



Why WHATSAPP

BY CHISOM OKOYE

Statistics from Kepios shows that there are **4.65 billion** social media users around the world in **April 2022**, equating to 58.7 percent of the total global population.

Social media user numbers have continued to grow over the past 12 months too, with **326 million** new users joining social media since this time last year.

But why are we not going to be using other platforms but Whatsapp to sell?

WhatsApp has at least **2 billion** monthly active users and your dream customers are there.

APR
2022

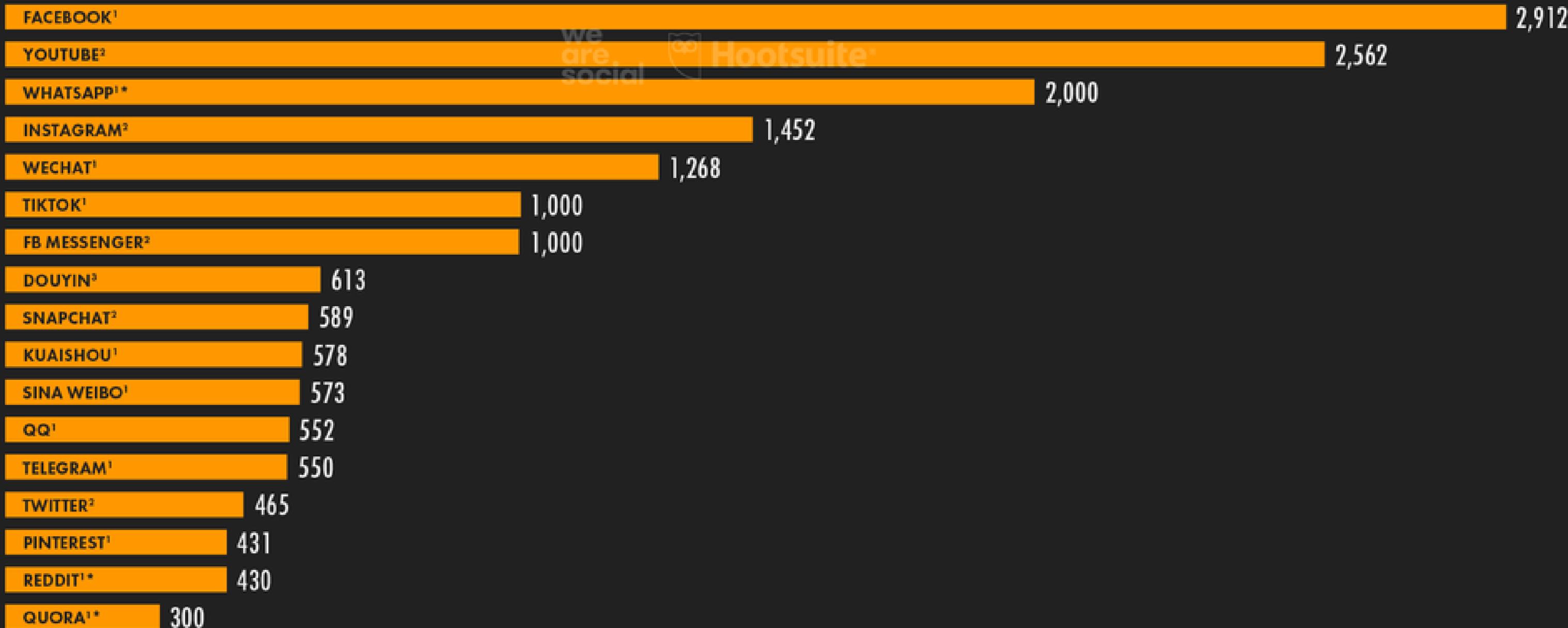
THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW

we are social | Hootsuite®



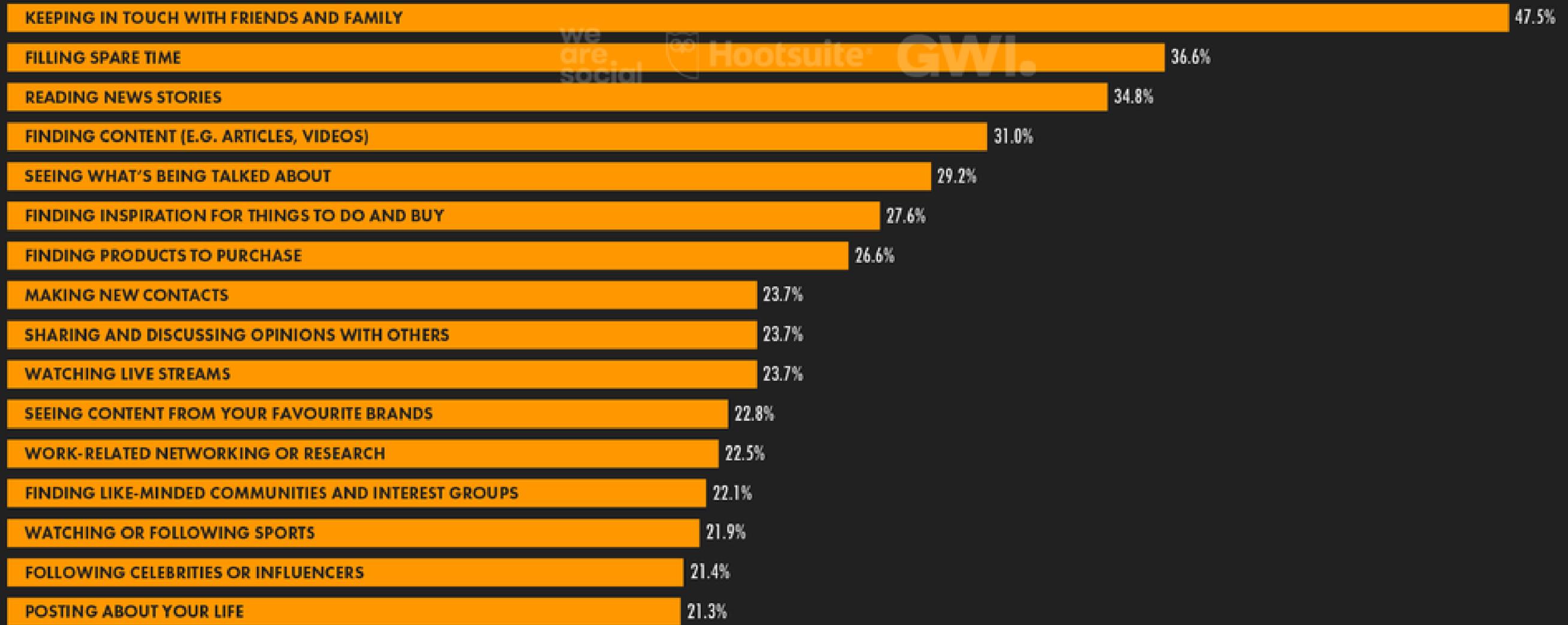
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW



Check reason 7: Finding product to purchase

More Reasons you Should Use Whatsapp To Sell?

1. Simple to use
2. Has a high open rate (meaning anyone who uses Whatsapp opens it more than once in a day)
3. WhatsApp is for closing sales.

