

How to attract new clients and increase sales on WhatsApp

A step-by-step guide for marketers
and entrepreneurs



WhatsApp

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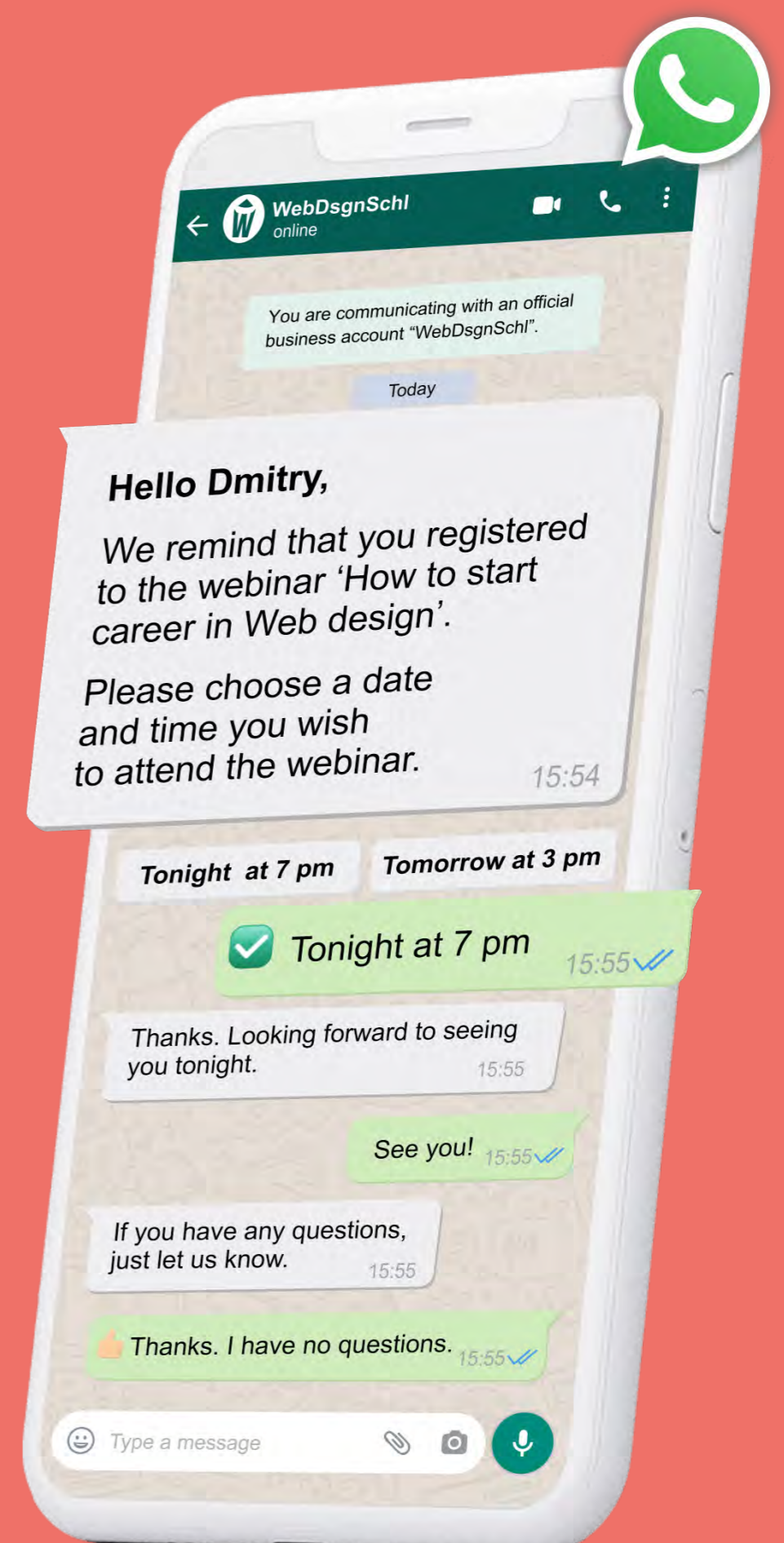
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About BotHelp

The leading no-code platform for messengers

The most convenient platform for mailings, autofunnels and chatbots on messengers and social networks.

