

## DIGITAL MARKETING



It is no longer a breaking news that digital marketing has taken over the world of marketing. It is the new trend, it is the new normal, it is the new principle.

The comfortability that digital marketing brings to the field of marketing makes it the people's choice. An avenue where you can market your goods and services right from your comfort zone. It also pave way for people to engage in different business while having constant 8 to 5 job.

### What is Digital marketing?



Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

We have several components of digital marketing, however, we will be talking only about "WHATSAPP MARKETING" in this episode of digital marketing.

## WHATSAPP MARKETING



When you hear Whatsapp marketing, the first thing that knocks on your door is Whatsapp. Isn't it? Did you just check your subconscious to confirm? Yes, it is? Yeah, that's what we're talking about.

WhatsApp Messenger or simply WhatsApp is an internationally available freeware, cross-platform centralized instant messaging (IM) and voice-over-IP (VoIP) service owned by American company Meta Platforms. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp's client application runs on mobile devices but it is also accessible from desktop computers. The service requires a cellular mobile telephone number to sign up.

**In another word,** Whatsapp is simply a programmed application made for people to interact with one another. Where they can check on one another, exchange ideas and as well engage in business. For this interaction to be easier, the app was programmed in a way that will allow people make voice call, video call, share documents, images and record voice. As much as this app look awesome for business, a great invention happened in 2018 which can be called modification of the normal Whatsapp.



In the digital world, Whatsapp marketing is the easiest form of marketing. It is easy to interact with your audience, where you'll get to fetch your clients/customers/consumers.

### **Guidelines on how to maximize Whatsapp marketing**



Guidelines are the strategies to be used in order to maximize the use of WhatsApp as a means of marketing;

- Define your goals and KPIs

- Pin down your target audience

- Get the business app

- Create a brand persona

- Build a contact list

- Design your communication

- Deliver great customer service

A well-made strategy underlies the effectiveness of every marketing channel. It enables you to plan your steps and change paths if something goes wrong. Here are a bunch of tips to help you craft your WhatsApp marketing strategy and get great results.

## **1. Define your goals and KPIs**

To get your WhatsApp marketing strategy started, determine your marketing objectives. This step will help you focus your attention on meaningful activities and draw the line on unnecessary things.

Start by revising your marketing funnel and finding weak spots. Try to think of business goals you can pursue with your WhatsApp marketing strategy. Pinpoint the KPIs that will help you understand whether you have met these goals.

## **2. Pin down your target audience**

Knowing your target audience underlies all your marketing efforts and defines their success. You can try several approaches to determine your target audience. A classic one is customer profile creation.

Another way is to use the jobs to be done (JTBD) framework. If you decide to stick to this one, ask yourself these questions:

Why do people use your product?

What value do they want to get from it?

What outcomes do they want to achieve?

Whatever approach you choose, avoid guesses and speculation; explore your audience instead. To start with the JTBD framework, interview 10-15 of your current customers who made a purchase lately.

For customer profile creation, you can conduct surveys on social media and add data from Google Analytics, your CRM, Facebook and Google Ads, and so on. These tools will help you spot demographic and geographic characteristics of your typical customers.

## **3. Get the business app**

To meet small and large firms' needs, WhatsApp launched a stand-alone application, WhatsApp Business. This tool has some helpful extra features, such as:

A business profile with essential information: your address, business description, email address, and website.

Catalog – a virtual showcase of your products.

Labels to organize your chats with customers. For instance, you can label conversations according to the stage of the sales funnel.

Quick and automated replies to stay in touch with customers and provide answers immediately.

Statistics to track sent, delivered, received, and read messages.

#### **4. Create a brand persona**

People prefer to communicate with other people, not an impersonal business. Thus, to undertake successful WhatsApp marketing, you need to form your brand persona. A brand persona is a kit of traits, attitudes, and values your brand shares.

Remember market leaders? All of them have personas. For instance, Apple appears to be creative and intellectual, Fanta – jolly and easy-going, Nike – passionate and vigorous. Your brand probably also has some personality; try to explore it and spot the most meaningful traits. This persona will underlie your tone of voice and communications with prospects on WhatsApp.

Create a feeling that your customers are dealing with a person. Try to use a person's name as a signature; it works better than a company's name.

