

Top 8 Successful WhatsApp Content Marketing Strategies

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WhatsApp content marketing
strategies explained



They say that **content is king**, and in the digital marketing world, that statement is definitely correct. Still, content alone does not form the whole picture. Content promotion is an essential element of driving traffic to your website, attracting new groups of users, and increasing conversion rates and profit. One innovative

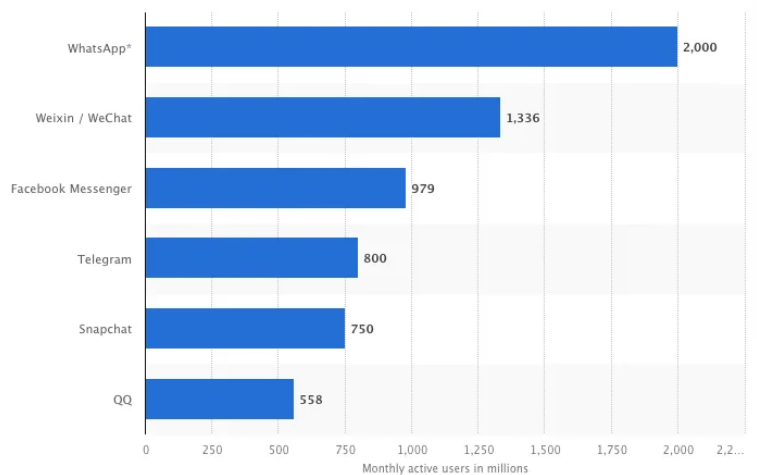
tool that has recently gathered a lot of attention in content marketing is WhatsApp.

Let's delve into the intricacies of using **WhatsApp content marketing** to bolster your content marketing efforts and explore how it provides seamless promotion strategies that can transform your business reach and engagement.

The Business Purpose of Content Marketing

Content marketing is more than just making content. It's a planned method of creating and sharing valuable and engaging materials. The goal? To attract a specific audience and encourage them to use your products or services. You can effectively promote your blog posts, services, podcasts, videos, and products by combining different marketing channels, like PR, PPC ads, and influencer marketing. But have you considered including WhatsApp content marketing among these channels?

As of the start of 2024, this prominent mobile social app boasts a staggering monthly user base of two billion, reaching out especially to regions beyond the United States, such as Brazil and Mexico. Other significant players in the field include WeChat, which engages over **1.3 billion users**, and Facebook Messenger, which has a global user count of around **980 million**.



Source: Statista
Most popular global mobile
messenger apps as of January
2024

Employing a well-planned content marketing strategy on WhatsApp can increase audience interaction and customer conversions.

Perks of Applying WhatsApp in Content Marketing

Having WhatsApp Business as a part of your content marketing strategy helps you extend your reach to a worldwide audience. **55% of businesses** worldwide use WhatsApp for sales. With a 98% open rate for messages, the platform facilitates local and global dialogue with users while distributing content without limits:

1. As a digital app, WhatsApp promises high levels of engagement due to its immediate interaction and vast use.
2. WhatsApp provides a secure, private environment for communication. Your exchanges with customers remain confidential, thus building a trusting relationship with your audience.



3. Real-time assistance and customer service become more efficacious by using WhatsApp content marketing. You can handle customer queries, issues, and feedback promptly and personally, ensuring client satisfaction and retention.
4. With the **WhatsApp Business API**, businesses can send **broadcast messages** to an unlimited number of saved and unsaved contacts — a significant advantage for promoting new content or updates.

Chatbot integration enables automated conversation, supplying consistent communication and preserving customer engagement, even during your offline hours. However, note that you cannot access WhatsApp Business API through the WhatsApp/ WhatsApp Business apps.

You need to use a platform like **AiSensy**, built officially on WhatsApp APIs to access these features.

Amplify Your Content Marketing Plan with WhatsApp

Believe it or not, WhatsApp does more than just connect friends and family – it serves as a potent avenue for engaging your audience and upgrading your content marketing efforts. Let's delve into utilizing it effectively:

Pushing blog posts

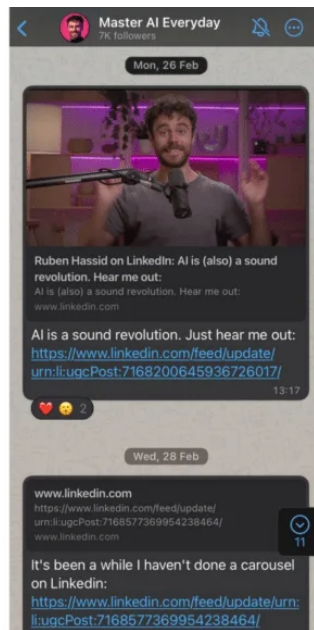
Blogging stands as one of the most rewarding channels for WhatsApp content. It not only **drives traffic to your website** but also fortifies your brand's position as a thought leader. Through blogging, you have the opportunity to educate consumers, offer solutions, and garner feedback while continually engaging with potential and existing customers.

