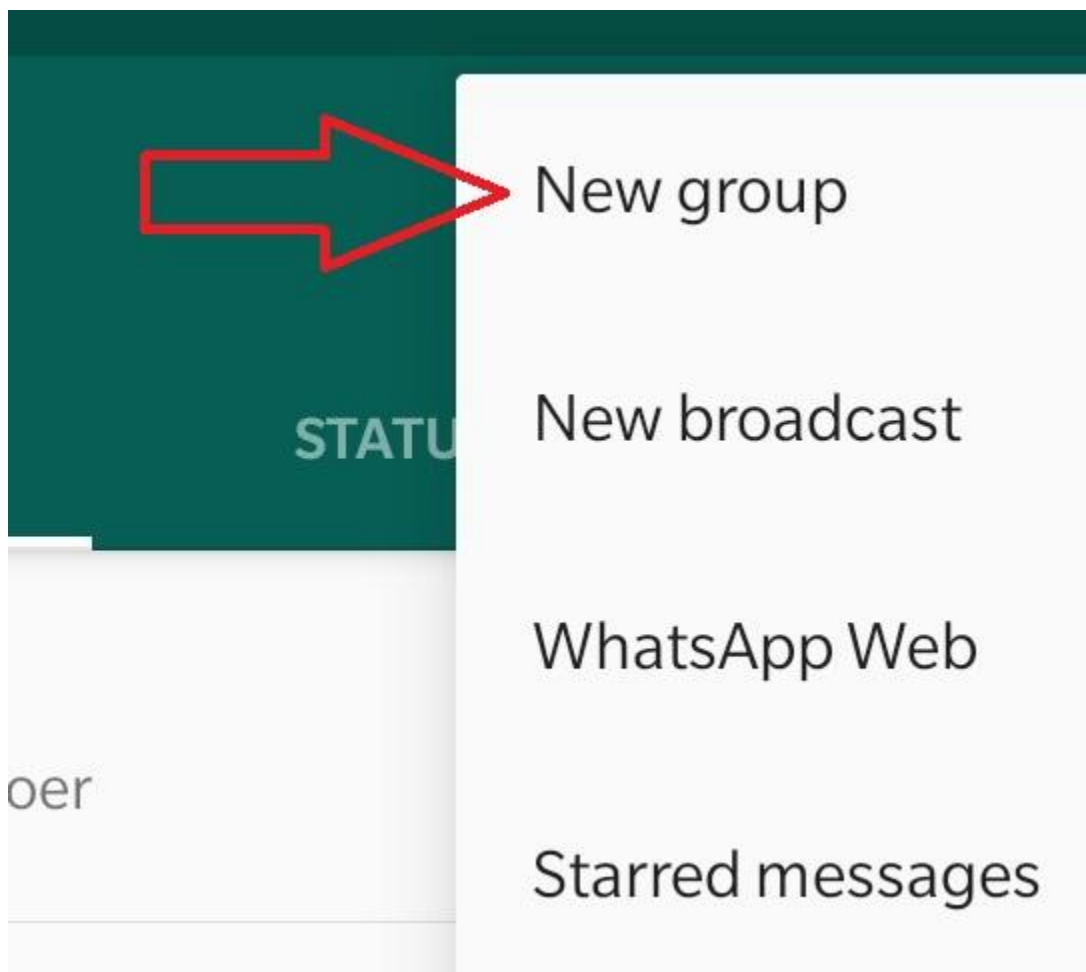


WHATSAPP MARKETING

By TEMITAYO MICHAEL

PART ONE

How to Sell With WhatsApp Broadcasts



Whatsapp broadcast messages are another way to reach your Whatsapp contacts.

Broadcast, as the word indicates, means you can send the same message to a lot of people at the same time.

WhatsApp broadcast is designed for a 1 way communication and participants in it don't know that the message they received was sent through the broadcast feature, nor can they see the other contacts in the broadcast list.

When you create a broadcast list, you can select a maximum of 256 contacts which will receive the same message once you send it out.

This means you can only broadcast to a maximum of 256 contacts at once.

They will get the message in a direct chat with you, so for the recipient, it looks like a regular WhatsApp chat.

If you get a response, it will also appear in the individual chat you have with the contact.

In order to receive a message sent through a broadcast, the recipient has to have your number saved as a contact. This restriction protects us all from spam messages in WhatsApp.

I rarely use WhatsApp broadcasts but I know they work fine and I also have a pretty good idea of how it works.

That is because you can also compare it to email broadcasts where you can type an email and send it to as many as 2 million people at once.