- ✓ Lead generation
- ✓ Analytics
- ✓ Subscriber base
- ✓ Chatbots
- ✓ Broadcasting
- ✓ Integrations



This is us!

Multi-platform chatbot builder

Write chat content once and talk to your customers directly on the messaging apps they already use!

01

Easy like Sunday morning

No-code platform – build your bot in 5 minutes

02

Automatic sales funnel 24/7

Engage, qualify and convert your leads at any time of the day.

03

Perfect for online schools

Designed to make your edtech business work, with a proven track record of projects.

04

Simplify the buying process

Sell products, book appointments, nurture leads, capture contact info and build relationships – all through messenger.

05

Create your customer database

Get detailed analytics on conversions and traffic sources, segment and manage your subscriber base.

06

Why use messengers?

Messenger marketing is kind of like email marketing, but with way better results...

91% of Internet users in the world use mobile devices to access the network

So, using messengers means you have a wider audience to interact with.

The open rate in messengers is about 80% compared to 10% in email

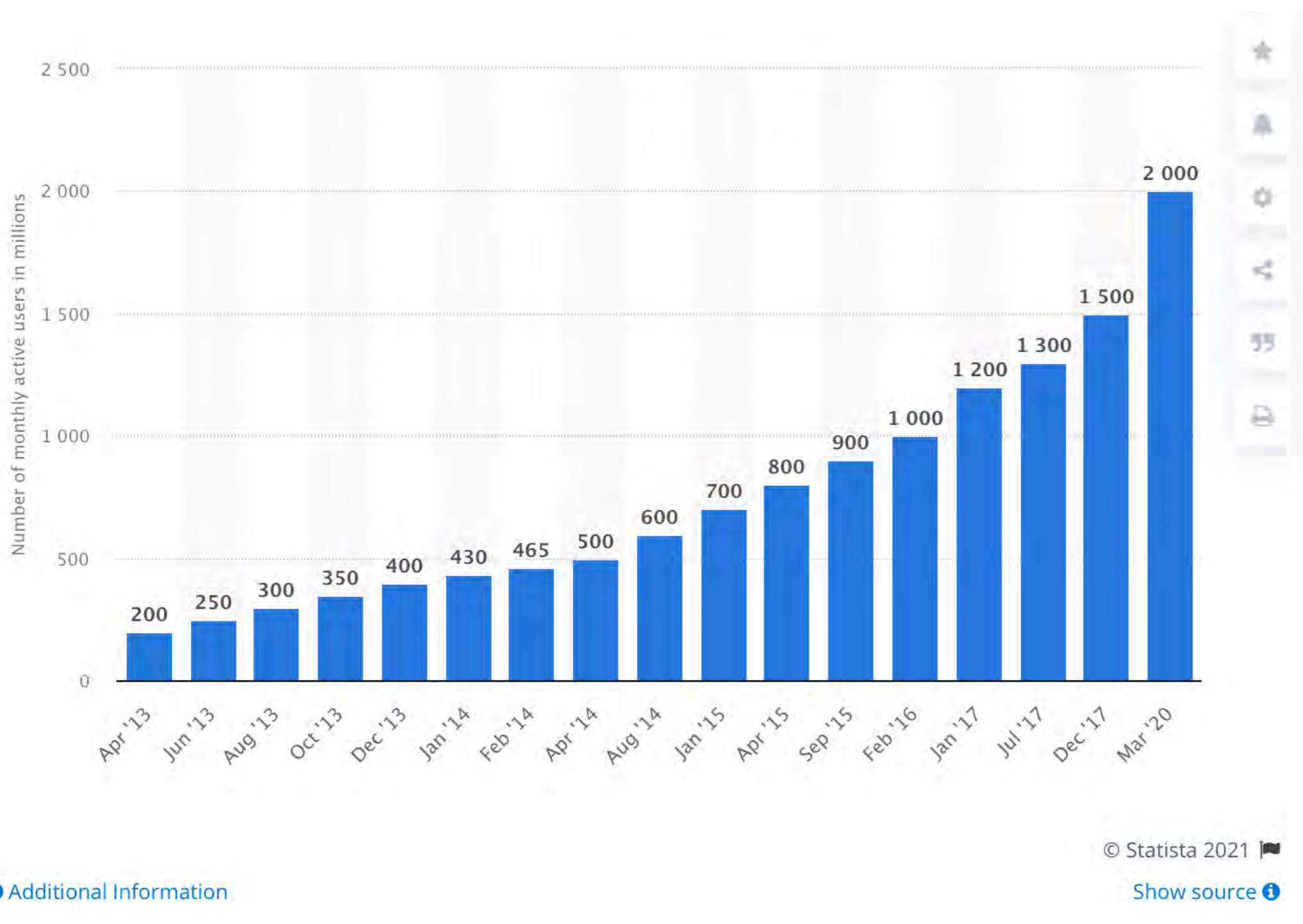
Businesses have reported to generating 4-10x more revenue with messengers than with email! 75% of customers say they would rather message businesses than email or call them. Communicate with your hottest leads right away and convert them in minutes with simple, personalized messages.

