Marketers' Guide to Conversational Advertising
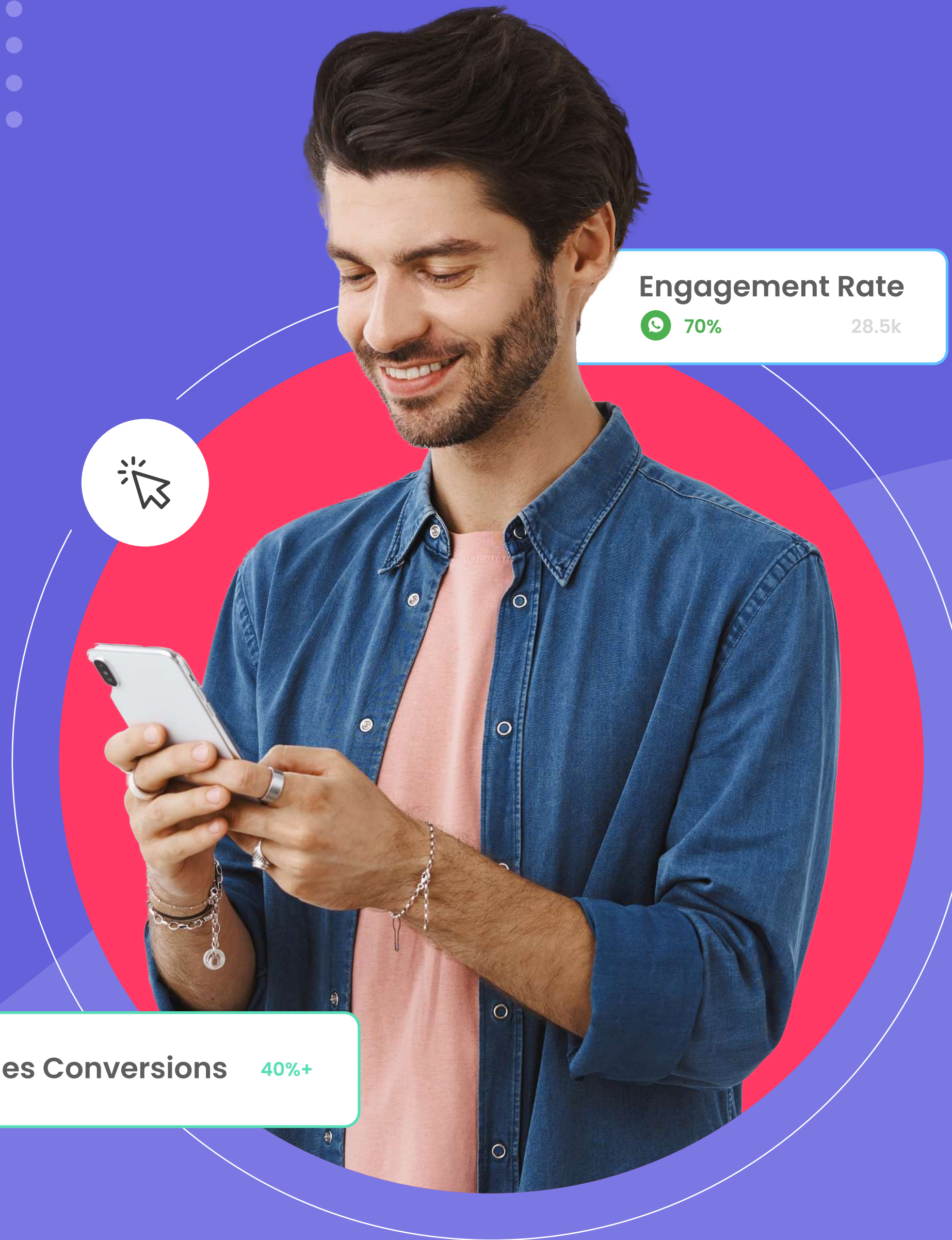
Powered by **gupshup**

Engagement Rate
70%   28.5k

Sales Conversions   40%+

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CHAPTER 01

It's Not Just About Promotions, It's About Conversations

Advertising has undergone a dramatic transformation over the decades.

In the early days, push marketing dominated, with brands broadcasting messages to wide audiences through TV, radio, and print. This one-way communication had customers as passive recipients. Despite reaching many people, push marketing lacked personalization and engagement, leading to consumer disconnect.

Today, the focus has shifted to pull marketing, or what we call conversational advertising, driven by the ease of the internet and social media. Brands attract customers through valuable content, SEO, and social media engagement. This approach encourages customers to seek out the brand, fostering a two-way conversation and building a more loyal customer base.

Increasingly, brands aim to appear as relatable individuals who understand and connect with customers personally. This shift towards humanizing brands fosters conversational marketing, where genuine, two-way interactions become standard. By building personal relationships, brands enhance loyalty and engagement, establishing stronger, more authentic connections with their audience.

Hello, be a part of our new summer skirt collection. Type SUMMER20 and get 20% off. What skirt size do you wear?

SUMMER20. I wear Small.

Great. Here are some choices you can go for.

Conversational Advertising: Building Real-Time Relationships

Advertising has undergone a dramatic transformation over the decades.
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When to use

Push Marketing	Conversational Advertising
Launching a New Product	Secure Leads
Seasonal/Festive Campaigns	Engage Customers
Direct Promotions	Build and Maintain Brand Dominance
Creating Brand Awareness	Provide Personalized CX
Reaching a Large Audience	Foster Customer Loyalty

Source: 1- Influencer Marketing Hub
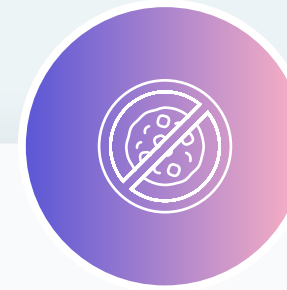
# Why Do Brands Need Conversational Advertising?
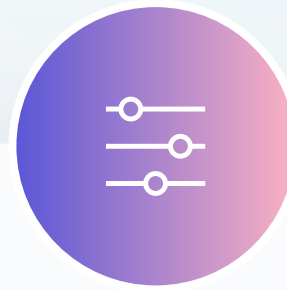
Shift in Consumer Preferences
With 87%[1] of shoppers initiating product searches online and 75%[2] expecting consistent experiences across channels, consumers now prefer personalized interactions.

Adapting to Enhanced Privacy Controls
As privacy regulations tighten, advertisers must adapt to new tracking methods while respecting consumer privacy. With Google's updated stance, third-party cookies will remain but with enhanced privacy controls for users.
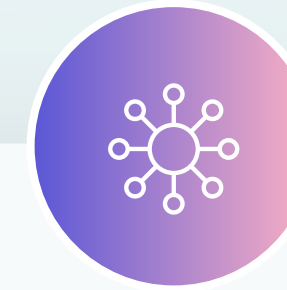
Rise of Omnichannel Messaging
Omnichannel messaging has become integral to advertising strategies. Studies[3] project a significant increase in social media search, indicating the importance of leveraging multiple channels for consumer engagement.
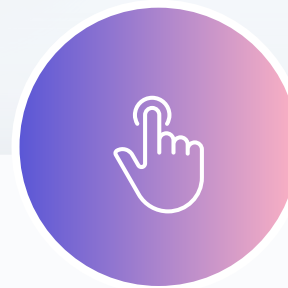
Easy Accessibility
Conversational advertising makes it easy to engage and nurture potential customers. With the proliferation of messaging apps and chatbots, brands can establish direct communication channels with consumers, providing personalized assistance and support throughout their journey.

Real-Time Interactions
The global chatbot market is projected to reach $15.5 billion[4] by 2028. The ability to engage customers through personalized, real-time interactions is a key aspect of conversational advertising. Chatbots allow businesses to address customer queries promptly and provide tailored solutions to their needs.

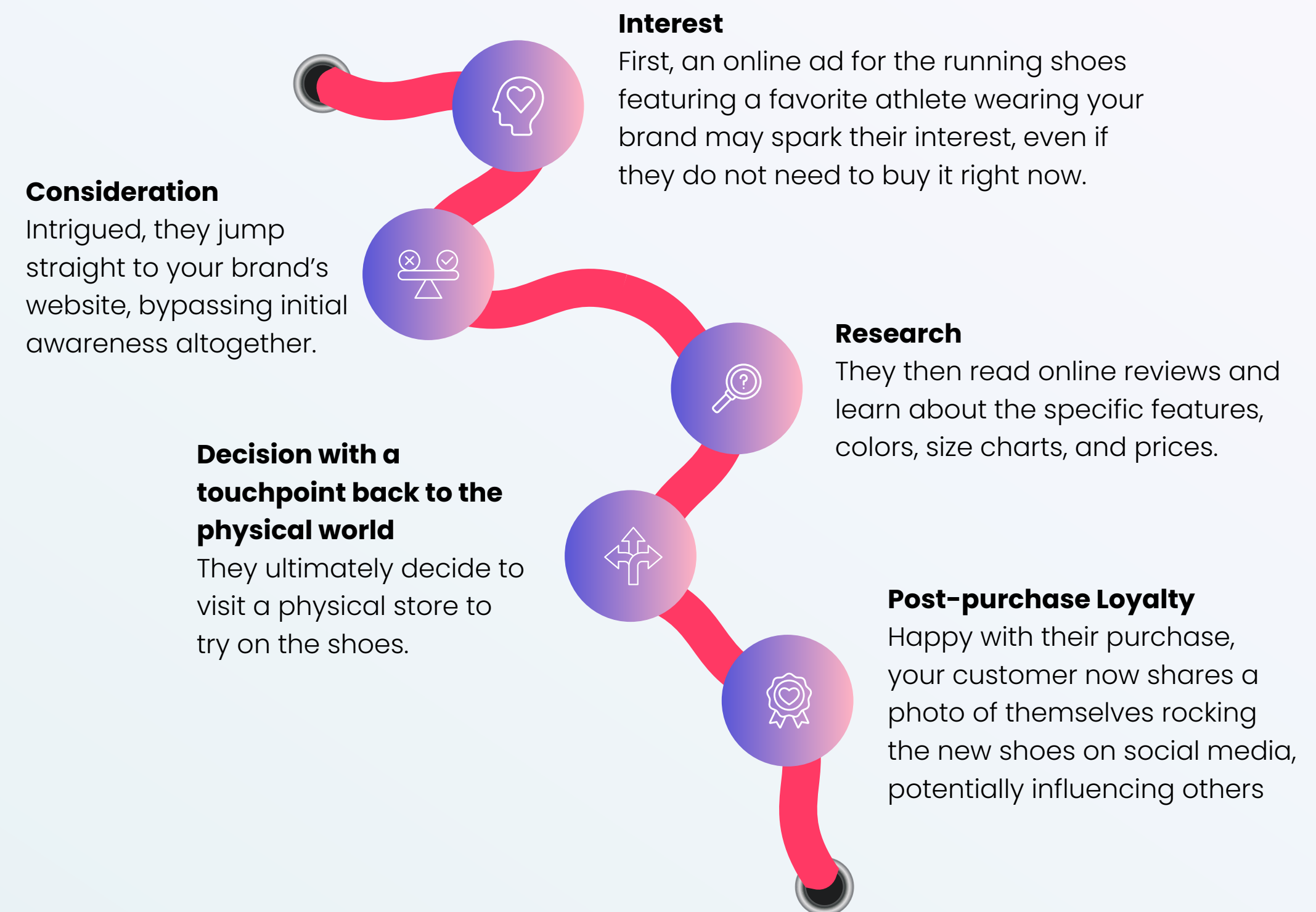# The Rising Question- 'What Do Customers Really Want?'

Gone are the days when a single ad campaign or brochure could guide a customer from complete unawareness to a happy purchase. With digital progression, information can be at our fingertips, and consumers are actively taking a far more realistic non-linear buying journey.

