

10 Ways To Use WhatsApp For Business

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Social Media is one of the outbursts of technology which has changed the way we live, communicate and reciprocate. 😎

And the businesses around the world are trying to tap into the immense advantage of this new trend has to offer. Social media is the most efficient way to connect to the customers and bridge the business-customer gap.

The largest messaging application in the world, WhatsApp which has more than 1.2 million global users is one such social media application. The businesses all over the world have been using WhatsApp as a part of their communication solutions.



70 percent of the WhatsApp messages that are sent are opened by the consumers. You can make complete use of this feature by getting the feedback of your customer on text instead of calling them.

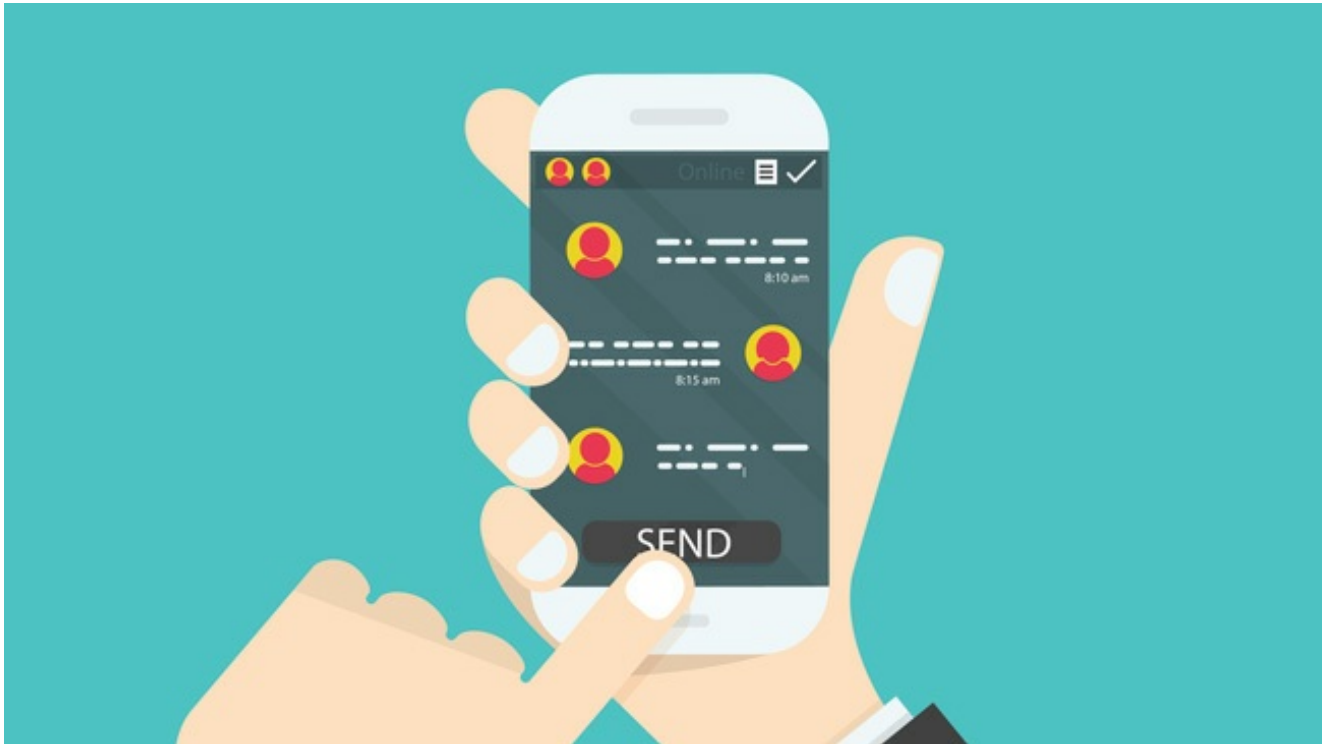
You can create a WhatsApp group, add your customers and ask them to fill the questionnaires you design. That way you will be able to record the answers and there will always be this surety of 'who said what'.

Recommended read: [How To Grow Your Small Business – Email Marketing Automation Tips](#)

This way, the next time you go and work for them you can tailor your services according to their needs. This is customer satisfaction and market research at its best. Moreover, this entire process is free, no cost involved, whatsoever. Rather, it will boost your business and make your customer loyal to you.

However, you need to make sure that the feedback questionnaires that you are preparing are not intrusive in nature. You can encourage your customers to answer your questions by giving them special offers and coupons.

4. Personal Touch



As your WhatsApp group grows with time, you can start a one-on-one interaction with your customers. This is important for small businesses because for them the best marketing is mouth-to-mouth marketing and this will only happen if you give your customers an experience they can't forget.

5. Creating & Targeting Groups



If your business is specialization kind, then you can create WhatsApp groups surrounding that particular area. This way, customers will regularly be updated with the information of a topic they are interested in and you can increase customer base via this.

You can use the status feature to your advantage too, create special promotion codes. So that the customers can redeem that code and share the code with their friends and relatives. That way, you will be able to get more business.

7. Special Access



Using the status feature of WhatsApp, you can quickly give a quick demo of your new product or an old one for that matter. You can also quickly inform in your group if you add a new product to your inventory. Even if they don't need that product, they will at least know that you offer that product or service too.

9. Giveaways



Giveaways are another way to increase the traffic to your business, you can easily promote the giveaways on status or simply share them on the group. You only need to bear the cost of the service or product that you are giving away, the marketing cost is null here.

10. Partnering with influencers and collaborating with businesses



Partnering and collaborating with influencers and businesses will increase your customer base and bring you new business opportunities. You don't even have to find the business in the same industry as yours, you can simply go for vertical expansion. Even if people aren't interested in your business, you can at least get some mentions.

