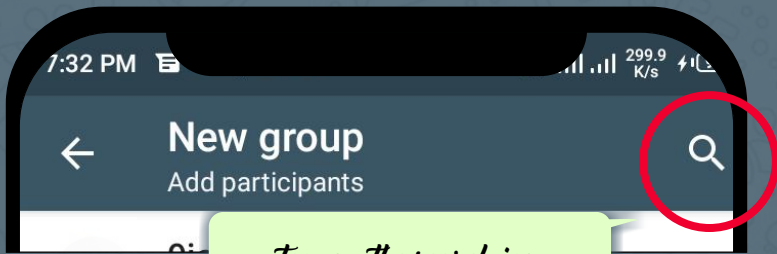
Sam, I may save your contact as "Sam DM TD" (identifies as Sam Digital marketing, TobiDigital). This is just an indicator for me to be able to easily classify and subsequently identify a contact and/or a set of audience from the crowd. For instance, if we became contact through say design..., your name may be saved as Sam Design... TD.

Why is this Important?

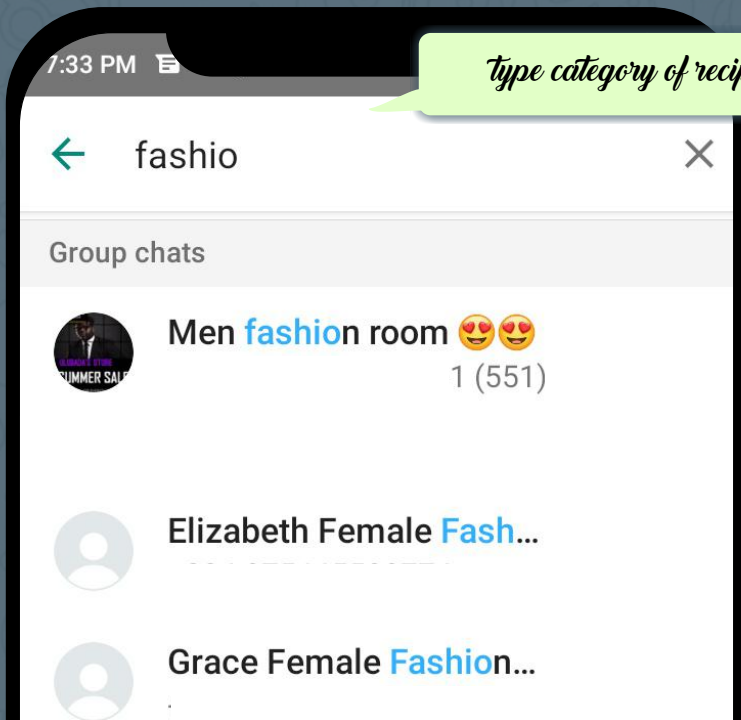
Sometimes, you want to filter your message to a category of people, either through the broadcast message (BC) or your status update. As WhatsApp is becoming another social media platform and your phone contacts/WhatsApp followers are becoming broad, the need to distinguish who is who could be vital for your message correspondence and relevance.

In practice, if you have an offer which message centers on female fashion, you may want to channel this message to your followers, clients/or customers who followed you for the purpose of female fashion. This was what I meant by "personalising message to an audience".

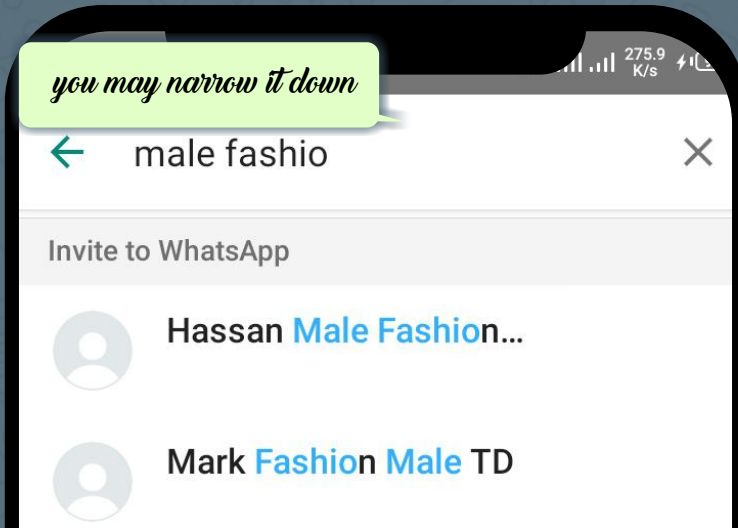




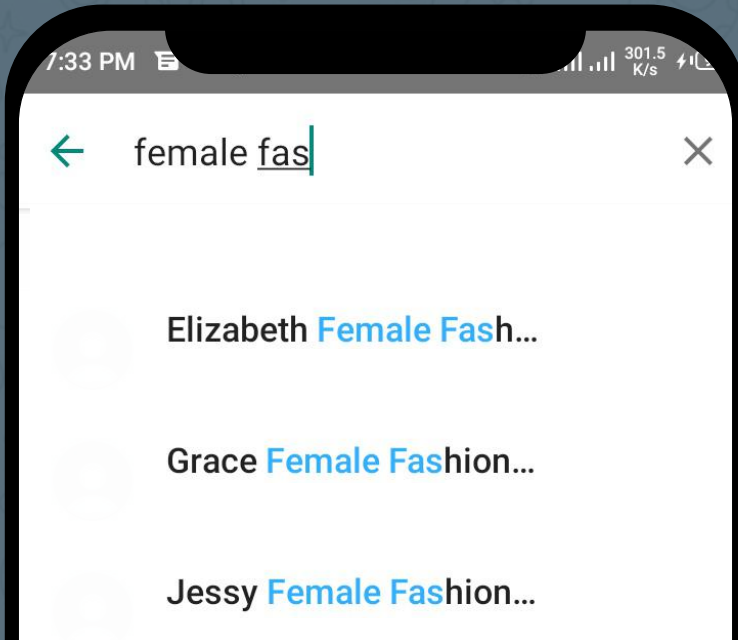
tap on the search icon



type category of recipient



if female fashion

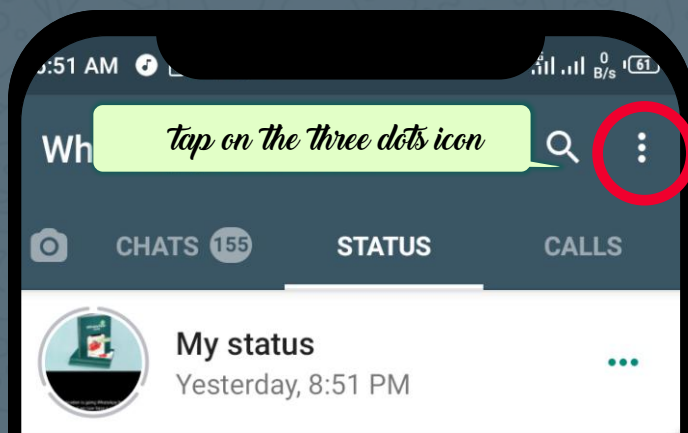


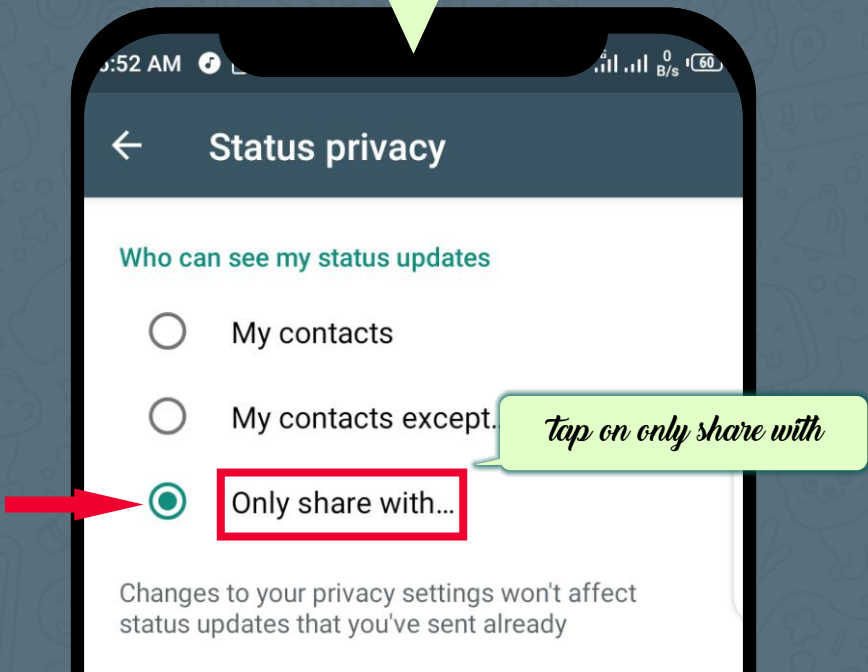
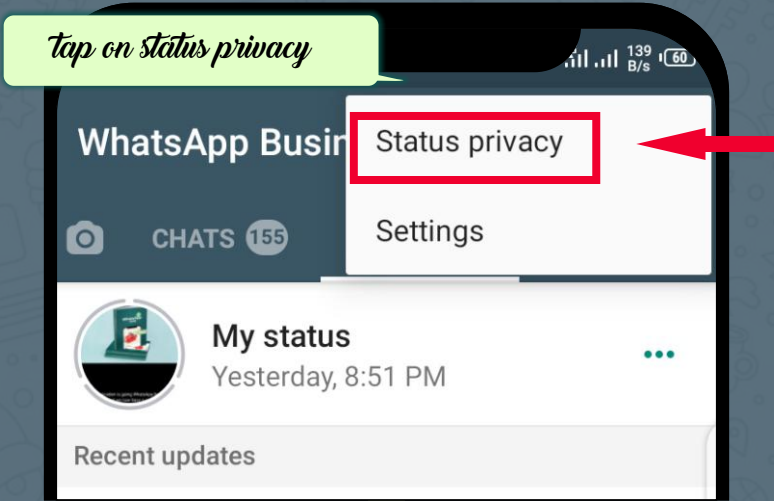
Using status privacy

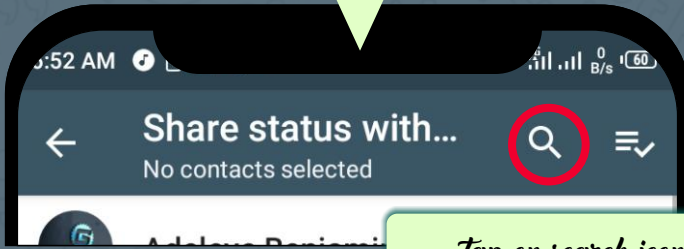
Depending on your targets, there are status updates you may want to filter to suit a particular audience/type, but this is where contact markup comes into play.

You can easily recognize your female fashion audience if you are able to classify your contact into categories, say Name FF BD denoting Name of contact, female fashion and your brand name).

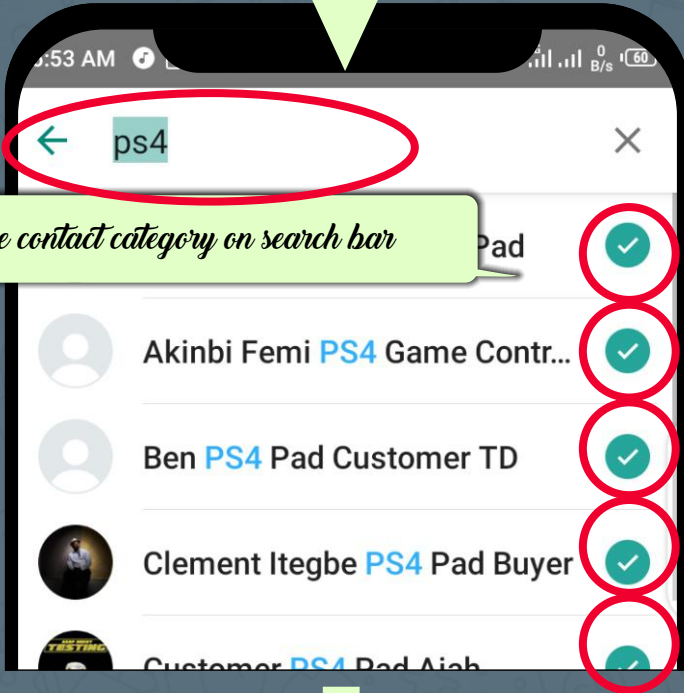
By this you can easily go to status privacy >>only share with > tap on the search bar and enter "Female Fashion Brand Name" >> every contact you've marked as your female fashion followers will enlist. There you can easily mark them up and save your settings. This way, any status you update there will only be visible to your female fashion audience.