So, what does this mean for marketers grappling with the question, "What do customers really want?"
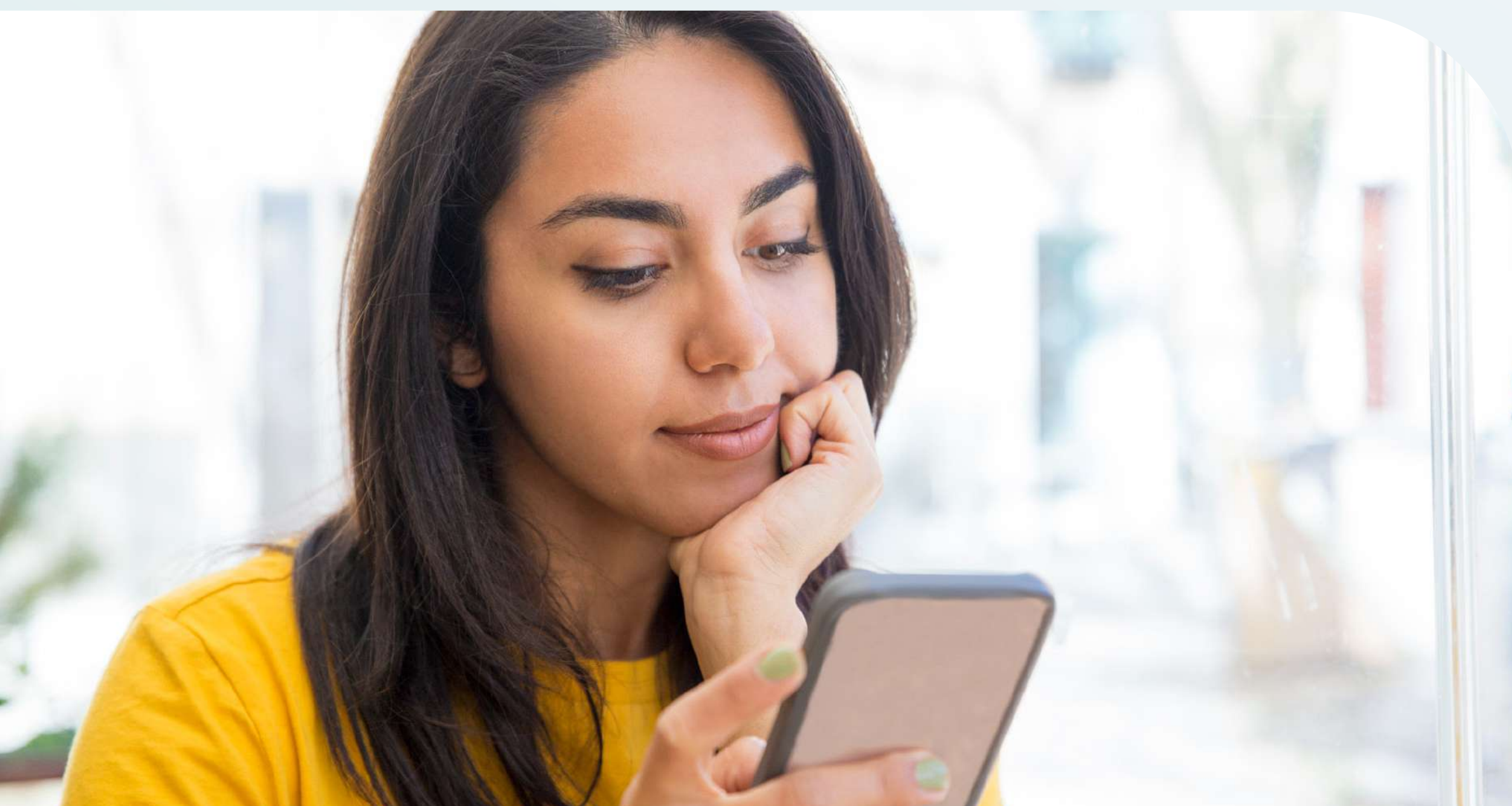
The Non-Linear Journey

Let's assume that your customer is considering a new pair of running shoes. In the past, they might have relied solely on traditional advertising or store visits. But now, the digital world offers a buffet of information sourcing for them to research before buying.

Interest
First, an online ad for the running shoes featuring a favorite athlete wearing your brand may spark their interest, even if they do not need to buy it right now.

Consideration
Intrigued, they jump straight to your brand's website, bypassing initial awareness altogether.

Research
They then read online reviews and learn about the specific features, colors, size charts, and prices.

Decision with a touchpoint back to the physical world
They ultimately decide to visit a physical store to try on the shoes.

Post-purchase Loyalty
Happy with their purchase, your customer now shares a photo of themselves rocking the new shoes on social media, potentially influencing others

This is just one example of how the customer journey can meander and morph, defying the traditional linear model. Customers are in control, and businesses must adapt their marketing strategies accordingly.

Understanding the "Now" Customer

Now that we know the myriad ways for a customer to engage with you and make a purchase, what's the right action plan for businesses to meet where the customers are?
How do we cater to this empowered and unpredictable customer? Here are some key strategies:

Focus on Customer Experience
Create a seamless and positive experience across all touchpoints, from social media to in-store interactions.

Be Available Everywhere
Be present on the channels (social media, website, chat applications, etc.) your customers visit frequently and make it easy for them to connect with you.

Content is King
Create high-quality, informative content that educates and engages customers at every stage (blog posts, explainer videos, and in-depth product descriptions)

Embrace Personalization
Personalize the customer experience with targeted ads, product recommendations, and relevant content based on their browsing behavior and past interactions.

Listen & Respond
Actively monitor social media conversations and online reviews, and be prepared to address customer concerns promptly. This valuable insight helps you refine your offerings and cater to evolving customer needs.
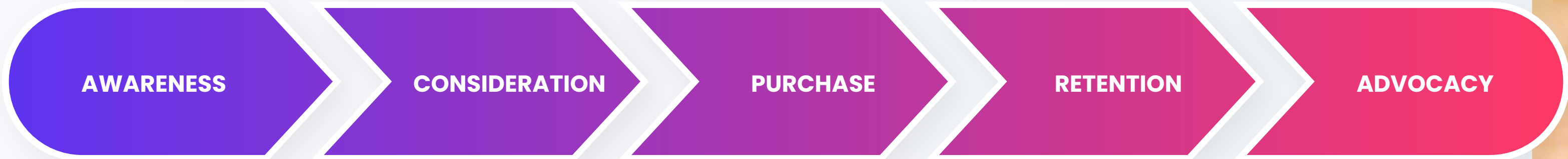
Hello Alan,
Love is in the air! 💕 Explore our Valentine's Day collection and add a touch of romance to your wardrobe. Find the perfect gift!

Shop Now

Shop Now

Great! Here are some awesome couple gifts 💕 Check them out.

AWARENESS	CONSIDERATION	PURCHASE	RETENTION	ADVOCACY

AWARENESS
Online Ads · Public Relations · Radio/TV

CONSIDERATION
Reviews · Social Ads · Email · Direct Mail · Media · Blogs

PURCHASE
Store · Website · Contact Centre · Webshop

RETENTION
Loyalty Program · Community · Knowledge Base · Blogs · Newsletter

ADVOCACY
Social Media · Word of Mouth

Navigating the New Privacy Landscape: Cookies and Marketing

Google's recent decision to keep third-party cookies but enhance privacy controls brings significant changes to the advertising landscape.

Adjusted Data Collection Methods

With third-party cookies remaining but with added privacy controls, advertisers need to adjust their data collection strategies. Users will have more control over their privacy settings, impacting the availability and granularity of data for targeted advertising.

Advertisers must develop new methods to collect data ethically, such as focusing on first-party data gathered directly from their own websites and applications. This shift requires significant investment in consent management platforms to ensure compliance with user preferences and data protection regulations. Additionally, advertisers can explore contextual advertising, which targets users based on the content they are viewing rather than their browsing history.

Impact on Customer Acquisition Cost (CAC)

The introduction of enhanced privacy controls on third-party cookies may initially affect customer acquisition costs (CAC). With reduced access to detailed user data, targeting becomes less precise, potentially leading to higher costs for reaching the right audience.

Advertisers may need to allocate more budget to test and optimize new data sources and methodologies, such as leveraging first-party data and AI-driven insights. Over time, as these new approaches are refined, CAC may stabilize or even improve.

Investing in advanced machine learning and predictive analytics can help advertisers better understand and target user behavior, mitigating the initial cost increases. Additionally, establishing stronger relationships with users through transparent data practices can enhance brand loyalty and reduce overall acquisition costs, further converting satisfied users into repeat customers.

Increased Focus on User Consent and Transparency

With more user control over privacy settings, there is a greater emphasis on transparency and obtaining user consent. Advertisers must communicate how user data is used and provide straightforward options for users to manage their preferences.

Implementing consent management platforms (CMPs) will help track and honor user preferences, ensuring compliance with data protection regulations. Advertisers should regularly review and update their privacy policies to reflect data collection and usage changes.

Additionally, offering users incentives for sharing their data, such as personalized offers or enhanced services, can encourage voluntary data sharing. By prioritizing user consent and transparency, advertisers can foster long-term relationships based on trust and respect for privacy.

This is where the Conversation Cloud comes into play as a superior solution.

From Cookies to Conversations:
Bridging the Gap with Conversation Cloud

In a future with enhanced privacy controls, Conversation Cloud provides innovative solutions to optimize targeting and personalized experiences while respecting user choices and compliance with new privacy standards:

Privacy and Cookie Balance:

While third-party cookies will remain, Google's update emphasizes giving users more control over their data. This means that even though cookies persist, user consent and privacy settings will play a larger role.

Conversation Cloud platforms enable brands to manage data collection transparently. This approach aligns well with the new privacy controls Google is implementing, ensuring that data collection and use are both respectful of user choices and compliant with new standards.

3rd Party Cookies

They are collected by third parties, in general independent Adtech platforms, for marketing and digital advertising purposes.

Source: HexagonData
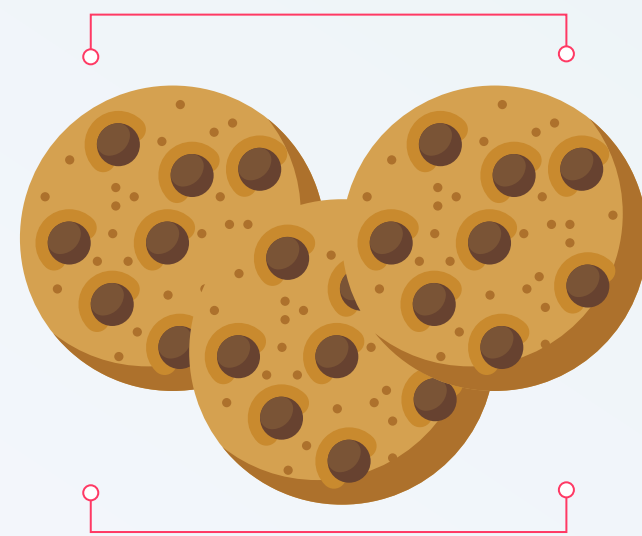
Implement Contextual Targeting

Contextual targeting gains significance as it relies on the content being consumed rather than tracking individual behavior. In a survey by GumGum[1] more than half of the marketers view contextual targeting as a viable alternative to behavioral targeting.

Gen AI-powered conversational platforms analyze real-time conversations to understand user intent and context. So, if you use social ads Click to WhatsApp, you enable prospects to engage with your brand in real-time on the messaging platform, assisting them with more information about your product, address FAQs, and nudge them towards making a purchase on WhatsApp.

Invest in Data Privacy Technologies

As consumers demand increased privacy, investing in technologies like consent management platforms (CMPs) is essential. Adobe reports that 86%[2] of customers consider trust a critical factor in their decision to share personal information.

In response to Google's update, the Conversation Cloud integrates advanced consent management features within chat interfaces. This empowers users to manage their data-sharing preferences seamlessly while interacting with brands. By providing clear, accessible options for data control, businesses can align with Google's new privacy measures and build stronger, trust-based relationships with their customers.

Focus on Transparency and Trust

Building trust with consumers is paramount. Around 40%[3] of consumers have trust issues in how their data are being used. However, a significant number of customers are more likely to trust brands that are transparent about their data usage.

Conversation Cloud platforms prioritize transparent communication by providing clear opt-in mechanisms and openly discussing data usage policies during interactions. By fostering trust and transparency, brands can enhance consumer confidence and loyalty in the absence of traditional tracking methods.

Omnichannel Strategy to Make Your Ads Convert

We discussed in Chapter 2 how the customer journey has changed. Customers are now well aware of the product or service that they need, and are willing to devote time to research about the product and the brand, run comparisons, check reviews, and once they're totally convinced, make the purchase. - they would extensively research a product on the internet, compare other products, read reviews and then make a purchase. Marketers are also using different ways to create a brand experience for customers.

In today's marketing landscape, social media plays a major role to create awareness and brand experience for a customer. Customers are interacting with interconnected devices (multiple touchpoints) and brands need to adapt an omnichannel approach - using different entry points like Ads that Click to WhatsApp and QR codes and then interacting with customers within a brand ecosystem.

This new approach has naturally led to brands taking some bold steps towards changing their marketing strategy:

Transition to Non-Linear Approach

The reality is that customers now prefer a journey that is more interactive and can keep up with their busy schedules. One minute, they are scrolling through Instagram and see a funny post featuring those same sneakers, the next, they are watching a YouTube review. And before you know it, they are chatting with your brand via WhatsApp about different size charts.

This means your customers may encounter your brand via various channels, such as social media, website visits, review videos, and email marketing. This is the non-linear customer journey — a dynamic web of touchpoints that keeps things interesting.

Your customers can research, compare, and interact with brands at every turn. In days when higher customer acquisition costs (CAC) and retargeting expenses are squeezing budgets, a seamless and consistent experience across these touchpoints helps customer journeys lead to higher return on ad spend (ROAS).

The key is to embrace the non-linear nature and use it to your advantage. This is where omnichannel experiences come in as the ultimate solution.

