

# The Seasonal Sales Playbook

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



from  Meta

Many businesses, and particularly those in the retail and ecommerce space, have predictable times throughout the year when sales and conversions surge. Those peak moments are not only opportunities to drive sales and revenue, but they're also a chance to acquire new customers and build loyalty with existing ones.

Whether it's Black Friday in Brazil, El Buen Fin in Mexico, Diwali in India, or Double Days like 11.11 and 12.12 in Southeast Asia, seasonal moments like these are can't-miss opportunities for businesses big and small.

The seeds you plant and the relationships you build during peak sales periods can pay off both immediately and in the long-term. To take advantage of every moment, business messaging on WhatsApp can be a key strategy to make your busiest season a success.

**This playbook will show you seven ways WhatsApp for Business can help you maximize success from the seasonal moments that matter most to you and your customers.**

## What's in this playbook

01. The magic of messaging
02. WhatsApp and the seasonal sales opportunity
03. 7 ways to win the shopping surge
  - Generate new leads
  - Deliver high-performing promotions
  - Offer a consultative shopping experience
  - Drive online to offline commerce
  - Cross-sell and upsell products and services
  - Recover abandoned carts
  - Optimize fulfillment communication
04. How to jumpstart your growth

# The Magic of Messaging

Why business messaging is the gift that keeps on giving



Business messaging is ideal for conversations that help deepen relationships and drive growth across the customer lifecycle. Both customers and businesses get value.

42%

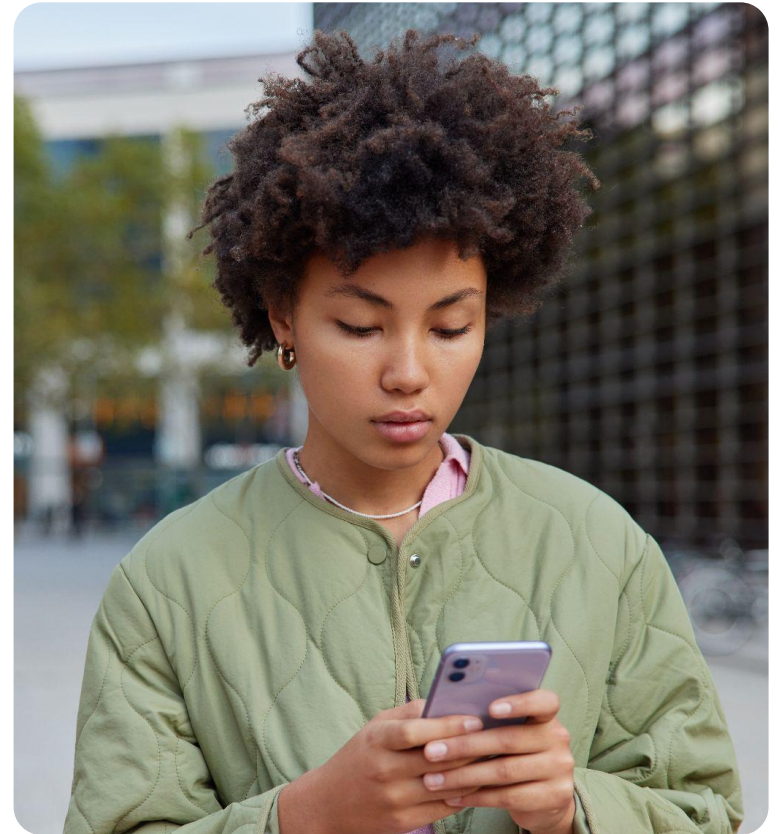
of seasonal shoppers have communicated with a business via messaging, and younger consumers in particular report positive outcomes from their experience.

**APAC:** 57%      **LATAM:** 52%  
**EMEA:** 22%      **NA:** 35%

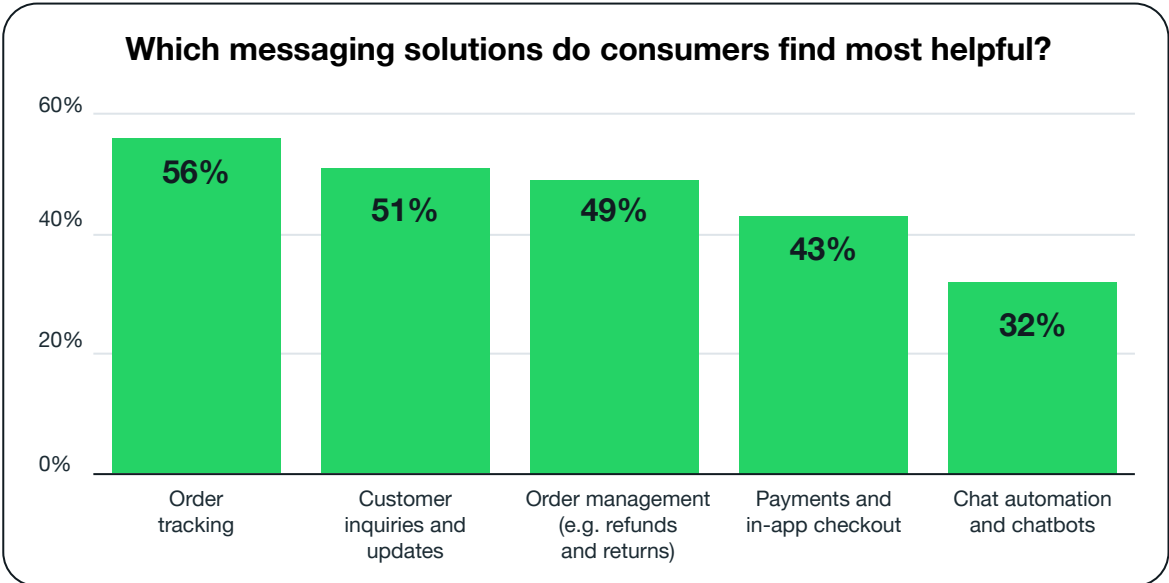
55%

of Millennial and Gen Z seasonal shoppers say messaging a business makes them feel more personally connected with the brand.

**APAC:** 61%      **LATAM:** 57%  
**EMEA:** 39%      **NA:** 59%



# Shoppers turn to business messaging to meet a range of needs when seasonal sales heat up. Brands should keep these top use cases in mind when planning their strategies.



While shoppers report many benefits of business messaging, companies also recognize returns across the full customer lifecycle.

# 95%

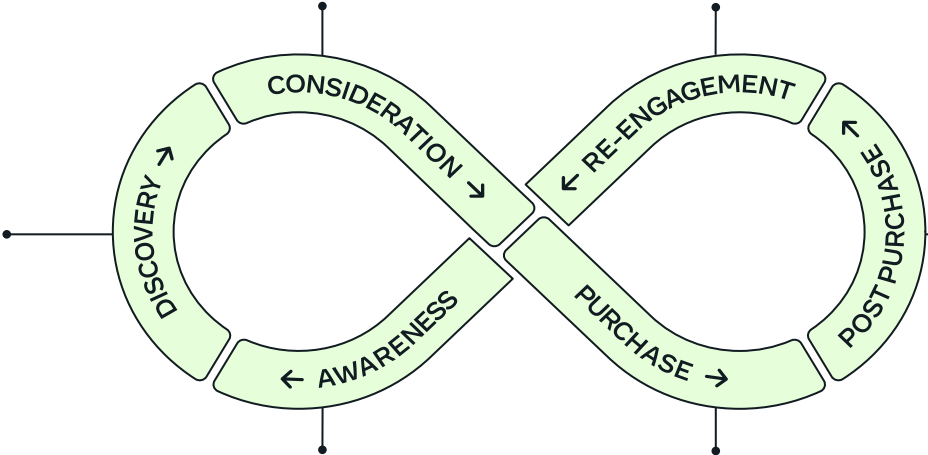
of brands say that business messaging improves the customer experience. It enables businesses to deepen customer relationships through ongoing and personal one-to-one conversations at scale.

