gallabox

Mastering WhatsApp Marketing:
A Step-by-Step Guide

# Index

Introduction

WhatsApp has evolved from a mere messaging app to a major marketing platform for businesses, connecting people in real-time.

WhatsApp's presence in more than 180 countries makes it a powerful platform for businesses to scale their marketing efforts. As of June 2023, WhatsApp Business reported having over [200 million monthly active users](#) (MAU) worldwide, indicating a growing trust in the platform among companies for their sales, marketing, and support efforts.
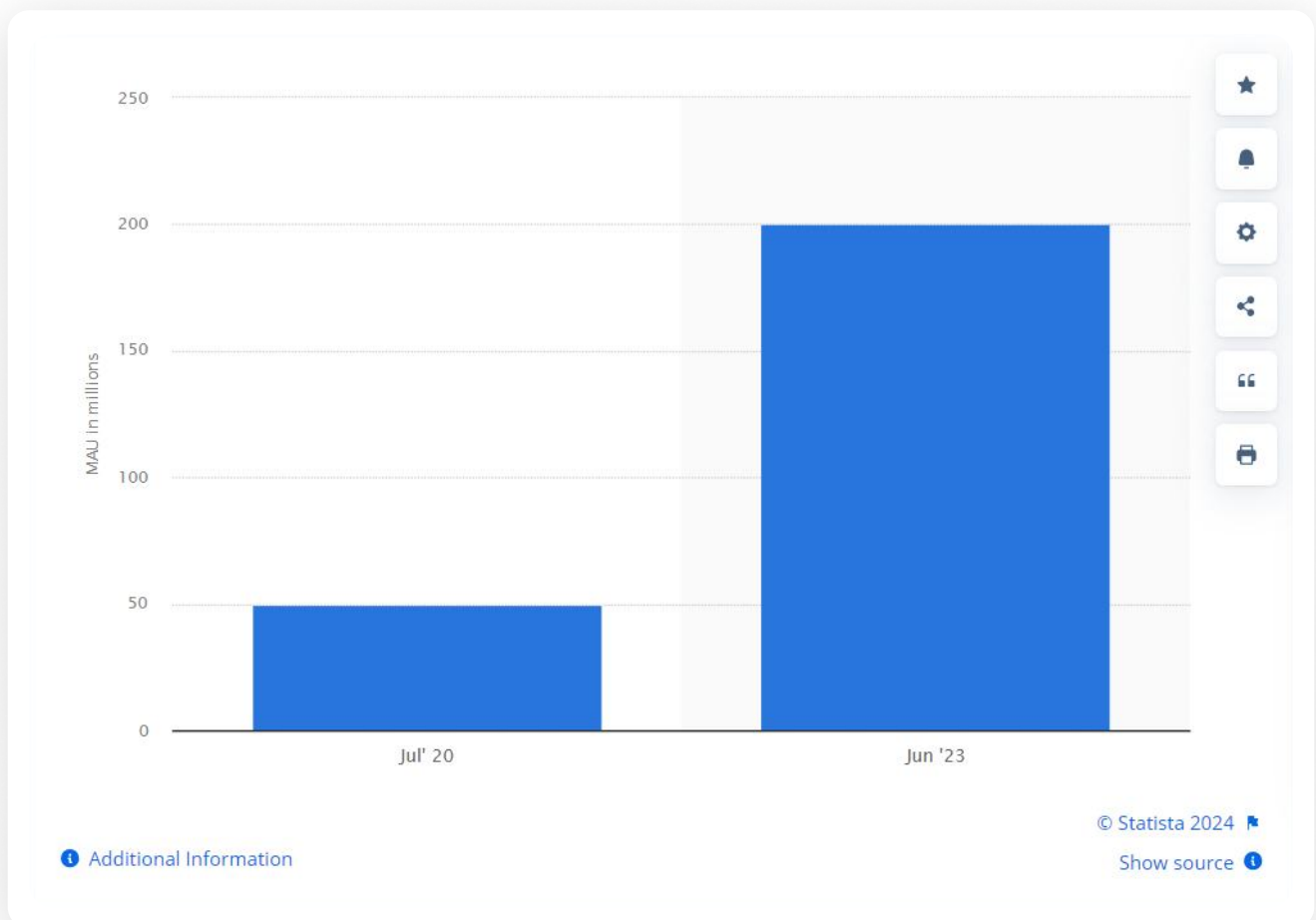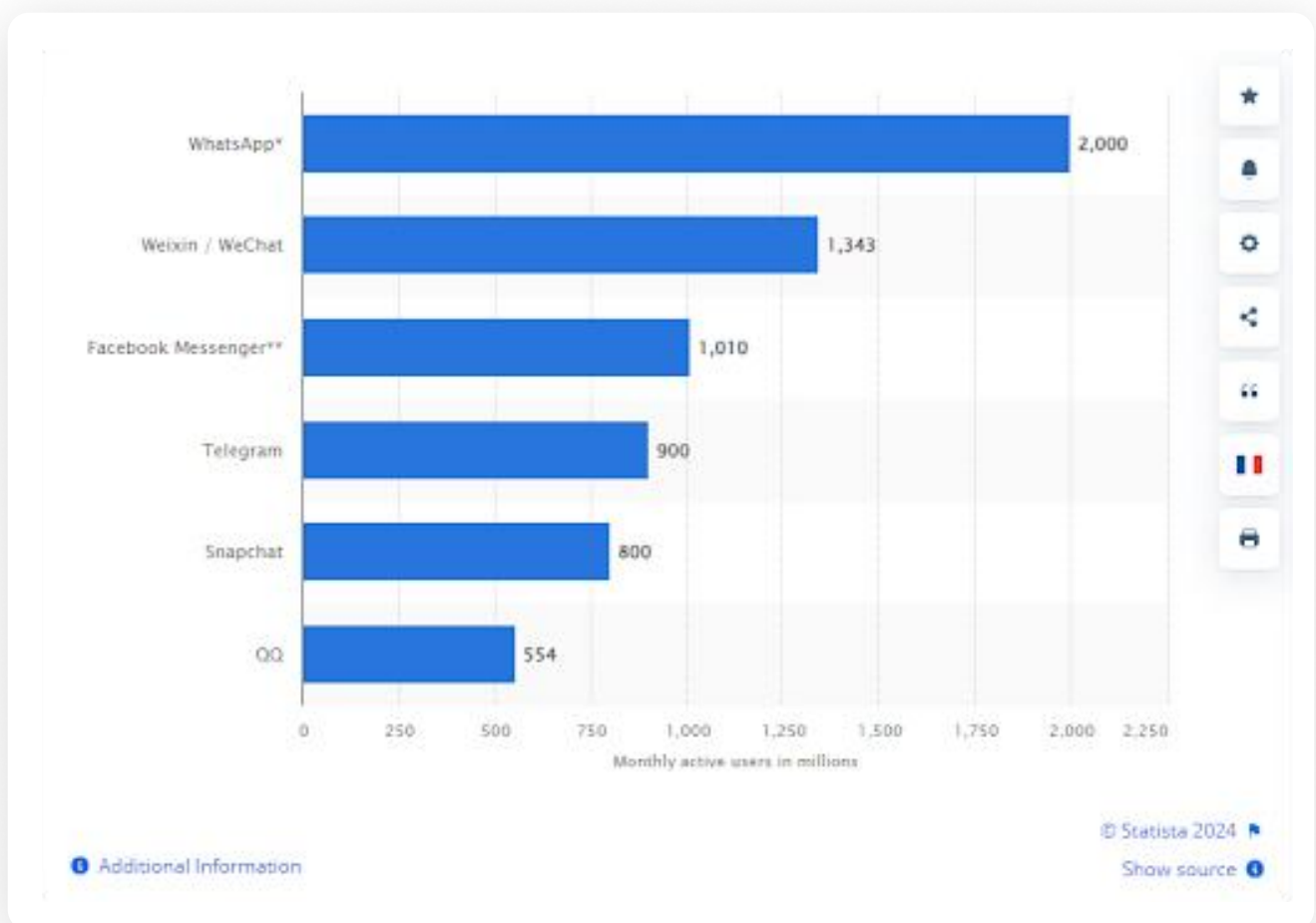
Today's marketers face the constant challenge of reaching a wider audience, delivering the right messages, and retaining customers for the long term. An example of modern marketing pressures is the high expectations placed on marketers by both consumers and businesses.

Attention spans are short, and instant communication is fast becoming the heart of effective marketing, especially in service-based industries.

In response to these demands, WhatsApp for Business is emerging as a game-changing solution for marketers, offering a more direct and efficient approach to customer engagement.

As the most popular messaging tool globally, WhatsApp provides an ideal platform for marketers to build more personal connections.

Platform	Monthly active users in millions
WhatsApp*	2,000
Weixin / WeChat	1,343
Facebook Messenger**	1,010
Telegram	900
Snapchat	800
QQ	554

Monthly active users in millions

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Additional Information   Show source

CHAPTER – 1

How can WhatsApp address marketers' challenges?

Marketers today are driven towards growth, but with growth come challenges—generating quality leads, keeping customers engaged, and juggling multiple communication channels.

The question remains: how to connect with your audience in a way that feels personal yet scalable?

85%
of Customer

WhatsApp enables businesses to develop personalized experiences in an era where 85% of customers desire to engage with businesses in the same way that they communicate with friends. You can send real-time updates, promotions, and offers, keeping customers engaged and loyal.

66%
of Users

66% of users made a purchase after communicating with a brand over WhatsApp. WhatsApp's conversational nature encourages a personal connection between you and the brands you interact with.

7%
of Marketers

Yet, despite the clear demand, only 7% of marketers are using WhatsApp Business. That means there's a huge opportunity just waiting to be seized.

The answer lies in WhatsApp message marketing.

Think about it. What would happen if you could reach your customers in real-time on a platform they already use? The door to deeper engagement, stronger relationships, and loyal customers is suddenly within reach.

Curious to know how? Find out how WhatsApp outperforms traditional marketing channels in today's world—read on!

CHAPTER – 2

WhatsApp versus other communication channels

Business communication has evolved from SMS and email marketing to social media and messaging platforms.

As companies grow, engaging and retaining customers is crucial. Traditional channels have limited reach and difficulty proving return on investment (ROI).

WhatsApp marketing has allowed companies to form deeper connections with their customers throughout the entire lifecycle. By leveraging this platform, businesses can:

- Streamline operations
- reduce costs
- enhance customer engagement efforts.

WhatsApp, used by over 2 billion people globally, has emerged as a powerful tool in this space. The WhatsApp Business app caters to small businesses aiming for growth, while the WhatsApp Business API offers growing firms and large enterprises advanced features to integrate seamlessly with their businesses, enabling efficient customer communication.

While email and SMS conversion rates are normally between 2-5%, WhatsApp has a higher conversion rate of 45-60%. Furthermore, firms that sell entirely through WhatsApp report a high number of returning customers.

Take Flipkart, for instance. Their BigB bot is a brilliant example of WhatsApp marketing. This WhatsApp chatbot launched by Flipkart for their Big Billion Days sale provides personalized deals, offers, and product recommendations in both Hindi and English. It helped them achieve $2.5 million (USD) in revenue in a short span of 2 weeks.
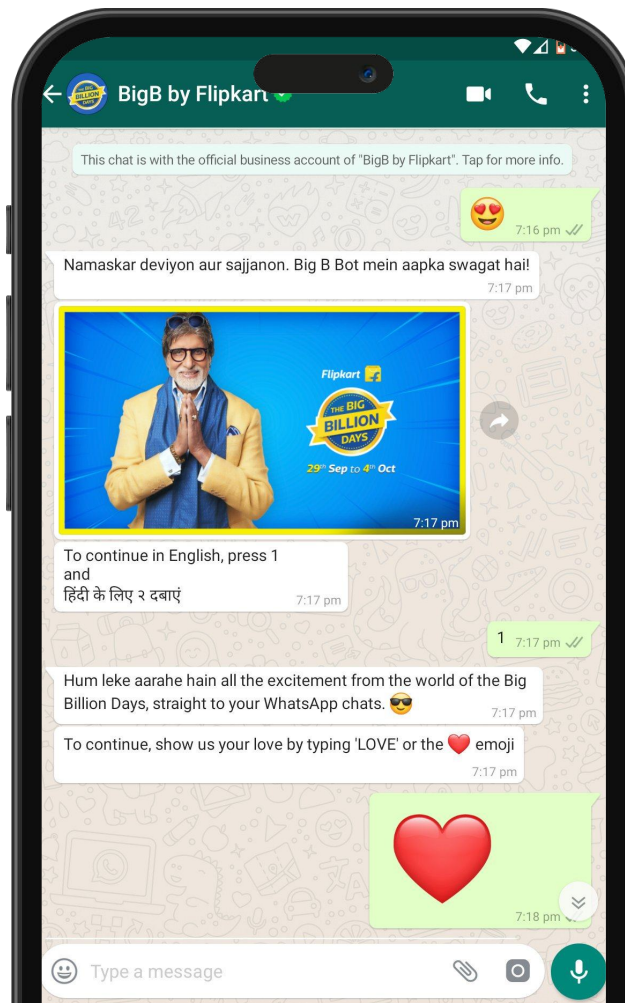
Understanding best practices for reaching WhatsApp's [higher messaging tier levels](#) and maintaining quality will help you give more value to your audience with fewer words. But how do you reach the intended audience quickly?

That's what we've covered in the next section. Read on to find out.

CHAPTER – 3

A peek into automation capabilities for WhatsApp marketing

A strong WhatsApp marketing strategy can significantly improve how efficiently companies interact with their audience. Understanding the distinction between the basic WhatsApp Business option and the more robust WhatsApp Business API is essential.

As companies grow, engaging and retaining customers is crucial. Traditional channels have limited reach and difficulty proving return on investment (ROI).

WhatsApp marketing has allowed companies to form deeper connections with their customers throughout the entire lifecycle. By leveraging this platform, businesses can:

WhatsApp Business API improves your marketing efforts because it allows you to:

- ✓ Broadcast marketing messages: Reach out to an unlimited number of users at once for maximum visibility.

- ✓ Automate notifications: Send timely alerts and reminders while minimizing manual work.

- ✓ Integrate chatbots: Respond instantly to client inquiries, increasing satisfaction.

Features	WhatsApp	WhatsApp Business	WhatsApp Business API
Perfect for	Personal	Small businesses	Fast-growing businesses
Message limitation	Unlimited messages to friends and family	Unlimited messages to customers	Limited free messages, then charges apply
Automation capabilities	None	Limited capability	High, with AI assistance and chatbots
Number of devices	One device at a time	Five devices at a time	Multiple devices, Charges apply
Conversational charges	Free	Free	Automatically from the CRM
Contact sync	From your phone	From phone or manual	Unlimited
Broadcast limit	Up to 256 Contacts	Up to 256 contacts	Hassle-free integrations
Integrations	None	Basic integrations	None

And you don't need to spend weeks getting this rolling. We will walk you through setting up your WhatsApp Business API trial account using Gallabox in five easy steps.

Step 1

Enter your details to sign up for the free trial on gallabox.com.

Step 2

Invite your team and adapt to the roles and access levels to ensure everyone can collaborate effectively.

Step 3

Importing data is easier with Gallabox, which lets you import contacts individually or in bulk from tools such as Google Sheets, CRMs, or other third-party software.

Step 4

Now that your team and contacts are set, you can create WhatsApp Chatbots, Drip Marketing campaigns, or even WhatsApp Flows.

Step 5

Gallabox integrates seamlessly with your tech stack—whether it's your CRM, e-commerce platform, payment processor, or marketing tools—bringing everything under one roof.

Now that you've easily set up the WhatsApp Business API with Gallabox, let's see how you can make the best use of this for your business.

CHAPTER – 4

Nine ways businesses can use WhatsApp marketing

1. Lead Generation and Customer Acquisition

Generic messaging often fails to engage potential customers. WhatsApp Business API, with its personalization and chatbot automation, solves this by converting queries into leads quickly.

For example, a travel agency can use WhatsApp chatbots to respond instantly to customer inquiries, provide tailored vacation packages, and capture their contact information—all in one conversation.
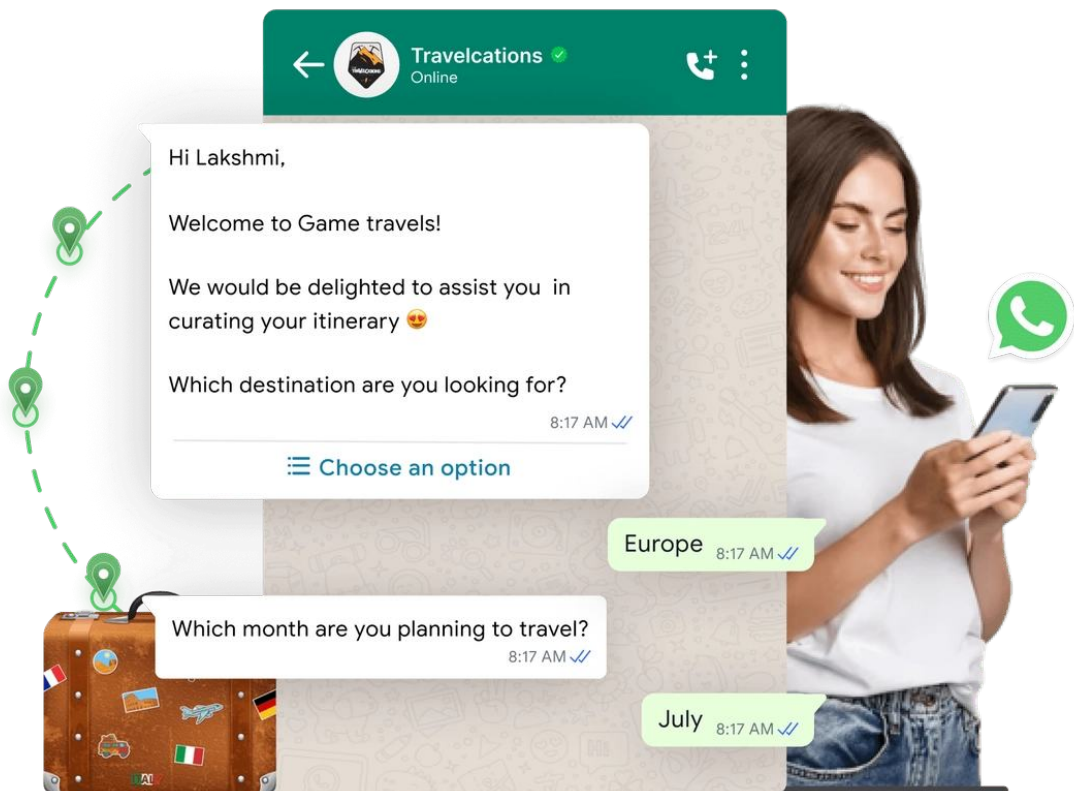
2. Segmentation of prospects

You may not always know who's behind the screen, but with WhatsApp automation, you can segment your audience by behavior, interests, or demographics, tailoring your messages effectively.

For example, if you're expanding your chain of gyms, you can segment your users with tags in Gallabox and send targeted product recommendations through WhatsApp Broadcasts, including:
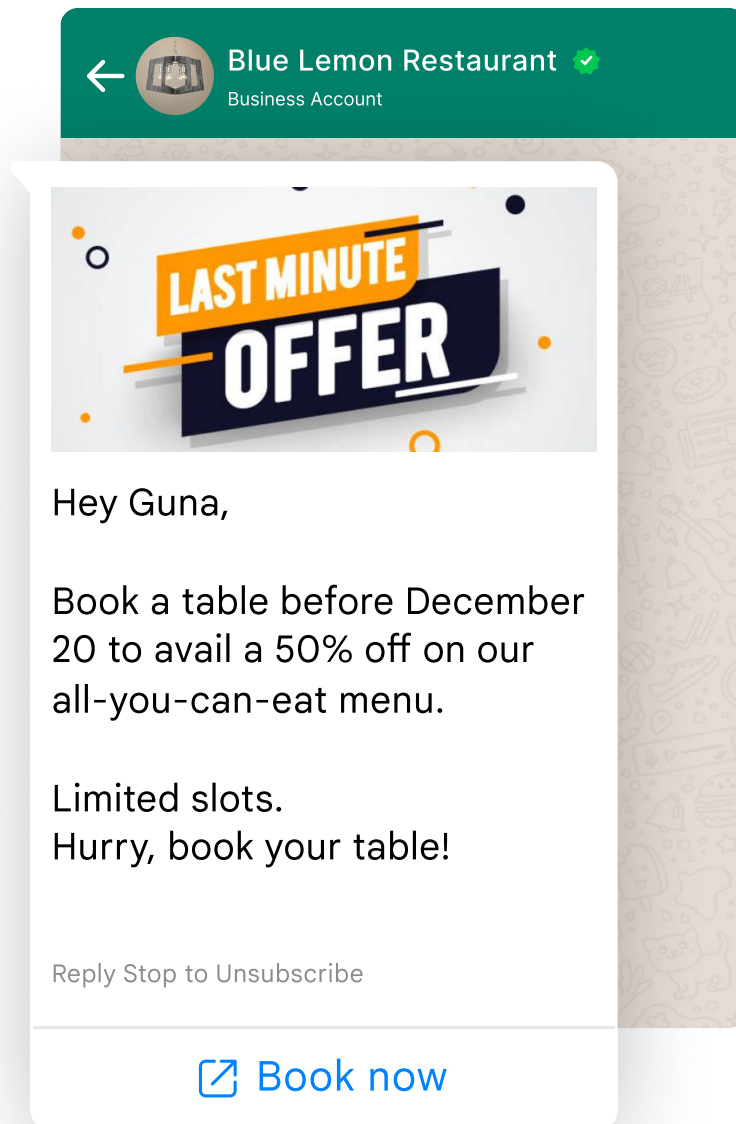
✓ **Existing customers** by fitness goals or membership plans, and send tailored workout tips or upgrade offers.

✓ **Past customers** based on their previous memberships, workout history, or reasons for leaving. You can send them re-engagement offers, updates about new diet services, or incentives such as free membership months.

✓ **New prospects** that match your target audience, by offering custom membership plans, free trials of fitness coaching, or promotions to convert them into paying members.
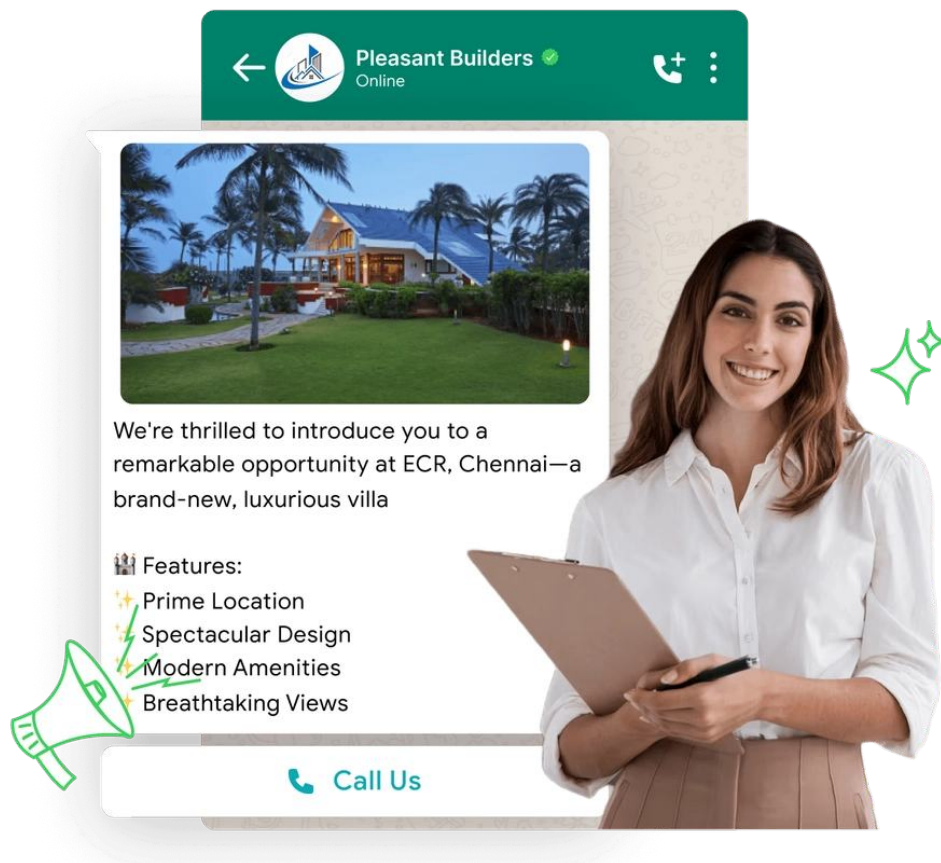
3. Building brand awareness and trust

WhatsApp can be used to share brand stories, launch new products, or announce achievements. For instance, if you're launching a new restaurant, generate excitement by sharing stories about the restaurant's concept, its unique ambiance, vision, and behind-the-scenes details.

Blue Lemon Restaurant ✓
Business Account

LAST MINUTE OFFER

Hey Guna,

Book a table before December 20 to avail a 50% off on our all-you-can-eat menu.

Limited slots.
Hurry, book your table!

Reply Stop to Unsubscribe

⎇ **Book now**

4. Improve product/service discovery

When customers are presented with too many options, it often leads to confusion, which can result in missed opportunities for engagement or sales. To address this, businesses can use personalized recommendations based on customer profiles or purchase history.

Gallabox chatbots, for instance, can act as virtual assistants, guiding users through service or product options in a tailored, intuitive way.

For example, instead of overwhelming a salon client with a monthly list of beauty packages, the chatbot can suggest specific treatments based on their previous bookings, making the discovery and repeat sales process smoother and more relevant to the client's preferences.
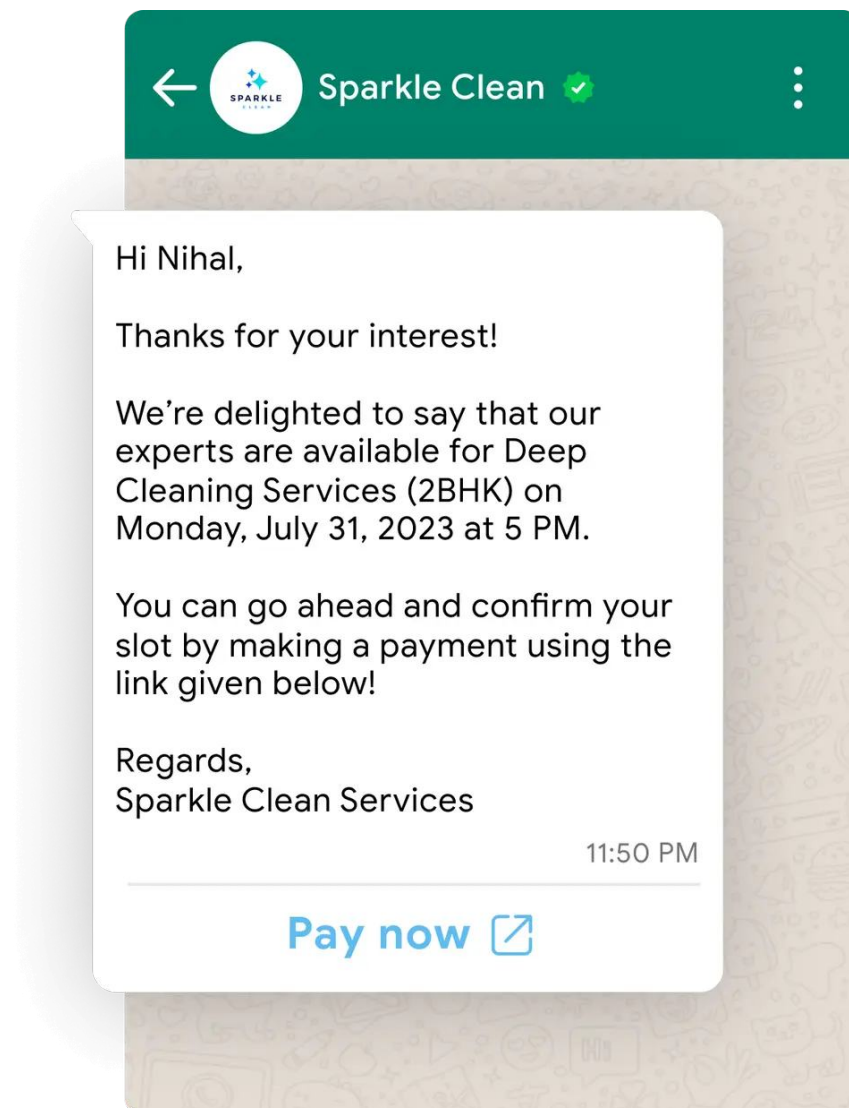
5. Quick replies to FAQs

As customer queries increase, the strain on support teams can become overwhelming. Automating responses on WhatsApp helps manage frequent inquiries.

For instance, in the logistics industry, businesses can use WhatsApp automation to streamline services. Similar to how Uber enables ride bookings, a logistics company could automate pickup requests and provide real-time delivery updates all through WhatsApp messaging.
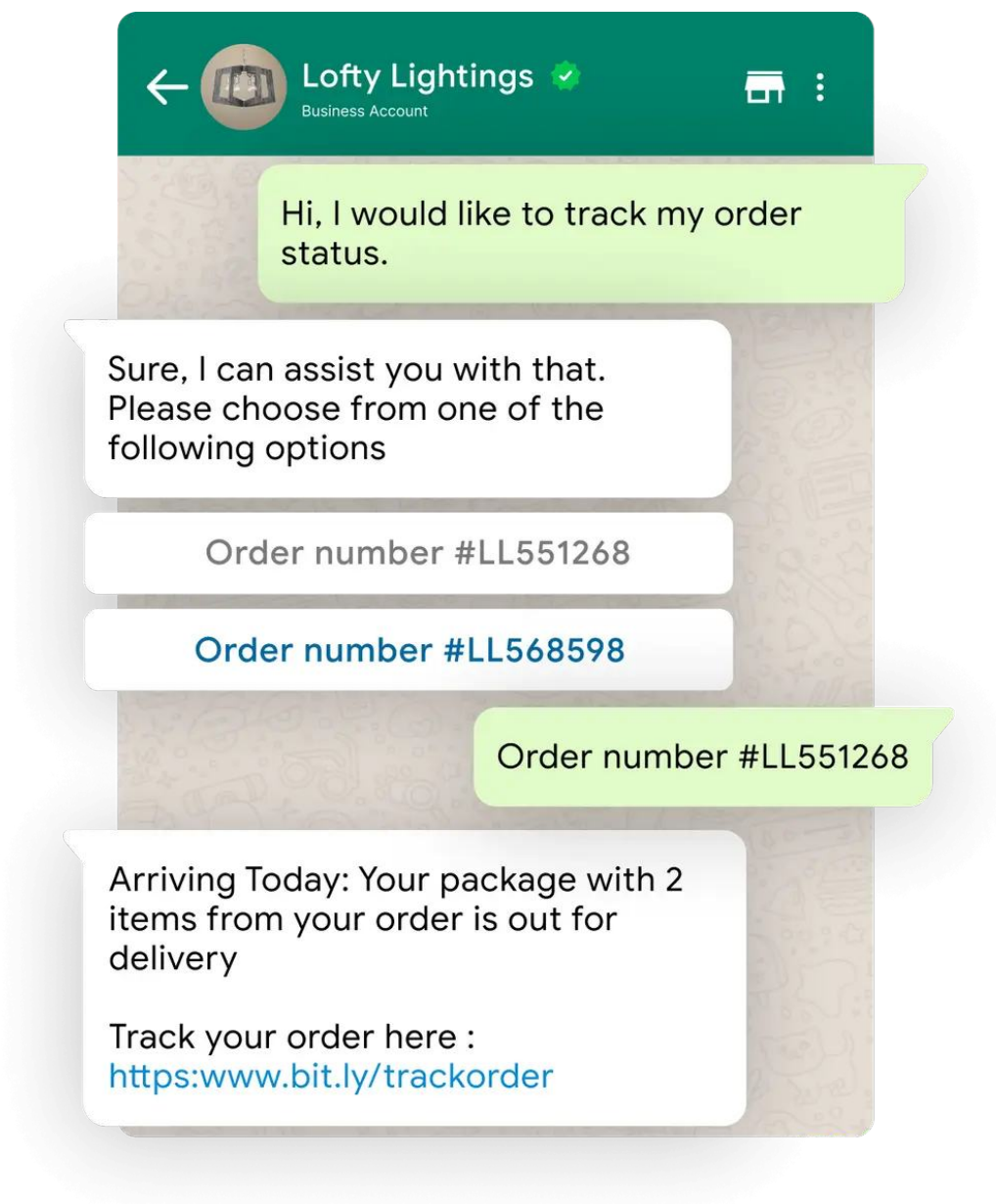
6. Encourage repeat purchases/renewals

Use WhatsApp to send timely reminders for product reorders or service renewals. For instance, after a hair spa appointment, you can send reminders for the next monthly hair service, keeping your customers engaged and giving them more reasons to return.

Reduce cart abandonment
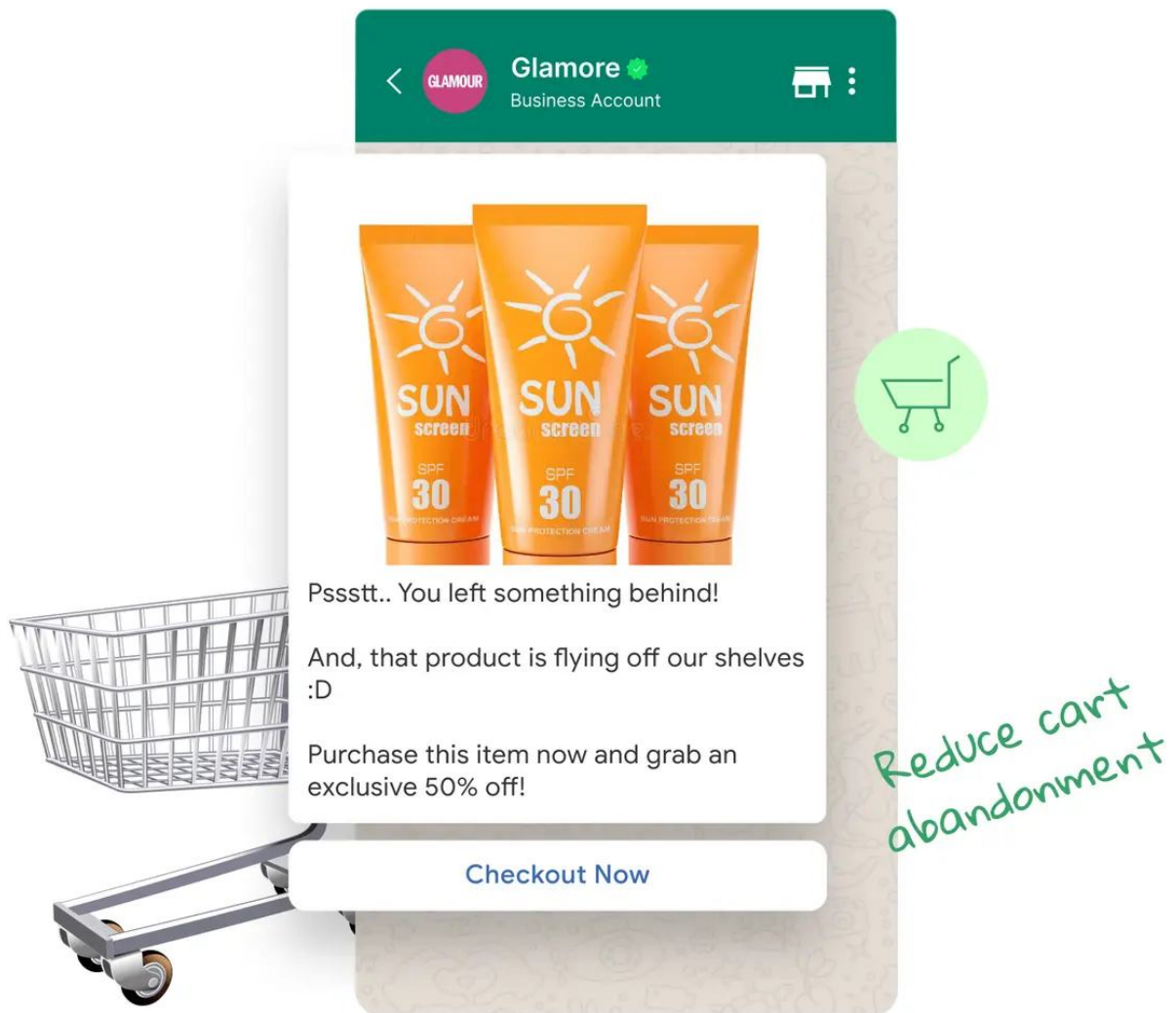
7. Make payments directly via WhatsApp

Integrating payment options allows customers to complete transactions within the app. Companies like HDFC Bank facilitate loan payments via WhatsApp.
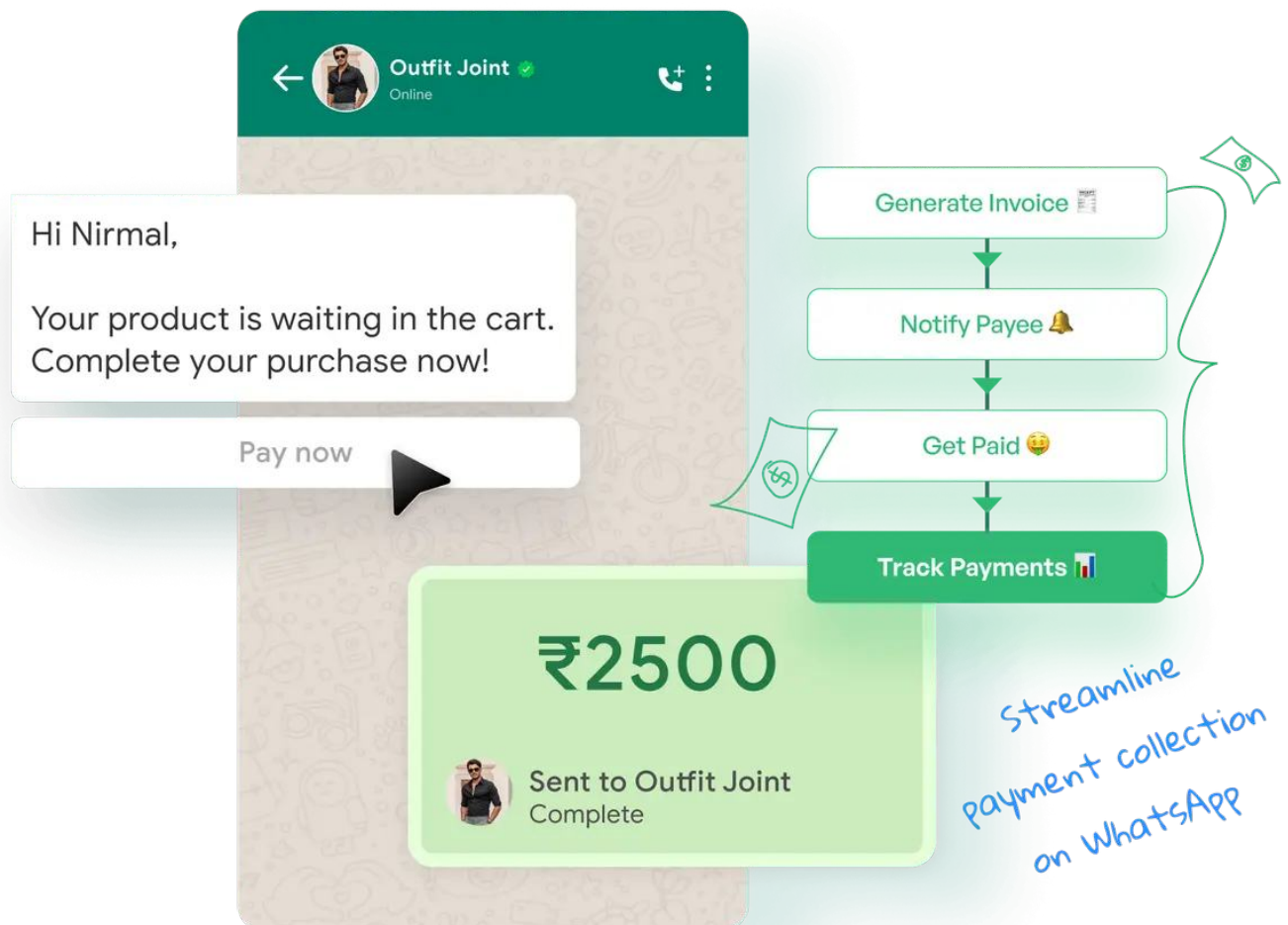
8. Live sales, promotions, and coupons

