WhatsApp Business API

for Marketing and Sales Teams

Create promotions, campaigns, generate leads, and sell more!

https://myleadsmantra.com

Summary

Introduction

- WhatsApp Ecosystem
- What is WhatsApp Lead Generation

Process & Lead Generation

1. Why is it worth trying Lead Generation from WhatsApp Business API

2. Generate Leads with WhatsApp Business API

3. How to Start with WhatsApp Business API - Step-by-Step Process

Introduction

WhatsApp can be a powerful tool for lead generation beyond just messaging. By leveraging WhatsApp Business and integrating it with AI chatbots, businesses can implement effective marketing strategies and significantly boost sales. The collaboration between B2B Stack and My Leads mantra offers top-notch lead generation strategies using the WhatsApp Business API to enhance your marketing and sales efforts through conversational campaigns. Let's dive in!

WhatsApp Ecosystem

WhatsApp is the most widely used messaging app in the world. It plays a vital role in our daily lives, whether we're sharing memes with friends, participating in family group chats, or interacting with businesses. However, many people are unaware that WhatsApp offers advanced tools specifically designed for medium and large companies looking to automate and scale their customer service.

This is where the **WhatsApp Business API** comes in. If you're not yet familiar with it, let's explore what the WhatsApp API offers, its benefits, and the key features that this business-focused version provides.

Different Types of WhatsApp Accounts

Before we delve into the functionalities of the WhatsApp Business API, let's learn a lile more about the three types of WhatsApp. They are

WhatsApp

WhatsApp, or WhatsApp Messenger, is an immensely popular application available for both mobile and desktop platforms. Its user-friendly interface, fast communication, and cost-free usage have contributed to its widespread appeal worldwide.
Whether sharing memes in casual chats with friends, participating in family groups, discussing business matters, making calls, or even facilitating online shopping, WhatsApp has become an integral part of daily life for millions of people around the globe.

WhatsApp Bsuiness

On the other hand, WhatsApp Business is a free application specifically designed for small businesses. It enables companies to interact seamlessly with customers by providing simple tools to automate, categorize, and respond promptly to messages. This app meets the needs of businesses looking to efficiently manage customer conversations while maintaining a personal touch.

WhatsApp Business API

Lastly, the WhatsApp Business API allows medium and large businesses to communicate with customers on a larger scale. It connects thousands of agents and bots for both scheduled and manual interactions. The API integrates seamlessly with various backend systems, such as CRMs, e-commerce platforms, and sales systems.

Designed for scalability, the WhatsApp Business API turns WhatsApp into a powerful tool for marketing, sales, and customer support, enabling businesses to generate leads, launch marketing campaigns, drive sales, and enhance customer service. With access to the WhatsApp API, you can:

- Automate conversations
- Create chatbots
- Send bulk messages
- Personalize messages
- Add interactive buttons
- Display a verified account badge (green tick icon)
- Enable multiple agents to access the same phone number
- Integrate with other platforms, such as CRM, e-commerce, and more.

Please note that access to the WhatsApp API is available exclusively through WhatsApp Business Solution Providers (BSPs), such as **MyLeadsMantra**

Lead generation?

Lead generation involves identifying and connecting with potential customers. If you're not aware, you can effectively generate leads and convert them into customers directly through WhatsApp.

Why WhatsApp?

That's a valid question considering the many lead generation platforms available in the market. However, WhatsApp oers unique advantages in terms of convenience and flexibility. As a marketing and sales professional, it's important to focus on the platform where your potential customers feel most comfortable. And honestly, WhatsApp is one of those platforms.

WhatsApp Technology

How to Start ?

To connect your Facebook account to a WhatsApp Business API number, follow these steps:

Step 1

Get a WhatsApp Business API Account:
Sign up for the WhatsApp Business API through a Business Solution Provider (BSP) like Twilio, MessageBird, or others.

Step 2:

Set Up Facebook Business Manager:
Make sure you have a Facebook Business Manager account. If not, create one at business.facebook.com.

