



How to Use WhatsApp For Your Business

A Guide for Marketing, Sales, and Customer Service.

Attract, delight, and engage EMEA customers with the planet's most popular messaging app



Table of Contents

Introduction	3
Why Use WhatsApp?.....	4
3 Ways to Power ROI with WhatsApp	5
Attract New Leads.....	6
Engage with Prospects	8
Delight Customers.....	9
Supercharge Your WhatsApp Strategy with HubSpot	11
Conclusion	13



WELCOME

INTRODUCTION

How many conversations is your company having with customers on WhatsApp?

If the answer is “none” or “not many,” you could be missing out on some unprecedented opportunities. Here’s why:



More than 2 billion people in 180+ countries [use WhatsApp](#).



It’s by far the planet’s most popular [mobile messaging app](#).



More than 40 million users view business catalogues in WhatsApp [each month](#).

People aren’t just using this top-rated app to stay in touch with friends and family. They want to connect with your organisation, too. In fact, an astounding [76% of WhatsApp users](#) say they want to communicate with businesses through messaging.

Yet only a small portion of companies in Europe, the Middle East, and Africa are using WhatsApp Business.

The good news?

Any company can leverage the power of this popular messaging platform — and we’re here to give you tips and tricks to get started. This guide will give you a few simple strategies to attract, engage, and delight customers, so you can start seeing results right away.



Why Use WhatsApp?

More than [50 million](#) users are currently using WhatsApp Business to market, sell, and service customers. That may sound like a lot. But with [300 million+ companies](#) worldwide, it's still only a small portion of your competitors.

In fact, HubSpot's latest State of Marketing Report found that just [7% of marketers use WhatsApp Business](#). That's a whole lot of untapped potential.

An estimated [85% of consumers worldwide](#) want to communicate with companies the same way they do with friends and family — through messaging. And 75 % say they'll spend more money with brands that offer messaging instead of phone calls.

In other words...

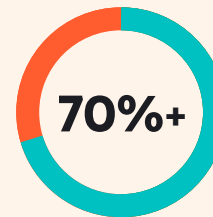
If your business isn't on WhatsApp, you're likely missing out on a huge opportunity to connect with leads, prospects, and customers. Throughout EMEA, WhatsApp is fast becoming the place to attract, engage, and delight customers.



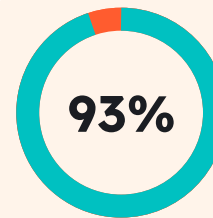
Just 7% of marketers use WhatsApp Business

That's a whole lot of untapped potential.

For example:



70%+ of the digital population in nine [European countries](#) use WhatsApp.



93% of internet users in [South Africa](#) use WhatsApp every month, and 41% prefer to use it as a [shopping channel](#)



8M people use WhatsApp in the [United Arab Emirates](#), making it UAE's [#1 social media platform](#).

3 Ways to Power ROI with WhatsApp

WhatsApp Business looks and feels just like the WhatsApp messenger, with one important difference. It comes packed with tools your company can use to manage conversations with customers. These features make it easier than ever for marketing, sales, and customer service to:

1. ATTRACT NEW LEADS with promotions that feel personal. From maximising ad spend to creating highly targeted upsell campaigns, the options are endless.

2. ENGAGE WITH PROSPECTS by creating friction-free buyer journeys. You can even let customers browse products and place orders right from within WhatsApp.

3. DELIGHT CUSTOMERS by providing the right message at the right time. Use automated conversational flows for high-volume requests — and switch to live agents with smart routing as needed.

Let's look at each of these three key areas now.



1 Attract New Leads

Want to know a secret? People love hearing from businesses on WhatsApp. The reason is simple:

There's minimal to no spam.

WhatsApp requires [opt-ins](#) and preapproved [templates](#) before a company can start conversations with customers, which means people have come to view the messages they receive from businesses within the app as helpful — not spammy or salesy.

In a world where audiences are oversubscribed and at risk of tuning out, WhatsApp offers a refreshingly simple approach for attracting leads.

