



Selling With

WHATSAPP BROADCAST

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WhatsApp broadcast messages are one of the best tools you can use to reach out to your WhatsApp contacts and build a kind of connection with them.

In case you're just hearing this for the first time, a WhatsApp broadcast message simply means that you can send one message to a large number of people at the same time.

WhatsApp broadcast is designed for 1-way communication and the people receiving the message don't know that the message they received was sent through the broadcast feature, nor can they have access to the other contacts in the broadcast list.



You have full control of your broadcast list and you can create as many as broadcast lists on your WhatsApp. Currently, a broadcast list consists of a maximum of **256 contacts** at a time. If you've filled up one all you have to do is to create a new one and start adding other contacts.

When you send a broadcast message to your contact lists, they'll receive it as a personalised message and a few of them will respond to it because they feel you come into their DM and send a message.

The other side of the broadcast message is that **you can't send a broadcast message to contacts you haven't saved.** You should make sure they save your contact and you save theirs too.

Why Should You Use WhatsApp Broadcast When Selling On WhatsApp?

- It helps you to follow up with people that already showed interest in your products/ services. One of the few reasons why you complain about NO sales is because you refused to follow up with your prospects. Follow up with the people that showed interest in your products/ services a minimum of 3 times and a maximum of 7 times. But not that you'll bombard them with messages.
- It's another way to initiate conversation with people who have shown interest in your product/service but couldn't get back due to one thing or the other

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Now, you don't have to add everyone to your broadcast list.

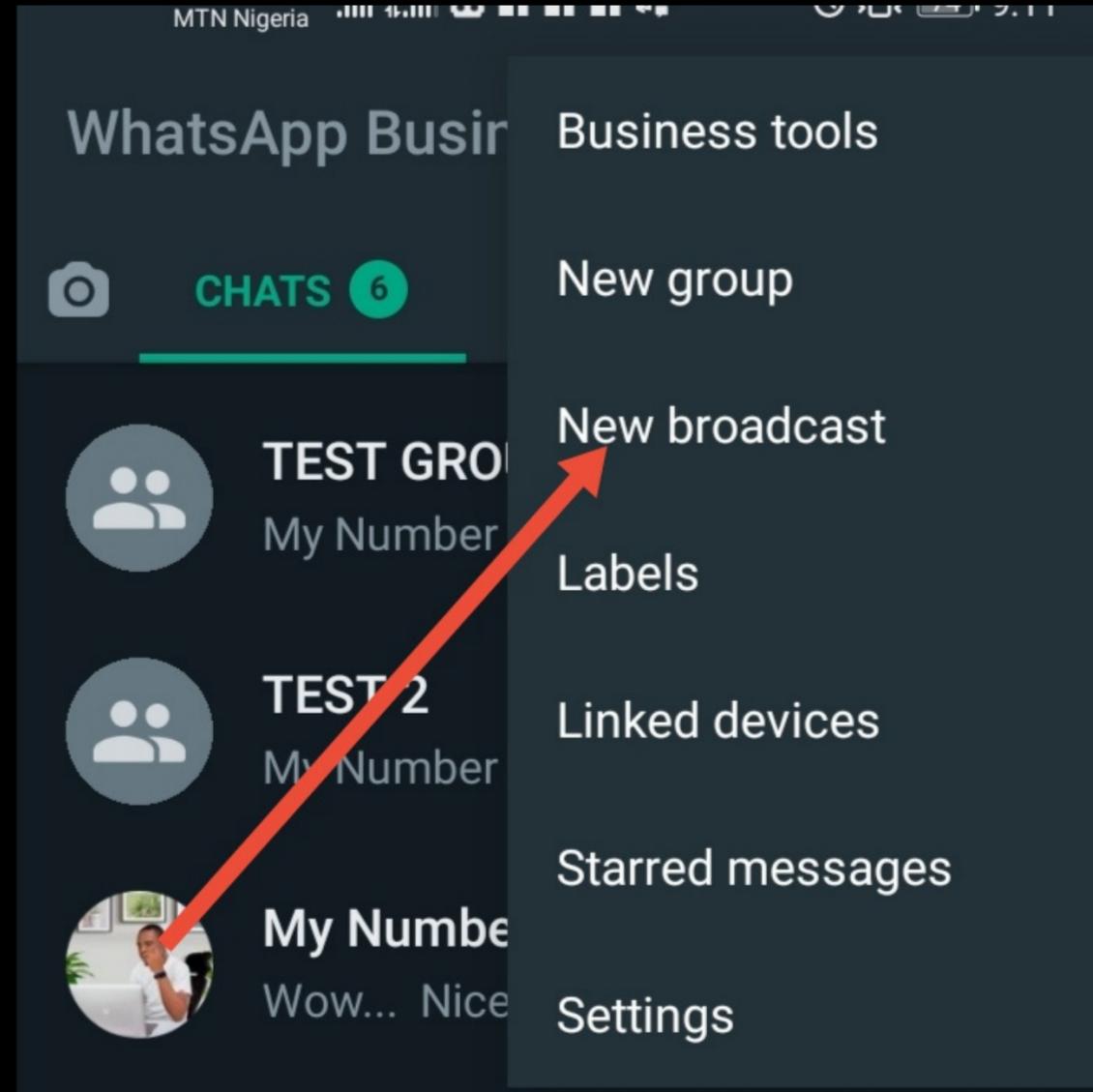
Segment/categorize your list according to interest

