

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World



Topic 3:
WhatsApp for Business 101

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST
CARNEGIE • CAULFIELD • ELSTERNWICK
GARDENVALE • GLEN HUNTLY • MCKINNON
MURRUMBEENA • ORMOND • ST KILDA EAST

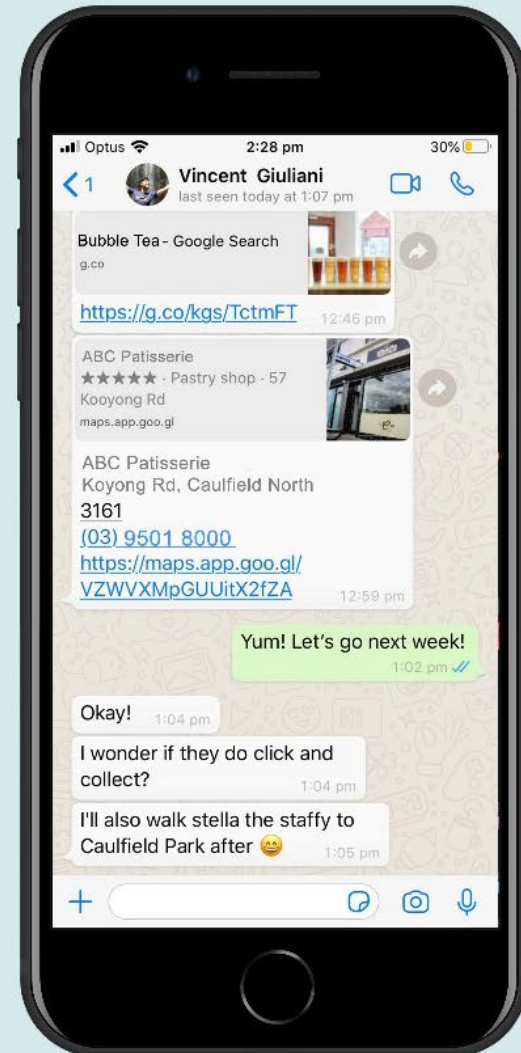


Today's Topic

Whats Up!



For Business 101



Agenda



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- Account creation
- Input graphics
- Create a menu
- Use automation
- Customer engagement
- Growing your network

What is WhatsApp?

Simple. Secure.
Reliable messaging.

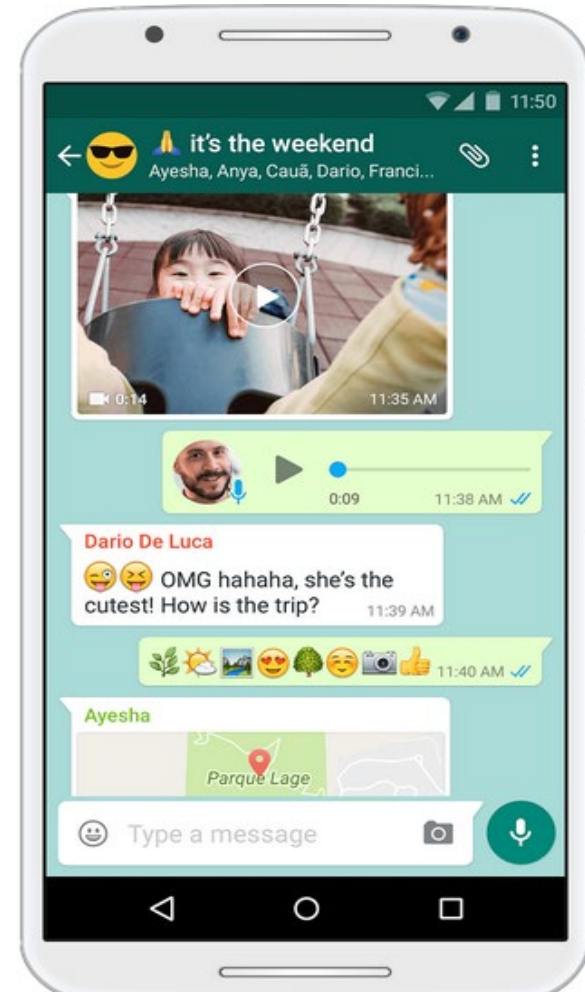
With WhatsApp, you'll get fast, simple, secure messaging and calling for free*, available on phones all over the world.