How To Do It:

- **Chat Options:** Add "Click to Chat" buttons or QR codes in your blog. This will allow your audience to ask questions and give feedback. It also allows your customers to post inquiries or share relevant blog links, which acts as a significant advantage when they are seeking answers to their problems.
- **Share with a Target Audience:** Send your blog post recommendations to different groups of your audience using WhatsApp content marketing.
- **Extra Content:** Offer additional content or behind-the-scenes information through WhatsApp.

Psst...here's a tip to increase your blog's visibility: Use the **on-page checker tool** to effectively optimize your blog content and enhance its visibility on search engine result pages.





Source: Ruben Hassid on
WhatsApp
Video content teaser is part of
Ruben's WhatsApp Content
Marketing strategy

Send Broadcast to Unlimited Users In One Go

Share important content such as blog articles, product updates, or new launches with a large portion of your customers. This can help increase engagement and recognition of your brand.

How To Do It:

- **Create Interactive Content.** Develop messages that are interesting and relevant to your target audience.
- **Group Your Audience.** Make use of features that allow you to categorize your audience into different groups. This way, you can customize your messages for different groups based on their interests or characteristics. In AiSensy, you can easily assign tags to different audience groups and shoot them broadcasts in one click.
- **Plan Your Broadcasts.** Send your messages at the best times to ensure maximum interaction. This could be during the hours or on days when your audience is most active on WhatsApp.
- **Add a Direct Instruction.** Include a simple instruction in your message that encourages users to take some action. This could be to visit your website, learn about a new feature, or to start a conversation.
- **Monitor Results.** Keep an eye on important figures, such as how many people opened your broadcast and how many followed through with the call to action.

If you have a small audience of 100–200 users, you can use the WhatsApp Business app to shoot your Broadcasts. However, for larger audiences, you can use [AiSensy](#) to send Broadcasts to unlimited users in one go!

Greet New Subscribers with auto-messages

Use automation to turn your website signups into active subscribers! With WhatsApp Business API, you can set up [auto welcome messages](#) when someone subscribes to your WhatsApp newsletter or signs up on your website. This



personal touch helps create a great first impression and begins a supportive connection with your new subscribers.

How To Do It:

- **Link your website to WhatsApp.** You can do this simply by adding a [WhatsApp button](#) to your website. Anyone clicking the button will automatically land on your WhatsApp with a pre-filled text that they can send to begin talking to you! Now, what you can do is create a Chatbot that engages these users landing from your website to your WhatsApp! Here's how you can create a [WhatsApp Chatbot in just 10 minutes](#).
- **Create a Welcome Message.** Make a personalized message to greet new subscribers, thanking them for joining, and telling them what to expect from your WhatsApp newsletter.
- **Add a Call to Action.** Ask new subscribers to do something like visiting your website for a special deal, or responding to the message to verify their subscription.
- **Plan auto-triggers.** Set your system to auto-send the welcome message once a successful signup happens on your website.

Sharing links, images and well as Catalogues

WhatsApp enables direct communication with your audience. You can share links to your latest blog posts, articles, videos, and other engaging content formats. With WhatsApp's multimedia-sharing options, your content marketing strategy gets a boost.

How To Do It:

- **Share Your Content:** Regularly share pieces of your new blog posts, articles, or videos on WhatsApp from your official account.
- **Visual Content:** Use quality images or infographics to guide users to your full content.
- **Relevant Content:** Share content tied to current events or popular topics to draw user interest.