So Whatsapp is not just a social media tool but one that will help you connect with your dream customers and turn your online presence to cash flow

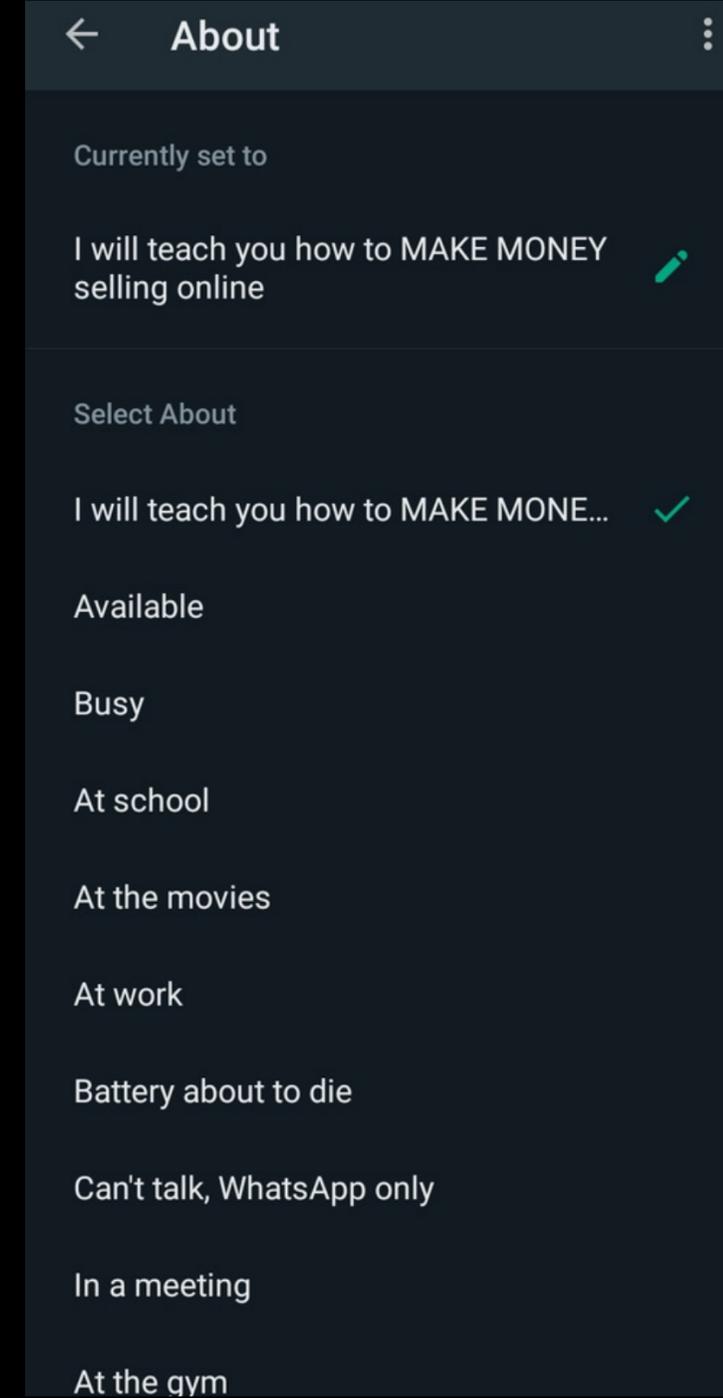
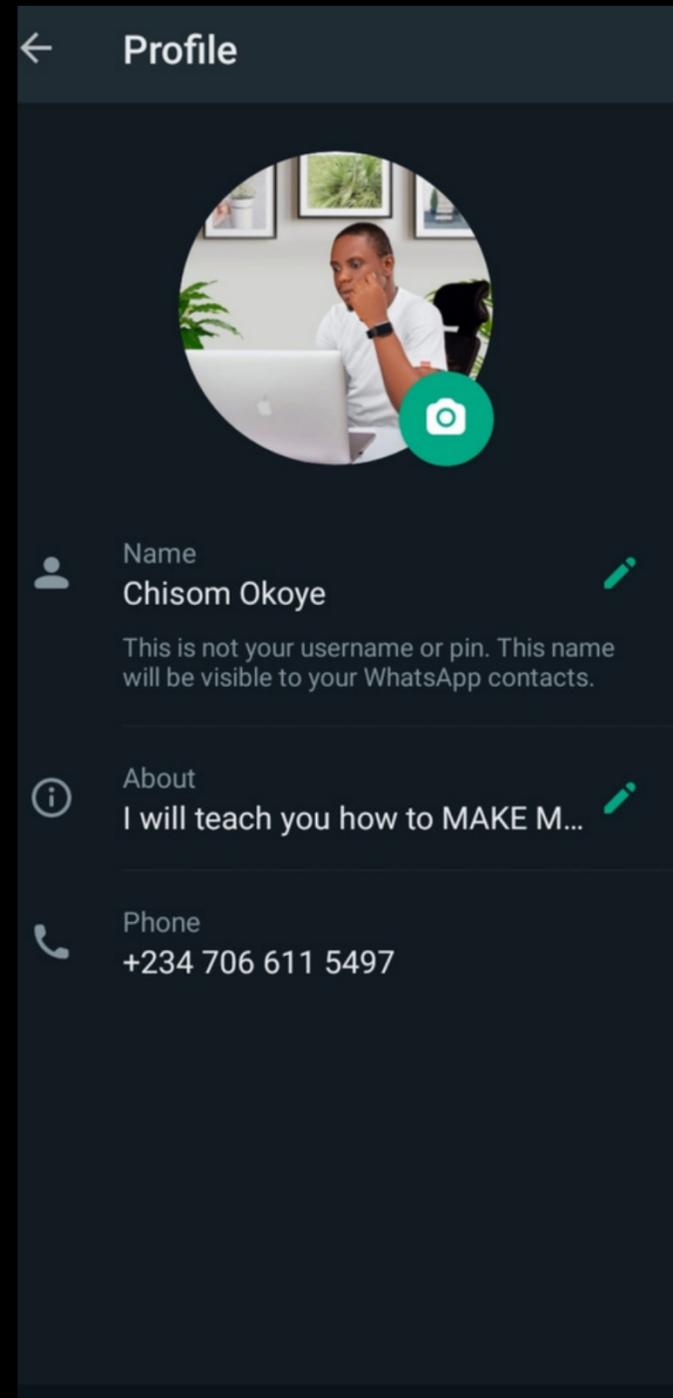
WHATSAPP MAGNET

