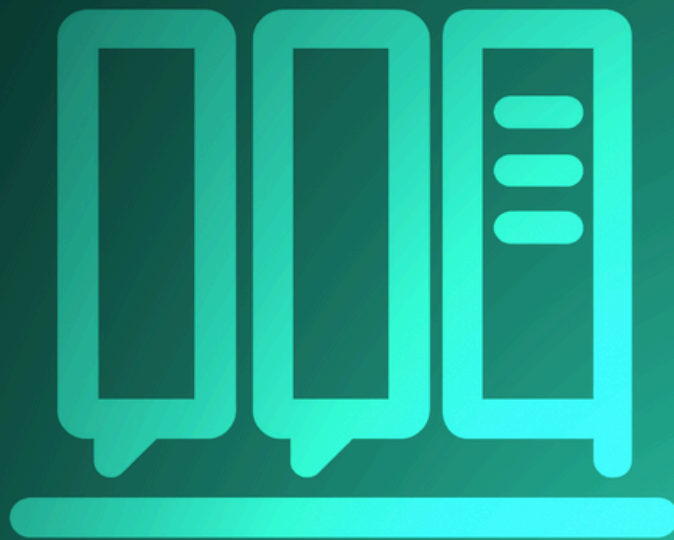


USE-CASE LIBRARY

Examples from
each business



Chatping

Plug-and-Play WhatsApp Flows for Every Type of Business

Why Use Case-Based Marketing Works

People don't want more messages.

They want relevant conversations.

When you tailor your **Chatping** flows to your business type, you:

- Increase reply rates
- Build trust faster
- Drive more conversions
- Save time with reusable automation

How to Use This Library

Each section includes:

- 🧠 The Goal
- 💬 The Flow (Step-by-step bot journey)
- 🎯 When to Use It
- 🔧 How to Build It Inside Chatping

Copy the structure directly into Bot Factory or a campaign.

E-Commerce

➤ Abandoned Cart Flow

Goal: Recover lost sales

Flow:

- Reminder: "You left [Product] in your cart"
- Button: [Complete Checkout]
- Offer: "Use SAVE10 for 10% off"
- Follow-up in 1 day if no action

➤ Reorder Reminder Bot

Goal: Get customers to buy again

Flow:

- Message: "Running low on [Product]?"
- Button: [Reorder Now]
- Thank-you message + new product suggestion

Service Businesses

➤ Booking Flow

Goal: Book appointments without manual replies

Flow:

- Ask for name & service needed
- Provide available times
- Confirm booking
- Follow-up reminder before the appointment

➤ Feedback Bot

Goal: Collect testimonials & improve service

Flow:

- "How was your experience?"
- 1–5 rating options
- If 4–5: ask for review → [Google Link]
- If 1–3: route to human agent

Restaurants & Food

➤ **Reservation Bot**

- Ask for date, time, number of guests
- Show confirmation + map
- Offer menu preview

➤ **Menu Flow**

Send image-based menu with categories + order button

Events & Experiences

➤ **Event Registration Flow**

- "Want to join [Event Name]?"
- Ask for name + email
- Send payment or RSVP link
- Send event reminder 1 day before

➤ **Countdown Promo Flow**

Use for flash events or launches:

- "3 days to go..."
- "Tomorrow's the big day!"
- "We're live → [Join Now]"

➤ Appointment Bot

- Ask for name + service
- Offer date/time slots
- Confirm + send instructions

➤ No-Show Reminder

Send 1–2 hours before to reduce no-shows

Education & Training

➤ Lead Magnet Flow

- “Want our free guide/course?”
- Ask for name + email
- Deliver resource
- Follow up with upsell or intro call

➤ Class Reminder Bot

- “Hi [Name], your session starts in 1 hour!”
- Link to Zoom or class details
- Post-class feedback request

Real Estate

➤ 🏠 **Property Inquiry Bot**

- Ask for budget + location
- Send matching listings
- Schedule viewing or connect to agent

➤ 📞 **Follow-Up Sequence**

- "Still interested in [Property]?"
- Share new listings
- Ask for preferred time to call

Travel & Tourism

➤ 🧳 **Trip Planning Flow**

- "Want our free guide/course?"
- Ask for name + email
- Deliver resource
- Follow up with upsell or intro call

➤ 🌍 **Itinerary Delivery Bot**

Send day-by-day trip plan with images, maps, and buttons to confirm

Agencies & Freelancers

➤ **Client Intake Flow**

- Ask for business name, industry, needs
- Suggest a call
- Route to booking page or calendar

➤ **Report Delivery Bot**

Send monthly reports + stats via PDF or link, followed by feedback question

Local Retail / Boutiques

➤ **New Arrivals Alert**

- "Just dropped 🖐️"
- Send image + tap-to-shop button

➤ **Location Bot**

- "Want to visit us?"
- Send map + working hours + phone button

Bonus: Creators, Influencers, Communities

➤ 🎥 **Content Drop Alert**

- "New video just went live!"
- [Watch Now]

➤ 📺 **Giveaway Flow**

- Ask for entry info
- Confirm they followed all steps
- Save contact for future campaigns

Template Copy/Paste Section

➤ **Include 10–15 plug-and-play WhatsApp message templates:**

- Product drop
- Reorder prompt
- Booking reminder
- Flash sale
- Review request
- Welcome gift
- Content link

Final Tips for Personalizing Flows

- Use [First Name] for personalization
- Always include CTA buttons
- Mix text + visuals (images, product cards)
- Don't over-automate, balance with real human touch
- Test flows monthly and optimize for drop-offs

Your Business = Your Flow

This library gives you the building blocks.

Now tailor them to your brand voice, audience, and goal – and let Chatping automate the rest.