

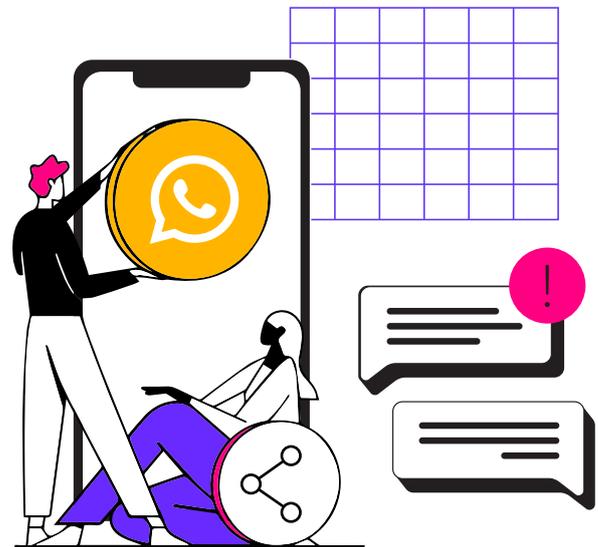


# How to Use WhatsApp for Sales?

## Benefits and Hacks Included

WhatsApp is Facebook's ultra-popular messaging app. In 2019, about 500 million people used WhatsApp every day. In just 2 years, the number of daily active users has doubled, proving that WhatsApp has become an irreplaceable tool for human communication, knowledge-sharing, and even relationship-building.

Although WhatsApp started as a tool for personal interaction, it has now grown into a powerful business communications tool as well. Hundreds of organisations leverage its reach and popularity to connect with customers, engage with them in meaningful ways, and provide support.



But what many brands don't realise is that WhatsApp is also a potent medium to drive more sales. The current business climate is highly competitive and driven by a buyer's market. In this scenario, companies that use customer-friendly sales channels can sell more, earn more and grow more. WhatsApp provides such a readymade channel, so there's really no excuse for brands to not use it as a sales tool.

By leveraging [WhatsApp for Sales](#), your company can create new purchase paths and directly sell on WhatsApp. By leveraging the power of **WhatsApp business app** or **WhatsApp API**, you can also generate more leads, understand your customers' motivations, and increase brand visibility. All these outcomes can help boost your brand's revenues, profits, and competitive position.

**This guide will unpack the mysteries of selling through WhatsApp. We will discuss the key benefits of using WhatsApp for sales, and some effective strategies to sell on WhatsApp.**

## WhatsApp Business App and API

For business users, WhatsApp is available in two flavours:

- > **WhatsApp Business App**
- > **WhatsApp Business API**

### WhatsApp app for Small Businesses

The free-to-download WhatsApp app is ideal for small businesses that want to stay in touch with customers, and promote their offerings in a convenient, low-friction and user-friendly way.

**With the app, they can get all these benefits to increase sales and profits:**

- > Communicate with customers with messages, photos, videos, voice and video calls
- > Highlight products and services
- > Send quick replies throughout customers' shopping experiences
- > Re-use answers to frequently asked questions
- > Set 'away messages' for use outside business hours

## WhatsApp API for Medium/Large Businesses

Designed for medium and large businesses, the WhatsApp API provides a means to leverage WhatsApp's popularity (i.e. global reach) to augment their marketing and customer support functions, and to give their sales a welcome boost.

The API is not an app, so it does not have a front-end interface, and cannot be simply downloaded. Instead, companies must either work with [Facebook](#) directly to add the API to their business, or work with a WhatsApp Partner like [Gupshup](#). The former is a fairly time-consuming process.

**Contrarily, Gupshup's low-code platform enables organisations to integrate the WhatsApp API into their business in just a few steps, so they can boost sales and increase revenues by:**

- Creating a business profile
- Engaging in personalised conversations with customers anywhere, and at any time
- Sending important business information, updates, notifications and alerts
- Sharing product catalogues
- Automating messaging with user-friendly, conversational AI-based chatbots
- Creating ads to engage or re-engage customers

## Selling via WhatsApp: Why and How It Works

In today's buyer's market, selling is less about in-your-face advertising or aggressive sales tactics, and more about:

