

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.

Email #1:

SUBJ: *Need to talk? Hm. Have you tried WhatsApp?*

PRE: *Meet your customers right where they are with WhatsApp Business Platform*

Rich interactions. Deeper engagement

Imagine a world where customers get personalized info—right when they want it, in an app they already use.

With nearly 3 billion WhatsApp users worldwide, WhatsApp Business Platform can help make that a reality. Featuring:

- ✓ Instant, 1:1 interactions with customers, anywhere, anytime.
- ✓ Rich messaging options for deeper engagement.
- ✓ An up to 98% open rate.

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 with 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](#).

CTA: N/A

Email #2:

SUBJ: *Make the most of your conversations*

PRE: *Take your customer interactions to the next level*

Why Conversational Businesses Succeed

By the end of 2023, experts predict that messaging will be the number one B2C communication channel—up from fifth place only a few years ago.

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](#).

CTA: [button] Check it out now

Email #3:

SUBJ: *Where marketers and customers agree*

PRE: *Why WhatsApp impresses both sides of the register*

Delight Customers with Messaging

Whether with friends, family, or colleagues, today's conversations are increasingly textual. So why should brands be any different?

With 1 billion users texting a business at least once a week on WhatsApp, 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. At the same time, businesses 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.

Want to learn more? Check out our blog post: [Where Customers and Marketers Agree: What's Driving the Embrace of Business Messaging Channels?](#)

Let's get started today!

CTA: [button] Get started now

Email #4

SUBJ: *Does a 34x ROI sound good?*

PRE: *Real brands seeing incredible results w/WhatsApp*

Rich, Dynamic Campaigns—That Work

Ever wonder why top marketers are embracing WhatsApp? Quite simply, many brands 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.

CTA: [button] Unlock The Power of Messaging Now

Email #5

SUBJ: Unlock the power of conversation

PRE: Let's find a WhatsApp Business Platform solution provider for you.

Transform Your Customer Engagement

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.

CTA: [button] Discover The Perfect Partner Now