25–50% click-through rates and 3–5x higher conversion rates

People are 3x more likely to engage with chat compared to website forms. Online businesses using messengers to capture leads have seen recovery rates as high as 20%! Messengers help to increase customer loyalty, sell automatically and reduce advertising costs.

Why WhatsApp?

- There are 2 billion active users worldwide.
- It is the most used mobile messenger app in the world, outranking Facebook Messenger and WeChat.
- More than 100 billion messages are sent each day on WhatsApp
- The average WhatsApp user on Android spends 38 minutes per day on the app.



WhatsApp channel types

WhatsApp Business

A free application for business owners without automation and CRM integration. All communication is done manually and there is a risk of blocking for mass mailings.

"Grey" WhatsApp

An unofficial WhatsApp API. It is very unstable and sooner or later WhatsApp blocks linked phone numbers and the entire accumulated customer base is lost.

WhatsApp Business API

A business account on WhatsApp for SMB, with technical capability to connect third-party applications for work. This is a reliable and legitimate way to effectively work with clients and use all the tools to increase conversions.

BotHelp is working with this one!

WhatsApp opportunities for businesses

Grow your subscriber base

All your clients, once subscribing to the messenger, stay with you forever. A huge advantage of all instant messengers is that you will keep the user's contacts, even if the person did not answer all your questions.

Manage contacts

Make lead segmentation directly on the messenger, find all the necessary data and transfer it to CRM for further work.

Support customers on WhatsApp 24/7

Offer support on an entirely new level: let your customers ask questions directly on WhatsApp in real-time and automate customer service with chatbots.

Team inbox for WhatsApp

Allow your customers to talk to you on their favourite messaging app with a multi-agent customer support tool. Leave no answer without response. Tags, custom fields, auto and saved replies, and more tools are available for your sales or support team.

Automate sales funnel and cut costs

Transfer your call center to a chatbot that works without human intervention. Build sequences and chatbots to automate the sales or lead qualification process – without coding. Bots can help you give a coupon, ask common questions or share content.

WhatsApp opportunities for business

Capture leads and accelerate sales

Link your ads, website and social media profiles directly to a conversation, and help to simplify the buying process for both you and your customers.

