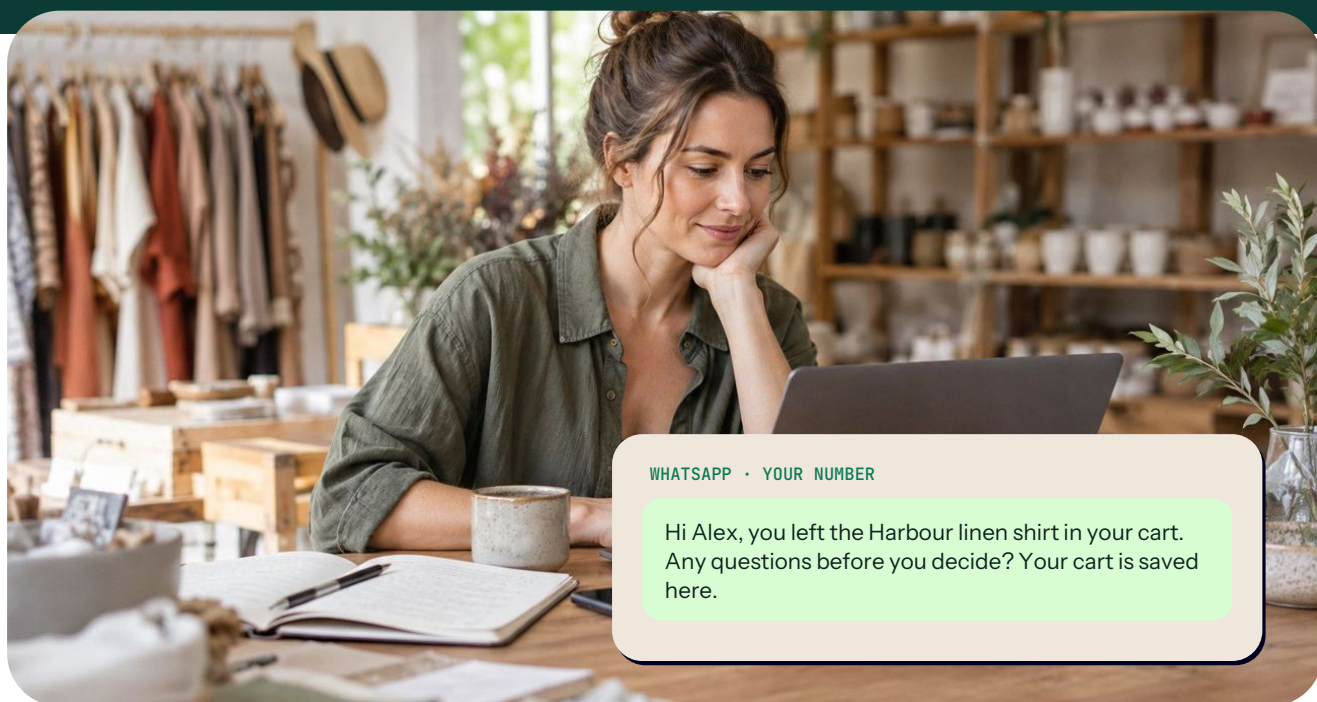


WhatsApp for marketing teams

Campaigns and journeys that start conversations, not just clicks. Launch offers, welcome new subscribers, recover carts and bring lapsed customers back, with messages people can reply to.



INSIDE THIS GUIDE

- Why WhatsApp works for marketing
- Trigger, journey and goal for each
- What to measure
- 13 marketing use cases
- A 30-day launch plan
- Responsible messaging

01

Why WhatsApp works for marketing

REASON 1

Customers can reply, so a campaign becomes a conversation instead of a one-way announcement.

REASON 2

Messages come from your own business number, which customers can save and recognise.

REASON 3

Rich templates support images, links and clear calls to action, reviewed by Meta before use.

02

13 marketing use cases

Each has a full playbook on convohut.com.

Abandoned cart recovery

A left cart is a customer halfway to yes. Start a friendly WhatsApp conversation that answers the question stopping them, with their saved cart one tap away.

TRIGGER Shopify reports a cart with a known, consented customer and no order after your chosen wait.

JOURNEY Wait › Check › Send › Wait for a reply › Last nudge

GOAL More carts completed, and a clear record of what stopped people buying.

Full playbook: convohut.com/use-cases/whatsapp-abandoned-cart/

Abandoned checkout recovery

Someone who reached checkout has already chosen what to buy. A timely WhatsApp message with their checkout link and a real person behind it clears the last hurdle.

TRIGGER Shopify reports an abandoned checkout with a consented WhatsApp number.

JOURNEY Wait › Check › Send › Route replies

GOAL More completed checkouts, and insight into the costs or concerns that stop people at the last step.

Full playbook: convohut.com/use-cases/whatsapp-abandoned-checkout/

Browse abandonment

When a known customer keeps looking at the same product, a light, helpful message can answer the question they haven't asked yet.

TRIGGER A product-view event for a known, consented customer arrives through Zapier or a Google Sheet, with no add-to-cart after your chosen window.

JOURNEY Wait › Check › Send › Stop

GOAL Conversations with interested customers before they buy elsewhere.

