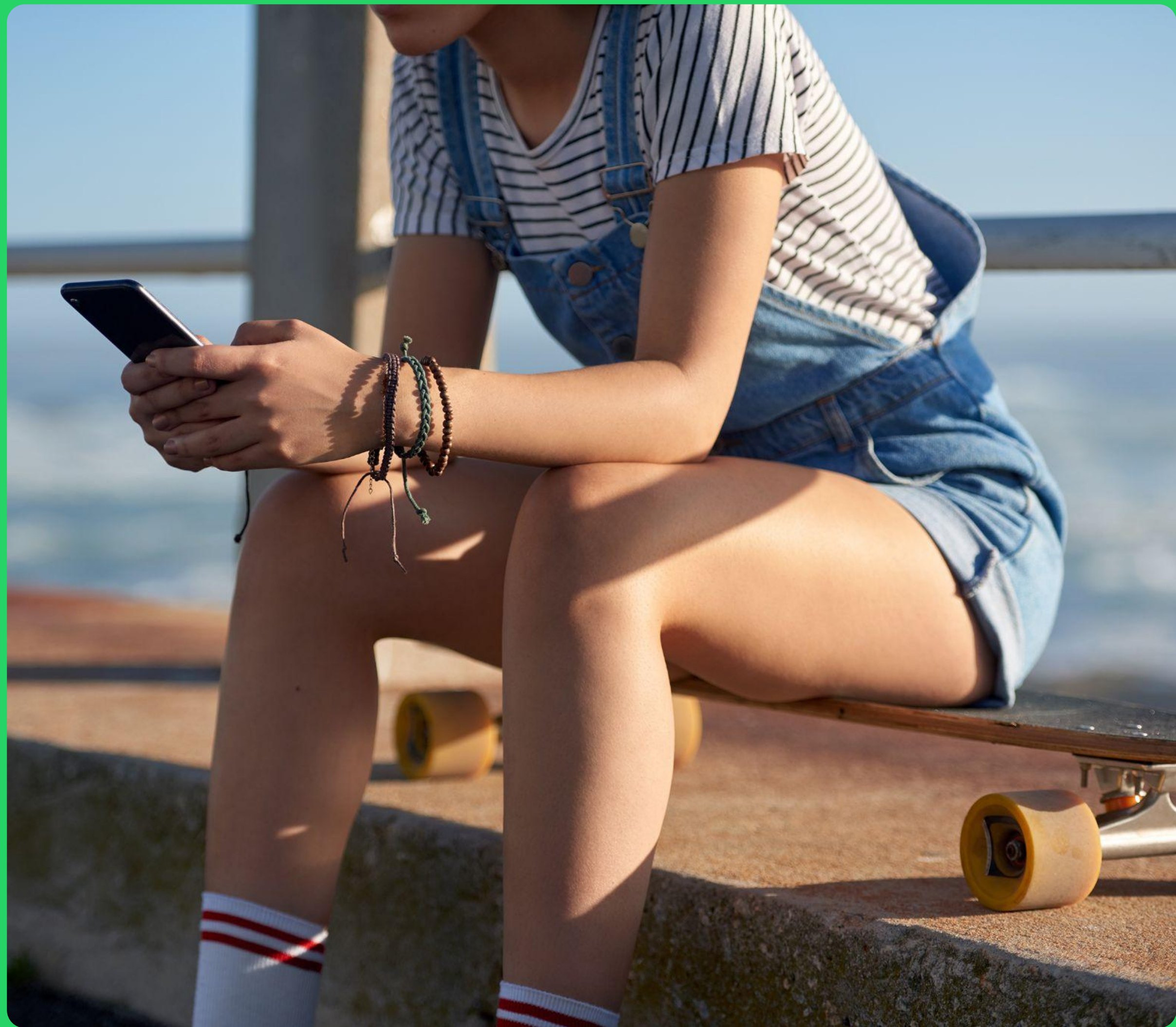


Entry points and marketing activation





Move the conversation to WhatsApp across the customer journey

Build WhatsApp entry points into critical customer touch points such as:

Pre-purchase

Share information with customers who want to learn more about a product or service.

81%

of people message a business to ask about a product or service.





Move the conversation to WhatsApp across the customer journey

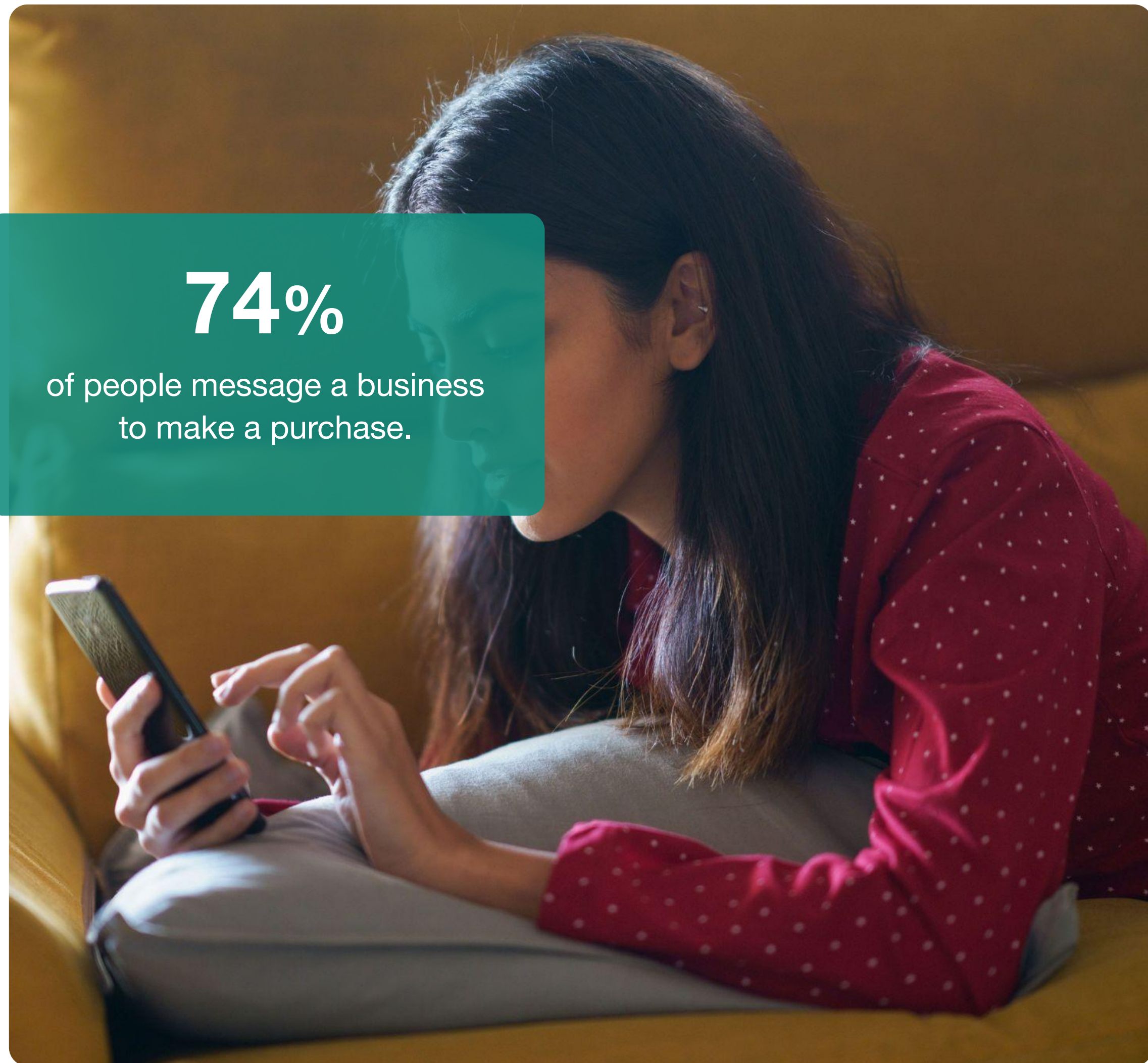
Build WhatsApp entry points into critical customer touch points such as:

Purchase

Enable customers to choose items for purchase and send customers purchase updates.

74%

of people message a business to make a purchase.



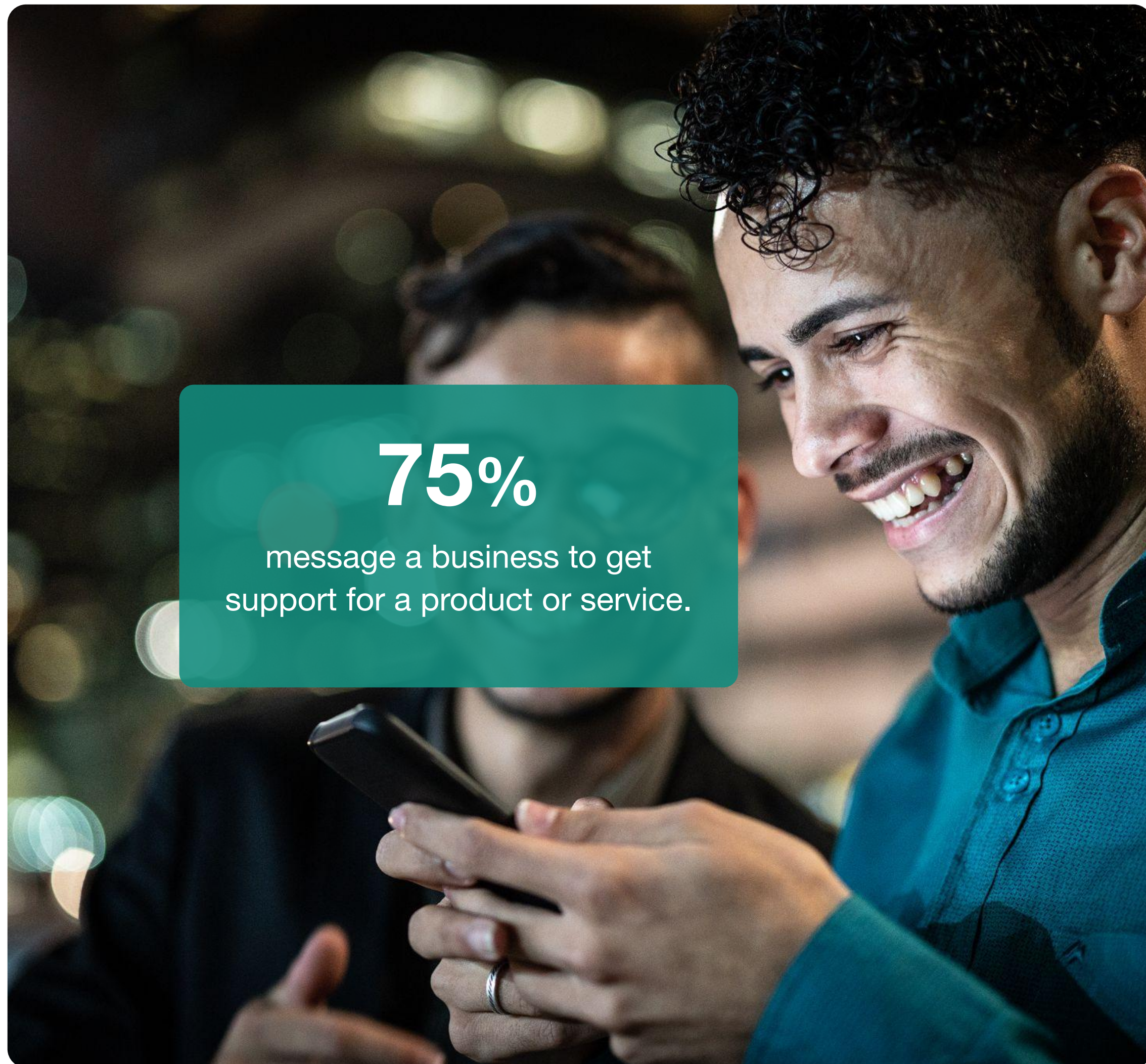


Move the conversation to WhatsApp across the customer journey

Build WhatsApp entry points into critical customer touch points such as:

Customer care

Provide customers post-purchase support for a product or service.