Broadcast messages

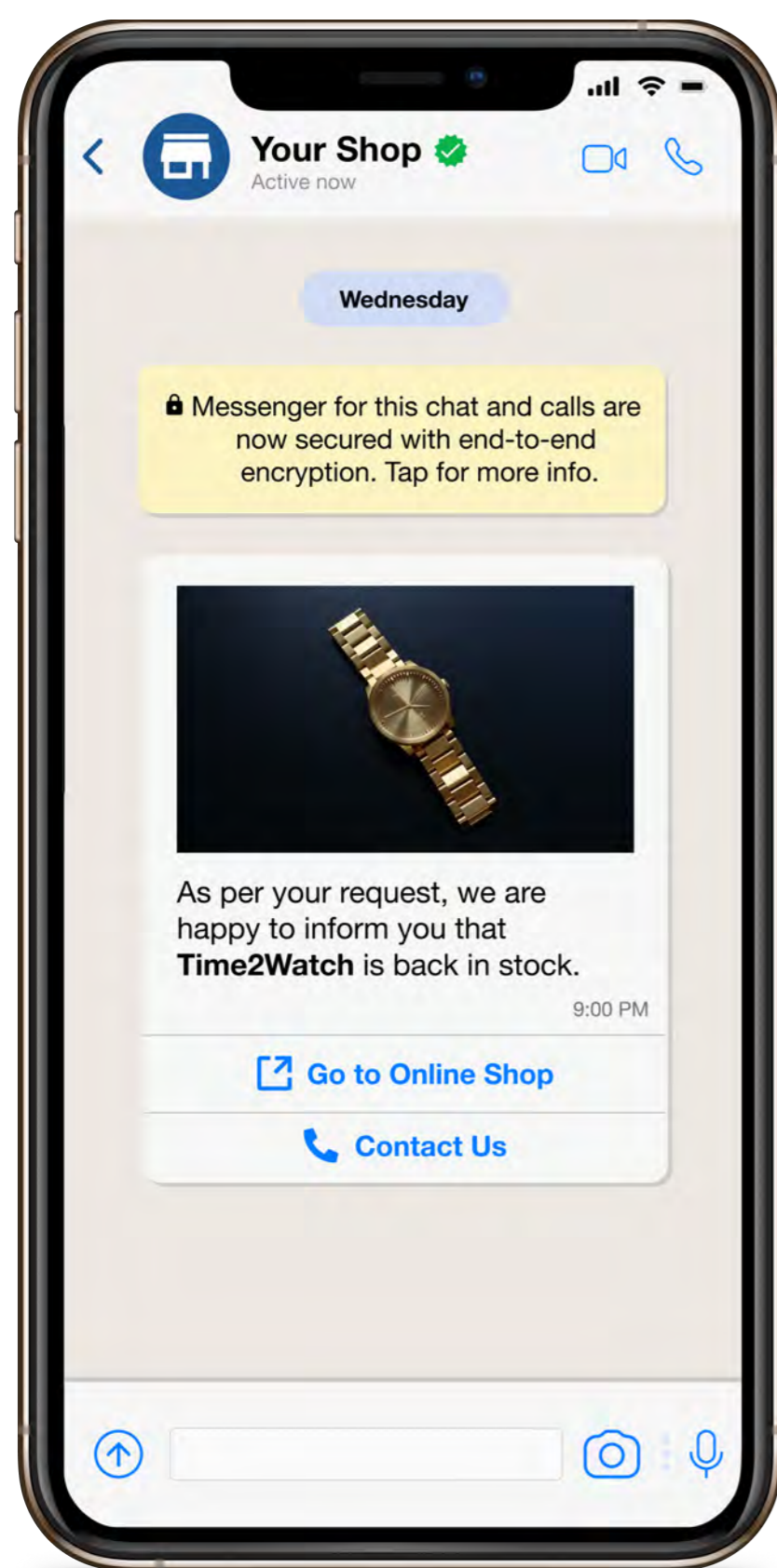
Send broadcast messages on WhatsApp: shipping updates, delivery reminders, payment reminders and other notifications. Broadcasts can be sent immediately or scheduled for a specific date and time for a specific audience.

WhatsApp Message Templates and Buttons

Use message templates to send notifications and broadcasts to subscribers. Add interactive message buttons to increase conversion and click-to-rate.

Company Name on WhatsApp

The company name is displayed on chats instead of a phone number. The check mark can be provided upon a request to WhatsApp Inc.



How to build an audience for WhatsApp campaigns

WhatsApp in Facebook ads

When a customer clicks on an Instagram or Facebook ad, a WhatsApp message opens and the person receives a welcome message, for example, asking them to download a checklist or get a bonus. After clicking on the button, the person becomes your subscriber and can receive messages and newsletters from you.

WhatsApp widget on websites and landing pages

Add a messenger button to your website so that your potential clients become your subscribers and could talk to the chatbot. On BotHelp, you can add multi-channel widgets for free: WhatsApp, Telegram, Facebook Messenger or Viber.