By creating a seamless experience across all these touchpoints, from social media to your website to chat apps, you can ensure a smooth experience for your customers, no matter which path they choose.
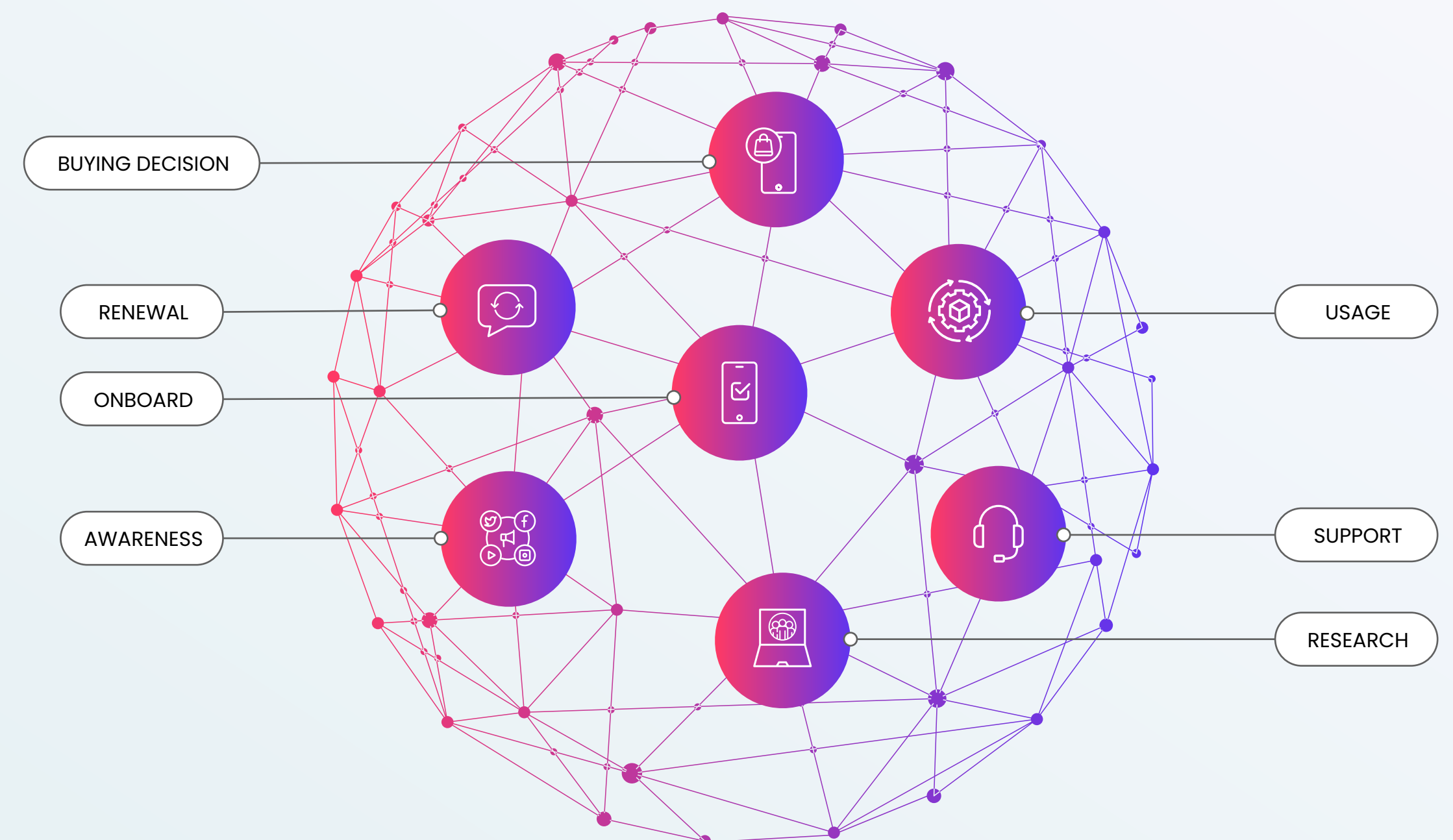
Exploring New Entry Points for Customer Engagement

Here are some emerging entry points for customer engagement:
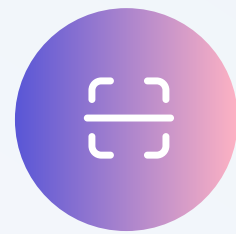
QR Codes: QR codes have become a convenient way to bridge the gap between offline and online experiences. By scanning a QR code, customers can instantly access a variety of content, such as product information and discounts, or even initiate a chat on WhatsApp for inquiries or support.
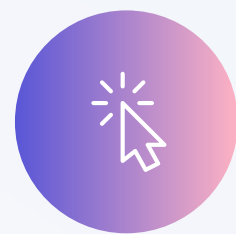
Ads that Click-to-WhatsApp: Leveraging social media platforms, businesses can create Click-to-WhatsApp ads to drive engagement. These ads allow users to directly initiate a conversation with the business on WhatsApp by clicking on the ad, providing a seamless and immediate connection. Integrate WhatsApp into your social media campaigns to enable direct communication and increase your conversion rates.
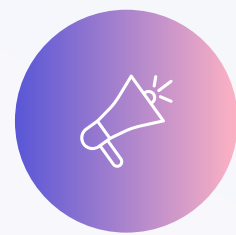
Social Media Campaigns: Social media remains a powerful tool for customer engagement. Explore the power of Instagram Business turning your posts into catalogs, highlighted stories, product links, Call-to-action buttons, reels among others. By crafting engaging content and fostering meaningful interactions, businesses can attract and retarget older customers.

First-Party Data Platforms: Invest in a robust first-party Customer Data Platform that centralizes all your customer data from various sources - website visits, email interactions, loyalty programs, etc. With a unified customer view, you can create highly targeted retargeting campaigns.

WhatsApp as Your Landing Page: A regular landing page on your website that promotes a specific product or service is outdated. Instead, integrate a WhatsApp Business Powered Chatbot that directs customers straight to your brand's WhatsApp inbox. This chatbot can greet visitors, answer basic questions about the product, showcase features through images or videos, and even offer special promotions or discounts for those who initiate a WhatsApp chat.

GS Skincare

Hello, your order has been dispatched. Do you want us to let you know when it gets shipped?

Yes   No

Yes

Hello Ashley, your order has been shipped. The Tracking ID is #12040. You can now ask for tracking details over Whatsapp.

Chatbot vs Conversational Chatbot: LLM Makes All The Difference

WhatsApp has opened exciting new entry points for brands to connect with customers. Whenever your customers see an ad featuring your product/service on social media, with just a click, they can initiate a chat through WhatsApp.

But what happens next? This is where things can get tricky.

Traditional chatbots, while helpful for automating simple tasks, often fall short when it comes to replicating natural conversation. They rely on pre-programmed responses and struggle with anything outside their limited script. They struggle with:

I'm interested in finding flights to Hawaii in December.

Great! Here are some flights departing in the next two weeks. Find great deals on using BIOB Credit Banking!

Understanding context: They can't grasp the nuances of natural language, leading to misinterpretations and irrelevant responses.

This phone seems great, but the reviews say the battery life isn't the best.

Our phones are all equipped with the latest Android 3XZ technology! Here are some user reviews.

Adapting to user behavior: Interactions feel scripted and lack the flexibility to follow the flow of a conversation.

This dress looks perfect for a summer wedding, but I'm not sure about the size.

Thanks for contacting us! Our dresses come in a variety of sizes. To find your perfect fit, please visit our size chart on the website.

Providing human-like engagement: They cannot inject humor, empathy, or cater to different conversational styles, making interactions feel impersonal.

The result? Frustrating interactions that feel robotic and leave customers feeling unheard.

But, thanks to digital evolution. Right when you feel customer engagement is slipping out of your control, is where the power of Large Language Models (LLMs) comes into play.

LLMs + Chatbots = Conversational Magic

LLM-powered chatbots are specifically designed to transform conversational interfaces. Unlike traditional chatbots, LLM-powered chatbots are trained on massive amounts of data, allowing them to understand context, follow conversational flows, and even generate human-like responses.

By integrating LLMs with chatbots, brands can create a powerful combination to enhance customer experience.

Natural Language Processing

Gupshup's ACE LLMs are trained on massive amounts of text data, allowing them to engage in natural conversations, and understand nuances of language, humor, and even sarcasm.

Gupshup's ACE LLMs, built on foundation LLMs and fine-tuned for specific industries and functions, give enterprises a head-start in creating AI-powered conversational experiences.

GS Skincare

Hi, I saw your ad for the new night cream. Are they available for all ages?

Hey! Our Ageless Night Cream targets fine lines for mature skin. Choose your age group below for better suggestions.

| 18-25 | 25-35 | 35-50 | Above 50 |

Reduced Hallucinations

ACE LLMs are built around robust guardrails that mitigate hallucinations and inappropriate answers, while defining the response length and tonality.

Personalized Interactions

Chatbots powered by ACE LLMs can analyze past interactions and tailor their responses to individual customer needs. This personalization fosters trust and creates a more engaging experience.

For instance, the chatbot can remember your customer's previous purchases and recommend dresses that complement their style.

Dynamic Product Showcases

Gen AI powered chatbots can not only suggest product recommendations but also showcases them dynamically within the chat, along with key features messages, and even short demo videos.

Smart Retargeting

LLM-powered chatbots can analyze past interactions and send targeted follow-up messages that pique the customer's interest. This can send a reminder about a limited-time sale or discount, a notification when new items arrive that fit their interests or nudge them gently with a question about their purchase intent or offer assistance with checkout.

GS Fit Zone

These sneakers are cool, but a little pricey. Are there any similar options?

Absolutely! Budget is important!I recommend these budget-friendly sneakers. Would you like to see a quick feature video of them?

Show Similar Products

GS Food Delivery

20% off

Hello foodie! Tired of eating mangoes this summer? Get some pineapples on pizza at 20% off for a limited time! Don't miss out on your special code: SUMMMEROFFERS

Buy Now

Ace it with ACE LLMs

Gupshup's ACE LLMs (Autonomous Conversational Engagement) go beyond just improving functionality. Unlike all-purpose LLMs, ACE LLMs are domain-specific models that create human-like experience, fostering trust and brand loyalty, ready to transform conversational advertising.

These are built on top of existing LLMs but are fine-tuned for specific industries and functions, like customer support or marketing. They often come with built-in features like safety controls, data residency options, and the ability to personalize responses based on customer data.

By integrating ACE into your WhatsApp marketing strategy, you can design specific conversations between your brand and customers:
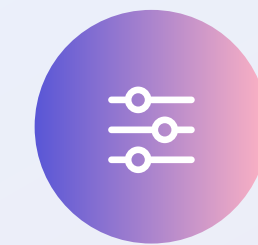
Guardrails and Controls: Filter your chat responses before answering. ACE LLMs are programmed to avoid generating irrelevant, misleading, or offensive responses,
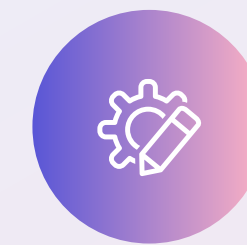
Customization: Say what your brand believes in. They can be tailored to a specific company's knowledge base and brand voice.
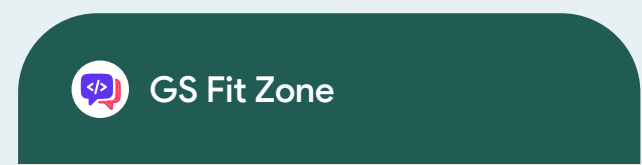
Data Security: ACE LLMs may have features to ensure compliance with data privacy regulations.

Frictionless Conversions: Simplify the buying process and remove conversion roadblocks.

Check out Gupshup ACE LLM and how it can help your marketing strategy

Enhancing Customer Journey with Conversational AI

Conversational Journeys

Marketing	Commerce	Support
Engage better with precise targeting	Create marketing campaigns that convert	Automate common query responses and complex actions alike
Sharpen your marketing strategy with predictive insights	Sell more with 1:1 buying assistance	Enhance agent experience with a unified inbox
Transform conversations into conversions	Grow CSAT with real-time, effective support	Deliver intuitive, self-serve and relevant recommendations

CHAPTER 04

Crafting Conversational Journeys with WhatsApp

Transitioning from a fragmented multichannel approach to a seamless omnichannel experience is a critical step for businesses aiming to meet the sophisticated demands of modern consumers.

WhatsApp, with its 2 billion[1] monthly active users, stands out as an indispensable platform in this transition. Its vast user base and comprehensive functionalities give businesses a unique opportunity to unify their customer touchpoints.

Now, how can companies leverage Click-to-WhatsApp ads and campaigns to create direct and personalized communication channels that enhance customer engagement and streamline the customer journey?
Here's how:

Click-to-WhatsApp Ads: A Direct Line to Customers

Your customers, for example, notice a product from your brand on their social media ads and are curious about some specifications. Now, traditional marketing would direct them to a website, making it hard for them to reach you.

Today's consumers prefer a conversational approach, connecting with brands on their terms. Within the complex Conversation Cloud, omnichannel stands out as a powerful tool. It bridges the gap between you and your customers by offering a seamless, multi-touchpoint journey.

The presence of omnichannel platforms offers a unique ecosystem where you can target your ideal audience with engaging ads. These ads, displayed directly on your customers' cell phones, can then seamlessly transition into a direct conversation on the common messaging channel - WhatsApp.

This eliminates the need for frustrating website navigation and middleman platforms. Click-to-WhatsApp[2] Ads offer a direct line to your curious customers. With a simple 'Chat with Us' button, they can connect with your brand representative quickly, all within the WhatsApp ecosystem.
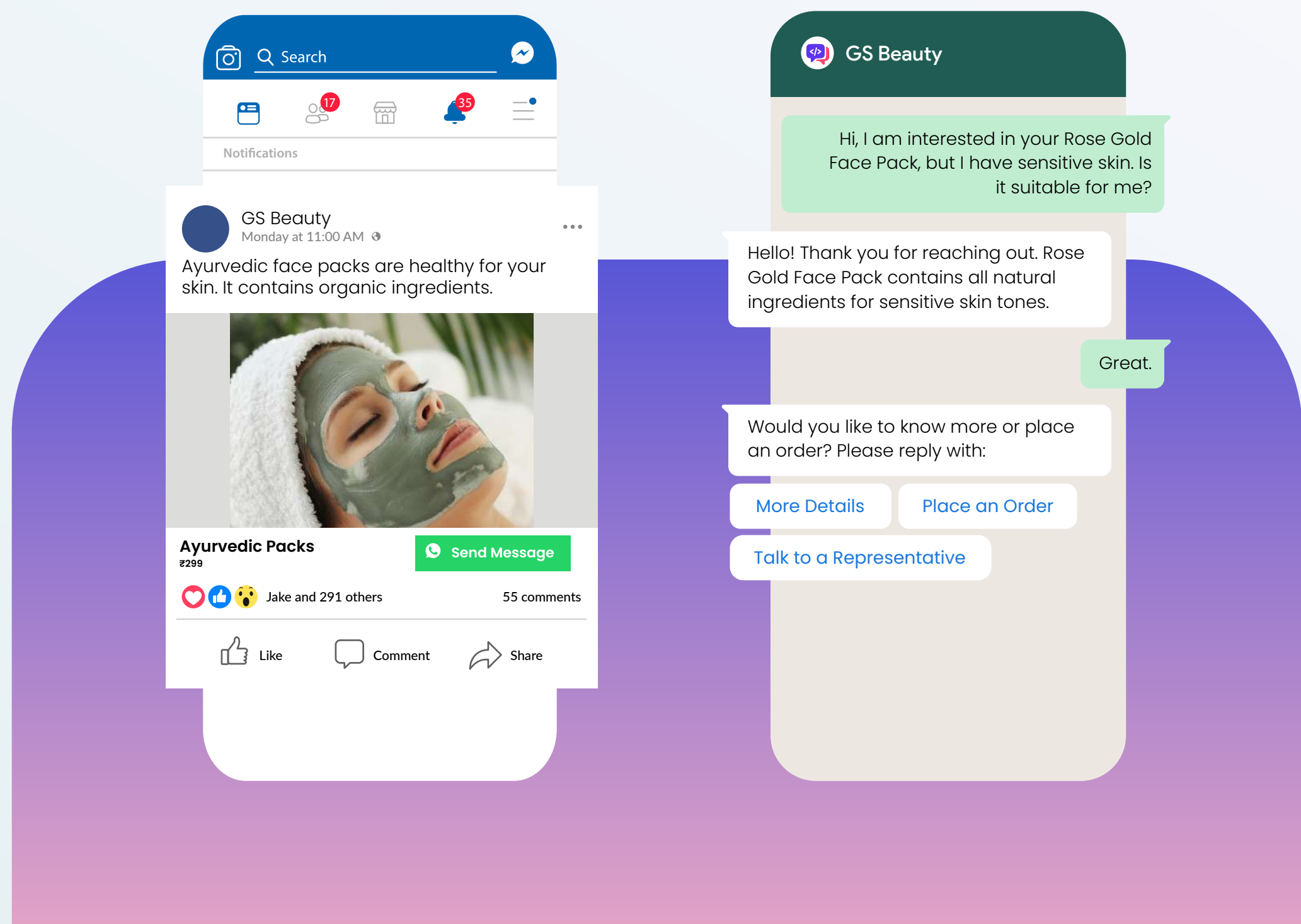
Crafting Click-to-WhatsApp Campaigns that Convert

In the world of WhatsApp marketing, the key is to engage in meaningful conversations rather than simply sending out messages. Here is a roadmap to creating successful Click-to-WhatsApp campaigns:

Grab Attention, Spark Curiosity
Make your ad stand out in the feed. Use high-quality visuals, clear messaging, and a strong call to action. Highlight your product's unique selling points or showcase a captivating service offering.

The Bridge Between Ad and Chat
Make a prominent Click-to-WhatsApp button that is easy to find. With a single tap, viewers are whisked into a direct chat with your brand, eliminating the dead end of traditional landing pages.

Speak to the Right Audience
Don't waste your efforts on everyone. Tailor your ads to specific age groups, interests, and online behavior. This ensures your message resonates with the people most likely to convert.

Be There When They Need You
In WhatsApp, speed is key! Be prepared to respond to incoming chats quickly. Set a personalized welcome message, and build a conversation with timely replies to their questions.

Value Beyond Sales
Don't be all about the pitch. Balance promotional messages with helpful content and genuine customer service. Offer valuable tips, answer FAQs, or provide personalized product recommendations.

Push Notification
Repeat and retain. There will be some customers you will lose during the journey. Send timely push notifications reminding customers about abandoned carts, exclusive offers, or new product launches. This can nudge them back to your WhatsApp inbox once again.
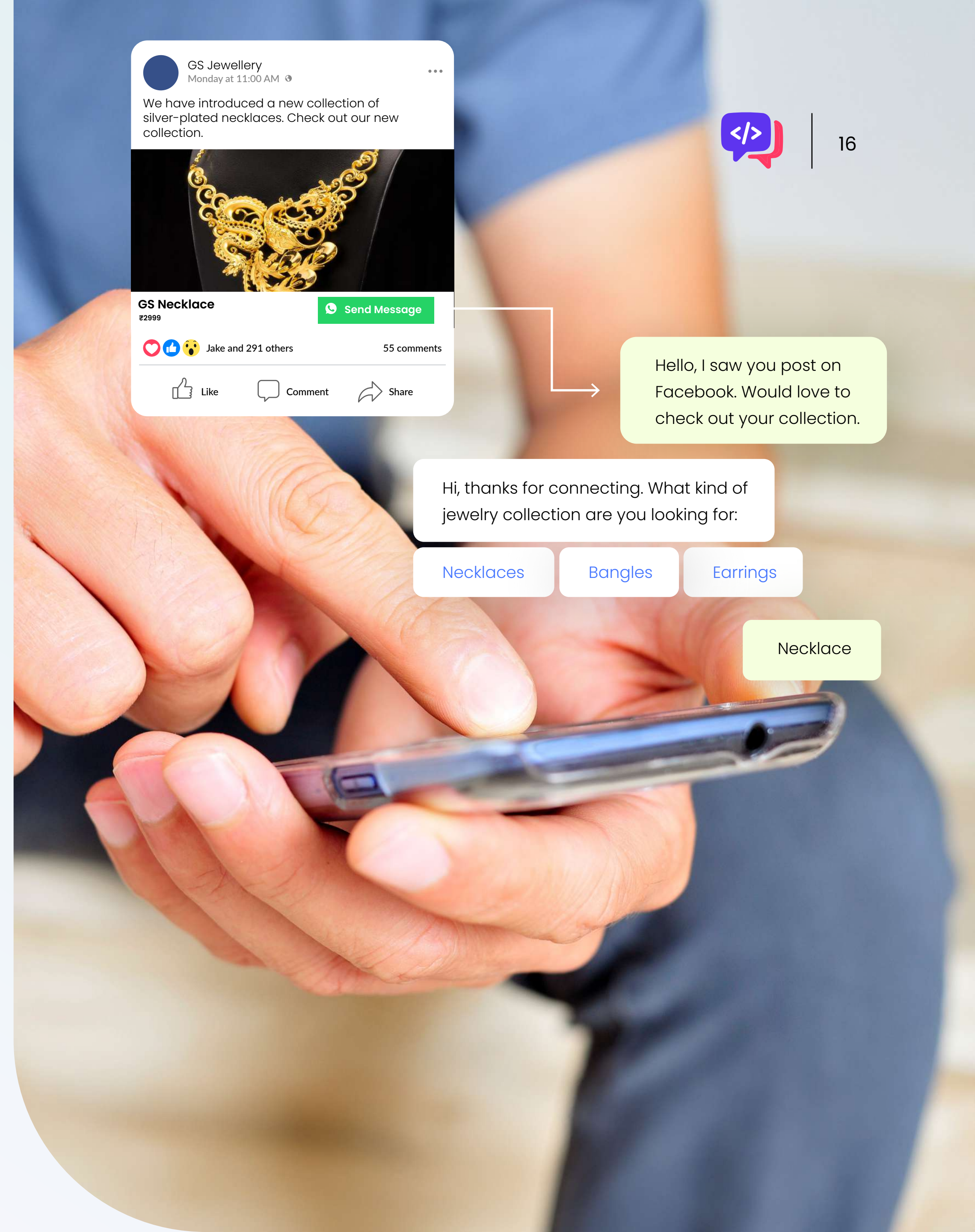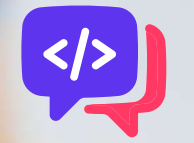
Online Ads vs Conversational Ads
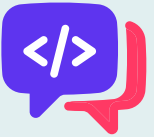
Online Ads

✕

You're one more step away

Please enter your information

First Name

Last Name

Mobile

Email

Company

Submit

Add retargeting costs ~10~20% open rate on Email

CTWA Ads

GS Beauty

Brand Store isnow open

Hey I'm interested

Do you want to continue with +91 XXXXX XXXXX or would you like to update?

Continue   Update

Continue

Which bike are you looking to buy?

Superbike X

Let's check your eligibility please share your PAN.

Free 72 hr messaging window 90% + open rate on Whatsapp

Feature	Online Ads	CTWA Ads
Engagement	Limited, one-way communication (click on website)	High, two-way conversation in real-time
Cost	Targeting options can add to your remarketing costs	Potentially lower, reduced need for landing pages
Conversion Rate	Lower, requires multiple steps (click, form, etc.)	Potentially higher - Direct line to purchase in chat
User Experience	Can be impersonal, static, and interruptive	Seamless to use within a familiar platform, easy to initiate contact
Data Collection	Limited to form submissions (if any)	Richer data can be gathered from chat history and previous insights
Response Time	Varies depending on the platform and resources	Faster response directly within the chat window
Post-Click Experience	This often leads to impersonal landing pages	Interactive chat allows personalized product demos, etc
Follow-Up Window	Limited, follow-up emails might get lost	With 72-hour Free messaging window increases the chance of reaching customer

Measuring Your WhatsApp Success

So, you're all set to run campaigns on WhatsApp, how can you know if your campaigns on WhatsApp are paying off? Gupshup's WhatsApp Business Solution allows marketers to manage multiple campaigns as well as analyze their performance to ensure they're meeting their campaign targets.

Here are some of the key conversation insights that marketers can access and review with the Gupshup's WhatsApp Business Solution:

Open Rate
WhatsApp usually has an average open rate of 98%[1]. By measuring the percentage of delivered WhatsApp messages that users open, marketers can gauge message effectiveness and identify the best times to send campaigns.

Click-Through Rate
Track the percentage of delivered messages containing a link or button that users actually clicked. Similar to the open rate, this helps identify the most engaging content within your messages. Businesses on WhatsApp typically see click-through rates of over 50%[2] in their messaging campaigns.

Conversion Rate
Campaign Managers can track the percentage of delivered messages that achieve the desired outcomes, such as sales, website visits, or sign-ups for your marketing list. Compared to email and SMS marketing, many businesses have reported a 68%[3] sales conversion rate through WhatsApp.

Revenue Generated
The best part is that you can keep track of the actual sales value generated from your WhatsApp messages. It's crucial for calculating your return on investment (ROI). Collectively, businesses using WhatsApp generated over $382 million[4] in revenue in 2023.

Total Costs
WhatsApp makes it easy to tally all your expenses spent on your WhatsApp marketing campaigns, including any third-party app fees. This, alongside revenue generated, helps determine your ROI profits.

