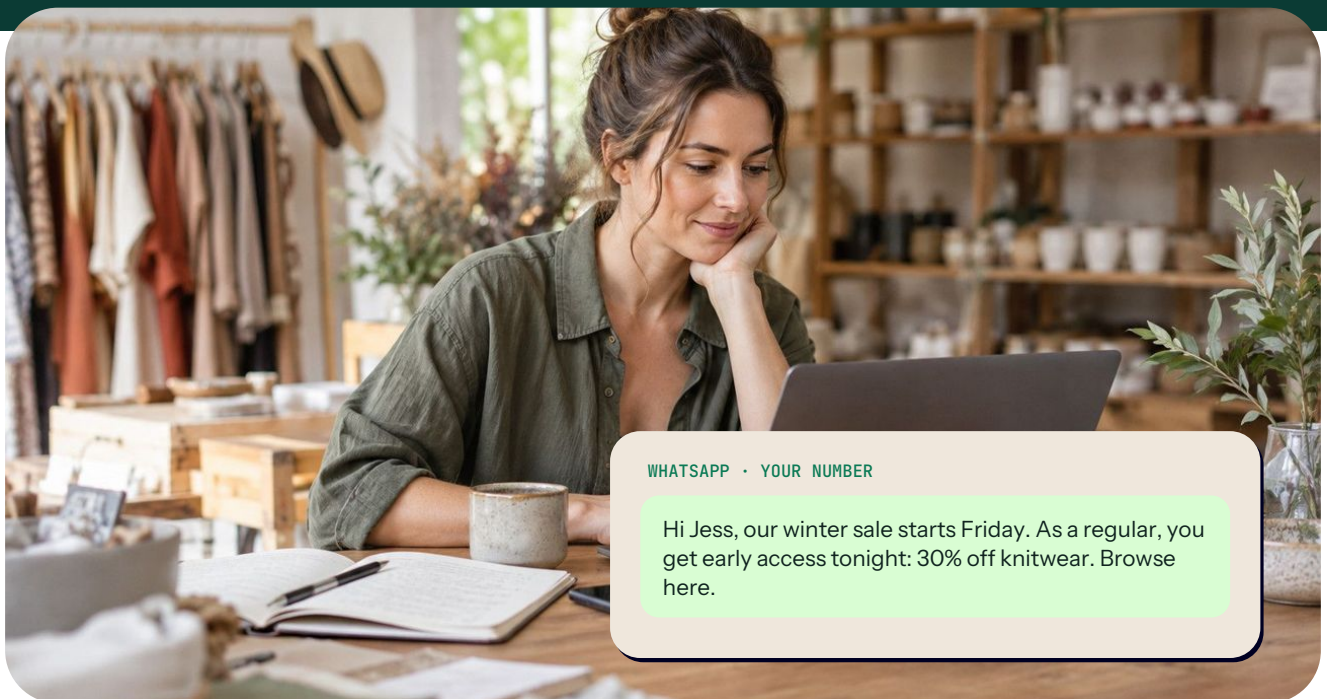


# Announce your offer where customers actually read it.

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.



## INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01

## At a glance

### TEAM

Marketing

### STARTS FROM

Google Sheets, Contact import, Shopify, Zapier

### TRIGGER

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

### GOAL

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

### STOPS WHEN

Campaigns send once. Replies are handled in the inbox.

### LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02

## In practice

A good promotion is timely, relevant to the people receiving it, and easy to act on. On WhatsApp it also creates questions (sizes, stock, delivery), and those questions are buying signals. Send to a segment that fits the offer, then make sure someone is watching the inbox.

03

## The moment

### THE MOMENT

Your end-of-season sale starts Friday and you want your best customers to hear first.

### WHY IT SLIPS TODAY

Sale emails compete with dozens of others. SMS can't handle a reply. And blasting everyone the same offer trains people to ignore you.

### WHAT CHANGES

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

04

## How the journey works

The steps on the left, and what your customer sees on the right.

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

1

### Choose the audience

Filter to customers who opted in and fit the offer, for example past buyers of a category.

2

### Choose the template

A marketing template with an image, the offer and a clear link or reply prompt.

