



Let's talk WhatsApp.

Best practices for campaign creation



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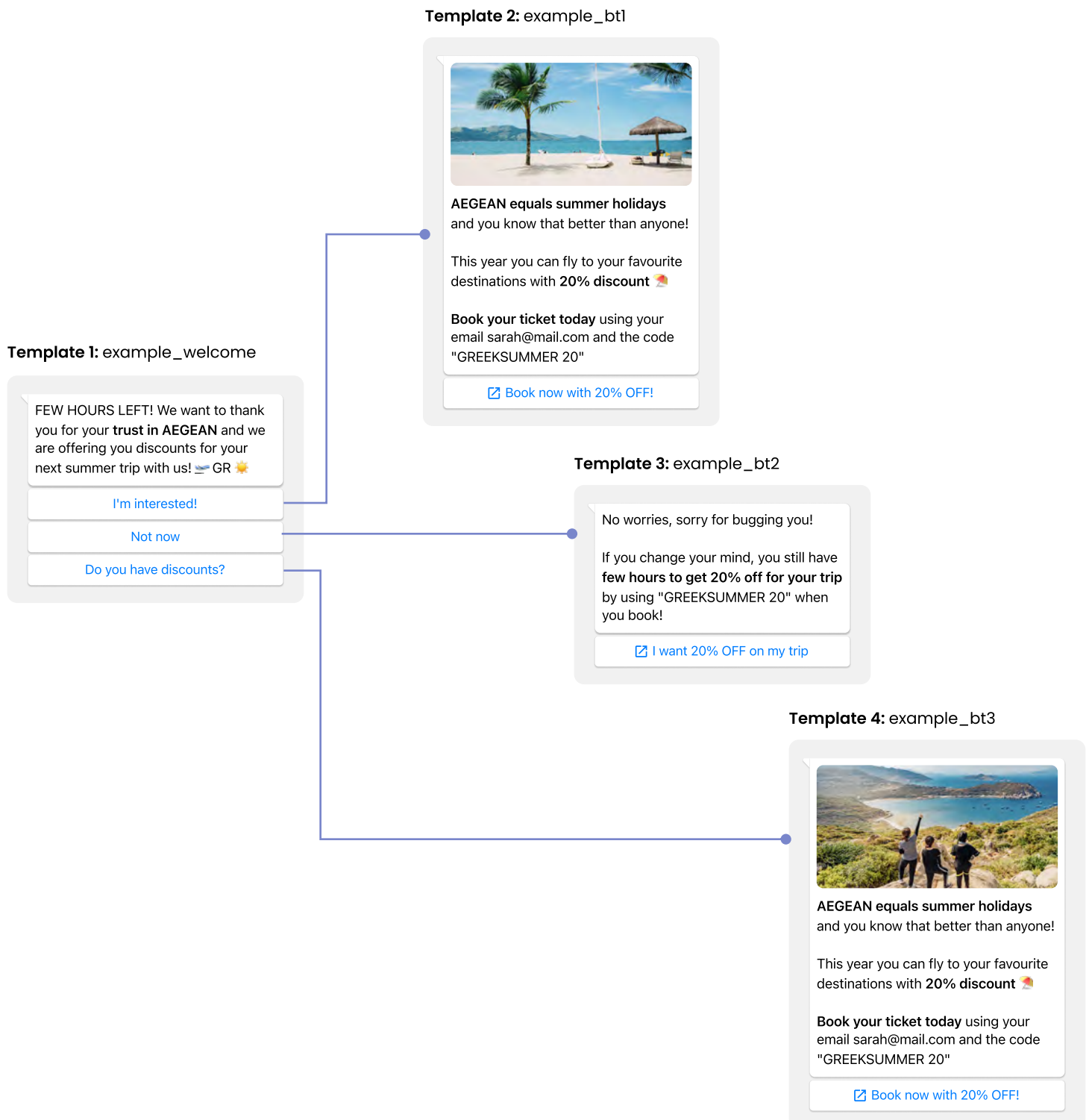
Apply the best practices!

- Campaigns to increase your sales
- Campaigns to understand your users



What is a campaign?

A campaign is a flow of messages that is composed by multiple templates



Create your first template

Name

Enter name

0/512

Language

Spanish

▼

OPTIONAL Header

Add a title or choose which type of media you'll use for this header.

