

Messenger WhatsApp

WhatsApp is an instant messaging service that allows users to send and receive messages, files and multimedia content over the internet. In the context of one-to-one marketing, WhatsApp can be used by companies to establish individual communication with customers and send personalized marketing messages.

One example is customer support, where customers ask questions or problems via Messenger in order to receive a quick and efficient solution. This enables direct communication and increases customer satisfaction. Another example of the use of WhatsApp is a company that sends its customers order confirmations and delivery notifications via Messenger. Through this direct communication, customers can receive information about their order quickly and easily and the company can build a personal relationship with its customers.

Booking options

- | | | |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider | ✓ Self service tool, media buying platform | |

Media segment

- | | | |
|----------------|------------------------------------|----------------------|
| ✓ Internet | ✗ Out of home, digital out of home | ✗ Household, office |
| ✗ E-commerce | ✗ TV, cinema, moving image | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio | |
| ✗ Mobile | ✓ One-to-One | |

Media type

- | | | |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

Target group

- | | | |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

Marketing objective

- | | | |
|---|------------------|------------------------|
| ✗ Brand awareness, increased audience reach | ✓ Customer care | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✗ Awareness | ✗ Purchase | ✓ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner | ✗ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✗ Influencer | ✗ Sales talks |
| ✗ Annual report | ✗ Landing-page, microsite | ✗ Self service terminal |
| ✗ Appointment calender | ✗ Location Based Service | ✗ Shopping cart |
| ✓ Audio, radio spot, audio file | ✓ Mobile payment systems | ✗ Sign, labelling |
| ✗ Augmented Reality | ✓ Newsletter | ✗ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✗ Social media company page |
| ✗ Book, E-book | ✗ NFC | ✗ Social media posting |
| ✗ Brochure, flyer, inserts | ✗ Offer, quotation | ✗ Social media profile page |
| ✗ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✓ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✗ Company entries | ✗ Operating instruction, user manual | ✗ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✓ Survey |
| ✓ Contact form | ✗ Petrol pump nozzle | ✓ Telephone and video call service |
| ✗ Content SEO-optimised | ✗ Postcard | ✗ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✓ V-card |
| ✗ Customer card | ✗ Product live demo | ✓ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✓ Product sample | ✓ Virtual, voice assistant |
| ✗ E-mail, signature banner | ✗ Programmatic print | ✓ Vouchers, coupons, discount cards |
| ✗ E-paper | ✗ Promotional items | ✗ Web layer |
| ✗ Event | ✓ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✗ WLAN for visitors |
| ✓ FAQ | ✓ QR code, link | |
| ✓ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

App (Brand, topic)
Call centre
Community
Consulting, support, training
Customer loyalty programme
Delivery
Event
Field sales force
Guerilla marketing action
Location-based service
Navigation system, map tool
Online shop (Brand)
Point of sale (POS), Showroom

Reviews, recommendations
Social media platforms
Wearable Device
Website (Brand, topic)