* Data charges may apply. Contact your provider for details.

 Android

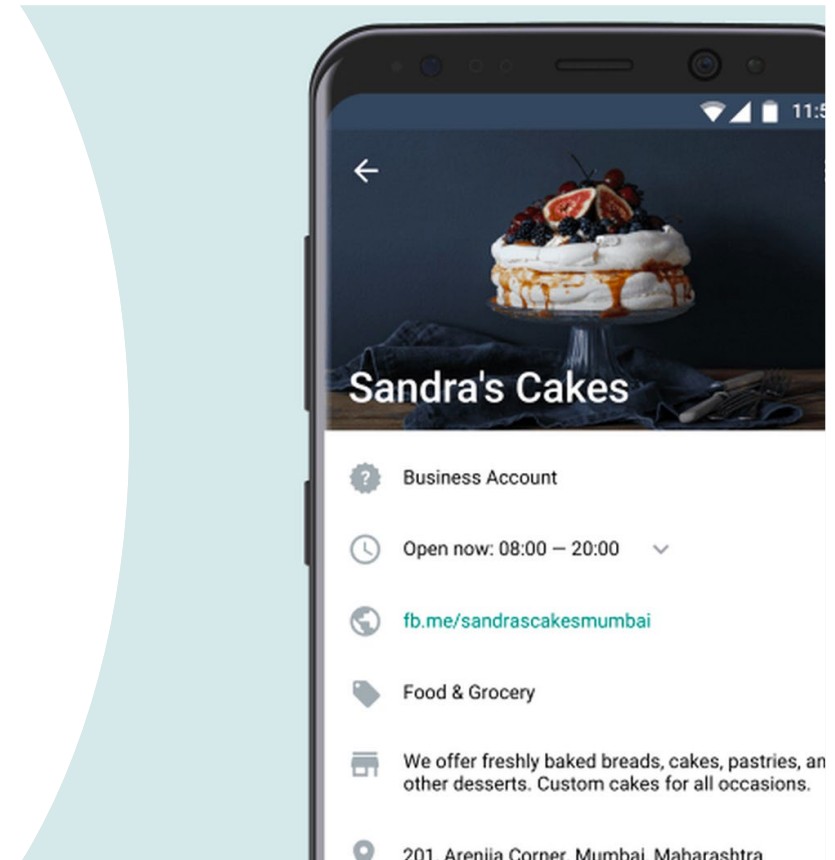
 iPhone

 Mac or Windows PC



About WhatsApp

- A simple tool for business to connect with customers
- Business profile
- Business messaging tools
- Use landline/fixed number support



