

# WhatsApp to grow your small business

Issued by [Oak Ventures](#)

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WhatsApp Business can help boost awareness of your products and services, answer any FAQs timeously and enable you to connect with your customers on a more personal level.

## Benefits of WhatsApp for your small business

According to Statista, WhatsApp is the most used social media platform in South Africa as of the third quarter of 2020 at 93.2% usage. That means there are over 9.13 million WhatsApp users currently in South Africa alone. This number is projected to reach 11.49 million by 2025. If you crunch the numbers yourself, comparing email open rates of 30% average and text being 98%, why aren't you using WhatsApp to drive your marketing message and reach your audience?

WhatsApp has various forms of communicating with your audience through:

- images
- voice messages
- your location
- videos
- documents
- GIFs

Unlike SMS or email, there is less restriction on the format and delivery chances are higher. If you want a good response, try fun and engaging to promote your business using WhatsApp. [Click here](#) for the five steps to download WhatsApp Business.



The image is a promotional banner for a webinar. On the right, a hand holds a smartphone displaying the WhatsApp logo. On the left, the text reads: 'STARTWISE ON DEMAND BUSINESS ADVICE', 'USE WHATSAPP TO GROW YOUR BUSINESS', '25 NOVEMBER AT 11:00 AM', and a red button that says 'REGISTER FOR OUR FREE WEBINAR TODAY!'. At the bottom left are logos for 'digify AFRICA' and 'BOOST WITH FACEBOOK'. At the bottom right is the website 'startwise.co.za' and social media icons for Facebook and LinkedIn.

## Unlock the benefit of WhatsApp Business

Startwise is hosting a *free* webinar on how to navigate the available WhatsApp Business tools to help you automate, sort, and quickly respond to messages. Plus, you can ask us any question you have regarding WhatsApp and how to promote your services.

Date: 25 November

Time: 11h00 - 12h00

[Register here!](#)

Here are Startwise' top five benefits of using WhatsApp for your small business:

1. **Create a business profile:** Customers can quickly view your business details such as your website, location, email address and business description.
2. **Enhance your customer experience with quick turnarounds:** You can save and re-use messages that your customers are asking frequently. Such as your opening times, basic qualifying questions or even delivery ETAs.
3. **Automated messages:** This saves you time and ensures your customers feel as though they are receiving personal attention. Your customer will receive an instant reply, even if you're unable to respond. This includes your welcome introduction messages or introducing your brand to potential customers. Remember to think carefully about your approach with automated messaging, ensuring you keep your interactions personalised. For example, If you are using WhatsApp Business as a customer support line. Set up your chat to be from a human, i.e. "Hi, it's Chris here from customer support. How can I help you today?" People like to speak to people, so focus on your customer journey and implement these little personalisations to create an unforgettable experience.
4. **Labels:** Arrange your contacts and chats to segment your customers. By assigning labels you can quickly search through your contacts. This will help you sort messages by urgency and recognise returning customers.
5. **Display your services using the catalogue feature:** It lets your customers browse your products without leaving the app. Use this feature strategically to highlight your new arrivals or promotions. You can draw attention to your offers by sending out engaging promotions through WhatsApp and encouraging consumers to purchase your goods and services through the app.

[Register today](#) for Startwise's *free* webinar on how to set up WhatsApp for your Small Business. In 60 minutes we will show you how to navigate the available WhatsApp for Business tools to help you automate, sort, and quickly respond to messages. Plus, you can ask us any question you have regarding WhatsApp and how to promote your services.

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For more tips on how to successfully market or expand your SME, speak to an expert at Startwise. By simply downloading the Startwise App, you can connect and chat to a vetted business professional for the mentorship and business coaching you need to grow your side hustle, launch your start-up or expand your SME.

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