Best of all, it works.

To see just how effective WhatsApp business can be, consider [one of the app's earliest case studies](#) from Absolut Vodka. The Swedish spirits company had a new product to launch but was struggling to reach global audiences. So marketers decided to get creative. Customers didn't just hear about a contest they could enter to win tickets to a launch party — they had to convince a WhatsApp “doorman” named Sven they deserved to attend. In just three days, Sven received more than 1,000 messages from WhatsApp users pleading their cases.

Since then, many more marketing success stories have followed.

The Financial Times discovered prospects were [40% more likely](#) to return to the publication's website after seeing free daily articles on WhatsApp.

A German automobile club prompted 140,000 WhatsApp messages in [a “call ADAC” campaign](#).

And in South Africa, Namibian beer company Tafel Lager received more than 8,000 entries in two weeks when marketers introduced a campaign to celebrate the country's Independence Day.



Attract New Leads continued



All it takes is a little creativity to drive meaningful connections with prospects — the kind that can increase awareness, generate more leads, and boost engagement.

It doesn't have to be time-consuming or complex, either. You can simply trigger a relevant follow up message on WhatsApp when someone fills out a lead gen form on your website. Or add WhatsApp to your outreach strategy when sharing promotions. You can even add a WhatsApp button to your Facebook Page and Facebook ads to encourage prospects to start new conversations.

These and other WhatsApp strategies can be highly effective, simply because you're sending the right message at the right time, in a platform where they'll be not only received but welcomed.

Did you know?

It's not possible to send campaigns from a personal WhatsApp Account. You'll need a WhatsApp Business account that links to a provider, such as HubSpot, to track conversations and build relationships with customers.



2 Engage with Prospects

Today's customers have learned to tune out ads and emails. An estimated 70–80% completely ignore paid ads, and 56% unsubscribe or delete emails from brands.

It's not because they don't want to engage with companies. They just want the experience to be personalised and relevant. Nine in 10 customers enjoy receiving customised offers from brands, and more than half will become repeat buyers after a personalised experience.



WhatsApp Business is an ideal platform to achieve just that. It's been purposely built to help companies engage with prospects personally.

Once your prospect opts to receive communication from your business, you can use premade templates to send targeted offers, product recommendations, and other messages. All to people who are eager to hear from your business.

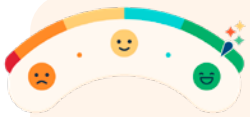
To better understand what you can achieve with WhatsApp Business, consider the Estée Lauder experience. When COVID-19 lockdowns prevented sales reps from providing in-person consultations, the company turned to WhatsApp. It was there that millions of prospects received interactive product advice from a chatbot named “Liv.”



Engage with Prospects continued

Meanwhile, telecommunications provider [Indosat Ooredoo Hutchison](#) developed a high-powered chatbot with over 200 use cases for WhatsApp conversations. Within a year, the company's customer satisfaction score increased 40% and revenue more than quadrupled.

WhatsApp can also be a great way to increase your sales team's productivity. Instead of speaking to just one prospect at a time by phone, WhatsApp empowers sales reps to engage in multiple text messages at the same time.



Just be sure to factor in time zones and cultural differences. And don't overdo it — once a week is more than enough.

Did you know?

The average [open rate for WhatsApp](#) messages is 98%. By comparison, 20% would be considered a [good open rate for email](#). With the HubSpot + WhatsApp integration, it's remarkably simple to engage with prospects through voice and video — [see it in action here](#).



A Note on Data Privacy and Security



Today's customers expect transparency and control over how companies use their personal data, and WhatsApp Business is no different. For this reason, it's important to factor in regulations like the General Data Protection Regulation (GDPR).

While WhatsApp is designed with GDPR in mind, it's still your responsibility to ensure compliance. It's the world's toughest data privacy law, and the fines for violations are steep.

Here's what you need to know:

When a customer chooses to communicate with your business, WhatsApp protects the message with industry-leading end-to-end encryption. However, as soon as the message is received it will be subjected to your company's privacy practices.