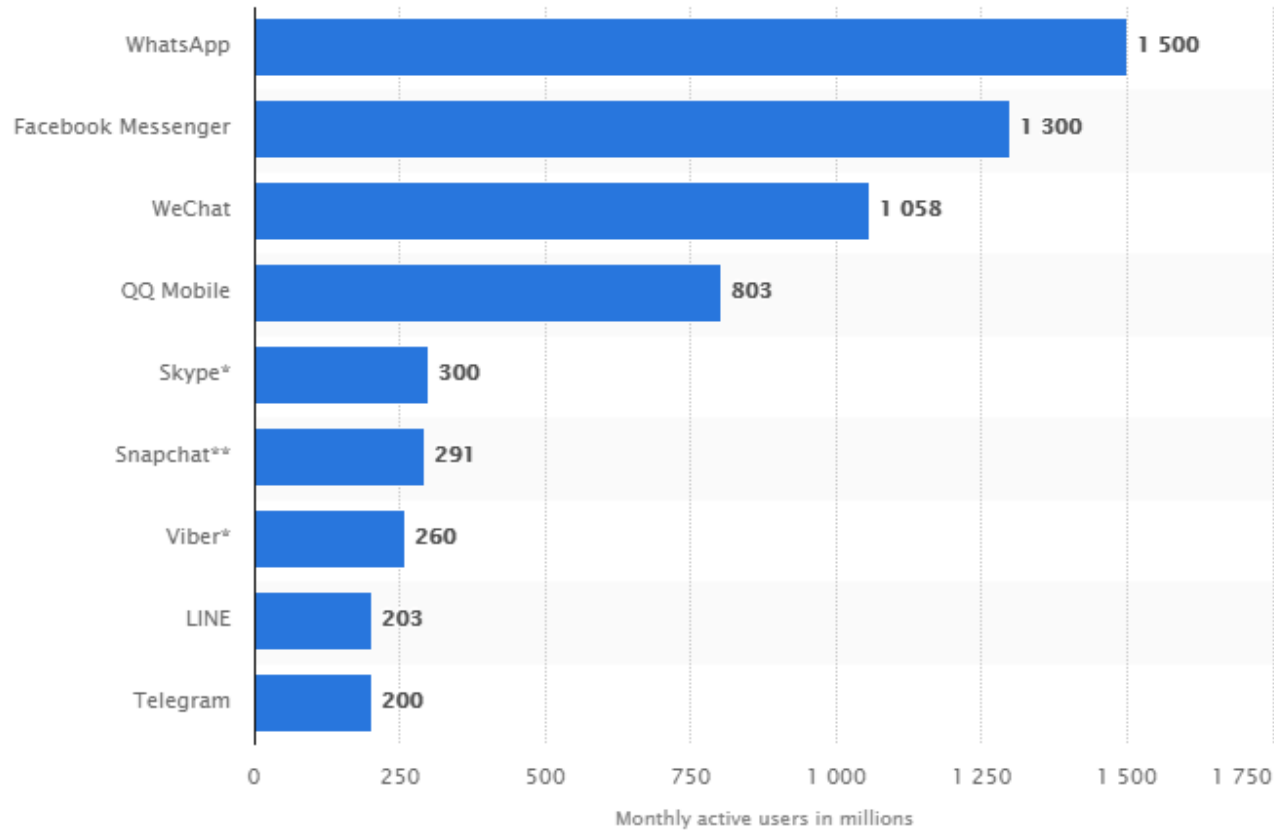
The WhatsApp Market



<https://www.businessofapps.com/data/whatsapp-statistics/>

- More than 2 billion users in 180 countries
- Daily active users 1 billion
- India is the biggest WhatsApp with 200 million users
- 120 million WhatsApp users in Brazil
- Three million users of WhatsApp Business
- 450 million users of WhatsApp Status, eclipsing Snapchat Stories

Did You Know?



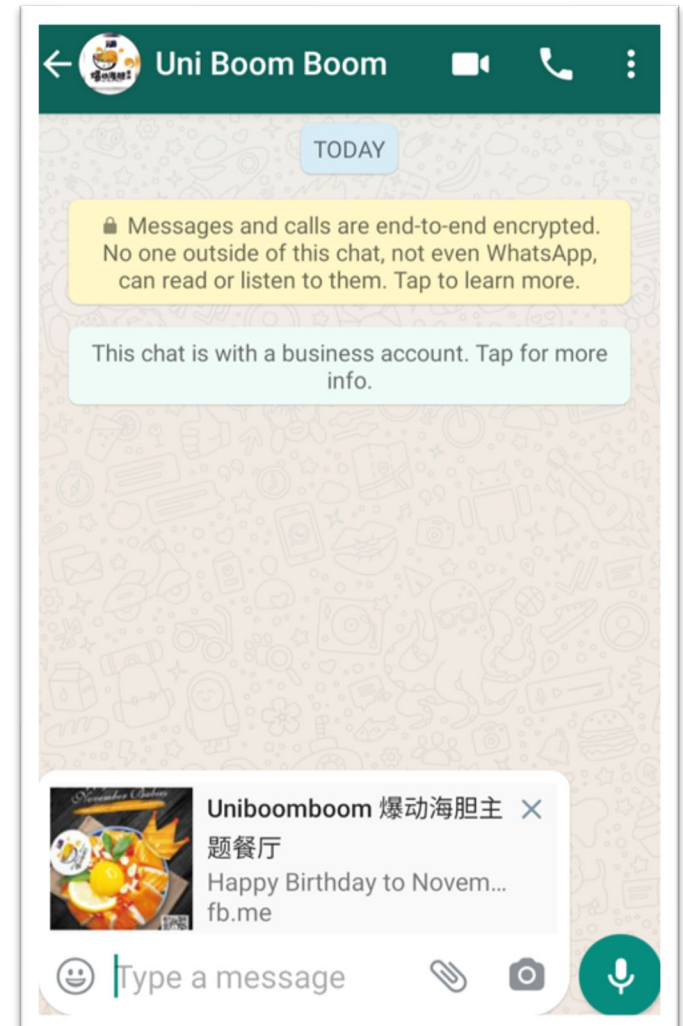
Data visualized by  **tableau**

© Statista 2019 

Source: <https://www.businessofapps.com/data/whatsapp-statistics/>

Why Use WhatsApp?

