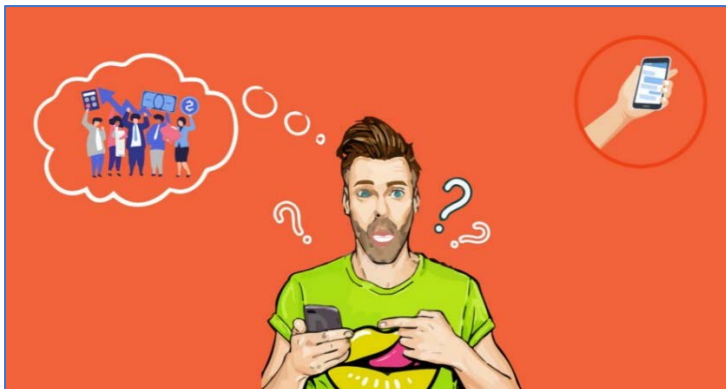


[Headline:] The Follow-Up: Should I call or WhatsApp my leads? – Privyr Blog

[Meta link preview:] Which is the best approach when following up with your new leads?



[Meta image description:] Which is the best approach when following up with your new leads?

[Body:] Congratulations on scoring a new lead! But whether it's the first or 40th, we're sure the question remains for some (or else, why would you be reading this?): Do I call or WhatsApp as a follow-up?

The simple answer is **both** – the real question is in what order.

[Sub-Head:] Don't call first

As the last hums of your phone's lead notification fade away, calling seems like the obvious choice to make an audible connection and close the deal quickly.

However, put yourself in your lead's shoes – an unknown number (namely, yours) may likely get ignored or even blocked, and for good reason. CNA reported that there were 23,391 scam cases involving +65 calls in 2021 – a 53% increase from the previous year.



[Caption:] Admit it – you'd be suspicious too

[Meta image description:] An unknown number appearing on a potential lead's mobile phone

In addition, Hubspot cited a success rate of only 2% of cold calls resulting in an appointment.

You also don't know what your lead is in the middle of – catch them at a bad time and you may have earned yourself a rude and curt response, as well as a poor first impression.

[Sub-Head:] Staying text-savvy

You can avoid giving yourself and your lead a potentially bad day by engaging them via WhatsApp, and for good reason too – 90% of text messages are read within three minutes, according to Techjury.



[Caption:] The recommended steps in the BTC lead conversion process

[Meta image description:] The recommended steps in the BTC lead conversion process

But before quickly firing off a WhatsApp barrage, you need to establish credibility with your lead in that first follow-up text. Here are some tips on how to do so:

DO...keep it personal. Even if you have a template of responses lined up, make them feel less generic by using your lead's name in them, as well as the product/service they're interested in.

DON'T...give them a speech. Keep it conversational to make it feel like they can comfortably respond and reach out to you for any clarifications or concerns.

DO...provide a clear CTA. Let them know you can follow up with them over a call or in person and ask them for their availability. Provide an outline of what will be covered.

DON'T...forget to follow-up. Doing so persistently ensures you will get noticed. Set a schedule so that you don't lose track amidst the other leads you're managing.

Privyr is a mobile-first CRM that integrates with WhatsApp and lead generation platforms. It helps you manage your leads' data on WhatsApp perfectly, and allows you to track your clients' conversations to better manage a perfect follow-up schedule and save time.

[Try Privyr for free today.](#)