Parul® University

The Smartest Way to Market on WhatsApp—Affordably!

A Vision of CSE Group-7

👤 Meet Our Team 👤

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INTRODUCTION 📢

Marketing costs are rising, making it harder for businesses to reach their audience. Our advanced WhatsApp marketing software provides an affordable, efficient, and scalable solution to help businesses grow without high advertising expenses.

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Innovated by CSE Group 7

Problem Statement 🙁

As businesses grow, marketing becomes essential, but it's also one of the biggest expenses. Small business owners face a tough challenge—without marketing, they struggle to get sales, but with marketing, the costs eat into their profits. Many businesses don't fail because of bad products; they simply can't afford to reach the right customers. Traditional marketing is expensive, making it hard for small businesses to compete. Without an affordable solution, many get stuck or even shut down.

Solution: WhatsApp Marketing Software – Features & Benefits

Bulk Messaging
Upload an Excel file with contacts, start the campaign & messages will be sent individually to each number—no limits!

Lead Generation
Extract contacts from WhatsApp groups, Google Maps & social media.

Detailed Reports
Track message delivery, engagement & response rates.

Why WhatsApp Marketing?

Smart, Affordable & Effective! 🚀

❏ **Huge User Base**

Over 2 billion active users worldwide.

❏ **Direct & Personal**

Messages go straight to customers' phones.

❏ **High Engagement**

98% open rate, much higher than emails.

❏ **Multi-Media Support**

Send Text, Images, Videos, & Documents.

❏ **Automation & Bulk Messaging**

Save time with auto-replies and mass messaging.

❏ **Global Reach**

Connect with customers anywhere in the world.

Why Not Use Other Software or Systems?

Why pay more when you can marketing for free? 🚀

✕ High Cost
Other marketing tools & ads are expensive.

✕ Limited Reach
Email & SMS have lower open rates than WhatsApp.

✕ No Direct Engagement
Social media ads don't guarantee direct customer interaction.

✕ Restrictions & Bans
Many tools face limitations or account bans.

✕ Complex Setup
Other systems require technical skills & setup time.

✕ No Lead Extraction
Most tools don't offer built-in lead generation from WhatsApp, Google Maps or social media.

Why Use Our Software?

Save Time, Cut Costs & Boost Sales Effortlessly!

✓ **Unlimited Messaging**

No restrictions on sending messages.

✓ **Automated Marketing**

Bulk messaging, auto-replies & scheduled campaigns.

✓ **Multi-Account Support**

Manage multiple WhatsApp accounts easily.

✓ **Easy Contact Upload**

Import numbers via Excel files.

✓ **Targeted Lead Generation**

Extract contacts from WhatsApp groups, Google Maps & social media.

✓ **Detailed Reports**

Track message delivery & engagement.

How It Works

Fast, Easy & Unlimited! 🚀

Upload Contacts
Import numbers from an Excel file.

Create Message
Write text & add images, videos, or PDFs.
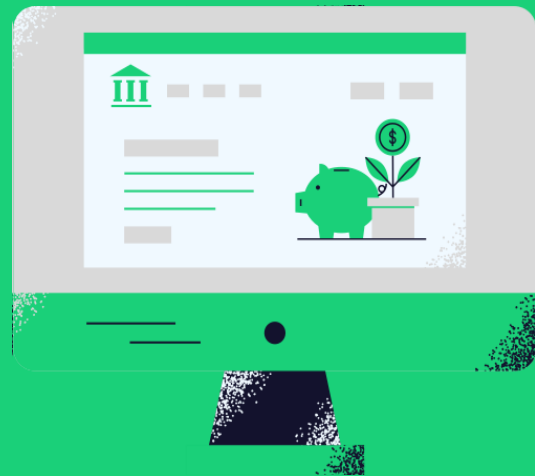
Start Campaign
Messages are sent one by one automatically.

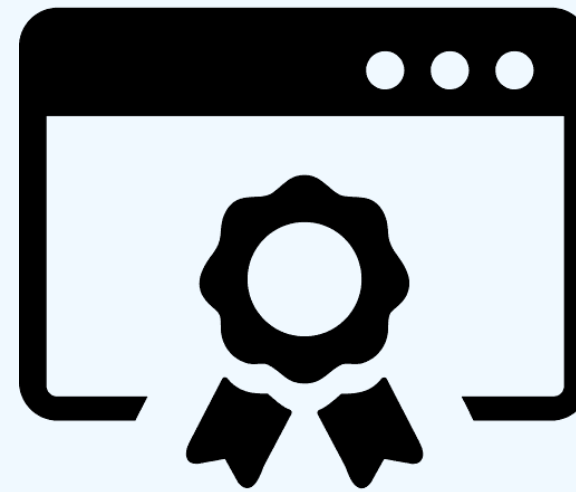## Track Performance
View delivery & response reports.

How We Generate Revenue
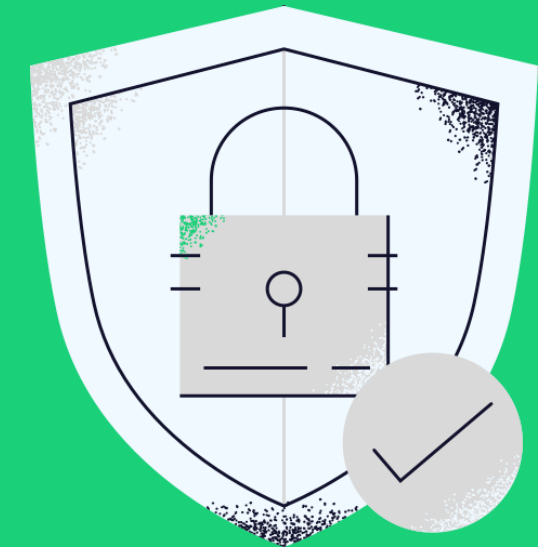
Software Sales

Sell the WhatsApp marketing software to businesses and individuals.

License Fees

Charge for software licenses with customizable pricing & duration.

Subscription Model

Offer monthly or yearly plans for premium features.

Service-Based Business Model

Bulk Messaging Services

Offer message-sending as a paid service.

Customization Services

Provide custom solutions based on client needs.

Lead Generation Services

Charge businesses for targeted contact lists.

Conclusion

Our WhatsApp marketing software offers an affordable & effective way for businesses to grow without high advertising costs. It simplifies marketing with bulk messaging, lead generation & automation while helping businesses increase repeat customers. With direct communication and a strong revenue model, our solution is a game-changer for cost-effective business growth.