

GETTING STARTED

How to launch your
campaign from scratch



Chatping

Launch Your First Campaign in Minutes No Tech Team Needed

Welcome to Chatping

You just unlocked one of the most powerful tools in WhatsApp marketing.

➤ **Chatping helps you:**

- Send thousands of personalized messages instantly
- Automate replies, bookings, and follow-ups
- Track performance & optimize campaigns, all in one place
- Do it all for 40% less cost than competitors

Why WhatsApp? Why Now?

- 2+ billion global users
- 98% message open rate
- Direct, personal, mobile-first communication

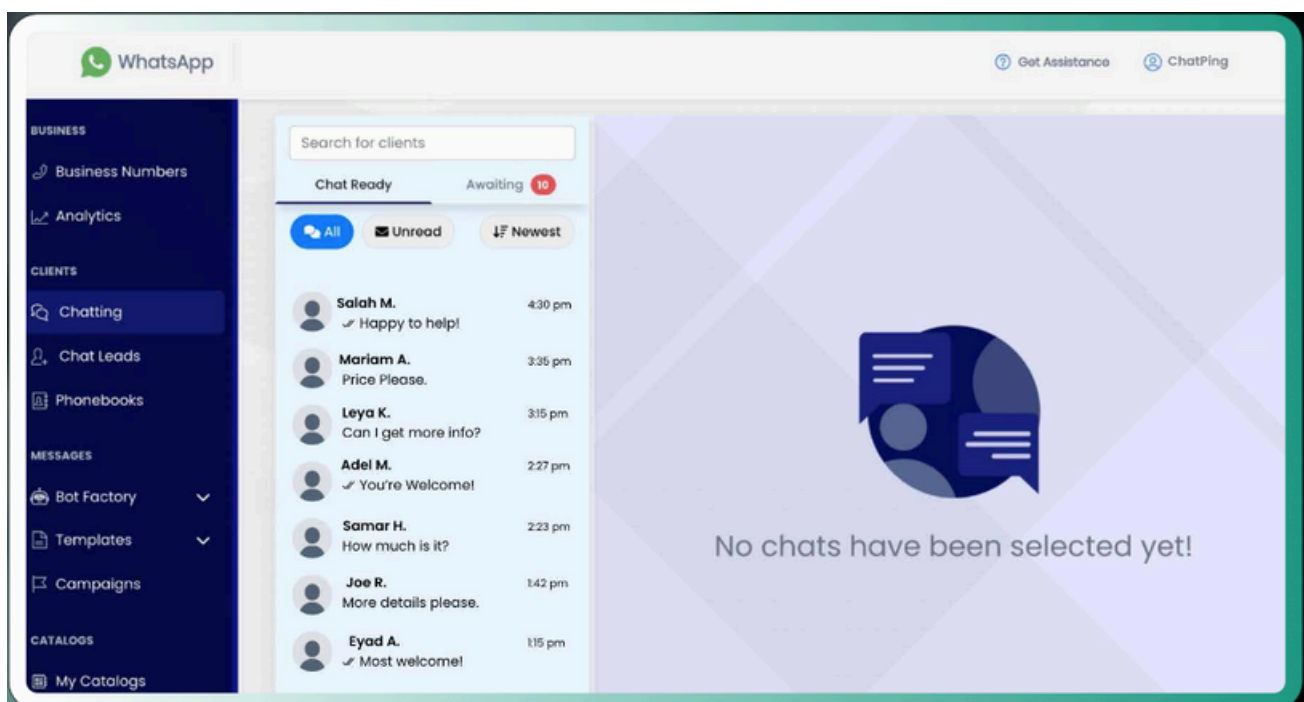
Your customers are already here.

Chatping helps you turn that into revenue.

What You Can Do with Chatping

➤ *With Chatping, you can:*

- Send broadcast messages to thousands
- Set up automated flows with our Bot Factory
- Manage leads & contacts via Phonebooks
- View analytics to see what's working
- Showcase products using catalogs
- Run everything from one dashboard



Step-by-Step Setup Guide

Step 1: Sign Up

- Go to chatping.io
- Click "Get Started" and create your account

Step 2: Connect WhatsApp

- Head to the Business Numbers tab
- Click "Add Number"
- Log in with your Facebook Business account
- Select or create a WhatsApp Business account

Step 3: Upload Your Contacts

- Navigate to Phonebooks
- Upload a CSV or add contacts manually
- Segment your audience if needed

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Step 4: Create a Template

- Go to Templates
- Add your message: text, buttons, images, links
- Submit for approval by Meta (takes ~10–15 mins)

Step 5: Launch Your First Campaign

- Head to Campaigns
- Select your template, phonebook, and business number
- Set your sending time or send immediately
- Click “Launch”

Sending Your First Campaign (Checklist).





- Business number connected
- Template created and approved
- Contact list uploaded
- Campaign ready to go

Once all boxes are checked – you're ready.

Pro Tips for Better Performance

- Use buttons and media to boost click rates
- Add the person's first name for personalization
- Test different templates for A/B results
- Send during peak hours (11AM–2PM or 5PM–8PM)

Common Mistakes to Avoid

-  Not getting opt-in → Can lead to bans
-  Sending too many messages at once without warmup
-  Forgetting to track campaign results
-  Not segmenting audiences → Lower performance