Source: "The Total Economic Impact™ of WhatsApp Business Platform For Marketing and Sales, a commissioned study conducted by Forrester Consulting, February 2023.

During peak seasonal sales periods and throughout the entire year, businesses have opportunities to engage customers through messaging at every stage of their journeys.

**27%** of shoppers researched a potential purchase  
**APAC: 30%, EMEA: 19%, LATAM: 28%, NA: 26%**

**22%** of shoppers joined a loyalty or membership program  
**APAC: 25%, EMEA: 17%, LATAM: 16%, NA: 22%**



**32%** of shoppers received a promotion or coupon  
**APAC: 41%, EMEA: 18%, LATAM: 28%, NA: 26%**

**43%** of shoppers tracked their orders  
**APAC: 44%, EMEA: 37%, LATAM: 43%, NA: 48%**

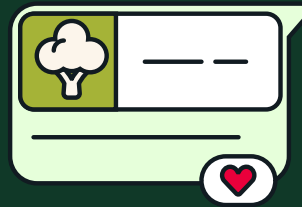
**28%** of shoppers learned about new products or offerings  
**APAC: 35%, EMEA: 17%, LATAM: 25%, NA: 21%**

**32%** of shoppers paid for their purchases  
**APAC: 37%, EMEA: 22%, LATAM: 27%, NA: 34%**

Source: "Seasonal Holidays Study" by YouGov (Meta-commissioned online study of 18,727 holiday shoppers aged 18-64 in Australia, Brazil, Canada, France, Germany, Indonesia, Japan, Mexico, South Korea, Sweden, Thailand, UK, USA, Vietnam), December 2024.

# WhatsApp and the Seasonal Sales Opportunity

Meet your customers where they are



Around the world, **74%** of online adults say they want to be able to communicate with businesses in the same way that they communicate with friends and family through messaging.<sup>1</sup>

During periods of peak sales, like around holidays, the desire to easily message businesses becomes even more clear.



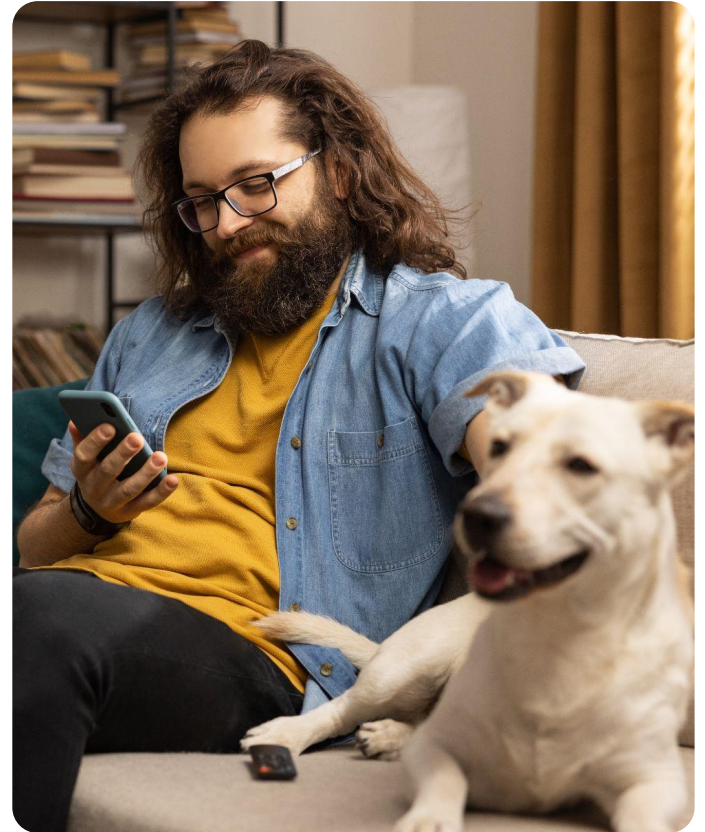
Of seasonal shoppers who have messaged a business before:

**85%**  
use Meta technologies

**47%**  
globally use WhatsApp

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WhatsApp users in particular over-index on saying that they enjoy being able to message a business directly during seasonal sales.<sup>2</sup>



<sup>1</sup>Source: Business Messaging Usage Research by Kantar. (Meta commissioned online study of 6,513 online adults in BR, MX, ID, TH, VN, UK, DE, ES, FR, IN, US, PH, MY), March 2024.

<sup>2</sup>Source: "Seasonal Holidays Study" by YouGov (Meta-commissioned online study of 18,727 holiday shoppers aged 18-64 in Australia, Brazil, Canada, France, Germany, Indonesia, Japan, Mexico, South Korea, Sweden, Thailand, UK, USA, Vietnam), December 2024.

# Messaging journeys help businesses maximize seasonal sale opportunities

WhatsApp offers diverse ways to reach your business objectives during peak seasons, from generating leads to communicating order status. It's all made possible through messaging journeys.

A messaging journey starts when a customer joins the conversation through an entry point, like [ads that click to WhatsApp](#) or QR codes in a store. The messaging journey continues via in-thread experiences of business and customer interactions, and it culminates when they reach the conversion point you desire, like making a purchase.

Entry (or re-entry) points, in-thread experiences, and conversion points all work together to create messaging journeys that help you achieve your desired business outcomes.

As we dive into specific WhatsApp strategies to consider for your next big sales moment, keep the messaging journey framework in mind.



## Entry or Re-Entry Point

How businesses start or reactivate messaging journeys and drive customers to a messaging thread. They can be from online sources like ads that click to WhatsApp or offline sources like in-store QR codes.



## In-Thread Experience

All the interactions between a business and a customer within WhatsApp, like offering a coupon or providing personalized recommendations, that move customers to a desired conversion.

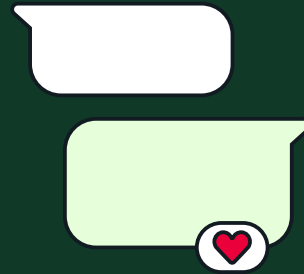


## Conversion Point

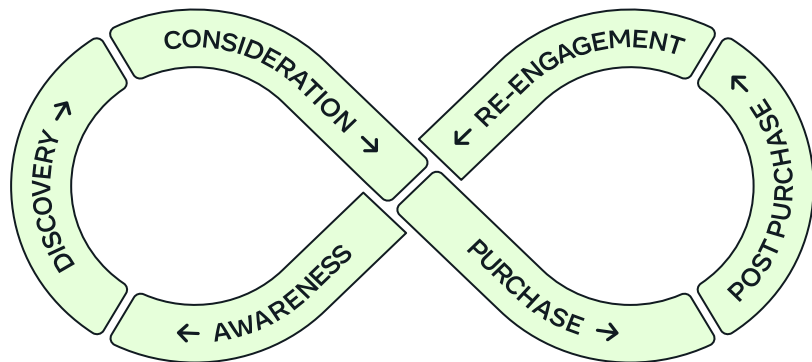
A measurable milestone on the path to achieving a business outcome, such as getting a customer to schedule an appointment or buy a product.

