WHATSAPP MARKETING

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Businesses Will Use Whatsapp For Business To Speak To Their Customers Who Will Receive These Messages On Their Regular Whatsapp Account

BUSINESS FEATURES AVAILABLE

In Whatsapp Business

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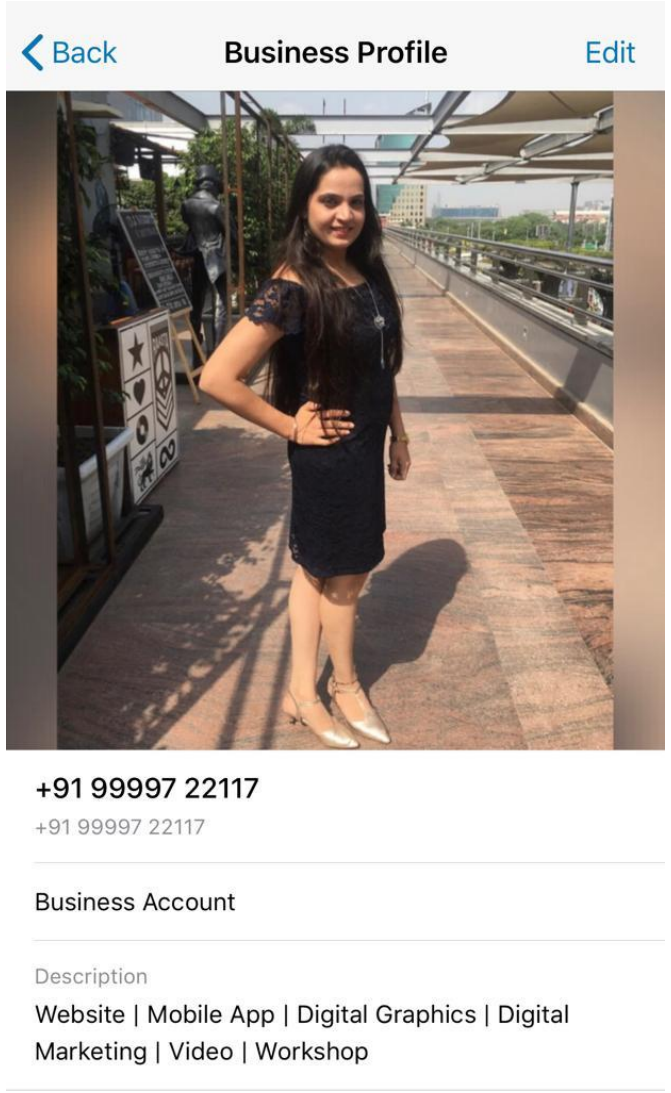
BUSINESS PROFILE

'Business Profile' on your account needs to contain important information such as