Despite the fact that a broadcast list can't have more than 256 contacts, you can create as many broadcast lists as you want.

Here is What I Think About Using Broadcast Messages In WhatsApp

1. I see it as a tool you use for contacting people who are very qualified.
2. I see it as something you use to get people to chat you up and you take the conversation from there.

So again, what do you do when you have like 8000 people you want to send a broadcast message to?

You simply divide them into various broadcast lists.

Or you find a way to identify the hottest and most qualified of them and put them into a broadcast list.

How do you know the hottest people on your whatsapp list?

ONE: People who view and respond to your Whatsapp status.

If you have about 8000 contacts, not all of them will be viewing your whatsapp status. The people who view your Whatsapp status are more likely to buy from you or listen to what you say than people who are not used to you.

TWO: People who have chatted you up at least once.

Here is an example.

Let's say you made a post on your whatsapp status about earning in dollars. So, Mr A views it but doesn't respond.

Mr B also views the status but he responded by sending you a message.

In this scenario, Mr B is a hotter prospect than A.

So, how do you create a broadcast list?

It is easy.

How to Create a Broadcast List

1. Tap the dotted icon on the top right corner and select New Broadcast
2. 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.

3. Type your message and send.

That is all.

The broadcast list you created will be in the CHAT section on your Whatsapp messenger and you can always edit the people in the WhatsApp list anytime you want.

And when you want to send them a message, you can simply open it, type your message and send it to them.

You can find more info about broadcast lists here:

<https://faq.whatsapp.com/android/chats/how-to-use-broadcast-lists/?lang=en>

That is all about setting up broadcast lists really.

How you now use it depends on you.

Even though broadcasts are a one to many conversation, you shouldn't write that way because each person is going to receive the message individually.

The secret is to write messages that are helpful, encouraging and addressed to one Person

What do I mean?

Don't send a message like:

“Hey guys, I just thought to send this to you xxxxxxxx”

Only one person is receiving it, and having “hey guys” the person knows that this isn’t a personal message.

This is something you should send

“Hi, it’s been a while we spoke, or chatted, I was wondering if you are good, are you good?”

Is everything fine?”

This looks like what you would say to a person and it also ends with a question which forces the other person to want to respond.

Since people will definitely open a Whatsapp message than a Whatsapp status, you can use

Whatsapp broadcasts to get across to more people who have specifically requested to hear from you about a particular topic.

E.g. If 2000 people have asked to hear from me about making money with affiliate marketing, I can divide them into 10 different lists.

Since they have saved my contact, it means they will receive the broadcast messages I send to Them.

I can use that opportunity to inform them about a new product, inform them about an upcoming Whatsapp class I am doing, just share useful information with them, etc.

E.g.

Hi,

Hope your day is going on fine?

So, this morning I received an email from my internet marketing coach, Toyin Omotoso about a

new training he is doing next month. The training is about selling on Amazon.

I am informing you about it since you requested to be getting any useful information about

making money online.

I believe this new training is going to be hot.

Check it out here (Affiliate link)

Can you see how that message was written with one person in mind?

That is how you compose your broadcast messages.

In some cases, if the message you sent is something they need to reply to or ask questions

about, they can do that too and you can take it up from there.

The main idea is this:

Just assume that you have an email list.

But I don't think you should broadcast messages to your Whatsapp lists every now and then.

This is what I know about using Whatsapp broadcasts to sell for now.

I will be updating this document as I gain more experience and knowledge about this side of

WhatsApp marketing.

But for now, USE the ideas I have shared and let me know how it goes.

How to Sell Using One-on-One Message

As the name implies, this is a situation whereby you send messages to your contact list one on one.

This is not a fast method but the most powerful.

The reason is because you can mention the name of that friend on your contact.

People like people who mention their names. They take it as a personal message.

That is why email and chatbot marketing are some of the most effective forms of digital marketing. Personalized Marketing is Key.

For now, Whatsapp has not developed that kind of technology that lets you mention people's names in a broadcast... I mean, such that everyone would receive

the broadcast in his or her own name. If you see this feature on WhatsApp tomorrow, don't be surprised. Just remember you have read it here.

So, what kind of message do you send here?

Let's assume the name of your friend is Christianah. By the way, I love that name 🥰. It's one of the sweetest names I know. Don't ask me why!

You can write something like;

Hello Christianah,

It's been a while here and I just thought of checking on you.
Please, be fine.

You don't need to add your name if Christianah already has your number and knows you.

Imagine you got such a message from someone, won't you reply? If it's me, I'll Reply.

You can then keep up the conversation from there.

Warning: this is not the time to recommend your product. Remember to build a relationship first.

