

WHATSAPP EDUCATIONAL MARKETING



AgriXPlainer

Description of the activity

- **Whatsapp educational marketing** involves the use of WhatsApp or other instant messaging activity to keep the contact with your customers and update them about your new educational activities concerning food
- **Whatsapp**, if compared to classical emails, has the great advantage to have a great rate of open rate and engagement by users. We usually read mostly all Whatsapp messages we receive and cannot say the same of e-mails for example. For the same reason, we should use this powerful tool with measure.

Easy operations to be replicated

- Identify a unique Whatsapp number for the relations with customers. Integrate their use in your practice with a goal (ie informing them about new offer, or new educational materials connected with your educational marketing tools.
- When gathering new contacts of your customers through online or paper forms, adopt also the phone number. Explain how the phone number will be used and for what purposes (for example, through this procedure you will receive premium content about how to identify sustainable food; you will receive an videocourse on how to cook X, etc.)
- Install links in your website to contact directly the Whatsapp number, not only for purchasing products, but also to get suggestions and educational content about food. To install a link with direct connection to the corporate WhatsApp number is very easy, since the link is formed by the following formula: <https://wa.me/yournumberincludingprefix>. For example, with an Italian prefix (+39), you should write the link as follows <https://wa.me/393295997585>

Expected outcomes

Purpose	Added value	Target Audience
To promote educational marketing informally. To allow asynchronous communication and increase the digitalization of your communication	Whatsapp is an highly accessible app. The vast majority of users adopt it and usually open and read all messages. The high deliverability rate and accessibility provide a clear added value in terms of reaching the audience, higher than e-mail marketing.	All customers can be target audience of the Whatsapp Educational Marketing

Type of experts to be involved

- IT experts
- Social media manager

Requirements

Geographical requirements	Type of products	Legal requirements
Whatsapp marketing allow you to keep informed also customers located in distant places and keep them informed about the novelties around your products. Whatsapp marketing is particularly useful for allowing specific questions with customers, providing suggestions, keeping them informed	You can use Whatsapp marketing both for assisting customers in your e-commerce or taking orders and also to make educational marketing. Adopt Whatsapp marketing also to promote informational and educational products like dedicated guides, illustrative videos or any other content in digital format	Whatsapp Marketing follow exactly the same process of other digital communication (ie e-mail marketing campaign). The process of integrating Whatsapp numbers of your customers through digital or paper format follows the GDPR rules, and the privacy policy adopted to collect these contacts should be GDPR compliant.

Tips & tricks/successful case study

1. Whatsapp Educational Marketing is very effective since dyadic communication provide a high level of humanity and personalization of the service. Therefore, it would be suggested to adopt whatsapp automation for some of your communication
2. LoopMessage is a service you can adopt in order to send updates to all your customers or segment them in lists. In this way, you will be able to program and send messages to thousand people in few clicks. Adopt this strategy with measure and only for relevant and positive messages. Examples of positive messages are gifts (for example, coupons) or provision of educational marketing activity (for example,

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