# 7 Ways to Win the Shopping Surge

How to do more with conversations to help maximize success for high-value sales moments



Across the customer lifecycle, you can use WhatsApp to build messaging journeys that help drive a wide range of business outcomes.



Let's explore seven seasonal strategies that can help drive growth in awareness, discovery, consideration, purchases, post-purchase experience, and re-engagement.

- 01 Generate new leads**  
Find and engage the right prospects to drive growth
- 02 Deliver high-performing promotions**  
Increase sales with personalized promotions to shoppers
- 03 Offer a consultative shopping experience**  
Facilitate sales of high-consideration products and services
- 04 Drive online to offline commerce**  
Grow traffic to stores and facilitate multi-channel shopping
- 05 Cross-sell and upsell products**  
Re-engage buyers with related products to drive incremental sales
- 06 Recapture abandoned carts**  
Spark sales by encouraging high-intent buyers to check out carts
- 07 Optimize fulfillment communication**  
Fulfill orders and enable order changes while reducing inbound contact volume

Strategy 01

## Generate new leads

Generating a strong pipeline of leads well before seasonal peaks can help prime your business for sales when the surge comes. During the busiest sales periods, businesses can seize the moment to capture new leads too, helping spark immediate revenue and build a base of prospective customers to nurture and re-engage over time.

With WhatsApp, there are many pathways to new customer acquisition.

Real Results

## Lowering cost per lead with ads that click to WhatsApp

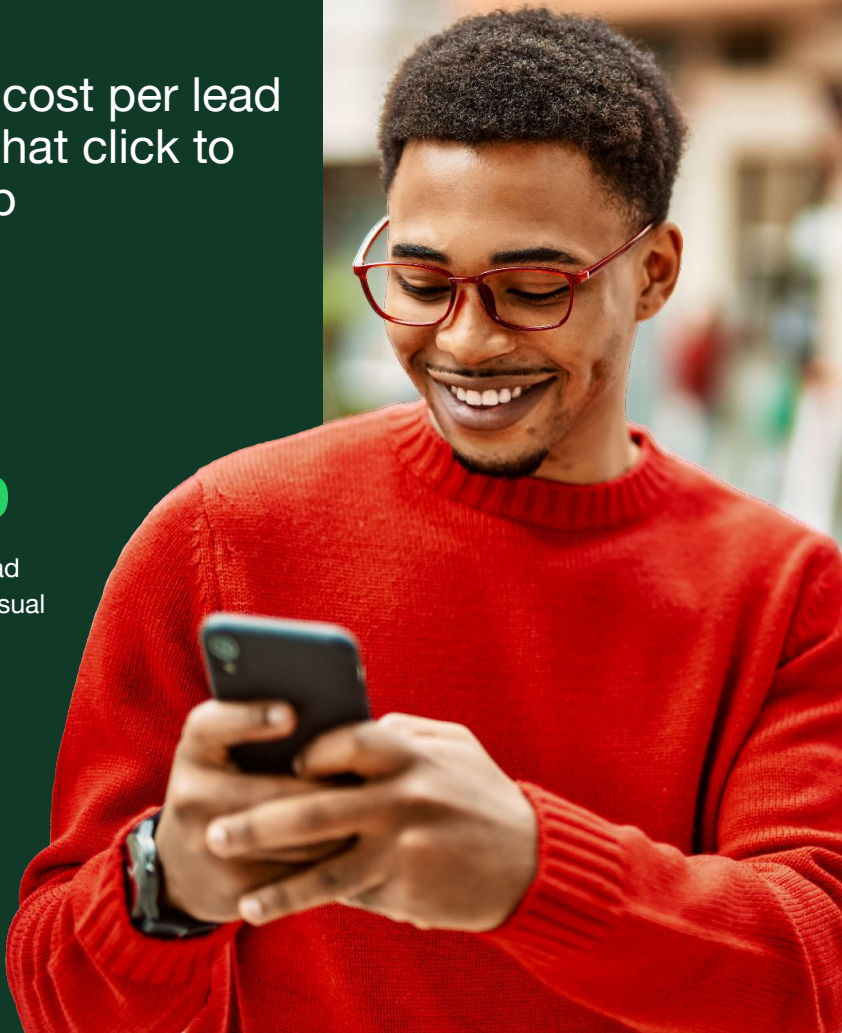


# 64%

lower cost per lead vs. PediaSure's usual campaign

[→ Learn more](#)

Source: Meta A/B test, July 11-25, 2023.



# Build messaging journeys for lead generation

Finding new customers to grow sales starts by making a connection. Using targeted [ads that click to WhatsApp](#), you can reach the right leads on Facebook or Instagram and start a WhatsApp conversation thread.

After reaching people through ads, the possibilities for nurturing and converting leads via conversations are virtually endless. A Business Messaging Partner can help you build engaging in-thread lead generation experiences like:



Delivering personalized coupons



Creating Q&A experiences to capture relevant contact information and qualify leads



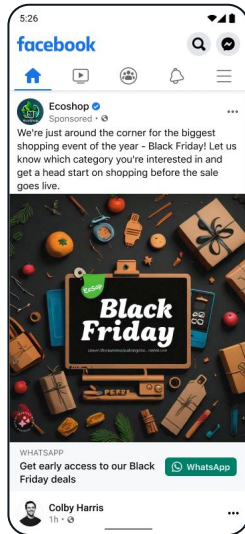
Building custom lead generation forms with [WhatsApp Flows](#)



Securing opt-ins for other types of messaging, such as [marketing messages](#) for promotions or [utility messages](#) to share order updates

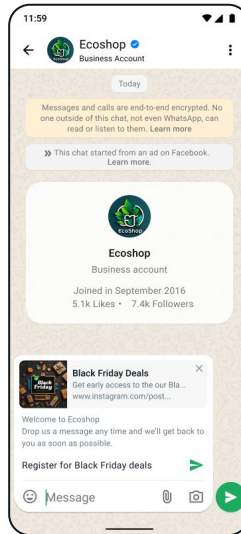
No matter what your in-thread experience looks like, WhatsApp can help you build messaging journeys that bring in new potential customers for peak season sales and beyond.