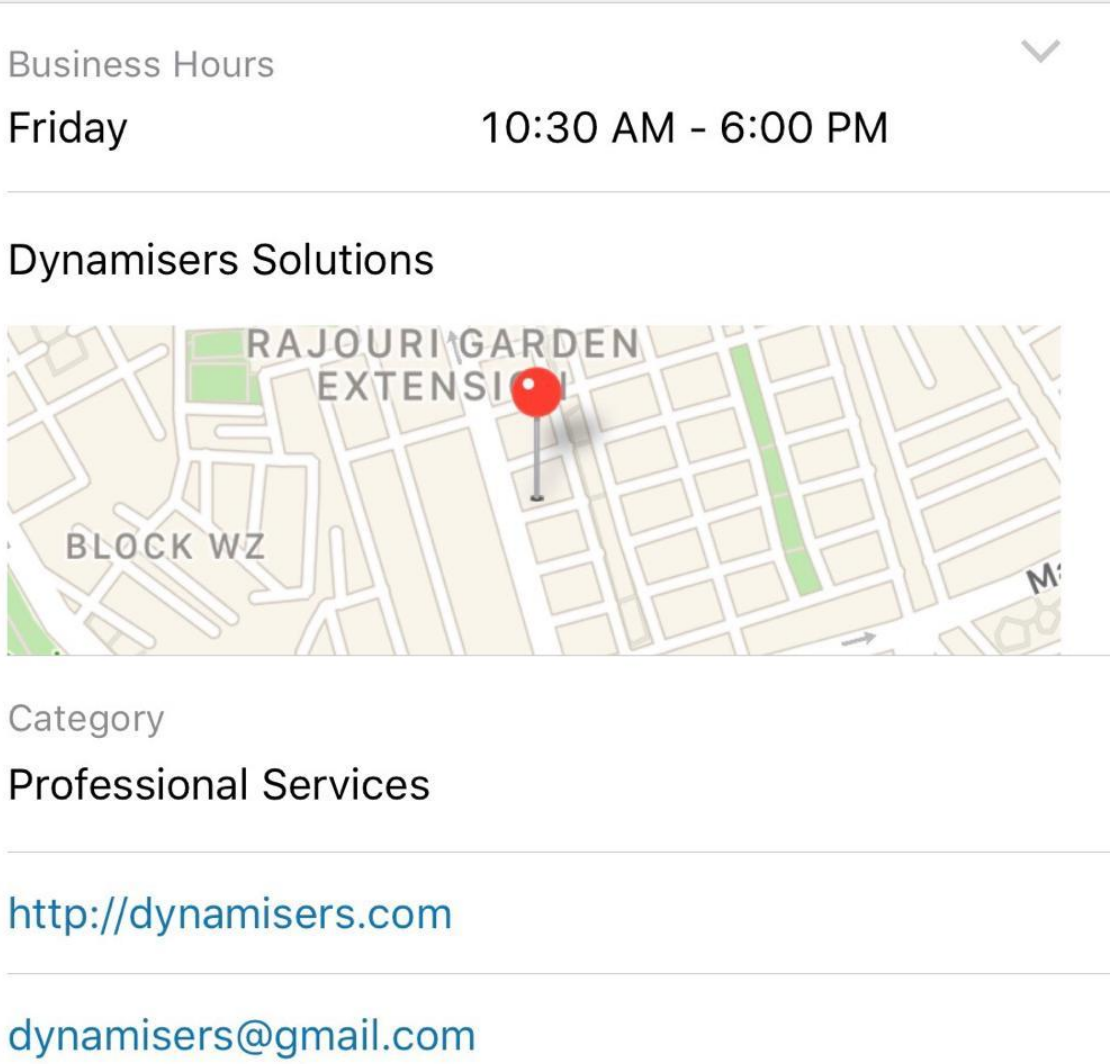
- Business Number
- Business Description
- Business Logo



EXTENDED B PROFILE

Furthermore, it should have:

