



Objective:

Today, **competition** in almost every field is **much more aggressive and intense** than ever before. Customers know more, have higher standards, and expect more.

Whether you're selling a product or service, the fast-evolving environment pushes us to stand at a higher standard when it comes to Whatsapp messaging. "Whatsapp blasting promotional messages" is no longer valid besides it creates a negative impression towards the customer.

This course provides you with the key essentials to equip with '**Permission Marketing**' via Whatsapp funnel strategy. Eventually, you may apply the strategy to email marketing to increase the outreach.

Outcome:

- Identify [Blast Message] vs [Effective Whatsapp Campaign]
- Create your own contact database without any experience
- Design [Standard Database] vs [Bankable Database]
- Develop a standard whatsapp campaign
- Develop a [Permission-based] campaign
- Apply these skills in daily marketing activities

Program Content & Highlight:

Session 1: Introduction

- Get a quick overview of the session structure and tools they'll use during the program.
- Participate in ice-breaking activities to encourage collaboration and engagement.

Session 2: Social Media game plan

- ✚ Current social posting no more working. Why?
- ✚ How to play in social media platform in 2024/ 25?
 - ✓ [Blast Message] vs [Effective Whatsapp Marketing]
 - Sample of 'Blast Message'
 - Sample of 'Effective Message'
- ✚ Activity: Live Test

Session 3: Create Contact database

- ✚ Structure contact database into 1 Mastersheet
 - ✓ Check Whatsapp contact live
 - ✓ How to resolve iPhone contact
 - ✓ Make the database live
- ✚ Activity: Live homework to make own contact database

Session 4: Design [Standard Database] vs [Bankable Database]

- ✚ Criteria of Standard database
- ✚ Criteria of Bankable database
- ✚ Activity: Understand own's business nature vs Information needed.

Session 5: Database Validation

- ✚ Learn how to identity which number is Whatsapp or not
- ✚ Manage the database in systematic approach

Session 6 Develop a standard whatsapp campaign

- ✚ To develop a [**Permission-based**] campaign

Session 7: Trial Demo campaign & Implementation

- ✚ Campaign update management
- ✚ Campaign result measurement

Session 8: Q&A and Closing

- ✚ Open floor for questions and clarifications.
- ✚ Recap of key takeaways and next steps for implementing strategies.