And for you to achieve that, you need to understand how to drive leads from other social media platforms and bring them to Whatsapp

How to create contents that will always engage them

How to optimize your Whatsapp to show who you are and what you do

Setting up Your Bio





Your WhatsApp Bio Should.....

visually express what you do

How you can help anyone coming to you on Whatsapp

Because your profile picture and description are the first things people will see when they connect with you on whatsapp.

You can see how handsome my pic is and how simple the description is too
"I will teach you how to Make Money selling Online".

The next thing in the mind of my dream customer is to find out **HOW**



So your Bio should define who you are and position you in the mind of your dream customers.

so it's time to set up your WhatsApp Bio. Something that is connected to what you do.

If your are not sure how to craft one, just drop that in the support group.



WhatsApp

CASH FLOW STRATEGY



- **Attract: The right kind of people using your lead magnet**
- **Teach: Find out what they need and teach** (Create a group and teach, Share helpful tips/hacks on WhatsApp status)
- **Make An Irresistible Offer on your product or service**
- **Monetize: Convert your audience into paying clients**



Mistakes to avoid

WHEN SELLING ON WHATSAPP



- **Adding people who never showed interest in your offer to a WhatsApp Broadcasts that**
- **Posting irrelevant stuffs that will scare people from viewing your status**
- **Adding people to your teaching group without their permission. Give them reasons to join but don't drag them in**



Content Ideas

FOR YOUR WHATSAPP STATUS



Simple Hacks Or Tips

- **Case Studies.**
- **Meme**
- **Customer Testimonials/Reviews**
- **FAQs**
- **Inspirational Quotes**
- **Product/Service Promo Announcement**

Thank You