WhatsApp for Business

Turismocity

WhatsApp

from **Meta**

WhatsApp for Business is for conversations that connect people and businesses to help them build trust and do more using Meta technologies.

WhatsApp
is for the next era of customer engagement

...and it starts now.

windandwool
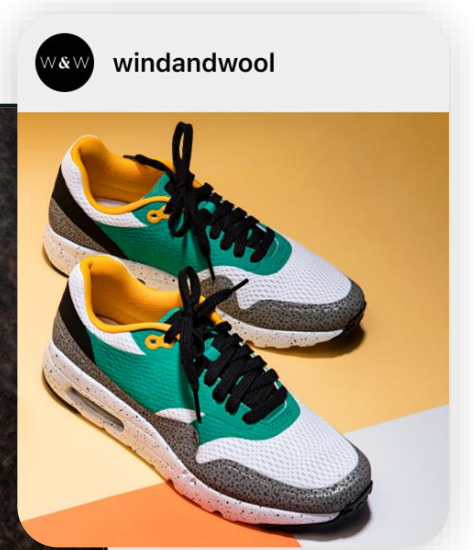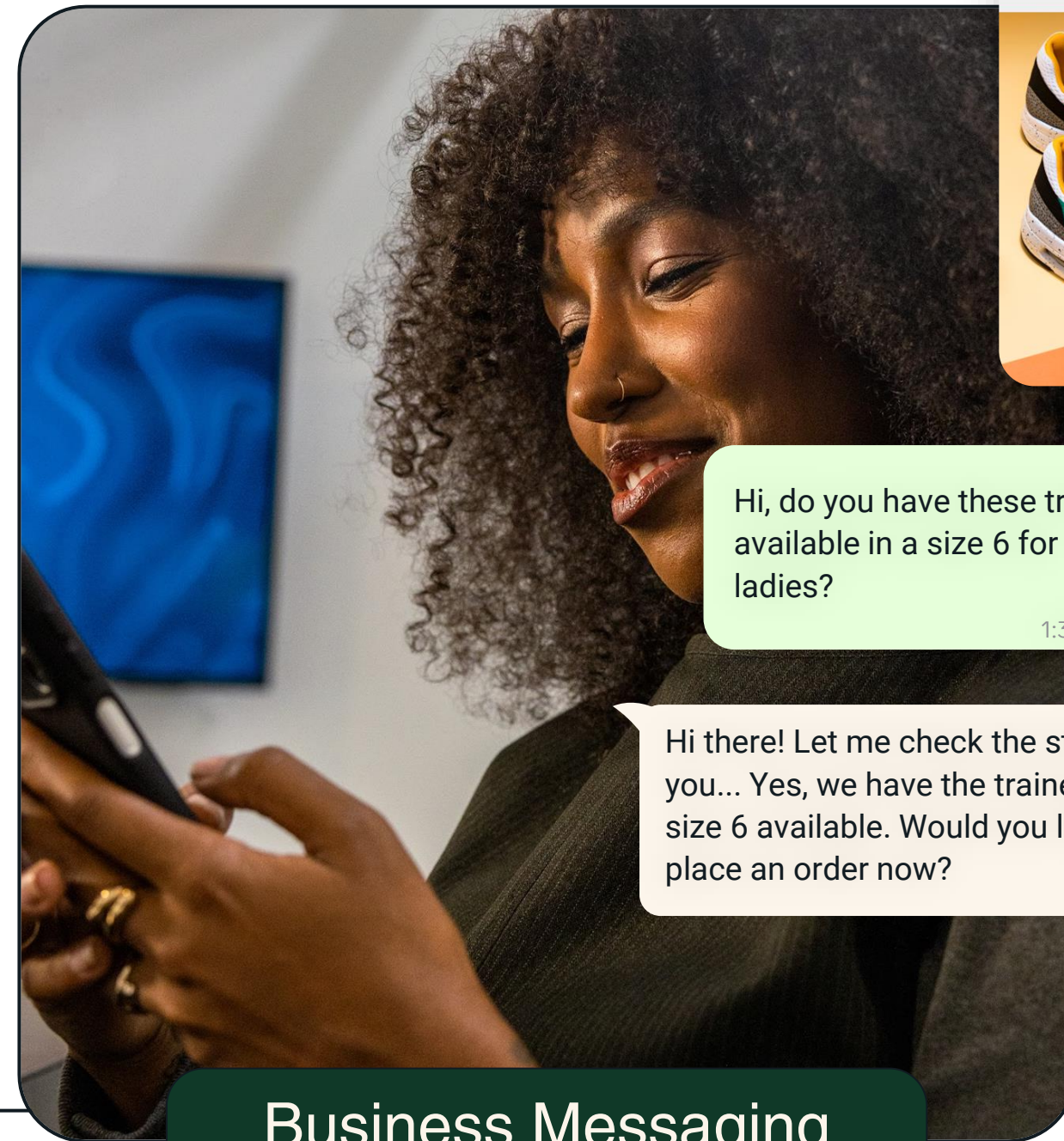
Hi, do you have these trainers available in a size 6 for ladies?
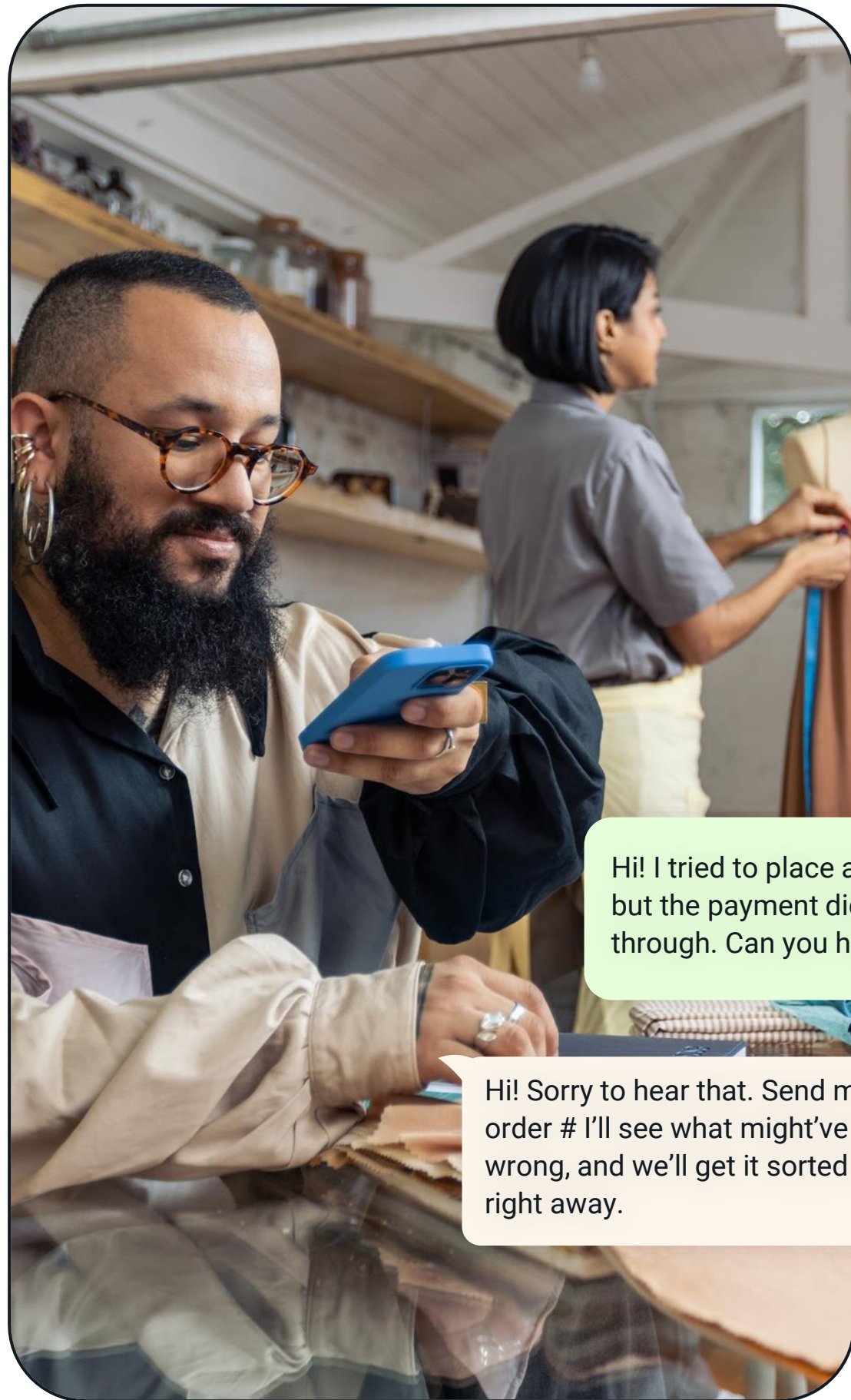
1:35 PM

Hi there! Let me check the stock for you... Yes, we have the trainers in size 6 available. Would you like to place an order now?

1:36 PM

Business Messaging

Personal engagement at scale on people's preferred messaging channels, driven by AI

Messaging businesses is a way of life around the world

1B

People connect with a business account across our messaging services every week.[1]

600M

Conversations happen between people and businesses every day on our technologies.[2]

2X

The number of businesses using our paid messaging products has doubled year over year.[3]

Messaging businesses is what people want

72%
of online adults globally agree that messaging is their preferred way of communicating with a business.[1]

77%
of online adults globally say they feel more connected with a business when they can message them directly.[1]

79%
of online adults globally message with a business at least once a week.[1]

Executive decision makers across the globe recognize the positive impact of business messaging in their strategic goals.

68%
say it's a high priority for their business[1]

44%
expect to increase spend in business messaging significantly[1]

3 in 4
of the leading enterprises have business messaging foundations in place[1]

Businesses who have WhatsApp will be meeting customer needs for simple, fast and innovative responses.
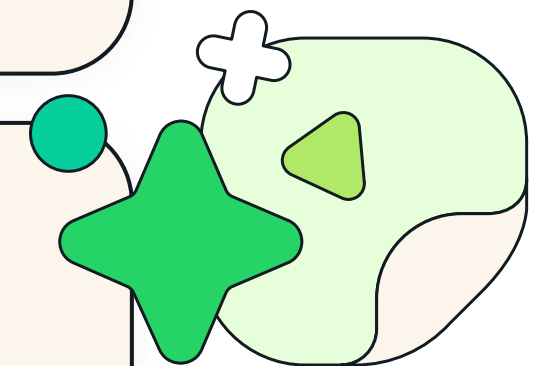
$3.1trillion

at risk in global consumer spending through poor customer service, representing 6.7% of companies' total revenues.[1]
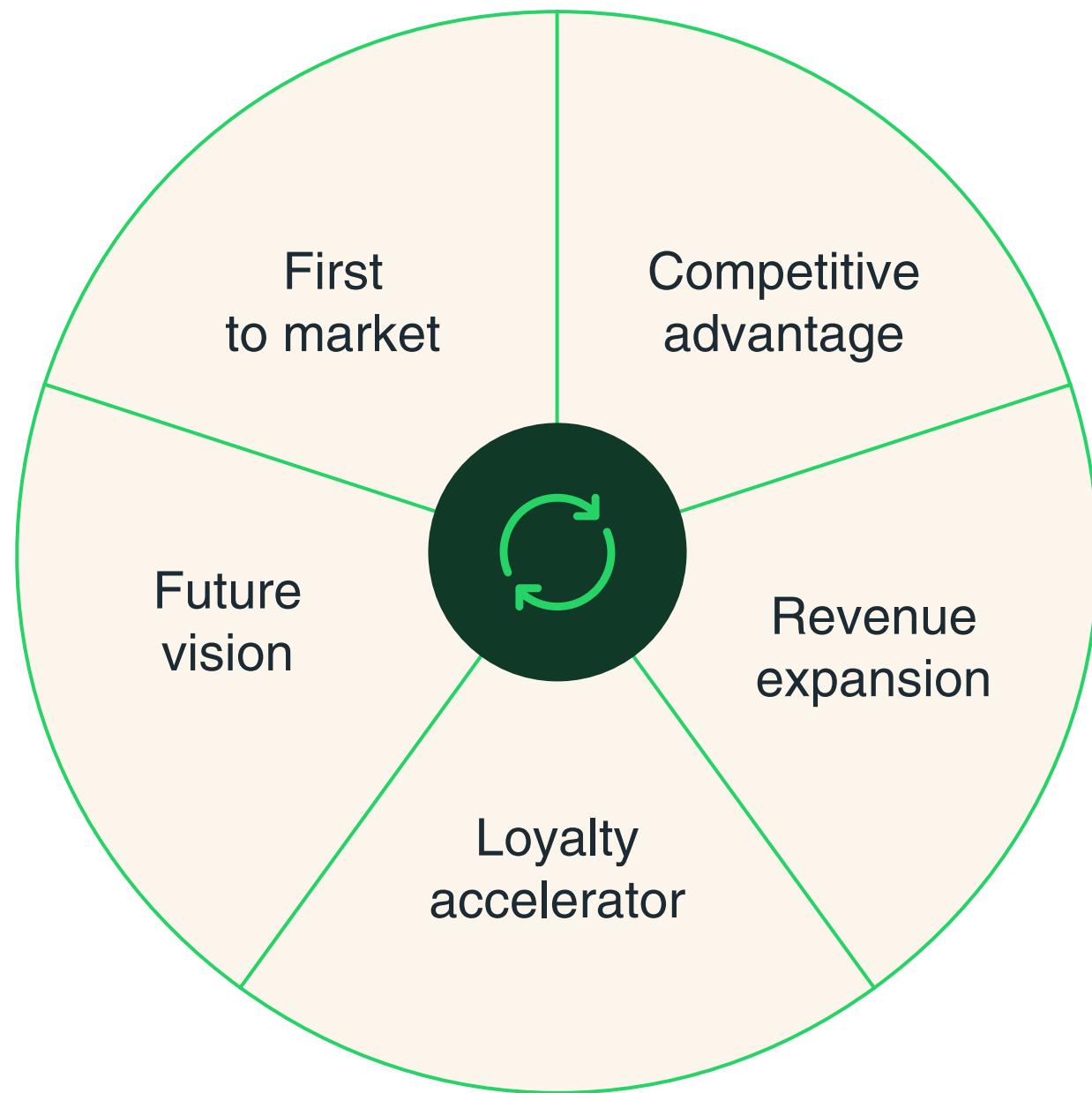
80%