Connect Facebook to WhatsApp

Step 3

Create a WhatsApp Business Profile:

- In the Business Manager, navigate to "Business Settings" > "Accounts" > "WhatsApp Accounts."
- Click "Add" to create a new WhatsApp account if you haven't already.

Step 4

- Enter your WhatsApp Business API number and select the corresponding business profile.

Verify Your Number:

- Follow the prompts to verify your phone number via a verification code sent to your WhatsApp number.

Business API Provider

My Leads Mantra.Com

Use a WhatsApp Business API Provider

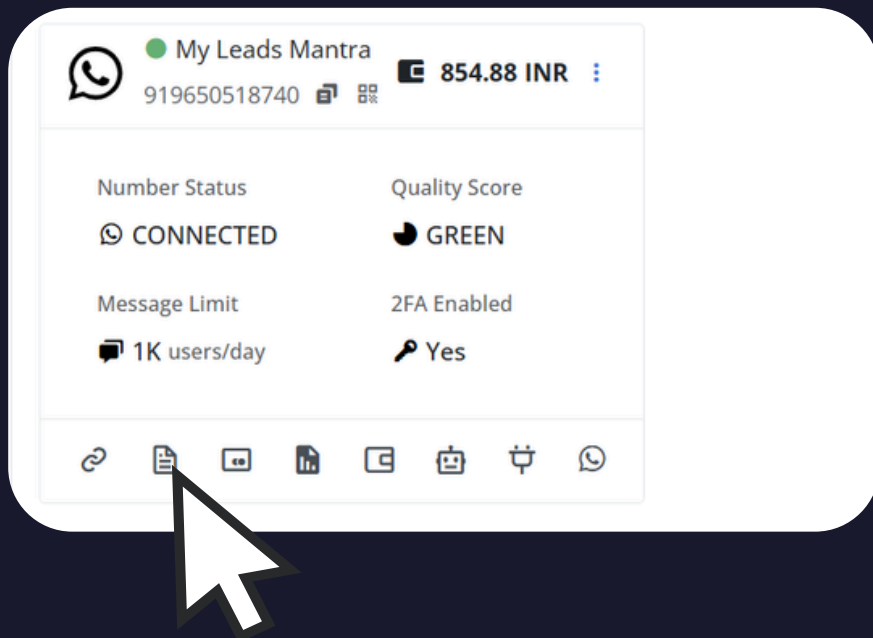Choose a Service Provider: Select a WhatsApp Business API provider like Twilio, MessageBird, or Vonage.

Sign Up and Set Up: Register on their platform and follow their instructions for API setup.

Prepare Your Contacts

Collect Opt-In Numbers: Ensure you have consent from users to receive messages.
Format Contacts: Use a standard format (e.g., CSV) to input your contacts.

Create Message Templates

Design Message Templates: Craft the messages you wish to send, following WhatsApp's guidelines.

Submit Templates for Approval: Send your message templates for review and get them approved.

How to Create and Approve Template in Official API

Share

WhatsApp API
How To Create And Approve Template

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Quick Report

Refresh Report   Export

| | All 100% (678) | Sent 99% (675) | Delivered 94% (639) | Read 56% (386) | Replied 0% (0) | Failed 0% (3) |

Campaign Overview

Campaign Status	COMPLETED
Campaign name	WA_API_Camp
Trigger Campaign	Immediately
Processed At	17th Dec, 2024 4:20 pm
Audience Type	Segmented

| Audience Size | 678 |
| Messages | 1 |

Send Bulk Messages

Use the API to Send Messages: Utilize the API endpoint provided by your service to send messages.

Loop Through Contacts: If you're sending to multiple contacts, implement a looping mechanism in your code to send messages one by one.

How to Create and Approve Template in Official API

WhatsApp API

How To Create And Approve Template

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Chat -Bot

The WhatsApp API allows businesses to send messages to customers via WhatsApp, enabling automated communication, customer support, and notifications. Key features include:

Messaging
Text, images, and videos.

Interactive Features
Buttons and quick replies.

Templates
Pre-approved messages for various notifications.

Webhook
Real-time updates for incoming messages.

Businesses must go through a verification process, and pricing is based on message volume and types. It's widely used for customer service, reminders, and marketing.

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