# Generate and qualify leads using a WhatsApp Flows custom form



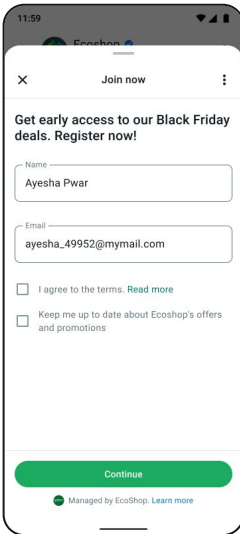
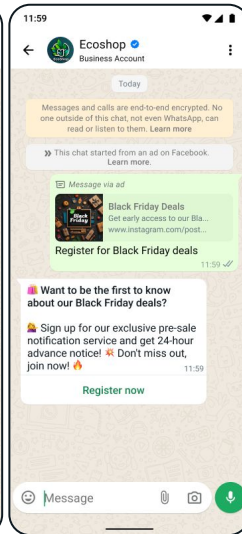
## Entry Point

Reach your target audience with ads that click to WhatsApp

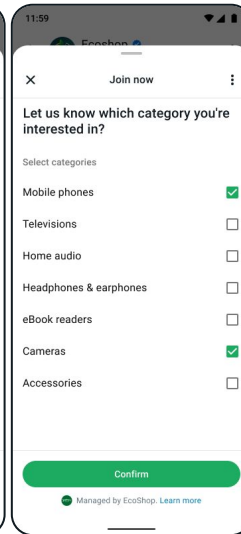


## In-Thread Experience

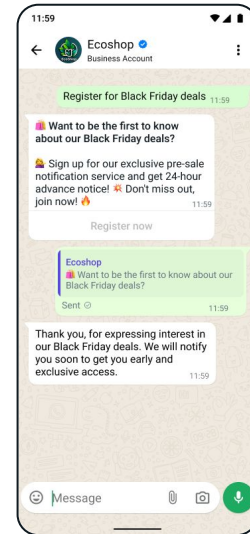
Customer confirms interest in registering for early access to deals



Customer provides details using custom form created with WhatsApp Flows



Customer provides preferences, which can later be used for personalized recommendations



## Conversion Point

Customer is registered for early access to deals; lead captured

Strategy 02

# Deliver high-performing promotions

When people are actively looking for deals on purchases for themselves and others, promotions can help you capitalize on increased consumer spending to boost sales and revenue.


Real Results

## Boosting coffee sales using WhatsApp

*kopi kenangan* 

# 3X

lift in conversions for coffee orders using promotional notifications via WhatsApp vs. SMS

 [Learn more](#)

Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.



## Strategy 02

# Build messaging journeys for promotional campaigns

You might start a messaging journey with a shopper on Facebook or Instagram through an ad featuring a promotional incentive and driving to a conversation on WhatsApp.



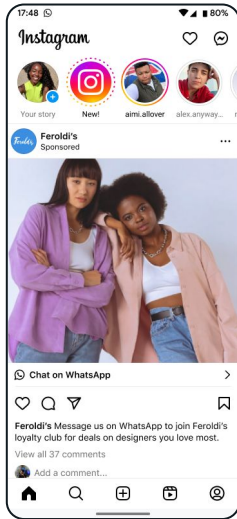
Once someone has opted in to receive communications from your business, you can send [marketing messages](#) to deliver personalized coupons or special offers during the peak sales period and beyond.



To scale high-value conversations with customers, Business Messaging Partners can help you build engaging in-thread experiences featuring product catalogs or chatbots to guide shoppers to conversion.

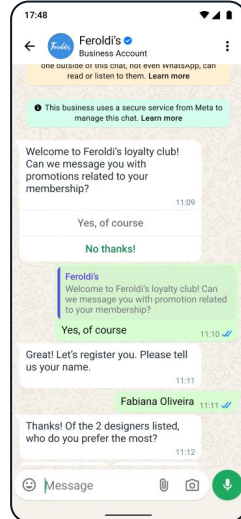


# Distribute personalized promotions and coupons for seasonal sales



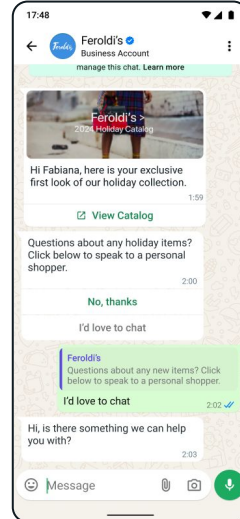
## Entry Point

Reach your target audience with ads that click to WhatsApp



## In-Thread Experience

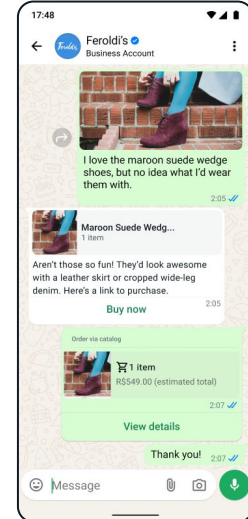
Collect opt-ins and customer insight



Send personalized promotions based on customer insight



Help customer make purchase decisions



## Conversion Point

Customer adds item to cart



Strategy 03

## Offer a consultative shopping experience

Particularly during Mega Sales Days or other shopping surges, customers expect to receive personal attention and to have all their questions answered. This is especially true for high-value or high-consideration products and services.

Consultative selling requires building trust, understanding customer needs, and providing guidance to help turn browsers into buyers.

Creating service-centric messaging journeys on WhatsApp can help.


Real Results

## Growing revenue and traffic with personalized sales

**FRÁVEGA** 

# 11X

increase in revenue, attributed to personalized shopping on WhatsApp Business Platform

 [Learn more](#)

Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.



## Strategy 03

# Build messaging journeys for consultative selling

Like other messaging journeys, you might start a conversation by reaching potential customers with [ads that click to WhatsApp](#).

Or, you might use [marketing messages](#) on WhatsApp to send personalized promotions to existing contacts to spark a new shopping experience.

\*Payments on WhatsApp available in Brazil and India

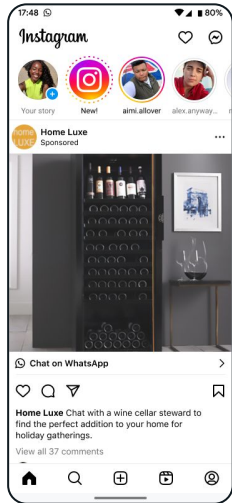


In-thread, a personalized approach to messaging can make all the difference. You might help shoppers discover options using a product catalog or rich media, for example.

Then a chatbot or human agent can gather preferences, provide tailored recommendations, and facilitate checkout in-thread\* or on another channel.

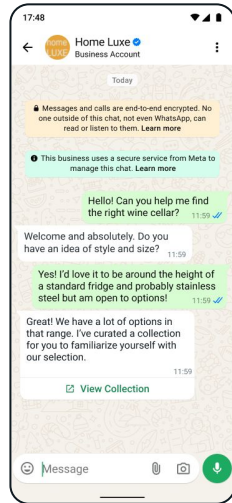


# Guide your customers from discovery to purchase through consultative selling



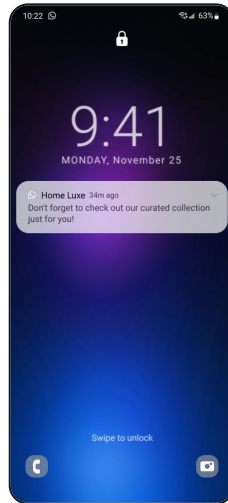
## Entry Point

Reach your target audience with ads that click to WhatsApp



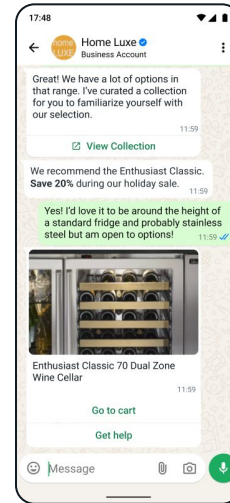
## In-Thread Experience

Provide recommendations based on customer needs



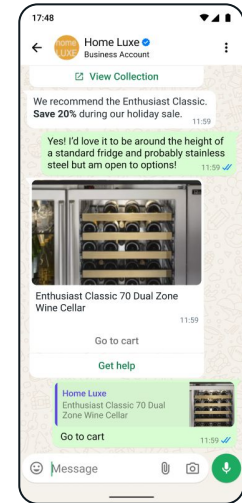
## Re-Entry Point

Bring customer back into the conversation with automated reminders through marketing messages



## In-Thread Experience

Facilitate conversion with a personalized promotion



## Conversion Point

Customer adds item to cart; purchase is completed off-thread

Strategy 04

## Drive online to offline commerce

For businesses with physical locations—whether it's a retail storefront or a salon that sees a bump around big celebratory seasons—bringing customers through the door can be essential to growing revenue.