3

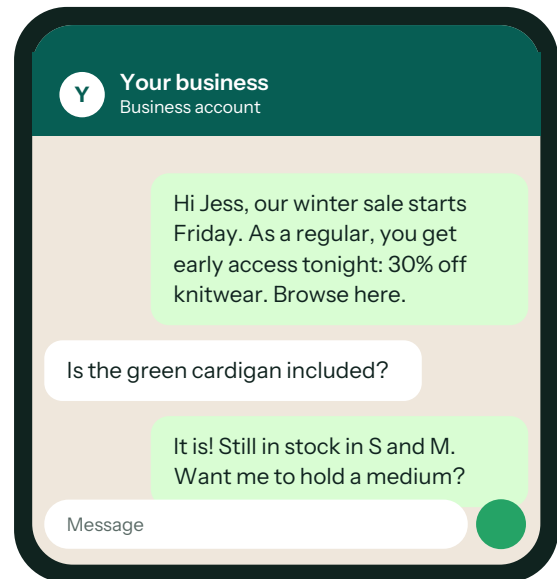
### Review

Check the audience size, exclusions and the estimated Meta cost before sending.

4

### Send and handle replies

Replies land in the shared inbox for your team to answer.



A fictional example. Write templates in your own voice and get them approved by Meta.

### Stops when

Campaigns send once. Replies are handled in the inbox.

05

## Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- First name
- WhatsApp number
- Segment or tag
- Last purchase
- Marketing consent

## 06 Set it up in ConvoHut

- Import or connect your customer list with consent status.
- Create a marketing template with your offer.
- Build a segment for the right audience.
- Review cost and exclusions, then schedule.
- Watch replies in the inbox.

## 07 The message sequence

Example templates. `{{variables}}` are filled from your sheet or store. Submit each one to Meta for approval.

### 1. Scheduled send

MARKETING • sale\_early\_access\_v1

Hi `{{first_name}}`, our winter sale starts Friday. As a regular, you get early access tonight: `{{offer}}`.  
Browse here: `{{link}}`  
Buttons: Shop now | Stop promotions

## 08 Example sheet

Only the phone column is required. Example data only.

| first_name | phone       | segment         | last_purchase | consent |
|------------|-------------|-----------------|---------------|---------|
| Jess       | +61 4** ... | Knitwear buyers | Jun 2026      | yes     |
| Olivia     | +61 4** ... | Knitwear buyers | May 2026      | yes     |
| Chris      | +61 4** ... | VIP             | Aug 2026      | yes     |

## 09 Build it in ConvoHut, node by node

|          |                              |                                                                                      |
|----------|------------------------------|--------------------------------------------------------------------------------------|
| CAMPAIGN | <b>Market &amp; Audience</b> | Choose the market and the list: an import, a sheet or selected contacts.             |
| CAMPAIGN | <b>Template</b>              | Pick sale_early_access_v1.                                                           |
| CAMPAIGN | <b>Customise</b>             | Map <code>{{first_name}}</code> , <code>{{offer}}</code> and <code>{{link}}</code> . |
| CAMPAIGN | <b>Compliance</b>            | ConvoHut checks consent and opt-out requirements for the market.                     |
| CAMPAIGN | <b>Review &amp; Send</b>     | Check the audience size and estimated Meta cost, then send or schedule.              |

10

## Branches

### ON REPLY

Replies land in the shared inbox with the campaign name, so your team knows what the customer is responding to.

### ON TIMEOUT

Campaigns send once. There's no automatic follow-up unless you build a journey for it.

### ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11

## Mistakes to avoid

- Sending the same offer to every contact.
- Sending more than a few times a month.
- Launching when nobody can answer replies.

12

## Measure and improve

### What to measure

- Delivered and read rates
- Replies
- Orders or bookings during the offer window
- Opt-outs per campaign

### Good practice

- Segment rather than sending to everyone.
- Give people a reason to reply.
- Keep a steady rhythm; don't send daily.

13

## Variations to try

- Restaurants: this week's specials to locals.
- Salons: quiet-day offers to regulars.
- Stores: early access for repeat customers.

14

## Questions

### Is this bulk messaging?

It's a campaign to people who opted in, with replies handled by your team. ConvoHut is built for two-way conversations, not one-way blasts.

### What does a campaign cost?

ConvoHut doesn't charge per message. Meta charges for delivered marketing messages at its published rates, billed to your account.

15

## Responsible messaging

### Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

16

## 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](https://dashboard.convohut.com) · Book a demo: [convohut.com/demo](https://convohut.com/demo)