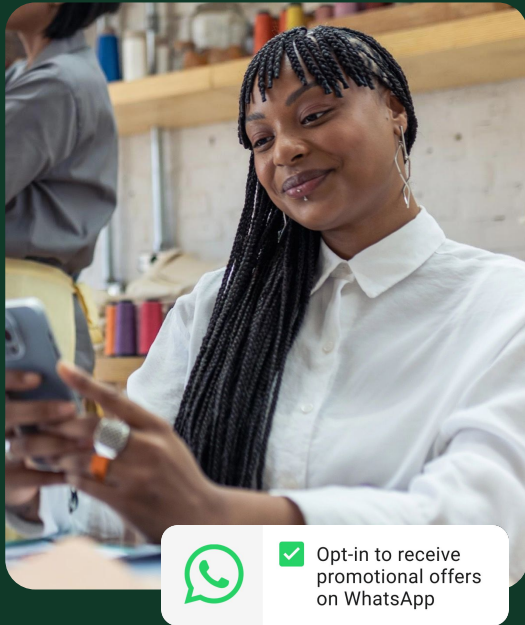


# Best practices for success with your marketing messages this festive season

Marketing messages on WhatsApp offer a powerful way to deepen relationships with your customers and drive sales during the festive season. Focusing on the quality of your messages and their relevance to customers will ensure your business stands out during high-value sales moments.



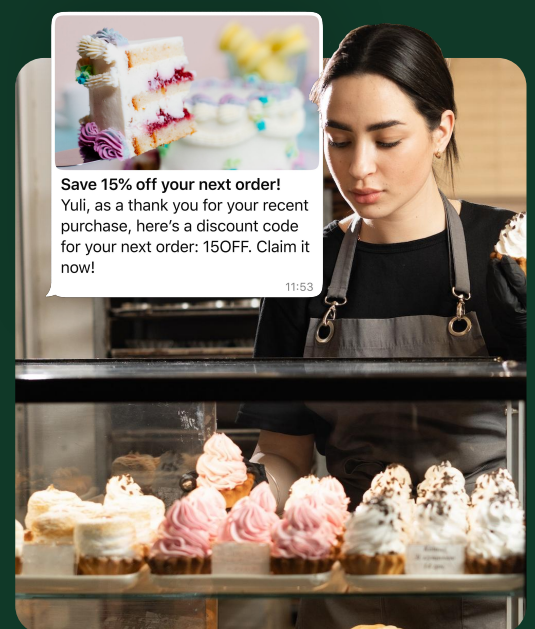
## 01. Send messages customers want

- ✔ Ensure your messages are expected by obtaining opt-in\* from your customers in advance.
- ✔ Your opt-in flows should be clear and indicate the types of messages you intend to send.
- ✔ Ask for explicit permission for promotional messages and avoid bundling consent with other types of updates (e.g. account updates).
- ✔ Actively monitor and respect all opt-out requests including removing that customer from your contacts list.

\* Note: WhatsApp specific opt-in consent is no longer required. Learn more [WhatsApp Business Policy](#)

## 02. The message matters

- ✔ Make it relevant and personalize the experience by tailoring the message for different groups of customers.
- ✔ Make it timely but not too frequent. Consider your audience carefully and be thoughtful about when you send your message. Avoid overloading people and give them a break if they stop engaging.
- ✔ Keep your message focused and concise. Highlight key information in your opening line, the most likely text/content to show on people's locked screens.
- ✔ Optimize the first 5 lines, as messages with more than 5 lines are automatically truncated. People can click 'read more' to see additional text.
- ✔ Include incentives to nurture relationships and drive action (e.g. exclusive discounts, complimentary delivery).



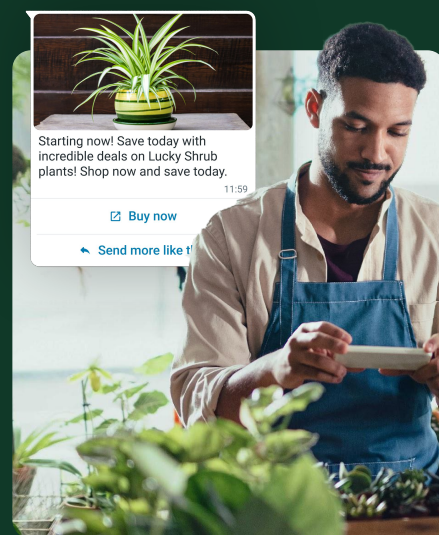
## 03. The stats tell the story



- ✔ Evaluate how people are engaging with your marketing messages (e.g. message blocks, read rates). Maintain healthy engagement metrics to avoid losing access to message templates.
- ✔ Actively monitor your template read rates and quality ratings, which are available to businesses in WhatsApp Manager and through API webhooks.
- ✔ Set a goal to achieve consistently high quality ratings and read rates across all of your marketing message campaigns and take action where performance falls below expectations.
- ✔ Deep-dive on template insights for a deeper understanding of how people are engaging with your marketing messages, including quick reply and CTA button clicks.
- ✔ Keep a close eye on block reasons to determine if there are issues with your opt-in\* flows, audience selection, or messaging strategy.

## 04. Listen to your customers

- ✔ Your customers' experience should be your number one priority. Listen to them and adjust your approach based on their feedback.
- ✔ Low read rates or quality ratings mean that your messages are not resonating with your audience, impacting your campaign objectives. Take action immediately:
  - Remove people that are not reading messages from your subscriber lists.
  - Consider reducing frequency of messages.
  - Ensure you're following opt-in\* best practices.
  - Explore alternative content and template formatting.
- ✔ Build relationships by being responsive to your customers' needs. Avoid one-way communication and offer an option to speak to a human agent. Be mindful of response times.
- ✔ Take an iterative approach in advance of the holidays. Test new messaging strategies one at a time and gradually ramp up volume while keeping an eye on quality ratings, read rates, and performance against your KPIs.



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