Source: 1- Whatsapp
Blog 2- Doubletick
3- Doubletick
4- Statista

How to Use WhatsApp Chat Button to Boost Your Business

Increase Conversions

Generate Leads

Analyze Conversations

Improve Customer Experience

Quick Responses & Resolutions

Leveraging WhatsApp Funnels to Transform Conversations into Leads

Using WhatsApp within the Marketing Funnel

Awareness	Launching CTWA Ads Place WhatsApp link
Interest	Broadcast Promotional Messages Use Visuals for WhatsApp Marketing
Consideration	WhatsApp Retargeting Campaigns Automated Reminders & Alerts
Conversion	WhatsApp Chat Button Reply Buttons & CTA
Retention	WhatsApp Chatbot Personalized Messages
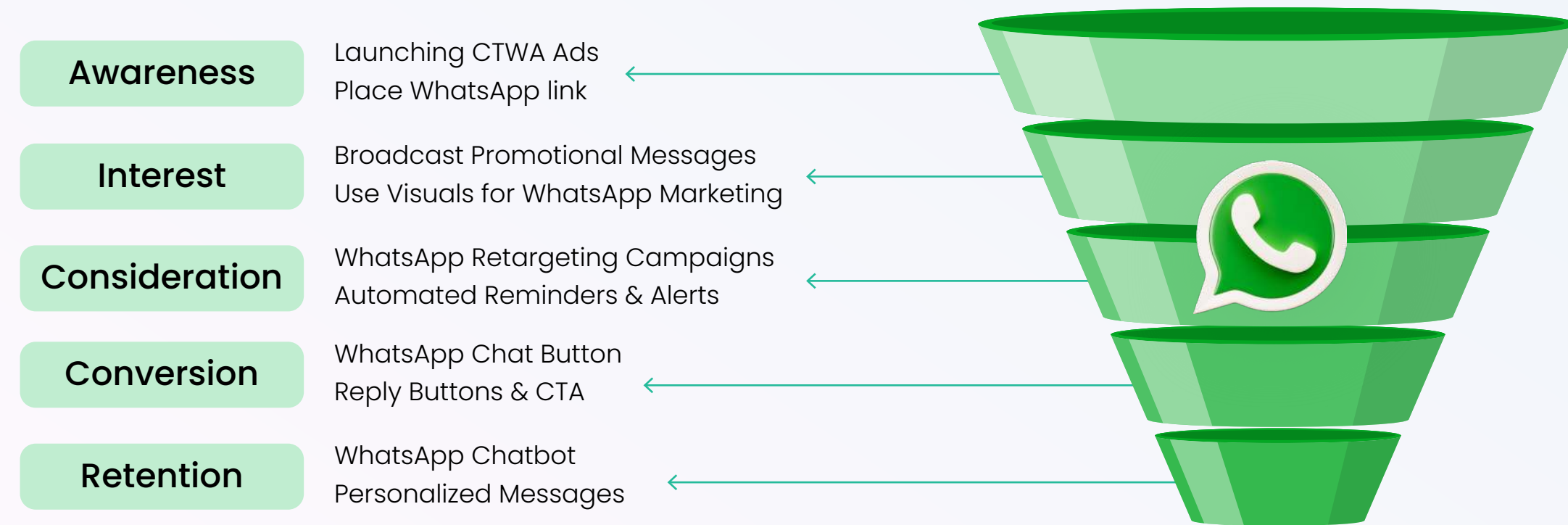
To effectively convert conversational advertising into tangible conversions using a WhatsApp funnel, you need to strategically guide potential customers through a series of well-defined steps. The five stages involved in the WhatsApp funnel are:

Stage 1: Awareness

Attract potential customers and let them know about your brand and offerings by running unmissable digital ads on Facebook and Instagram, or print ads to convert offline to online customers. Here's how:

Click-to-WhatsApp Ads

Create eye-catching social media ads showcasing your products or services. Include a clear call to action like 'Chat Now to Discover More!' and viola! Your customers are now reaching out to your WhatsApp inbox with queries related to your brand.

QR Codes

Design creative QR codes that match your branding. Print them on flyers, posters, and product packaging, or even display them in your store windows. Pair them with a call to action like "Scan to Chat & Unlock Exclusive Offers!." Your customers can now chat with you directly within the WhatsApp interface.

Facebook & Instagram Ad Campaigns

Create visually appealing posts or flyers showcasing your brand and highlighting the benefits of connecting via WhatsApp. Include your WhatsApp number with a call to action like "Chat with Us for Personalized Recommendations!". This time, your customers might ask a tip or two about what their nightcare routine should include.
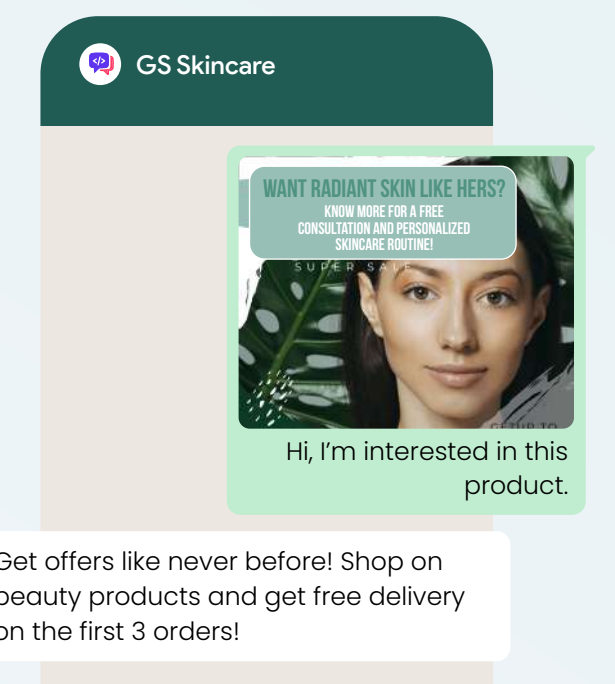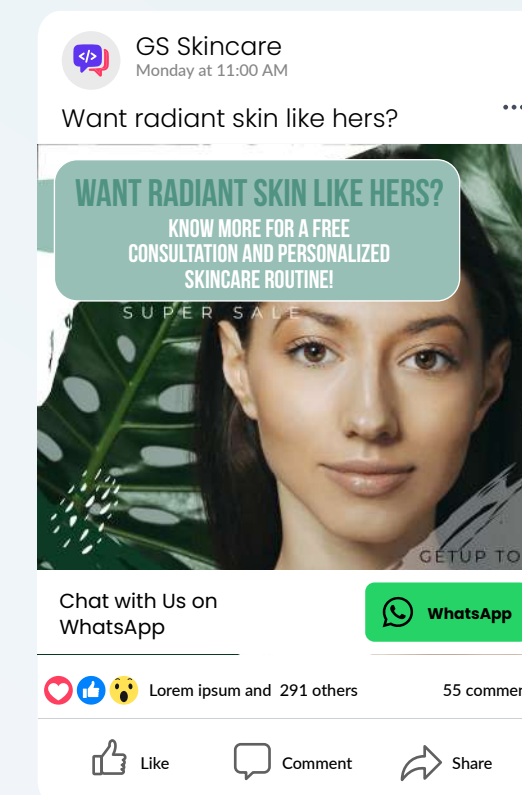
Interactive Stories on Instagram

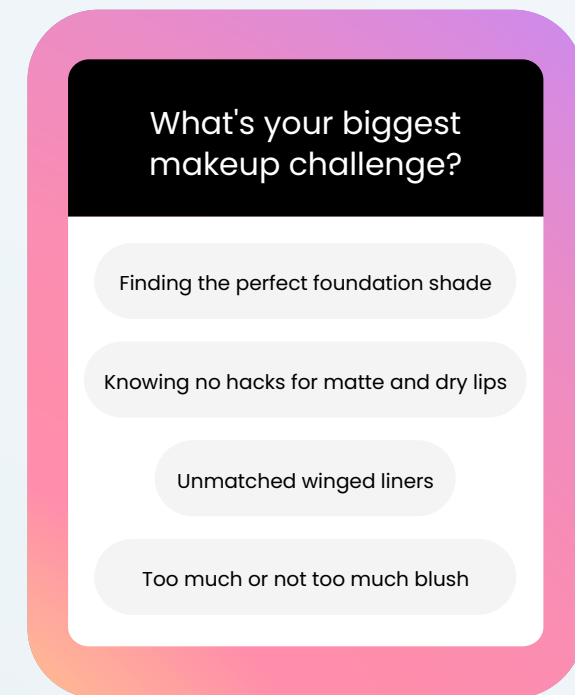Create a fun and interactive story highlight using polls, quizzes, or sliders. Interact with your customers by making a poll, hashtags or Ask-Me-Anything button. End with a clear call to action like "Learn More" with a link to WhatsApp. This way, not only you will lead them into your WhatsApp marketing funnel, but also can gather data about who is interested in your brand.

Stage 2: Curiosity

You have successfully attracted potential customers through your 'Awareness' tools.

Now, it is time to turn that fleeting curiosity into genuine interest.

Customers want instant and relevant responses. If your brand highlights a line of footwear, they should know why it differs from other products. It is all about engaging your leads with personalized content and showcasing the value your brand can offer.

Here, you should use:

Product Catalogs

Create visually appealing catalogs on WhatsApp that highlight your best offerings. Use clear descriptions and include clickable links within the catalog itself, allowing interested customers to explore specific products in more detail.

WhatsApp Carousel

Design intriguing WhatsApp carousels featuring your latest collections, popular products, or even customer testimonials. Use them to answer specific inquiries or highlight promotional offers.
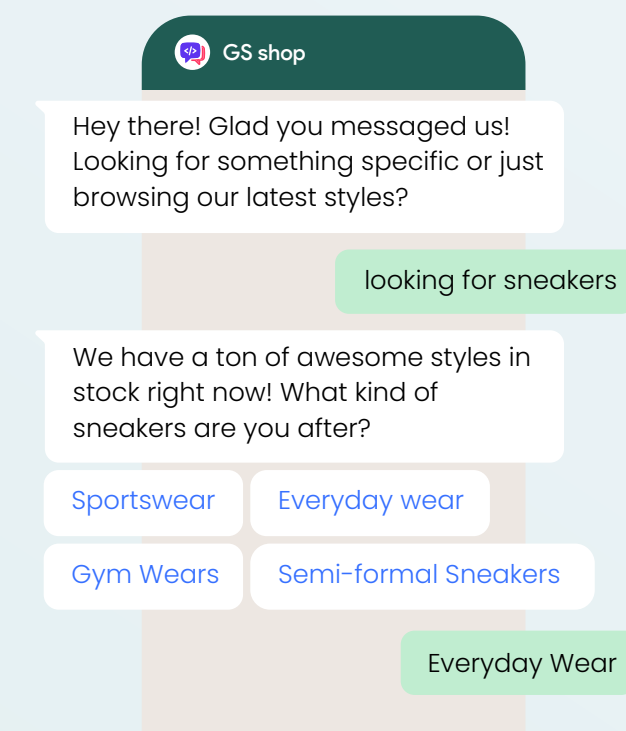
Chatbots for Intention Detection

Leverage AI powered chatbots to handle basic inquiries and guide customers toward the necessary resources. These chatbots can even understand FAQs and critical queries, so they can answer accordingly.

Retarget Smartly

Identify customers who haven't interacted with the brand in a while and reignite their interest. Suggest newly launched products, highlight a great deal, sell on the USPs of your brand.
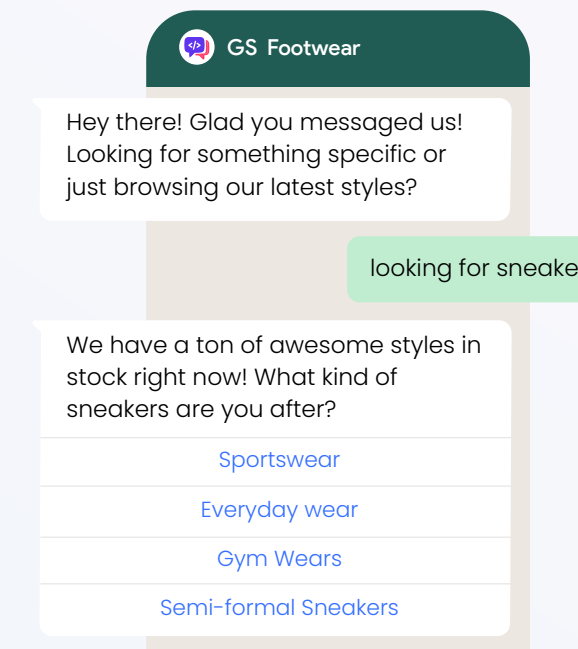
Stage 3: Consideration

Once you have hooked their interest, it is time to nurture those leads into loyal customers.

This stage is where you transform a curious WhatsApp chatter into someone seriously considering your brand.