**Offering solutions to people's problems**

**Creating positive brand impressions over multiple touchpoints**

**Designing customer journeys, and interacting with them at every stage**

**Providing value through useful, timely and relevant information that simplifies purchase decisions**

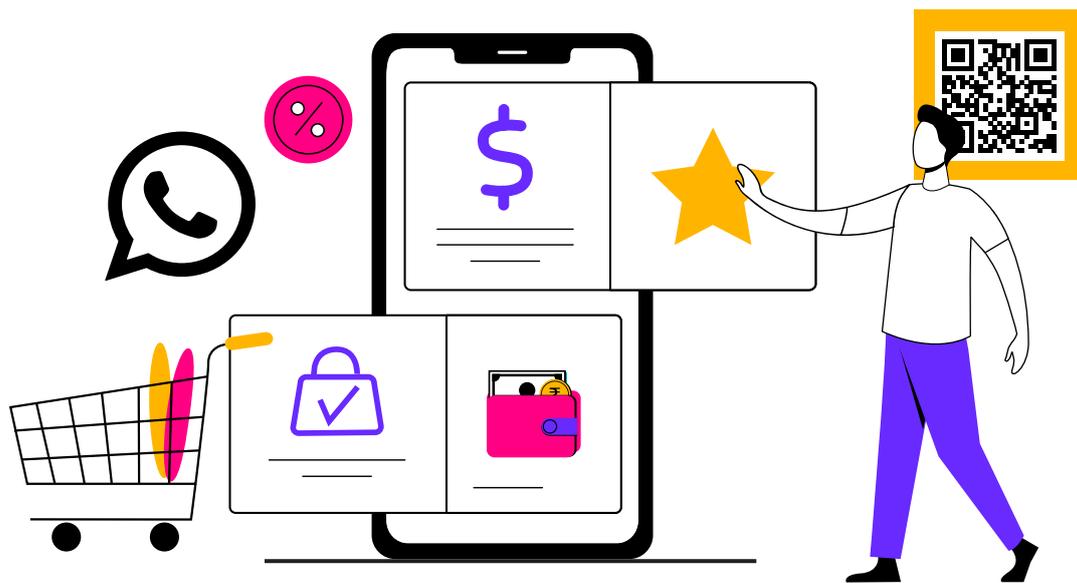
**Offering greater choice and more control during the sales/purchase process**

**Understanding customers and crafting personalised communications to meet their specific needs**



WhatsApp – whether through its app or through the [Gupshup-powered API](#) – enables businesses to achieve all of the above goals. Companies that extract the full potential of WhatsApp for business often see a tangible impact on their sales outcomes, and eventually on their brand value and financial health.

WhatsApp provides an easy and familiar means to engage in two-way dialogues with customers. Through the app, customers get to know a business and its offerings, and can better understand how these offerings can meet their needs or address their challenges (the age-old “What’s In It For Me” or “WIIFM” question). At the same time, brands also understand their customers better – who they are, what they do, and what their motivations, pain points, and expectations are. This kind of detailed and updated information can create more opportunities for your brands to reach a wider audience, convert more leads, serve more customers, and thus increase sales.



By communicating via WhatsApp, you can reassure customers that their questions or complaints will be quickly addressed. In a world where more and more buyers are all too happy to switch brands, this ability to stay close to them is one of the best ways to create a positive impression of the brand, and make it easier to [sell through WhatsApp](#).

Still wondering how to sell products via WhatsApp? One way is via upselling and cross-selling. Open, consistent and authentic communications via WhatsApp allow companies to introduce existing customers to other, new or higher-value products or services. You can provide answers with real-time live chat or chatbots, increase customers’ comfort levels, and lower their purchase anxiety. Moreover, since customers are already engaged with your brand, they’re more likely to trust your messaging and be more receptive to purchase more, purchase big, or purchase again – all of which can improve sales results.

## The Benefits of Selling Products on WhatsApp

By effectively tapping into the benefits of WhatsApp for sales, it is possible to engage prospects, leads and customers, and move them down the purchase pipeline towards a successful sale.

**Here are some of these benefits:**



## Familiar, Comfortable Interface

[Over 2 billion people use WhatsApp](#) to send more than [100 billion messages](#) a day. This means that your brand has a convenient way to communicate with customers on a channel that they already use, support, and most importantly, love. Moreover, a majority of users check WhatsApp messages multiple times a day, so you can easily capture their attention to share information, updates, alerts, ads or offers about products or services.



## Fast Answers

In one of [our previous articles](#), we explained that today's customers expect proactive communications, fast solutions and meaningful experiences from the brands they support. Companies that wait days or even hours to respond to customers risk losing them. WhatsApp is a strong bulwark against such issues.

Since WhatsApp messages are shorter, easier to send, and in many cases, template-based, you can react faster to queries or complaints, reducing the possibility of customer churn, negative reviews or falling sales.



## Broader Reach

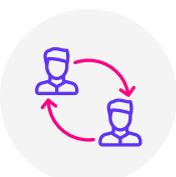
WhatsApp is popular in 180+ countries, and is available in [60 different languages](#), enjoying a global reach that's unmatched by any other messaging app. This can be a game-changing advantage for brands looking to break into new geographies or markets, and increase the size and value of their total sales.



## Personalised Communications and Offers

[Selling via WhatsApp](#) is easier than selling via many other channels, because it allows you to offer customised experiences to your audience. You can access key information about each customer, e.g. their purchase or conversation history, to tailor your communications, and share personalised offers, discounts, ads, etc. This helps build trusted engagement and boosts loyalty, both of which can increase repeat sales.