71% of users actively expect personalized offers and messages from brands. WhatsApp's broadcasting feature can be a great way for your business to enhance the urgency of driving sales, sharing promotions, and sending coupons directly to your customers.
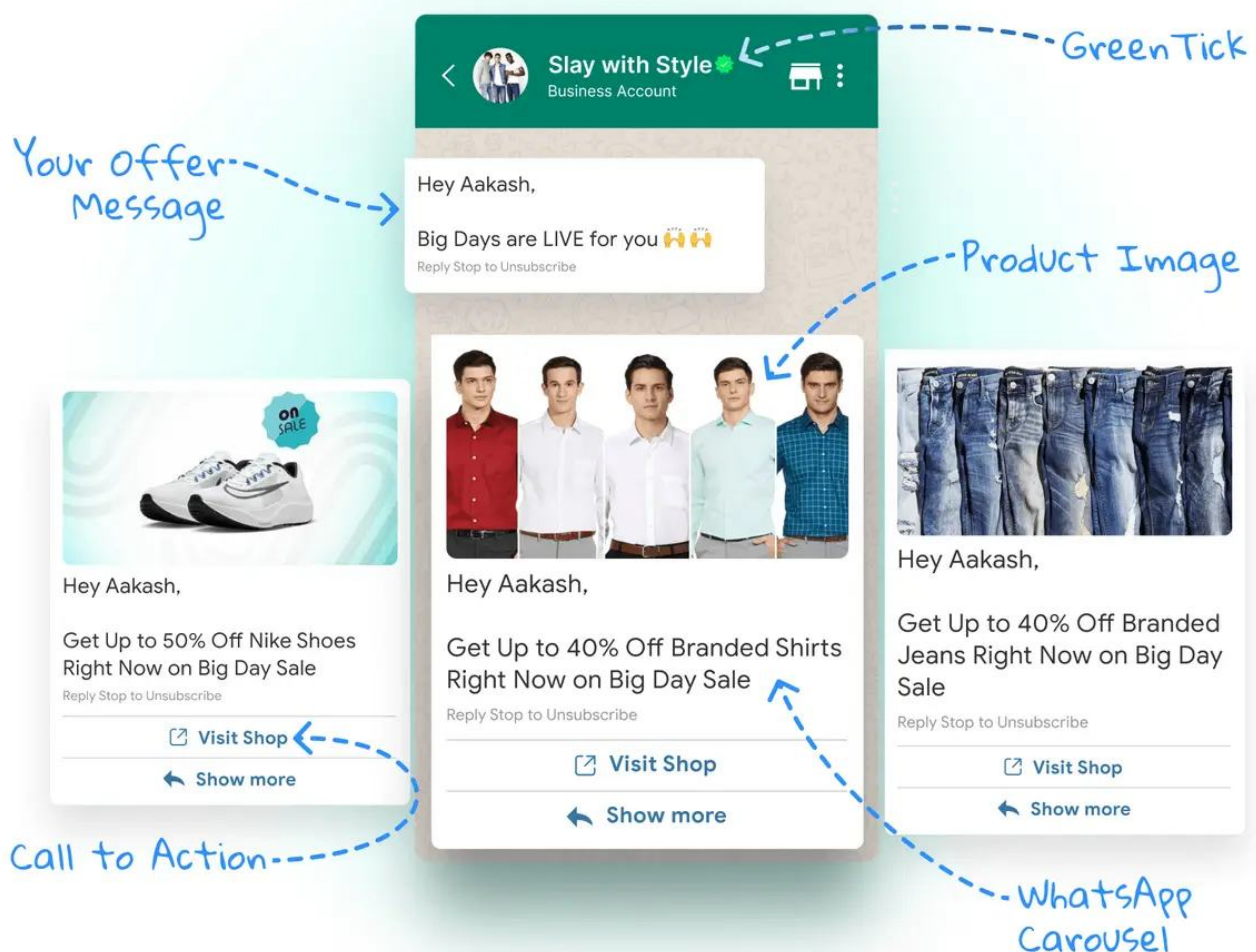
9. Allow seamless return/exchange orders

WhatsApp can be a great marketing tool to simplify the return and exchange process, offering a direct channel to handle requests. Companies like Zara have used it to make the process customer-friendly.

When a customer wants to return or exchange an item, they can quickly share their reason through the WhatsApp chatbot—no waiting 10 minutes to connect with an agent or 24 hours (or even days) for an email response. With Gallabox's integration, their request is resolved swiftly, easing frustration and automatically updating their order status.
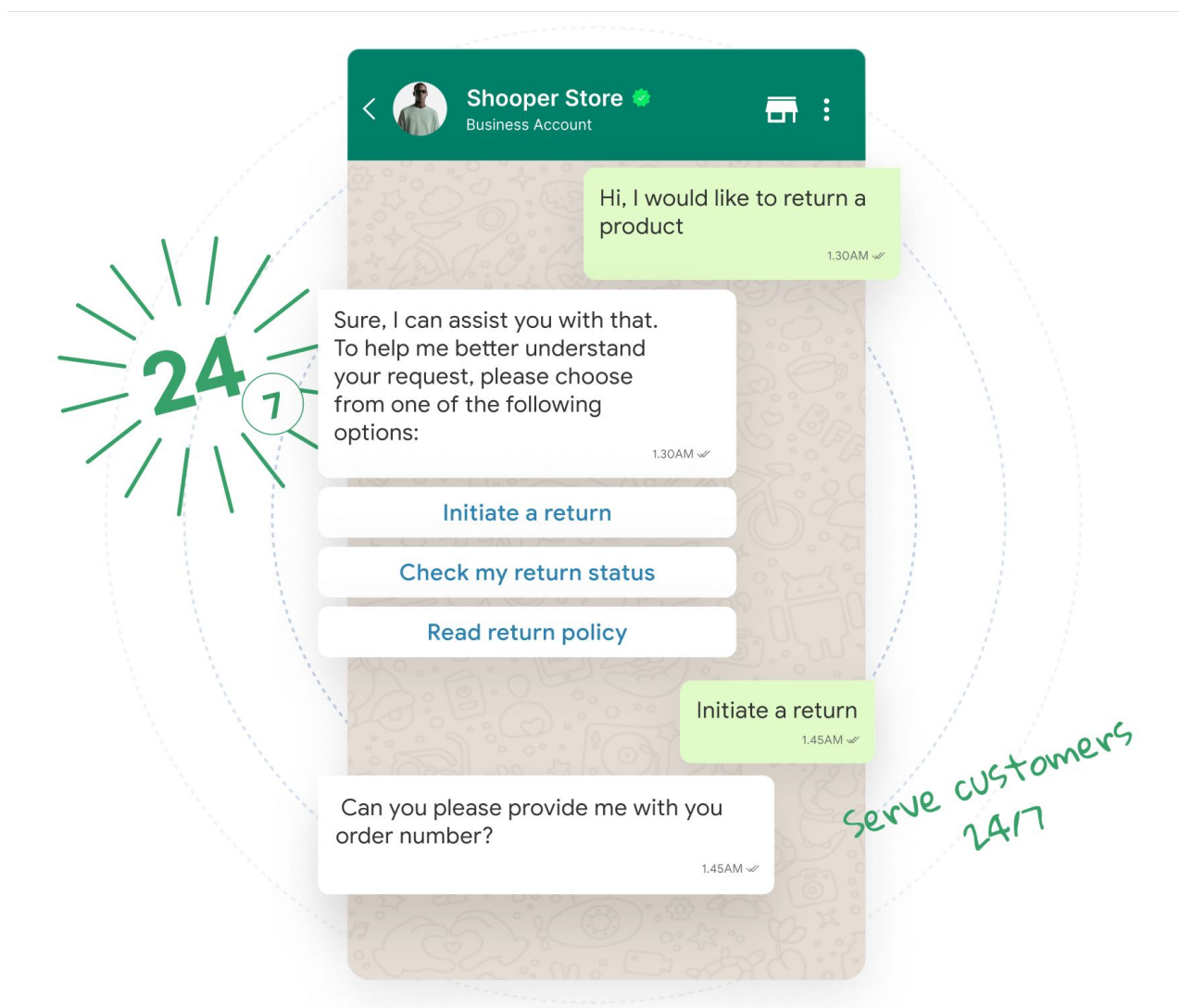
WhatsApp Business API: Marketing best practices for growth

Imagine a local bakery struggling to reach its regular customers with discounts and new items. Despite a strong social media presence, their messages often get lost amidst multiple ads and marketing messages.

After integrating the WhatsApp Business API, they can speed up their marketing plan, improve customer engagement, streamline communication, and ultimately boost conversions.

> ✅ Pro tip: To successfully manage your marketing budget, utilize **Gallabox's free price calculator** to determine the cost of conducting a WhatsApp campaign.

Use automated workflows for engagement

Automated workflows can keep your prospects and customers engaged even when you are out of the office.