How? Consider the following:

Showcase Expertise, Not Just Products

When a customer asks about a product's technical specifications, instead of simply listing features, send a short video explaining how those features address common customer pain points. Create informative content like short video tutorials, blog post excerpts, or even customer case studies to help address queries, and build confidence in making the purchase.
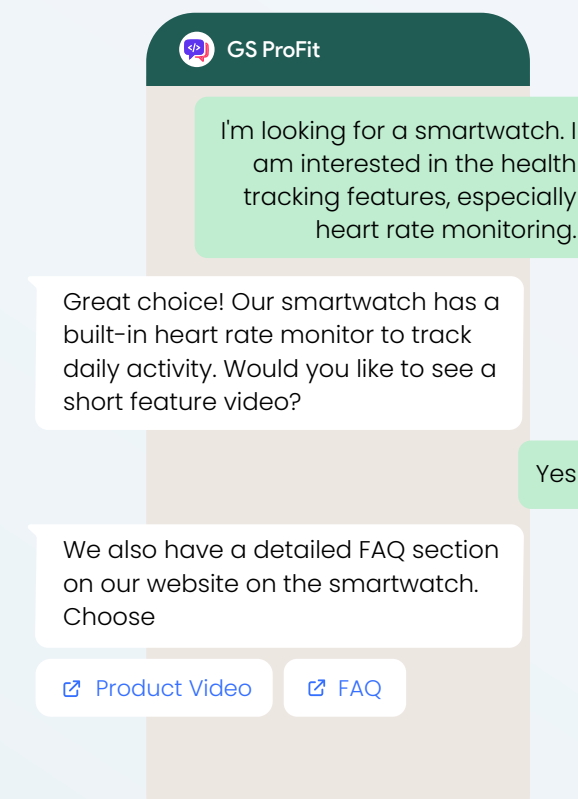
Become a Trusted Advisor

Despite sending catalogs, videos, and carousel images, customers may still have questions or doubts before purchasing. LLM-powered chatbots can address FAQs and generate retargeting messages based on past interactions, maintaining interest and nudging customers toward a purchase.

Stage 4: Decision

The leads are nurtured, concerns are addressed, and your brand has positioned itself as the perfect solution.

Now is your chance to gently nudge them toward the final step- making a purchase! This crucial stage is where your persuasive powers, honed through countless WhatsApp conversations, truly come into play.

Convert those hot leads into happy customers by:

Special Discounts

Turn cart abandonment's into sale by offering a SPOT Discount Coupon for making the purchase on WhatsApp.

Payment Gateway

Create clear CTAs like 'Buy Now' or 'Checkout Here' buttons that link directly to your secure payment gateway. Explore integrating payment options like WhatsApp Pay (in available countries) to offer a truly in-chat purchase experience.

Guide Them Throughout

Be readily available to answer questions and guide customers through the checkout process. If needed, offer screenshots or short video tutorials to clarify any steps.

Stage 5: Loyalty

Converting leads into customers is not the end of your journey. The final stage of Loyalty is all about transforming satisfied customers into brand advocates who spread words about your business into their network.

Nurture your newfound relationship with:

Post-Purchase Care

Instead of radio silence, send your customer a friendly post-purchase follow-up message thanking them for their business and offering further support. Share helpful tips, answer any lingering questions, and even provide information on warranty or return policies.

Feedback for Improvement

Ask your customers to rate your service, the quality of your cakes, and delivery support. Create short surveys or feedback prompts within WhatsApp chats. Offer discount codes or loyalty points when completing surveys. This valuable customer insight will help you refine your service.

Analyze previous purchases

Segment your customer base and send targeted messages based on purchase history or previous interactions. Offer exclusive promotions or festive coupons to incentivize repeat purchases and cultivate a sense of community.

Keep Reaching Out

If your happy customer shares a photo using your product on social media, you reach out with a shoutout and a special reference code for their friends.

GS CarCare

Sure, I'd be interested to hear about the offer.

Great to know! For a limited time, we're offering 20% on all kitchen apparels. This offer is only valid until 12 am midnight.

Buy Now

Gupshup.io

Hi! Everything was amazing, especially the cheesecakes!

We love baking for you. Please leave usa review? Your feedback helps us keep baking delicious treats!

Sad   Neutral   Happy

Very Happy

Happy

Thank you! Refer to your friend too, please! Share to five contacts and get a special 10% discount for your next order.

Exploring the Conversational WhatsApp Marketing Toolkit

Unlike static web forms, WhatsApp turns communication into conversions. It also keeps on reengaging with customers even after they make their first purchase.
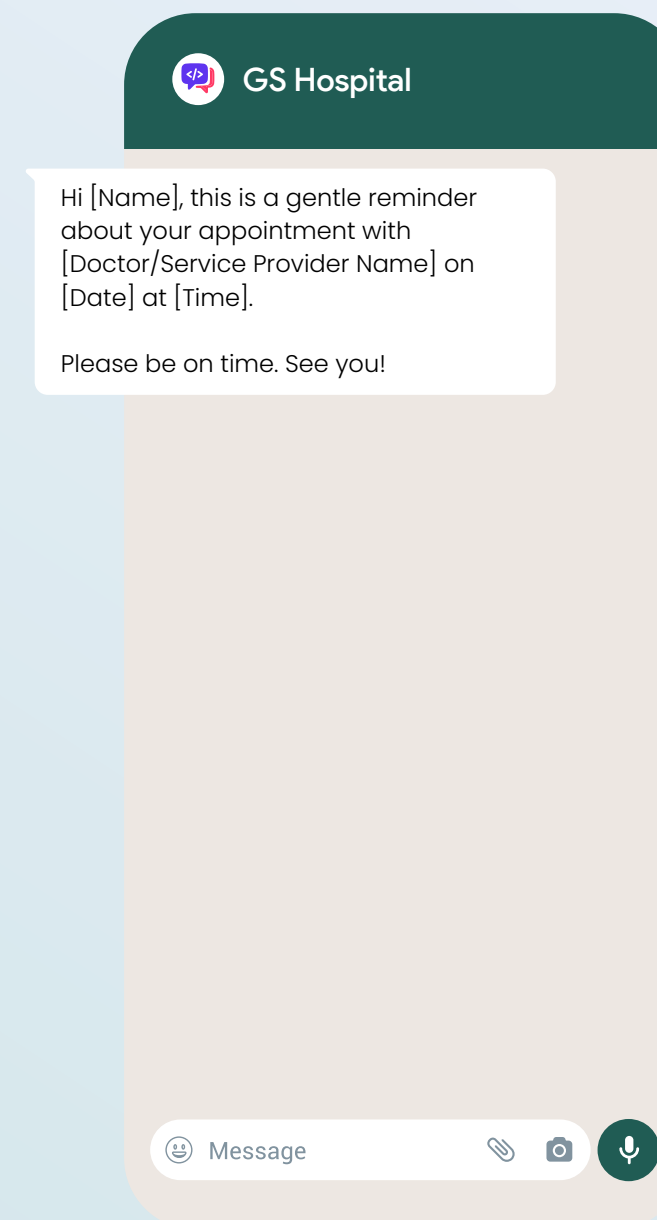
Hook your audiences into a single interface and turn them into loyal customers with the following:
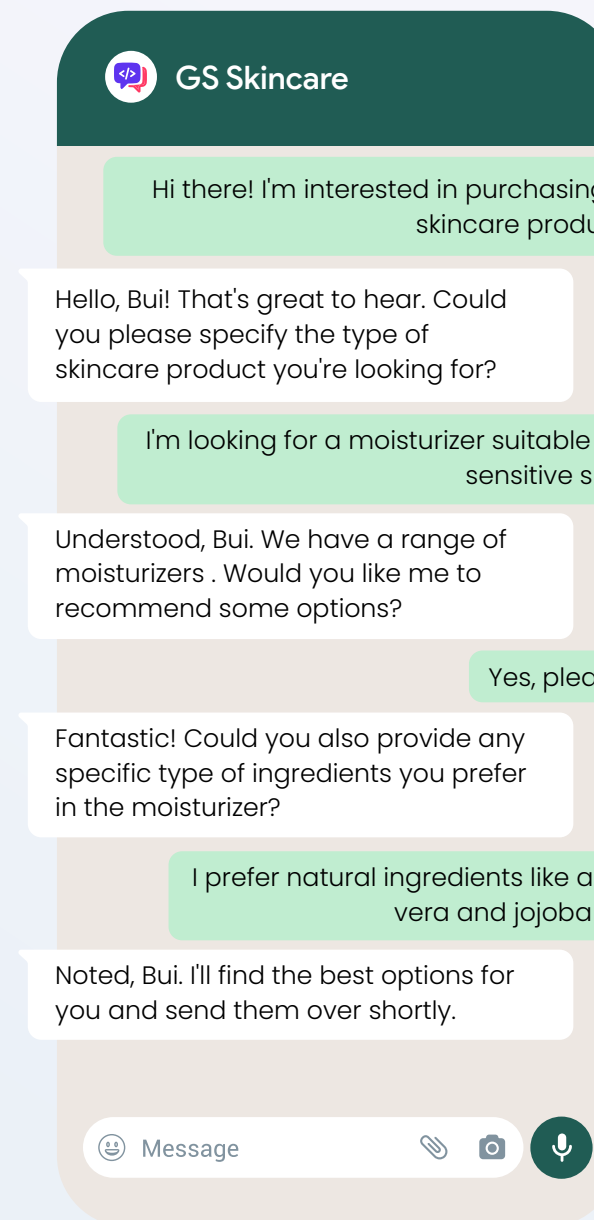
Personalization

Design interactive chat experiences that answer FAQs, recommend products based on preferences, and personalize the journey for each customer. Around 50 million[1] companies worldwide use this feature in their businesses.

GS Hospital

Hi [Name], this is a gentle reminder about your appointment with [Doctor/Service Provider Name] on [Date] at [Time].

Please be on time. See you!
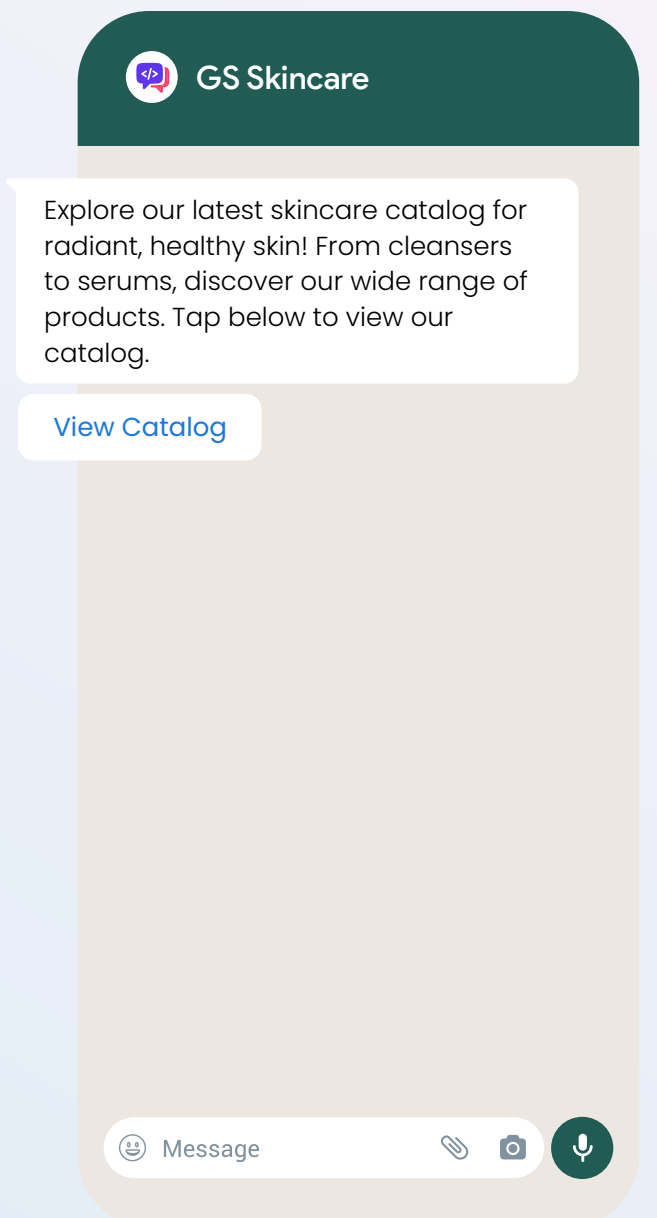
Message

WhatsApp Flows

Acquire new customers who are interested in knowing more about your products by signing them up for your events, promotional rewards, offers, and even scheduling an appointment for an in-store visit.

Commonly used in Travel Operations, Airlines, and Hotels.

GS Skincare

Hi there! I'm interested in purchasing a skincare product.

Hello, Bui! That's great to hear. Could you please specify the type of skincare product you're looking for?

I'm looking for a moisturizer suitable for sensitive skin.

Understood, Bui. We have a range of moisturizers . Would you like me to recommend some options?

Yes, please.

Fantastic! Could you also provide any specific type of ingredients you prefer in the moisturizer?

I prefer natural ingredients like aloe vera and jojoba oil.