Instagram

BotHelp is not currently available on Instagram. We are working on it. In the meantime, you can use our mini-landing pages (one of our key tools) and transfer people to one of these messengers: WhatsApp, Facebook, Telegram or Viber.

On a mini-landing page, you can place a banner, your offer and a block with messenger buttons where the conversation with your clients can run.

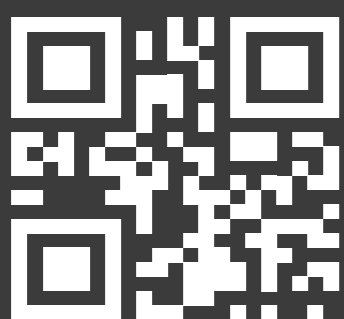
On average, ad-to-subscription conversion rates range from 40% to 60%, which is much higher than on a website. You can link your mini-landing to Stories, Profile Descriptions and Instagram Ads.

QR codes on business cards and flyers

Place your QR codes anywhere your customers can access it. Communication through instant messengers will speed up the work process and help you earn money.

Dr. Ivanov Medical Center

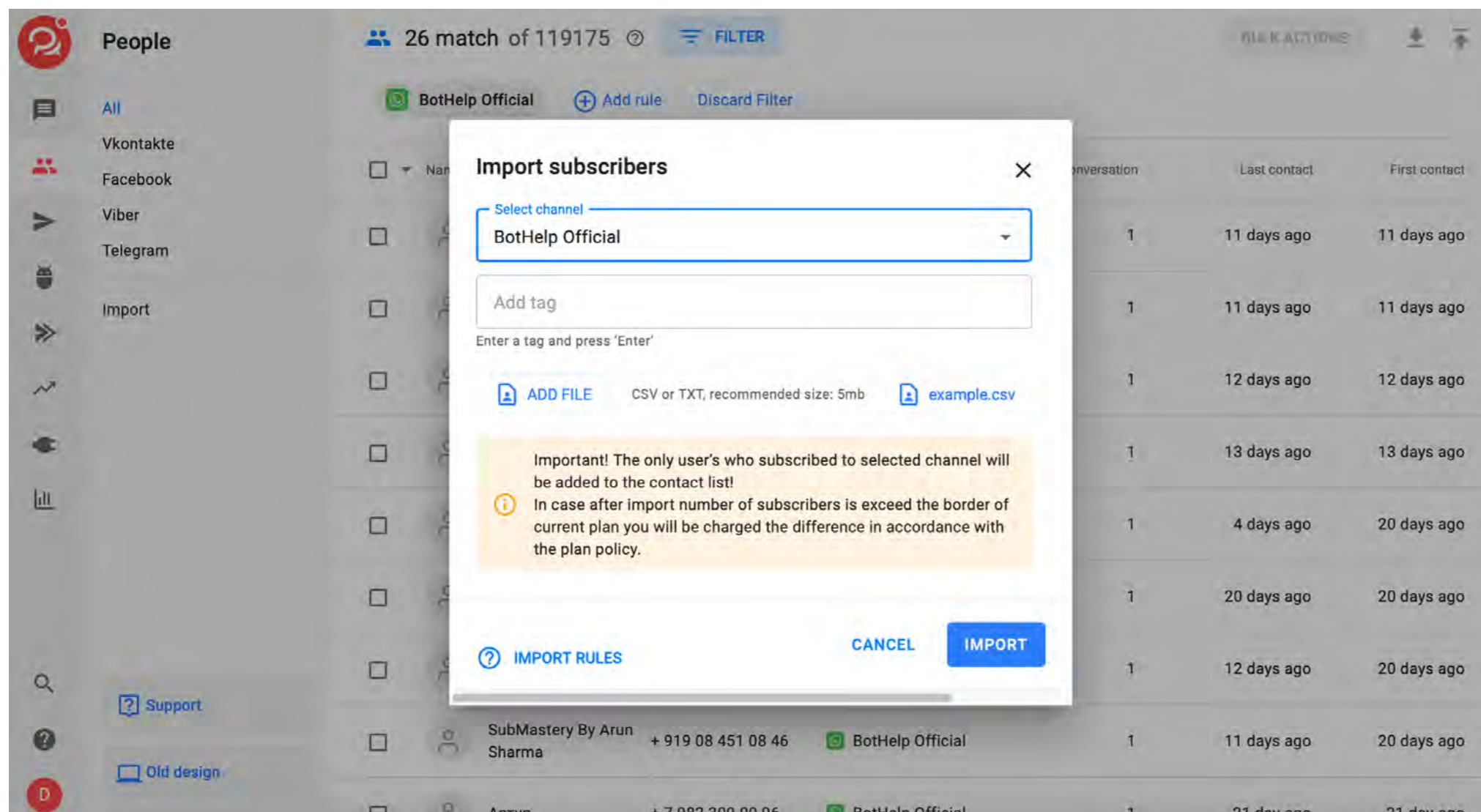
Medical Clinic «Health+»
We care about your health



