

Haiti LAPERLEHT Paradise: WhatsApp Campaign Strategy Document

Introduction: Sharing the Heart of Haiti

Welcome to our heartfelt strategy for refocusing the world on Haiti's natural beauty. The hidden gems that make our island a true Caribbean paradise. This isn't about flashy ads; it's about genuine connections through WhatsApp, where conversations feel like chatting with family. We'll use a powerful combo of quizzes, surveys, and polls to engage potential visitors and the diaspora, collecting insights on what excites them, their memories, and who they'd share it with. These tools keep things fun and interactive, building a community that celebrates Haiti's soul. From there, we'll guide them to WhatsApp Channels for ongoing stories and eventually a simple website for planning their dream trip. Let's honor our beloved country by letting its beauty shine through every message.



2025 Blue Waterfalls (Bassin Bleu) adventures from Jacmel ...

The Combo Approach: Quizzes, Surveys, and Polls in Harmony

Why a combo? Because variety keeps folks coming back a quick poll for instant fun, a quiz for playful discovery, and a survey for deeper sharing. Together, they collect gold: data on excitement spots, past visits, inspiring visuals, and referrals. Send these via WhatsApp broadcasts, timed for evenings when dreams of travel brew.

1. Quizzes: Gamify the Adventure

Quizzes turn curiosity into excitement, like a treasure hunt through Haiti's wonders. They're quick, scored for fun, and perfect for revealing preferences while educating subtly. Use them to cover inspiration and referrals, folks love sharing scores with friends!

Sample "Haiti Hidden Gems" Quiz Setup:

- **Intro Message:** "Hello Fam, let's uncover your Haiti vibe! Reply 'QUIZ' to start, it's like a mini adventure from your phone."
- **Question 1 - Excitement & Inspiration:** "Which spot lights up your wanderlust? A) Cascading waterfalls, B) Pristine beaches, C) Majestic mountains."



Bassin Bleu - Jacmel

- **Question 2 - Last Visit:** "When was your last taste of Haitian paradise? A) Recently (where?), B) Ages ago, C) First time calling!"
- **Question 3 - Referrals:** "Which gem would you recommend first? A) Saut-Mathurine falls, B) Jacmel Beach, C) Citadelle views. To whom and why?"
- **Wrap-Up:** "You got a great SCORE! Join our channel for more gems like this. Waterfall whisperer!"

This quiz feels natural, like storytelling around a bonfire, and gathers data to tailor follow-ups.

2. Surveys: Dive Deep into Stories

Surveys are for those meaningful chats and sequential questions that let people pour out their dreams. They're great for collecting detailed info on past visits and visuals that inspire, building emotional ties to Haiti.

Sample "Haiti Dream Discovery" Survey Setup:

- **Starting Point:** "Share your heart with Haiti! This quick survey helps us craft your perfect escape. Reply 'START'."
- **Question 1 - Excitement:** "Where in Haiti are you most excited to explore? Beaches, waterfalls, mountains, or something else?"



Saut-Mathurine

Question 2 - Last Visit: "When was your last time in paradise, and where did the magic happen? Any favorite memory?"

- **Question 3 - Inspiring Visuals:** "What pics or videos are stirring your trip dreams? Rate this one and share yours!"
- **Question 4 - Referrals:** "What areas would you refer to loved ones? Why, and to whom?"
- **Wrap-Up:** "Thanks for opening up! Your story warms our hearts! Check our channel for personalized tips."

Surveys add that human depth, like listening to diaspora tales, and the data refines your strategy.

3. Polls: Quick Pulses of Passion

Polls are the easy icebreakers, one-tap wonders that spark group vibes. Use them for fast feedback on excitement and referrals, making everyone feel involved.

Sample "Haiti Vibes" Poll Setups:

- **Poll 1 - Excitement & Referrals:** "Which Haitian treasure excites you most or would you share? Options: Bassin Bleu, Jacmel Beach, Haitian Mountains, Citadelle Laferrière."



Exploring the Water Wonders of Southern Haiti 💧 ** The South of ...

- **Follow-Up:** "Love your pick! Reply why or when you'd visit."
- **Poll 2 - Inspiration & Last Visit:** "What's inspiring your Haiti dreams? A) Stunning visuals like this, B) Family stories, C) Adventure calls. Bonus: Last visit timing?"



2025 Jacmel Bassin Bleu (Haiti)

Polls keep it light and communal, like a neighborhood chat, turning responses into viral shares.

Flow to Channels and Website: Building the Community

Once engaged via the combo, invite them naturally: "Digging these quizzes? Join our 'Haiti LAPERLEHT Paradise' WhatsApp Channel for weekly stories, live chats with locals, and user photos!" Channels foster ongoing bonds! Share poll results, quiz winners, and survey-inspired itineraries. Then, nudge to the website: "Ready to plan? Visit haitilaperlehtparadise.com for custom maps from your answers, bookings, and a gallery of our community's Haiti love." This is the organic flow, guiding a friend on a path to discovery.

Metrics and Observations

Track engagement (responses, shares, joins) with WhatsApp tools! Aim for 50%+ interaction. Adjust based on what resonates, always with love for Haiti. This strategy communication is a celebration of our island's spirit.