of customers have switched brands due to poor experiences. 43% are 'somewhat likely' to switch after a single negative interaction.[2]

70%

of online shopping carts are abandoned. Whilst there are many reasons, messaging can be effective in resolving customer queries that have failed to complete.[3]

1. Qualtrics
2. Qualtrics
3. Baynard Institute

First to market

Competitive advantage

Future vision

Revenue expansion

Loyalty accelerator

Business messaging can help you meet expectations in a competitive market and create an eagerness for customers to speak with you.

WhatsApp
is for converting conversations into growth across the customer lifecycle

Evolving from funnel model…

Time-bound campaign conversations with marketing audiences.
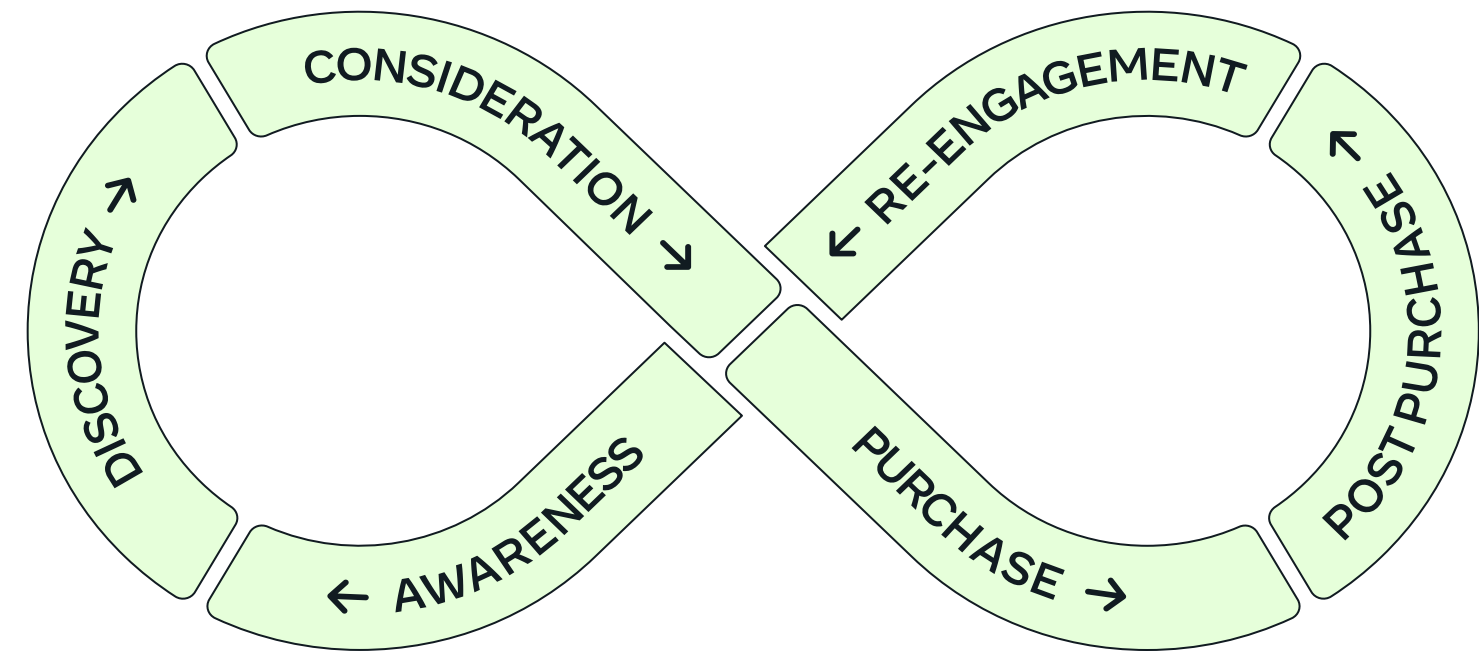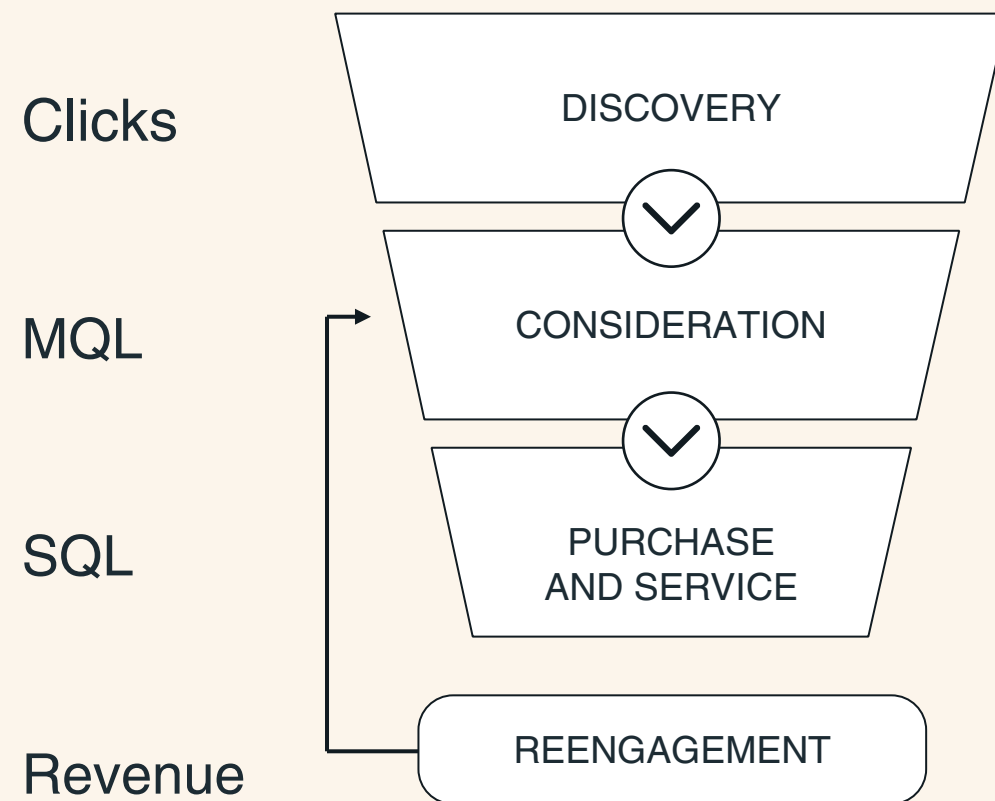
… to customer lifecycle

Always-on, engaging conversations across every interaction between a business and its customers.

WhatsApp drives value across the customer lifecycle

Every step represents a renewed opportunity for growth.

At each stage, business messaging plays a pivotal role, optimizing cost savings and new revenue opportunities while emphasizing retention.

- Book appointment
- Ask about product

- Check reward points
- Receive new offer

- Discover new product
- Learn about financing options

- Flag fraudulent transactions
- Payment overdue

CONSIDERATION ↗

RE-ENGAGEMENT ↖

DISCOVERY ↗

POST PURCHASE ↑

← AWARENESS

PURCHASE →

- Get personal finance tips
- View recommendations

- Buy product
- Acquire credit
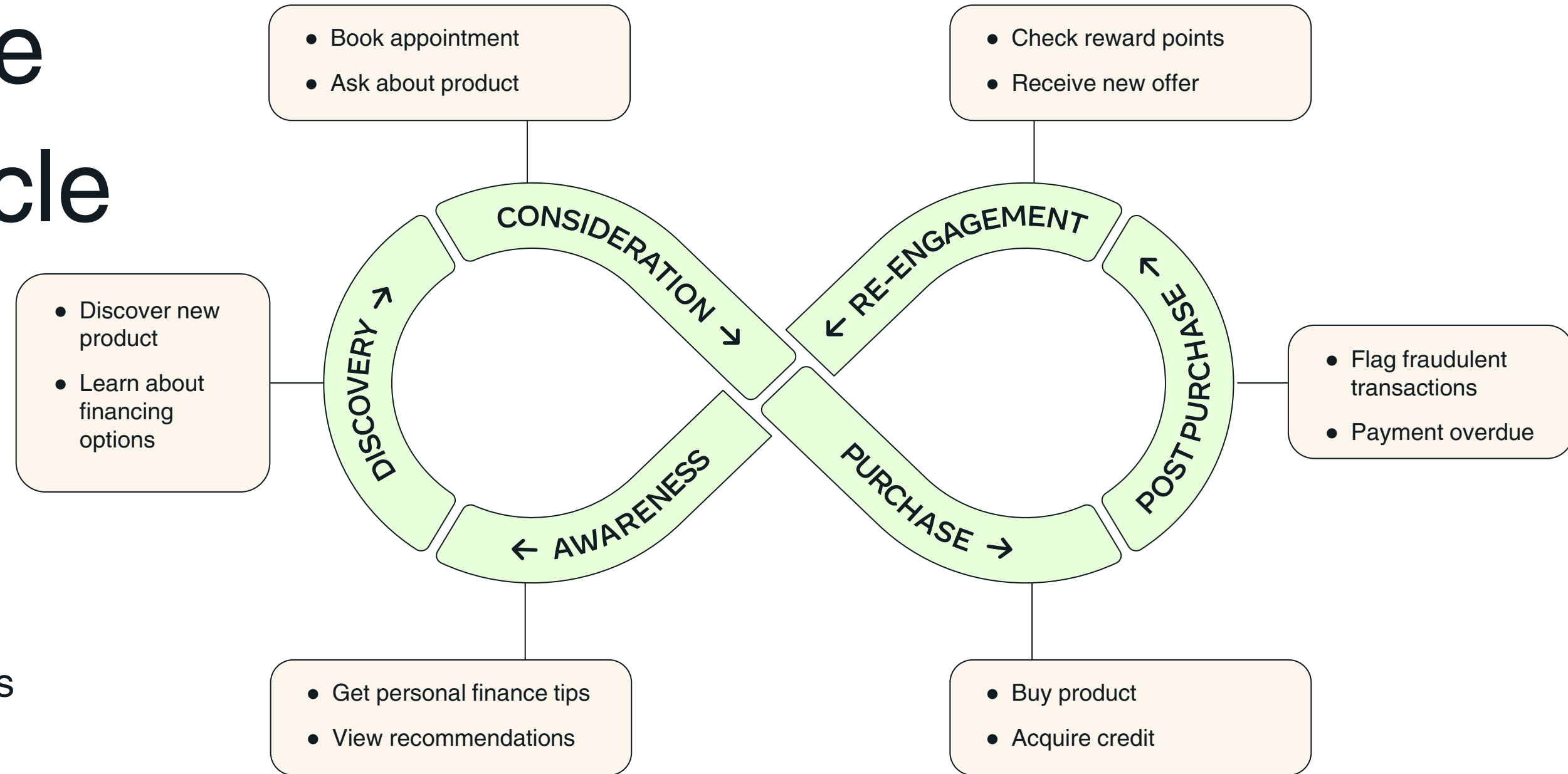
Performance superior to legacy channels