How to build an audience for WhatsApp campaigns

Existing contacts

Most likely you have already used messengers to communicate with your clients, and now you only need to connect them to your official WhatsApp account. Bothelp allows you to upload your database for further work.



Everything you should know about WhatsApp Business API

When using WhatsApp, you must accept and comply with the [WhatsApp Business Policy](#). According to these rules, users must give permission to communicate with your company - write to you first or add your number to contacts.

24-hour window rule

When a person writes something to you on the chat, a 24-hour window of free communication opens up and you can reply to them and send messages (text in one message should not exceed 1000 characters).

Add photos, audio, video, pdf-documents to messages so that the client receives all the information about you and your product. And also, use text formatting to highlight the main message: italic, bold, strikethrough text.

If necessary, you can turn off manual correspondence and launch the WhatsApp chatbot, add necessary tags and automatically transfer leads to the CRM system.

To maintain a 24-hour window, try to engage with the subscriber and encourage them to click on buttons in the dialogue, and offer bonuses.

WhatsApp Templates

After a 24-hour window to start a conversation with your client, you should use template messages preliminary approved by WhatsApp. The approval might take up to 6 hours, and in rare cases a day.

Some tips to get approvals:

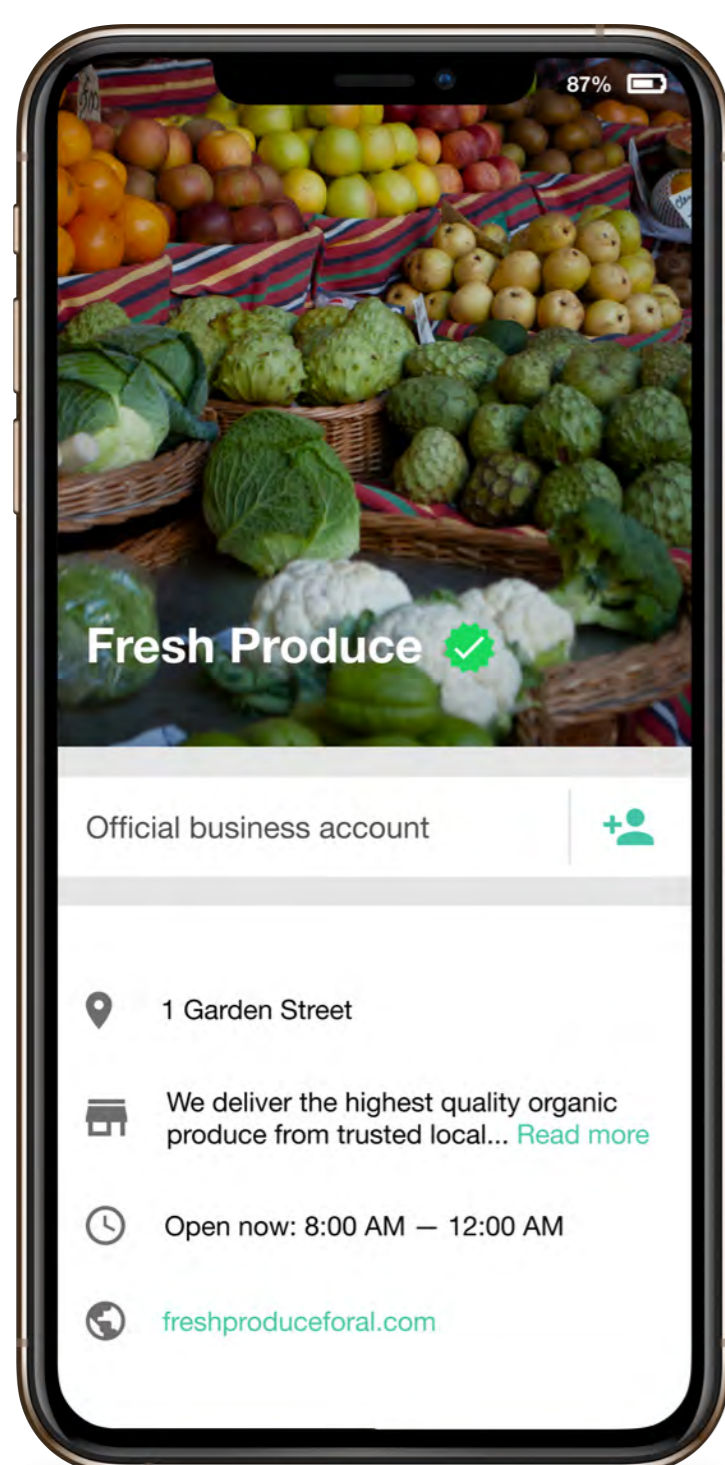
- the message should not be an ad in nature
- it must not contain offensive content or threatening statements
- it must be related to previous actions of the user (add the words: “contact”, “payment”, “subscription”, etc. to the template)
- it should contain URL links only to your company's domain. If you plan to lead subscribers to other website, insert the url into the variable part of the message
- it must comply with the [WhatsApp Business Policy](#) and [WhatsApp Commerce Policy](#)
- it must be grammatically correct