Full playbook: convohut.com/use-cases/whatsapp-browse-abandonment/

Welcome series

When someone subscribes, signs up or buys for the first time, welcome them on WhatsApp with something useful and an open door to reply.

TRIGGER A new row arrives in your sign-up sheet, a Zapier-connected form submits, or Shopify creates a new customer with consent.

JOURNEY Send › Wait › Branch › End

GOAL A warmer start, earlier replies and more first purchases or bookings.

Full playbook: convohut.com/use-cases/whatsapp-welcome/

Win-back campaigns

Customers who haven't bought or visited in a while usually haven't left for good. A personal WhatsApp check-in brings many of them back.

TRIGGER Your weekly export lists customers whose last order or visit is over your chosen number of days, or Shopify shows no order in that period.

JOURNEY Send › Wait › Branch › Stop

GOAL Returning customers, and honest feedback from the ones who don't come back.

Full playbook: convohut.com/use-cases/whatsapp-win-back/

Replenishment reminders

For products people use up, a timely WhatsApp message makes reordering effortless, and keeps them from buying elsewhere.

TRIGGER A purchase reaches the point where the product is likely running low, based on the date in Shopify or your sheet.

JOURNEY Wait › Check › Send › Follow up

GOAL More repeat orders at the right time, with less discounting.

Full playbook: convohut.com/use-cases/whatsapp-replenishment/

Review requests

The best time to ask for a review is right after a good experience. A WhatsApp message with a direct link makes it easy for happy customers to say so.

TRIGGER An order is fulfilled in Shopify, or a completed job or visit is added to your sheet.

JOURNEY Wait › Send › Route replies › Stop

GOAL More reviews, and early warning when something went wrong.

Full playbook: convohut.com/use-cases/whatsapp-review-request/

Promotions and sales campaigns

Send your sale, new menu or seasonal offer to the customers most likely to care, and handle the questions it creates in the same conversation.

TRIGGER You choose an audience from your contacts, a sheet or imported list and schedule a campaign.

JOURNEY Choose the audience › Choose the template › Review › Send and handle replies

GOAL Offers that reach the right people, with replies your team can turn into orders.

Full playbook: convohut.com/use-cases/whatsapp-promotions/

Product and service launches

Build a waitlist, then tell everyone the moment you launch, with a conversation ready for their questions.

TRIGGER Waitlist sign-ups land in a sheet; on launch day you send a campaign to that list.

JOURNEY Confirm › Tease › Launch › Answer

GOAL A stronger launch day, with more sales from people who already raised their hand.

Full playbook: convohut.com/use-cases/whatsapp-product-launch/

Event and webinar invitations

Invite, confirm and remind attendees on WhatsApp, and follow up afterwards with the replay or next step.

TRIGGER A registration arrives in your sheet (from your event tool, form or Zapier), or you send an invite campaign to a list.

JOURNEY Confirm › Remind › Follow up › Handle replies

GOAL More registrations turning into attendees, and a warm follow-up for everyone.

Full playbook: convohut.com/use-cases/whatsapp-event-invitations/

Ad lead follow-up

Leads from Facebook and Instagram lead forms go cold fast. Send them to ConvoHut through Zapier or a sheet, and start a WhatsApp conversation while they still remember clicking.

TRIGGER A new lead-form entry reaches your sheet or is sent to ConvoHut through Zapier.

JOURNEY Send › Qualify › Hand over › Nudge

GOAL More ad leads turning into conversations, bookings and sales.

Full playbook: convohut.com/use-cases/whatsapp-ad-lead-nurture/

Birthday and anniversary messages

A personal message on a birthday or membership anniversary is one of the few marketing messages people are glad to get.

TRIGGER A due list in your sheet shows customers whose birthday or anniversary is in the next few days.

JOURNEY Send › Reply › Reminder

GOAL Warmer relationships and more visits in birthday weeks.

Full playbook: convohut.com/use-cases/whatsapp-birthday-offers/

Back-in-stock and waitlist alerts

When a popular product returns, message everyone who asked, before the stock runs out again.

TRIGGER A waitlist sheet (or form via Zapier) collects requests; when stock returns you send a campaign to that list.

JOURNEY Confirm › Notify › Handle replies

GOAL Faster restock sales to the customers who were already waiting.

Full playbook: convohut.com/use-cases/whatsapp-back-in-stock/

03

Your first 30 days

1

Week 1

Connect your WhatsApp Business Account and the sheet, Zapier app or Shopify store that holds your customer data. Complete Meta business verification with our help.

2

Week 2

Pick one use case with a clear goal. For marketing teams, abandoned cart recovery or abandoned checkout recovery are good first choices. Write and submit the templates.

3

Week 3

Test with your own number and a few colleagues: every branch, every stop rule, an opt-out.

4

Week 4

Go live, watch replies daily, and review the numbers after two weeks before adding the next journey.

04

What to measure

- Delivered and read rates per campaign
- Reply rate, and what people ask
- Orders or bookings in the window you define
- Opt-outs per 100 messages

05

Responsible messaging

Consent first

Message people who have agreed to hear from you on WhatsApp, include an opt-out in marketing templates, and keep sensitive details out of messages. Meta reviews every template before you can use it.

06

Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo