



## Batch: B1

**Roll No.: 16010421119**

**Experiment No.:3**

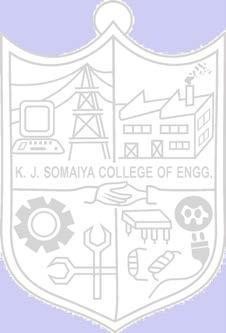
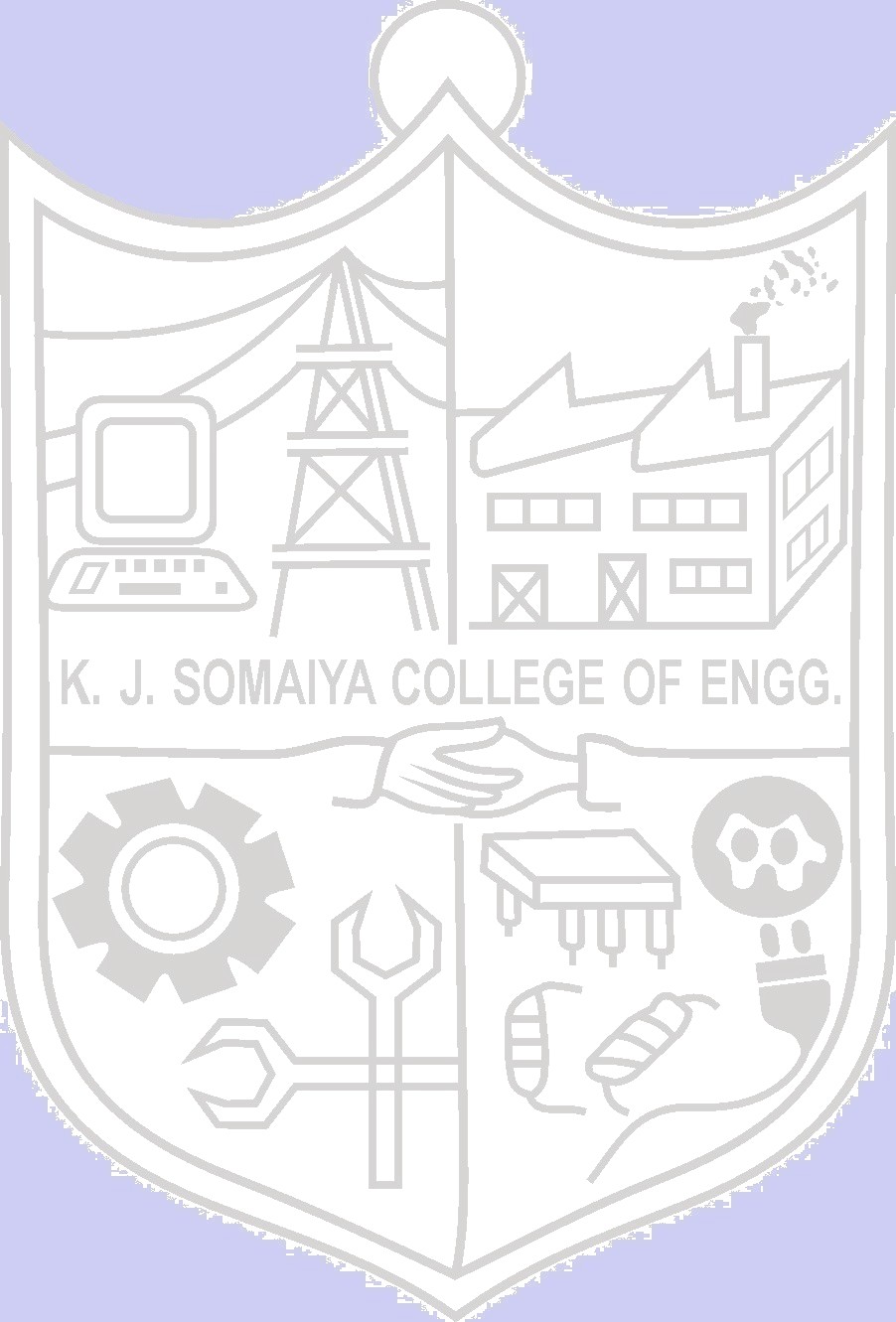
## Aim: Case study on marketing through Whatsapp

**--------------------------------------------------------------------------------------------**

**Resources needed:** Internet and MS-office

## Theory:

Marketing through WhatsApp involves using the messaging platform to promote products or services, engage with customers, and build brand awareness. It leverages WhatsApp's features to send personalized messages, multimedia content, and automated responses, creating direct and interactive communication channels with customers.



## Advantages of WhatsApp Marketing :

1. Wide Reach :

- WhatsApp has over 2 billion users worldwide, offering a vast audience for marketers.

1. High Engagement :
   * Messages on WhatsApp typically have high open and response rates compared to email or SMS.
2. Personalized Communication:

- Direct messaging allows for personalized interactions, enhancing customer relationships.