Important!

Important! If you are planning messages with buttons, then you need to specify their type (a button with URL, phone number or text) at the approval step.

Also, if you plan to add attachments to messages, you need to specify their format (jpg, png, pdf). You do not need to reconcile the images themselves. Please note that you will not be able to send such messages without files!



How to connect WhatsApp Business API

WhatsApp has a [strict policy](#) regarding using their messenger for commercial purposes. This is why WhatsApp channel setup is more complicated than other messengers. These steps will help you to complete the registration and set up a process that works smoothly.

01

Verify your company on Facebook Business Manager

Read [here](#) for details on how to verify your company on Facebook Business Manager. Important, wait until you are fully verified by Facebook to gain access to WhatsApp Business.

02

Create an account on 360 dialog

As soon as you are approved by Facebook Business Manager, go to [360dialog](#) (WhatsApp BSP) and fill in the registration form.

03

Accept a request from 360 dialog on your Business Manager

Confirm a request from 360 dialog on your Facebook Business Manager.

04

Complete your registration on 360 dialog

An email with the header "Your WhatsApp Number is ready for Registration!" will be sent to your registered email. Follow the link, log in to [360dialog](#) and register your WhatsApp number.

05

Wait for your WhatsApp number to be confirmed

It may take a few days before your WhatsApp number is confirmed. If you experience delays with your confirmation, please write to WhatsApp support team.

06

Create an API key

As soon as your WhatsApp number is confirmed, create an API key and copy it. You will need this key to link it with the BotHelp platform.

07

Add your API key to 'Channels' in your BotHelp account

Go to 'Settings - > Channels - > WhatsApp and add your API KEY and the registered WhatsApp number.



How much does it cost?

- WhatsApp Business API setup – **\$0**
- All incoming message – **\$0**
- Template messages (HSM) and outgoing messages within a 24-hour window – **\$0**
- Template messages (HSM) broadcasts – **from \$0.0035 (price)**
- WhatsApp Business API monthly fee – **\$20/month**



How does it work?

An example, you pay \$10/month for BotHelp platform (the minimal tariff) and \$20/month directly to WhatsApp, in addition to \$0.0035/per template message in your broadcast if you send it out of 24 hours-window.



How are users counted in the tariff?

As soon as users start a conversation with a chatbot, they become subscribers. All users subscribed to your chatbots are counted.

