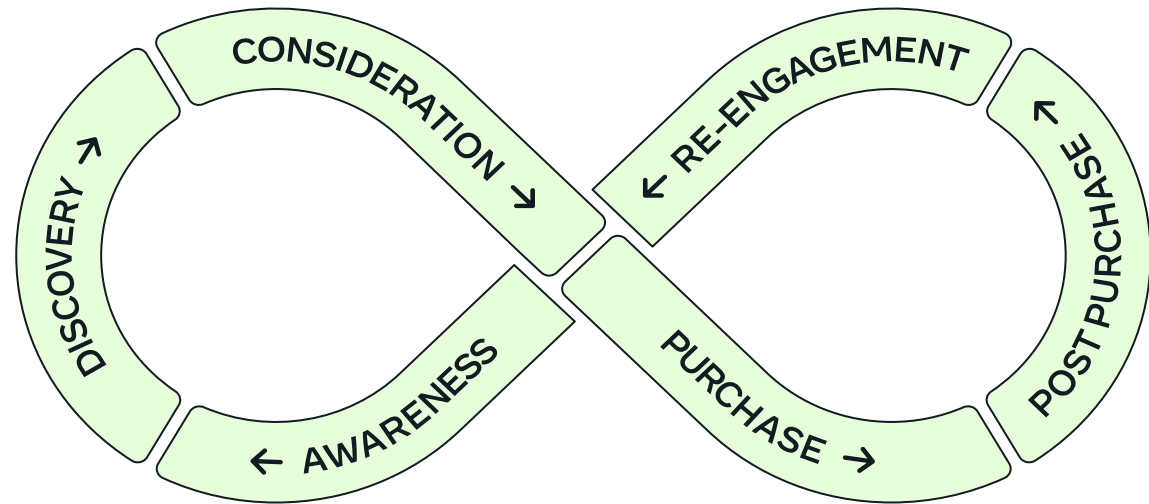


How and When to Plan Your WhatsApp Campaign

Consumers are planning their seasonal sales shopping early, with 13% starting before November last year.* For high-value sales moments like Black Friday, Diwali, or Singles' Day, planning is everything for businesses, too.

There are countless ways to seize the opportunity of seasonal sales and put messaging to work for your business. WhatsApp for Business helps you scale campaigns that boost the business results you care about, from driving discovery to growing sales and re-engaging customers. The possibilities are endless throughout the customer lifecycle.



The clock is always ticking, but it's never too late to start. Here's a sample timeline for planning your next big campaign.



**"Seasonal Holidays Study" by YouGov (Meta-commissioned study based on an online survey of 18,727 holiday shoppers aged 18-95 in Australia, Brazil, Canada, France, Germany, Indonesia, Japan, Mexico, South Korea, Sweden, Thailand, UK, USA, Vietnam), December 2024.



More to explore

The Seasonal Sales Playbook

7 business messaging strategies to do more with conversations for high-value sales moments



Seasonal Sales Central

Get ready for your biggest year yet with resources and inspiration to help you maximize the next shopping surge

