

# Meta Email Nurture Campaign (WhatsApp)

*Two emails to marketing qualified leads (MQLs), each targeted to three of our stand-out personas: marketers, enterprise leaders, and customer experience professionals. Aimed at driving MQL traffic toward our “Ultimate Guide to the WhatsApp Business Platform For Marketers” guidebook.*

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## Audience: Marketers

### Email #1:

**SUBJ:** *Marketing where your customers are?*

Dear [FIRST NAME],

Your customers don't just chat on WhatsApp — they live there. So why not engage them where they're most comfortable?

Learn how to craft strategies that drive conversions, adapt to ever-changing consumer behaviors, and harness the power of nearly 3 billion active users with our comprehensive "Ultimate Guide to the WhatsApp Business Platform For Marketers."

**CTA:** [button] Let's get started

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### Email #2:

**SUBJ:** *Are you leaving ROI on the table?*

Dear [FIRST NAME],

Let's face it: These days, your audience simply expects innovative, real-time engagement. And if you can't deliver it? They may well take their business to a competitor who can.

Thankfully, WhatsApp provides a number of tools to help keep your customers delighted. From real-time engagement to personalized promotions, ensure every marketing touchpoint is optimized with our comprehensive "How To Measure Campaign Effectiveness with the WhatsApp Business Platform" guide.

**CTA:** [button] Read now

## Audience: CXO Professionals

### Email #1:

**SUBJ:** *Do customers LIKE contacting you?*

Dear [FIRST NAME],

What's the difference between a one-time customer and a loyal one? The quality of your interactions throughout the customer journey.

Thankfully, WhatsApp provides a seamless way for businesses to ensure that every chat, inquiry, and piece of feedback can be handled with brand-affirming excellence — turning every touch point with your customers into an opportunity to shine.

Dive into strategies that will delight and retain customers with our comprehensive "Ultimate Guide to the WhatsApp Business Platform for Marketers."

**CTA:** [button] Let's get started

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### Email #2:

**SUBJ:** *Missed opportunities in customer care?*

Dear [FIRST NAME],

Every interaction with your shoppers is a tremendous opportunity to build trust, repeat business, and enthusiasm. So when it comes to customer service, it's always worth asking: Is your brand leaving ROI on the table?

Check out our comprehensive guide, "How To Measure Campaign Effectiveness with the WhatsApp Business Platform," for winning insights on delighting your customers and maximizing their value over time.

**CTA:** [button] Read now

# Audience: Enterprise Leaders

## Email #1:

**SUBJ:** *Staying ahead in the messaging game?*

Dear [FIRST NAME],

Forward-thinking enterprise leaders understand the importance of carving out a strategic edge over the competition — particularly when it comes to game-changing shifts in tech or consumer behavior.

Position your enterprise at the forefront of innovation: Our comprehensive "Ultimate Guide to the WhatsApp Business Platform for Marketers" unveils techniques and strategies that are essential for harnessing the power of business messaging.

**CTA:** [button] Let's get started

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## Email #2:

**SUBJ:** *Lead with impact: The WhatsApp advantage*

Dear [FIRST NAME],

Enterprise leaders not only have to think about their company's day-to-day operations, but its future.

As customers increasingly crave innovative engagement, how can brands feel confident they're getting the most out of their marketing spend? Our comprehensive "How To Measure Campaign Effectiveness with the WhatsApp Business Platform" guide can help you determine what works — and what doesn't — in your messaging campaigns.

**CTA:** [button] Read now