But if Christianah asks you a question like "Tayo, what have you been up to?"

I can reply like this *"I thank God o. I've been developing myself by reading books and making some cool cash with a particular online platform."*

Only continue talking about the platform if Christianah asks you about it i.e the online platform.

If she asks, you can say something like

***“Please, watch this video to the end and then ask me questions after watching.
[Insert Your Affiliate Link]***

The video will expire soon too.”

Most likely, she will watch and then get back to you.

When she gets back to you and says she has watched and asked what next, ask her “Is it something you can do?”

If she says “yes”. Tell her that she can go get it.

If she says there’s no money, just wish her well.

In case she didn’t watch the video and says it’s too long, tell her that she can’t do the business without watching to the end.

Don’t explain the video unless she watches it to the end. Do the same for affiliate products that don’t have a video as pre-sell.

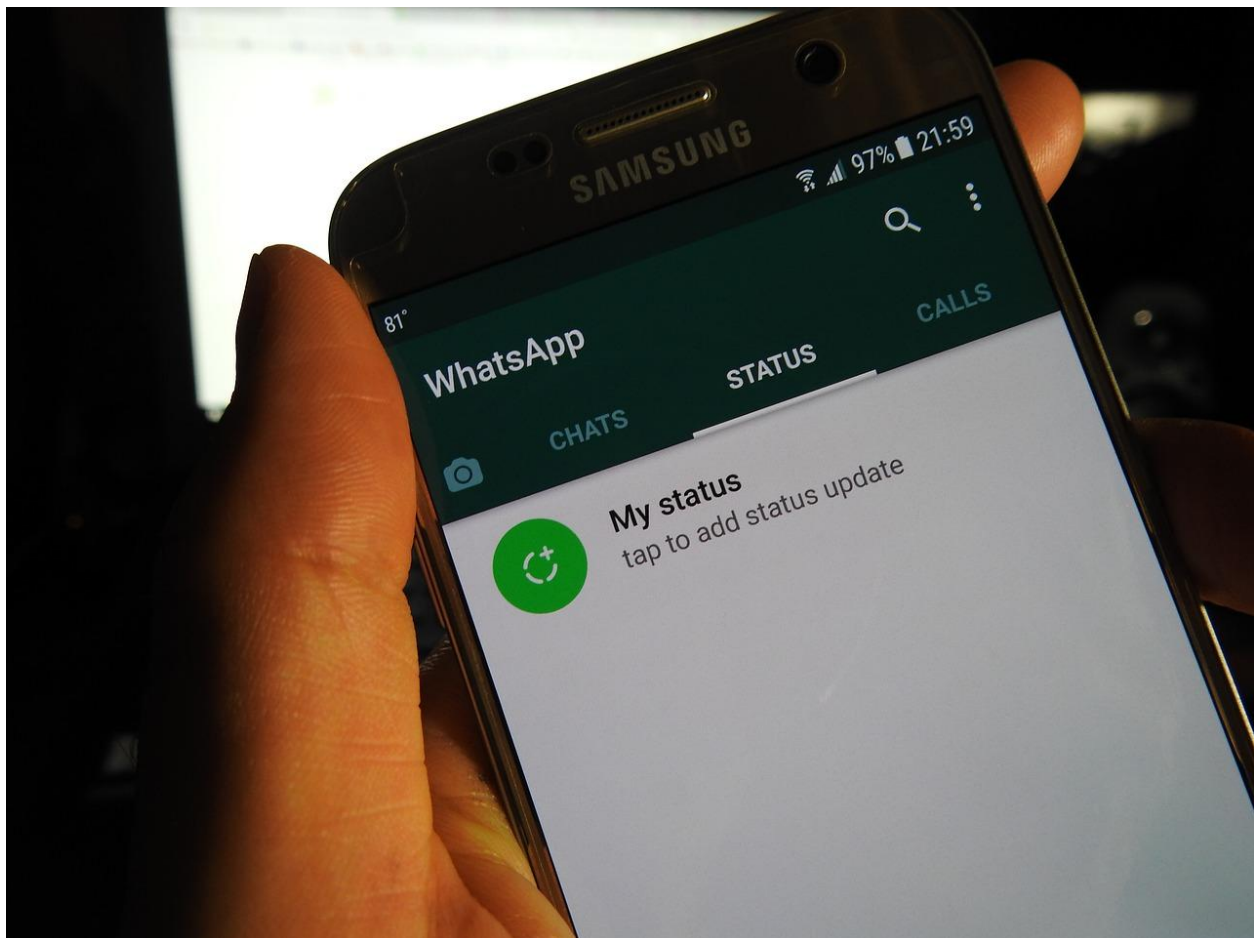
I hope you get that.

