

Module 6 - WhatsApp Marketing

WhatsApp Marketing is a type of digital marketing where businesses use WhatsApp to communicate with customers, promote products, send updates, and provide customer support.

In simple words:

**WhatsApp marketing** = Using WhatsApp messages to promote a business and interact with customers.

Businesses send messages such as:

- Product offers
- Order updates
- New product announcements
- Customer support replies

Example message:

“Hi! 🇺🇦 Get 30% OFF on all shirts today. Reply YES to order.”

Why Businesses Use WhatsApp Marketing?

Businesses use WhatsApp because:

- 📱 Many people already use WhatsApp daily
- ⚡ Messages are delivered instantly
- 💬 Two-way communication (customers can reply)
- 📎 Supports images, videos, and documents
- 🇺🇦 Very high open rate (often above 90%)

Example:

A restaurant sends menu pictures and offers to customers on WhatsApp.

Types of WhatsApp Marketing

**1. Promotional Messages**

Businesses send offers, discounts, and product promotions.

Example:

“Weekend Sale! 🛒 Get 40% OFF on all items. Shop now.”

Purpose:

- Increase sales
- Promote products

**2. Customer Support**

Businesses answer customer questions through WhatsApp.

Example:

Customer:

“What is the delivery time?”

Business reply:



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“Your order will arrive in 30 minutes.”  
Many companies now use WhatsApp as customer service chat.

3. Order Updates and Notifications

Businesses send transactional updates about orders.

Example:

“Your order #1234 has been shipped and will arrive tomorrow.”

Purpose:

- Keep customers informed

4. Broadcast Messages

Businesses can send one message to many customers at once using the broadcast feature.

Example:

“New summer collection launched! Check it out now.”

Important:

Customers must save the business number to receive broadcast messages.

5. WhatsApp Groups Marketing

Businesses create groups with customers to share updates and offers.

Example uses:

- Online courses
- Community groups
- Product launches

Example message:

“Group members get 20% exclusive discount today!”

Tools Used for WhatsApp Marketing

Businesses often use the official business version:

WhatsApp Business

This app is designed for businesses.

Features:

- Business profile
- Quick replies
- Automated messages
- Product catalog
- Labels for customers

Example:

A shop can show its product catalog directly in WhatsApp chat.



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**WhatsApp Marketing**

**Example of WhatsApp Marketing**

Business: Clothing Store

Message:

“Hi Rahul! 🌿 Our new summer collection is here. Get 25% OFF today. Visit our store or reply to order.”

Purpose:

- Personal message
- Promotion
- Direct interaction

**Advantages of WhatsApp Marketing**

- Very high message open rate
- Supports images, videos, and voice messages
- Direct conversation with customers
- Low marketing cost
- Builds strong customer relationships

**Disadvantages of WhatsApp Marketing**

- Customers may block messages if overused
- Requires customer phone numbers
- Messages must follow WhatsApp rules

**Difference Between WhatsApp Marketing and SMS Marketing**

Both **SMS Marketing** and **WhatsApp Marketing** are used by businesses to communicate with customers through mobile phones, but they work in different ways.

Feature	SMS Marketing	WhatsApp Marketing
Platform	Uses mobile network SMS	Uses internet through WhatsApp
Content Type	Only text messages	Text, images, videos, documents, voice
Internet Required	✗ No internet needed	✓ Internet required
Interaction	Mostly one-way communication	Two-way conversation (chat)
Message Length	Usually 160 characters	Longer messages possible
Cost	Paid per SMS	Usually cheaper or free via internet

**Simple Example**

**SMS Marketing Example**

“Flash Sale! Get 30% OFF today. Visit our store now.”

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## WhatsApp Marketing

### WhatsApp Marketing Example

“Hi Rahul! 🎉 Get 30% OFF on our new shirts today. See our catalog here.”  
 WhatsApp allows images and product catalogs, making it more interactive.

### Platforms Used for WhatsApp Marketing

#### 1. WhatsApp Business

🔗 Official website: <https://business.whatsapp.com/>

#### What it is

This is the official business version of WhatsApp designed for small businesses.