Noted, Bui. I'll find the best options for you and send them over shortly.
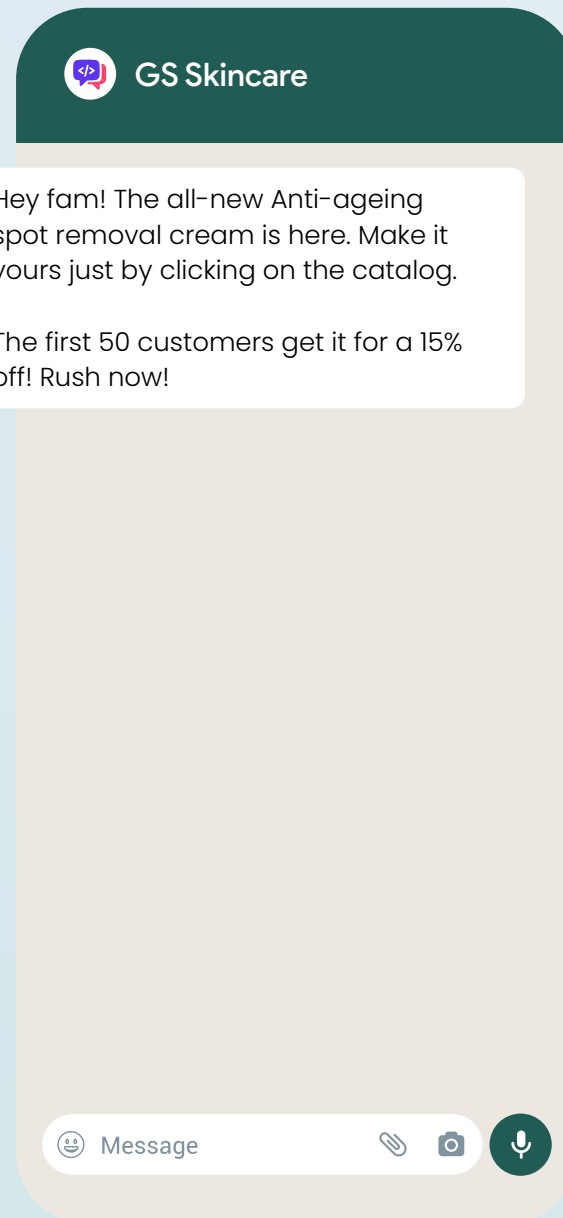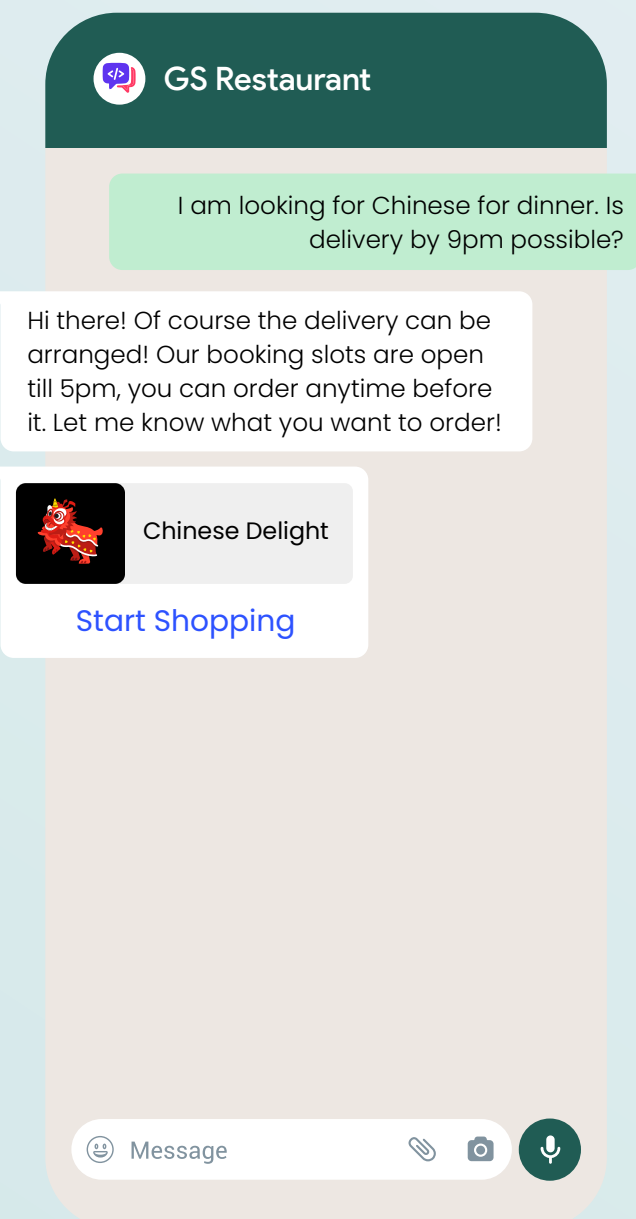
Message

Catalogs and Carousels

Showcase your products with stunning visuals and descriptions, without jumping to another website.

GS Skincare

Explore our latest skincare catalog for radiant, healthy skin! From cleansers to serums, discover our wide range of products. Tap below to view our catalog.

View Catalog

Message

Source: 1- Persuasion Nation

WhatsApp Catalogs

Display visually stunning and informative WhatsApp catalogs whenever your customer has a query about a product. There is nothing better than an informative, orderly, and crisp guide which can transfer all the basic knowledge about an item to your customers. It is perfect for escaping long chats and exploring products by their types, colors, materials, and even with demonstrations- just like in retail stores.

GS Restaurant

I am looking for Chinese for dinner. Is delivery by 9pm possible?

Hi there! Of course the delivery can be arranged! Our booking slots are open till 5pm, you can order anytime before it. Let me know what you want to order!

Chinese Delight

Start Shopping

Message

GS Skincare

Hey fam! The all-new Anti-ageing spot removal cream is here. Make it yours just by clicking on the catalog.

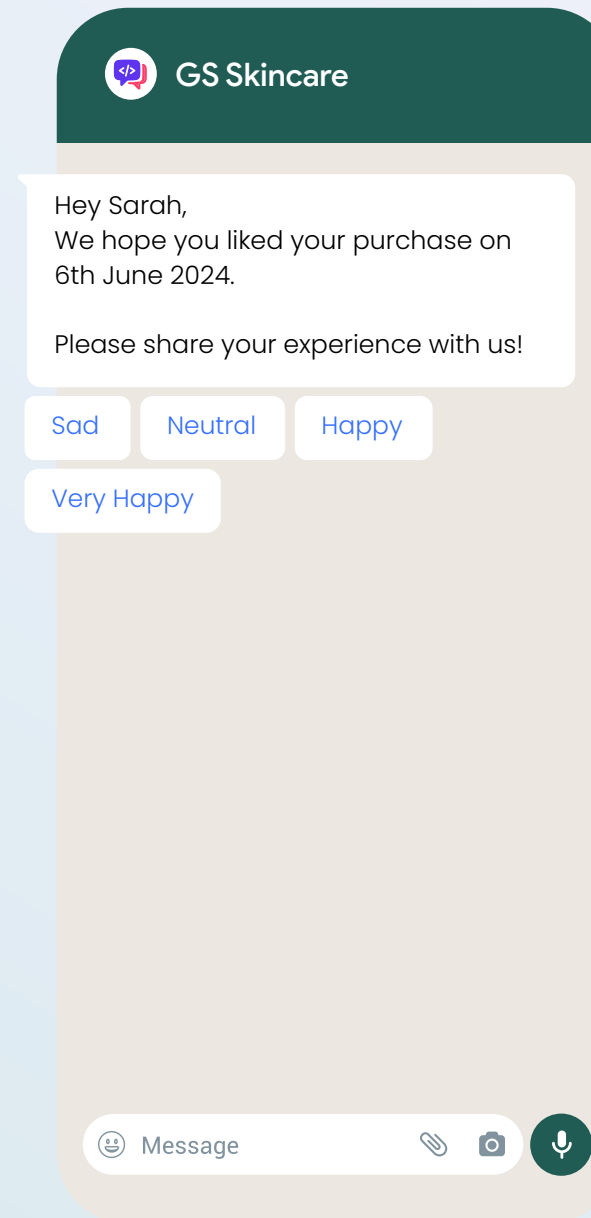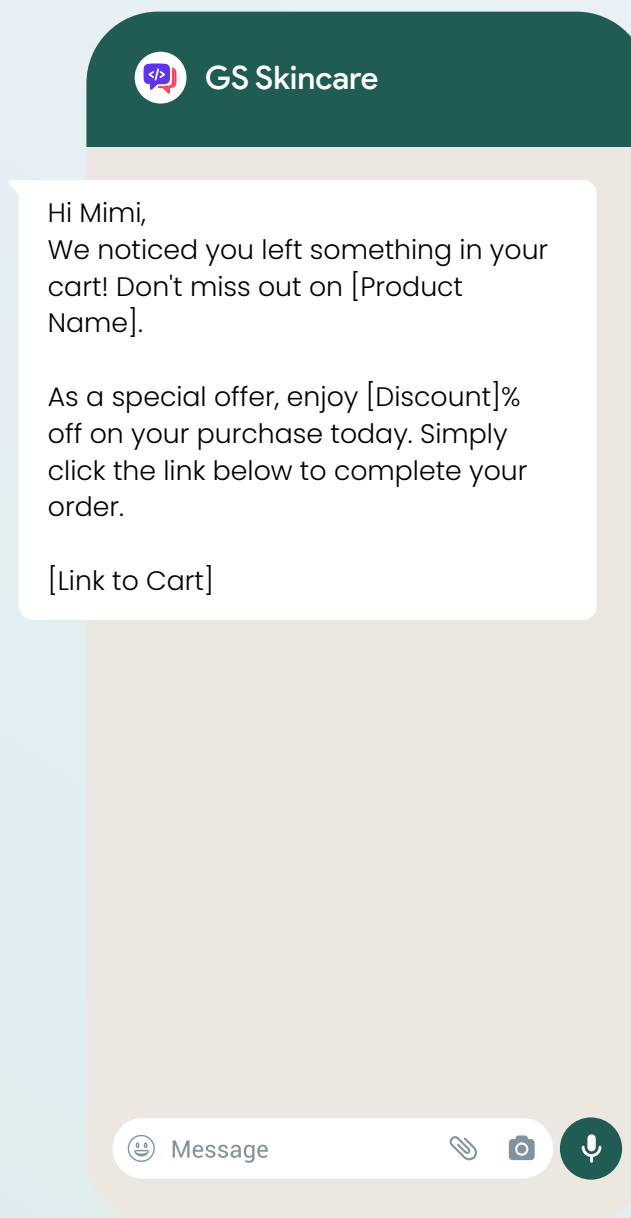The first 50 customers get it for a 15% off! Rush now!

Message

WhatsApp Groups

Create exclusive WhatsApp groups for loyal customers or those interested in specific product categories, early access to products, or special discounts for prime customers.

Reduced Cart Abandonment

All customers have individual queries and problems. clarify doubts, and get a gentle nudge toward that final purchase. According to research, it is exclusively used in e-commerce sites that re-engage customers with the older items they left in carts and increase purchases by 25%[1].

GS Skincare

Hi Mimi,
We noticed you left something in your cart! Don't miss out on [Product Name].

As a special offer, enjoy [Discount]% off on your purchase today. Simply click the link below to complete your order.

[Link to Cart]

Message

GS Skincare

Hey Sarah,
We hope you liked your purchase on 6th June 2024.

Please share your experience with us!

