



WhatsApp Campaign Handbook

This document provides an insight into the best practices for using Shiprocket Convert as an effective WhatsApp marketing tool. **eCommerce businesses and D2C brands** can use the following tips and strategies to optimize their **WhatsApp** marketing efforts, build strong relationships with their customers, and increase overall brand awareness.



Use Shiprocket Convert For



Discounts & Promotional Campaigns

eCommerce businesses can send discounts and festive offers exclusively to their WhatsApp subscribers to boost sales and increase brand loyalty.

Best Suited For: All Industries

Hey {{\$1}}

🎁 Festive Offer Alert! 🎁

Diwali is here, and so are our discounts.

Buy now and get flat 50% off on your cart value.

{{\$2}}

Hurry, don't miss out on the incredible offer {{\$3}}

[Buy Now](#)



Announcement Campaigns

Create a campaign to announce new category and product launches. Build excitement and generate buzz around the brand by offering a sneak peek.

Best Suited For: All Industries

Hey {{\$1}}

The Day is Finally Here!

We are excited to share that our new product category 'Boyfriend Jeans for Women' are live on our website.

Buy now to get access to an early discount.

{{\$2}}

Hurry, don't miss out on the incredible offer {{\$3}}

[Shop Now](#)

Use Shiprocket Convert For



Feedback and Survey Campaigns

Collect customer feedback by sending feedback and survey messages to the customers.

Best Suited For: All Industries

Hey {{ \$1 }}

Thank you for shopping with us.

We would like to know about your experience with us.

Your feedback will help us improve our services and serve you better.

[Fill Feedback Form](#)



Loyalty Messages

Promote customer loyalty by sending promotional messages like early access to sales, loyalty benefits, etc.

Best Suited For: All Industries

Hey {{ \$1 }}

Thanks for being our loyal customer.
As a part of our loyalty campaign, get a flat 20% off on your next purchase.
Use code: XXXXXXXX

Hurry, offer valid till <<Date>>

[Buy Now](#)

Best Practices for a Successful Campaign

Creating an effective WhatsApp campaign would require following the below-mentioned key points:

- **Keep it Simple & Easy to Read:** Campaign message should be simple and easy to read. Add visually appealing image and emojis to attract customers. However, avoid using too many images or long blocks of text.
 - **Use a Clear Call-to-Action:** Message should include a clear call-to-action (CTA), such as "Shop Now" or/and "Call Now." This will help guide the users towards the desired action and increase conversion rates.
 - **Brand Consistency:** Messages should be consistent with the brand's style, tone, and messaging. This helps maintain brand identity and helps users recognize brand more easily.
 - **Mobile-Friendly Campaign:** The messaging should be mobile-friendly and optimized for different screen sizes. This ensures that users can easily view and interact with your content on their mobile devices.
 - **Personalize Where Possible:** Personalization can help increase engagement and improve the user experience. Use variables to personalize templates with the user's name, location, or other relevant information.
 - **Follow WhatsApp Guidelines:** Campaign messages should comply with WhatsApp's guidelines for message templates.
 - **Creating Urgency:** By creating a sense of urgency, marketers can motivate customers to take advantage of offers and make purchases more quickly, leading to increased sales and improved marketing effectiveness. Tactics such as limited-time sales, countdown timers, and limited availability of products or services can be used to create urgency and encourage customers to act quickly.
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- **Broadcast to Appropriate Audience Segment:** Shiprocket leverages extensive data gathered from millions of eCommerce transactions to curate targeted audience lists that have demonstrated promising results. We advise utilizing these lists judiciously, rather than adopting a one-size-fits-all approach to campaign broadcasts. Employing this strategy helps to avoid overwhelming customers with irrelevant content and help maintain a positive brand image.

Some of our most popular templates:

Hey {{\$1}}

📺 Special offer alert! 📺

Get ready for some amazing deals this holiday season!

Treat yourself and your loved ones with our latest products.

{{\$2}}

Hurry, don't miss out on the incredible offer
{{\$3}}