1. Multimedia Support:

- Send images, videos, voice notes, and documents to create engaging and rich content.

1. Real-time Interaction:

- Instant messaging enables real-time customer support and quick responses to queries.

1. Cost-Effective:
   * WhatsApp marketing is generally low-cost, especially compared to traditional advertising channels.
2. Group and Broadcast Features:
   * Use groups for community building and broadcasts for sending messages to multiple recipients without revealing contacts.

## Disadvantages of WhatsApp Marketing

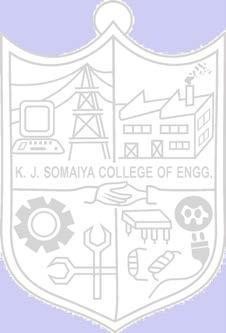
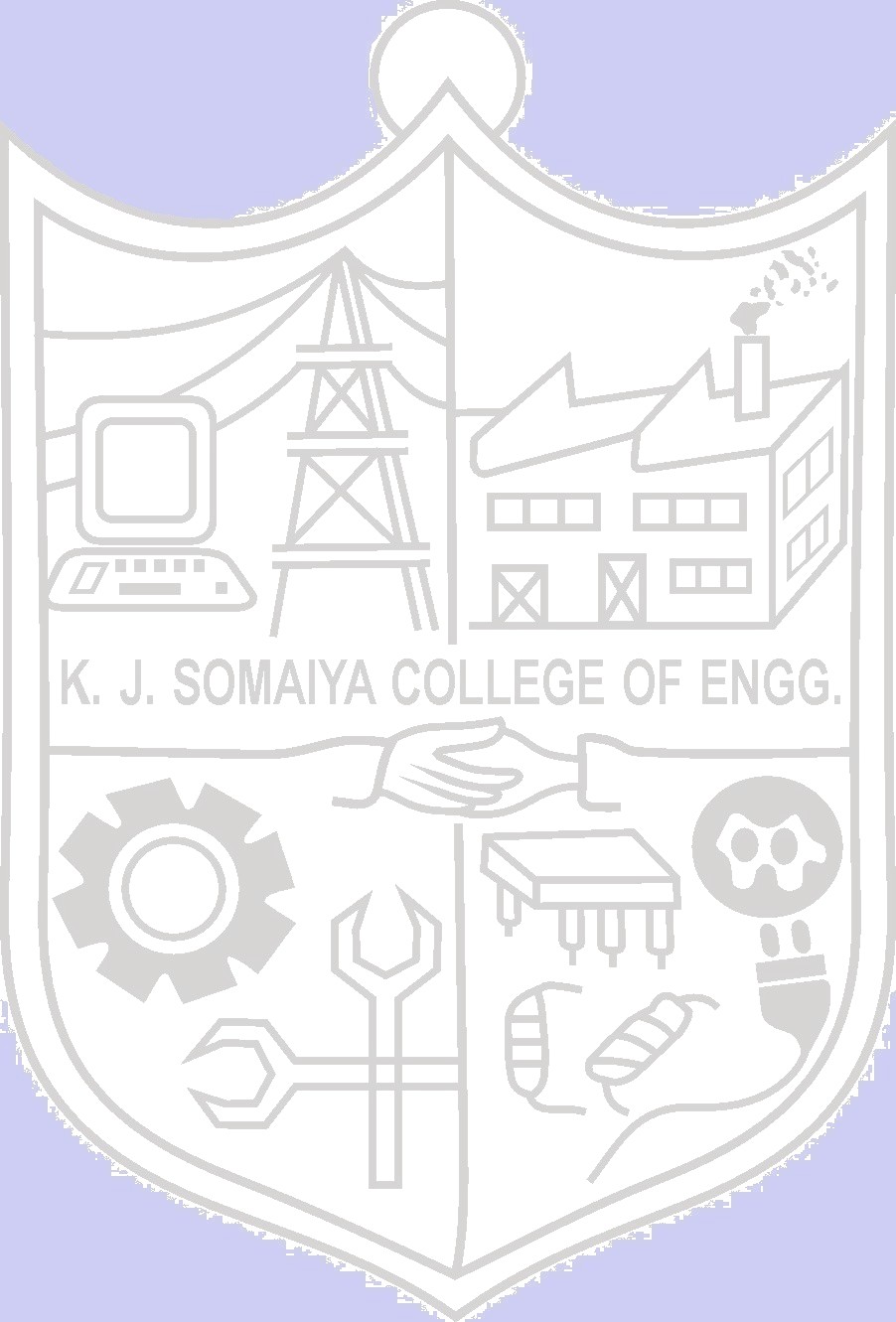
1. Privacy Concerns:

- Users may be wary of sharing their phone numbers and receiving unsolicited messages.

1. Potential for Spam:
   * Overuse or irrelevant messaging can lead to being marked as spam, damaging your brand reputation.
2. Limited Analytics:

- WhatsApp offers fewer analytics and insights compared to other marketing platforms.