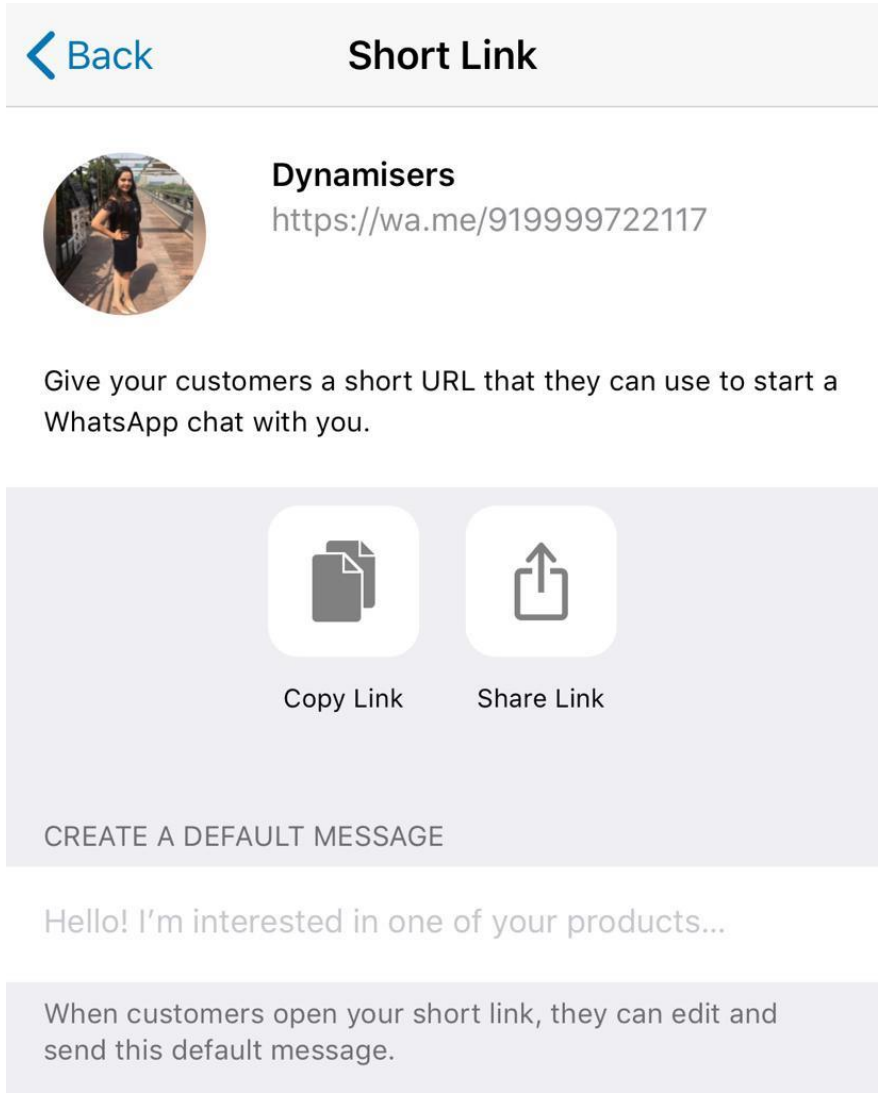
- Business's email ID
- Business Hours
- Address
- Map Location
- Website



SHORT LINK

The short link setting makes it easy for customers to send you a message. Your WhatsApp Business short link will be unique for your account, and you can add it to your website, social media, or add in emails.

Anyone who will click on this link will be redirected your WhatsApp Business account, and they can send you a WhatsApp message to you.