You only send it to people that show interest in your product your existing customer and people that only make inquiries about your product.

In essence, don't send broadcast messages to everybody. Focus only on the people mentioned above.

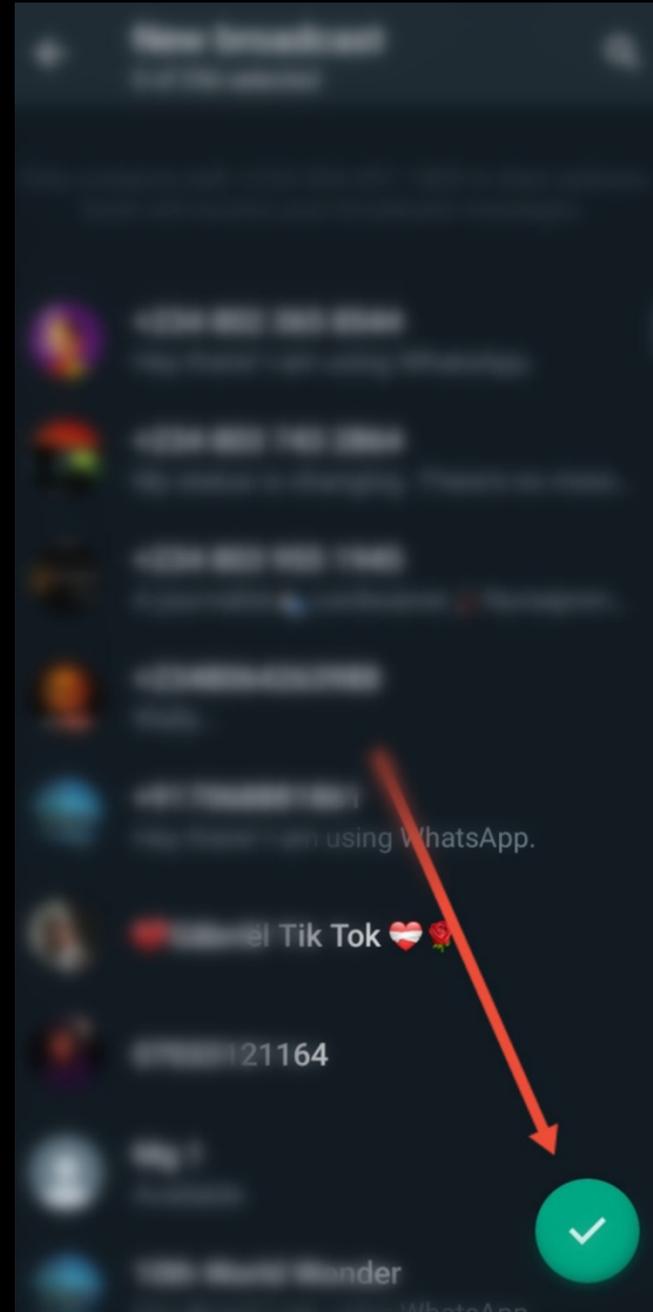
You do not want to be chasing ghost or pissing people off with broadcast messages.