1. Regulatory Compliance:
   * Marketers must ensure compliance with data protection regulations, like GDPR, which can be complex.
2. Manual Effort for Small Businesses:
   * Without the WhatsApp Business API, managing large-scale messaging can be labor-intensive.



## Steps for Effective WhatsApp Marketing

1. Set Up WhatsApp Business Account:

- Create a WhatsApp Business profile with complete business details, including contact information and a description.

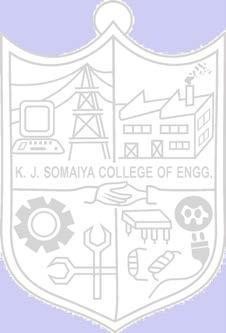
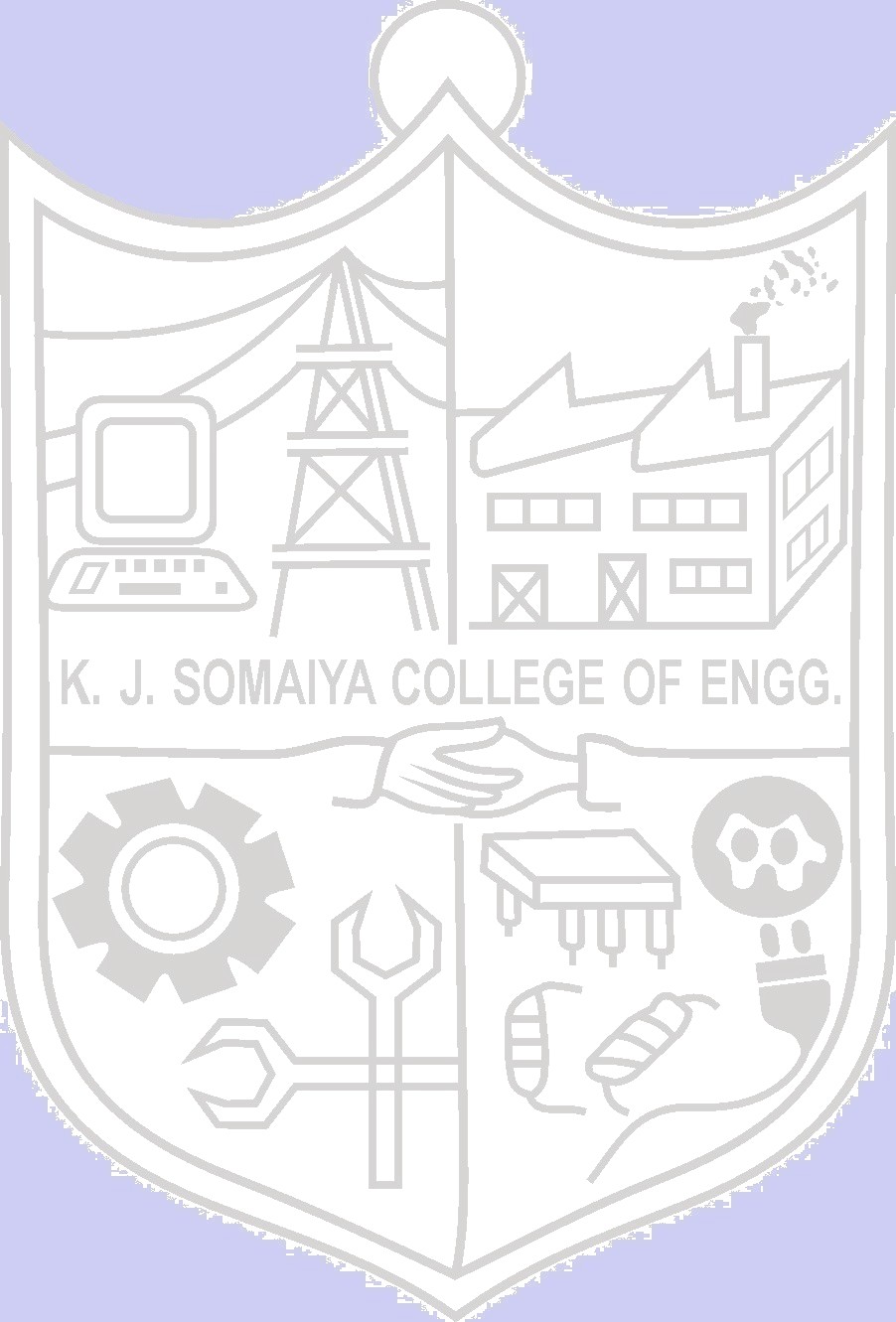
1. Build a Contact List:
   * Collect phone numbers through opt-in forms on your website, social media, and in-store sign-ups. Ensure explicit consent for messaging.
2. Segment Your Audience :
   * Divide your contacts into segments based on demographics, interests, and purchase history for targeted messaging.
3. Craft Engaging Content:
   * Create personalized messages, promotional content, and updates. Use multimedia like images, videos, and voice notes to enhance engagement.
4. Use Broadcast Lists and Groups:
   * Utilize broadcast lists to send messages to multiple contacts without them seeing each other.