Business messaging on WhatsApp can be an efficient and effective way to boost offline traffic and sales.

Real Results

## Building customer loyalty with online registration

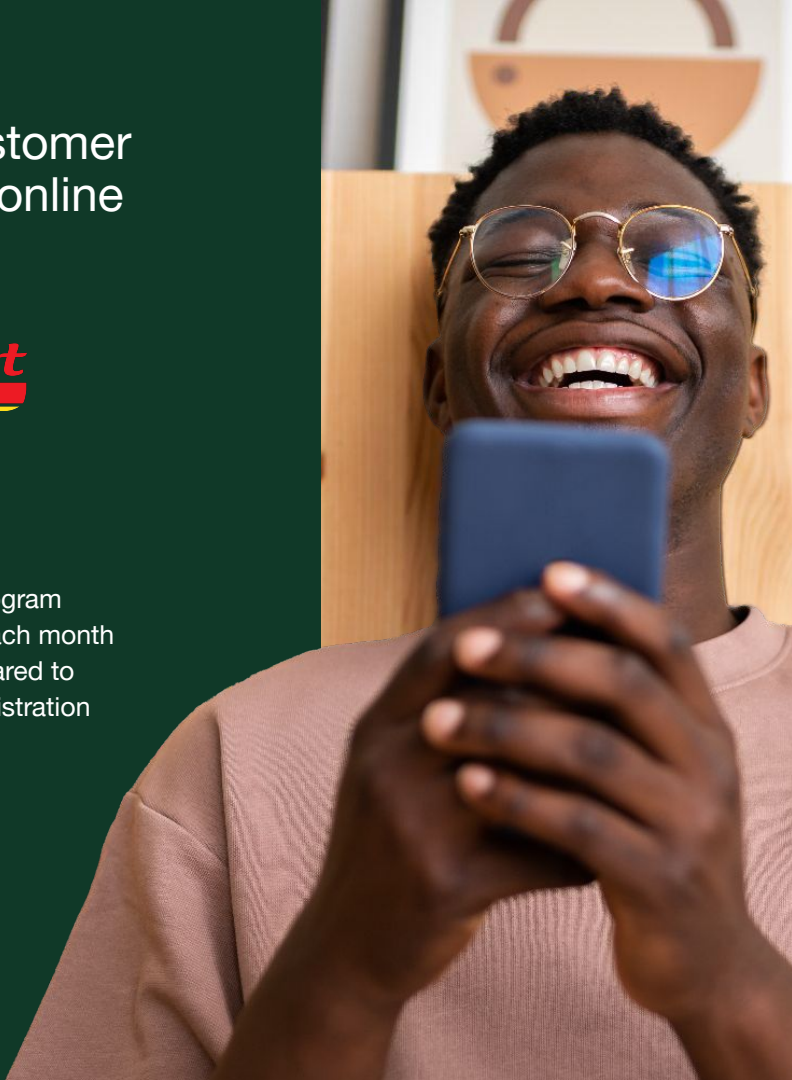
**Alfamart**

4X

increase in loyalty program members acquired each month via WhatsApp, compared to SMS and in-store registration

[→ Learn more](#)

All results are self-reported by the brand and not identically repeatable. Generally expected individual results will necessarily differ.



## Strategy 04

# Build messaging journeys to drive in-person sales

To spark store foot traffic and offline sales, start with making new connections online via [ads that click to WhatsApp](#), or re-engaging existing contacts on WhatsApp with relevant [marketing messages](#).

Then, tailor the in-thread experience to drive in-person conversions. For instance, during El Buen Fin, a Mexican cosmetics retailer might:



Book in-store beauty consultations using [WhatsApp Flows](#)



Deliver automated order status notifications using [utility messages](#), reminding customers about their buy-online-pickup-in-store orders



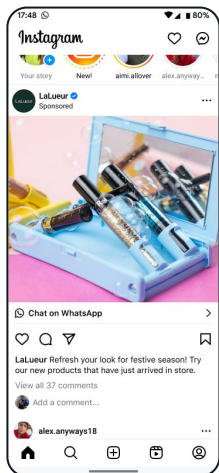
Share local store information in a fast and personalized way



## Strategy 04

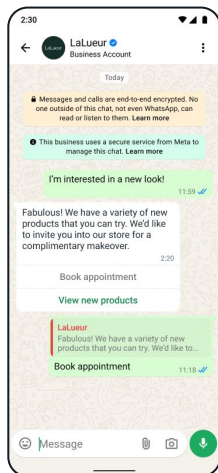
## See it in Action

# Facilitate online-to-offline commerce by finding customers online and bringing them into your stores

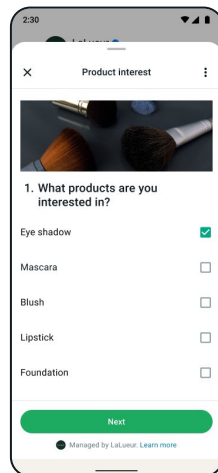


## Entry Point

Reach your target audience with ads that click to WhatsApp

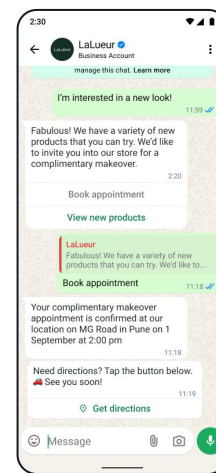
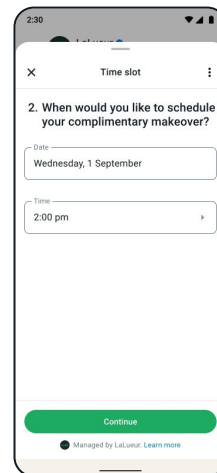


Invite the customer to explore new products with an in-store appointment



## In-Thread Experience

Customer books appointment with a custom form created using WhatsApp Flows



## Conversion Point

Customer's appointment is confirmed

Strategy 05

## Cross-sell and upsell products and services

When Black Friday or Double Days come around, seasonal shoppers are often in spending mode, actively looking for ideas and deals. Every purchase offers you clues about their preferences and insight into which other products or services they might also like.

During high-value sales periods, acting on those clues can help you turn small shopping carts into bigger ones, and deliver a positive customer experience in the process.