tap on search icon



type contact category on search bar



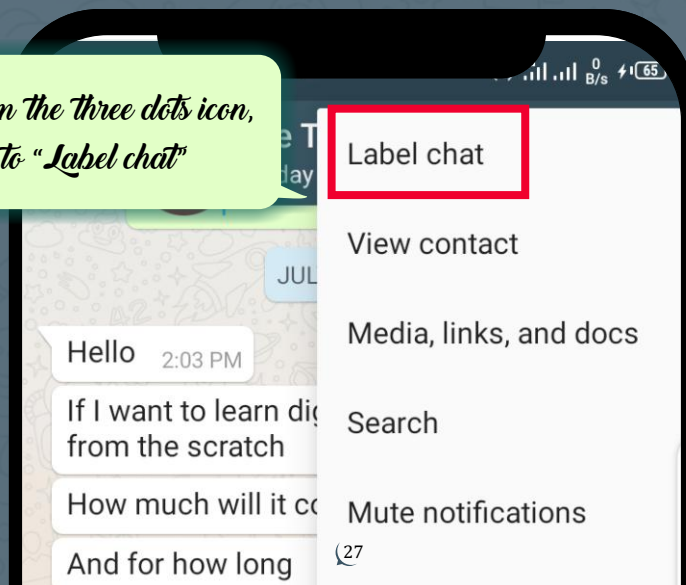
Use of labels

Labeling is another way of categorizing your contacts, mostly for the purpose of sorting, broadcast, and more.

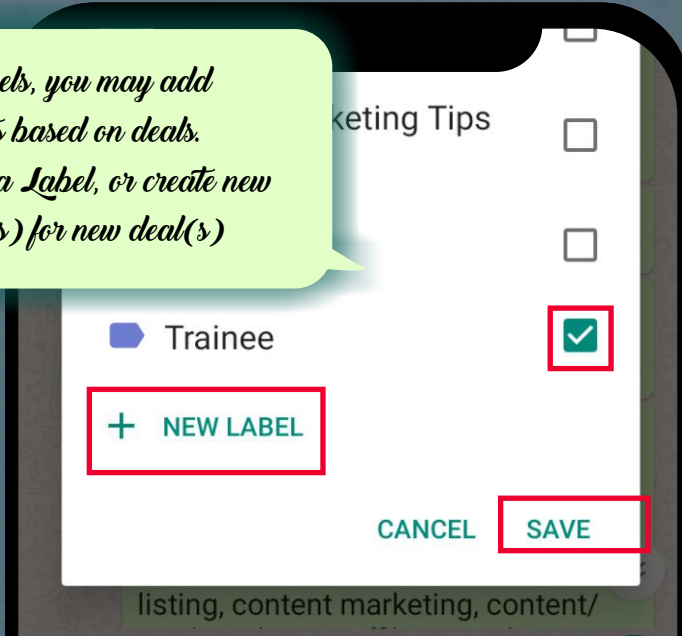
Label ensures you can organize your WhatsApp contacts based on funnel and business they have with you.

With Labels, you can send a broadcast message to your contacts based on interest and deals. For instance, the ones who placed an order can be distinguished from the ones who are awaiting. You may assign Labels depending on deals and more.