Create groups for interactive discussions and community building.

1. Leverage WhatsApp Status:
   * Post updates, promotions, and engaging content on your WhatsApp Status, visible to all your contacts.
2. Automate Responses :
   * Set up automated replies for common queries and during off-hours using the WhatsApp Business API or built-in tools.
3. Engage and Interact:
   * Respond promptly to customer inquiries and feedback, fostering a two-way communication channel.
4. Monitor and Analyze Performance:
   * Track metrics like open rates, response rates, and conversions to evaluate the effectiveness of your campaigns. Adjust your strategy based on insights.
5. Ensure Compliance:
   * Follow data protection regulations and best practices to maintain user trust and avoid legal issues.

## Procedure:

Consider any two companies/campaigns from any two different areas and prepare a case study explaining how they have use WhatsApp Marketing successfully.



**Results:**

# Case Study: Airtel Xstream – Boosting Platform Adoption with WhatsApp Marketing

## Objective:

Airtel Xstream aimed to drive higher adoption rates of its content streaming platform by leveraging a communication channel that was already widely used by its customer base. The objective was to increase awareness of the platform's offerings and encourage users to engage with Airtel Xstream’s content more frequently, ultimately leading to higher conversion rates.

## Solution:

Airtel Xstream chose WhatsApp as its primary engagement channel, capitalizing on the platform's widespread use and ease of access. The marketing strategy focused on keeping customers informed about new content and offers in a way that was both convenient and engaging.

## Key aspects of the solution included:

* Regular Content Updates: Customers were regularly notified about new programs, shows,

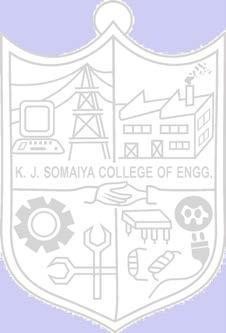
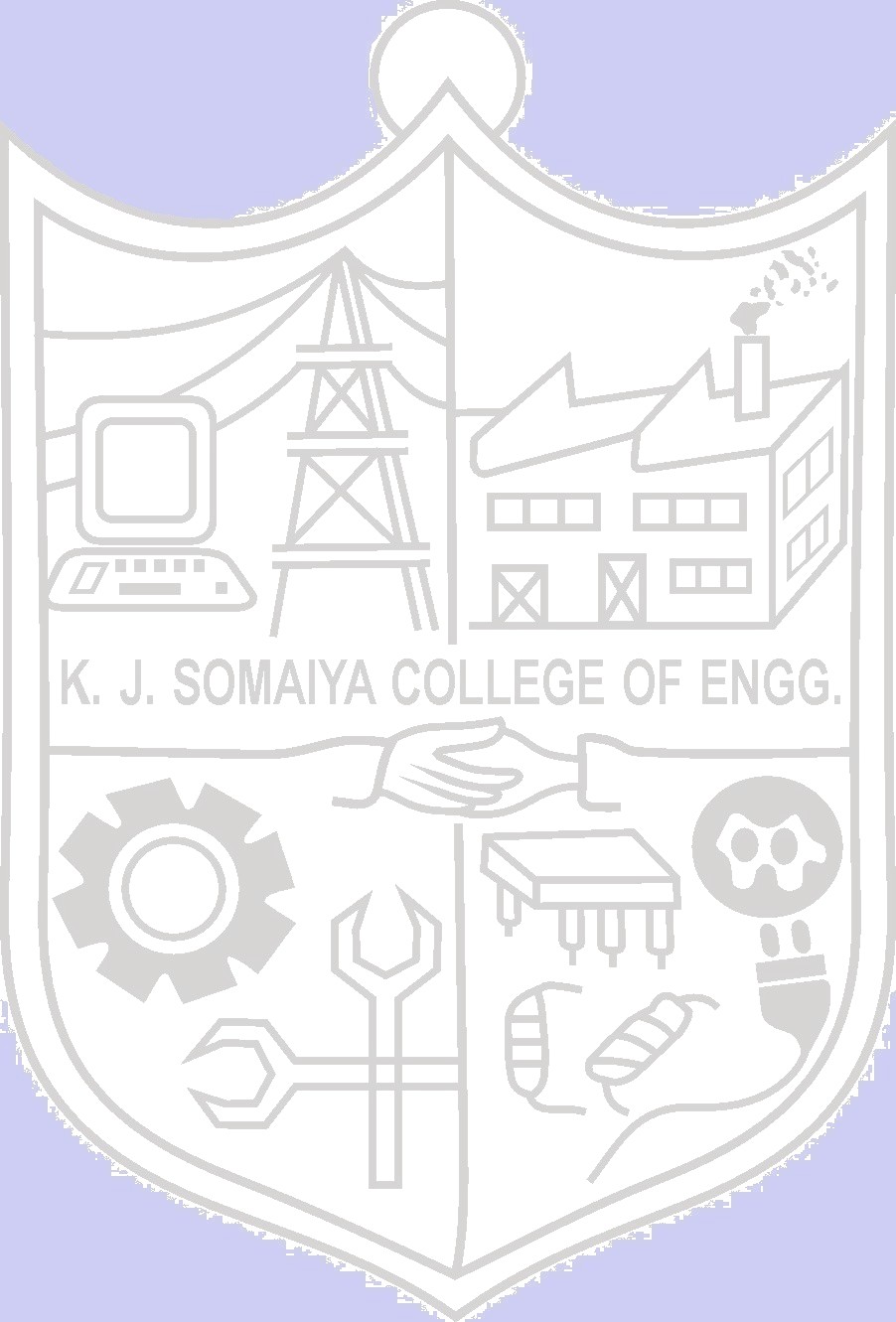
and exclusive content available on Airtel Xstream through WhatsApp messages. This kept the platform top-of-mind and encouraged users to explore the offerings more frequently.