- Free
- Designed for Small -Med Businesses
- The world's number one instant messaging app
- Landline or mobile
- Up to 256 contacts
- Multiple languages
- Encourages message & collect
- Run your business from your pocket



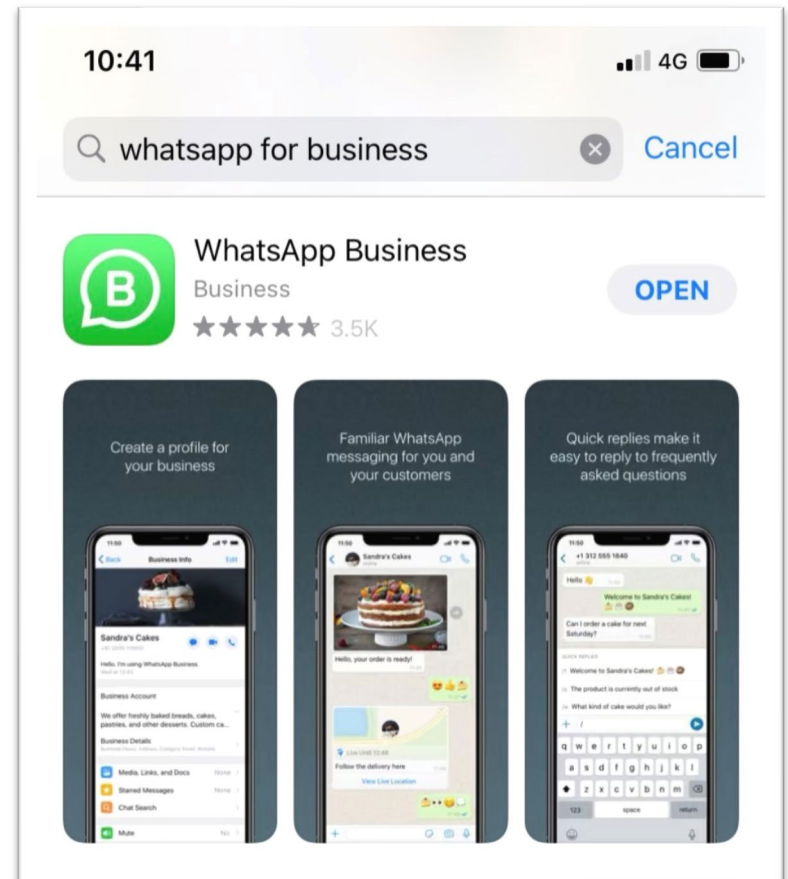