Meta Business Messaging leads to better results across the customer lifecycle when compared to legacy channels.
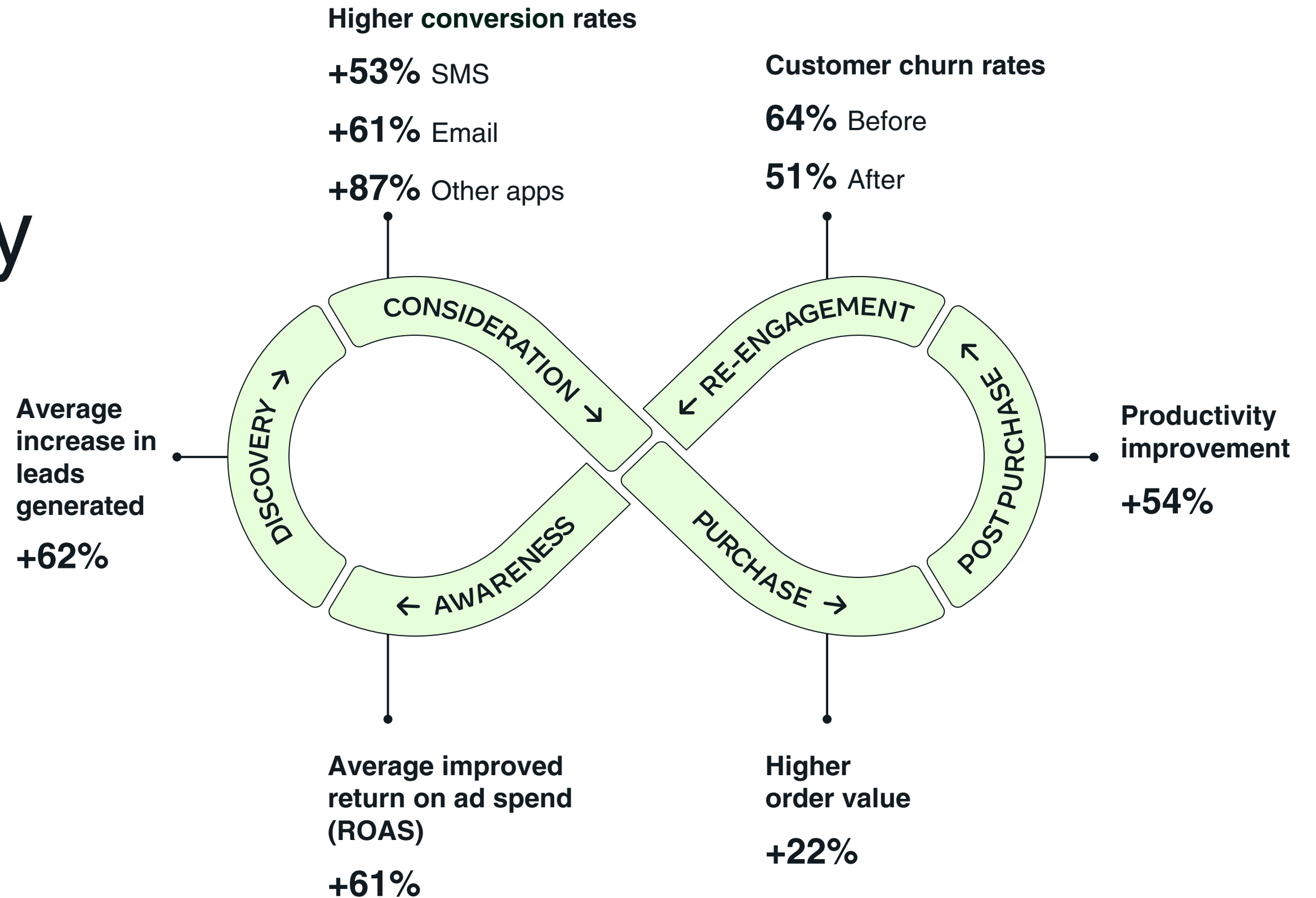
Higher conversion rates

+53% SMS

+61% Email

+87% Other apps

Customer churn rates

64% Before

51% After

Average increase in leads generated

+62%

Productivity improvement

+54%

Average improved return on ad spend (ROAS)

+61%

Higher order value

+22%

CONSIDERATION →

← RE-ENGAGEMENT

DISCOVERY ↗

POST PURCHASE

← AWARENESS

PURCHASE →

WhatsApp
is for building messaging journeys that drive engagement

THE
NEXT ERA

CUSTOMER
LIFECYCLE
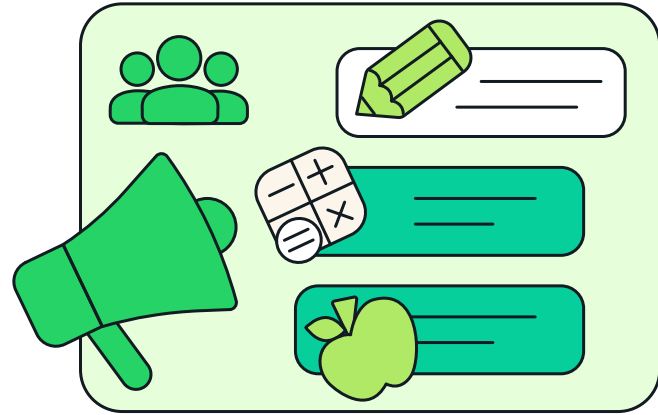
MESSAGING
JOURNEYS

SCALING
COMMUNICATIONS

TRUST AND
CREDIBILITY

POWERFUL
PARTNERSHIPS

NOW

Messaging journeys are the steps a customer takes to achieve a defined goal on a messaging app.

Although messaging journeys are taken by customers, they are designed by businesses.
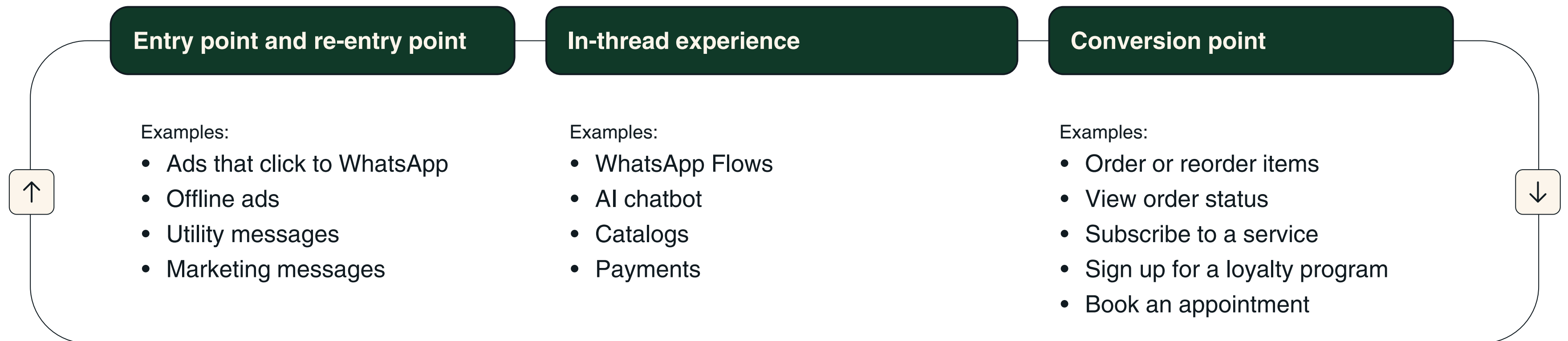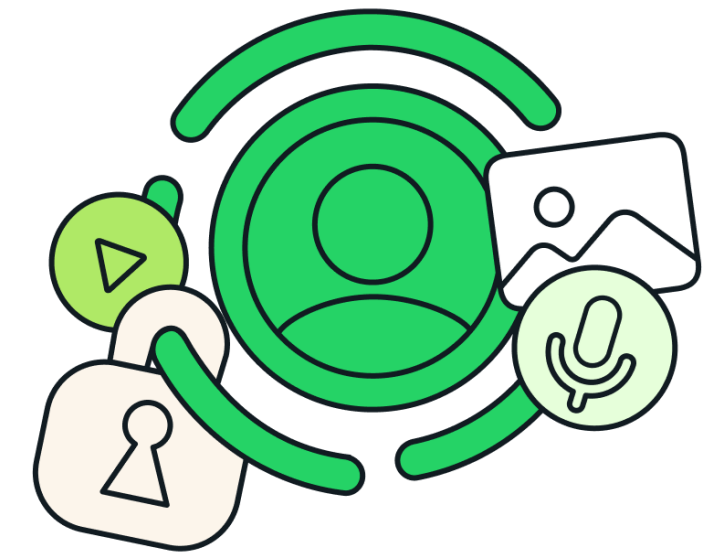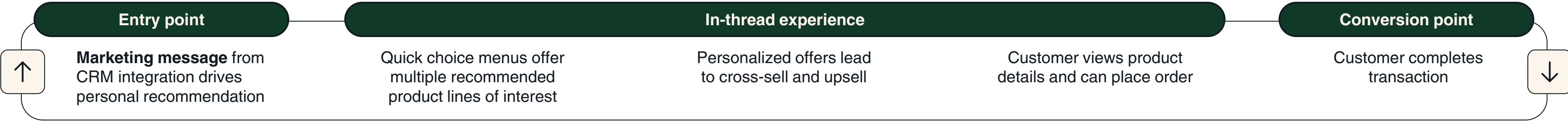
Messaging journeys

- Are customizable and scalable

- Can run concurrently

- Have defined start and end points

- Can span single or multiple stages of the customer lifecycle

- Can stand alone or fit within multi-channel customer journeys
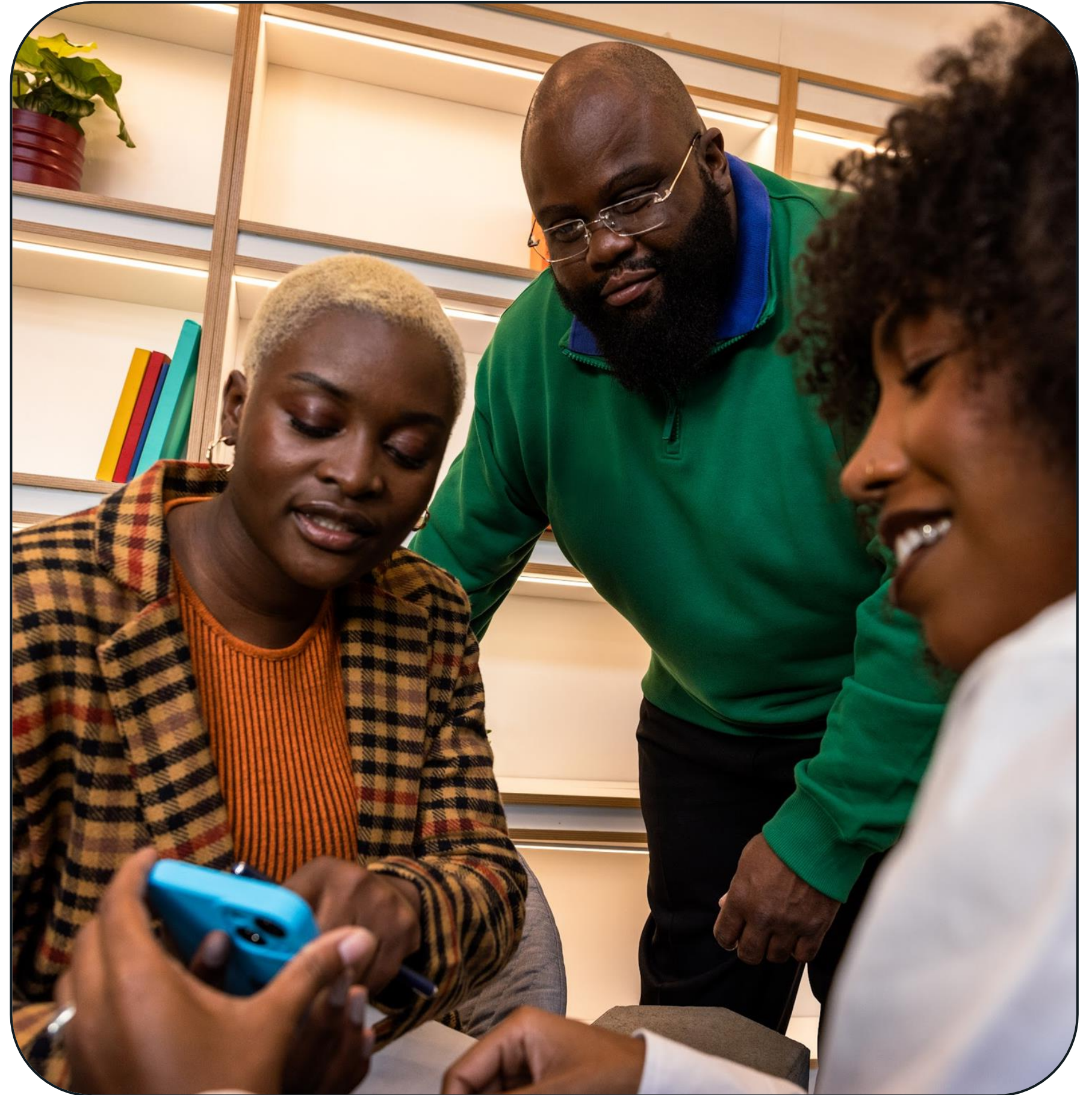
Full solution messaging journeys create opportunities for customizable and scalable conversations