* Promotional Messaging Linked to Transactions: Every time a customer recharged their Airtel account, they received targeted promotional messages via WhatsApp, highlighting

potential opportunities on Airtel Xstream that they could enjoy. This approach ensured that users were consistently reminded of the value of the platform.

* Call-to-Action Integration: The WhatsApp messages included a clear call-to-action (CTA) that directed customers to the Airtel Xstream platform. This seamless integration, facilitated by MoEngage, made it easy for users to transition from receiving a promotional message to exploring content on the platform.
* Enhanced Lead Generation: Beyond engagement, WhatsApp also served as a powerful

lead-generation tool. The combination of timely information and direct access to the platform encouraged customers to take immediate action, leading to higher conversion rates.



## Execution:

Airtel Xstream implemented this strategy by setting up automated WhatsApp campaigns that were triggered by specific customer actions, such as account recharges. These campaigns

were designed to be non-intrusive yet highly engaging, providing users with relevant content updates and personalized recommendations.

The integration with MoEngage allowed Airtel Xstream to track customer interactions with the messages, optimizing the timing and content of future communications. This data-driven approach ensured that the messages were not only reaching the right audience but also resonating with them.

## Results:

The WhatsApp marketing strategy delivered remarkable results for Airtel Xstream, significantly boosting user engagement and conversion rates:

* High Message Delivery Rate: The campaign achieved a 90%+ delivery rate, ensuring that the majority of Airtel Xstream's target audience received the promotional messages.
* Substantial Increase in Conversions: The strategy led to a 29.67% conversion rate, indicating that nearly one-third of the users who received the WhatsApp messages took action, whether it was exploring the platform or subscribing to new content.
* Dramatic Engagement Boost: Airtel Xstream saw up to a 40x increase in engagement

compared to traditional push notifications, and up to a 4x increase when compared to in-app

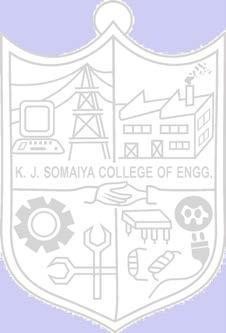
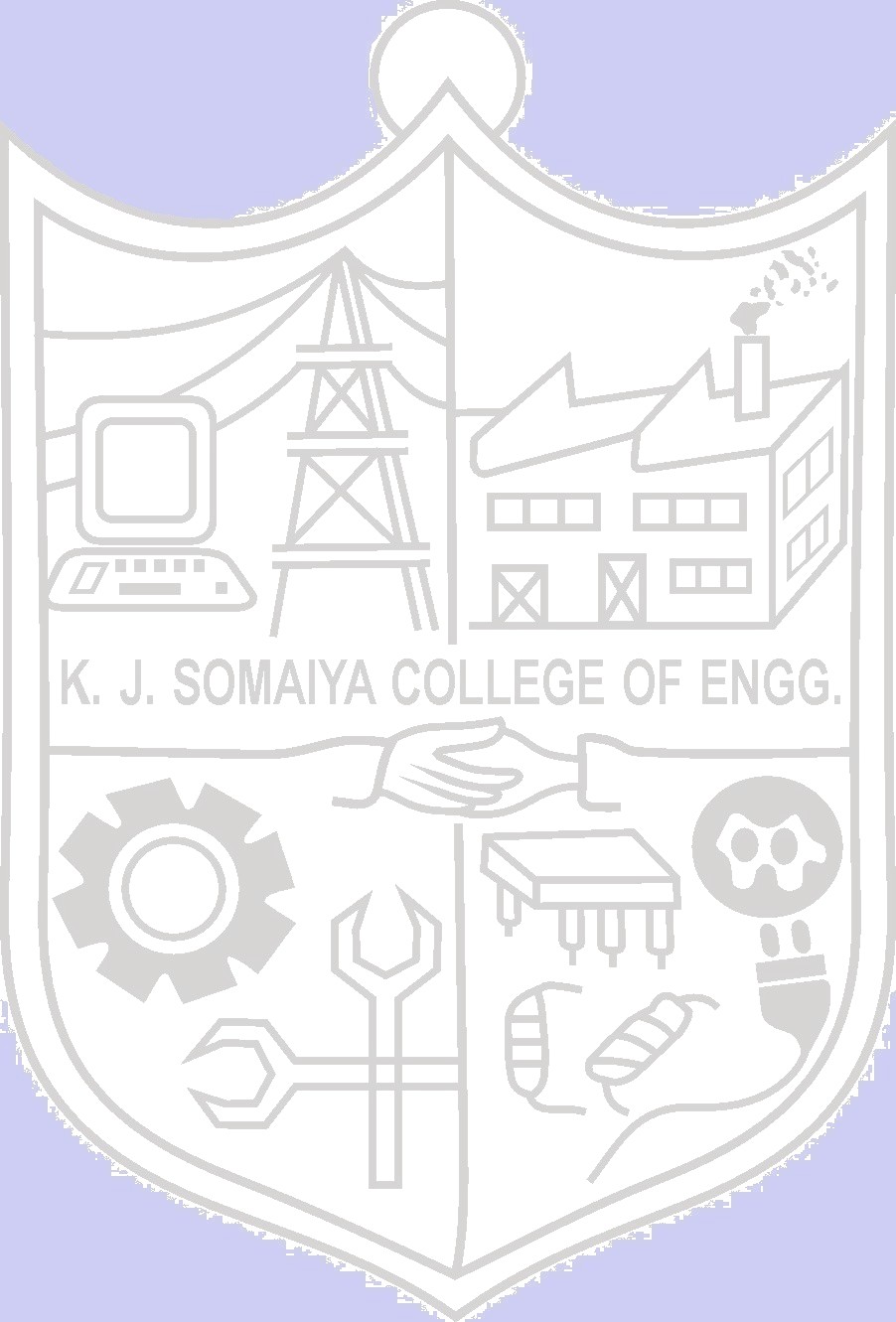
messages. This highlights the effectiveness of WhatsApp as an immersive and interactive engagement tool.

