

Marketing in a WhatsApp World: The New Rules of Engagement



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Personalize Marketing Campaigns at Scale

Marketers face consumers with shorter attention spans and a habit of hopping from one platform to another. This requires the agility to adjust strategies swiftly and craft messages that engage consumers in dynamic digital landscapes. The moment is short, so every interaction must be impactful and resonate with the target audience.

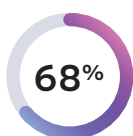
First-party data shines

We're about to wave goodbye to third-party cookies and welcome new privacy norms like app tracking transparency from Apple.

That's why the spotlight on first-party data grows even brighter. And the ability to use this data to spark real conversations and drive meaningful conversions is more important than ever. This transition is a call to action for marketers to refine their approach and aim for deeper connections in an ever-evolving digital landscape.

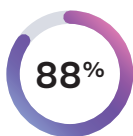
Bottom line: *Engaging with your customers through their preferred channels and adopting an omnichannel approach are business critical.*

Facts and trends



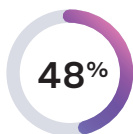
CXOs say business messaging is a high priority for them and 44% expect to significantly increase their spend on those channels.

Source: *Meta, Why Business Messaging Is a Critical Marketing Tool.*



Consumers would strike up a conversation to ask questions about a product and 87% would do so to address checkout issues.

Source: *Attentive, State of Conversational Commerce Report.*



Marketing leaders use messaging to drive offline conversions and omnichannel shopping.

Source: *Meta, Why Business Messaging Is a Critical Marketing Tool.*

WhatsApp stands out

WhatsApp facilitates meaningful conversations between businesses and a global audience. No surprise, given that WhatsApp is the world's leading messaging platform – with over 2 billion people using the app daily to communicate with over 175 million businesses across 180 countries. Since 2018, WhatsApp has empowered businesses to reach their customers through its API. And in 2020, it introduced Marketing Messages – a feature that Vonage, being Meta Partners with early access, quickly adopted to enhance marketing communications.

High reach

WhatsApp targets customers based on their phone numbers. This offers a unique advantage and allows businesses to effectively retarget their customer base.

High open and conversion rates

As traditional marketing channels like SMS and email become less effective, WhatsApp delivers an impressive 98% open rate with a 40% to 60% conversion rate – metrics that highlight the platform's superior engagement. These all underscore the urgency for marketers to explore and leverage more relevant platforms to engage with their customers.

How to use WhatsApp Marketing Messages to retarget and reengage



Retarget abandoned cart customers to drive sales



Retarget loyal customers with loyalty discount and codes to drive up lifetime value



Promote sales and tentpole events



Retarget customers who started – but did not complete – an application

The WhatsApp secret

Personalization at scale

WhatsApp Marketing Messages have a native look and feel. Businesses know their customers better than anyone, so the ability to personalize the message in a one-to-one native format becomes a powerful tool.

Product

WhatsApp has differentiated itself through features like rich media messages – to include videos, images, and more. WhatsApp can also engage in a two-way conversation with businesses, which is not available through SMS channels. The Vonage team can walk you through the different features.

Incorporating WhatsApp marketing into your strategy enriches customer interactions. The channel seamlessly integrates with existing efforts to create a unified marketing ecosystem that deepens relationships at every touchpoint.

Create Your Campaign Checklist

Integrating WhatsApp marketing into your strategy can enhance customer engagement and streamline your marketing efforts. But how do you ensure that this approach translates into measurable success? As with many strategies, it begins with a solid foundation. This involves:



Preparation



Business objective

Outline your goals and key performance indicators (KPIs). Have a clear understanding of the expected return for every dollar you invest in WhatsApp marketing and your unit economics. Vonage can help with the calculations and planning.



Partnerships

Determine the partners you need for your campaign. These can include partners to help with the onboarding process, technical set-up, precampaign planning, optimization, and ongoing technical and consultative support. Vonage can guide you with more details.



Creative

Test various creatives to learn what resonates with your customers to drive a conversion. Often, businesses simply copy the creative from existing SMS or email marketing campaigns. WhatsApp is unique by offering higher engagement and a more conversational experience than other platforms.

This calls for creative that truly speaks to its specific nature to ensure that messages feel personal and resonate with users. WhatsApp offers many different rich media templates. So be sure to test different creative approaches to help understand which works best. Vonage can help you optimize and scale high-performing creative to maximize your evergreen or always-on campaigns and time-sensitive sales campaigns.



Measurement

Emphasize measurement as the cornerstone of your performance marketing campaign. After all, you must understand which creative strategies perform and which don't. This helps you optimize campaigns and maximize conversions and ROI. The tracking tags and measurement pixels you use for existing performance marketing campaigns should be consistent with what you use across your retargeting campaigns. This approach will show how WhatsApp performs compared to other channels and offer guidance on where to focus your efforts to maximize profits.

- **Incremental sales:** When launching WhatsApp marketing messages, it's important to monitor for any increase in sales, especially as you continue your existing campaigns. Then you can better understand the unique impact and value WhatsApp brings to your strategy.
- **Lifetime value:** As you measure the cost per conversion of each message sent, it's best to measure the lifetime value of each conversion. You can then gauge the value of WhatsApp as a channel within your marketing strategy. This will help you fine tune your KPIs by channel over time. When setting up cohorts, it is worth looking at lifetime value over various day segments – such as spend value over one, three, 15, and 30 days.

Execution



Testing

Set up campaigns and start A/B testing creative options and real-time measurement. Remember, it takes time to effectively gather learnings before you start to meet or beat your ROI goals and KPIs.



Optimization

Work with Vonage to optimize the campaigns so that you can maximize ROI, sales, and profits for your business.



Scaling

Reevaluate budgets allocated to WhatsApp marketing messages and start scaling. You still need to learn what is the inflection point of efficient returns on WhatsApp at a campaign level. Vonage can guide you through this process, to evaluate your budget and scale in a way to maximize returns.



Ongoing testing

Keep testing new high-performing creative in parallel to your existing evergreen or always-on campaigns. Vonage can help you create plans to ensure that WhatsApp remains a high-performing channel for your business.



Post-campaign analysis and review

Assemble campaign data — messages sent, open rates, click-through rates, conversions, lifetime value of a customer, etc. — to track performance. Vonage can provide support on post-campaign performance and help with actionable insights and optimization as next steps.

Use WhatsApp Marketing Messaging across the marketing funnel



Awareness

Raise awareness of your brand by advertising your WhatsApp phone number and bring your potential customers into your WhatsApp business account.

- Customer to WhatsApp ads
- WhatsApp phone number across your website, mobile app, advertising, and promotions
- QR code



Consideration

Engage your customers by answering their questions and bringing them down the funnel in your WhatsApp business account.

- Product consultation and recommendations
- New product launches
- Reminder of existing promotions



Conversion

Convert customers when they are ready to buy. Set up payments to reduce any friction during the purchasing process.

- Use cases: Commerce and lead generation
- Abandoned cart messages with payments and checkout on WhatsApp
- Payment reminders for ad-hoc or regular bill payments
- Full shopping capabilities leveraging WhatsApp catalog and payments (either in-app or through links)



Reengagement

Leverage WhatsApp Marketing Messages to reengage your existing customers

- Loyalty points expiration updates

Why Vonage?



Expert experience

Vonage was one of the first companies in the world to partner with WhatsApp. We've enhanced our in-house expertise with Vonage Conversational Commerce, powered by Jumper.ai.



Proven success

Vonage cares about helping companies with their WhatsApp campaigns. We've worked closely with thousands of businesses globally and have a deep understanding of WhatsApp and what is required to be successful on the channel.



Customized consultation

Vonage appreciates the uniqueness of every business and is committed to providing a tailored, consultative approach to ensure your campaigns thrive. Our supportive team will assist you with everything from onboarding and technical setup to precampaign planning and optimization. And you'll enjoy technical and strategic support along the way.



Simple testing

The Vonage platform gives you the ability to run a proof of concept without heavy integrations. Our suite of APIs can seamlessly connect to your CRM and marketing stack for an efficient workflow.



Creative assets

Vonage leverages generative AI to build creative at scale for your marketing campaigns. This simplifies A/B testing to optimize and meet your business KPIs.



Case study

HolidayPirates engages travelers with fast, relevant marketing messages powered by Vonage and WhatsApp.

vonage.com/resources/customers/holidaypirates