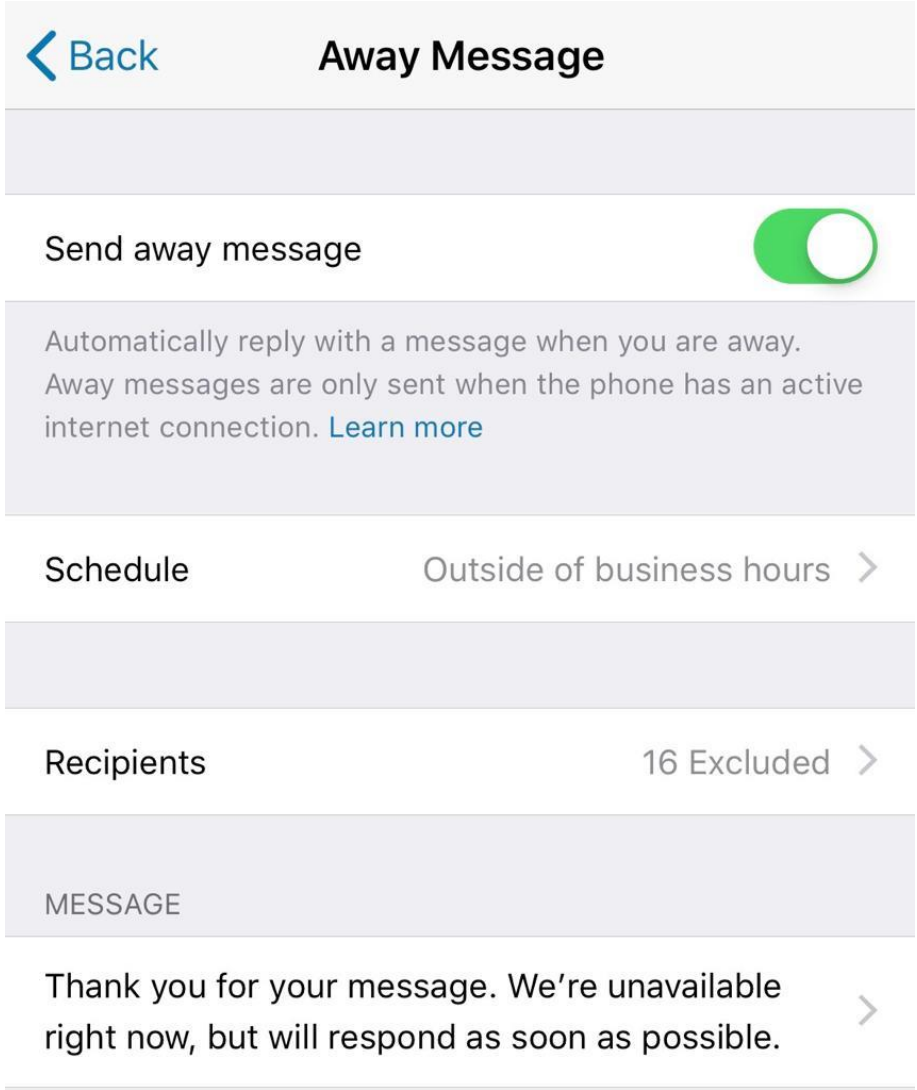
MESSAGING TOOLS

The ‘Messaging Tools’ feature allows you to create message templates which can be sent out to your customers automatically.

AWAY MESSAGE

‘Away’

- messages which are sent when you are unable to respond to them at that time



AWAY MESSAGE SCHEDULING

Custom Schedule

- If you aren't available between a specific time during the days, you can choose this option.