None

▼

Body message

Enter the text for your message in the language you've selected.

Enter text

0/1024

INSERT VARIABLE

😊 B ✂ I <>

OPTIONAL Footer

Add a short line of text to the bottom of your message template.

ADD FOOTER

OPTIONAL Buttons

Create buttons that let customers respond to your message or take action.

Quick Reply

▼

ADD BUTTON

You can use the name you want, only **keep in mind not to use Capital letters or spaces**

Select the **language in which the message is written, this is key for template approval**

The Header can be used as a **title for the message or as an image** to be included in the message

The body of the message is **where the main content will go**, here you can **insert emojis and variables** to personalize your messages (the next section will go over the details on how to insert the variables)

The footer **is the small print of the message**. This is very useful for when you have promotions and want to include the terms and conditions of the promo.

Finally, the **buttons are the actions you want to habilitate for the user, they can be of two types: Quick Reply**, where the user clicks on the button and receives a predetermined message and **Call to Action**, where the user is sent to a selected web page and/or calls a predefined phone number

Consolidate your templates and send a message

1 Select a campaign or start from scratch [CREATE NEW](#)

We saved all your old campaigns as templates. Campaign names are not public.

Campaign

Create New

Campaign Name

Enter name

Here is where you enter a name for your campaign. This is internal, which means that it's not visible to your customers. You should choose a name that clearly describes the theme of the campaign so that you can easily find it in your account

2 Select message templates [CREATE NEW](#)

Choose an approved message template to be used as the first message for your campaign. Select auto responses when people click on a reply button

Welcome Message

example_welcome (es)

Auto Response to Button 1

example_bt1 (es)

Auto Response to Button 2

example_bt2 (es)

Auto Response to Button 3

example_bt3 (es)

Here you must **select the template which will be the first message of your campaign**

Choose the **templates that will appear after the user clicks on each one of the buttons**

3 Fill out Google sheet with recipients

Fill out the Google sheet with the recipient phone numbers, and if applicable variables.

[RECIPIENT LIST](#)

When you click on "Recipient List", a Google Sheets spreadsheet will open. Here you must: 1. **Add all the phone numbers** to which you will send the message and 2. **The variables corresponding to each phone number.** Remember that **the phone numbers you add must include the country code of the country they belong to, without the "+" sign and without spaces.** For example: 573174516519

4 Verify information

Verifying the sheet checks for phone number errors, empty variables and other types of errors. You will only be able to send the broadcast once there are no errors remaining.

[VERIFY](#)

Once you complete the list, **go back to the window where you were creating the campaign and click on the "Verify" button.** Here, we verify that the numbers you added exist and have all the corresponding variables filled-in

5 Correct errors

If there are no errors in the variable sheet, you can proceed to submit the campaign. In case the variable sheet contains errors, please fix the errors in the variable sheet or delete the columns and click the verify button again.

If there are any mistakes, go back to the recipient list, adjust them, and click on "Verify" again!

Campaigns to increase your sales

Hi Sarah, with your last order, you had been granted a free curation. This is now due for you to avail!

We have some amazing business casuals in, that your stylist can select for you!

[I'd love to go ahead!](#)


[No, something else.](#)

[Cancel it.](#)

Short, concise and interesting messages

Simple buttons that allow the user to show interest

Remember to leave a button so that the user can end the conversation! This decreases spam levels



Gone are the early days of pandemic and dressing up in sweats! Time to add colour, style and of course comfort to your wardrobe.

PS - Getting ready for the day makes you feel energetic and increases your productivity.

So let's start dressing up again no matter where we are!!

[Request Curation](#)

Use eye-catching images that summarize the message (eg discounts, gifts etc.)