Setting Up Your Broadcast List



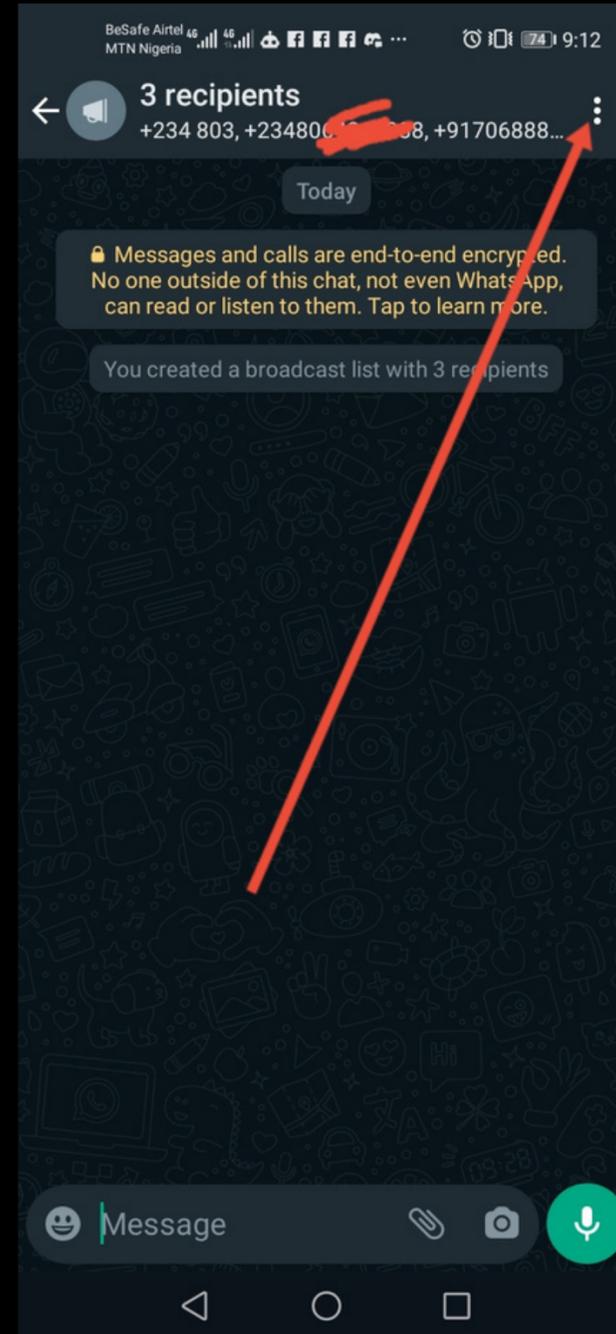
Tap the dotted icon on the top right corner and select New Broadcast

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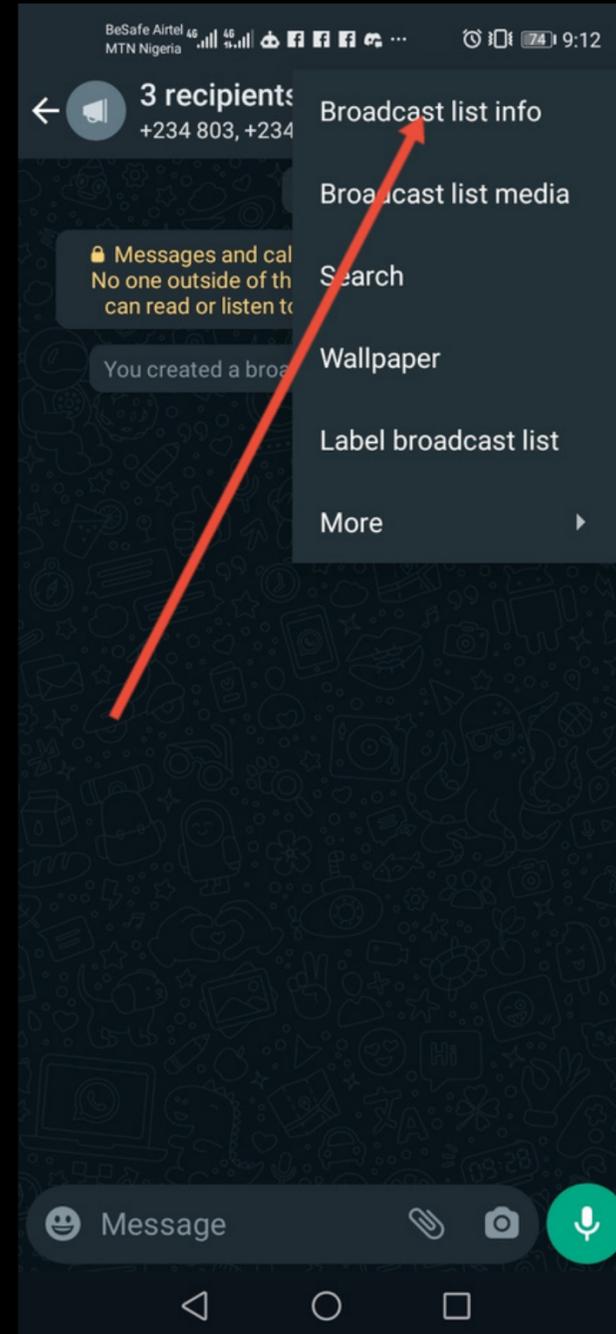
Select the people you want to add to the broadcast list. You don't have to add everyone immediately. You can add the rest later on.