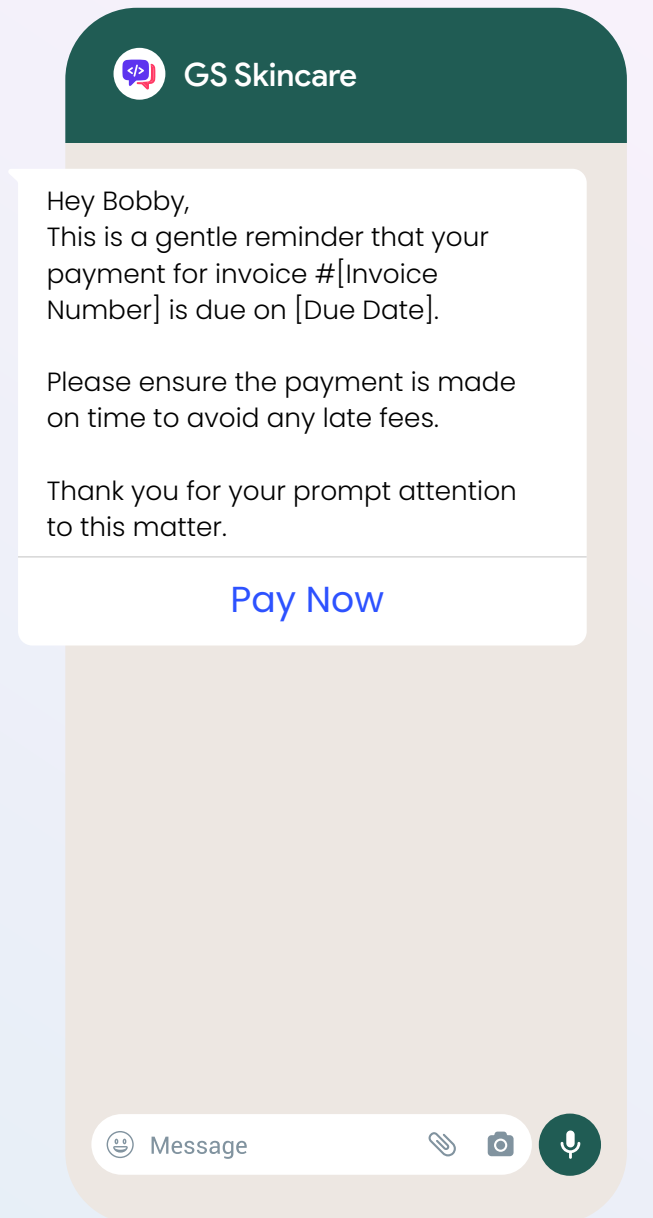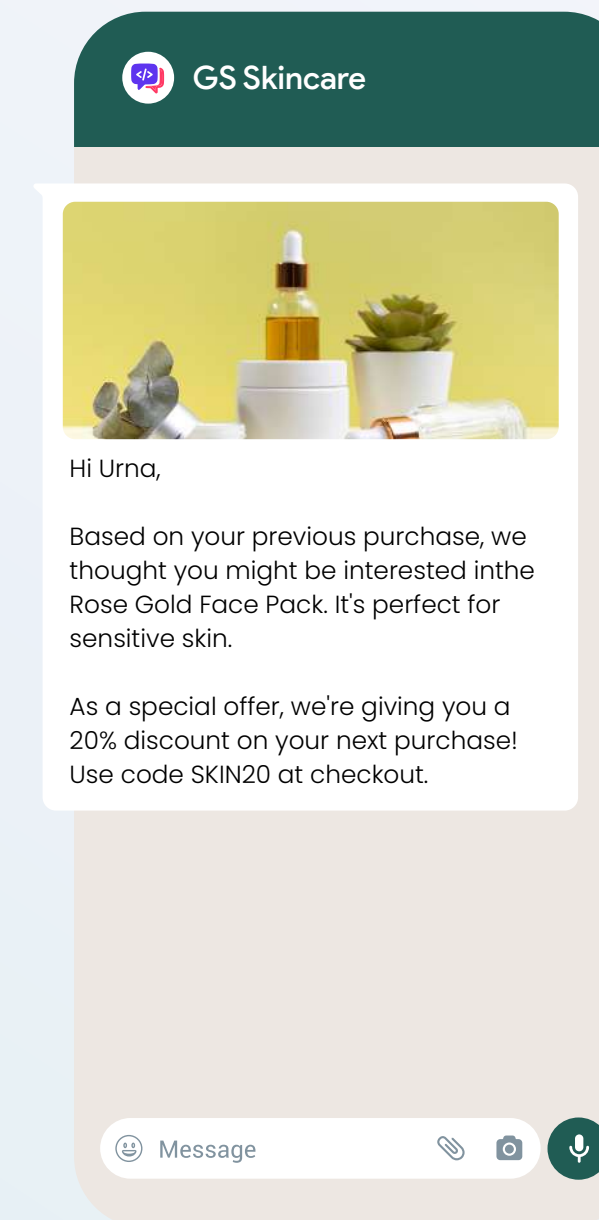Sad   Neutral   Happy

Very Happy

Message

Automated Customer Feedback

Gather valuable insights through chat conversations. Understand your customers' needs and personalize future interactions for even better results. Various banking sites and even government websites collect user ratings to improve their services.

Smart Retargeting

Based on past conversations, send personalized messages with special offers or product recommendations that resonate with each customer. Best works in any retail and e-commerce industries.

GS Skincare

Hi Urna,

Based on your previous purchase, we thought you might be interested in the Rose Gold Face Pack. It's perfect for sensitive skin.

As a special offer, we're giving you a 20% discount on your next purchase! Use code SKIN20 at checkout.

Message

GS Skincare

Hey Bobby,
This is a gentle reminder that your payment for invoice #[Invoice Number] is due on [Due Date].

Please ensure the payment is made on time to avoid any late fees.

Thank you for your prompt attention to this matter.

Pay Now

Frictionless Payments

Buy now, chat later. Most e-commerce and food delivery sites skip the website checkout hassle. WhatsApp Payments allows secure transactions within the chat itself. In India, WhatsApp Pay is preferred by roughly 100 million users[2] now.

Revolutionizing Business Success with Gupshup's Conversation Cloud

Gupshup's advanced messaging platform transforms omnichannel communication, connecting over 30 channels, including WhatsApp and Instagram, through a single unified API.
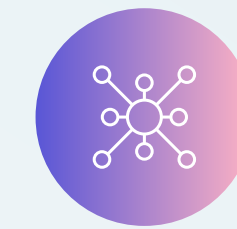
You can use this cutting-edge platform to leverage Conversational AI-powered chatbots to enable personalized customer engagement.

Here's what you can get:

No-Code Bot Building
Easily develop, train, and launch fully functional bots without writing a single line of code.

Cross-Channel Deployment
Design a bot for WhatsApp and effortlessly expand its reach across multiple channels for greater engagement.

Live Agent Handover:
Seamlessly transitions complex queries from bots to human agents, ensuring quick and efficient issue resolution.

Robust NLU Models
Utilize pre-trained, domain-specific Natural Language Understanding engines to accelerate bot development and provide intelligent responses.

Pre-Built Templates
Jumpstart your bot creation process with a library of predefined user journey templates, reducing development time to mere minutes.
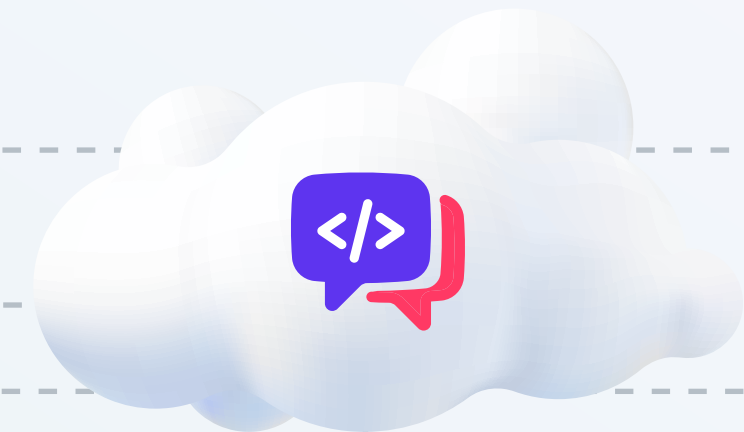
Integration Capabilities
Integrate bot workflows and conversational paths with various platforms to enhance functionality and deliver greater value.

Setting Up with Gupshup Conversation Cloud

Implementing Gupshup's Conversation Cloud to revolutionize business success involves a series of strategic steps. Here's a detailed step-by-step journey:

Define Your Goals

Identify specific business objectives for Conversational AI, like improving customer engagement, boosting sales, or enhancing customer support.

Choose the Right Channels

Select optimal conversational channels tailored to your audience; Gupshup supports platforms like WhatsApp, RCS, and more, ensuring extensive reach and engagement possibilities.

Design Customer Journeys

Design cohesive, multi-step customer journeys to guide interactions, mapping common inquiries and delivering automated, precise responses.

Leverage Conversational AI

Leverage Gupshup's AI tools to create conversational agents adept at managing intricate queries and delivering tailored responses for an enriched user experience.

Integrate with Existing Systems

Ensure that the Conversation Cloud integrates seamlessly with your existing CRM, e-commerce, or support systems to provide a unified customer experience.

Test and Optimize

Test conversational flows, adjust from user feedback and metrics, and optimize continuously for efficiency and satisfaction.

Launch and Monitor

Launch conversational solutions, and monitor performance with Gupshup analytics for user interactions, engagement rates, and effectiveness.

Scale and Innovate

Scale operations, innovate agents with new features, and stay competitive with advanced Conversational AI updates.

Gupshup Advertise

Get a superior return on ad spends with Click to Chat Ads

Engage at Scale

Link AI bots to engage at scale; integrate with live agents for campaigns that need human assistance.

Automated Remarketing

Configure automated re-marketing campaigns and convert leads gone cold.

Optimized Ad Targeting

Optimize ad targeting by sending messaging events via Meta's Conversions API.
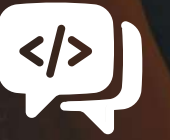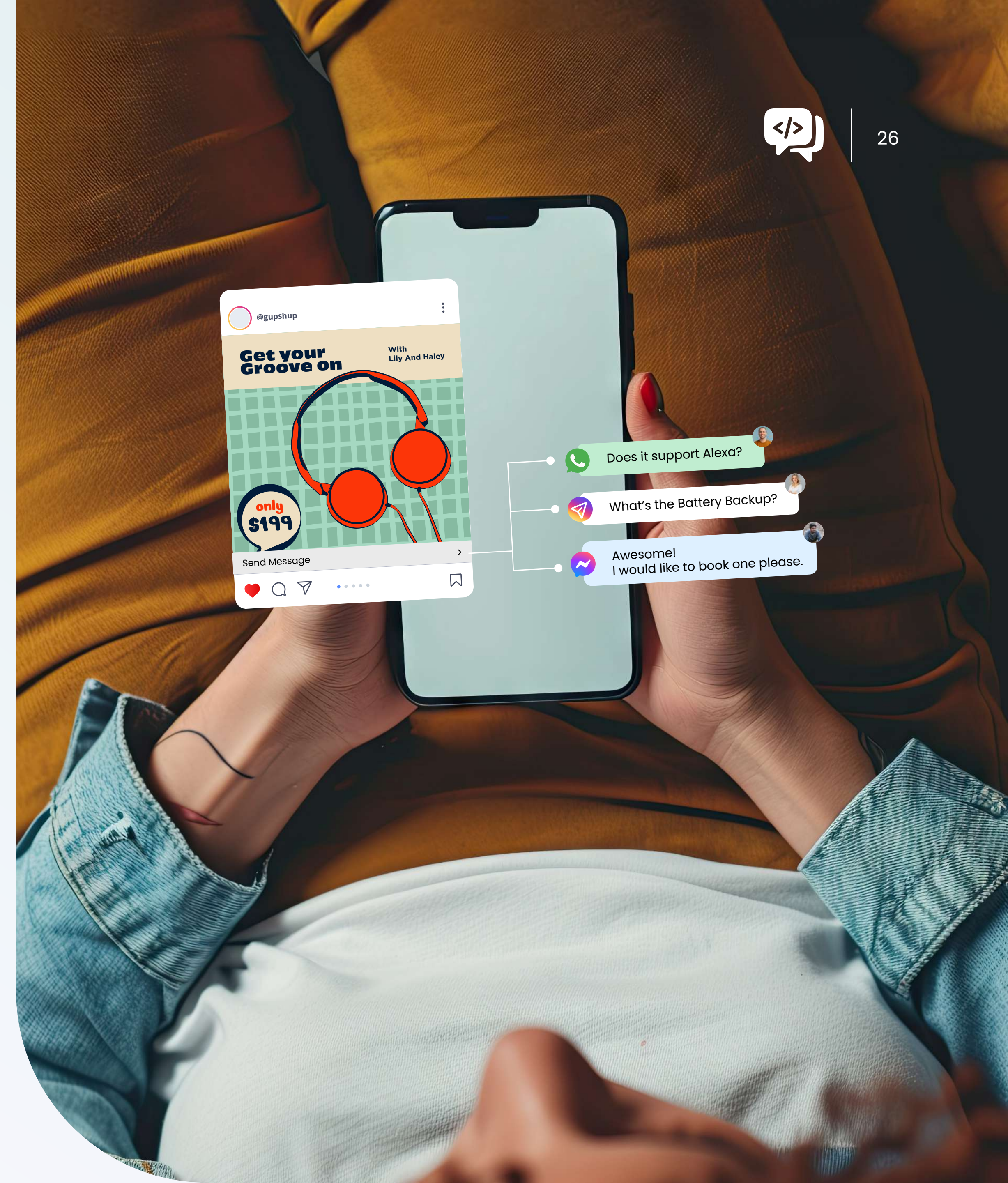
Customer Profiling

Capture contact information, preferences, and conversational signals in Gupshup Customer360.

Integrated Analytics

Get a complete ROI view of ad spends, leads, CPL, qualified leads, drop-offs, and conversions.

Ad Comparisons

Compare ads and campaigns to identify winning creatives and journeys.

About Gupshup

Gupshup isn't merely a platform—it's a revolutionary force in the field of conversational engagement. Envision seamlessly integrates AI-driven chatbots with real-time customer interactions, transforming your business into a nexus of personalized, human-like conversations. Gupshup makes this a reality, empowering over 45,000 businesses across more than 60 countries to effortlessly connect with customers across 30+ channels.

Gupshup's state-of-the-art technology goes beyond basic chat functionalities. It redefines customer engagement through sophisticated marketing, commerce, and support automation. It's not just about facilitating communication; it's about creating meaningful, frictionless experiences that enhance customer satisfaction and boost revenue. By leveraging the power of Conversational AI, Gupshup enables businesses to interact and transact with customers anytime, anywhere. This is the future of customer interaction—seamlessly accessible and profoundly effective.

WhatsApp **Instagram** **SMS** **RCS**

Viber **Telegram** **GBM** **Voice**

gupshup.io

#1 Conversational Engagement Platform for

Marketing | Commerce | Support