Real Results

Delivering customized recommendations based on customer history

Venchi

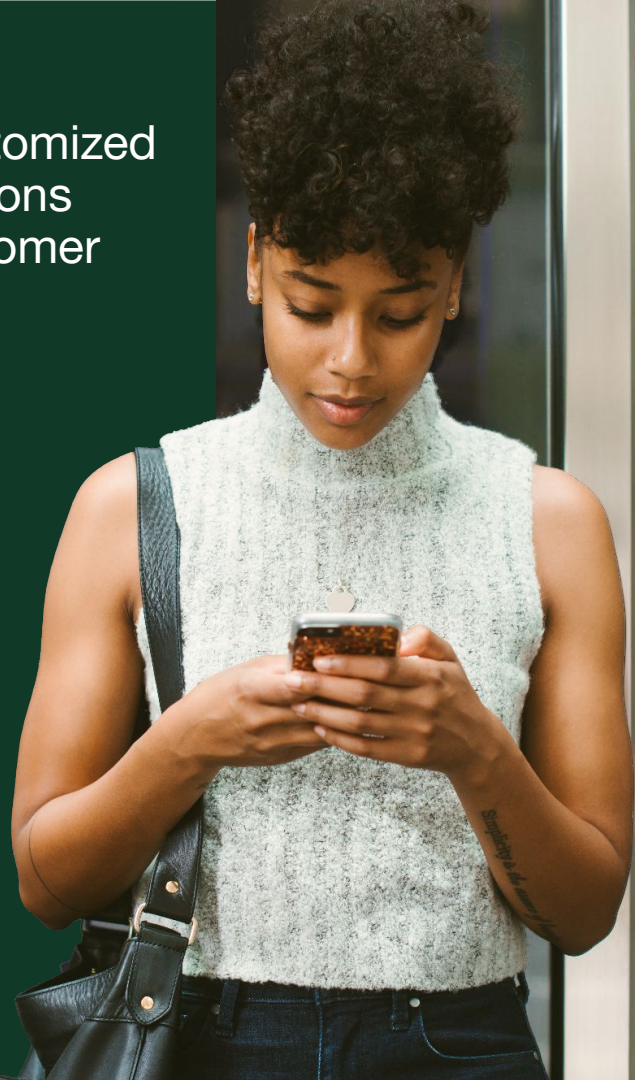
2X

coupon sales, including from offers related to past purchases, primarily attributable to WhatsApp



[Learn more](#)

All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.



# Build messaging journeys to cross-sell and upsell

Driving incremental sales starts by using purchase insights to re-engage customers with related products.

You can spark the conversation by using [marketing messages](#) to deliver personalized cross-sell promotions based on a customer's past behavior. Or simply suggest an appropriate upsell or cross-sell as part of an existing chat where you're offering a consultative shopping experience.

Even reminder messages about an abandoned shopping cart or a customer feedback interaction can open the door to a cross-selling or upselling opportunity on WhatsApp.

Business Messaging Partners can help you take this strategy to the next level by:



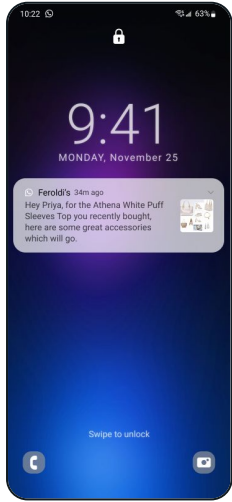
Using chatbots or human agents to make personalized product recommendations based on a customer's previous purchases or inquiries



Creating additional in-thread purchase opportunities using a product catalog or rich media to showcase related offerings

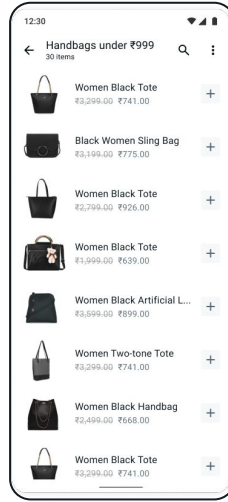
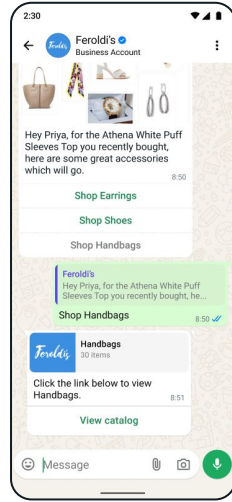


# Increase sales with value-added product recommendations



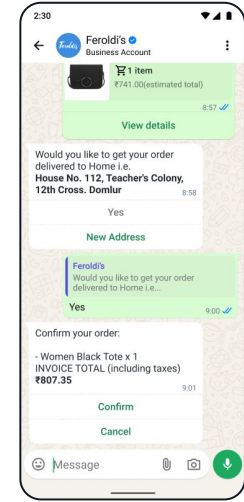
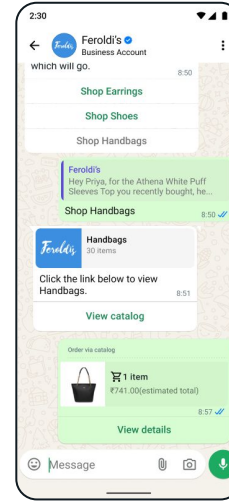
## Entry Point

Re-engage customer with personalized recommendations using marketing messages



## In-Thread Experience

Help the customer shop products they may be interested in based on their purchase history and preferences



## Conversion Point

Customer adds items to cart and completes purchase in-thread\* or off-thread

Strategy 06

# Recover abandoned carts

Frustratingly common, abandoned shopping carts can quickly take the joy (and profitability) out of seasonal sales for businesses. That's why re-engagement campaigns are an essential part of any marketing strategy, especially around high-value sales.

Real Results

## Engaging customers with cart recovery campaigns



# 50-83%

increase in online conversion  
uplift attributable to WhatsApp

[→ Learn more](#)

Results are self-reported and not identifiably repeatable.  
Generally expected individual results will differ.



# Build messaging journeys to reduce cart abandonment

Merchants can boost sales by encouraging high-intent shoppers to complete the checkout process when products are already in their carts.

When customers have opted in, the first step is to set up [marketing messages](#) on WhatsApp that are automatically triggered from abandoned cart web events. The messages can be personalized with a link directly to the customer's cart.