Entry point and re-entry point

Examples:
- Ads that click to WhatsApp
- Offline ads
- Utility messages
- Marketing messages

In-thread experience

Examples:
- WhatsApp Flows
- AI chatbot
- Catalogs
- Payments

Conversion point

Examples:
- Order or reorder items
- View order status
- Subscribe to a service
- Sign up for a loyalty program
- Book an appointment

Personalized promotions messaging journey

Entry point	In-thread experience			Conversion point
Marketing message from CRM integration drives personal recommendation	Quick choice menus offer multiple recommended product lines of interest	Personalized offers lead to cross-sell and upsell	Customer views product details and can place order	Customer completes transaction
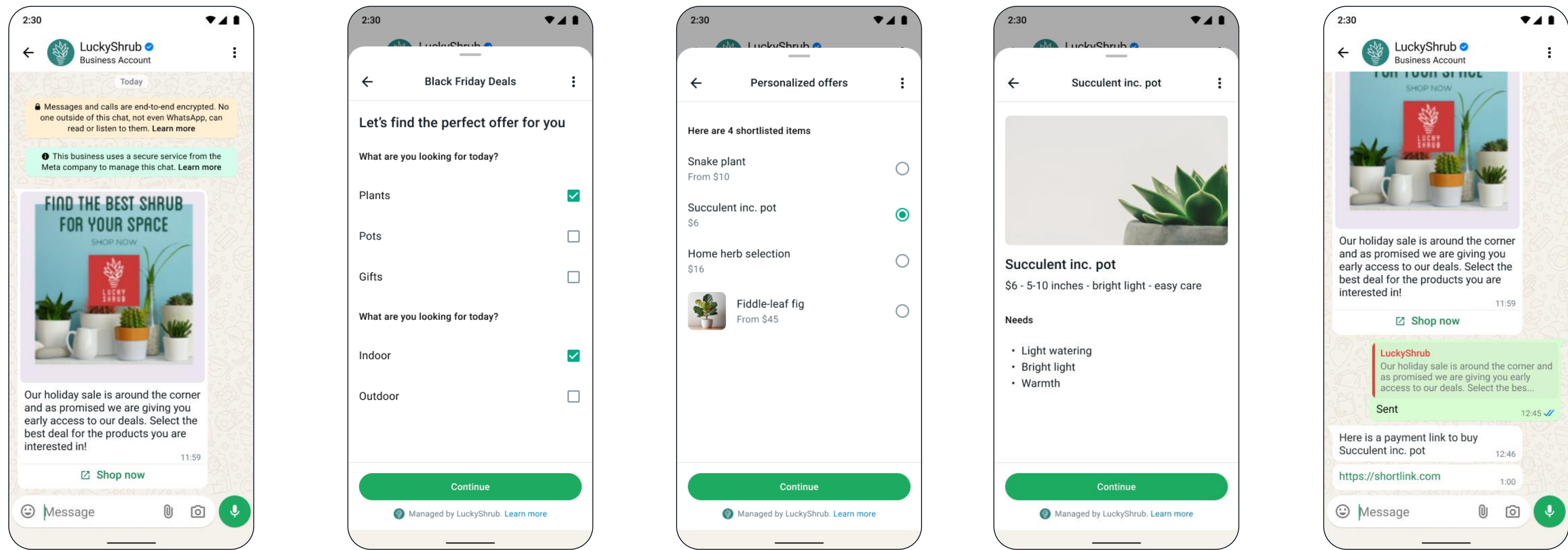
Multiple message categories optimize the conversation thread and create engaging experiences

User initiated

Business initiated

Ads that click to WhatsApp

Service

Utility

Marketing

Authentication

Start conversations and reach your customers at scale with ads that click to WhatsApp

Create profile insights
Take our quiz and tell us more about you!

Promotions
Check out our latest sale - Get up to 30% off!
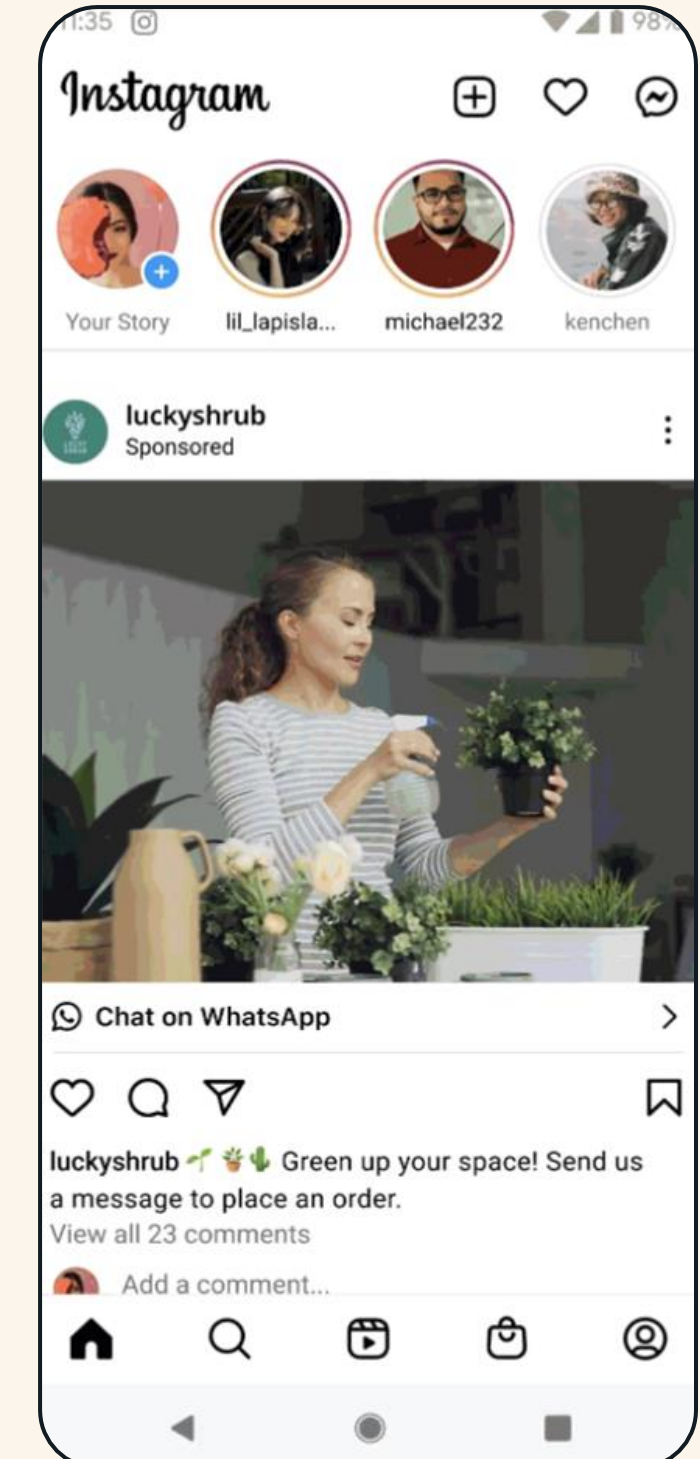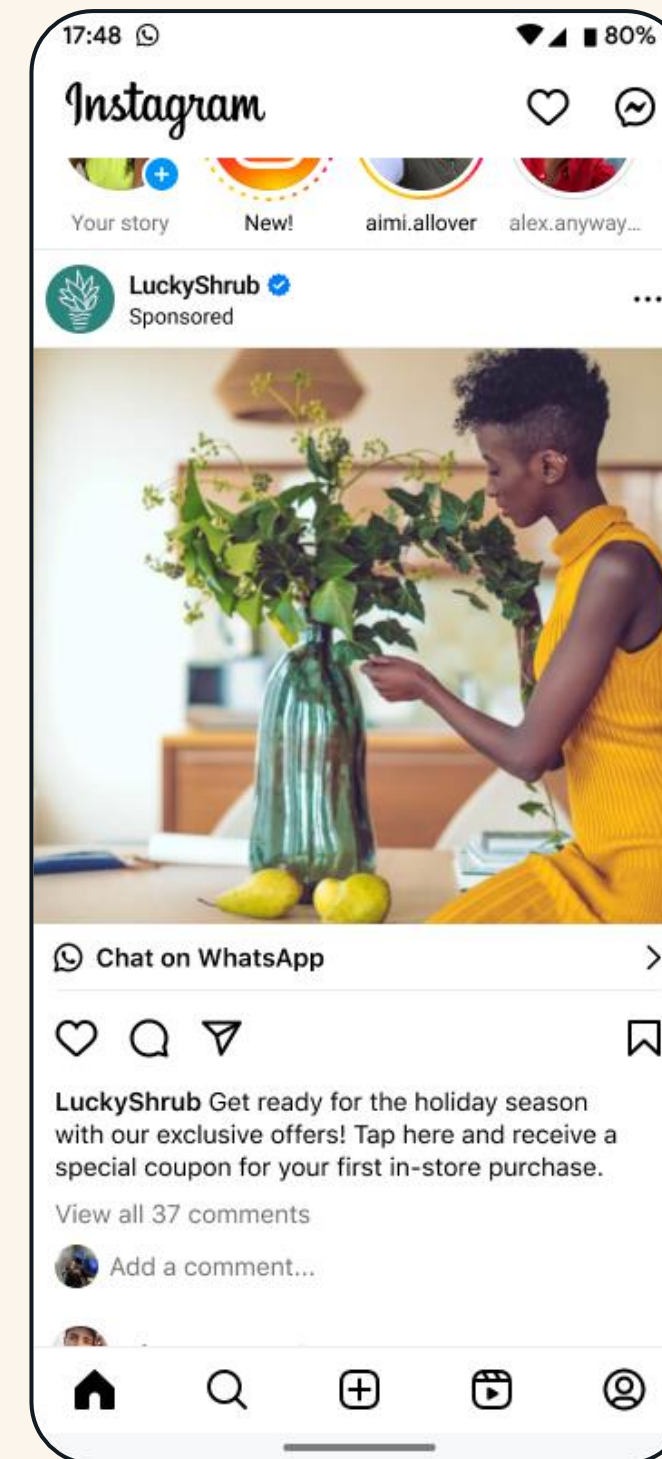Click to WhatsApp to browse our sale catalog.

Don't miss out!
Hooray! Our bestseller is now back in stock.
WhatsApp us to find out more.

Targeted promotional offer
As a valued customer of ours, here is a thank you from us. Use the code THANKS for 10% off!