Your brand can also build personalised shopping experiences directly into WhatsApp conversations, provide multiple options, and answer questions instantly, all without seeming too pushy or salesy. Customers appreciate such empathy, convenience and speed, and are more likely to complete checkout, and add to your sales kitty.



## Protect Customer Privacy

WhatsApp makes an effort to prevent spam from reaching users, especially from commercial senders. So when customers receive messages from a business, they know that these communications can be trusted.

In addition to providing such spam-free experiences with brand-to-customer communications, WhatsApp is also a safe and preferred choice for customers to contact brands. Plus, WhatsApp provides end-to-end encryption and protects user privacy which enables businesses to earn customers trust, and nudge them towards conversion and sale.

# How to Sell Products via WhatsApp: 7 Proven Strategies

With WhatsApp's deceptively simple interface, it's easy to assume that it's just a tool for answering customer queries or logging their complaints. The fact is, WhatsApp is so versatile that it can help your company increase its sales in a myriad different ways.

Here are 7 such strategies to sell on WhatsApp for great results:

## 01 > Run Limited-time Promotions

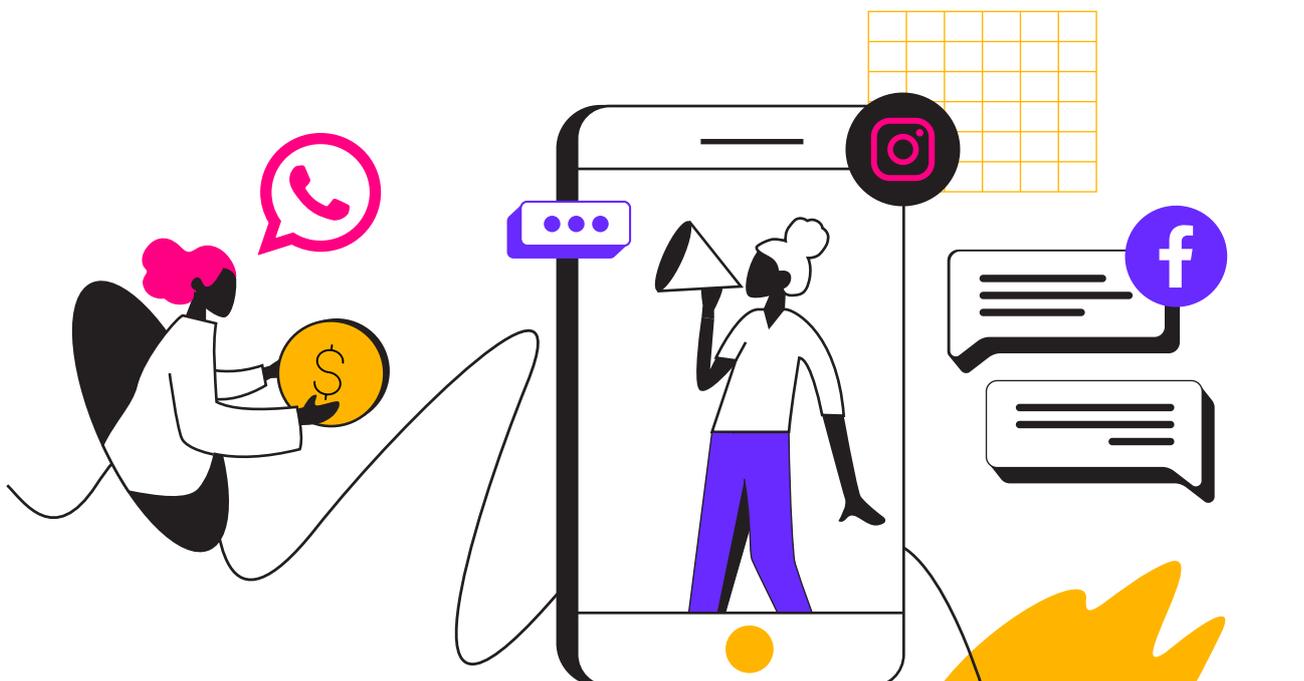
WhatsApp is a highly-effective promotional platform because:

- > It is highly ubiquitous so promotions can reach more people
- > People check WhatsApp very often so they're more likely to pay attention to promotions

Use the "Broadcast" feature to send customers promotional content. This is a great way to reach more customers at the same time in a non-annoying, non-invasive way. Plus, WhatsApp has open rates of 99%; **80% of messages** sent to WhatsApp are seen within 5 minutes, and the average user checks WhatsApp **23 times a day**. All these facts prove that WhatsApp is a highly effective promotional tool for business.