 FAQ**Is it possible to make broadcasts if the client has not subscribed?**

At the moment, there is no such functionality (in general, it is possible in WaBA). Import of phone numbers will be available in June.

If I already have WABA, how can I connect with you?

Insert the token into our service. That's all you need to do!

Can I connect my phone number that was previously connected to Whatsapp?

You just need to unlink it from your WhatsApp account, here's a guide on how to do it >> <https://faq.whatsapp.com/android/account-and-profile/how-to-delete-your-account>

Can I transfer a number from another provider to 360 Dialog?

Unfortunately, at the moment, number transfer between WaBA providers is not possible. The number works only with the provider it is connected to.

Can I link my current 360 Dialog account to your platform?

Yes, through the [360 Dialog form](#)

How to link an active Whatsapp number to WaBA?

Initially, you need to delete the number from Whatsapp according to [the instructions](#) >> And then add this number to WaBA through 360 Dialog.

Will I be able to use my WhatsApp number as usual if I connect it to WABA?

No, you need to connect a new number if you want to use your regular Whatsapp as usual.

Practice: How to create a webinar funnel with help of BotHelp

01

Decide on the messengers that you will use to communicate with the audience. On the BotHelp platform, you can connect with Whatsapp, Facebook, Telegram and Viber.

02

Sign up on [Bothelp](#)

03

Connect on these messengers: [Facebook](#), [Telegram](#), [Viber](#), [WhatsApp](#)

04

[Verify your WhatsApp number](#) if you plan to use this messenger.

05

Build the funnel

06

Think about what useful information you can give the client for free to show your expertise and build trust. These will be your lead magnets that you can incorporate into your sales funnel

07

Draw of the funnel in any of the mind map you use. We prefer [Miro](#)

08

Now transfer your funnel to BotHelp:

- a. [Create](#) and test a bot for one of the connected channels
- b. Copy the bot to other channels. Important; if you create a bot in WhatsApp, it cannot be copied to other channels
- c. [Test](#) on the copied bot on all the channels
- d. Create a [mini landing page](#)
- e. Connect channels to a mini-landing page
- f. Test your funnel

09

Important! If you run webinars regularly on the same day of the week and at the same time, then the entire funnel can be created on the bot. If webinars are irregular, then it is better to use mailing lists for reminders, and make a simple 2-3 steps bot.

10

On the Youtube channel [BotHelp Global](#) you can watch video tutorials on how to use Bothelp.

11

[Here](#) you can download a map of a simple webinar funnel built on Bothelp.



Why BotHelp?

> 100 000 000

messages are sent monthly
on the BotHelp platform

> 5 000 000

people receive messages
from BotHelp platform daily

>25 000

customers from all over
the world trust our platform

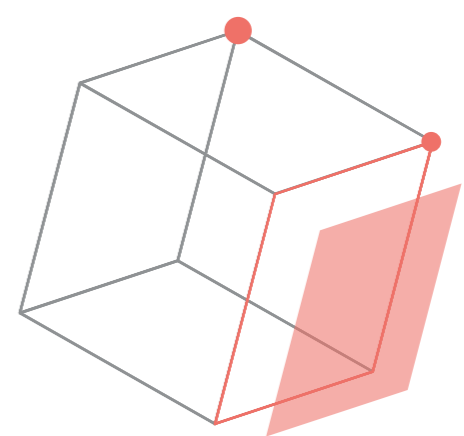
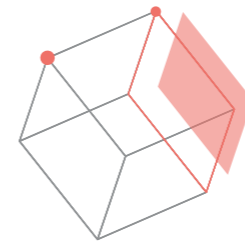
> 100 000

chatbots have built
on our platform

Why BotHelp?



Dmitry Chistov
CEO and founder
BotHelp



'I started a company in 2015 after seeing the need for a product that enables marketers to engage with customers via mobile messengers.

Since messengers have become the most heavily used mobile apps, bots have emerged as effective instruments that are currently changing the world of digital marketing and the way businesses interact with their prospects. BotHelp was born with the goal of making this interaction easy for both parties.

Our mission is to help entrepreneurs to grow their business and attract customers with messengers'

