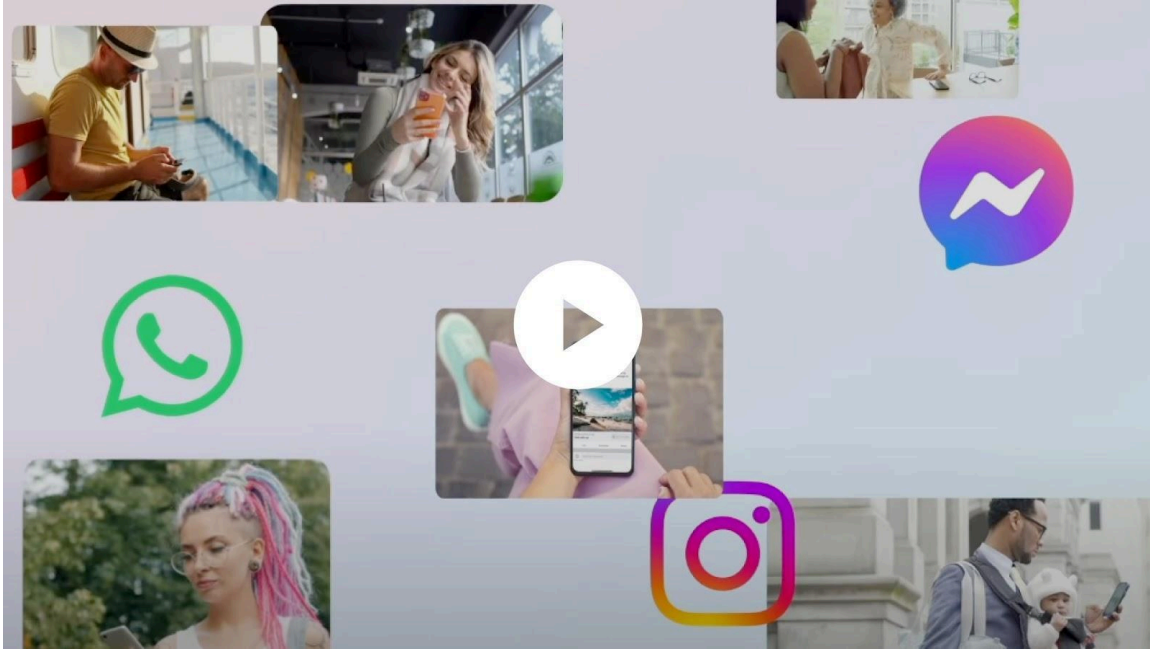# Meta Email Nurture Campaign (WhatsApp)

Email nurture campaign targeted at attendees of our WhatsApp Business Summit in Jakarta. The first four emails point readers to longer-form resources about the WhatsApp Business Platform (WABP), with the fifth pointing them to our developer partner portal.

Touch 1 - *Use case: intro the WhatsApp Business Platform, what it does, key benefits. Set expectations that upcoming emails will provide more detail on key features + benefits.*

SL (max 30 chars)	Need to talk? Have you tried WhatsApp? **ALTs:** ● Looks like you need to talk. Have you tried WhatsApp? ● Conversations – how your customers want to connect ● Engage with your customers at scale on WhatsApp ● Want more engagement? Is your business on WhatsApp?
Pre-header	Meet your customers right where they are with WhatsApp Business Platform **ALTs:** ● Meet your customers right where they are. ● Build stronger relationships with your customers.
Header *(max 30-35 chars)*	Rich interactions. Deeper engagement.
Greeting with {{variables}} in brackets	N/A
Body *(max 600 chars)*	

	Imagine a world where customers get personalized info right when they want it, in an app they already use. With nearly 3B WhatsApp users worldwide,[1] WhatsApp Business Platform can help make that a reality by giving you: - Instant, 1:1 interactions with customers, anywhere, anytime. - Rich messaging options for deeper engagement. - An up to 98% open rate.[2] Keep an eye on your inbox over the next few weeks as we dive deep into how WhatsApp Business Platform works and how it can empower your business to connect to customers in meaningful, authentic, and long-lasting ways. Or, if you're ready to learn more now, check out our article on The Rise of Business Messaging. 1 https://www.statista.com/statistics/1306022/whatsapp-global-unique-users/ 2 https://spectrm.io/insights/blog/whatsapp-business-statistics/
Primary CTA	N/A
CTA URL	N/A
Images	Banner - Body -

Touch 2 - *Use case: introduce concept of "conversational businesses" and how WABP brings enterprise businesses closer to customers.*

SL *(max 30 chars)*	Make the most of your conversations **ALTs:** - Are you having high-value conversations?
Pre-header	Take your customer interactions to the next level **ALTs:** - Delight your shoppers with the WhatsApp Business Platform.
Header *(max 30-35 chars)*	Why Conversational Businesses Succeed
Greeting with {{variables}} in brackets	N/A
Body	By the end of 2023, experts predict that messaging will be the number one B2C