#### Main Features

- Create a **business profile** (name, address, website)
- Send messages to customers
- Create **product catalogs**
- Use **quick replies** and **auto messages**
- Send **broadcast messages** to many customers

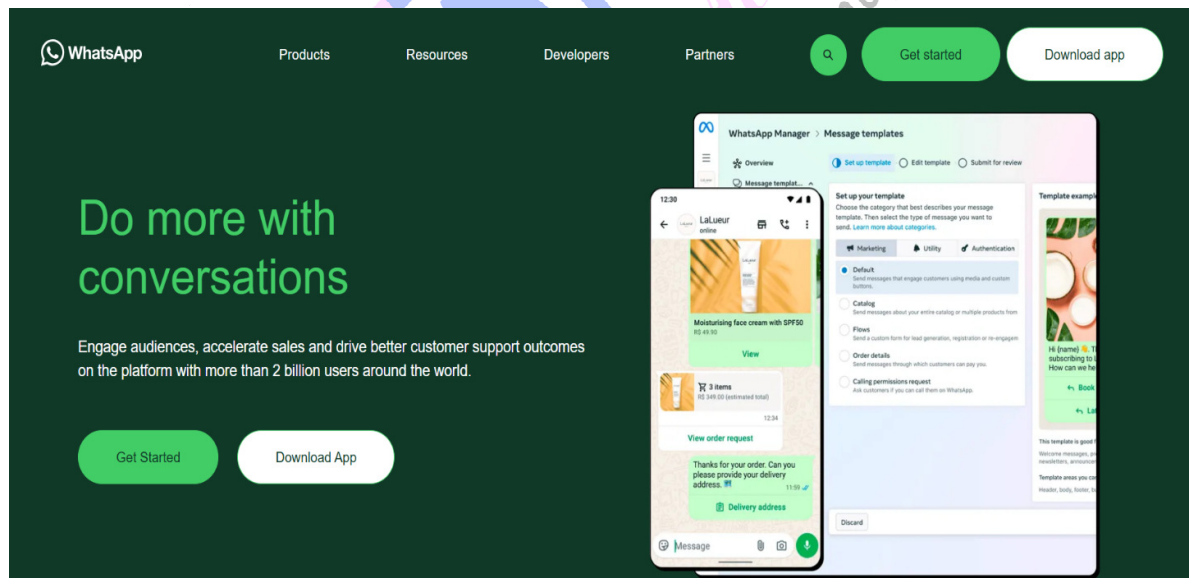
#### Example

A clothing shop sends:

“Hi! 🎉 New summer collection launched today. Get 20% OFF.”

#### Best for

- Small businesses
- Local shops
- Restaurants



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**WhatsApp Marketing**

**2. WATI**

🔗 Official website: <https://wati.io>

**What it is**

WATI stands for **WhatsApp Team Inbox**.

It helps businesses send bulk WhatsApp messages and manage customer chats.

**Main Features**

- Bulk WhatsApp marketing campaigns
- Chatbots and automation
- Shared inbox for team members
- Broadcast messaging
- Customer analytics

WATI works on the **WhatsApp Business API**, which allows businesses to send large numbers of messages and automate conversations.

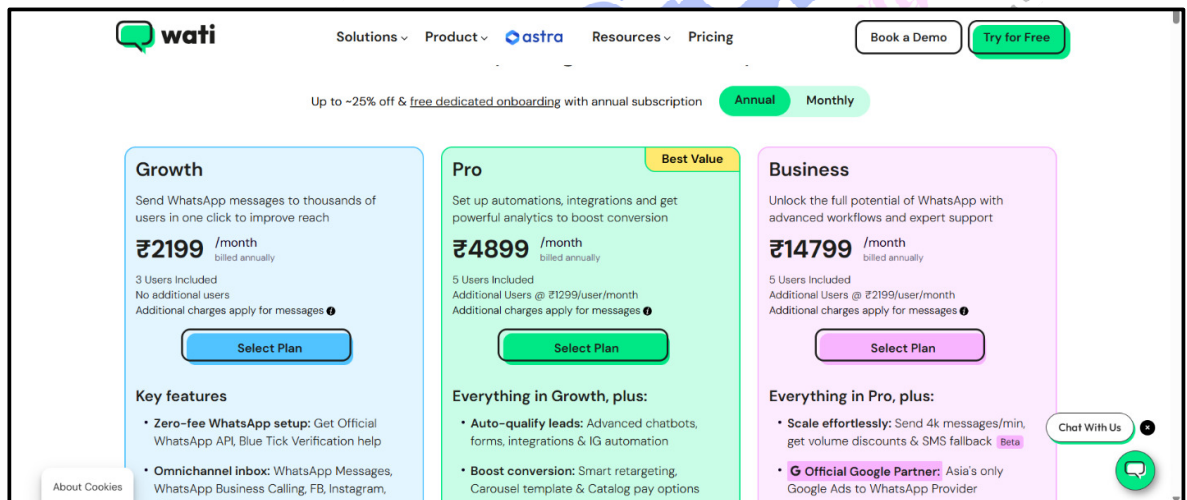
**Example**

An e-commerce company sends:

“Flash Sale! 🛒 Get 40% OFF today. Click here to shop.”

**Best for**

- Medium businesses
- E-commerce stores
- Customer support teams



**3. Twilio**

🔗 Official website: <https://www.twilio.com/whatsapp>

**What it is**

Twilio is a **cloud communication platform** that allows companies to integrate WhatsApp messaging into their apps or websites.

**Main Features**

- WhatsApp API integration

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- Automated messages
- OTP verification messages
- Chatbots and workflows
- Integration with CRM systems

Twilio allows developers to **send and receive WhatsApp messages through the WhatsApp Business Platform API.**

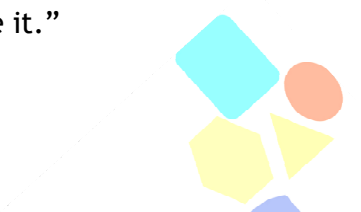
**Example**

A bank sends:

“Your OTP for login is 458912. Do not share it.”

**Best for**

- Large companies
- Developers
- Automated messaging systems



**Assignment**

**Ques 1: What is WhatsApp Marketing?**

- Advertising on television
- Using WhatsApp to promote products and communicate with customers
- Sending letters through post
- Posting ads in newspapers

**Ques 2: Which of the following messages is an example of WhatsApp marketing?**

- “Hi! 🎉 Get 30% OFF on all shirts today. Reply YES to order.”
- “Weather today is sunny.”

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- C. "Please turn off your phone."
- D. "This is a radio announcement."

Ques 3: Why do businesses use WhatsApp marketing?

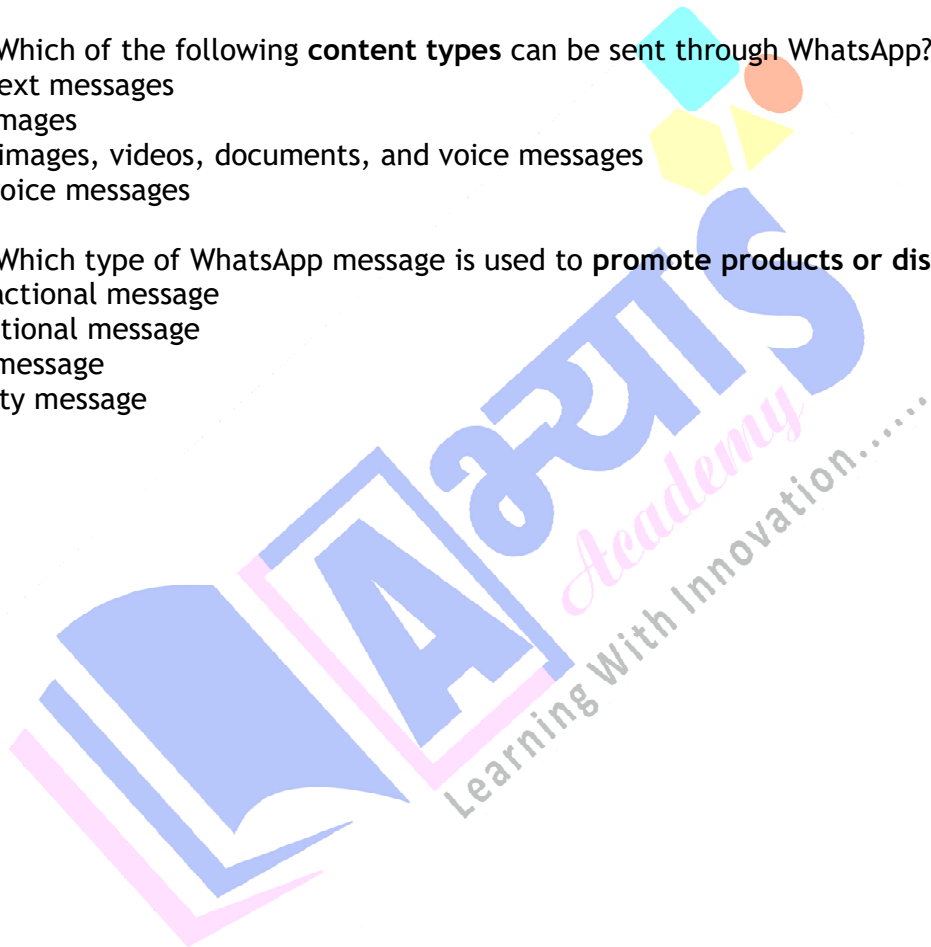
- A. Because very few people use WhatsApp
- B. Because WhatsApp messages are delivered instantly and allow communication with customers
- C. Because it replaces websites completely
- D. Because it works without phones

Ques 4: Which of the following content types can be sent through WhatsApp?

- A. Only text messages
- B. Only images
- C. Text, images, videos, documents, and voice messages
- D. Only voice messages

Ques 5: Which type of WhatsApp message is used to promote products or discounts?

- A. Transactional message
- B. Promotional message
- C. Alert message
- D. Security message



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