75%

message a business to get support for a product or service.



Entry points **strategy considerations**

Your marketing, commerce, customer care, and loyalty requirements determine where and how you place entry points.

Ask yourself:

What behavior do we want to encourage?

FOR EXAMPLE



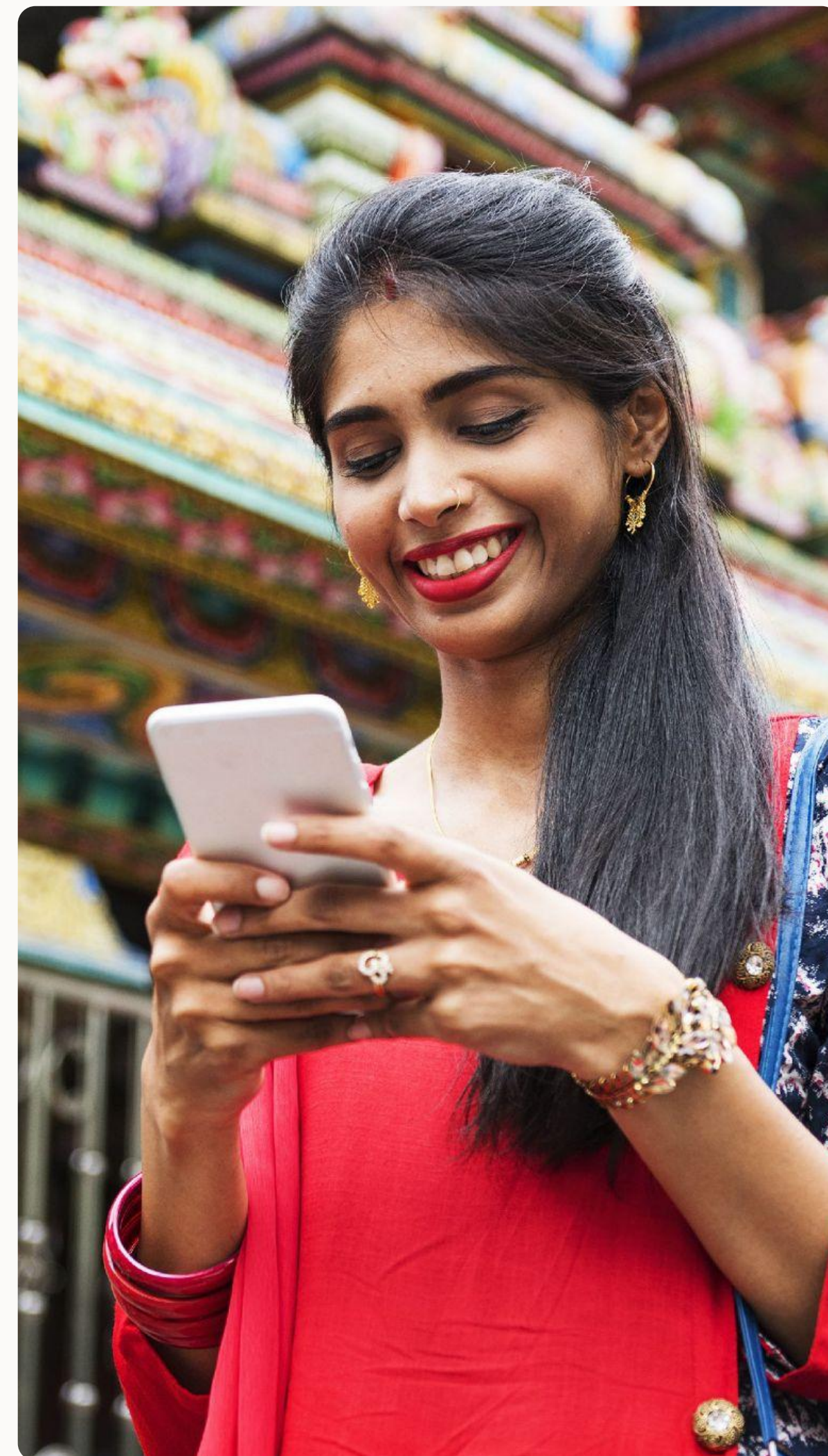
Generating pre-purchase product-focused engagement

Create a CTWA campaign and entry points next to product pages.



Deflecting customer care call volume

Create entry points within the IVR system and wherever your customer care phone number and email appear.





Entry points **strategy considerations**

Your marketing, commerce, customer care, and loyalty requirements determine where and how you place entry points.

Ask yourself:

Where should we place entry points?

FOR EXAMPLE



There are a number of organic and paid ways to build awareness of your WhatsApp number across the customer journey both on your properties and off.

Each entry point begins by requesting opt-in. See more details in the following slides.





Entry points **strategy** **considerations**

Your marketing, commerce, customer care, and loyalty requirements determine where and how you place entry points.

Ask yourself:

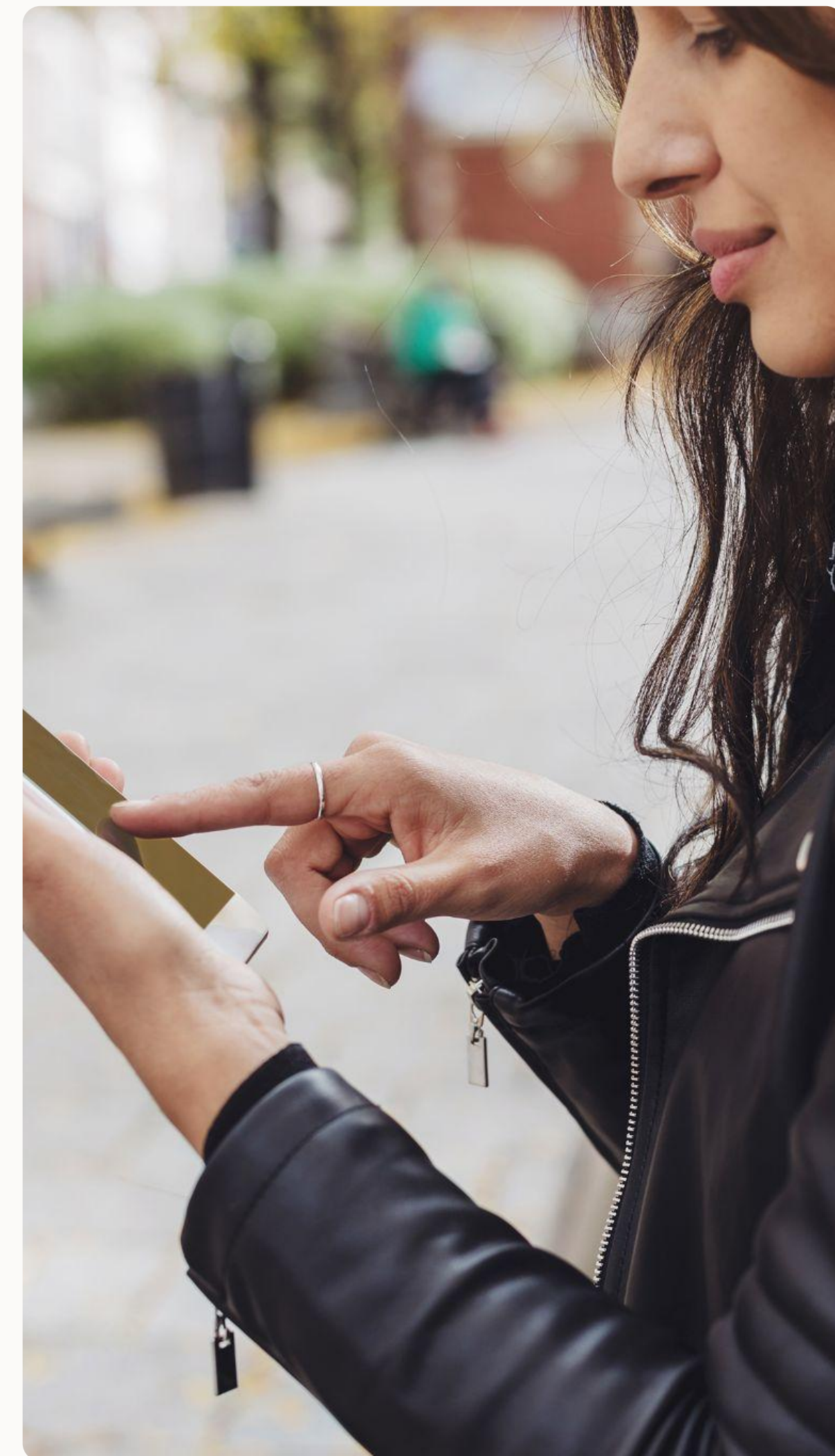
**What call to action
should we include?**



FOR EXAMPLE

Calls to action should be brief and make clear the benefit of commencing a WhatsApp conversation.

We strongly recommend A/B testing to determine the best approach.





Entry points **strategy considerations**

Your marketing, commerce, customer care, and loyalty requirements determine where and how you place entry points.

Ask yourself:

Should we use deep links?