(max 600 chars)	communication channel — up from fifth place only a few years ago.[1] Which begs the question: Are you still meeting your customers where they're most comfortable? Thankfully, WhatsApp's platform provides enterprise businesses with all the tools they need to succeed amid these shifts in consumer behavior, including: • Improved engagement • A captive — but comfortable! —global audience • Elevated customer loyalty • Cost efficiencies • Revenue-driving results Want to know more? Check out our post on the [Benefits of Business Messaging, According to Marketing Leaders](). And if you're ready for a deeper dive: check out our "State of Business Messaging Guide" for more insights on making the most of these powerful tools. 1. https://www.hubtype.com/blog/customer-communication-preferences
Primary CTA	Check It Out Now
CTA URL	https://meta.highspot.com/items/64f9f1014c41896cc39e24de
Images	Banner - Body -

Touch 3 - *Use case: show how WABP helps businesses to build better, long-lasting relationships with customers.*

SL *(max 30 chars)*	Where marketers and customers agree **ALTs:** • Bridge the gap between brand + consumer
Pre-header	Why WhatsApp impresses both sides of the register **ALTs:** • Don't get left behind in the messaging revolution
Header *(max 30-35 chars)*	Delight Customers with Messaging
Greeting with {{variables}} in brackets	N/A
Body *(max 600*	Whether with friends, family, or colleagues, today's conversations are increasingly

chars)	textual. So why should brands be any different? With 1B users texting a business at least once a week on WhatsApp,[1] the platform's potential is hard to overlook. Wherever they may be along the buyer's journey, today's shoppers want authentic, seamless, and personalized connections with brands they can trust. Businesses, too, have a clear interest in removing any barriers-to-purchase for their customers. The good news? WhatsApp Business Platform is a win-win — for both sides of the transaction. Take a look at our blog post, "Where Customers and Marketers Agree: What's Driving The Embrace of Business Messaging Channels?" to learn more about what's driving the global popularity of these platforms. Our "State of Business Messaging" guide is also chock-full with insights on what Meta's messaging platforms can do for your business. Let's get started today. 1 https://business.whatsapp.com/blog/starting-a-whatsapp-marketing-channel
Primary CTA	Get started
CTA URL	(PDF pending)
Images	Banner - Body -

Touch 4 - *Use case:* *introduce how WABP helps enterprise businesses to increase chances of customer conversion via richer experiences (MPM).*

SL *(max 30 chars)*	Does a 34x ROI sound good? **ALTs:** ● Brands who thrive on WhatsApp
Pre-header	Real brands seeing incredible results w/WhatsApp **ALTs:** ● Learn more about WhatsApp's success formula
Header *(max 30-35 chars)*	Rich, Dynamic Campaigns — That Work
Greeting with {{variables}} in brackets	N/A
Body *(max 600*	Ever wonder why top marketers are embracing WhatsApp? Quite simply, many brands

chars)	are experiencing remarkable results. For example*: ● Nissan of Saudi Arabia witnessed a staggering 34x ROI boost within just six months, with 32 car sales attributed directly to WhatsApp. ● Akulaku, a financial services company in Indonesia, experienced a 50% increase in customer satisfaction scores after implementing chat automation tools with the WhatsApp API. Interested in learning more? Check out our post on "Why Business Messaging is a Rocketship for Revenue" to uncover more success stories and insights. And for a more comprehensive view of what these tools can do for your business, download our Ultimate WhatsApp Business Platform Guide for Marketers. *All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.
Primary CTA	[button] Unlock The Power of Messaging Now
CTA URL	https://meta.highspot.com/items/64cd40be3f9fd18d9e1e6c00
Images	Banner - Body -

Touch 5 - *Use case:* *Quick recap of key features + benefits and direct to self-serve.*

SL *(max 30 chars)*	Unlock the power of conversation **ALTs:** ● From conversation to conversion
Pre-header	Let's find a WhatsApp Business Platform solution provider for you. **ALTs:** ● Contact a WhatsApp Business Platform solution provider to get started.
Header *(max 30-35 chars)*	Transform Your Customer Engagement
Greeting with {{variables}} in brackets	N/A
Body *(max 600 chars)*	Savvy marketers know that today's customers crave genuine, tailor-made interactions that allow them to connect on their own terms.

	Thankfully, the WhatsApp Business Platform is loaded with powerful tools that can help brands achieve exactly that. It's why we've teamed up with top solution providers to help you customize and deploy the WhatsApp Business Platform in a way that works for you. Ready to get started? Discover the perfect partner for your journey today.
Primary CTA	[button] Discover The Perfect Partner Now
CTA URL	https://www.facebook.com/business/partner-directory/search?solution_type=messaging&platforms=whatsapp
Images	Banner - Body -