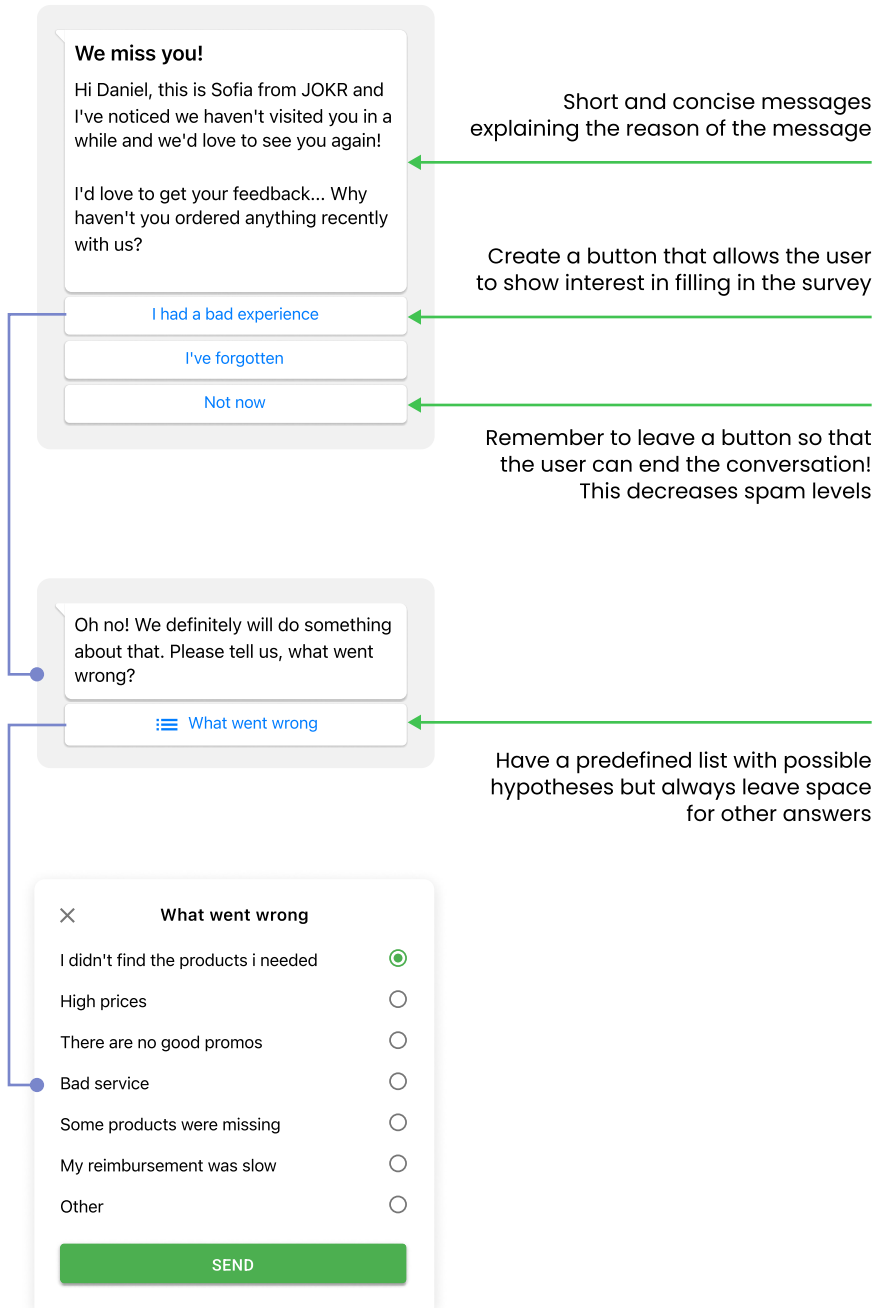
Describe in a simple way how to access the discount/promotion/campaign etc.

Remember to generate a button to redirect the user (eg, web page, app download, etc.)

Other Tips & Tricks

- Use **promos and personalized messages**
- Try to create **the flow as simple as possible**. If what you are looking for is selling, your objective must be **to take the user to your Web Page as soon as possible**
- Try that **your welcome message is short and contains no images**, this reduces spam significantly
- If you are planning on advertising for an event that lasts for several days create **warm-up campaigns that create awareness on the event and reminder messages** on the ending dates

Campaigns to understand your users



Other Tips & Tricks

- Use **personalized messages**
- Try to create **the flow as simple as possible** and guarantee that the user doesn't feel pushed to answer the survey
- Have very **clear the question you want to ask to your user** (eg, you want to understand why they no longer use your APP, or why they haven't made recent purchases) and **prepare a list of answers based on previous answers from clients and your hypotheses**