A Low Cost Digital Presence



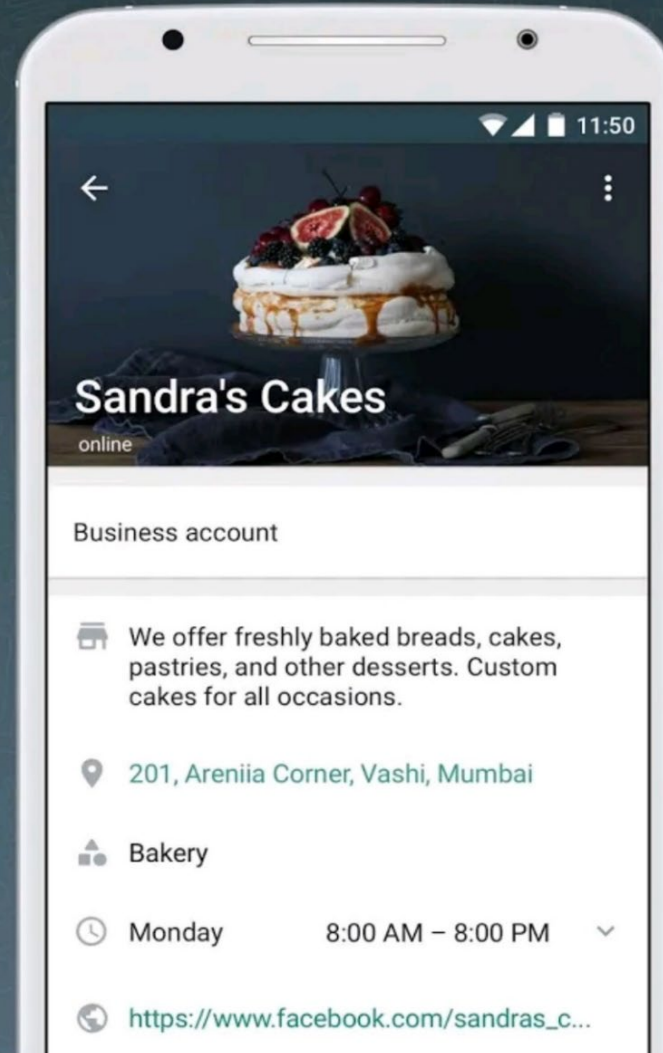
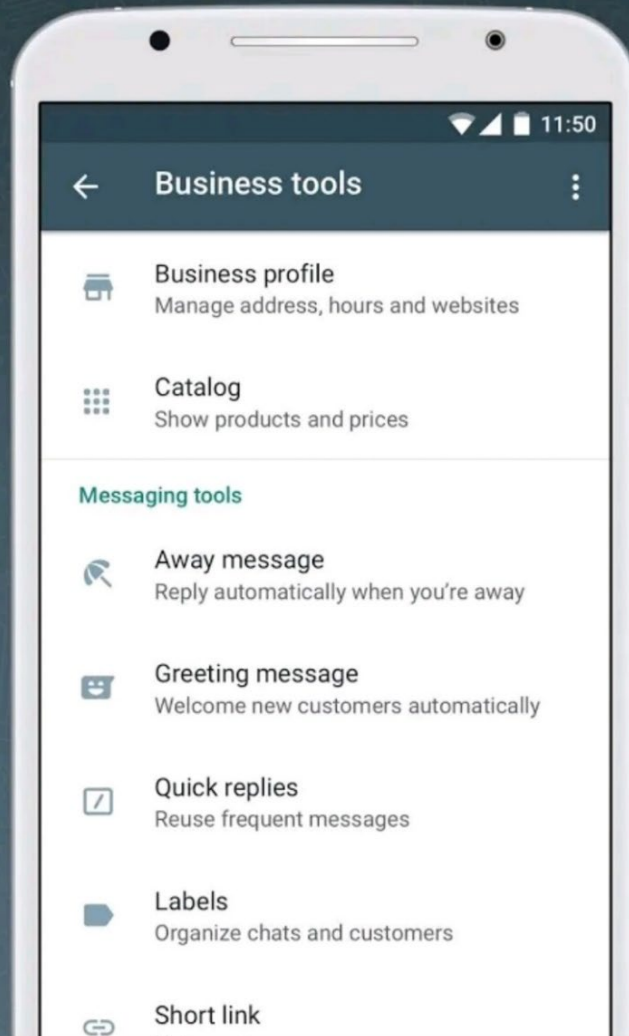
- Great alternative to third party delivery apps (e.g. Uber, Deliveroo)
- No costly web development
- No paid digital marketing
- No ongoing digital maintenance costs