Customer contact via WhatsApp helps solve questions quickly and efficiently

Product information
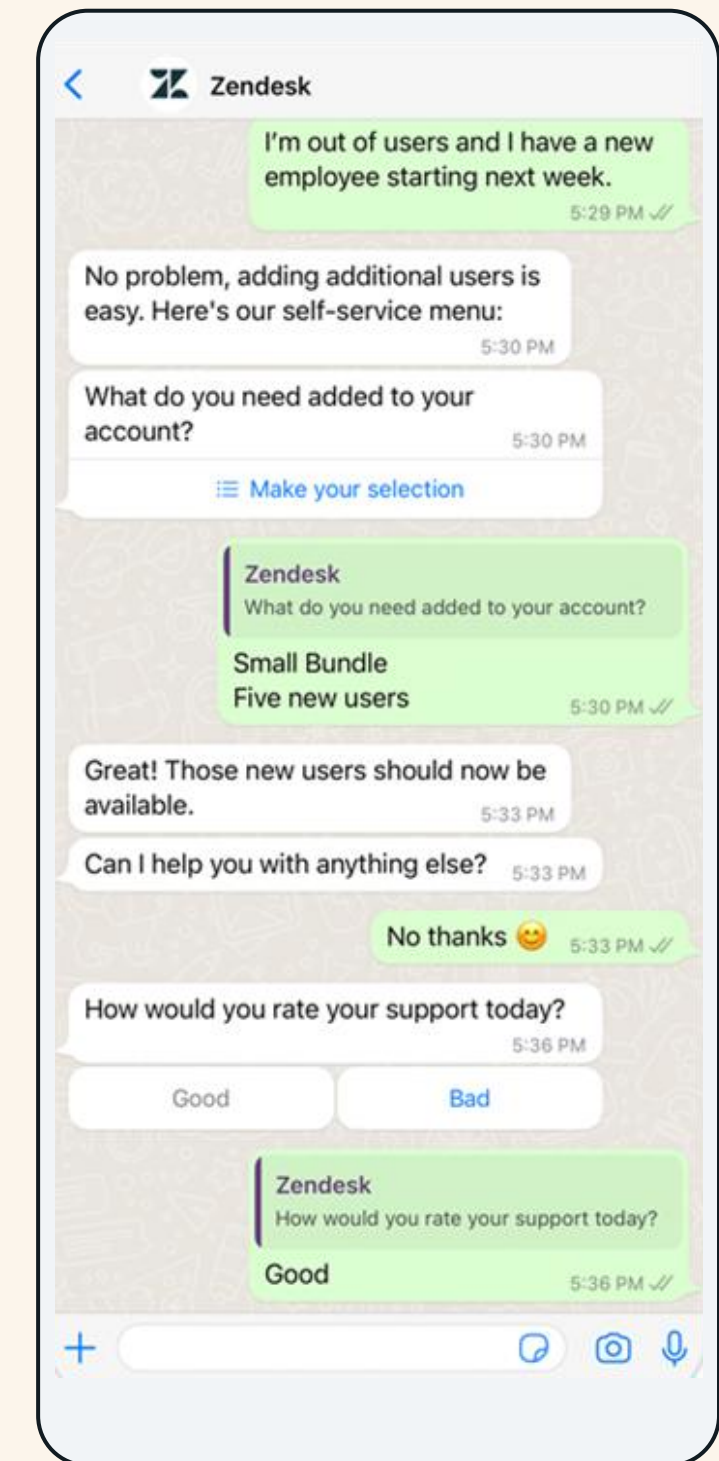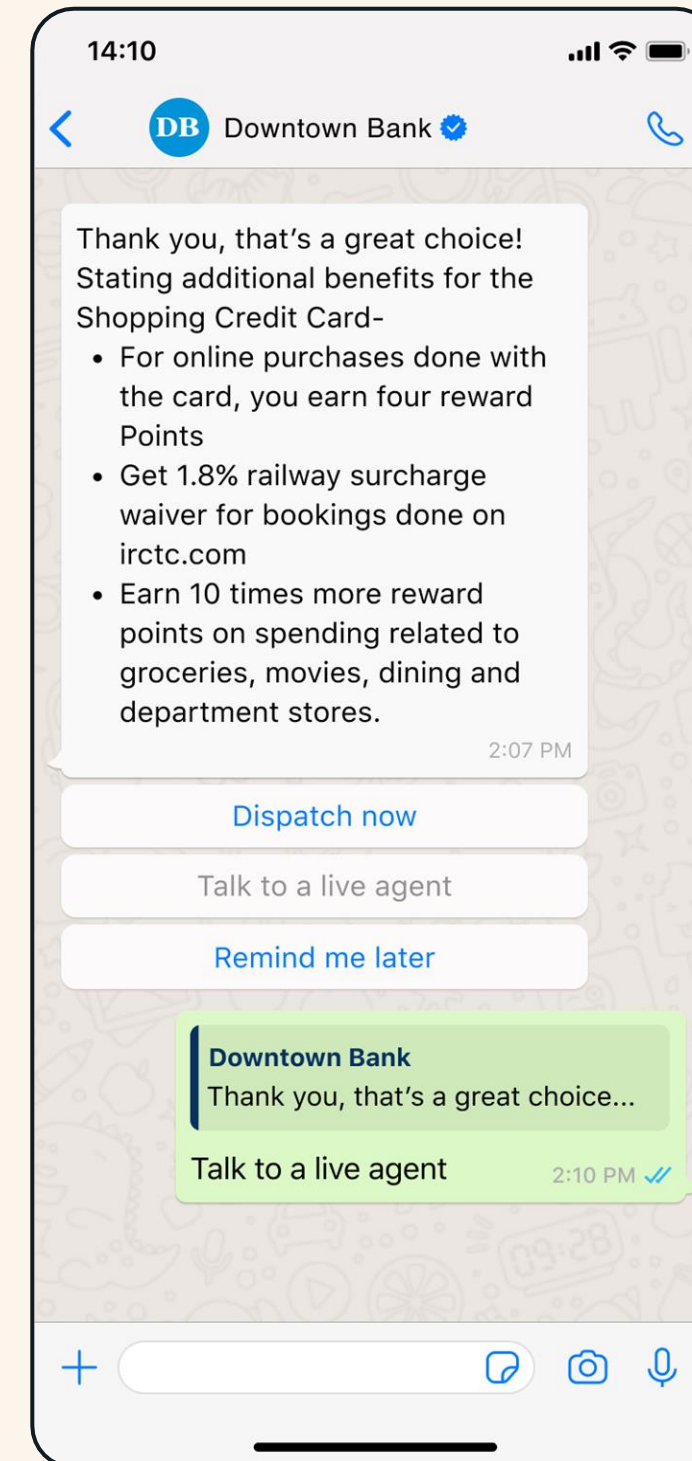Do you have this article in size L?

Shipping information
Where is my order?

Issues and complaints
My flight has been cancelled - Can I get a refund?

Information about processes
I would like to return my product. How can I do this?

Notifications delivered via WhatsApp help prevent questions before they're asked

Order confirmation
Thanks for your purchase. Download your invoice here.

Shipping updates
Your order is on its way.

Shipping confirmation
Your order has been delivered, enjoy!
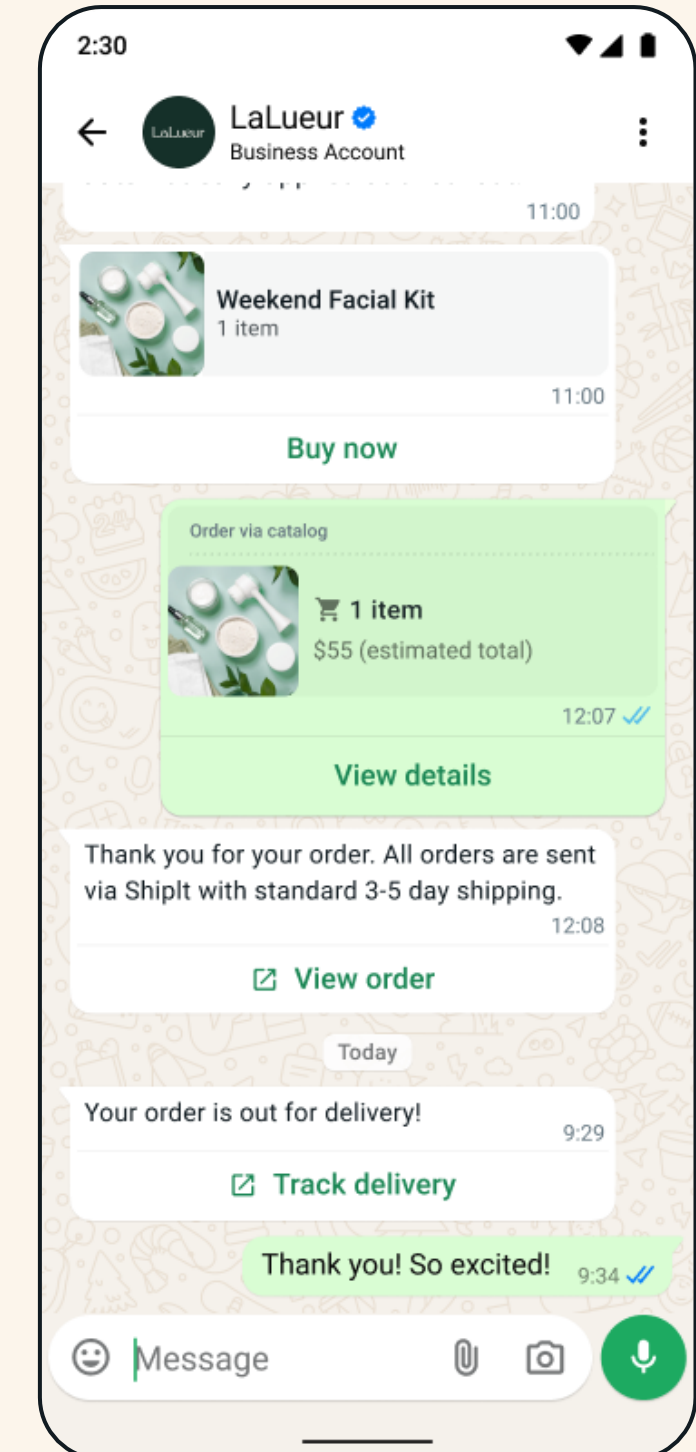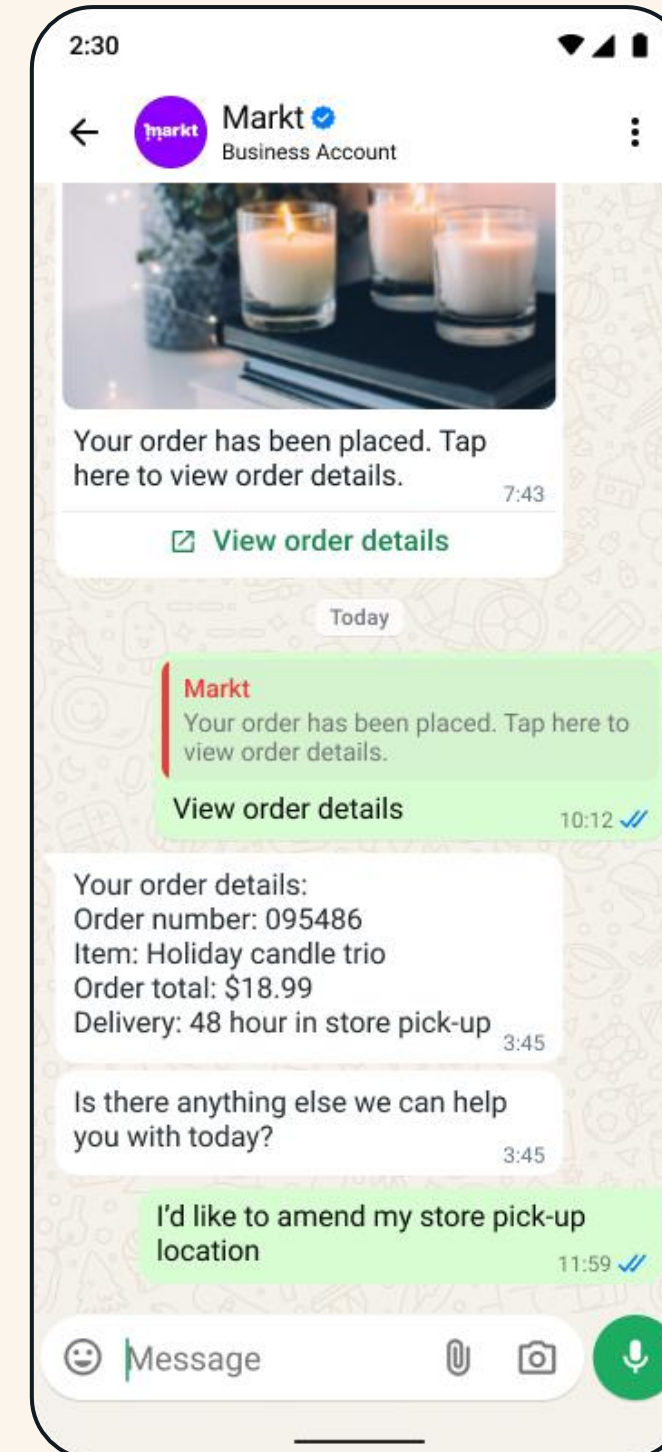
Appointment reminder
A reminder that you've booked colour consultancy for tomorrow at 7pm.

Boarding pass
Here is your boarding pass. Click here to download.

Status change
The X1XP train leaving Ville Station is delayed by 25 minutes, we're sorry for the delay to your journey.