## Conclusion:

Airtel Xstream's use of WhatsApp for marketing illustrates the platform's potential to drive significant business outcomes. By delivering timely, relevant, and easily accessible content through a channel that customers are already familiar with, Airtel Xstream successfully increased platform adoption and user engagement. The campaign's success underscores the importance of choosing the right communication channel to meet specific marketing

objectives, particularly in a digital-first world where customer attention is highly competitive.

# Case Study: Omay Foods – Achieving 5X Sales Growth Through WhatsApp Marketing



## Objective:

Omay Foods, a popular snacking brand, sought to enhance its business-to-business (B2B)

customer conversion rates by improving the overall customer experience. The brand aimed to streamline communication and make the ordering process more efficient and user-friendly.

The ultimate goal was to drive repeat business and increase sales across its retail channels.

## Solution:

Omay Foods turned to the WhatsApp Business app as a key tool in their marketing strategy, recognizing its potential to provide a more direct and interactive customer experience

compared to traditional methods like email.

## Key components of the solution included:

* Guiding New Customers: Omay Foods used WhatsApp to assist new customers through the ordering process. By offering real-time guidance, the brand ensured that potential buyers had a smooth and hassle-free experience, reducing the likelihood of cart abandonment or

confusion during transactions.

* Convenient Shopping and Communication: WhatsApp provided customers with a quick and easy way to shop and communicate directly with the business. Customers could place orders, ask questions, and receive responses in just a few clicks, enhancing the overall shopping

experience.