(this is basically a way to sell your product to only people that are very interested in it, and not the unserious people)

Like I said, this takes more time.

Let's go to the next method.

WhatsApp Status



In this method, you simply write or upload a photo or video on your status about

your digital product.

A message like the one below might work for you too...

Are you interested in how to make at least N400,000 per month online? Send me a DM now to get a FREE video that shows you how to do so.

When someone sends you a message, simply send this message below:

*Please click the link below to watch the video to the end and then get back to me.
[Insert Your Affiliate Link Here]*

You can use a photo, like the one below, on your status:

I designed the image above with Canva. Again, you can find a Canva tutorial in the 72 Hour Income Generator.

In case of other messages, read the One-on-One method again.

Up next...

WhatsApp Groups



This is in two parts and I'll explain.

One is if you're the group owner and the other is if you're not the group owner.

Part A

If you're the owner, this set of people should have trusted you over time.

All you need do is simply recommend the digital product you're promoting to them.

Or...

If you don't have any existing group yet, create a special group as a pre-sell.

What I mean by pre-sell is this:

Assuming you want to promote the 72 Hour Income Generator as a product, you can organize a FREE class (note the word "FREE") on

"How To Make Money Online or 3 Ways to Make Money Online."

Tip: FREE is a very powerful word in marketing. So, use the power to your advantage. I call it the Power of FREE.

You can use any topic of your choice. I just used the above as examples.

It could be a one day class or two days depending on what you want to teach them.

Invite people to join the group for the free training. Encourage those who have joined to share the group link with their friends. Since it's free, many should join.

During the class, teach them about how to make money online and include

Affiliate marketing as one of the ways to make money online.

I hope you know that Konga, Jumia, etc also have affiliate programs. Their commissions are way lower though. This is another selling point for you.

You might ask, “why must I teach for free?”

What you’re doing there is building relationships before selling. That’s what we are using here.

Just ensure you give massive value for free.

After the class, you should see some people who will buy the product from you.

If you can still keep up with sharing valuable content to them, you can keep the group.

Once in a while, follow up on them by sharing the digital product you’re promoting to the group.

The second part of the Whatsapp group method is if you’re not the owner.

Part B

If you’re not the owner of the group e.g you belong to a group of your friend, church, etc.

Don’t just send messages to the group about making money online. Some of them might think you're a scam.

Instead, use the RS Formula.

Share interesting stories of making money online without sounding salesy. It takes some skill to do this.

Or you can simply invite them to your free class. Make sure you inform the owner or admin of the group before you share it. Some might even post it for you Themselves.

Next up...

Friends' WhatsApp

This is just simple. Ask your friends to help you post on their statuses, broadcast or Groups.

Through that, they are transferring instant trust that their friends have for them to You.

This is best done if you've made some sales so you can use as testimonials.

Tip: Testimonials are a great way to sell on Whatsapp. Even if you've made one sale, let people know about it.

If you have not made sales yet, use those of others who have made sales.

You can tell your friend to use this kind of message...

Hello, Good Morning (depending on the time)

My friend, Temitayo, has just made over N120,000 by simply recommending digital products to people.

You can also learn how to do the same by tapping the link below now.

[Insert Affiliate Link Here]

P. S.

The video is FREE but will soon expire.

If people need more information after watching the video, your friend can refer them to you.

Congratulations! We just went through the five ways to make sales through

WhatsApp. They worked for me and I hope they work for you too.

Mistakes to Avoid

I have shared some of these mistakes already but let me share again.

- Research your audience. More on that in module one of 72 Hour Income Generator.
- Sell benefits of the product and not features alone.
- Don't sell without building relationships. Remember that people must know you, like you and trust you before they can do business with you.

- Avoid buying people's numbers and sending messages to them. Send to those that you know and know you. This will prevent you from being blocked from WhatsApp.
- Set smart goals. This would really help you to push further.
- Follow up consistently.
- Take permission from owners of groups before sending messages to avoid being removed or termed a scam.

Final Words...

These are two words I have come to believe and use over time and I hope they help you. You are free to quote me.

If you believe you can, you can and if you believe you can't, you can't.

All you need to succeed is in YOU.

[CLICK HERE TO ACCESS ONE OF THE MATERIALS I BELIEVE WORKS LIKE CRAZY TO LEARN WHATSAPP MARKETING](#)

Note: I grant express approval for you to share this document with anyone you want or like.

Its knowledge I got from research, but I am willing to give it for free to everyone who has good use for it!.

Good results for you!!