Step 1: Get WhatsApp

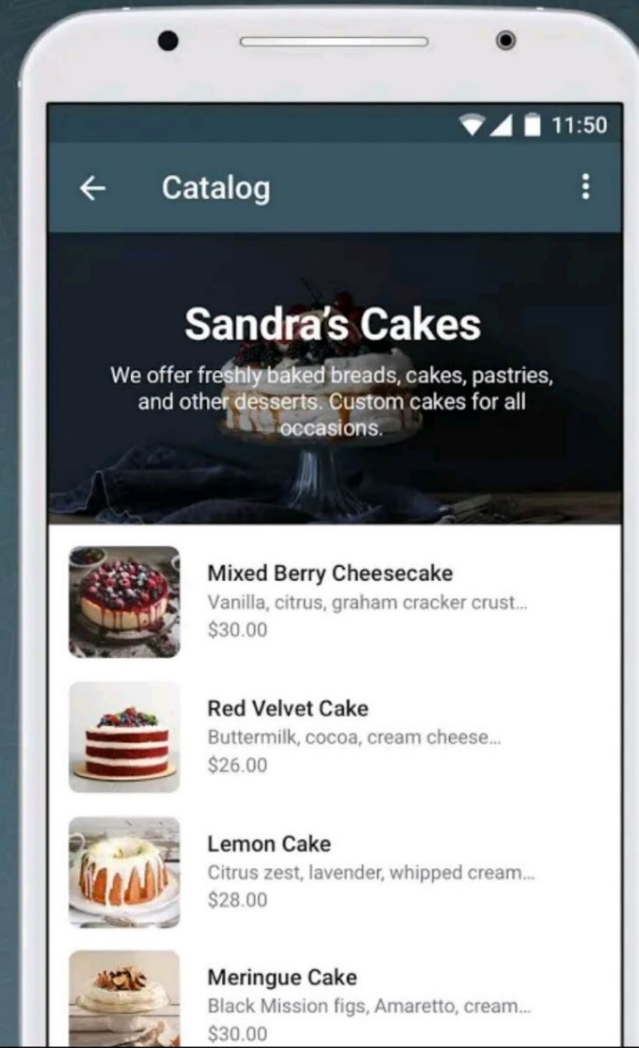
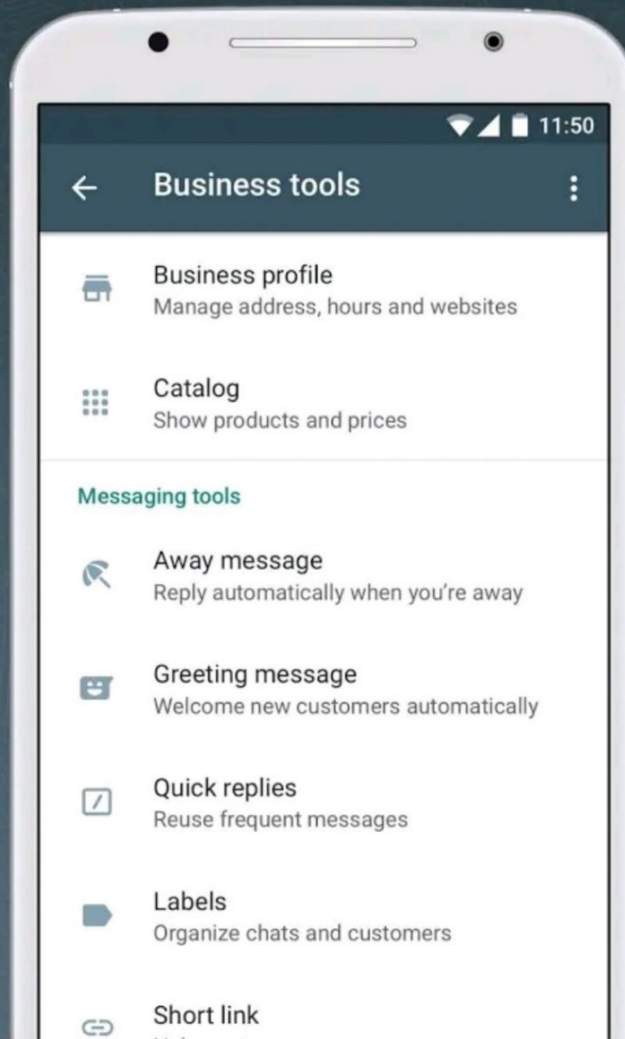
- Go to the App store and **search** 'WhatsApp for business'
- Available on Apple and Google app store



