

# WhatsApp Business Account Benefits, Features & More

WhatsApp Business is a free app available on Android and ios and is built for the small business owner. That helps them to make interacting with customers easy by providing tools, sorting and quickly responding to messages which will be for marketing. It also feels the same as WhatsApp Messenger.

You can use it to do everything similar to the normal WhatsApp Messenger you're used to, from messaging to sending photos.

Basically WhatsApp Business allows businesses to do marketing safely and securely message their customers directly within the WhatsApp messaging platform. One of the benefits of using WhatsApp business messenger over SMS is that WhatsApp is tied directly to a single phone number and provides a branded business profile rather than a string of digits.

*"With 2 billion monthly active users, WhatsApp is the most popular messenger app in the world, according to 2021 data"*

Source: [Statista](#)

## Some of the features WhatsApp Business offered in the app are:

- A business profile lists important information, like a company's address, email and website.
- Labels are there to organize and easily find your chats, messages or product catalogue.
- Messaging tools are to respond to customers quickly.

- Anyone can download it from the Google Play Store and the App Store.

## **Benefits of WhatsApp Business account for businesses**

WhatsApp Business allows business to safely and securely message their customers directly within the WhatsApp messaging platform. Here are the WhatsApp business account benefits.

### **1. Popular app**

Over two billion people already use WhatsApp, which makes it a market leader in instant messaging apps across the world. Available in most countries (180), almost everyone in India, Brazil, Argentina, South Africa, Malaysia, Colombia, Turkey, Spain, Indonesia, Nigeria, France, Germany, the United States, Italy and Kenya is a WhatsApp user.

### **2. Reaching an audience**

With WhatsApp for business, you can have real-time communication with a mass audience. 85% of WhatsApp messages are read in the first five minutes. This gives you a much larger time window to do marketing.

### **3. Private and personalised to customers**

Direct messaging is great for sending offers and individual customer service. You can send personal account messaging, order updates, and provide one-on-one chat. Users can enjoy WhatsApp encrypted. It's secure enough to exchange sensitive information as password resets. Also, all WhatsApp business accounts go through obligatory authentication to give customers.

## **4. Content formats**

One of the most important benefits of the WhatsApp Business app is that it offers a wide range of formats and interactive content options for business messaging. There are lists, CTAs, links, images, videos, attachments, and products so recipients can interact with the marketing campaign.

## **5. Marketing strategy**

WhatsApp offers an easy way to expand your marketing strategy and increase customer engagement in markets. WhatsApp works as both a support channel and a marketing strategy.

You can answer inquiries, take orders, resolve issues, and send updates of work while running marketing campaigns through direct messages. WhatsApp business offers almost similar benefits to normal WhatsApp.

Instead of sending too many emails, you can add WhatsApp business so customers don't feel irritated. Sometimes an instant message update can be more timely and convenient for both parties.

## **6. Automate responses to customer queries**

Through WhatsApp, you can automate responses to speed up your customer support process and you can set away messages or quick replies to FAQs.

## **7. International audience**

WhatsApp makes it easy to reach people anywhere across the world. Its valid prices vary by the country of the recipient, but otherwise, you're free to message people across the world from one and the same account.

## 8. QR codes

QR codes facility made things easier to take potential customers from offline to digital and due to the pandemic people knew how to use it. Through QR codes you can have it on shipping boxes so customers can start a direct chat with you if they need help after receiving the order.

## What makes WhatsApp Business different from standard WhatsApp Business?

WhatsApp Business is a separate app which is specifically for businesses. Even the logo is different from regular WhatsApp. WhatsApp Business provides basic tools for communication for businesses. It follows you to do [WhatsApp marketing](#). It's free to use and there's a browser version.

A WhatsApp Business account is not the same as a standard one. While they can be on the same phone, they have to be used through separate phone numbers and you can use a landline number or a mobile number.

It's a good idea to use a dual SIM phone to manage both from one device while keeping contact lists separate so it will be easy to manage. Then, you can add an image, and create a product catalogue to showcase your products. prices, and even links back to your site, working hours, website, and physical address to your profile to your WhatsApp Business.

## Business tools offered by WhatsApp Business

1. In [WhatsApp Business](#), you can Label your conversations to manage contacts with labels (e.g. new customer, complaint, loyal customer, urgent).

2. Short links and QR codes so that customers can open a direct chat with your business account. You can even share it across your channels as a quick way of contacting you.
3. Broadcasts tool where you can send mass text message campaigns sent to a large number of contacts. But you can only send a broadcast to 256 contacts at a time.
4. Automated messages tools are three kinds of automated WhatsApp messages available to speed up your [business communication](#).
5. Greeting messages: They can be used to respond to new chats automatically. So when a user reaches out to you, they're invited to keep chatting even if you personally cannot answer at the moment.
6. Away messages: Are used for automated responses to inquiries outside of working hours or when your business is closed.
7. Quick replies: Quick replies Are so useful like "Orders take 2 business days to prepare" or "Thank you for shopping with us!" so you can quickly input them from a menu in individual chats when you get a frequently asked question like a chatbot.

## Summary

WhatsApp Business has amazing features which will you with customer service, transactional messages, and marketing campaigns. It lets you reach your audience directly through messaging services. People are much more likely to open a chat message as soon as they receive more than an email.

WhatsApp business offers a range of messaging options to add to your marketing campaign interactive messages with quick buttons, multimedia messages, product catalogues, and QR codes for reaching a worldwide audience.

## **FAQ's on WhatsApp Business account:**

Must read articles:

- [How Does Timing Affect Online Marketing?](#)
- [A Competitive Marketing Strategy Must Consider Product Packaging](#)
- [Marketing Campaign On Instagram For Business](#)