

CAMPAIGN MASTERY

How to scale your campaign



Chatping

Everything You Need to Run High-Converting WhatsApp Campaigns with Chatping

Why Campaigns Matter

Campaigns are at the heart of how you grow with Chatping.

► They help you:

- Re-engage cold leads
- Announce new products or orders
- Drive flash sale revenue
- Automate reminders, follow-ups, and upsells

Whether you're B2C, B2B, or service-based...

Campaigns = Revenue.

Understanding Chatping Campaign Types

Chatping offers flexible campaign structures for every goal:

➤ **Broadcast Campaigns**

- Send one message to many users instantly. Great for announcements, offers, updates.

➤ **Scheduled Campaigns**

- Set it and forget it. Choose the best time for your audience.

➤ **Automated Campaigns (via Bot Factory)**

- Trigger flows when a user replies, clicks a button, or signs up.

➤ **Retargeting Campaigns (coming soon)**

- Target users based on previous interactions (opens, clicks, no reply).

The Campaign Creation Checklist

► Before you launch:

- Template is approved by Meta
- Contact list is ready and segmented
- Business number is connected
- Message includes clear CTA
- Campaign is scheduled or reviewed

Step-by-Step: Launching Your First Campaign

1) Go to Campaigns

- Click "Create Campaign"

2) Select:

- Your approved template
- Your phonebook (contact list)
- Your business number

3) Optional:

- Add campaign name
- Schedule sending time
- Choose delay between messages

4) Click "Launch", and you're live

Writing WhatsApp Messages That Convert

➤ Use this 3-part formula:

1) Hook

- ❌ "Check our new product!"
- ✅ "You're not going to believe this price drop..."

2) Value

- What's in it for them?
- "Limited restock, 40% off until tonight only."




3) Call-to-Action

- "Tap to shop now "
- "Reply 'YES' to book your slot."

Use buttons for faster actions.

Segmenting & Targeting Like a Pro

➤ Why segment?

-  20–40% better engagement
-  More relevant messaging
-  Less spammy




➤ Segment ideas:

- New customers
- Repeat buyers
- Abandoned carts
- VIP clients
- Leads from specific place

Use Phonebooks + Tags in Chatping to manage this easily.






Analyzing Performance

➤ Head to Analytics after your campaign. Track:

-  Sent / Delivered / Read / Clicked
-  Drop-off points in automated flows
-  Reply rate (CTR) per button or message type

Test different variations and optimize weekly.

Common Pitfalls to Avoid:

-  Using unapproved templates
-  Not segmenting your lists
-  No clear CTA = no action
-  Sending too often (spam risk)
-  Not tracking performance

Winning Campaign Templates You Can Copy

Product Launch:

- "🔥 It's finally here: [Product Name]. Only 50 pieces available. Tap to shop → [Button]"

Abandoned Cart:

- "Still thinking it over? 🛒 We saved your cart. Use code PING10 for 10% off → [Button]"

VIP Sale:

- "You're on our VIP list 🎉 Early access to our flash sale starts NOW. Limited stock!"

Booking Reminder:

- "Hi [First Name], this is a quick reminder of your appointment tomorrow at 4PM."