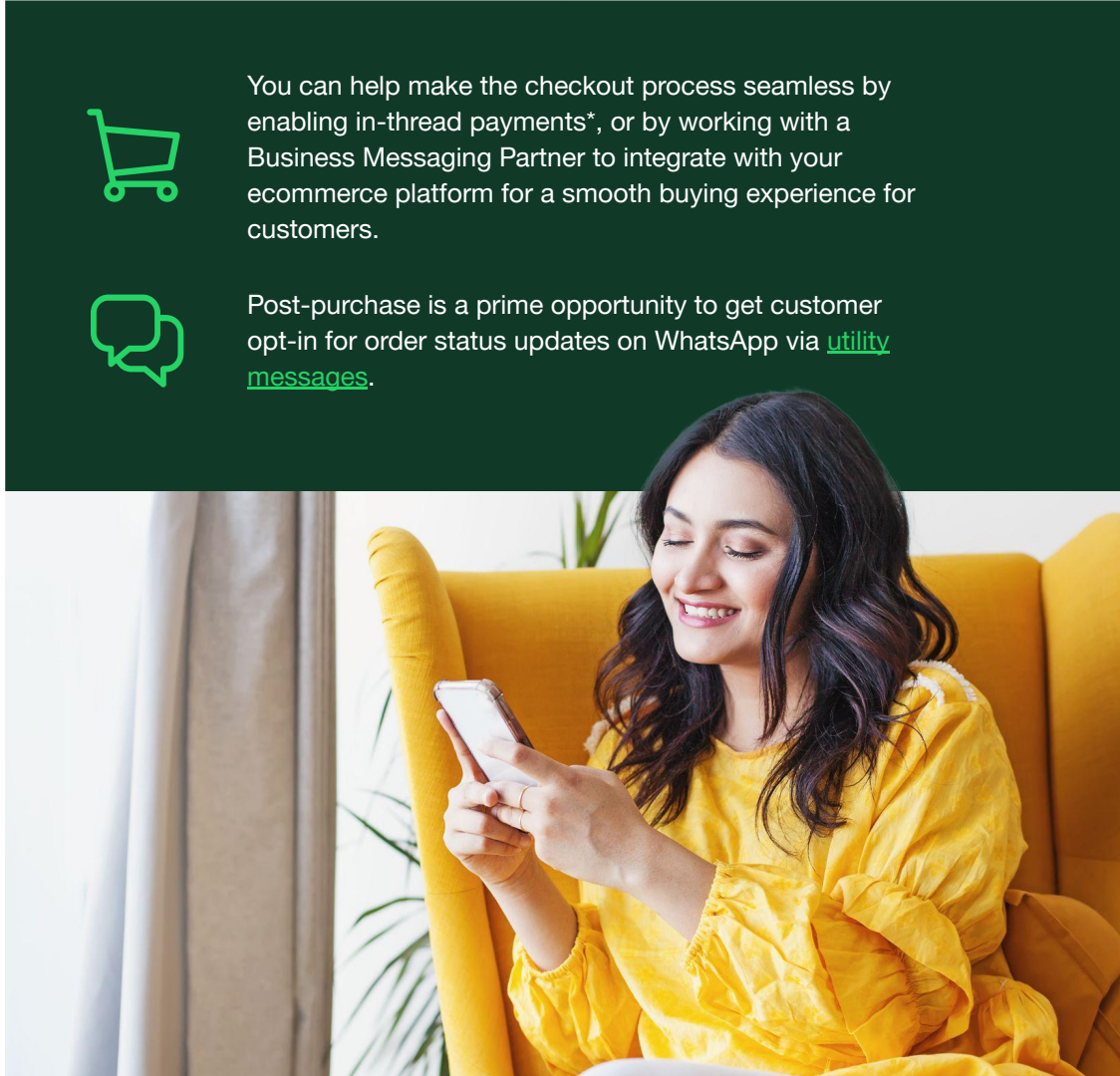
\*Payments on WhatsApp available in Brazil and India



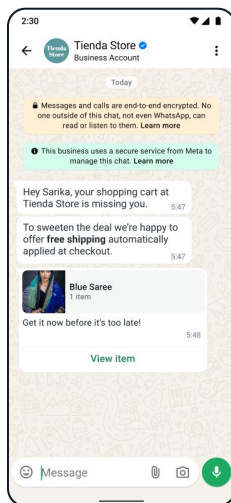
You can help make the checkout process seamless by enabling in-thread payments\*, or by working with a Business Messaging Partner to integrate with your ecommerce platform for a smooth buying experience for customers.



Post-purchase is a prime opportunity to get customer opt-in for order status updates on WhatsApp via [utility messages](#).

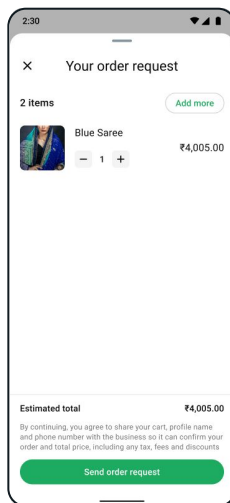


# Recover abandoned carts to help boost sales



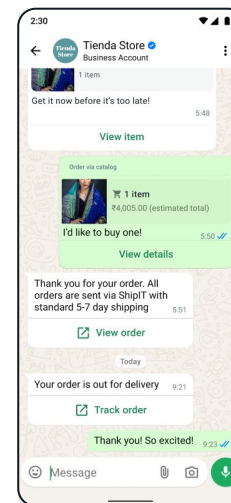
## Entry Point

Trigger a marketing message that facilitates purchase



## In-Thread Experience

Drive back to site to check out (or check out in-thread\*)



## Conversion Point

Customer completes purchase and receives confirmation



Strategy 07

## Optimize fulfillment communication

During Mega Sales Days and other busy seasonal sales peaks, you want every customer to have a positive experience with your business from start to finish. Proactive fulfillment communications—with time-sensitive messaging on order status or delivery updates—are a smart way to keep customers informed and reduce inbound contact volume. With utility messages on WhatsApp, you're covered.

Real Results

Ensuring faster, more accurate deliveries and improved customer service

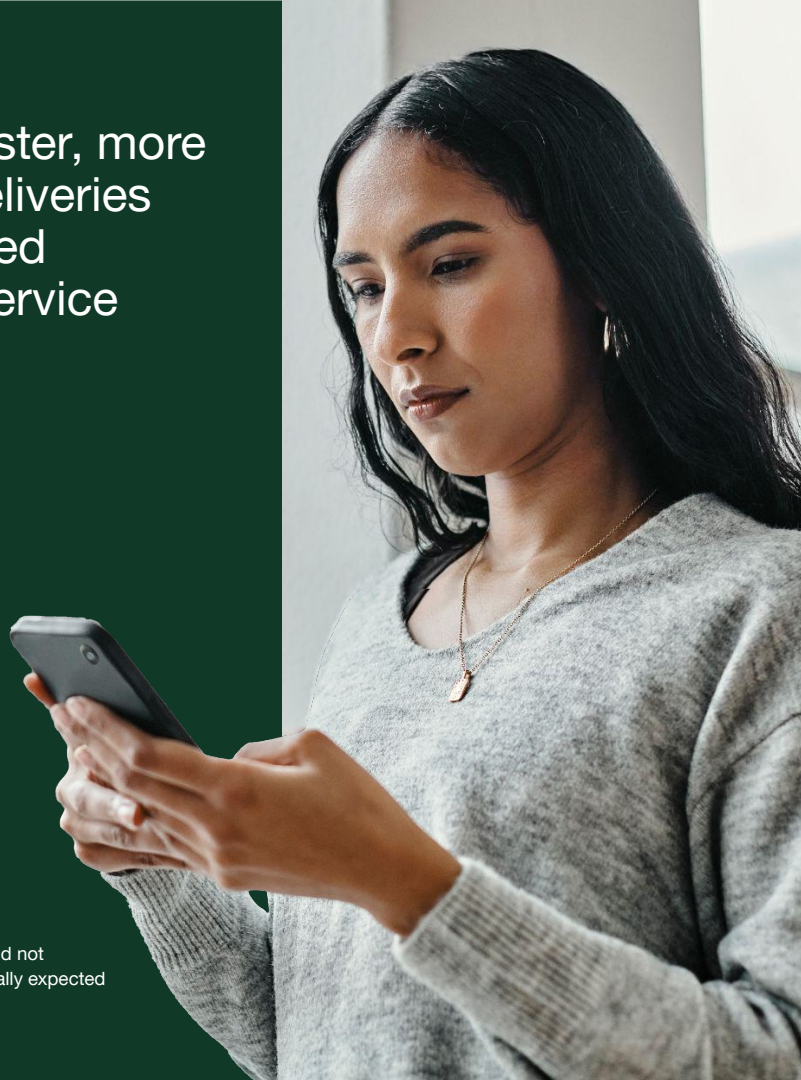
SPL

50%

reduction in call center wait times attributable to WhatsApp

[→ Learn more](#)

All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.