For this reason, WhatsApp is not automatically GDPR compliant. It's up to you to make sure your company is following GDPR guidelines when attracting leads and communicating with prospects. This includes:



Gaining explicit customer consent to collect and process data



Making it easy for customers to access your company's privacy policy



Providing an option to opt out of future WhatsApp Business messages

Ensuring data privacy and security doesn't have to be a big headache. Just be sure to discuss requirements with your data controller or security specialist before launching your WhatsApp Business strategy.

3 Delight Customers

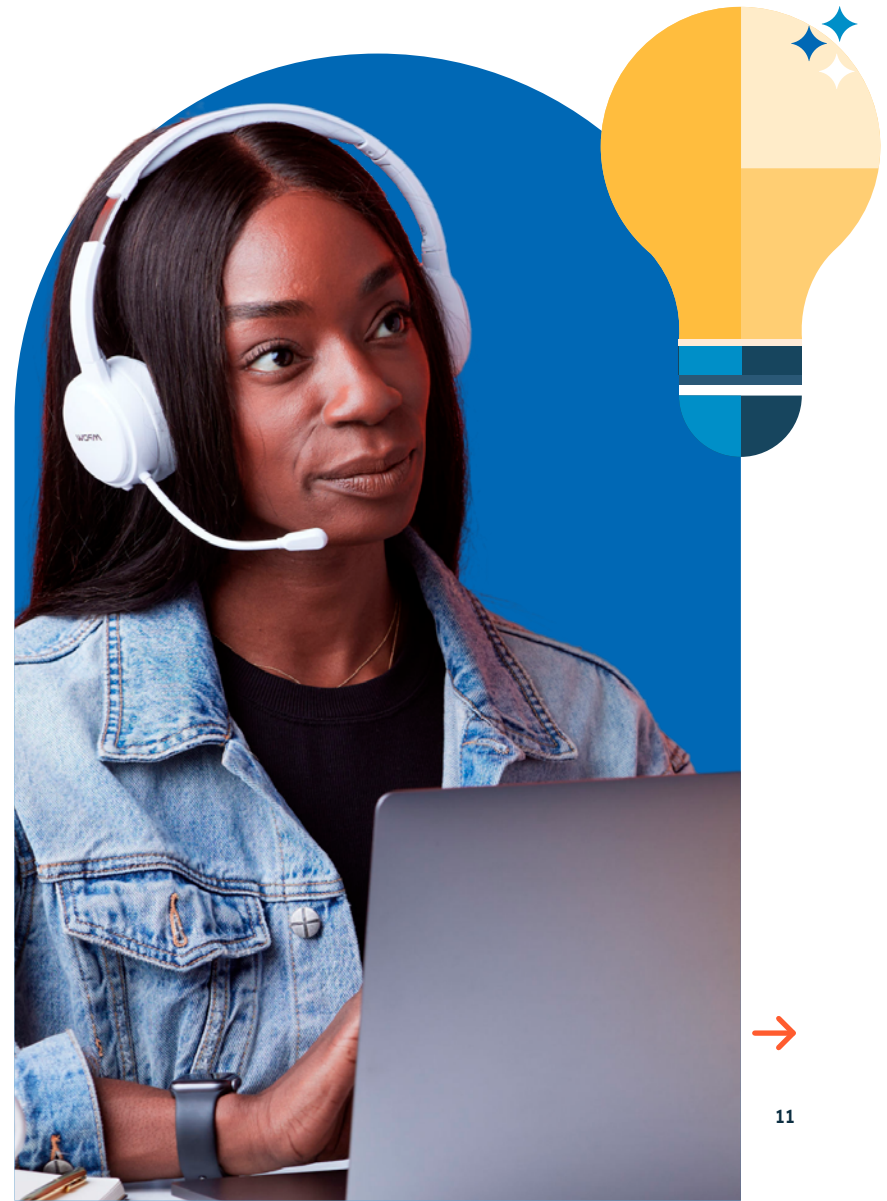
Let's face it — the traditional customer service model is a strategy of the past. Today's consumers don't want to be put on hold, routed to different support reps, or asked to repeat the same information.