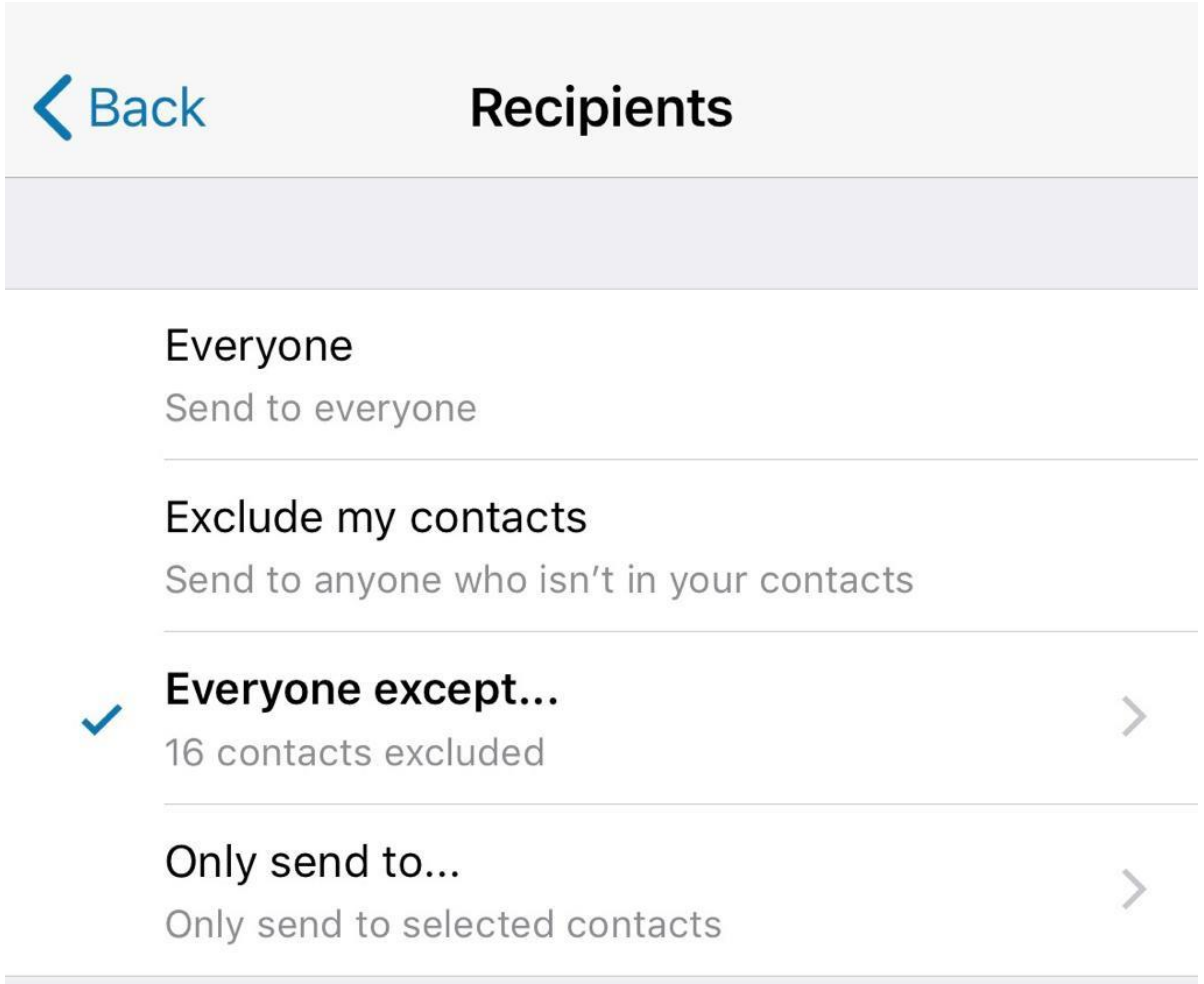
Business Hours

- Set Business Hours and select the outside business hours option
- WhatsApp will respond with your chosen message outside your business hours.

QUICK REPLY RECIPIENTS

You can even select the recipients you wish to send the Away message.

You can choose between Everyone, Everyone not in the address book, Everyone except, and Only send to.