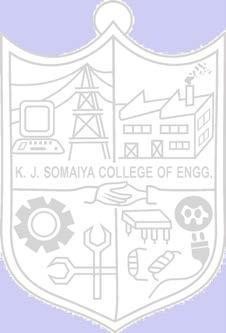
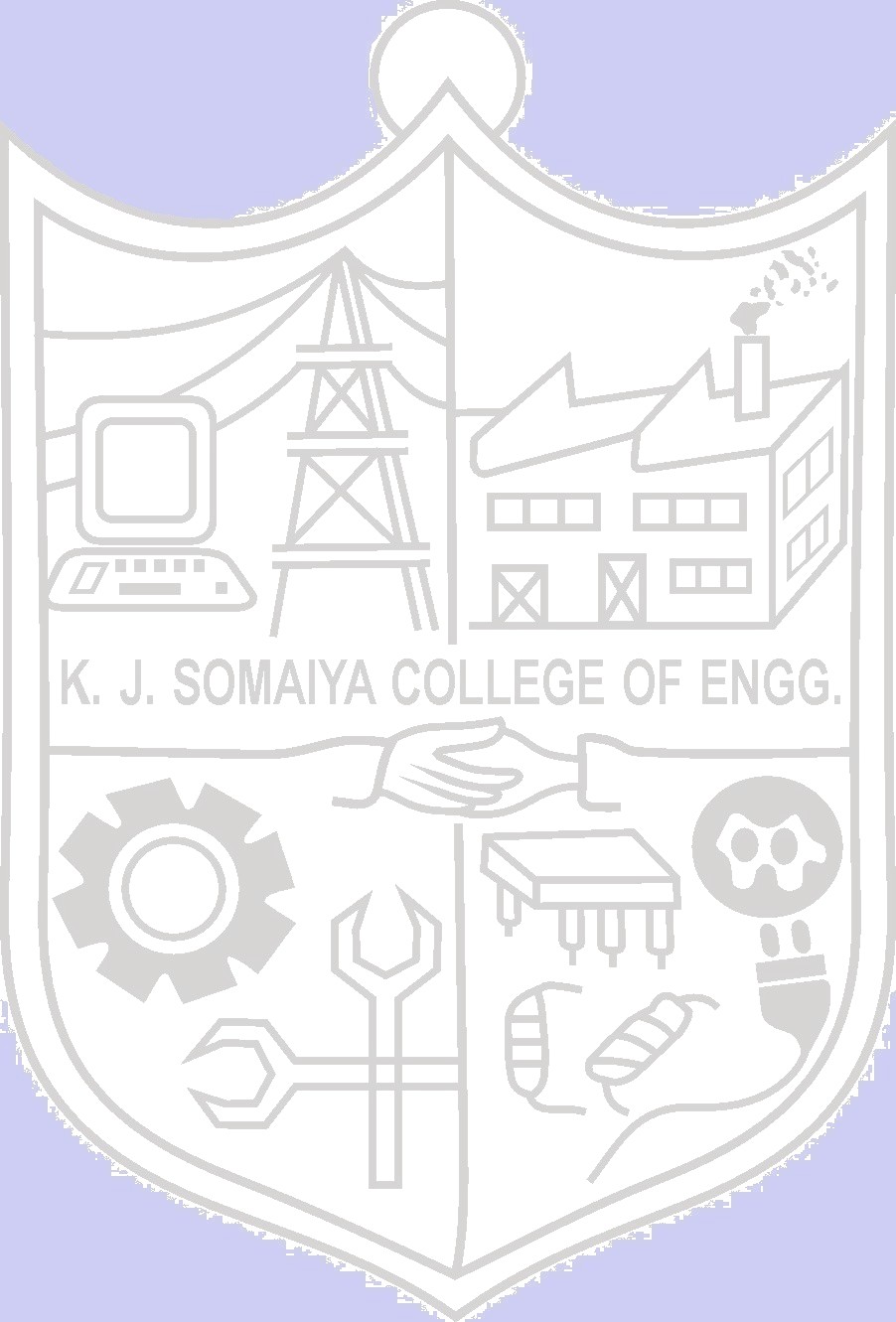
* Facilitating Inquiries and Conversations: The brand made it easy for potential customers to start conversations and ask questions via WhatsApp. This accessibility encouraged more interactions, helping to convert casual inquiries into actual sales.
* Building Credibility and Trust: Omay Foods leveraged customer-friendly features such as quick replies, catalogs, and a professional business profile on WhatsApp. These features helped the brand build credibility, making it easier for customers to trust the business and feel confident in their purchasing decisions.

## Execution:

Omay Foods implemented WhatsApp as a central part of its customer communication

strategy, replacing the slower and less interactive email channel. The WhatsApp Business app allowed the brand to automate responses to frequently asked questions, provide instant access to product catalogs, and offer personalized support throughout the customer journey.

The brand also utilized WhatsApp's catalog feature to showcase their range of products, making it easier for customers to browse and order directly from the chat interface. This seamless integration of product information and direct communication helped drive more sales and foster customer loyalty.



## Results:

The strategic use of WhatsApp Business led to significant growth in customer engagement and sales for Omay Foods:

* Dramatic Increase in Inquiries: Omay Foods experienced a 5X increase in customer inquiries via WhatsApp compared to the previous email contact channel. This shift highlighted the effectiveness of WhatsApp in encouraging more immediate and frequent customer interactions.
* Growth in Repeat Customers: The brand saw a 3X increase in repeat customers, demonstrating the impact of providing a convenient and reliable communication channel. The ease of reordering through WhatsApp made it more likely for customers to return for

additional purchases.

* Significant Sales Growth: The most notable outcome was a 5X increase in sales across

Omay Foods' retail channels. This surge in sales was directly linked to the enhanced customer experience and the streamlined ordering process facilitated by WhatsApp.

## Conclusion:

Omay Foods' use of WhatsApp Business exemplifies how a simple, customer-centric

approach can lead to substantial business growth. By focusing on improving the customer

experience through efficient communication and easy access to products, Omay Foods was

able to significantly increase both customer engagement and sales. This case study highlights the power of WhatsApp as a versatile tool for driving B2B conversions and fostering

long-term customer relationships in the digital marketplace.

