

How WhatsApp marketing strategy benefits to boost your business in 2022

WhatsApp is the most popular messaging platform around the world. WhatsApp's audience has grown to around 2 billion active users monthly. You can use this marketing channel as a must-have for businesses or brands that want to connect with audiences in developing countries.

WhatsApp marketing allows you to stay in touch with your customers in a more personal way. Half of WhatsApp users check the app every day. You can be sure they will get your offers, as text messages have a 97% open rate for sure.

It has been noticed by many researchers that they trust brands when it has chat apps more. People say they would buy from companies they can reach via chat facilities.

However, there are more reasons to implement WhatsApp in your marketing strategy and how it benefits your business

Relationships with customers

Over 70% of people feel more connected to a brand if they use WhatsApp messaging apps. It makes WhatsApp marketing a strong strategy for building long relationships with customers. Maintaining such a connection forever, helps brands cut expenditures as 5-25 times cheaper than acquisition.

WhatsApp provides businesses with opportunities for personalization. Such an approach keeps customers more engaged with a brand over 70% of consumers say they engage only with personalized marketing messages.

Real-Time Customer Service

If you want to gain your customers for a long time. WhatsApp helps you in providing a great experience to your audience with the help of real-time chat, voice, and video calls and you can even advertise it.

Real-time interaction not only helps you know more about who your target audience is and how many people are actually interested in your service but also helps in understanding what they expect from your business. Through WhatsApp, you can further update or improve your business based on their feedback and responses.

Great sales

WhatsApp marketing works great for your sales. The simple trick of adding a WhatsApp phone number to your website may result in 30% more sales leads.

It seems like the opportunity to reach a business through any messaging app with confidence in customers. At least 70% feel more positive about purchasing and its product from a company if it is active on messengers.

It's possible with the growth of the audience to buy through messaging apps. Roughly 70% of consumers believe they will use messengers more to make purchases in the future.

Lower cost of marketing

WhatsApp is still a very affordable marketing platform, which is budget-friendly for businesses. All you need to do is install an app and connect to the Internet. The chances that your message will reach the customer are very high. On average, a user checks WhatsApp over 25 times a day.

WhatsApp marketing drives more conversions, improves sales, allows you to build forever relationships with customers, and

costs next to nothing in terms of marketing expenditures.

How to download the WhatsApp Business app

The WhatsApp Business app is a free-to-download app for businesses.

Before downloading the app, note the following terms:

If you have already had a WhatsApp Messenger account, you can easily upgrade your account, including chat history and media things, to a new WhatsApp Business account.

Your chat history can't be moved back to WhatsApp Messenger if you decide to stop using the WhatsApp Business app.

You can use both the WhatsApp Business app and WhatsApp Messenger provided the accounts are linked to different phone numbers on your phone. It's not possible to have one mobile number linked to both apps at the same time.

How to start your WhatsApp business account

- Download the WhatsApp Business app from the Google Play Store.
- Verify your business phone number on WhatsApp.
- Restore your account from a backup, if you want the data.
- Set your business name which you prefer.
- Now build your profile. Tap More options > Settings > your business name.

How to generate leads on WhatsApp through posting Ads

You can simply generate leads on WhatsApp via Facebook Ads. You simply need a Facebook page of your associated WhatsApp Business account.

Once you open the Facebook Business Manager, just follow the following steps:

1) Create "Messages" campaign, choose "Click to send a message" and in the Messaging app column select "WhatsApp";2) Select the target audience with your ad, based on interests, gender, and age;3) Insert the creativity, that is, images and texts, graphics that will allow your ad to attract new leads;4) Set the message template, which will be your business or brand card for all new leads who will contact you through the ad.

At this point, just confirm the ad, which will be analyzed by Facebook, and wait for approval for a few hours. Once approved, Facebook will show your ad to the audience you have selected.