*from the three dots icon,
go to "Label chat"*

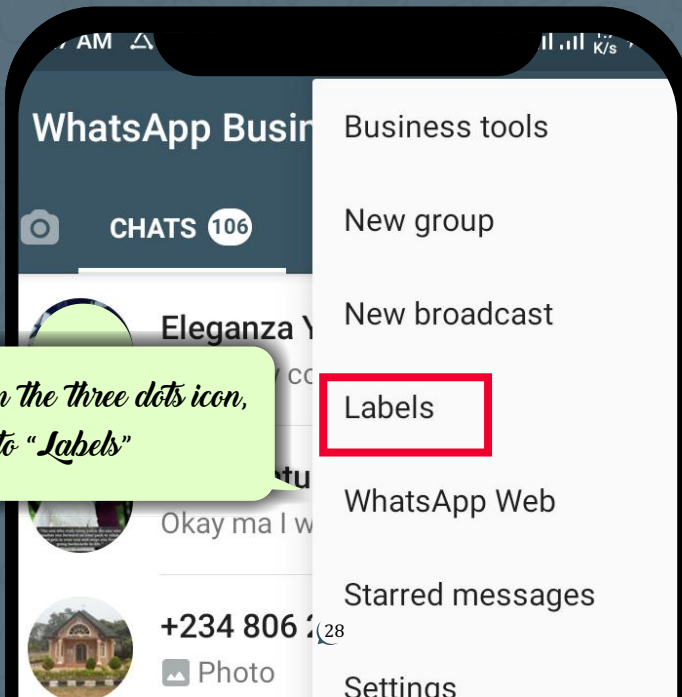


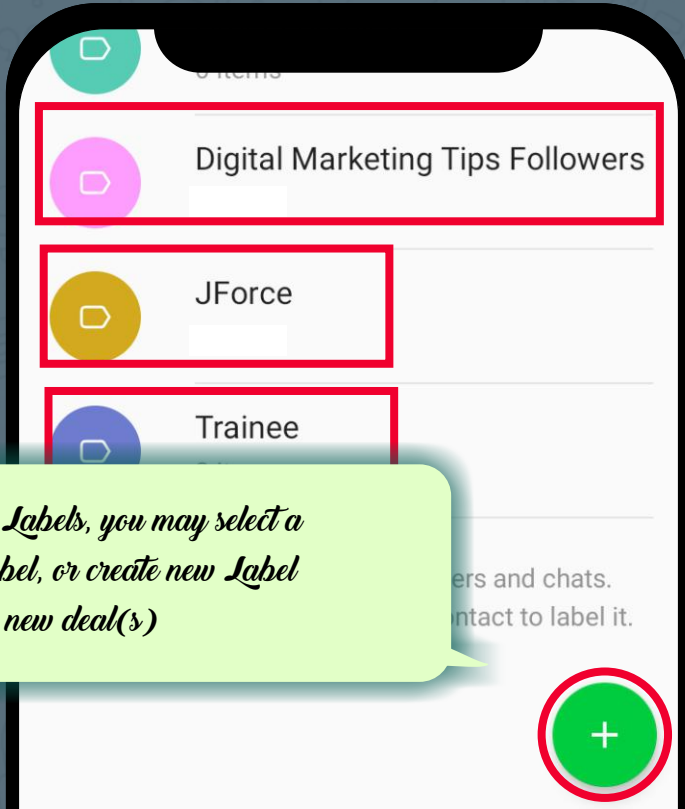
on Labels, you may add contacts based on deals. Select a Label, or create new Label(s) for new deal(s)



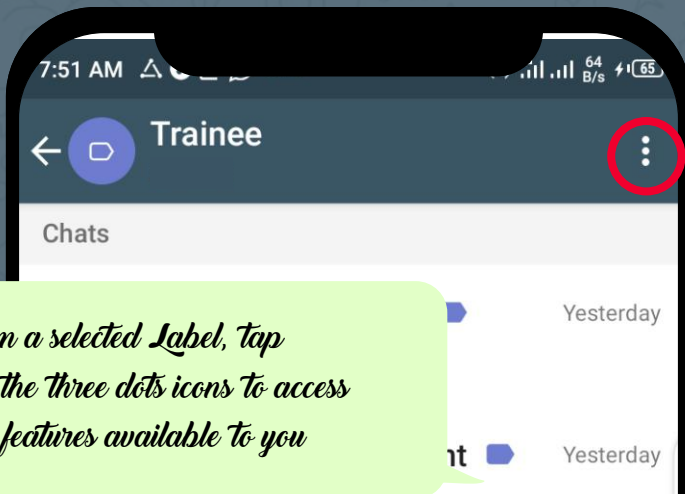
Making use of Label

from the three dots icon, go to "Labels"