Chatbots, for example, can make customer interactions easier and more efficient, such as updates about your new recipes at the bakery and more.
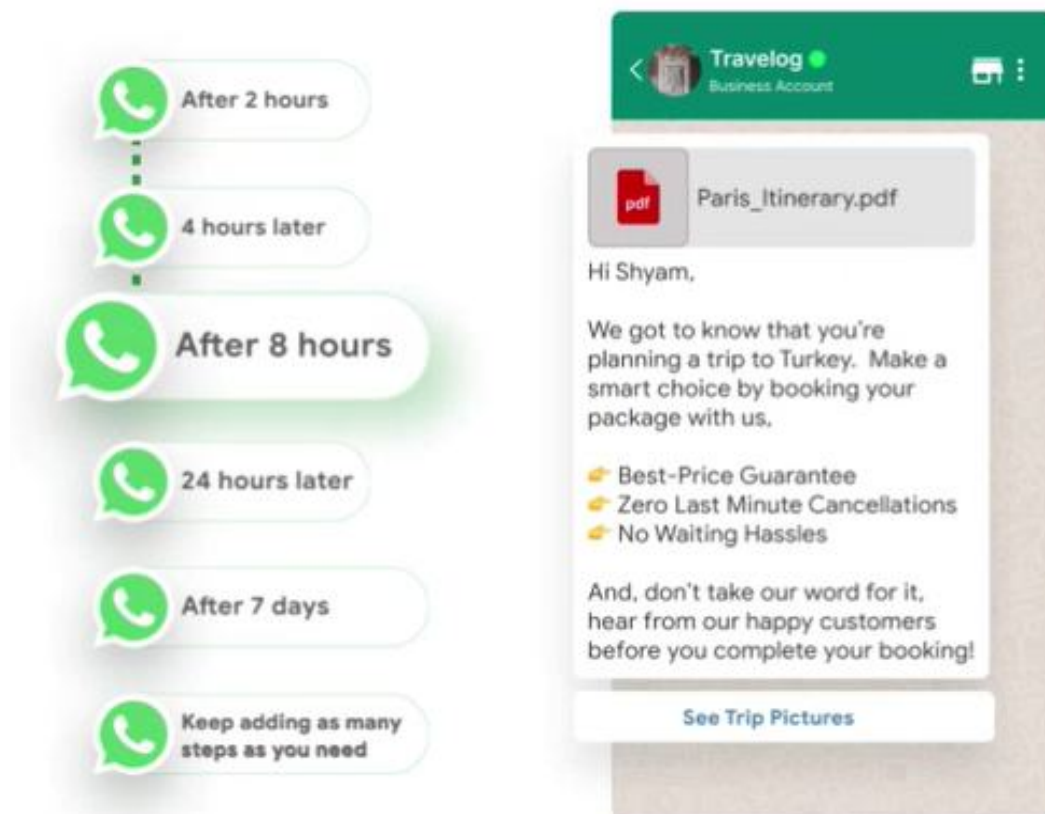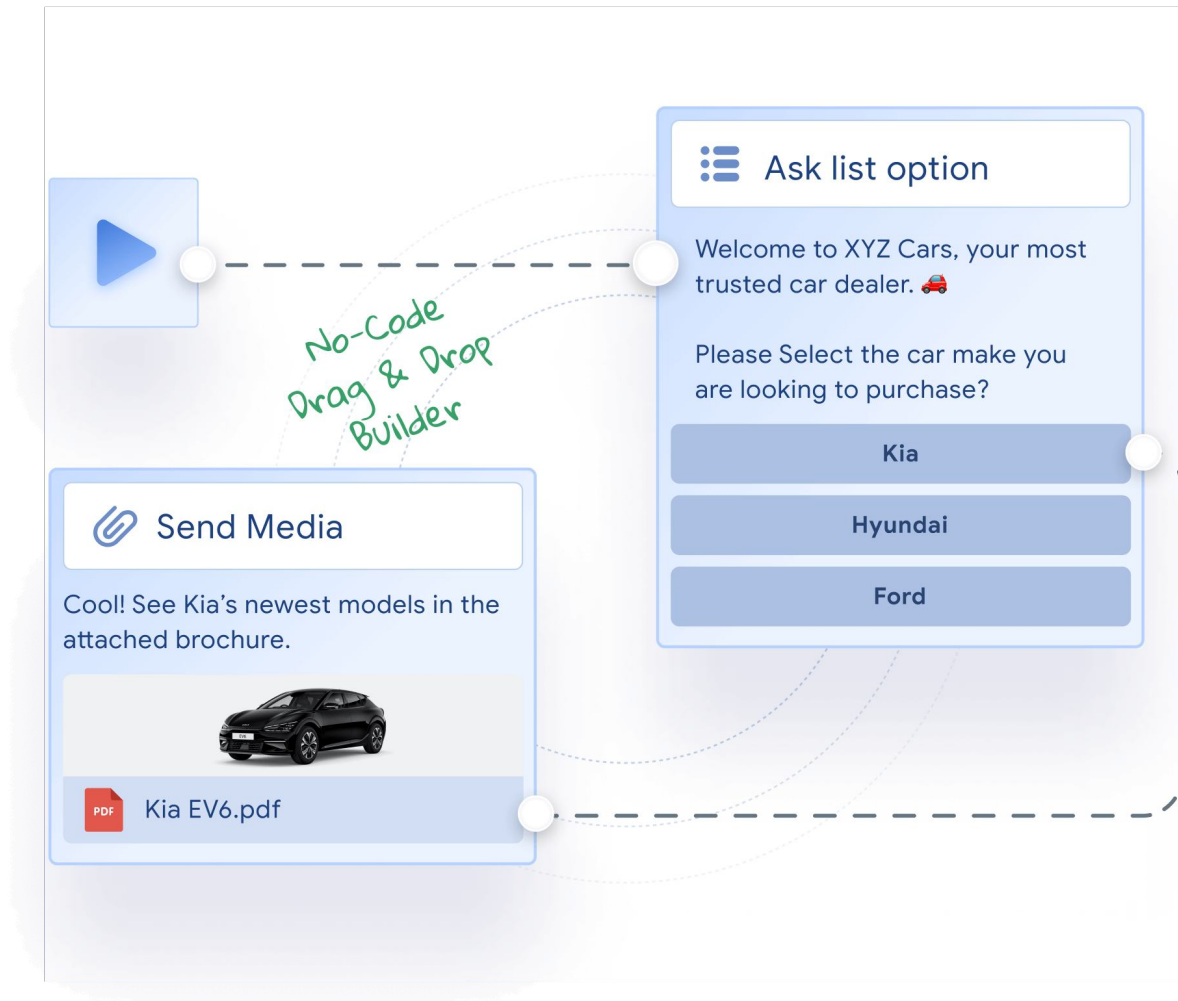
Incorporate rich media in WhatsApp marketing messages

Rich media such as images, videos, or links can boost engagement by making your WhatsApp marketing messages more visually appealing.

Your bakery, for example, can start with [message template generators,](#) like the one available on Gallabox for better conversions.
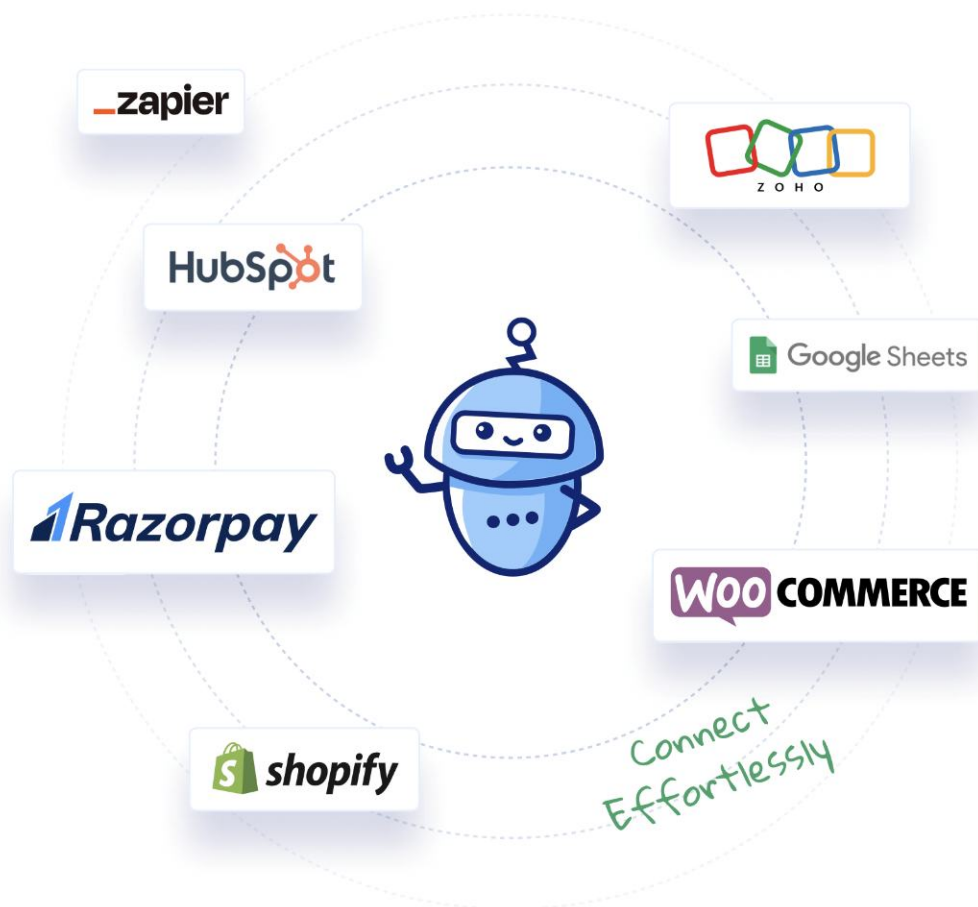
Integrate WhatsApp with your customer facing tools

Integrating WhatsApp Business API with your CRM, e-commerce platform, payment processor, or marketing tools brings everything under one roof.

This streamlines communication, secures data, and provides a 360-degree customer view for personalized follow-ups and targeted marketing.

Leverage Click-to-Chat ads for seamless engagement

How will new prospects find you?

Click-to-chat ads on Facebook or Instagram allow users to instantly start a conversation with a business on WhatsApp by clicking a button or link within the ad. There's no need for lengthy forms or complicated processes—just one click, and users can begin conversing directly with the brand.
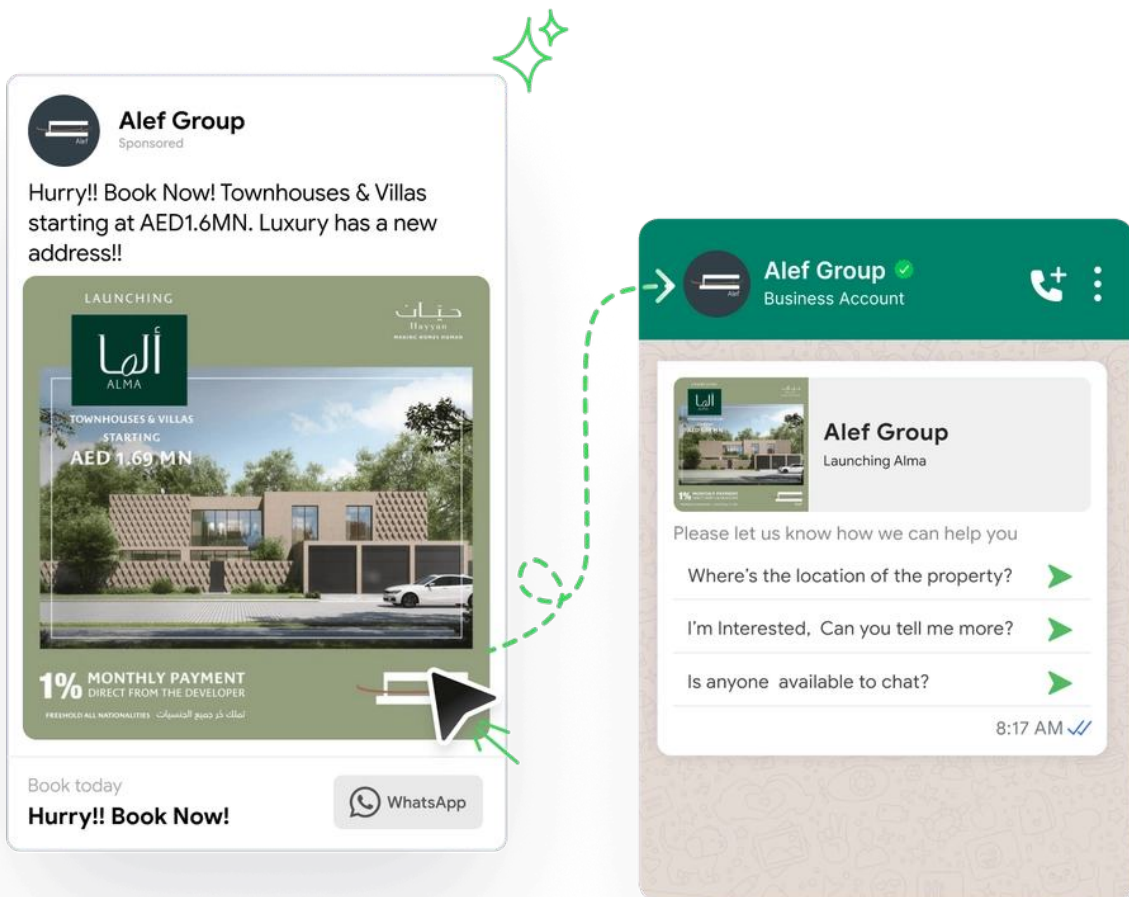
Tailor business strategy according to metrics and dashboards

WhatsApp Business offers basic metrics, such as message delivery rates and clicks; however, these are insufficient to complete your marketing dashboards. Integrate the WhatsApp Business API with a Meta partner, such as Gallabox, for deeper insights like bot resolutions, active bot conversations, revenue-generating interactions, and other north star metrics.

For example, evaluating customer interactions and industry trends allows you to fine-tune your business's marketing strategy, ensuring that it connects more effectively with your target audience.
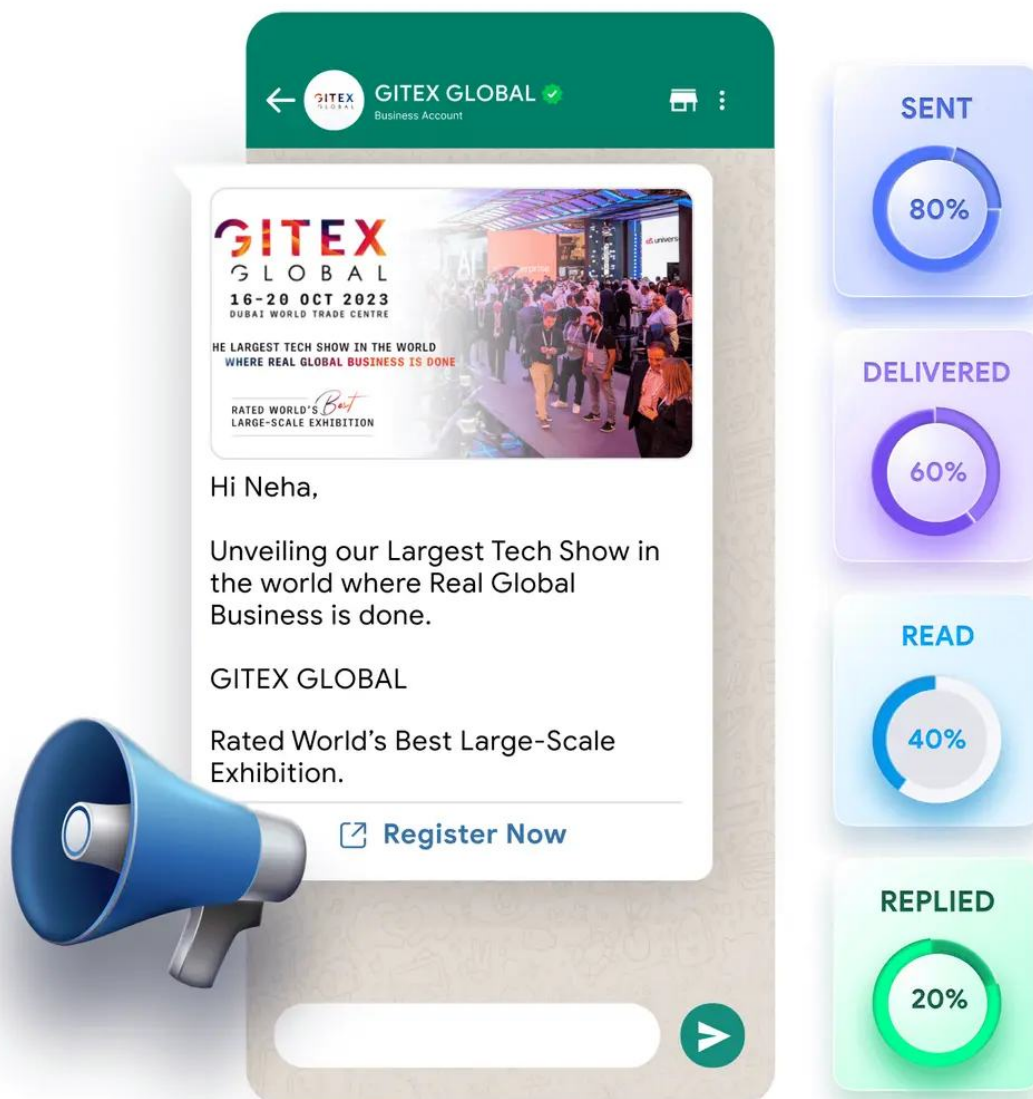
Data privacy and security

Since WhatsApp is a private messaging platform, securing audience opt-in is essential before starting a conversation. Providing an easy opt-out option builds trust, ensures compliance with WhatsApp's policies, and maintains a high-quality contact list.

With end-to-end encrypted backups, only you have access to the key

The examples and use cases presented above should have inspired you to apply these strategies in your own firm. Start implementing these solutions today and see how they improve your approach and drive your success.

If you are still unsure, check out the step-by-step process to execute your WhatsApp marketing strategy below.

CHAPTER - 6

How to execute your WhatsApp marketing strategy with Gallabox

Once you've figured out the basics, got yourself a [WhatsApp Business API account](), and verified your account with a green tick, the next step is to plan your marketing campaign.

From figuring out the messaging to segmenting your target audience, we're set to unpack all the details.

Now comes the fun part! Here's a detailed guide to [start your WhatsApp marketing journey with Gallabox]().

Creating awareness

The first step is getting the eyeballs. It's all about putting yourself in front of your current and future prospects. You can accomplish this by:

- ✔ Adding [WhatsApp Chat widgets]() to your website to enable instant interaction

- ✔ Using [WhatsApp QR codes]() on all platforms for seamless business access

- ✔ Run [Click-to-WhatsApp ads]() on Facebook and Instagram to drive customer conversations directly to WhatsApp.

Engaging potential customers

Once you have a list of possible customers, you need to send them the right kind of information to keep them interested. Use the free AI-based template generator to create an enticing offer. Gallabox's broadcast feature can help you send all these WhatsApp promotion messages in one go.
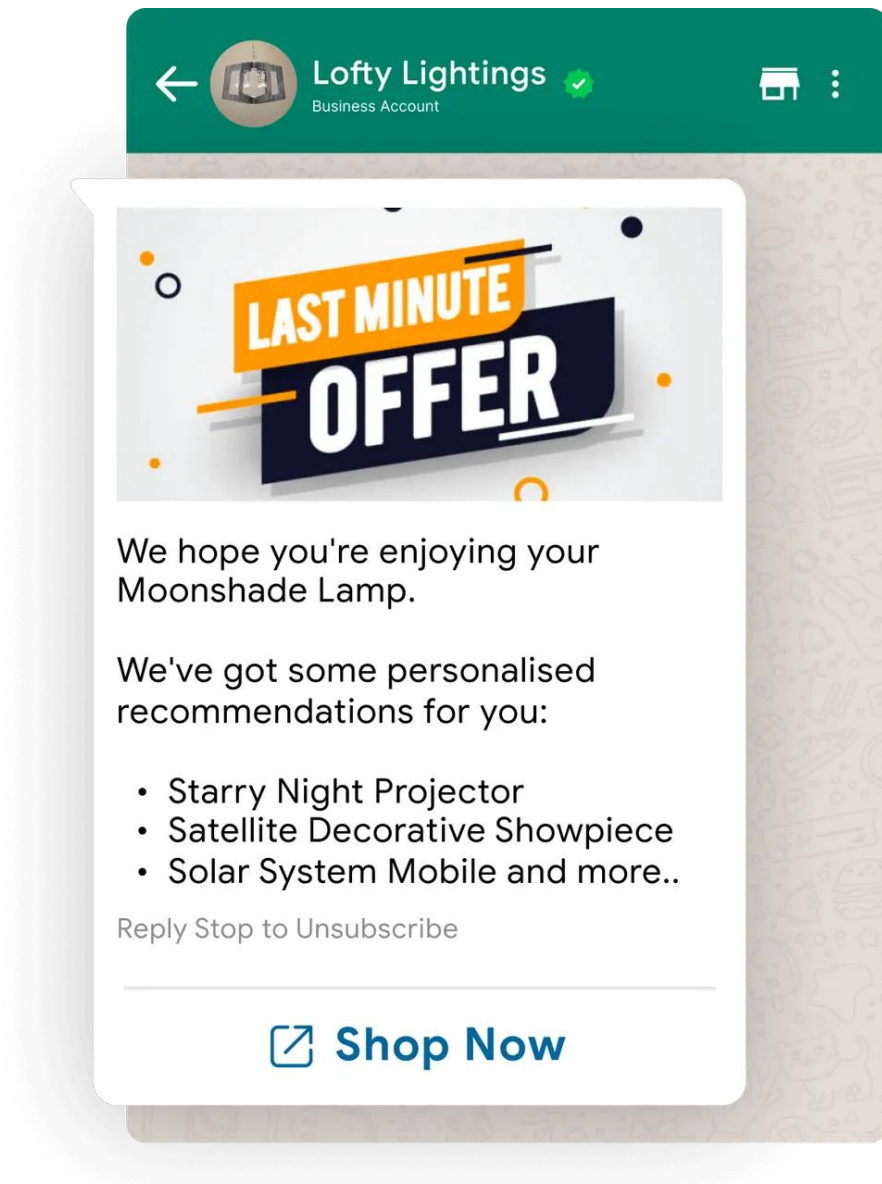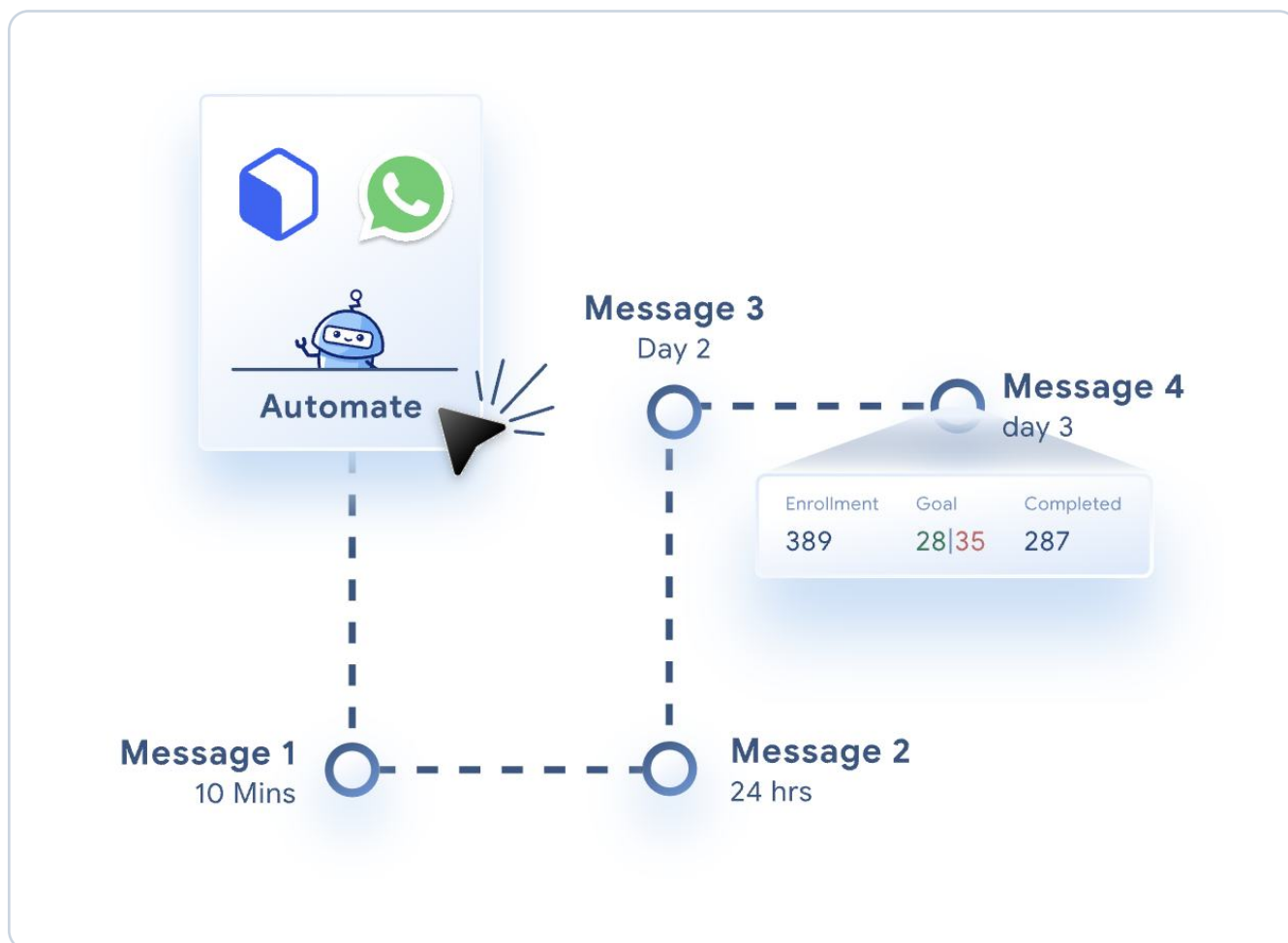
Nurturing your leads