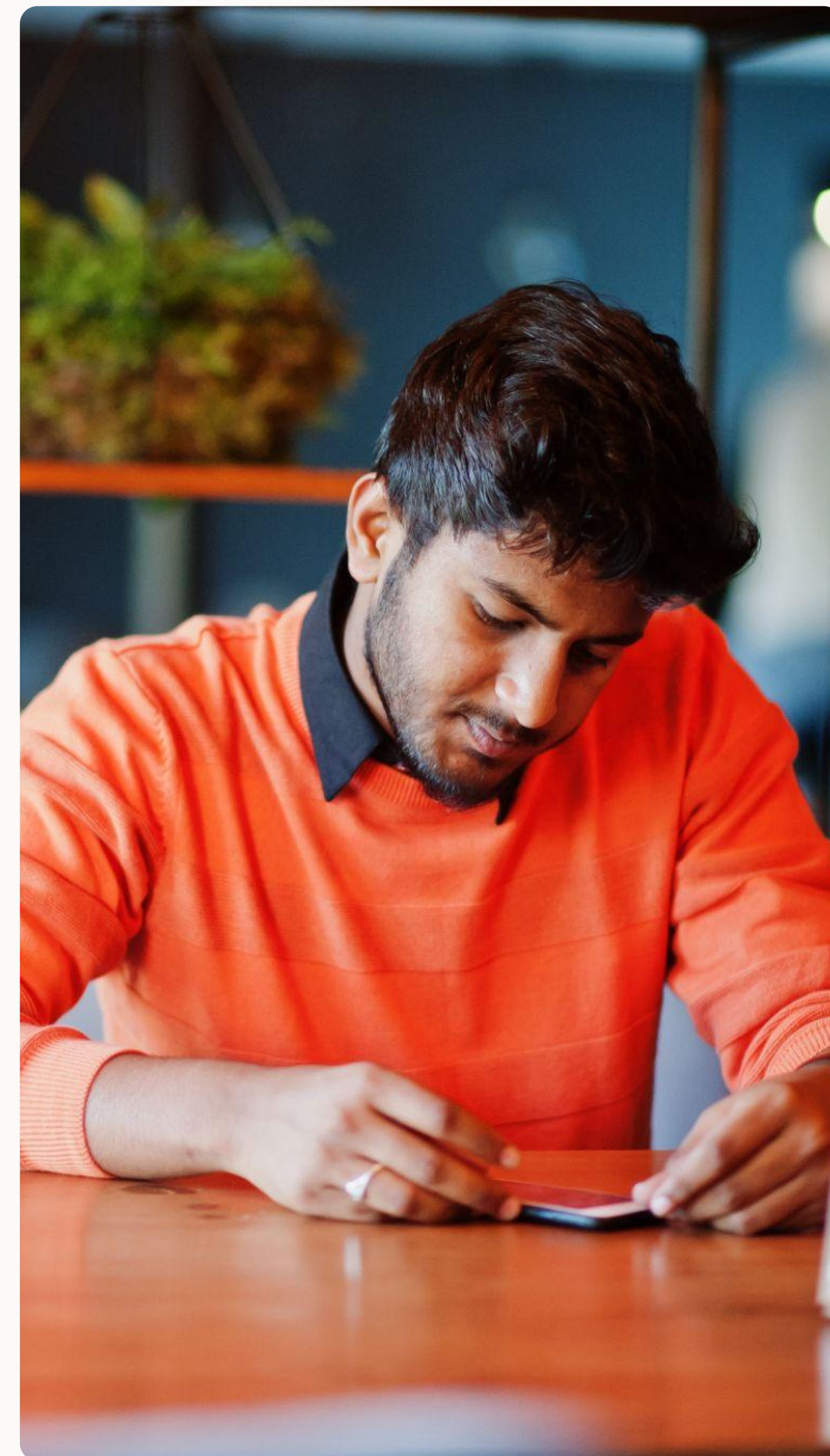
FOR EXAMPLE



Deep links automatically trigger a pre-populated message rather than simply opening a WhatsApp thread.



Deep links can help users easily provide context for their questions and focus on a specific topic related to the entry point.



Organic entry points
Social media

Organic entry points

Persistent click-to-chat link

Discovery placement

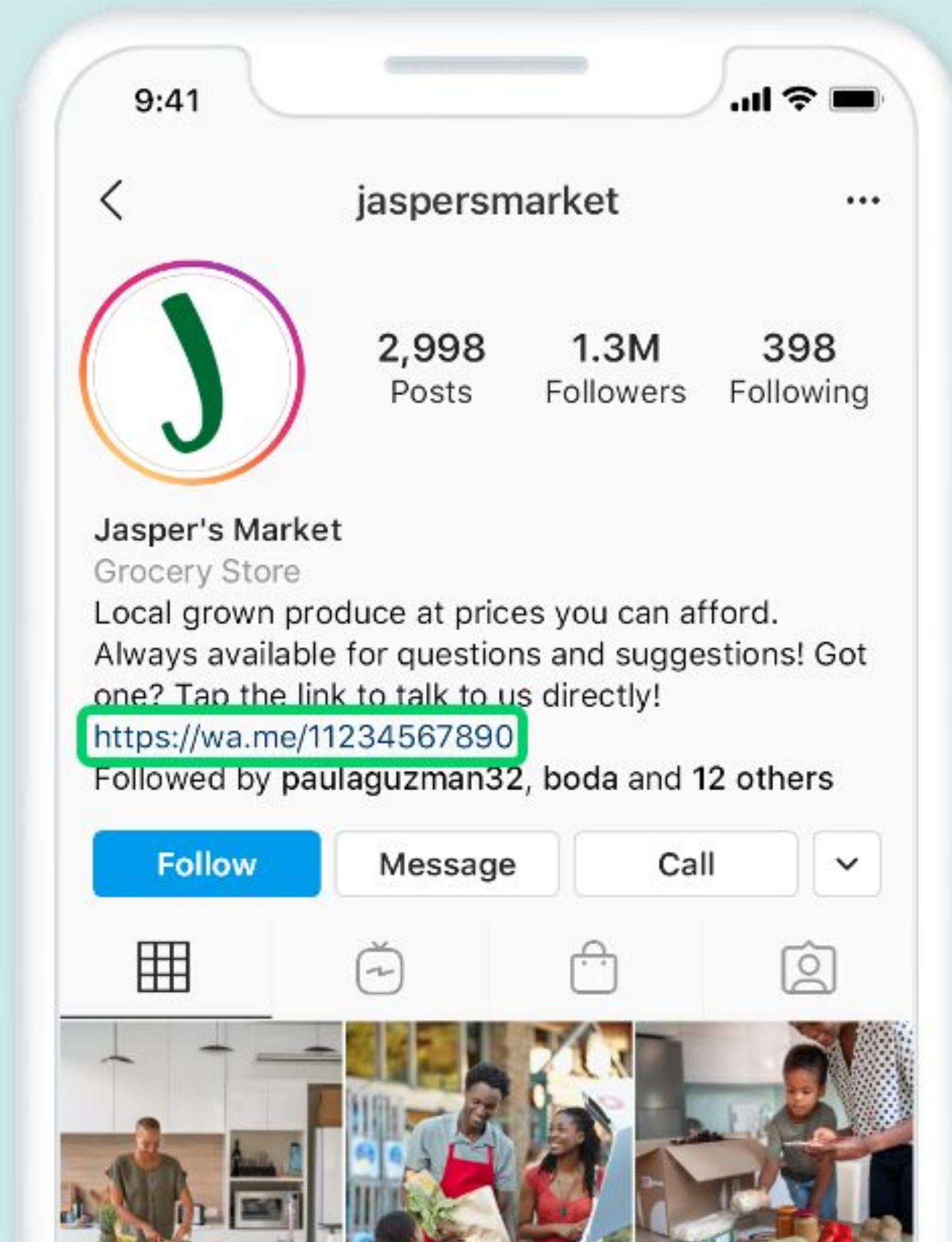
Anywhere you place links, including your business website and social media account bios

Content format

When tapped or clicked, this link will open a WhatsApp conversation.

Observations

This placement is permanent and will not get lost in stream of feed or stories.



Organic entry points

Instagram post

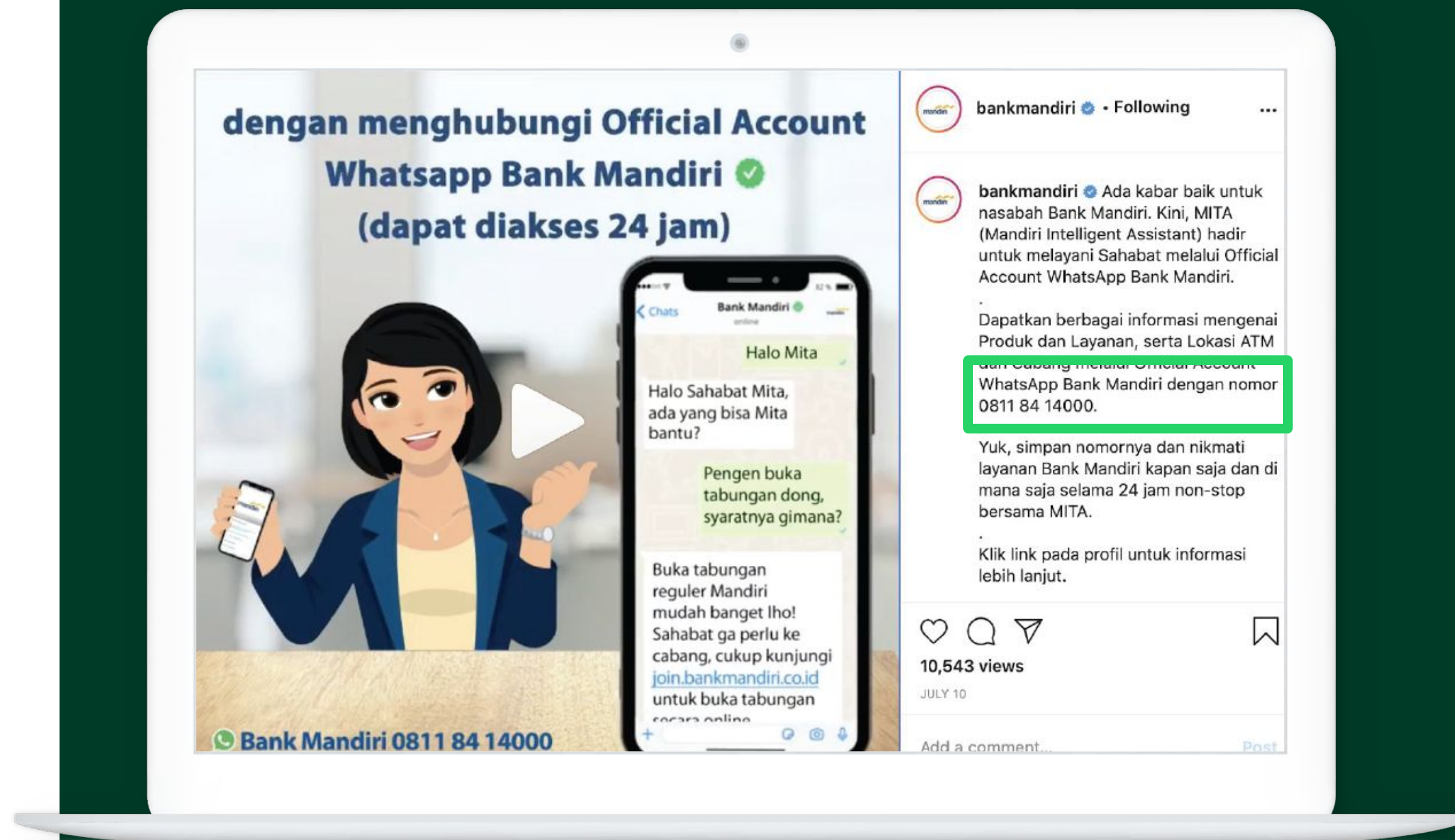
Discovery placement
Instagram post, video

Content format
Text and/or video with WhatsApp number.

Observations
Animated video makes a more eye-catching post than a still image.

Organic Instagram posts cannot contain links, so user must dial number manually.

Instagram posts have relatively short, in-feed visibility as they get quickly buried among other posts.



Organic entry points

Instagram profile description

Discovery placement

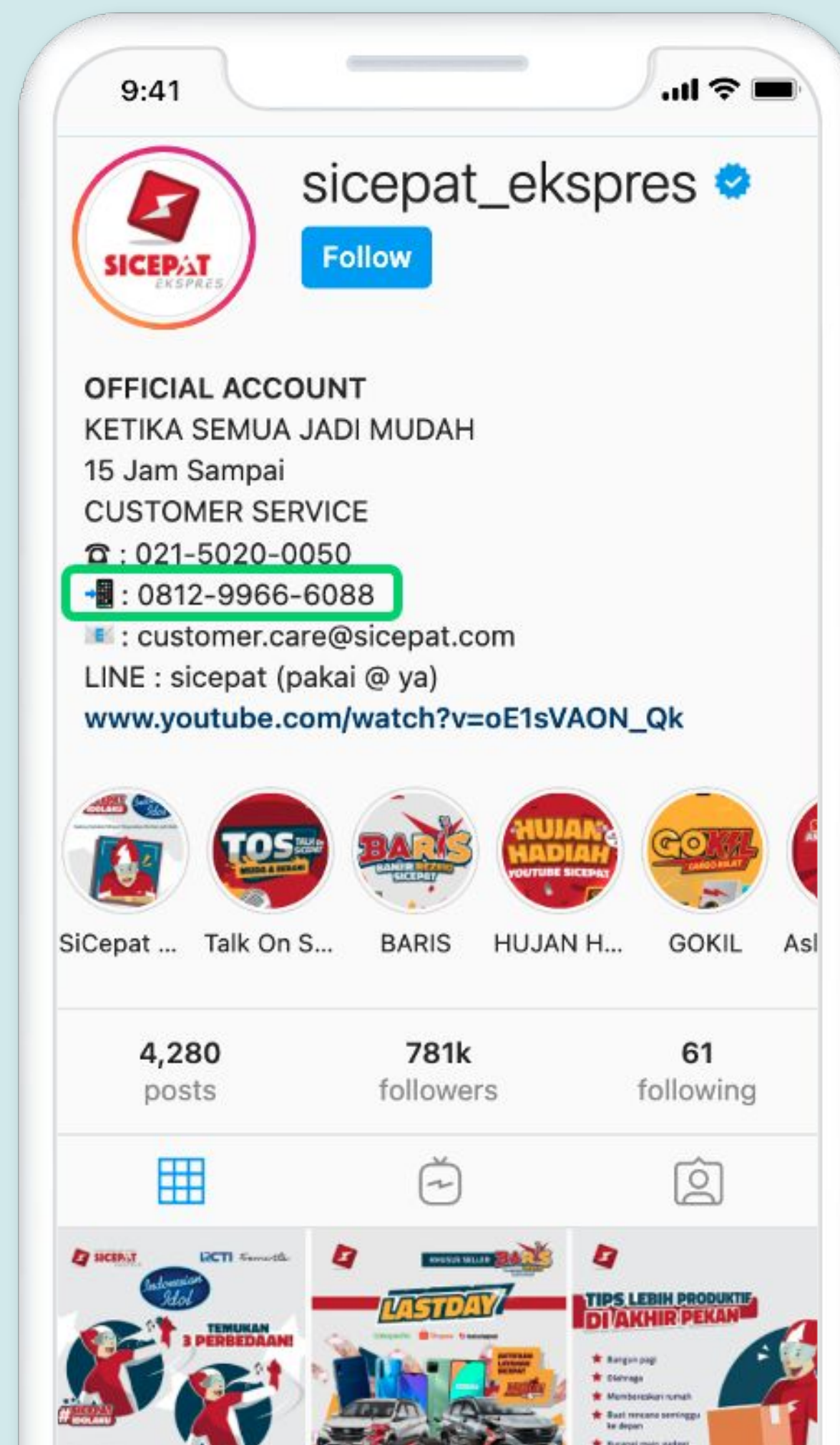
Instagram business profile (aka bio)

Content format

Text

Observations

This is a permanent, easily accessible placement in a location where users expect to find a way to connect to your business.





Organic entry points

Instagram profile page story highlight

Discovery placement

Story Highlights on the Business' official Instagram profile

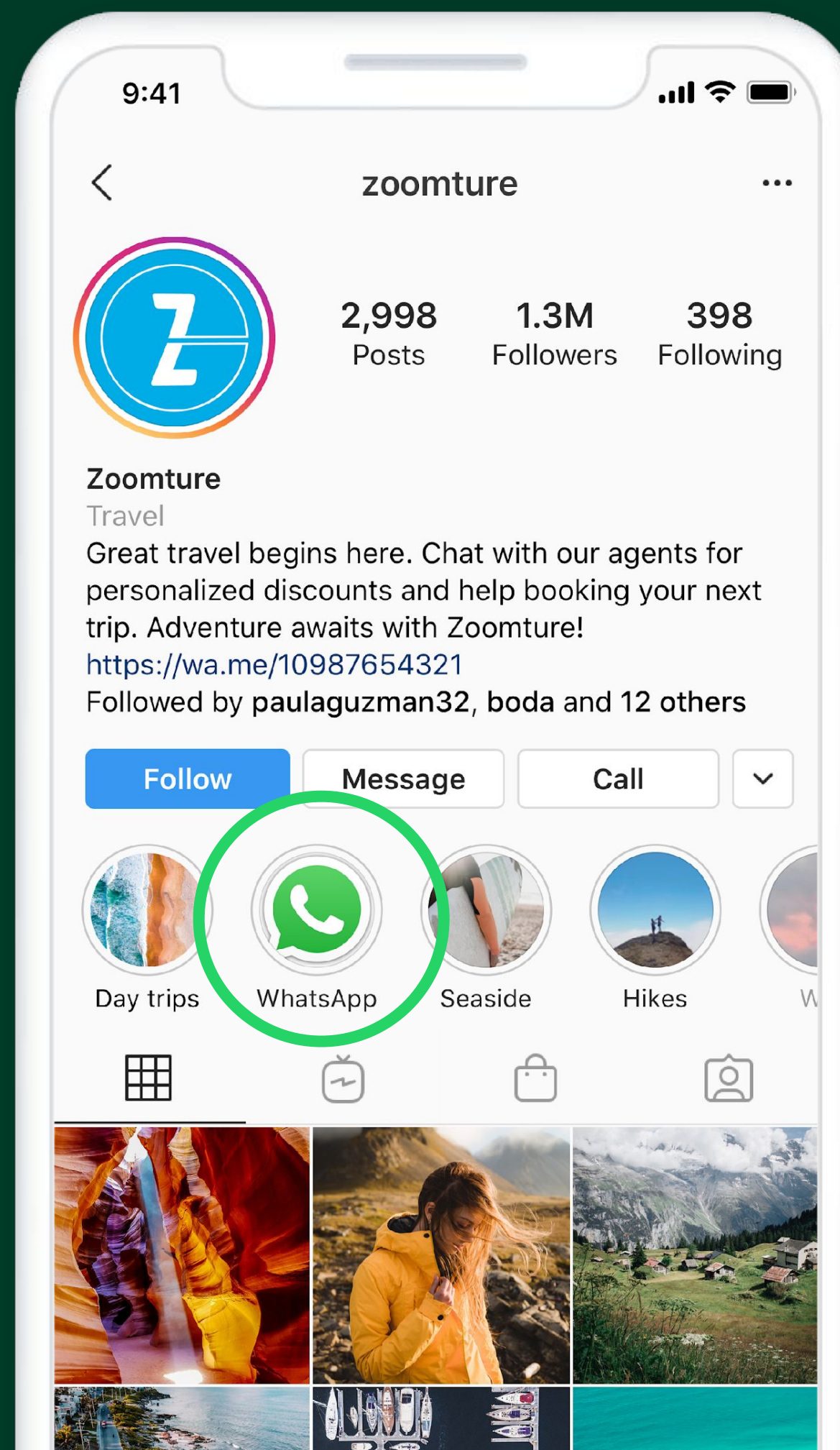
Content format

Animated video, clickable to WhatsApp

Observations

Highly visible, as they are pinned to the top of your business's profile.

Once in the story, users swipe up to start a conversation.



Organic entry points

Facebook post

Discovery placement

Facebook post

Content format

Text, video, and link to open WhatsApp

Observations

Able to include detailed information about WhatsApp number and chatbot feature.

Consider adding your unique link that opens a WA conversation, or a strong call-to-action.

Note: Facebook posts have relatively short, in-feed visibility as they get quickly buried among other posts.



Organic entry points

Facebook page link

Discovery placement

Facebook page

Content format

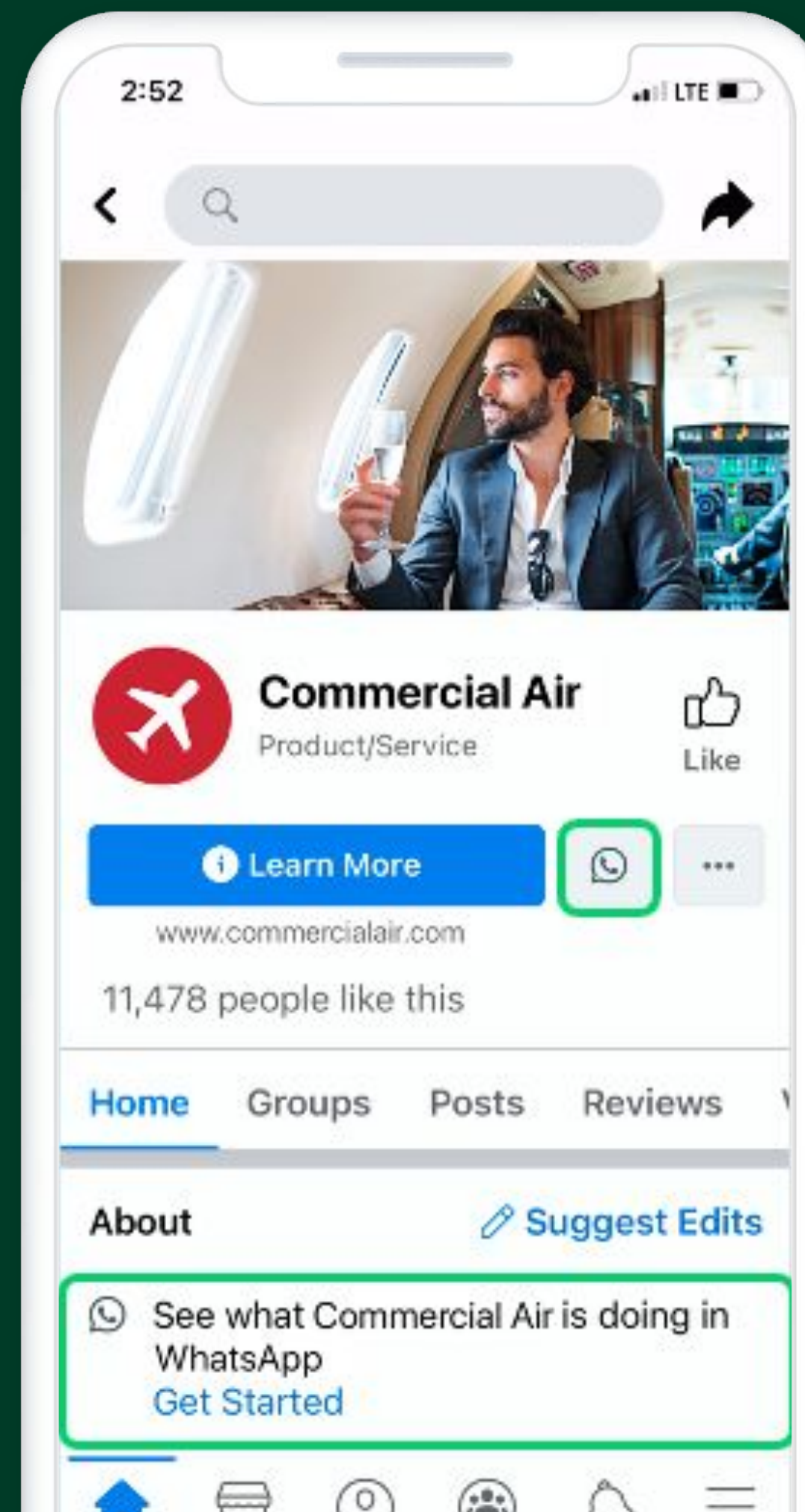
Button that can be tapped or clicked

Observations

Connecting a WhatsApp Business account with a Facebook Page provides the option to add a 'Send Message' button.

[How to add a Send Message button to your Facebook business page.](#)

The button is a permanent fixture on your Facebook page to encourage connecting via WhatsApp.





Organic entry points

Twitter post

Discovery placement

Text and image

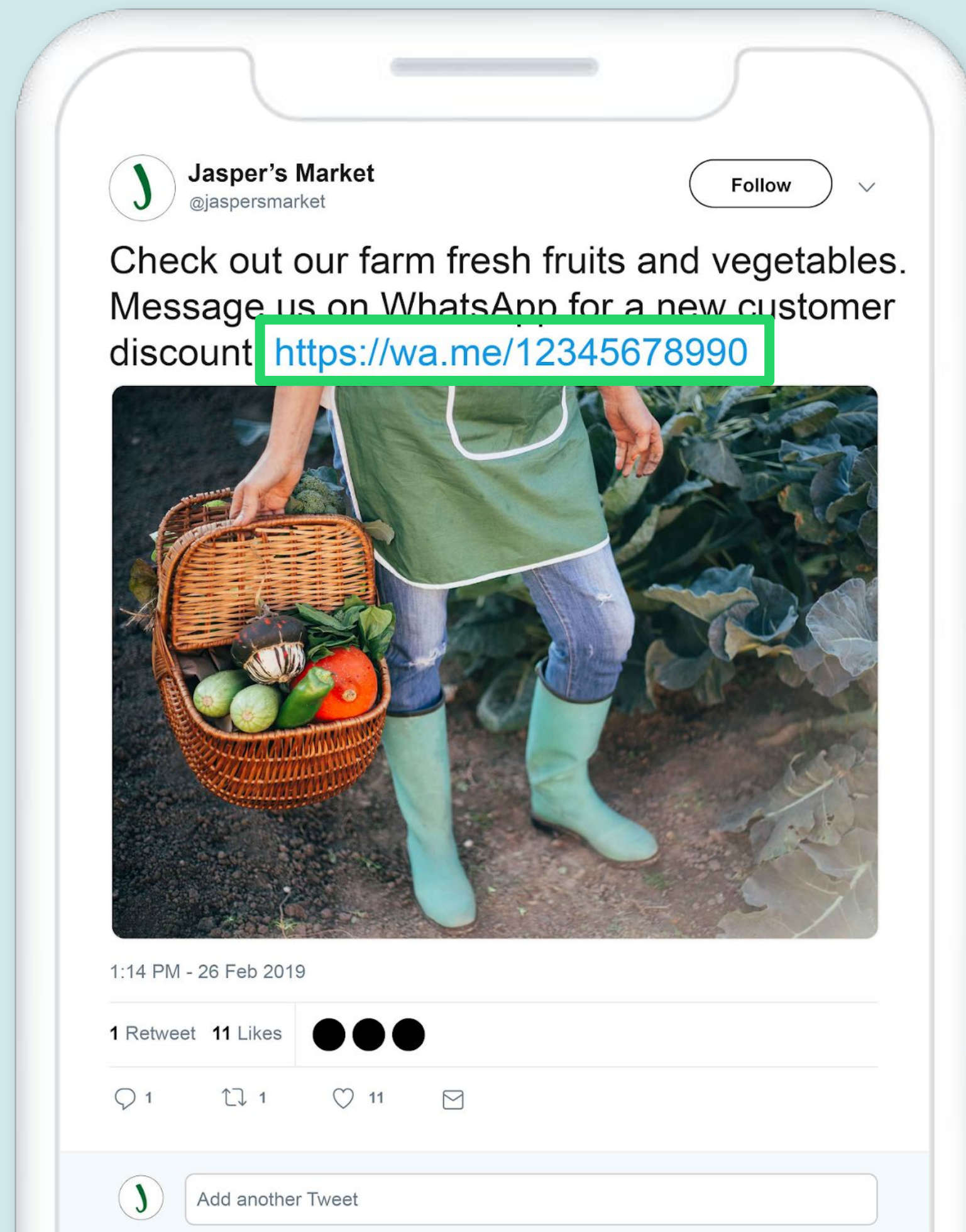
Content format

Text and image

Observations

Best for creative and actionable content; for example, asking users to chat with their WhatsApp number to get a discount code.

Less sticky: Twitter posts have relatively short, in-Feed visibility and are quickly buried with newer posts.





Organic entry points

Website

Organic entry points

Website 'contact us' page

Discovery placement

Website 'contact us' page

Content format

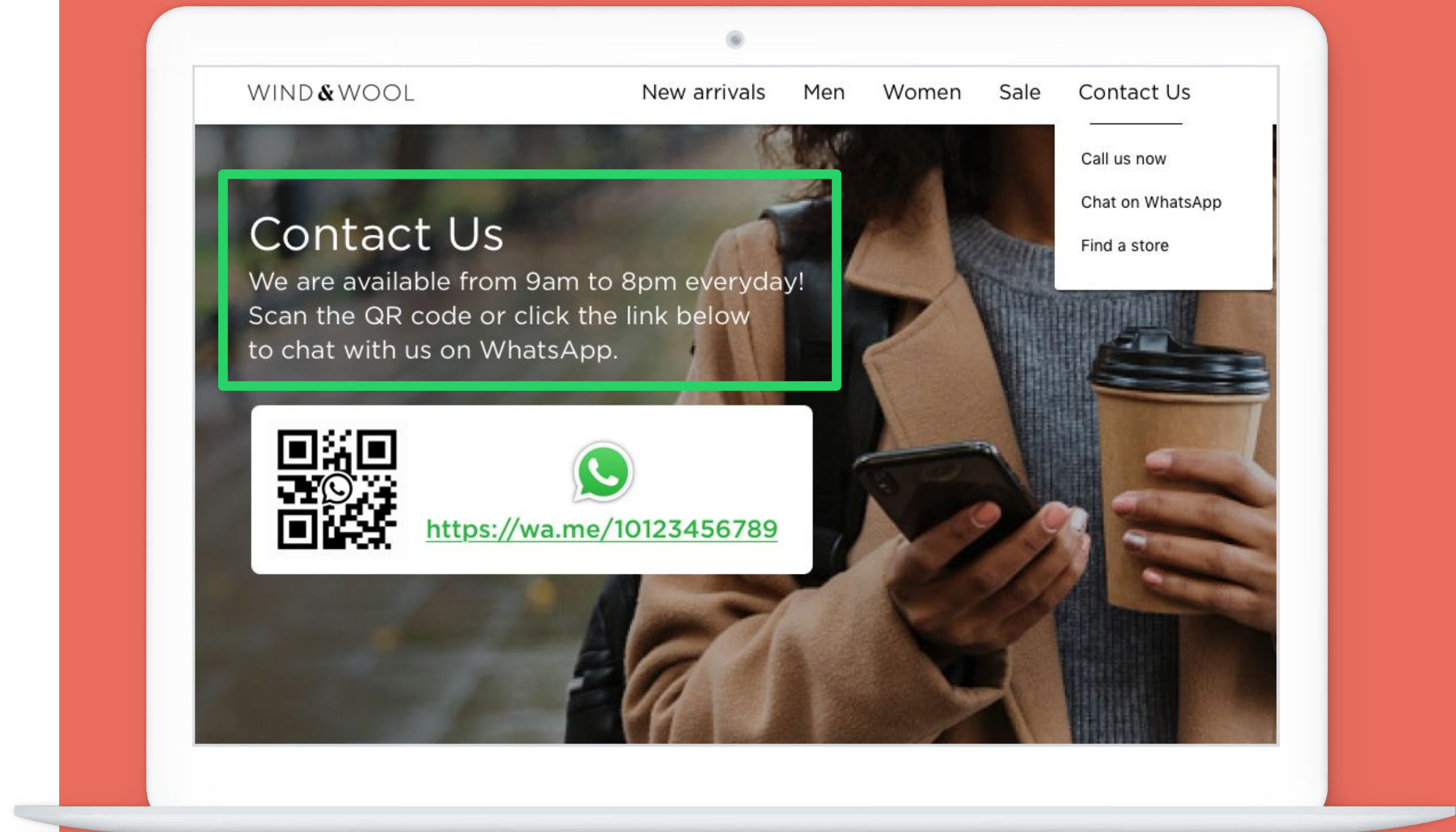
WhatsApp number, text link, deep link, and/or QR code

Observations

The easier it is to find an entry point into WhatsApp on a website, the easier it is to start a conversation. Tapping a link or scanning a QR code is faster and easier than manually typing in a phone number.

The more prominent the placement, the more likely that people will choose WhatsApp to engage with your business.

Deep links allow the business to trigger different chatbot responses or connect to different teams to provide additional context to a conversation.



Organic entry points

Website 'contact us' page

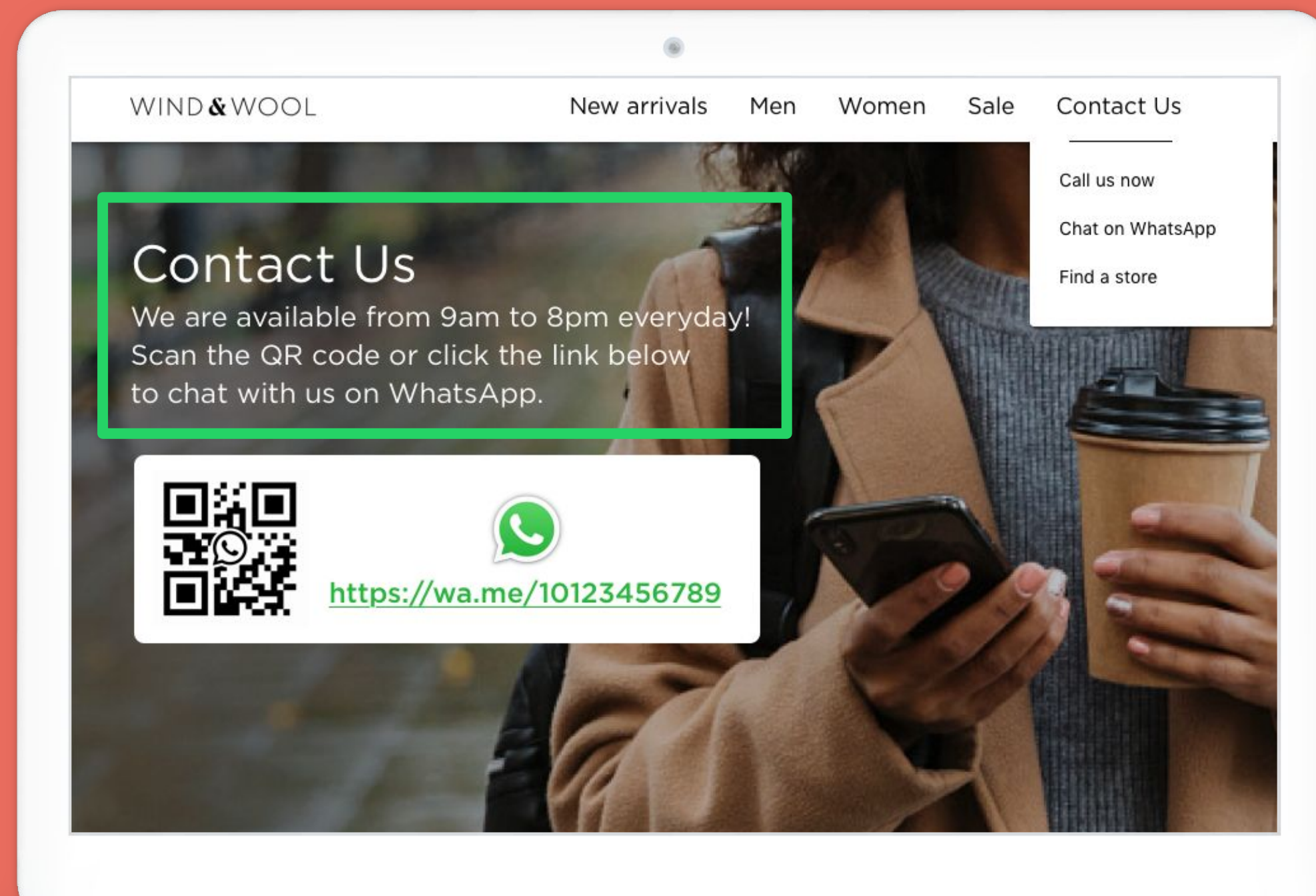
Observations (continued)

Providing information upfront on what users can expect from a business' WhatsApp channel is key to drive user behavior, such as getting in touch through WhatsApp instead of calling.

Add screenshots of the WhatsApp experience so users know what to expect.

List use cases that can be resolved in WhatsApp so users are incentivized to try it out.

Optimize metadata content to rank high for WhatsApp customer service within search engines.



Organic entry points

Website home page

Discovery placement

Website home page

Content format

WhatsApp number, text link, deep link, and/or QR code

Observations

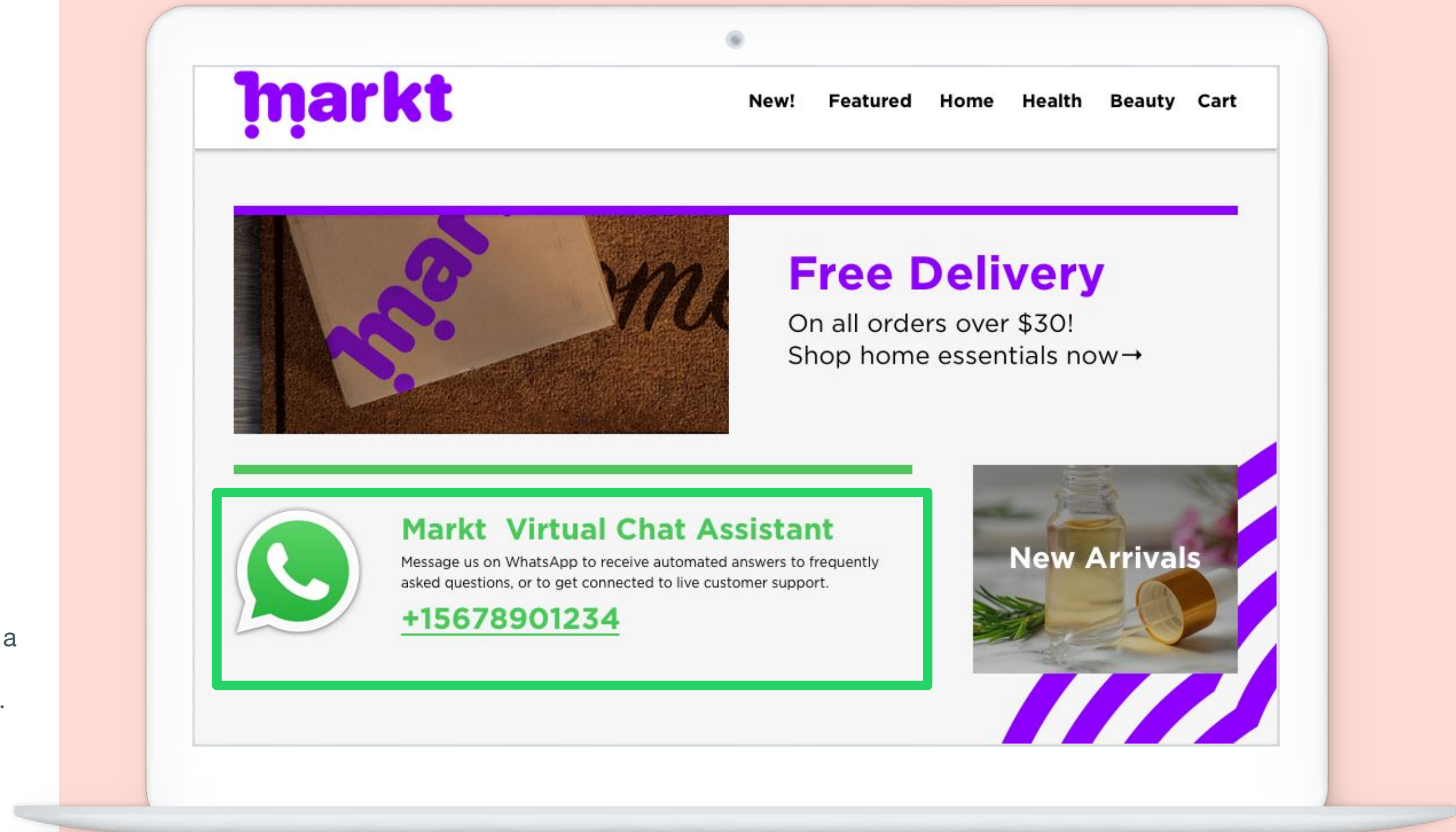
Placing a link to WhatsApp on your home page is ideal if you want customers to actively get in touch—to learn more about your products, for example.

Providing information upfront on what users can expect from a business' WhatsApp channel is key to drive user behavior, such as getting in touch through WhatsApp instead of calling.

Add screenshots of the WhatsApp experience so users know what to expect.

List use cases that can be resolved in WhatsApp so users are incentivized to try it out.

Optimize metadata content to rank high for WhatsApp customer service within search engines.





Organic entry points

Website header, footer, or floating element

Discovery placement

Website header, footer, or floating element

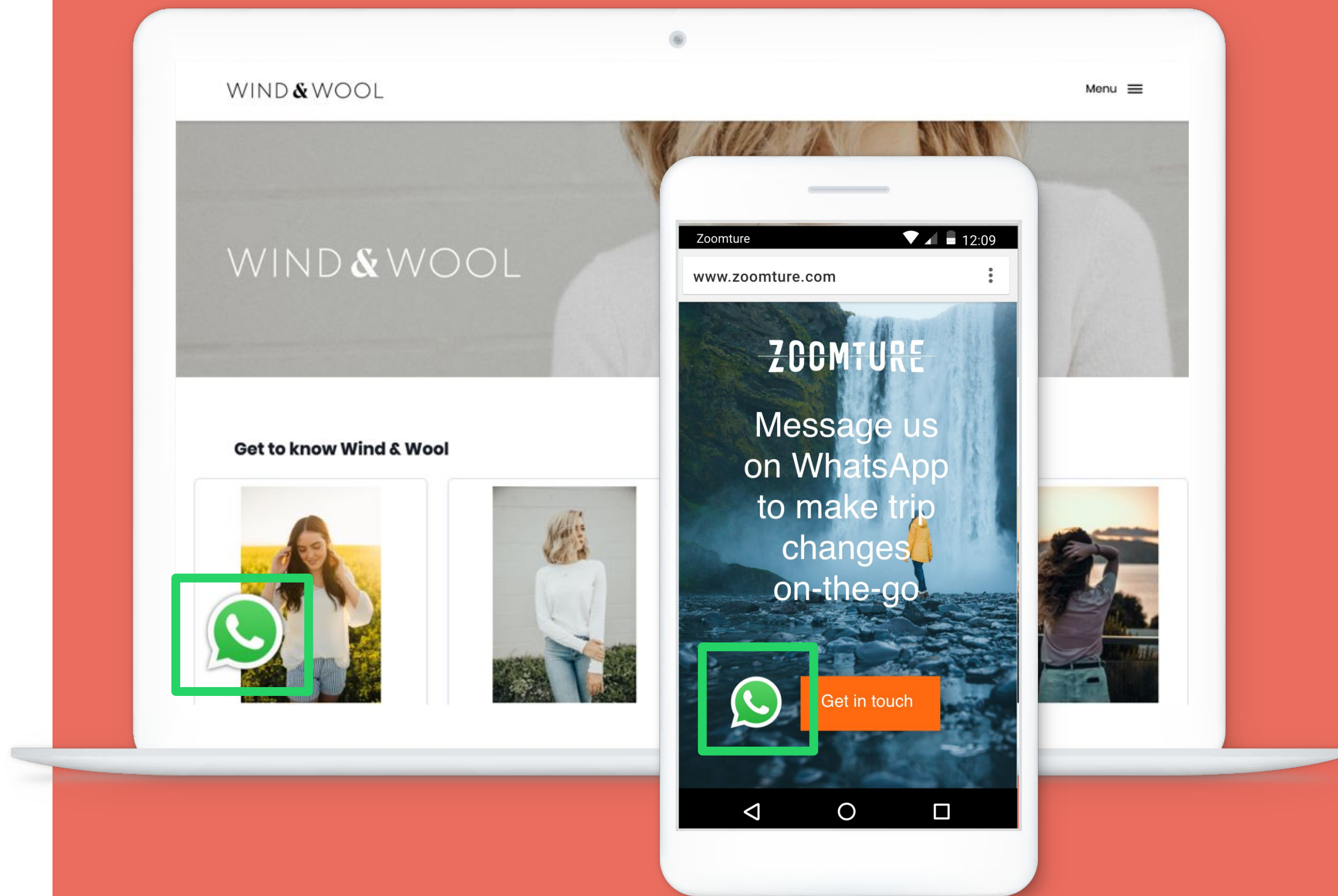
Content format

WhatsApp logo

Observations

Placing a floating WhatsApp icon makes it always available to visitors should they have a question or request.

Since customers will lack context as to what do expect when arriving in WhatsApp, it is important greet them with a strong automated, immediate response.



Organic entry points

Conversation starter button

Discovery placement

Company website

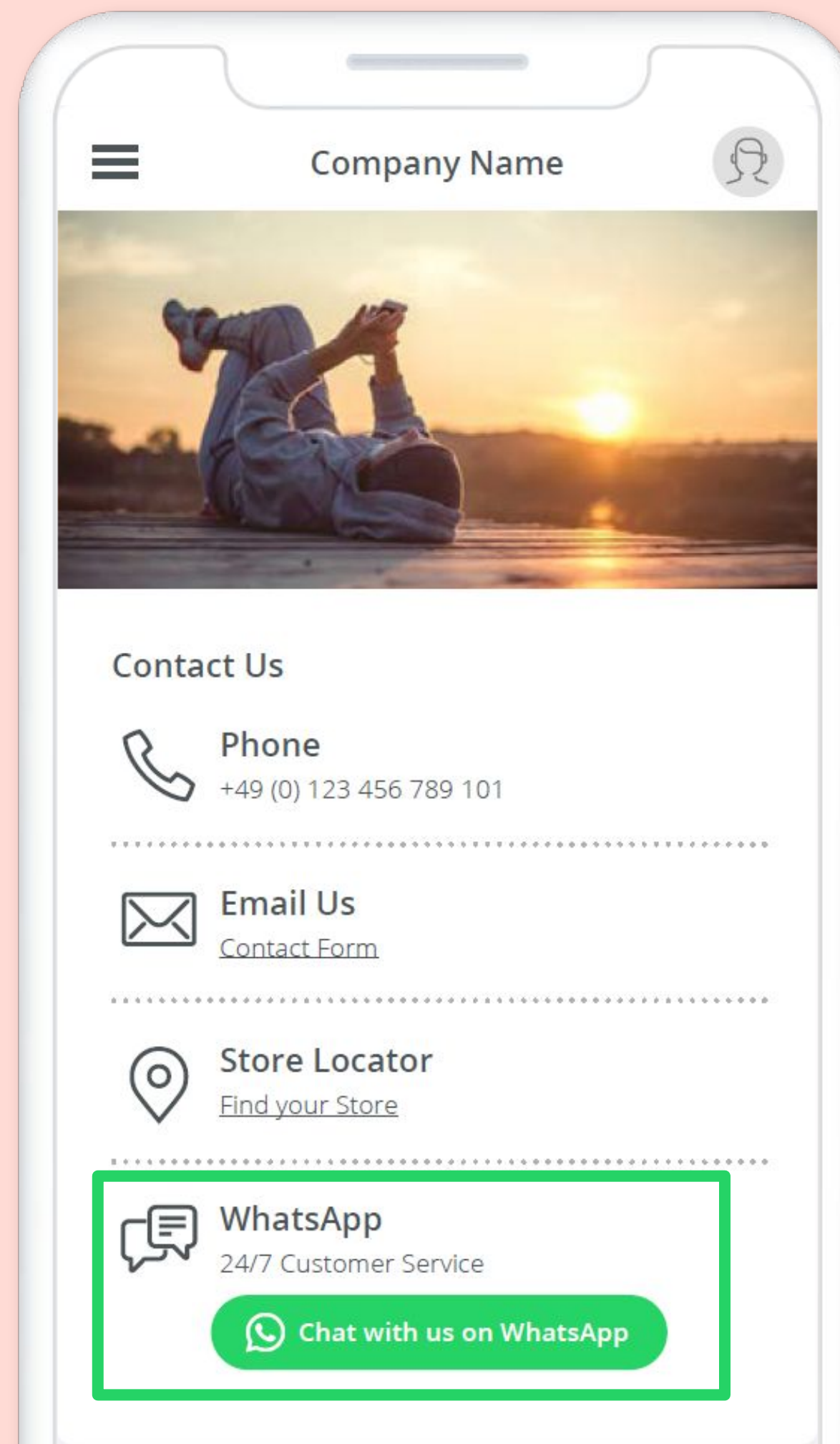
Content format

Conversation-starter button containing a <https://wa.me./<number>> link, where <number> is the full phone number in international format

Observations

After creating your own link, you can design it as a button using CSS.

Review your monthly traffic to choose the best placements.





Organic entry points
Telephony



Organic entry points

IVR deflection

Discovery placement

Interactive voice response pathway

Content format

IVR menu option

Observations

Use during peak hours with highest wait times.

Add a “move conversation to WhatsApp” option to your IVR menu.

Requires Contacts API to determine if the customer phone number is an active WhatsApp number.

“For returns, press 1.

For purchases, press 2.

For messaging with us
on WhatsApp, press 3.”





Organic entry points

Missed call

Discovery placement

Missed call response system

Content format

Return call automated message

Observations

Best limited to markets where missed call automation is popular, such as India.

“Hello, This is the official X-Business WhatsApp account. We noticed that you called us but did not get to talk to us. We can also help you here. Type yes if you’d like to proceed.”



Paid entry points

Facebook ads that click to WhatsApp

Discovery placement

Ad that clicks to WhatsApp on Facebook

Content format

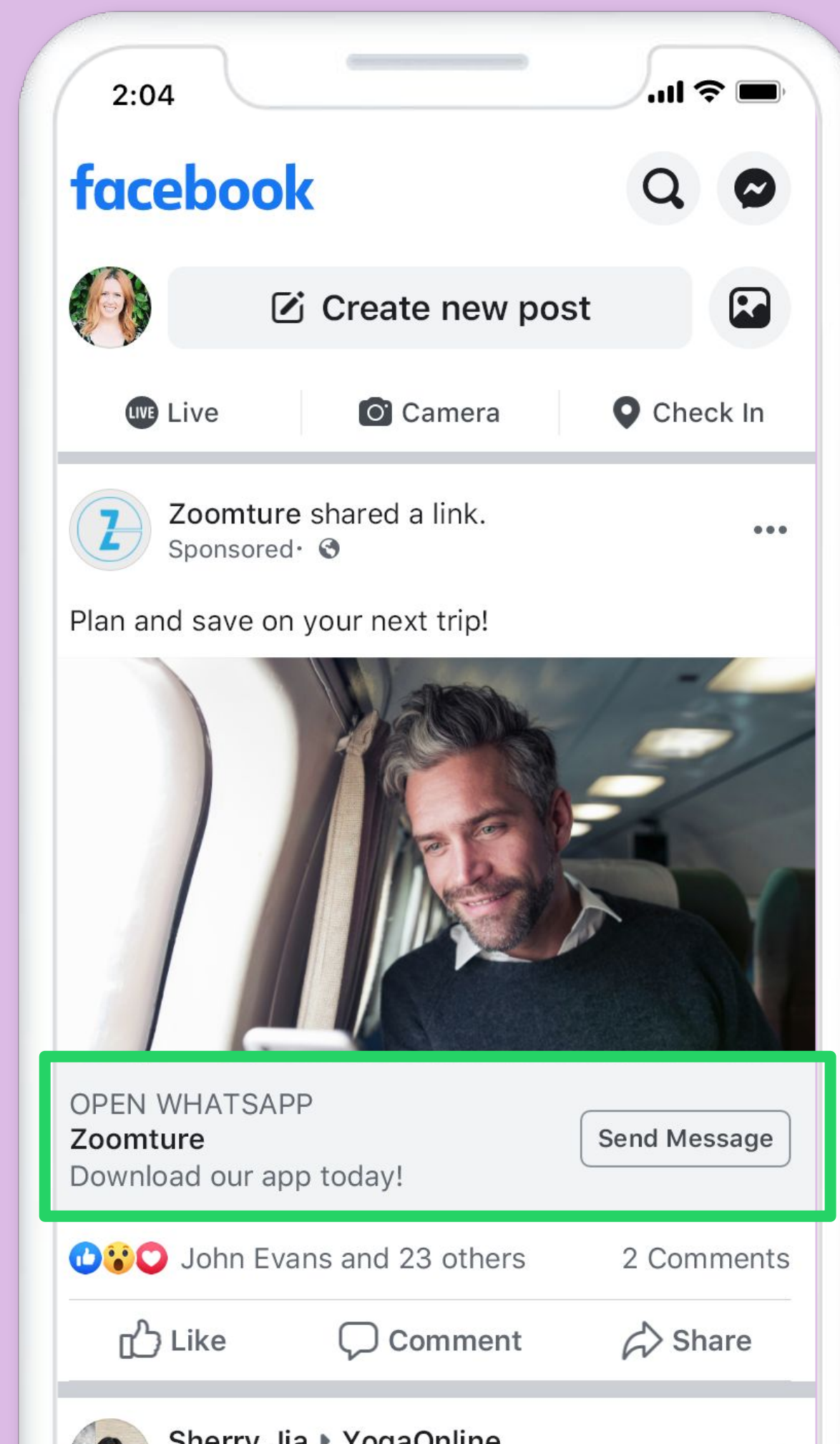
Image and text

Observations

Drives leads: To reach users outside of a business' own/organic properties. To reach new leads and potential new customers. Strong targeting available.

One tap/click: "Send Message" button will open WhatsApp conversation.

Leverage messaging: Experience in WhatsApp needs to offer benefits of messaging—there needs to be a reason to take users out of Facebook and into messaging. Example: Bot that will ask customer questions, to then make a personalized product recommendation.



Paid entry points

Instagram ads that click to WhatsApp

Discovery placement

Ad that clicks to WhatsApp on Instagram

Content format

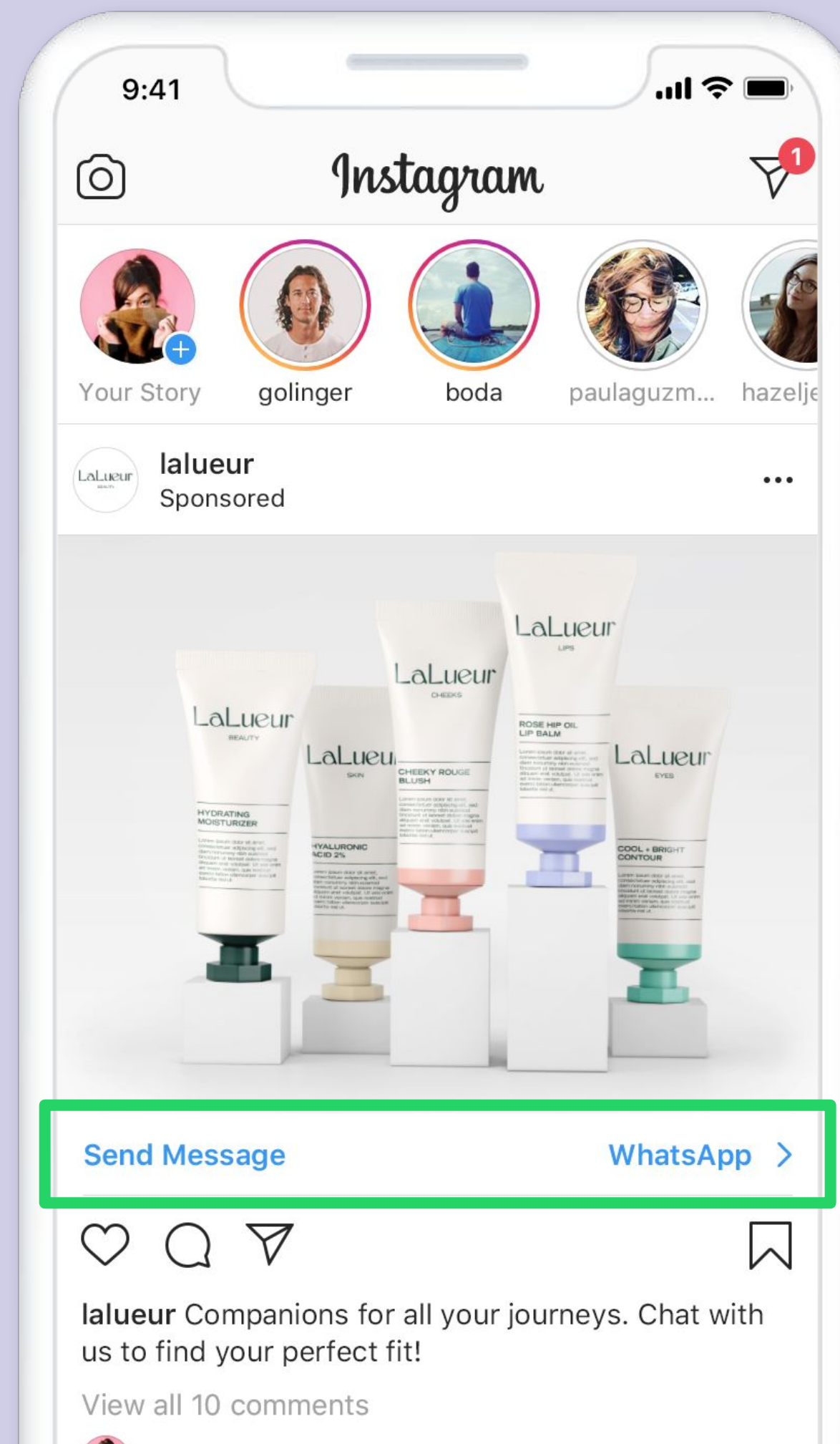
Image and text

Observations

Drives leads: To reach users outside of a business' own/organic properties. To reach new leads and potential new customers. Strong targeting possible.

One tap/click: "Send Message" button (also called call-to-action/CTA button) will open WhatsApp conversation.

Leverage messaging: Experience in WhatsApp needs to offer benefits of messaging—there needs to be a reason to take users away from Instagram and into messaging. Example: Bot that will ask customer questions, to then make a personalized product recommendation.



Paid entry points

Influencer social media post

Discovery placement

Influencer social media post

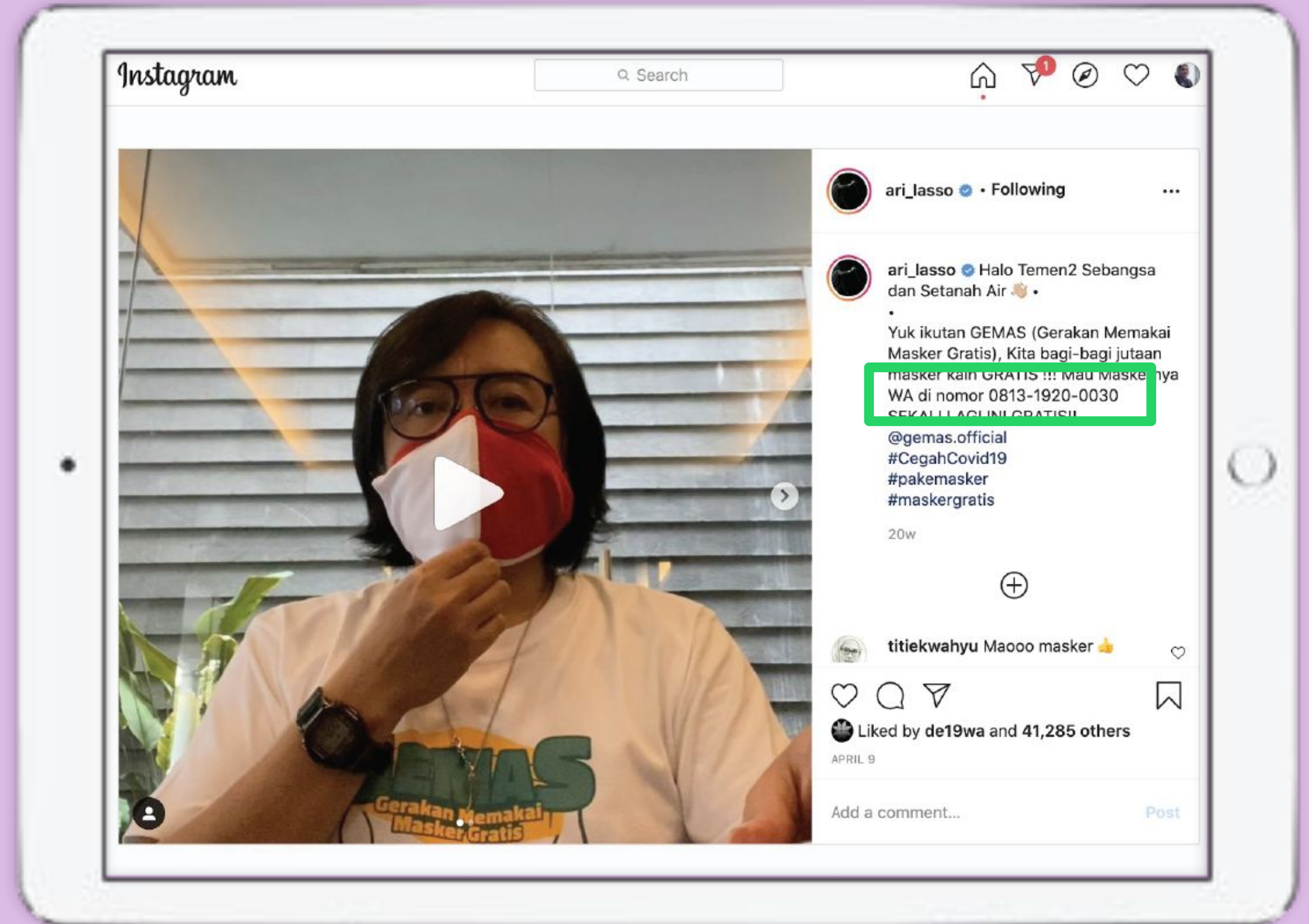
Content format

Text and video vlog

Observations

Engaging and mass reach to influencer or celebrity followers

Less sticky: Social media posts have relatively short, in-news feed visibility and are quickly pushed down by newer posts.





Paid entry points

Product packaging

Discovery placement

QR code printed on product packaging

Content format

Text/QR code

Observations

Easy offline access: Users scan the QR to connect without entering the number into their device.

Might be new to some users: Include the number alongside the QR code.

Use cases ideas: To collect feedback on product, to share further information about benefits or usage of product, to reorder product.



Jasper's
MARKET

Got questions?
Chat with us on
WhatsApp!



Nutrition Facts
1 serving per container
serving size 16 fl oz (473mL)
Amount Per Serving
Calories

		% Daily Value*
Total Fat 10g		300
Saturated Fat 1.5g		13%
Trans Fat 0g		0%
Cholesterol 0mg		0%
Sodium 100mg		7%
Total Carbohydrate 30g		6%
Dietary Fiber 0g		0%
Total Sugars 25g		50%
Includes 0g Added Sugars		0%
Protein 5g		10%
Vitamin D 2.5mcg		50%
Calcium 400mg		80%
Iron 2.7mg		5%
Potassium 600mg		12%
Vitamin A 1.0mcg		20%
Vitamin C 70mg		140%
Vitamin E 10.0mcg		200%
Vitamin K 5.0mcg		100%
Vitamin B6 0.4mg		80%
Vitamin B12 3.0mcg		60%

INGREDIENTS: HOUSE CASHEW MILK*, STRAWBERRIES*, RHAMANA*, CASHEW BUTTER*, DATES*, DRAGON FRUIT*, ORGANIC
CONTAINS CASHEW



Paid entry points

Out-of-home (OOH) advertising

Discovery placement

QR code and/or number placed on billboards, subway signs, and other OOH locations

Content format

Text/QR code

Observations

Massive reach and exposure.

A traditionally non-active entry point (billboard) becomes an active entry point.





Paid entry points

Search engine ads

Discovery placement

Search engine results page (Google, Bing, etc.)

Content format

Text ads

Observations

Run paid text ad campaigns on Google to drive awareness of WhatsApp as a new support channel or a way to receive information about new products.

<https://socorrense.com.br> › whatsapp ▼

WhatsApp | Socorrense Volkswagen

Números de **WhatsApp** da Socorrense **Volkswagen**.

<https://www.uber.com> › whatsapp ▼

WhatsApp | Uber

Chat with **us on WhatsApp**. Drivers can now receive onboarding support via a verified Uber **WhatsApp** account in select countries. To start chatting, opt-in by...

<https://www.lg.com> › support › contact › whatsapp ▼

WhatsApp - LG

WhatsApp. Chat & Share media file for easy communication. LG customer support is just a chat away. **WhatsApp** Logo. **WhatsApp** Click Here To Chat With Us.

www.superama.com.mx › comprar-desde-whatsapp ▼

Realiza tus compras por whatsapp solo en Superama

Superama te consiente con su servicio de compra por **whatsapp**, elije la forma de entrega disfruta del servicio de **Superama** a domicilio.



Paid entry points

Unstructured supplementary service data (USSD)

Discovery placement

USSD menu

Content format

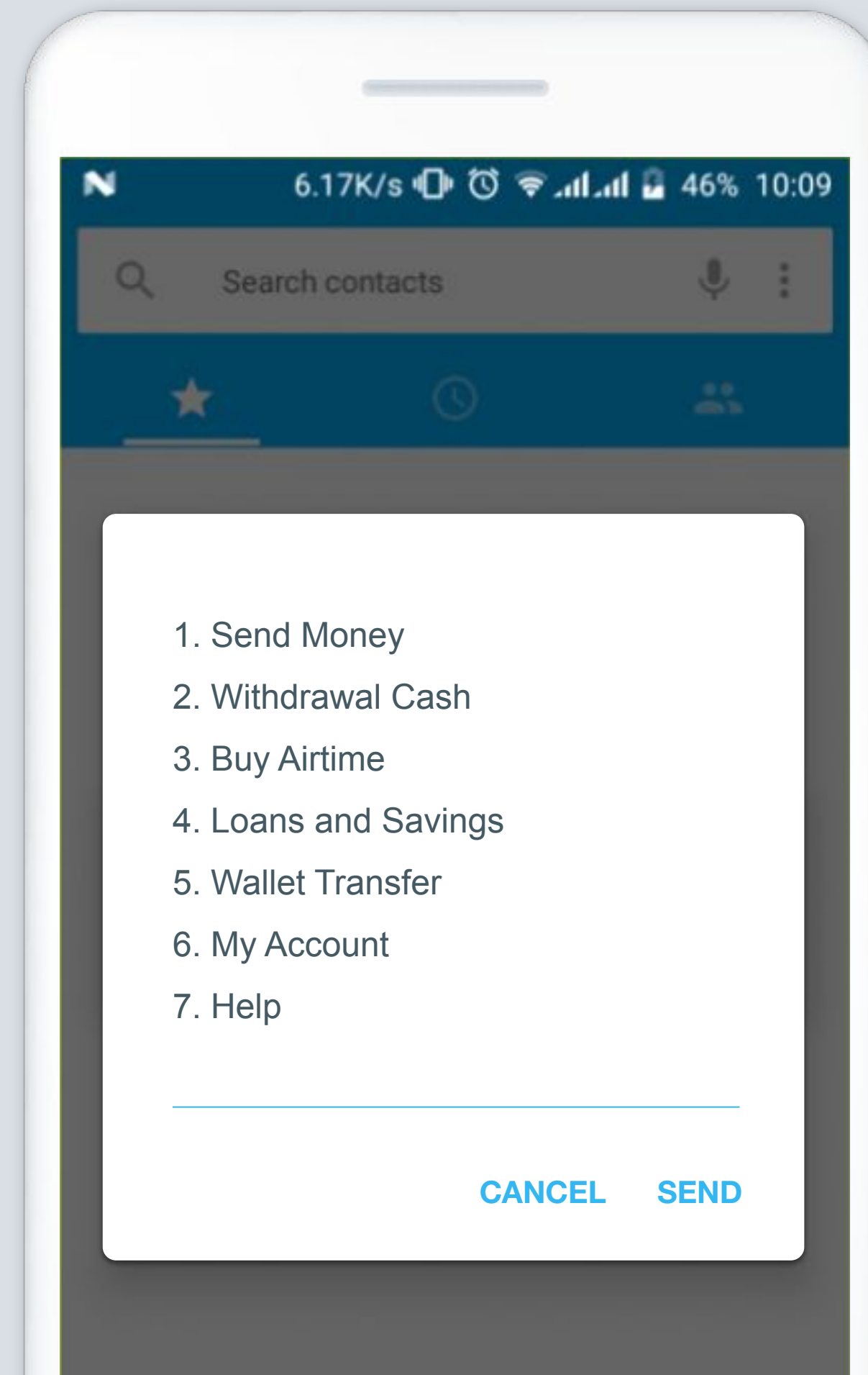
USSD menu option, e.g. “Chat with us on WhatsApp”

Observations

USSD is currently #2 of all customer service volumes.

Increase awareness for USSD users.

Move volume from USSD to WhatsApp.



Other entry points

PR/media news article

Discovery placement

PR/Media news article mention

Content format

Text and image article

Observations

Provides an opportunity to offer comprehensive information about WhatsApp number and chatbot feature in addition to the company's top executive management quotes.

Add a unique link that will directly open a WhatsApp conversation.

Including screenshots of the WhatsApp experience will let readers see what to expect when engaging with the business.