#### **5. Build a contact list**

If you're going to use WhatsApp as more than a customer support channel, you need a contact list. The best way to get one and grab new contacts is to use subscription forms. Adverts and giveaways.

Consider going for multichannel forms – they allow your subscribers to choose where they want to receive updates – via email, WhatsApp, Facebook messenger, and so on. This move lets you communicate with customers through the channels they prefer. In turn, such an approach creates higher engagement and boosts conversions.

Remember to segment your audience to send the most relevant campaigns and deliver personalized experiences.

## **6. Design your communication**

WhatsApp messages have impressive open rates in comparison with other channels. However, if you offer irrelevant or poorly produced content, your marketing on this channel will be dead in the water.

Start by pinpointing your main topics and the messages you want to deliver. Try not to limit yourself to only promotional messages; remember to entertain and educate your audience. Keep your communications short and sweet – people often check WhatsApp on the go and have no time to read long messages.

Reinforce your messages with multimedia files, such as videos, animations, or pictures. Emoji are also appropriate in WhatsApp marketing. If you want to play around them, choose smiley faces or people rather than business-themed objects.

Another point to consider is message frequency. If you bombard your readers with messages every hour, chances are it will make them annoyed with your brand. It is best to adhere to the commonly used practice of sending 5-10 messages weekly.

## **7. Deliver great customer service**

Most customers use messaging apps to get brand support. 59% of people believe they get responses faster via messengers, 50% find better advice and care in this communication channel. Here is the point where WhatsApp marketing comes in handy.

WhatsApp allows your brand to get queries immediately and provide customers with real-time support. This feature becomes crucial, as long as 28% of customers expect to get help within an hour, and 18% anticipate an immediate response.

Keeping such a pace seems arduous, but WhatsApp allows you to provide customer support round the clock. All you need is to employ a chatbot and feed it with typical questions and answers to them. Such an approach may help you cut customer support costs by 30%.

To sum it up, creating a WhatsApp marketing strategy encompasses setting goals, exploring your audience, delivering great content, and maintaining good relationships with your customers. Some brands have mastered these techniques flawlessly. In the next part, we'll delve into some examples and ideas for your WhatsApp marketing.



## WHATSAPP MARKETING TIPS

Create broadcast lists

Use group chats

Employ WhatsApp statuses

Craft a product catalog

### Create broadcast lists

In a nutshell, a broadcast list is a group of recipients gathered together. Contacts can not see each other and receive your messages separately, which makes them similar to segments in your mailing lists.

These peculiarities make broadcast lists the perfect feature for sending relevant campaigns. For instance, you can gather all your VIP customers in one list and send them exclusive offers or ask existing clients for referrals, and so on. Use this feature to retain and engage your audience.

### Use group chats

This feature resembles the previous one at first sight, but there's a difference between them. Unlike broadcast lists, group chats allow members to see each other and share their opinions with the whole group.

So, group chats may come in handy if you want to encourage discussions between your customers. For instance, you may set up a group to warm up participants before some offline event or webinar.

Another case is when your clients make purchasing decisions in groups. It's a common practice for businesses with elaborate and expensive products, such as IT solutions, industrial equipment, and so on. Although consumer good sellers may benefit from this tool as well – remember the Agent Provocateur example.

### **Employ WhatsApp statuses**

If you're familiar with Facebook or Instagram stories, WhatsApp statuses may ring a bell for you as well. This feature allows you to share text and multimedia files with all your contacts and receive their feedback. While publishing the update, you may also share it on Facebook. The status expires in 24 hours.

In Instagram marketing, stories are one of the most effective tools, and WhatsApp statuses work well too. You can use them to share special offers, product updates, promo codes, and so on. For instance, you may set up a one-day flash sale for WhatsApp users only.

### **Craft a product catalog**

In 2019, WhatsApp launched product catalogs that allow you to showcase your products. The feature has great potential – even Instagram launched the analogous tool called the Instagram shop.

You can add up to 500 items to your WhatsApp product catalog. Your potential customers may browse through it and share links to some products or ask you questions about them. You may also send catalog items to WhatsApp users or share a link to the whole showcase anywhere online. Catalogs are extremely helpful for small businesses or aspiring entrepreneurs with no websites.

## **Addition**

After reading everything, contact me on WhatsApp for questions and easier way of getting contacts on WhatsApp through this contact: 07050902797, 08149044056.

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