Level up your marketing strategy with WhatsApp

Digital catalog
Your new catalog is available now.
Click below to discover it.

Promotions
Check out our latest sale - Get up to 30% off!

Abandoned cart reminder
Did you forget? You left items in your basket, you can complete the order here.
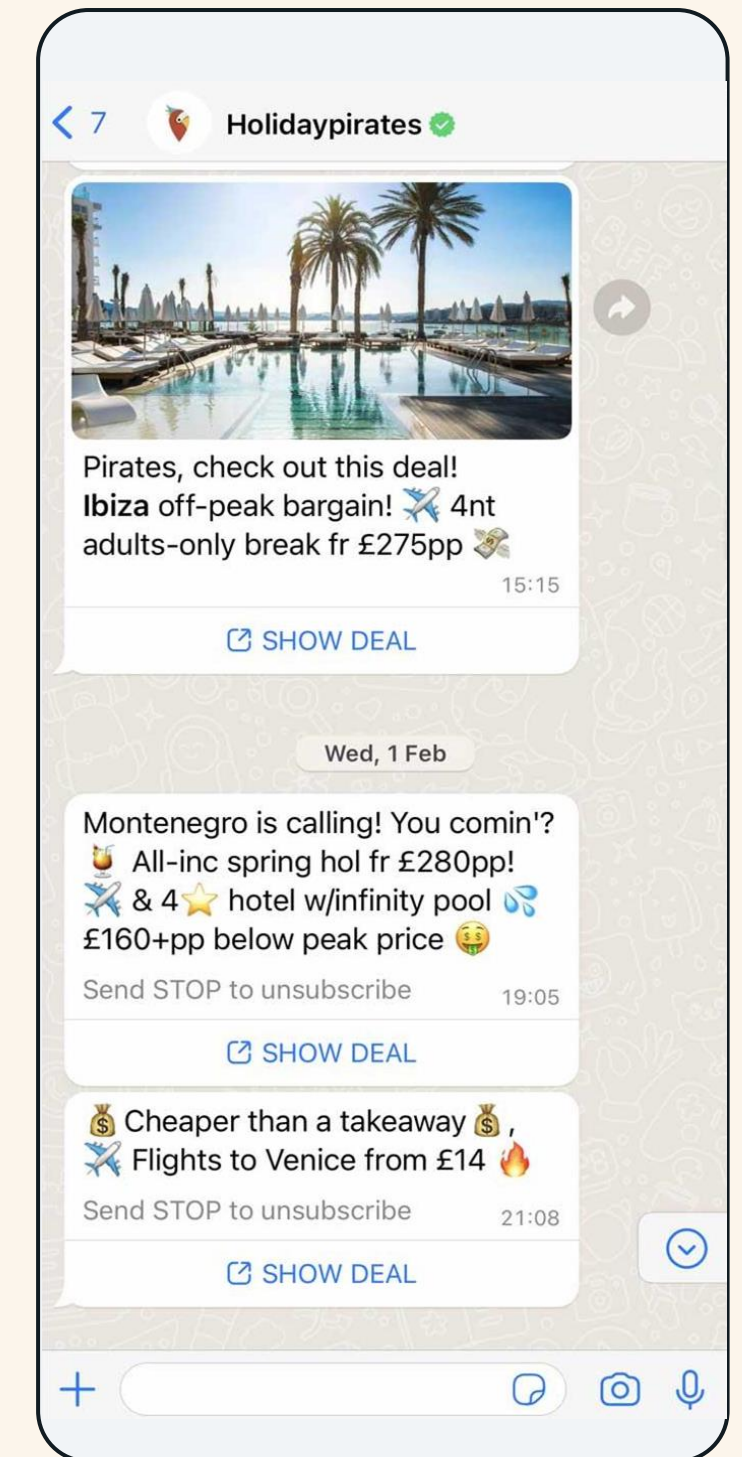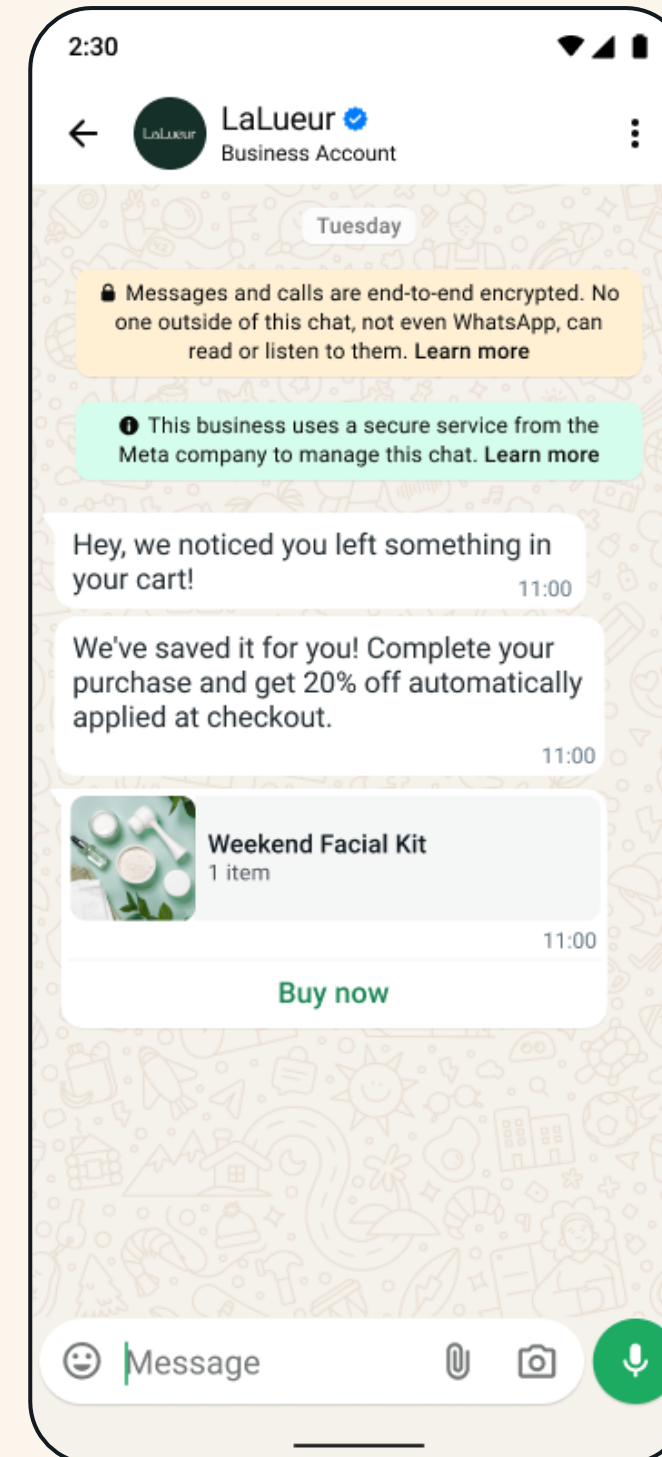
Back in stock alert
Hooray! An item you registered an interest in is back in stock and available. Click here.

Targeted promotional offer
As a valued customer of ours, here is a thank you from us.
Use the code THANKS for 10% off!

Authentication via WhatsApp builds trust and peace of mind

Password reset

A password reset has been requested on this account. Click here to answer a security question to confirm it was you.

Extra security

We'd like to confirm you should have access to this account. We will send a security code to the WhatsApp phone number associated with this account. Please enter the code you receive, it should take less than 5 minutes to arrive.
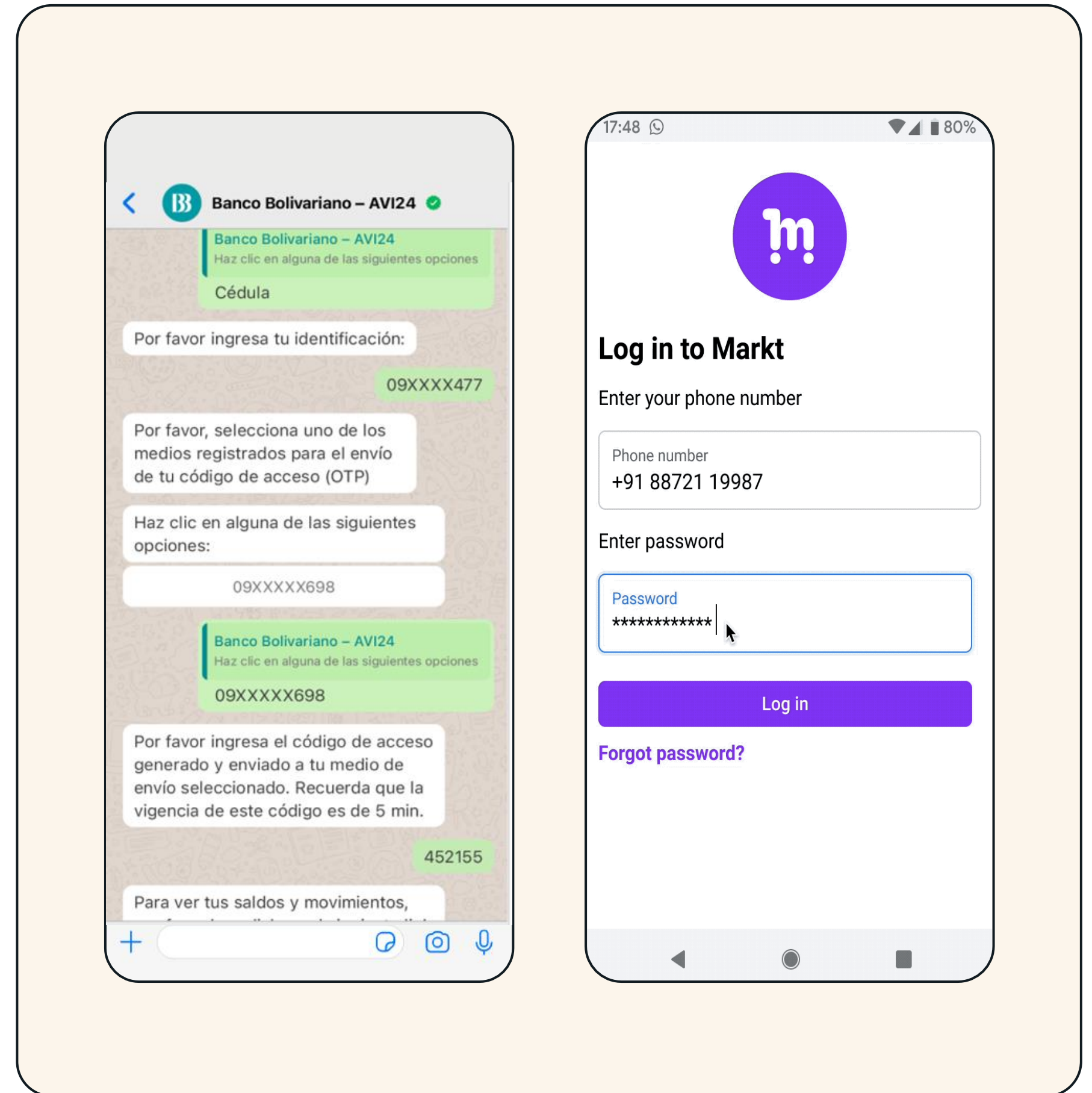
Messaging journeys to create brand awareness

Mondelez created this WhatsApp-based experience to encourage their audience to create year-end retrospectives. Participants answered questions and uploaded pictures and videos, which resulted in engaging personalized videos.
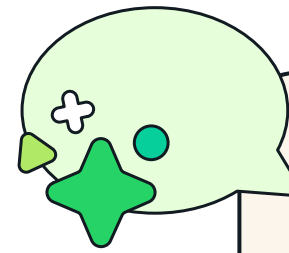
Ads that
click to message