GREETING MESSAGE

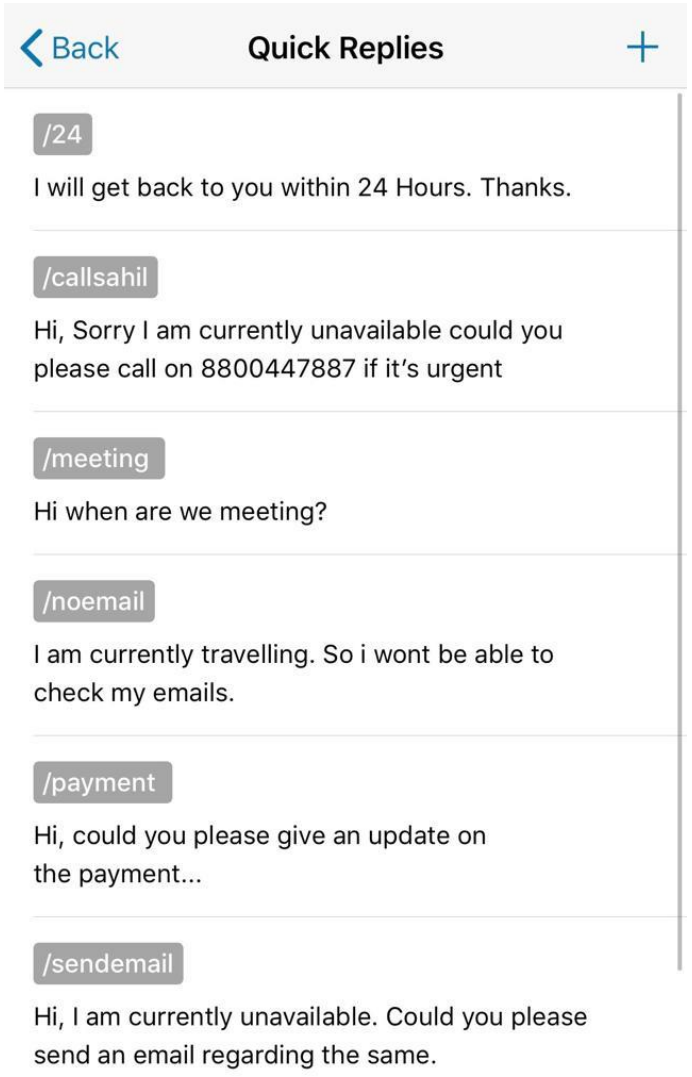
‘Greetings’ messages

- which are sent when you are first interacting with a customer

QUICK REPLIES

‘Quick Replies’

- allows you to set message templates to questions that your customers frequently ask, so you can easily respond to them.



QUICK REPLIES TIPS

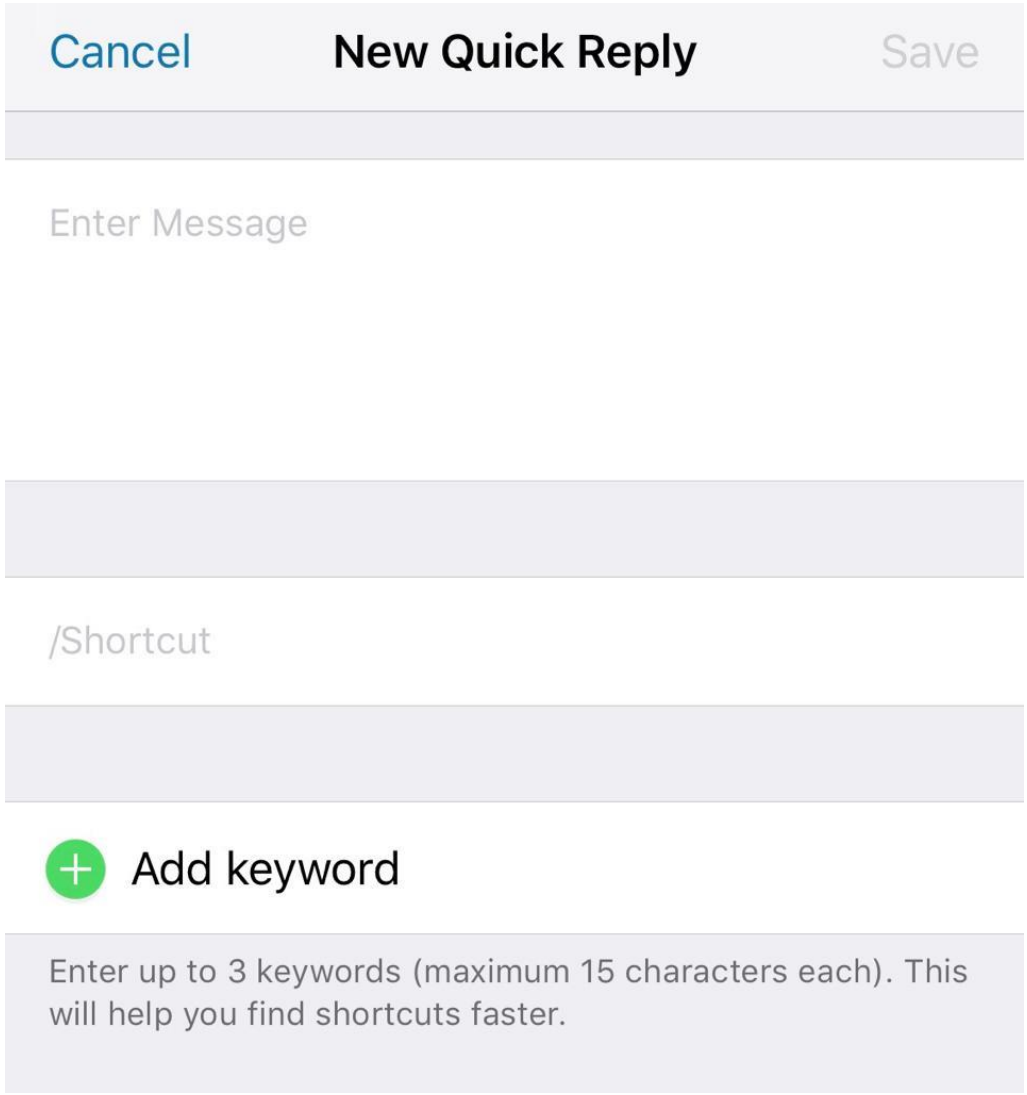
Save up to 50 quick replies

You can add images and smileys in this message

Write the shortcut while replying and your save quick message will automatically be sent

CUSTOM QUICK REPLY

- Enter the actual message to be sent to the customer
- Relatable shortcut that you can remember
- Keyword lets you find the shortcuts faster



LABELS (ANDROID*)

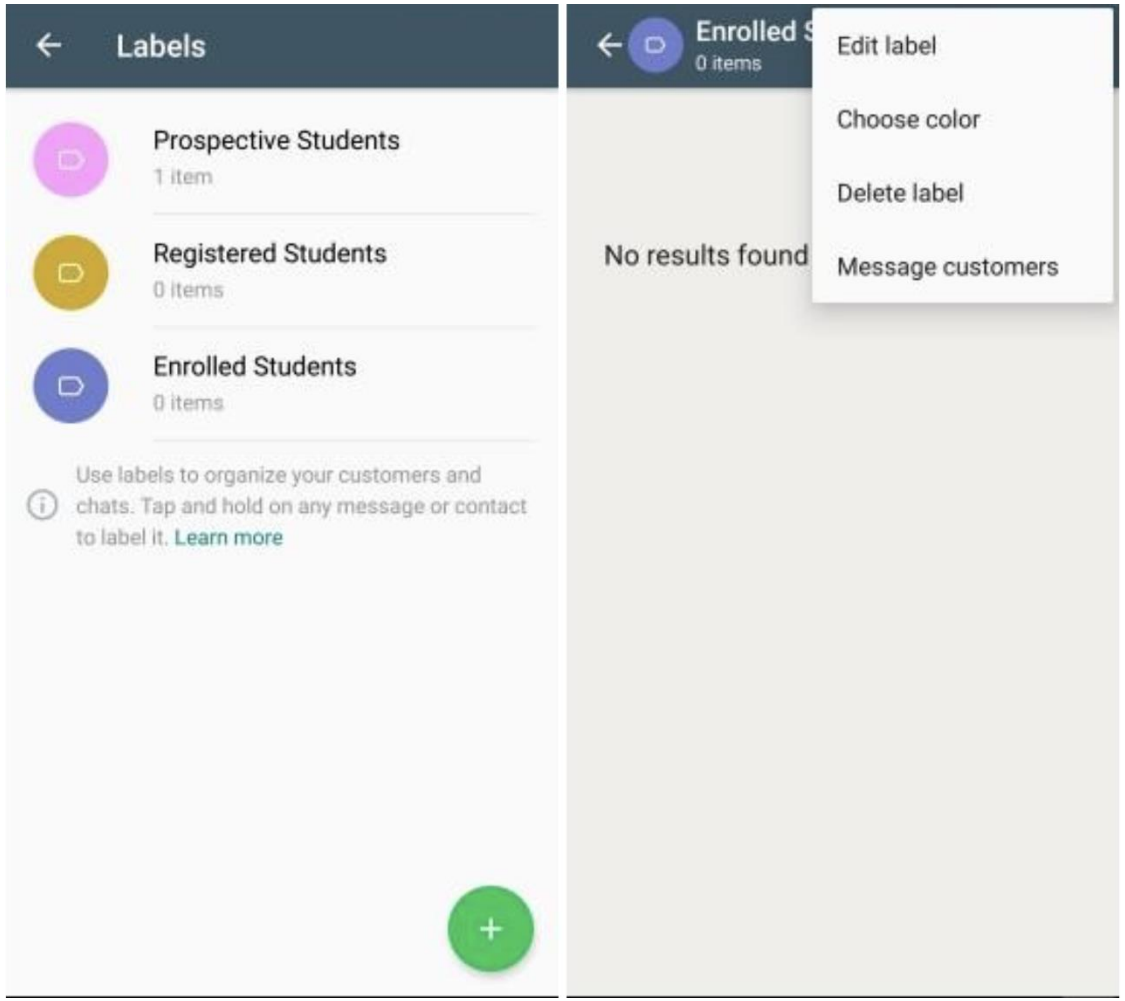
This feature helps you to organize your chats.