Thinking about reaching out again to people who've shown interest in what you're selling but haven't bought anything yet?
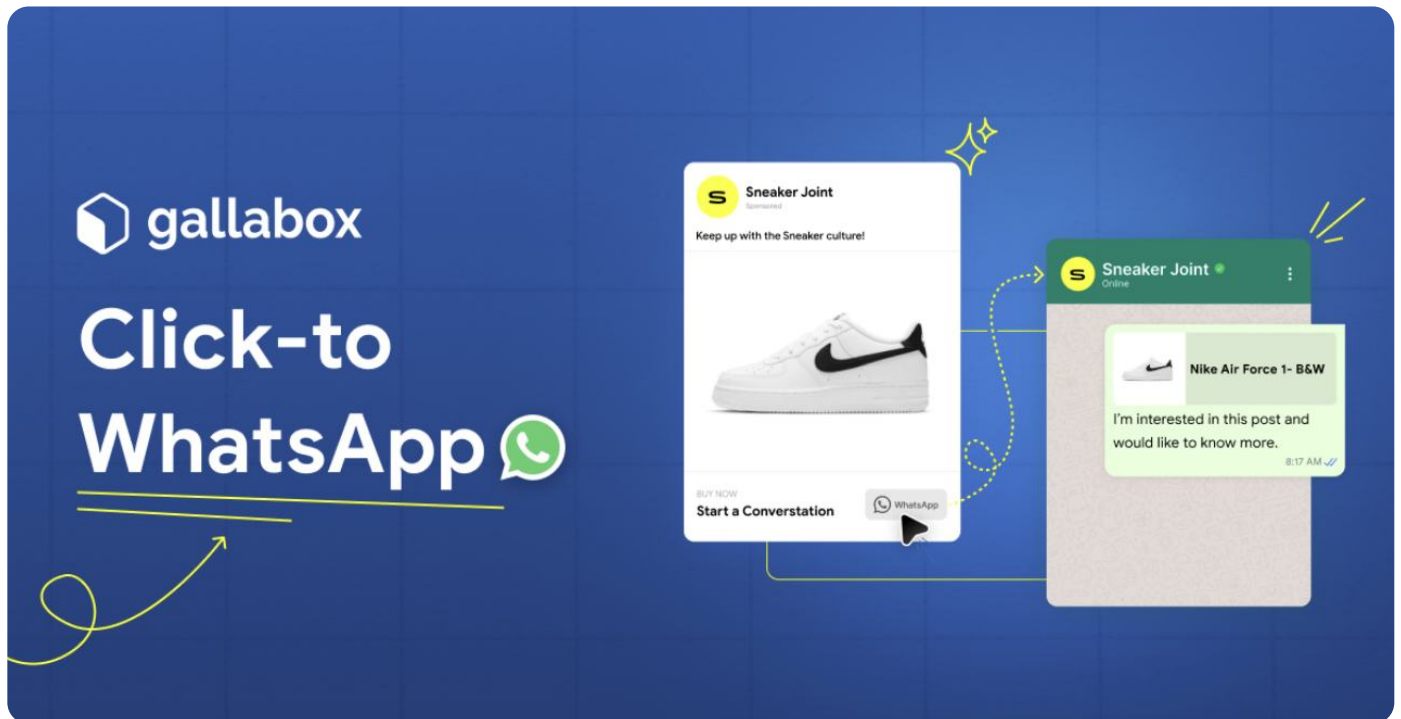
Use [drip marketing campaigns](#) to automate sending pre-planned WhatsApp marketing messages to customers over time.

Converting leads into customers

WhatsApp Business API tools make it easier to convert your leads into customers by using clickable buttons, chatbots, quick replies, and Click-to-WhatsApp CTAs.

Retaining customers through regular engagement

Keeping your customers in the loop matters. It's important to share what's happening behind the scenes, from discounts to simple reminders. WhatsApp chatbots can be the best way to achieve this.

A successful WhatsApp marketing campaign is mainly about 3 important things:

- Using the right WhatsApp business tools
- Using the right messaging
- Using the right path to conversion

Fetch my records Bot
Template

Fetch my records Bot
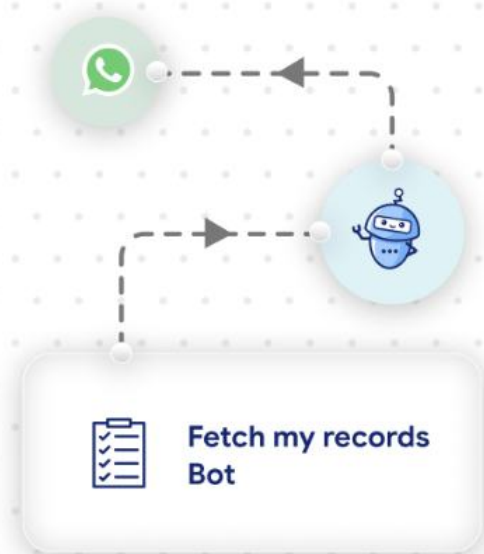
Now that you know the principles, it's time to know what happens when you execute the right WhatsApp marketing campaign for your business.

The next two WhatsApp marketing campaigns will give you a clear view.

CHAPTER – 7

Successful WhatsApp marketing campaigns

What will scaling your business look like? Check out the companies that have experienced success with WhatsApp marketing using Gallabox.

1. Qatar Insurance Company (QIC)

A major player in the insurance industry, Qatar Insurance Company (QIC), faced significant challenges with outdated communication tools and tracking systems. This hampered their ability to respond swiftly to customer inquiries and efficiently manage leads.

After partnering with Gallabox for the WhatsApp Business API integration, QIC transformed its operations. Gallabox's user-friendly interface allowed seamless CRM integration, task automation, and lead generation.

31%	**102%**	**2x**
Increased employee productivity	Growth in lead generation	Improvement in CSAT rates

Hazim Nazir,
Q&A Officer, Qatar Insurance Company (QIC)

Gallabox streamlined communication, improved customer service, and increased productivity by 30%. It integrates with CRM, tracks customer interactions, and is user-friendly. If you're looking for a way to improve your productivity and customer service, I highly recommend Gallabox.

GoIreland

GoIreland, India's exclusive educational consultancy firm that guides students to pursue study opportunities in Ireland, needed a streamlined way to engage students across their journey. By integrating Gallabox's WhatsApp Business API, they effectively communicated with students, providing timely updates and personalized support.

With tools built on top of the WhatsApp Business API providing features like segmentation and tailored messaging, GoIreland significantly boosted student engagement and improved conversion rates. Students remained well-informed throughout the application process, while the firm strengthened relationships and enhanced client satisfaction.

This integration not only optimized communication but also drove business growth by improving the overall client experience.

2,00,000	43%	54%
Number of Students and Professionals Served	Improvement in Campaign Performance	Increase in Customer Satisfaction Rate

Ilaya Bharathi
Founder of GoIreland

Earlier a student would spend 15 to 30 minutes connecting with an agent, the widget immediately connects the student and the agent. Implementing the WhatsApp Widget led to a massive increase in user engagement and, ultimately, conversion rates.

Hit your marketing OKRs every time with Gallabox's WhatsApp Business automation.

Gallabox's WhatsApp automation is revolutionizing service industries by streamlining workflows, enhancing customer engagement, and offering real-time support on a globally trusted platform. For sectors like insurance, education, and real estate, it improves response times, manages queries on autopilot, and nurtures leads.

Find out how Gallabox can help your business help your sales, marketing, and support functions turn into a WhatsApp growth engine.

Try Gallabox for free   **Book a demo**