Messaging journeys to increase bookings

Benefit Cosmetics leveraged WhatsApp to create a versatile communication channel that supports self-service for appointment scheduling and creative marketing initiatives, leading to increased bookings and sales.
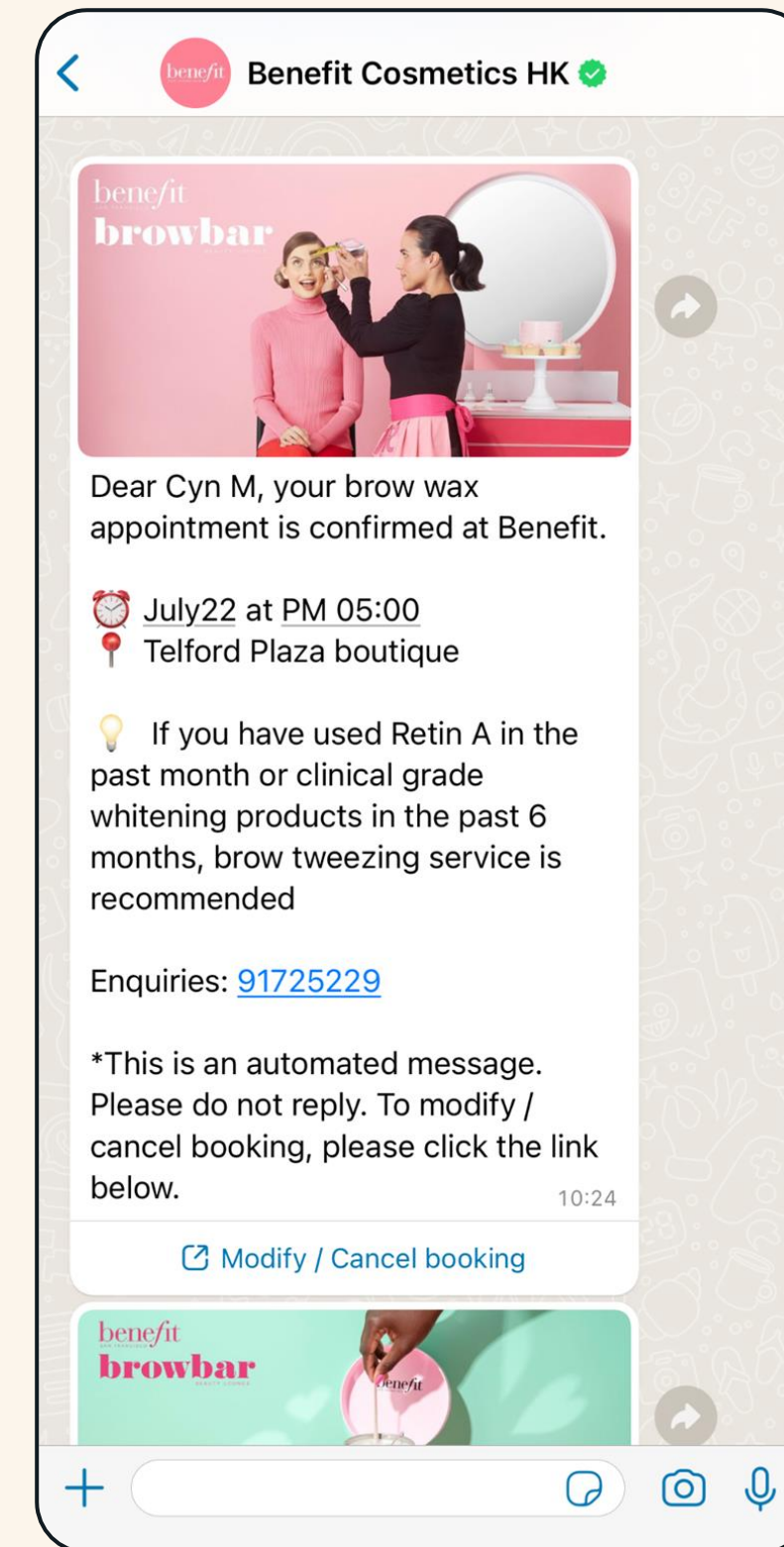
In-thread experience
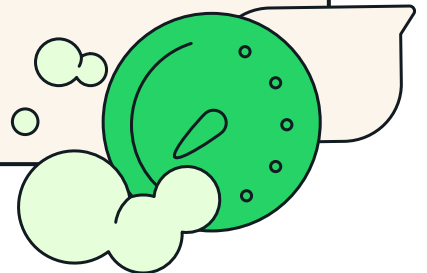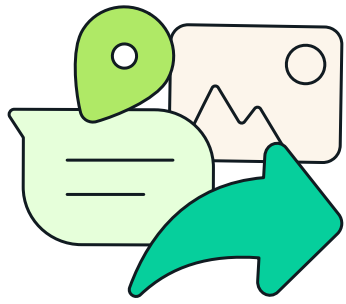
Messaging journeys are…

Timely

Your messages reach customers at the **right time**. Chatbots respond instantly to answer questions, suggest personalized offers,
and even complete sales.

Conversational

Your messages are **conversational** and approachable. As customers are likely on WhatsApp already, you're connecting in the same way people chat with friends and family.

Personalized

Your messages are tailored to each audience segment. WhatsApp message templates deliver **personalized value** and impressive click-through rates.

WhatsApp
is for scaling communications and productivity

Clients who combine these success factors scale the full potential of WhatsApp for their Business

Building blocks to communicate with customers at scale

APIs

Tools to create compelling conversations

Features

AI

Tech to personalize experiences and build insight
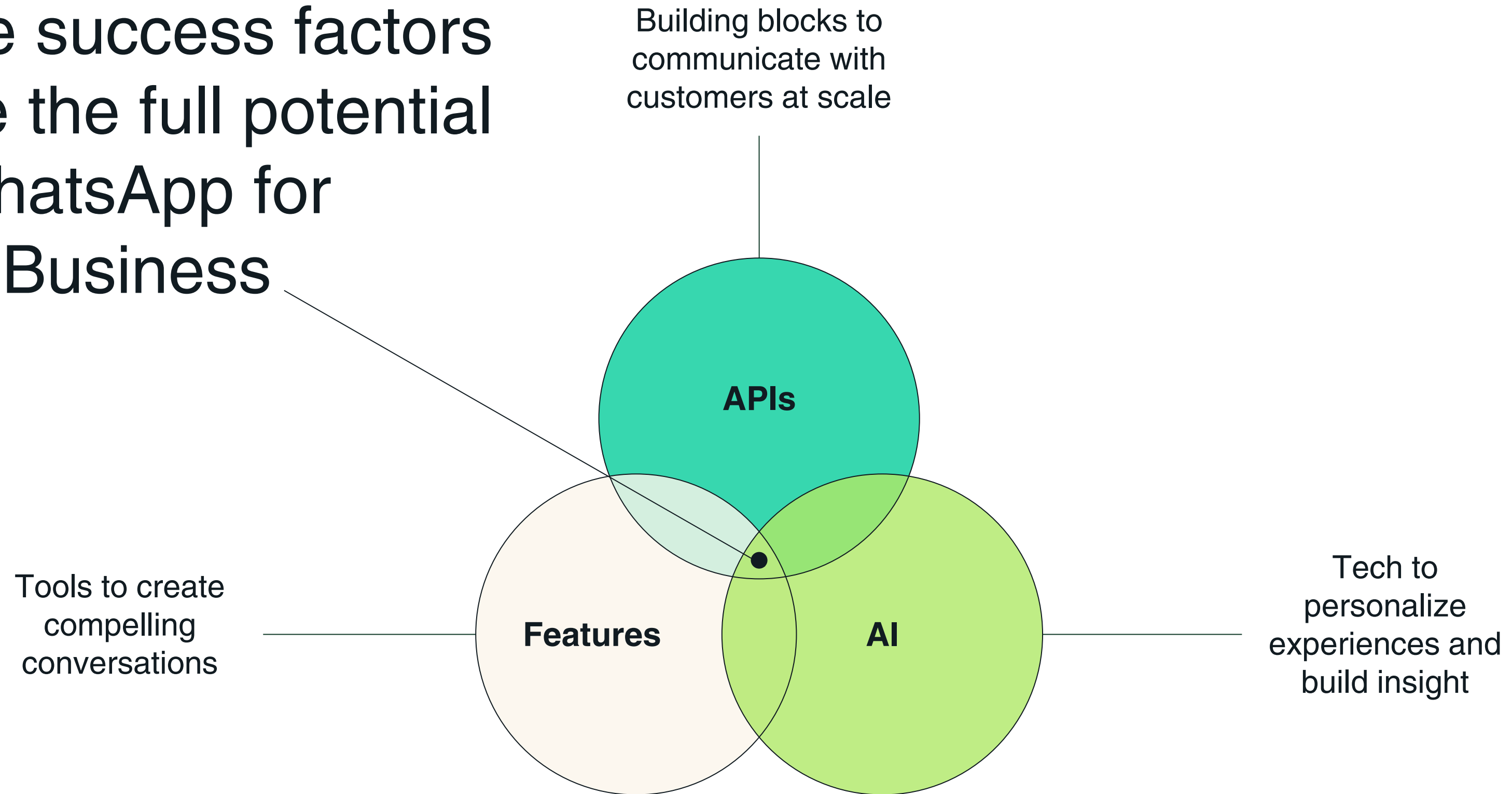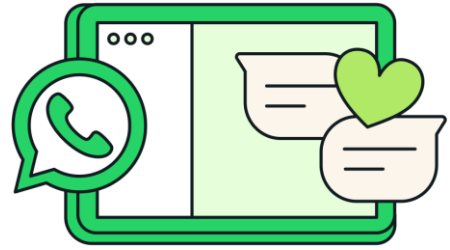
Building with APIs is a smart business move that can help you stay ahead of the curve and achieve your goals

Cloud API, hosted by Meta

Allows you to send and receive messages at scale without the cost of hosting servers.

Conversions API

Use a single endpoint rather than multiple sources to send event data to Meta technologies.

WhatsApp Business Management API

Create and manage WhatsApp-related business assets, such as accounts and message templates.

Marketing API

Graph API endpoints and features that can be used to help advertise across Meta's technologies.

Building with an expansive feature set lets you leverage the latest messaging tech to engage customers in innovative ways

Address messages	Document messages	Video messages
Audio messages	WhatsApp Flows	Coupon code messages
Call-to-action buttons	Limited-time offer messages	Reaction messages
Carousel messages	List messages	Reply buttons
Catalogs	Location messages	Single-product messages
Chatbots	Location requests	Sticker messages
Contacts messages	Multi-product messages	Text messages
Payments India only	Payments Brazil only	Payments Singapore only

Ecoshop
Sponsored

MEGA SALES DAY

Chat on WhatsApp

Ecoshop Get early access to Mega Sales Day deals.

View all 5 comments

lofti232
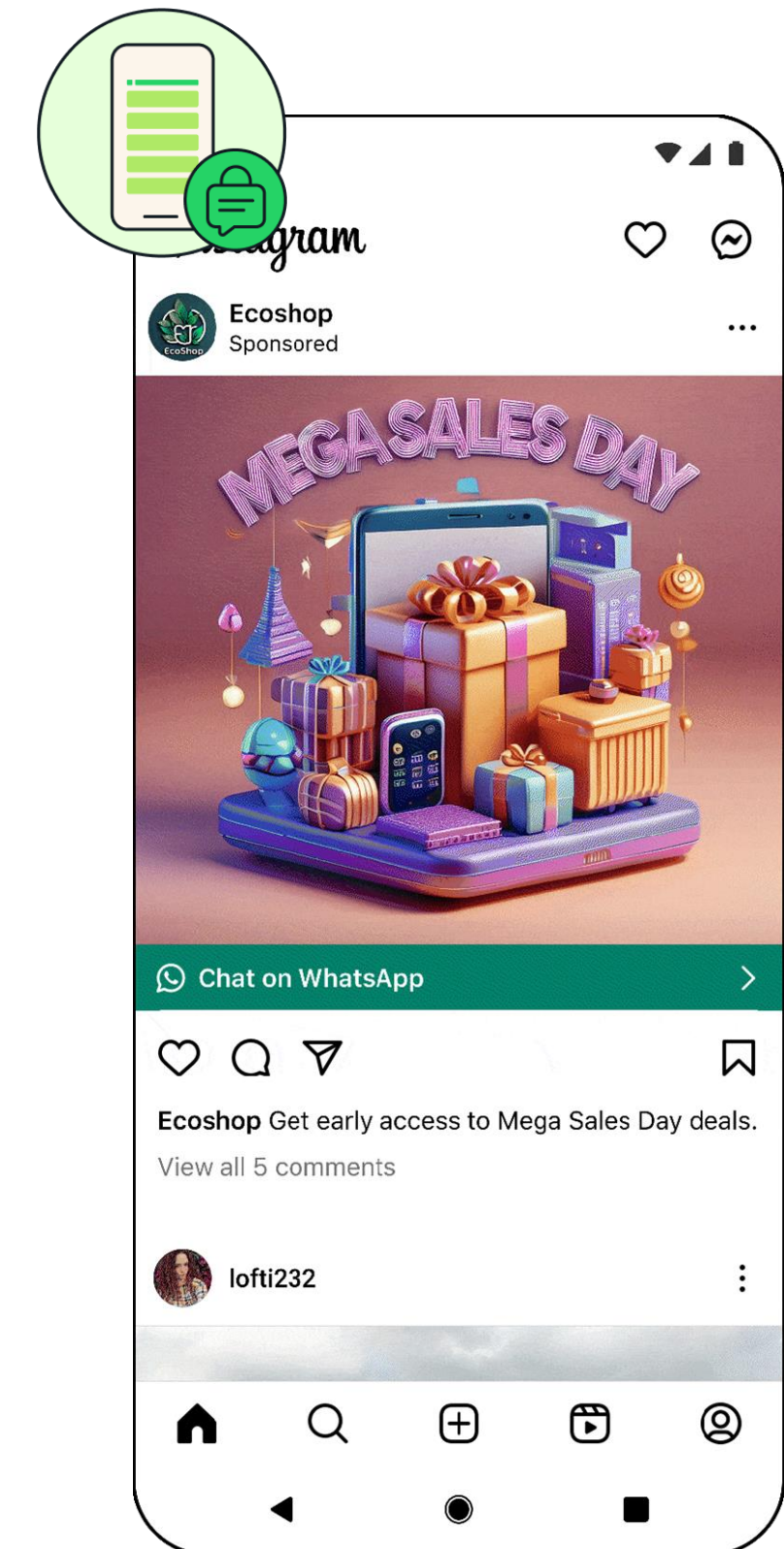
You can scale more effortlessly with AI and automation

Enhancing your WhatsApp solution with AI and automation* enables you to manage high volumes while delivering real-time, engaging conversations.