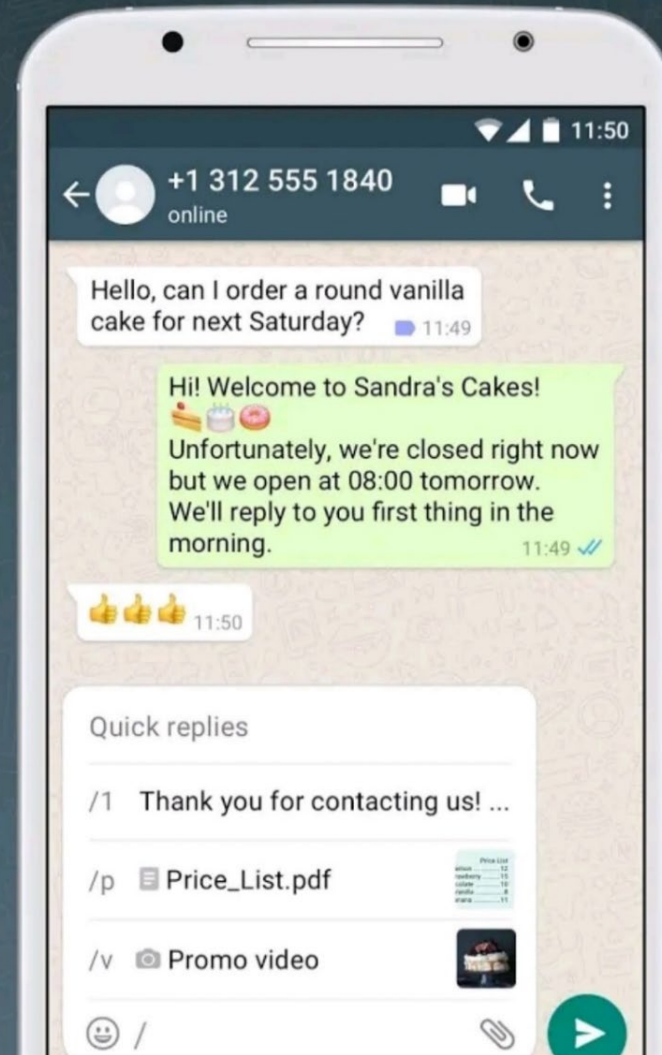
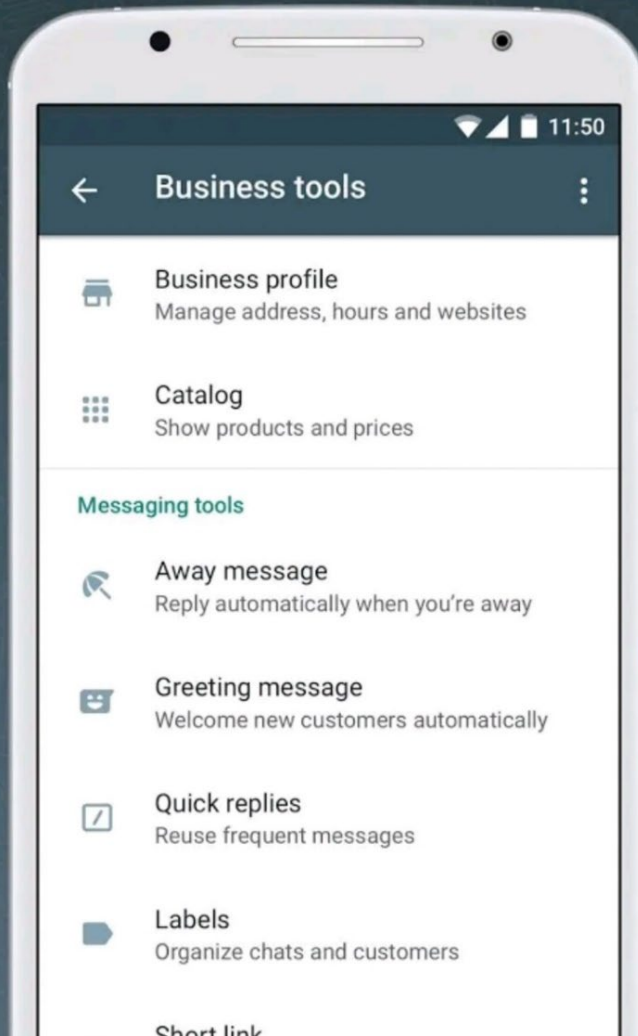
Step 2: Create Your Profile



Step 3: List Your Products/Services



Step 4: Automate Your Response



Step 5: Raise Awareness

Three things you'll need to get started:

Create

QR code
visuals decals
posters
banners

Link

Website &
social media

Offer

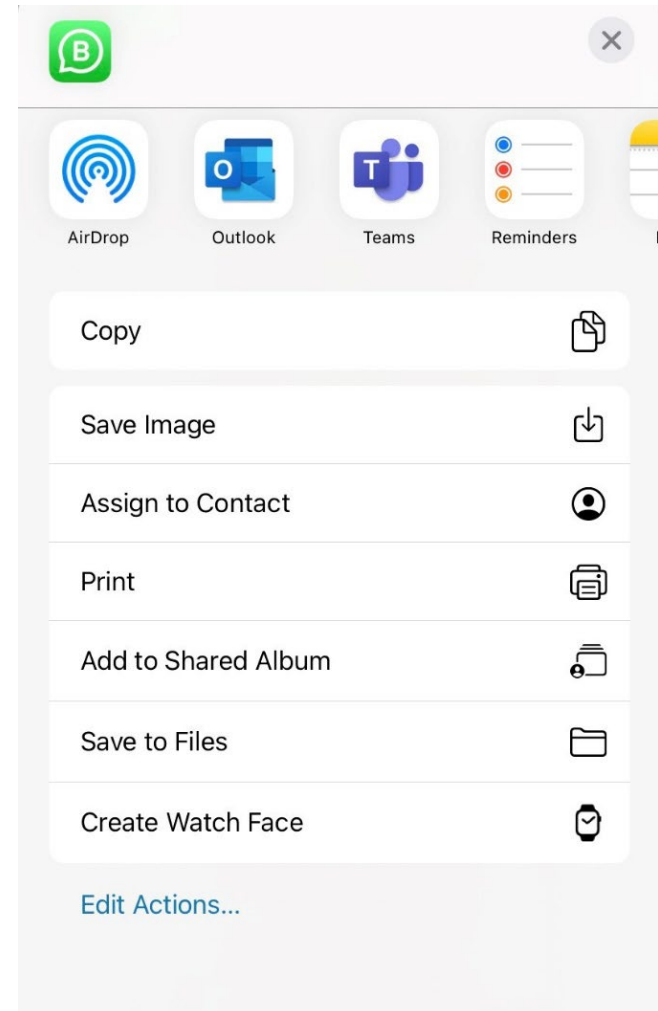
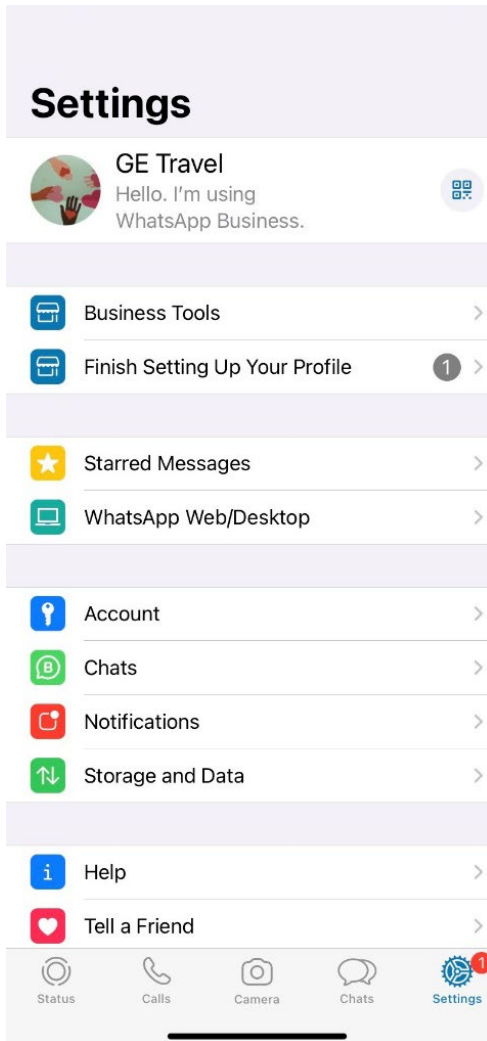
Use
WhatsApp &
get 5% off



Let's Create a QR Code



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QR Code in Action



Thank You



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- **Relevant Sources**
- <https://www.socialmediatoday.com/news/a-small-business-guide-to-whatsapp-business-infographic/589046/>
- <https://www.entrepreneur.com/article/359462>
- https://www.youtube.com/watch?v=O0KkLP4ign4&feature=emb_title
- Glen Eira City Council Business support - <https://www.gleneira.vic.gov.au/services/business-support>

Booking details:

<https://www.trybooking.com/BMUYK>

or

<https://www.facebook.com/GlenEiraCityCouncil/events>