## Outcomes:

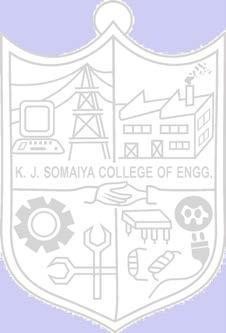
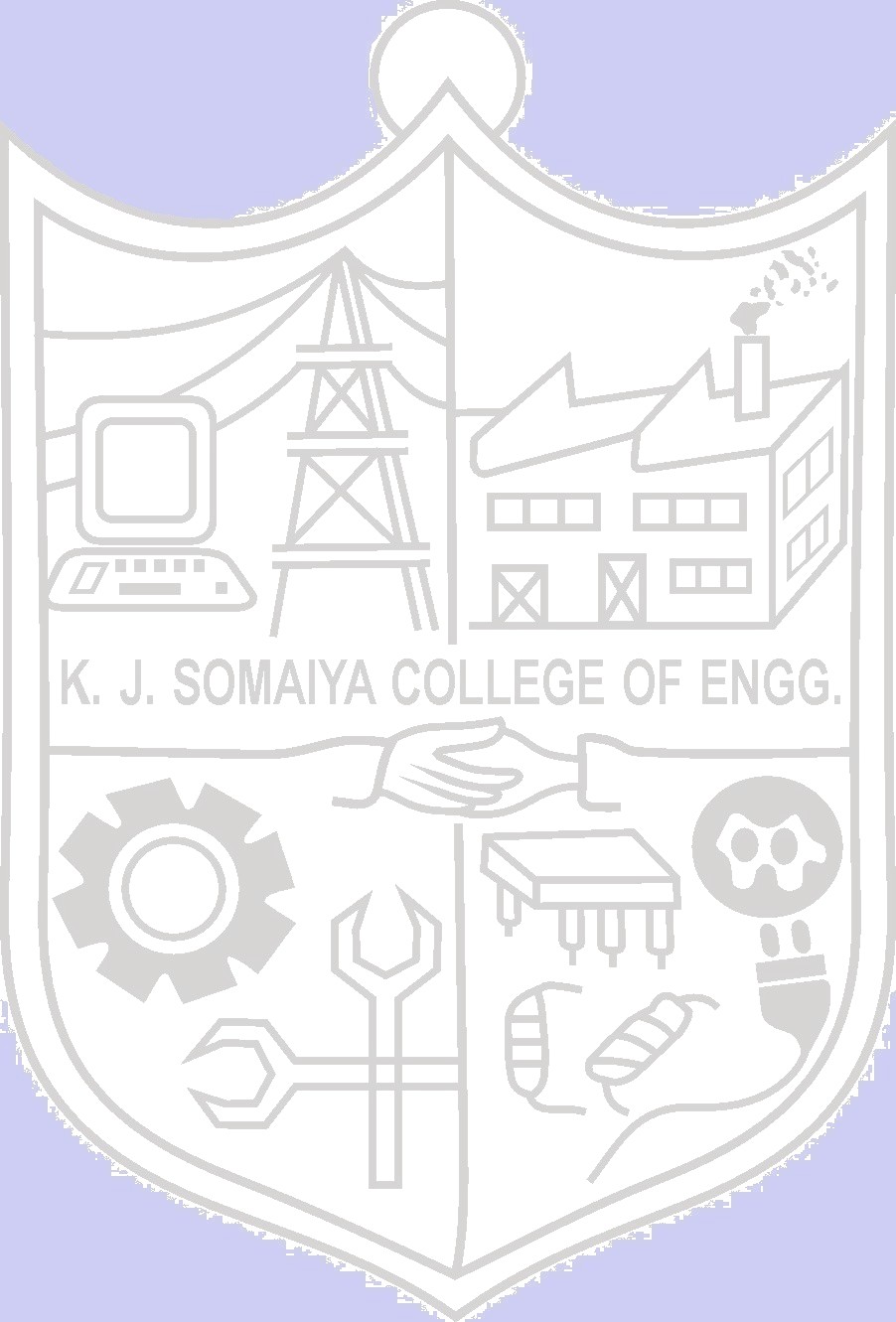
**CO4: Apply social media platforms for digital marketing**

## Conclusion: (Conclusion to be based on the objectives and outcomes achieved)

**Did Case study on marketing through Whatsapp**.

## Grade: AA / AB / BB / BC / CC / CD /DD

**Signature of faculty in-charge with date**



## References:

1. Eric Greenberg, Alexander Kates, “Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investments” McGraw Hill Education 1st edition, 16 August 2013.
2. Jan Zimmerman “Web Marketing For Dummies” Willy Publishing 3rd Edition, 2011.
3. Jan Zimmerman, Deborah Ng, “ Social Media Marketing All-in-One For Dummies” Willy Publishing 4th Edition, 2017.
4. Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin, “The Art of SEO”, 2nd Edition Mastering Search Engine Optimization O'Reilly Media 2nd Edition, 2012
5. John I Jerkovic, “SEO Warriors” O'Reilly Media 1st edition, 2009
6. https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/