Automation through AI is resolving scalability issues by handling up to 50% of customer inquiries in Year 1 and 70% by Year 3.[1]

---

1. Source: Forrester

*The AI and automation capabilities referenced here apply to a range of technologies and are not specific to any one provider.

Automate and streamline processes to save time and connect to customers 24/7

» More relevant connections

Understand your customers' preferences and anticipate their needs to create stronger, more personal connections

» Deeper relationships

Deliver consistent, fast communications and service to keep customers happy and drive business growth

» Growth across the customer lifecycle

WhatsApp
is for building trust
and credibility
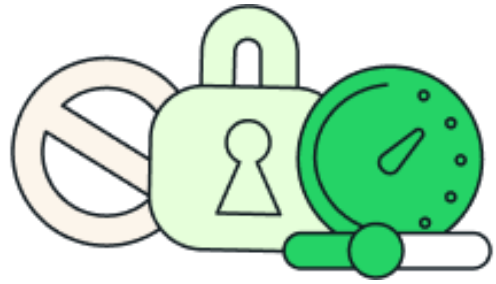
Building client confidence and credibility with verification on WhatsApp

Meta takes data protection and people's privacy very seriously, and we are committed to data protection compliance and best practices.

WhatsApp for Business enables secure, two-way conversations, essential for fostering trust. Ensuring strong privacy protection and avoiding intrusive messaging helps customers feel safe.

Trust is critical, as half of users feel privacy sacrifices outweigh benefits, and only 34% feel companies clearly explain data use.[1]

1.   Source: Deloitte Insights

WhatsApp

is for powerful partnerships

THE NEXT ERA

CUSTOMER LIFECYCLE

MESSAGING JOURNEYS

SCALING COMMUNICATIONS

TRUST AND CREDIBILITY

POWERFUL PARTNERSHIPS

NOW

At the heart of every successful WhatsApp strategy lies powerful partnerships between clients, partners and Meta

Clients bring their unique customer needs and challenges to the table, driving the demand for effective solutions
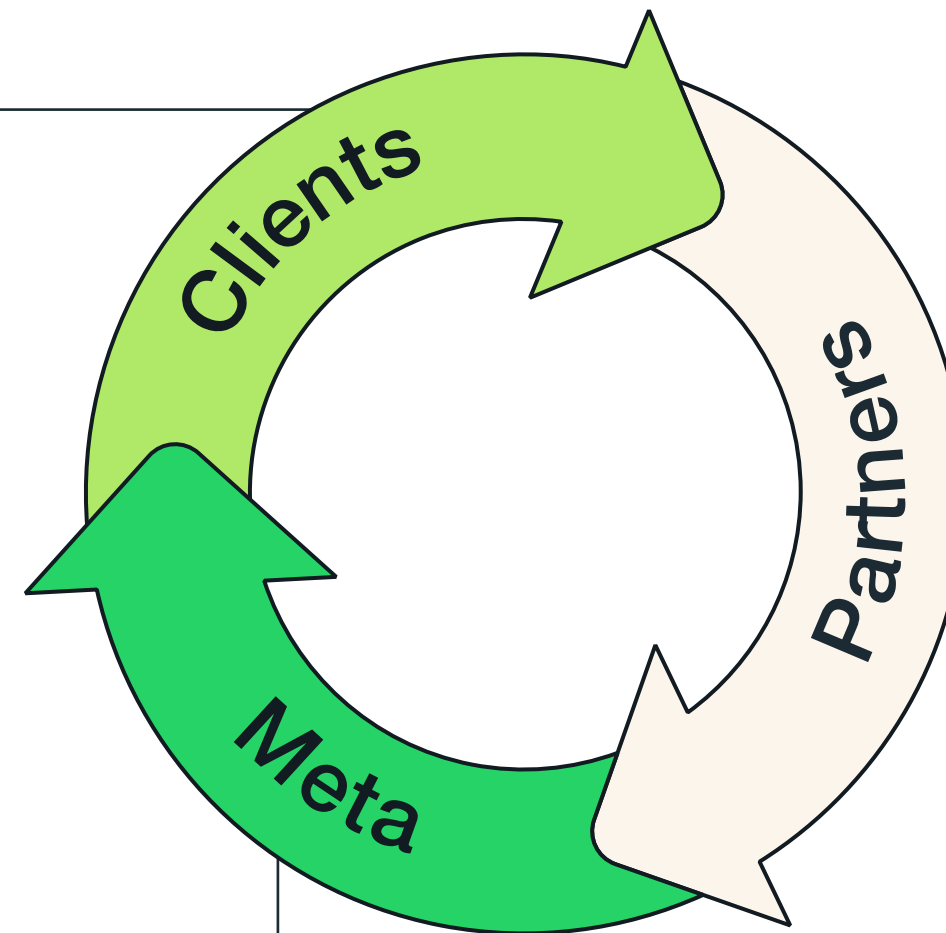
Partners bring their expertise and execution capabilities to deliver tailored solutions that meet client needs and drive success

Meta provides the foundation with its cutting-edge technology and platforms and partner program benefits

Working with Meta Business Messaging Partners can help you grow

Business Messaging Partners are part of an **experienced partner ecosystem, designed to fuel your growth and expertise** via solutions.

They can help you across the entire customer lifecycle, from discovery and purchase through to re-engagement.

Meta Business Messaging Partners have access to:

Tools
To help improve your performance and growth

Recognition
Vetted by Meta and listed in the Meta Business Partners directory

Support
Has direct access to Meta for expert help and advice

Training
Has up-to-date product knowledge to support you with using the newest products and features

Programs
Through your partner you may have eligibility to access alpha and beta programs

WhatsApp
is for now

Success plan

Define ✎

Define **business outcomes, strategy and performance measures** for WhatsApp for Business.

Define messaging journeys and backstage framework to **create the experience we need to achieve our goals.**

Align »
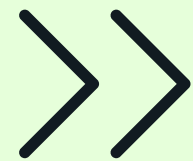
Align Meta, client and Business Messaging partner teams with **clear project management, roles and responsibilities.**

Align on a **backstage framework** which covers technical deployment, including architecture, timelines and milestones.

Go! 🚀

Create and iterate a **messaging journey roadmap** to build experiences and drive outcomes.

Measure and monitor success by measuring outcome KPI and platform quality signals.

Illustrative project timeline

Next 6 months
- ☐ Add additional entry points
- ☐ Deploy ads that click to WhatsApp
- ☐ Expansion planning
- ☐ Governance model deployment

Next 12 months
- ☐ Add a additional entry points
- ☐ Partner bot development
- ☐ All message types expansion
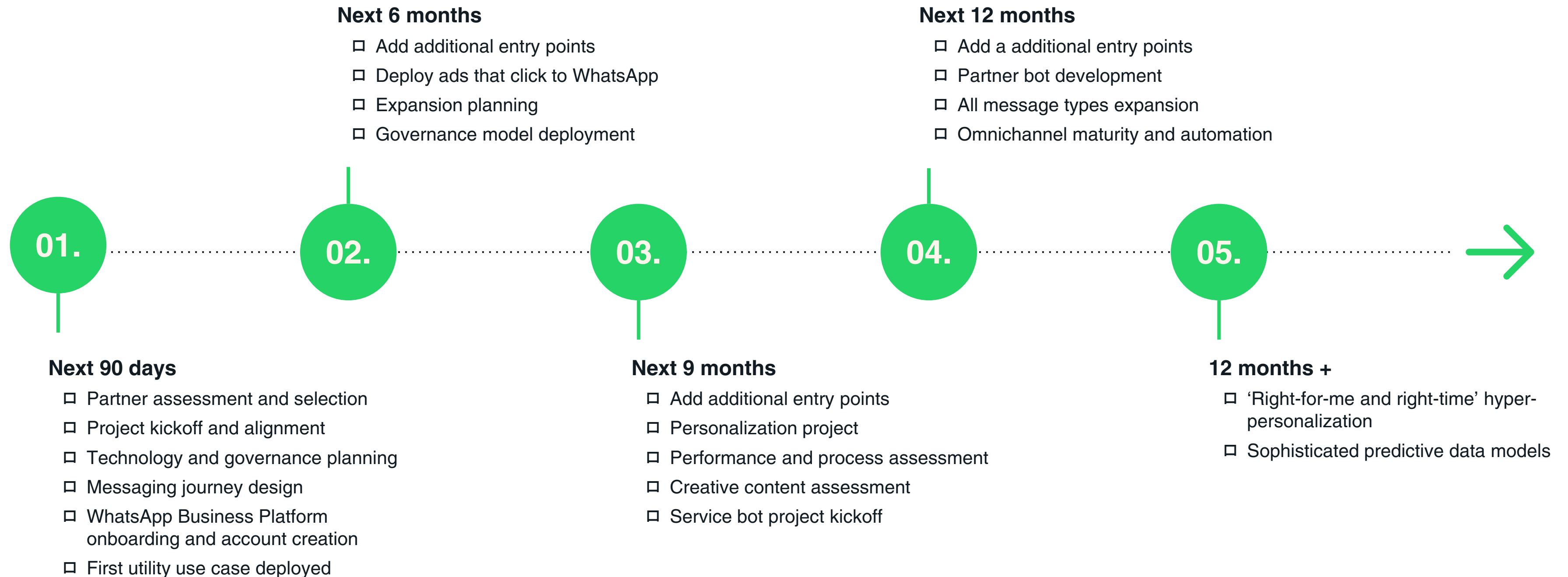- ☐ Omnichannel maturity and automation

01. **02.** **03.** **04.** **05.**

Next 90 days
- ☐ Partner assessment and selection
- ☐ Project kickoff and alignment
- ☐ Technology and governance planning
- ☐ Messaging journey design
- ☐ WhatsApp Business Platform onboarding and account creation
- ☐ First utility use case deployed

Next 9 months
- ☐ Add additional entry points
- ☐ Personalization project
- ☐ Performance and process assessment
- ☐ Creative content assessment
- ☐ Service bot project kickoff

12 months +
- ☐ 'Right-for-me and right-time' hyper-personalization
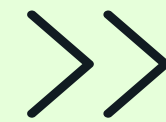- ☐ Sophisticated predictive data models

Next 90 days

Define ✏️

1. Get clear on your WhatsApp goals, so you know what to expect.
2. Choose a partner that matches your vision.
3. Design your first messaging journeys.
4. Shape a seamless frontstage experience that your customer will trust and love.
5. Build a tech plan for your backstage, ensuring everything runs smoothly.

Align >>

1. Set-up a governance model that keeps your messaging safe and aligned with data standards.
2. Get stakeholders aligned - define roles, responsibilities, and timelines for each project.
3. Set up your account infrastructure and integrations to ensure a smooth technical rollout.
4. Work closely with your partners, aligning on support and solutions to cover every angle.

Go! 🚀

1. Finalize a clear roadmap of experiences and messaging journeys you will deploy.
2. Keep a watchful eye on performance signals and quality - make improvements where needed.
3. Track conversion point outcomes against business goals, ensuring your journeys drive value.

Messaging journey design workshop

Accelerate your WhatsApp strategy with a design workshop that puts customers at its heart.

We'll help craft a winning approach that delivers experiences **your customers will love.**

Go! 🚀

WhatsApp

from ∞ Meta