## 02 > Set Up a Multi-channel Sales Campaign

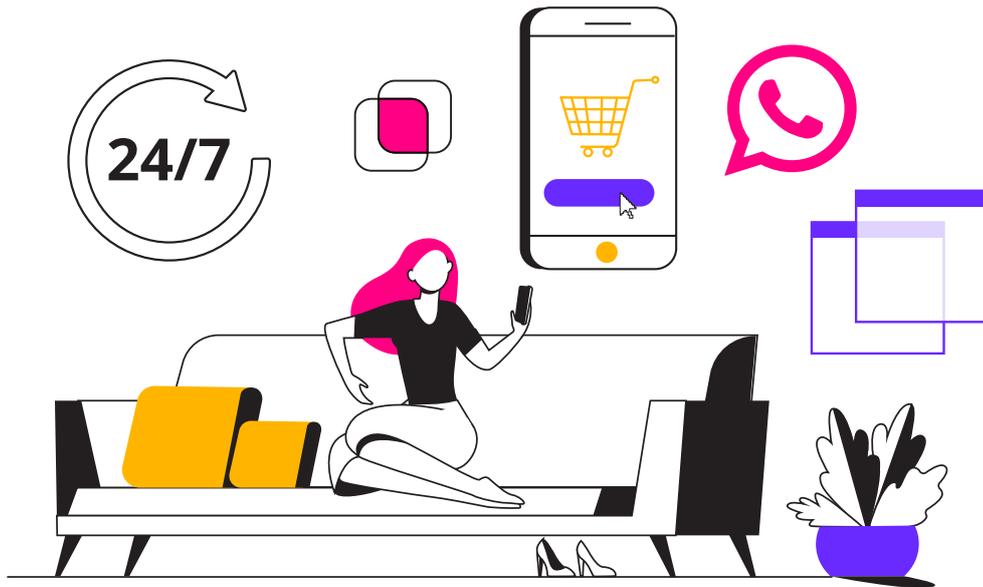
WhatsApp's versatility means that it can be clubbed with other channels to increase brand visibility and sales. For example, if you are a small product company with a limited sales/marketing budget, you can post pictures of your products on Instagram. Add a WhatsApp link to your page, so Instagram users interested in your products can start messaging you almost instantaneously. Share relevant information about product availability, features, pricing, delivery timelines, etc., and encourage them towards a sale.



### 03 > Create a Product Catalogue to Improve Product Visibility

If you prefer not to work with Instagram or other social channels, you can set up product catalogues inside WhatsApp itself. Food product companies (e.g. bakeries, restaurants, caterers, etc.) can really benefit from this, since they can use WhatsApp Product Catalog to create menus with pictures, descriptions, and even prices. If you have set up a payment gateway, your customers can make quick payments, so you can see the results of your campaign faster than you would with traditional sales channels.

The full list of products that companies are allowed to legally sell on WhatsApp is [here](#).



### 04 > Get Customers to Contact You

WhatsApp's click-to-chat feature allows customers to chat with businesses, even if they have not stored their numbers in their address book. This is a convenient way for them to contact businesses to ask questions, clarify doubts, and even raise issues – and get quick answers.

You can also add the click-to-chat button to your company's business website or Facebook page. Another alternative is to create a click to WhatsApp ad with a Send Message button. Clicking on the button will open a conversation on WhatsApp. This again makes it easy for customers to contact you quickly via a low-threshold interface that they're already familiar with. This speeds up the purchase process, and can lead to more conversions.

### 05 > Provide Product Demonstrations

Demos are a great way to build excitement about your product, and generate buzz that often translates to trust, and then to purchase intent. With WhatsApp, you can provide live product demonstrations to one or more customers.

To further boost engagement, you can create advertising campaigns on social media, ask customers to sign up, and then send them tips, recommendations, offers, or anything else that might entice them towards a sale.

## 06 Create Special campaigns for Important/Repeat Customers

With the WhatsApp API account, you can message special customers, make personalised recommendations, encourage in-app purchase, and send shipping notifications. You can even assign a personal shopper or “concierge” to further engage with these customers and move them towards a (often high-value) sale.

## 07 Offer After-sales Support to Boost Repeat Sales

In addition to selling through WhatsApp, you can also leverage the tool to provide after-sales support. Customers that have to wait too long to get answers may not buy from you again. With WhatsApp, you can respond to them quickly, and provide periodic updates as you resolve their query or complaint. Customers appreciate proactive service and personalised brand experiences – and with WhatsApp, you can provide both.

This will also affect their purchase frequency, cart size, and whether they talk about your brand in positive terms within their networks. All these factors impact repeat sales, and conversions through word-of-mouth recommendations and references.

## Conclusion

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We hope you found this guide to WhatsApp for Sales useful. If you’re looking to add WhatsApp API to your brand’s communications ecosystem; explore Gupshup’s affordable, customisable WhatsApp API solutions [here](#).

For more information, [talk to an authorised Gupshup representative](#).