In fact, a recent [HubSpot survey](#) found that 85% of customers name these frustrations — along with slow response times — as the most aggravating aspects of customer service. At the same time, 42% want to communicate with support agents via live chat.

WhatsApp makes it easy to address all these issues, plus many others. You can use it to get closer to your customers with two-way conversations — the kind that deliver the intimacy of a phone call at the scale of email and SMS.

When leading German telecommunications company [Vodafone](#) automated customer service interactions through WhatsApp Business, the ROI was immediate. Call centre volume was down 10% in six months, and 57% of customer queries were resolved on first contact.

Air France also learned just how big a difference WhatsApp can make when the airline introduced it as a new channel for customer support. The company uses the app to provide 24/7 answers to common questions, connect travellers to live agents, offer flight updates, and share personalised promotions. It quickly became the company's [#2 digital contact point](#).



Delight Customers continued

Whether you want to help customers find answers fast or are looking to improve the quality of live chat, WhatsApp can open all kinds of doors to more personalised and self-directed experiences. You can also use it to share important reminders, send order confirmations, track shipments, collect customer feedback, and so much more.

The best way to manage those interactions? Connect the messaging app to your CRM. When you integrate WhatsApp with HubSpot, your customer service team will be empowered to create all kinds of engaging workflows. You'll have a complete record of previous conversations, preferences, and other insights to delight customers like never before.

Did you know?

Nine in 10 people use [customer service](#) as a factor when deciding whether or not to do business with a company. And an astounding 80% will even [pay more for better service](#). With WhatsApp, it's easier than ever to create that seamless experiences for your customers.





HubSpot Academy Powering Your Business Through WhatsApp



Ready to put these WhatsApp Business best practices into action? Follow our step-by-step guide in HubSpot Academy. In this course,

you'll learn:

- 1** How to evaluate WhatsApp for your business
- 2** Actionable tips for attracting, engaging, and delighting customers
- 3** When and how to use WhatsApp templates

[Start Free Course](#)

Supercharge Your WhatsApp Strategy with HubSpot



The only thing better than using WhatsApp Business? Using WhatsApp and HubSpot together.

When you use HubSpot's native integration for WhatsApp, you'll have instant access to additional context around all your WhatsApp conversations.

Marketing can manage and converse with inbound leads Sales can personalise interactions to build long-lasting relationships Customer service can deliver empathetic experiences powered by CRM data

Your entire team can track conversations and communicate with customers using text, images, or videos — all from within your HubSpot account.

Getting started with the HubSpot integration
Ready to make the most of every WhatsApp opportunity? HubSpot's plug-and-play integration can be set up in minutes — no complicated connectors involved.

1. Select the right plan.

To use the integration, you'll need a Professional or Enterprise version of HubSpot Marketing Hub or Service Hub, as well as a WhatsApp business account and phone number.

2. Invite customers to opt in.

Remember: Before you can communicate with customers on WhatsApp, you have to get their permission. You can do this by creating a custom landing page, sending invitations through email or SMS, or even adding it as an option on our website's contact page.

After you set up the integration, HubSpot will record customer opt-ins in your contact subscription preferences. The platform will also check opt-in status before sending outbound messages.

3. Start using advanced features.

HubSpot's WhatsApp integration offers a wide range of features to help you attract, engage, and delight customers. Some of the most popular include:

Managing incoming WhatsApp messages in the shared inbox Personalising WhatsApp templates with data from HubSpot Seamlessly tracking customer information through the HubSpot CRM Automatically sending business-initiated WhatsApp messages following workflow templates

[Explore the Integration](#)

Conclusion

If you're looking for a surefire way to reach customers on their terms, WhatsApp is the place to be. This fast-growing messaging app isn't just another channel. It's where billions of people go when they want to engage with brands.



With the [HubSpot + WhatsApp integration](#), you can make the most of every opportunity.



HubSpot