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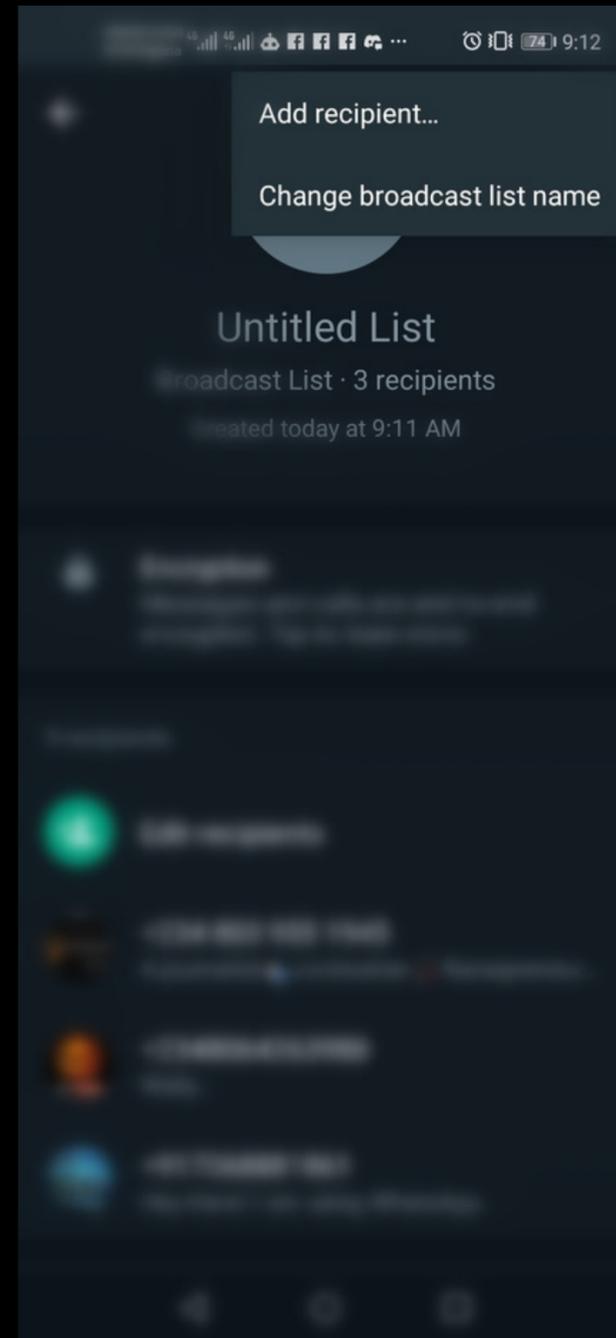
After creating your list, tap on the dotted icon to edit your list and give it a unique name according to the interest of people in the list

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Select broadcast list info to edit the name

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Go on and change the broadcast list name to suit the purpose



How to send effective broadcast messages

For you to have an effective broadcast message, you need to take note of the following

1. Segment your broadcast list (Add people to your list according to their interests)

2. Make it personal and conversational: Have you ever encountered a situation whereby people send you a message like...

"Hello guys, I hope you're doing fine today? I just wanted to check up on you"



How to send effective broadcast messages

Don't send a message like that. Make it more personalized so that your lists won't even notice it's a broadcast message.

The next time you next you want to send a broadcast message, model on something like this...

Hello dear, how are you doing today? I just thought of checking up on you" or

" Good day dear, it's been a while since we chatted, I was wondering if you're good. Is everything going on well?"



How to send effective broadcast messages

Imagine getting a message like that in your dm, because the message is talking to you directly, you will hardly know if it's a broadcast message.

With this kind of broadcast messages at least 50% of them will respond

Their responses will lead to a new conversation and so on

- 3.** Keep your broadcast messages as short as possible with catchy headlines
- 4.** Do not be frequent with your broadcast messages (If you must send it frequently, then twice a week is okay)

Thank You