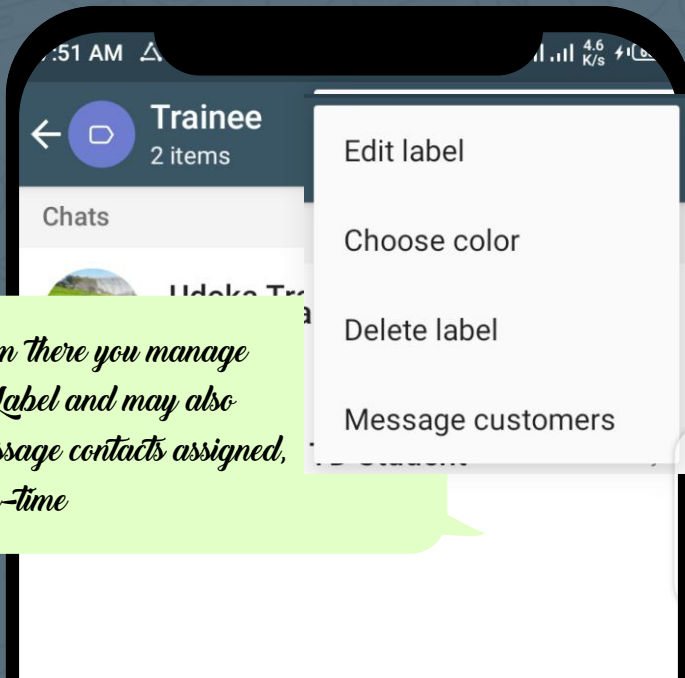




on Labels, you may select a Label, or create new Label for new deal(s)



from a selected Label, tap on the three dots icons to access the features available to you



from there you manage a Label and may also message contacts assigned, one-time

How to manage your campaigns; referrals and affiliates

Now, there are different ways to this. Our earliest focus was on web/hyperlink to WhatsApp, the one which directs prospective contacts directly to your WhatsApp DM. But then, there's also referral and a term in marketing called affiliate marketing, which functions on unique links (assigned to marketers).

Creating a distinct/referral link to WhatsApp

Creating just a link to WhatsApp is the basic, but in digital marketing where you may want to track the performance of your campaigns, you may be required of more to understand how your campaigns are faring, more so, your audience.

Say you run ranges of corporate branding services and had set up about 3 different campaigns of which one is on graphic design, the other on prints/production services, the

other on web design, you may want to understand where a contact is coming from, and which of the services the contact need and perhaps more.

Personally, I have a number of web pages set up for different services, but I have to easily understand where a user is coming from and what exactly they want, by them just clicking a link to chat me on WhatsApp.



The above chart indicates the path a user takes in reaching out from the web page -graphic design. The same approach is adopted for other services webpage; say

website design, digital marketing, others. Just that where you see “graphic design” is replaced by “Web design” (for web design), “digital marketing” (for digital marketing). But I also have other resources page on the web which I had to assign a distinct WhatsApp link, for prospects to reach out.

Please understand our focus here is the hyperlink, not web pages. You do not need to own a website to use hyperlink, as you can use (hyperlinks) on social media, web forums, other medium on the internet.

The important thing here is the hyperlink/web link. All you require is to create a similar but unique link, and thereon use on any internet medium; web, social media, app.

In plain term, you can create unique WhatsApp links through which prospects can reach out to you for your services. Then you may share/promote the link on digital media platforms of your choice; social media, web forums, blog, web pages, others.

But then, the more to this is that this also personalises your

prospects' experience, saving them the stress to share brief.

If you are looking to achieve a referral link to WhatsApp, you may want to generate the link [here, click.](#)

Creating affiliates link for WhatsApp Marketing

It's important to understand the key point aforementioned when it comes to affiliates marketing through WhatsApp.

Affiliate marketing notably entails sharing or promoting other people's products or services for reward. This means, a brand promoter earns a certain commission or profit for sale/proceeds made on their marketing efforts.

Now for you, the chances are the product owner/seller, service provider or a digital campaign servicer who wants contacts to refer the sales to you or your sponsors. But how do you recognise who is who, more so, which referral is coming from who? For instance, you are embarking on a digital campaign and have enrolled Tobi, John, and

Usman into your marketing team. How do you now identify the contacts which Tobi had referred from the ones coming from John?



A User contacted through his link



The above chart indicates a presumed affiliates marketer (John) promoting your WhatsApp link >then> A prospect clicked on the link and landed on your WhatsApp DM with the default message indicating John had referred them.

How nice!

Usman into your marketing team. How do you now identify the contacts which Tobi had referred from the ones coming from John?