Strategy 07

## Build messaging journeys to automate transactional fulfillment updates

Business-initiated [utility messages](#) on WhatsApp are a helpful entry point for critical customer notifications and automated updates. Use them to keep customers informed, facilitate seamless fulfillment of every order, and lower the likelihood that seasonal shoppers overwhelm your customer service team with questions.

Utility messages are both timely and highly visible, grabbing attention and helping to increase open rates compared to other channels like email and SMS.



To take this strategy to the next level, Business Messaging Partners can help you automate the in-thread experience with features like chatbots to handle order questions and facilitate changes or returns.

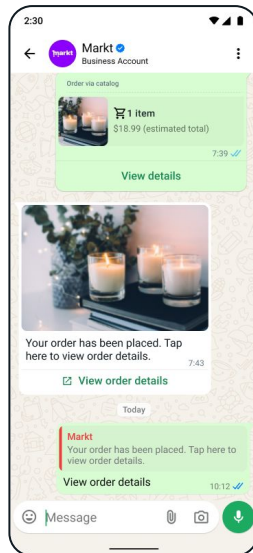


# Keep customers informed with order status updates



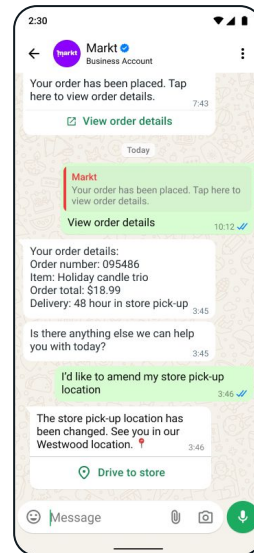
## Entry Point

Send order status updates using utility messages



## In-Thread Experience

Provide customer with opportunity to review and verify order details

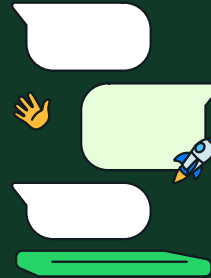


## Conversion Point

Customer updates order details

# How to Jumpstart Your Growth

Start now to deepen relationships and drive growth across the customer lifecycle



# Maximize high-value sales moments with end-to-end customer engagement

All of the strategies covered in this playbook can help your business seize the opportunity that comes with heightened consumer activity around holidays and Mega Sales Days.

And by bringing multiple strategies together, you can create end-to-end journeys for your customers and achieve a wide range of business goals.



# Deliver a seamless customer experience

Here's an example of how an ecommerce business could bring it all together to maximize sales and deepen customer relationships on WhatsApp.

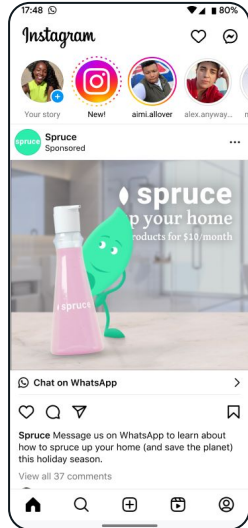
Deliver promotions and consultative selling



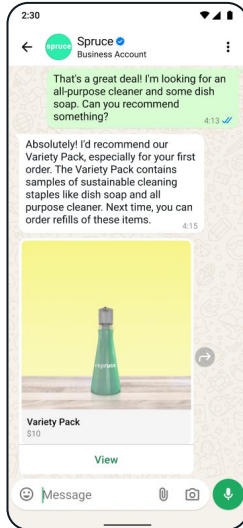
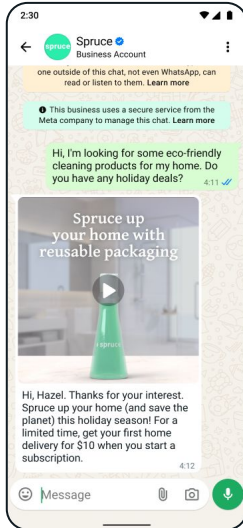
Cross-sell and upsell



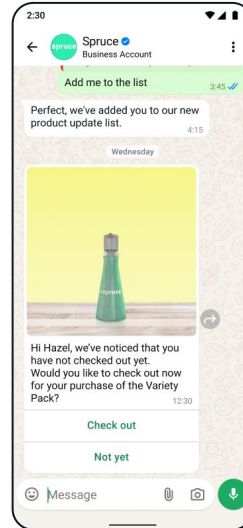
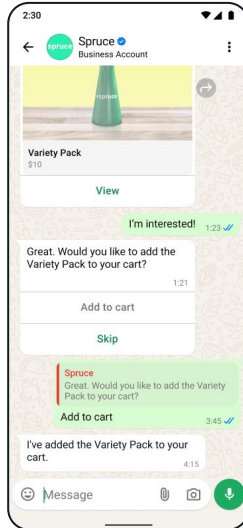
Recover abandoned carts and automate fulfillment communication



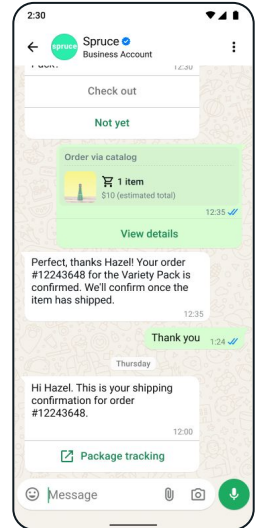
Target your audience on Instagram and Facebook with ads that click to WhatsApp



Provide product recommendations based on customer needs



Facilitate conversion and send utility messages



The time to prepare for the next big sales moment is now. Strategic planning and an end-to-end strategy can make all the difference when your customers' urge to shop ramps up.

Whether you're looking for a Business Messaging Partner to get started, working with an existing partner to level up, or building with the WhatsApp Business Platform on your own, here are some key things to remember to jumpstart a strong strategy.

### Systems integrations and data foundation

- Build integrations with backend systems like CRM, e-commerce, contact center, order management, and fulfillment to streamline processes and improve efficiency
- Use the [Conversions API for Business Messaging](#) to optimize ad targeting, decrease cost per action, measure results across Meta technologies, and make data-driven campaign decisions

### Data capture and personalization

- Collect customer data to leverage for future personalized communications
- Follow up with personalized upsell and cross-sell recommendations via [marketing messages](#) based on recent purchases from opted-in customers


### Customer experience and engagement

- Create custom experiences with [WhatsApp Flows](#) to facilitate more complex interactions in-thread, such as getting quotes, booking appointments, and making purchases
- Feature incentives in marketing message campaigns to drive engagement and conversions
- Use [utility messages](#) with rich media capabilities and interactive features to increase engagement with time-sensitive notifications

### Marketing database and consent

- Build your marketing list through ads that click to WhatsApp and other opt-in points, like your website or POS
- Ensure customers have explicitly opted-in to receive communications from your business

Getting started is as simple as engaging your current Business Messaging Partner, or exploring new partners to help you achieve your seasonal sales goals.

 [Explore partners](#)

# Get ready for your biggest year yet

Before, during, and after high-value sales moments, WhatsApp can help you increase sales and build strong customer relationships that can generate returns all year long.

Start now, and you'll be ready to capture the momentum of the moment.

[!\[\]\(e51f2f38b210a3819c613728fd4b2ec5\_img.jpg\) Learn more about getting started today](#)

[!\[\]\(07e03eee1bee0936ea2556896d3bb996\_img.jpg\) Explore more seasonal sales resources](#)



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