Feedback collection

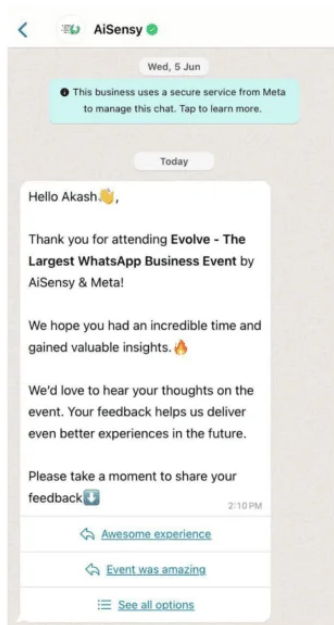
WhatsApp also allows you to collect real-time responses from your audience. Use polls, surveys, or direct messages to gain insights about their thoughts on your content. This not only helps in improving your offering but also makes your audience feel valued.

How To Do It:

- **Questions:** Encourage users to share their thoughts with open-ended questions.
- **Incentives:** Offer rewards to encourage feedback.

For example, you can check out this feedback message that we sent to everyone who attended **Evolve'24 - Largest WhatsApp Engagement** event by AiSensy and Meta. We received 250+ Replies on this message, giving us a clear feedback from our audience.





Customer feedback collected on
WhatsApp

Customer support

Offering personalized and swift help through WhatsApp content marketing makes the user experience better and builds trust. Attending to queries, concerns, or issues related to your products/services in real-time showcases your commitment to customer satisfaction, which can foster a stronger relationship with your audience.

How to Do It:

- **Set Support Hours:** Set particular hours to offer customer support on WhatsApp, making sure responses are prompt and inquiries are handled. In AiSensy, you can set your work & off-hours and the user will receive an automated response depending on the time they message you.
- **More Than One Agent:** If your audience is large, you can have multiple agents responding to customer queries on WhatsApp.
- **Self-Help Options:** Use automated chatbots in WhatsApp content marketing to answer common questions, give troubleshooting steps, or lead users to useful resources. This reduces response time and workload and ensures your business stays active 24x7
- **Integration with CRM:** Combine your WhatsApp help system with your customer relationship management (CRM) tool to keep track of communications and personalize future ones.

Cross-promotion with social media platforms

Boost your marketing strategy by linking your WhatsApp Business API with different social media platforms. This will help increase your brand's visibility, and engagement and generate more leads. Through clever use of calls to action (CTAs) and promoting your WhatsApp account across different social platforms, customers will find it easier to connect with you.

1. Facebook. Connect your WhatsApp Business account and Facebook page. It makes a chat button on your Facebook profile, so customers can reach you easily. Enjoy the results:



- **Wider Audience Reach.** You can reach more people through Facebook.
- **Improved Customer Satisfaction.** When you make it easy for users to communicate with you, they're happier.
- **Increased Customer Interaction.** Letting buyers use their favorite platforms encourages them to interact.

2. Instagram. Make engaging Stories or posts about your brand and add a clear call to action (CTA) directing users to your WhatsApp number. This could include special offers or interactive polls. Enjoy the results:

- **Lead Generation.** Guide interested viewers to your WhatsApp, where they can become potential customers.
- **Enhanced Customer Interaction.** Create a more personal experience to build stronger customer relationships.

3. X (Twitter). Promote your WhatsApp Business number throughout your X profile and messages. Quickly respond to queries for a seamless customer service experience. Enjoy the results:

- **Improved Customer Satisfaction.** Give immediate support on a known platform like X to make customers happier.
- **More Lead Generation.** By making it easy for potential customers to connect with you on WhatsApp, you can increase your leads.

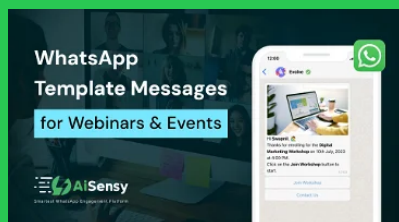
Take note of a few key points. Adjust your CTAs and messaging to fit each platform's style and audience. Keep a consistent brand image on all social media accounts to look professional and recognizable. Also, regularly check your results to see which platforms are most engaging, so you can fine-tune your cross-promotion strategy.

Last Words

In summary, WhatsApp is a powerful platform for content marketing with high user engagement, seamless integration with social media platforms, and a promising secure environment. Its built-in analytics function allows businesses to monitor the success of their strategies, while the WhatsApp Business API enhances reach by broadcasting to unlimited contacts and integrating chatbots.

WhatsApp is thus a crucial tool in successful content marketing, enabling brands to connect directly with their target audience, maintain trust, and amplify their reach with strategic content distribution. So, kickstart your successful WhatsApp content marketing journey today.

Read more



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