A User contacted through his link



The above chart indicates a presumed affiliates marketer (John) promoting your WhatsApp link >then> A prospect clicked on the link and landed on your WhatsApp DM with the default message indicating John had referred them.

How nice!

If you are looking for how to achieve a WhatsApp link for your affiliates marketing campaign, you may want to generate the link [here.click](#).



Are you looking to drive leads and sell-out via WhatsApp?

[GET HELP](#)



WHATSAPP AUTOMATION FOR BUSINESS

WhatsApp also offers application program interface (API). WA-API ensures you can automate your customer experience/interaction with your business. In fact, WA-API alone, can provide a broad communication solution for your business contact handling, without much hassle.


Banks, travel agencies, e-commerce companies among others are using automation to attend to their customer's needs such that someone can open a bank account, take a loan or carry out other basic financial transactions. One can also file a complaint and have it sorted, book a flight, place orders, among others.

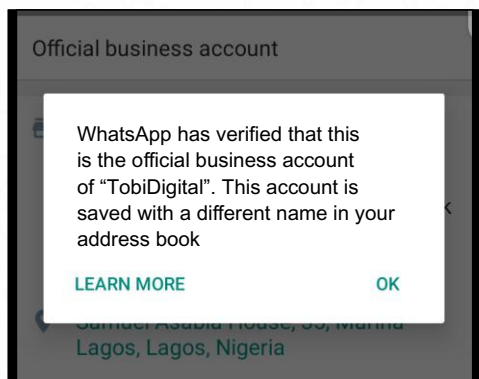
What more would you have loved WhatsApp do for your business, or how else could it have served?

You may want to adopt WA API for your business to make your customer's experience, even yours, a seamless and interesting one.

WA-API offers:

Customer Service Platform for customer supports on issues ranging from services, requests, complaints, and questions. The platform can be built to handle sophisticated requests and proffer automated solutions to your customers, based on your business offering.

WhatsApp Verification : Your business name is branded with a green tick on WhatsApp  Your contacts also see on their own end that your business has been verified by WhatsApp, as the official account (for your business).



Autoreply & Chatbot save you the stress of replying every message, as the system helps with automatic replies. Chatbot replies when contacts text your business WhatsApp and attend to their requests 24/7.

WA-API also assists with **Reminder Message** which repeats your offers and services to customers, and with **Notification Message** which ensures your business can directly reach customers through WhatsApp notifications. Should customers be inactive on WhatsApp, WA-API is still able to reach them via SMS.

There's a whole range of solutions which WA-API can help achieve for your business. More information about the WA-API can be found [on this web page](#).

You may want to contact authorized companies that offer the WA-API service. TobiDigital is a top solution provider for WhatsApp business. Our WA-API service offers flexibility. It is robust and cost-effective and far-reaching.

How else would you have loved WhatsApp to serve you?

As digital marketing is evolving, keeping up with trends, understanding the depth and technicalities are contributing points to top the game. Competition is stiff now. To have an edge, combination of right information, appropriate application and the ultimate experience are vital to positive realities.

As WhatsApp is fast becoming a key channel to leverage and pull sales, you may want to tinker on strategies you could pull-off to trend. Trend is having a good brand image. Trend is being in the faces of the right people. Trend is getting the ultimate conversion in reach, sales or revenues.

While you may feel it's high time you do much more to pull something off, you may want to weigh opportunities and understand what to do and how, or choose to outsource a part, while you focus on your business operations.

Resources

How to create a direct hyperlink to WhatsApp DM >> tobidigital.com/create-link-whatsapp-generate-leads/

How to create personalised or customised link to WhatsApp DM >> tobidigital.com/create-personalised-message-whatsapp-link

How to create a referral/affiliates link to WhatsApp >> tobidigital.com/how-to-create-a-referral-affiliates-link-to-whatsapp/

WhatsApp Business API >> tobidigital.com/whatsapp-business-api-provider

W h a t s A p p B u s i n e s s > > A n d r i o d > >
play.google.com/store/apps/details?id=com.whatsapp.w4b&hl=en

iOS >> apps.apple.com/us/app/whatsapp-business/id1386412985

About the Author

Tobi Boye Tosin is a design generalist, a branding and digital marketing expert. He blogs at tobidigital.com/blog