You can label your customers according to your needs.

Labels give a seamless workflow experience.

For example, you can set up labels like a

“Prospective customer”	“Unpaid orders”	“New customers”	“Completed orders”



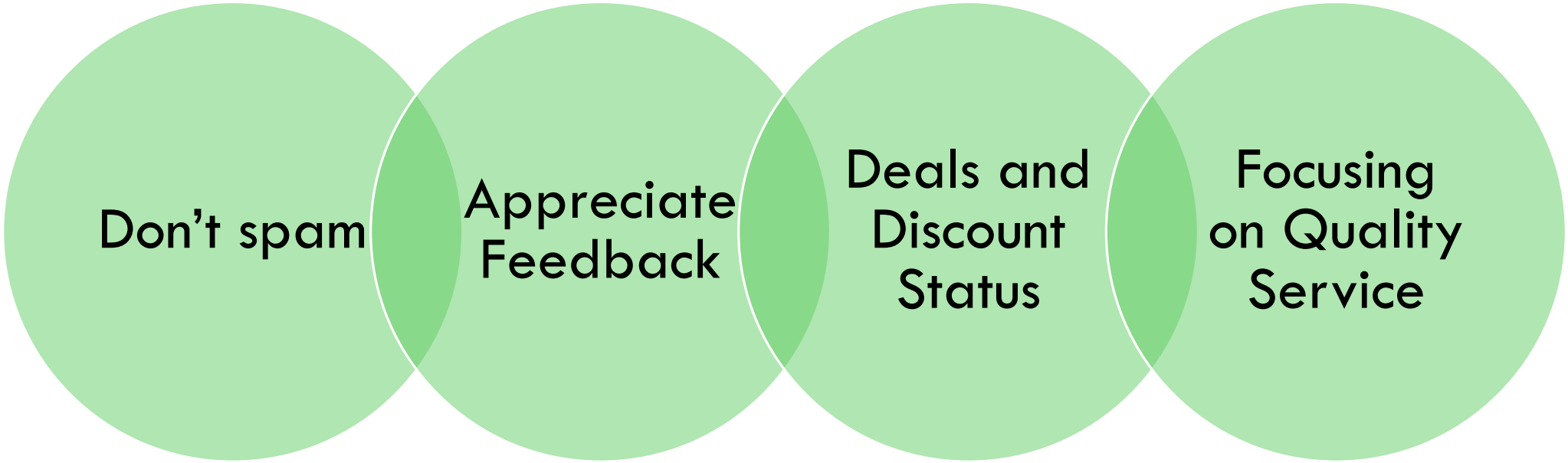
LABELS- HOW?

To add a label to a chat, hold the conversation and then tap on label option from the menu.

Here, you can either click on any of the five default labels or create your Label.

To view chats by the label, tap on Menu icon – Labels and tap on the label name.

WHATSAPP BUSINESS TIPS



THANKS☺

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