

Opt-in guide for WhatsApp

Building Viable Business Communications



Opt-In Guidelines for Notifications

1

Consent via 3rd Party Channel

SMS

Email

Location

Website

App

IVR

Missed Call

QR Code

Clear Opt-In

A message denoting the type(s) of messages the users is signing up



I want to receive delivery notifications over WhatsApp.

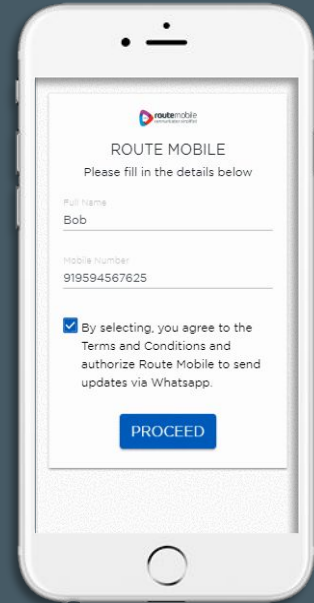


2

Active Opt-In

Triggered by user's action. E.g.:

- Typing a phone number
- Selecting a check box

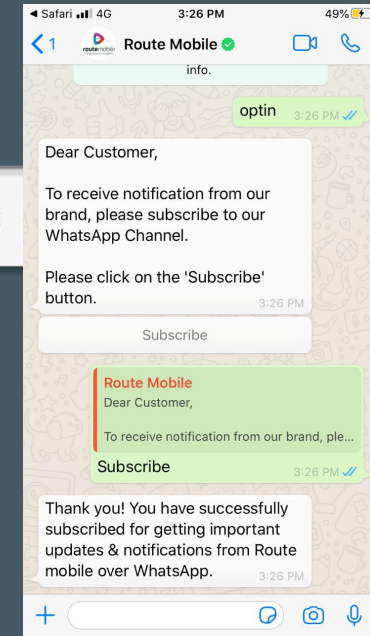


Note: A user-initiated Session Message (MO) with valid keyword is now considered as a valid opt in source.

Opt-In Channels

Opt In now Allowed within WhatsApp Thread

- Optin within WhatsApp can be taken only via User initiated conversations
- Clearly communicate the value of receiving important updates on WhatsApp.
- Be explicit about the type of messages a user will opt for.
- Avoid messaging users too frequently to mitigate the perception of spam.
- Honour user requests to avoid a user from blocking or reporting your brand.



QR Code and Masked Link

A users quickly starts a conversation with the brand on WhatsApp by scanning a unique QR code.

Phone number in WhatsApp ME links are now masked.

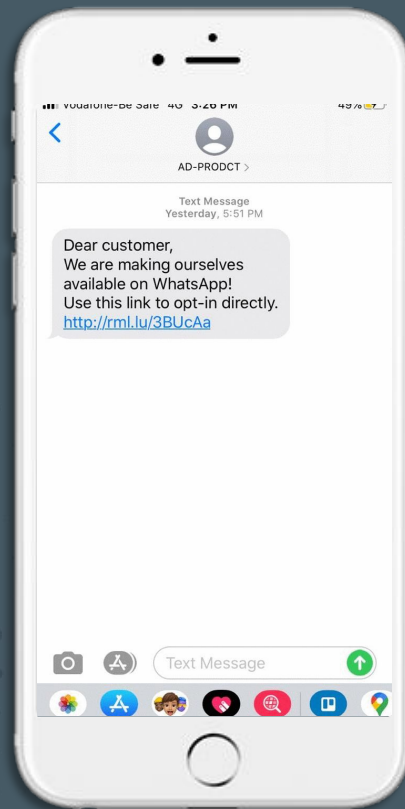
Activity: Participants to scan the QR code or click on

<https://wa.me/message/DURI7LENXDE4G1>



A brand uses SMS to let users know of the former's presence on WhatsApp. Route Mobile helps to create a simple one-click SMS option that directs a user to the brand's new and improved WhatsApp communication channel.

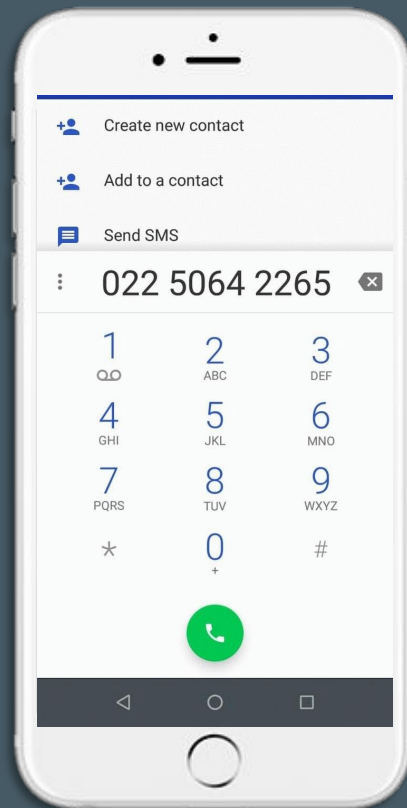
Activity: Participants to share their mobile number.



Missed Call

A brand publishes a number and ask their users to opt in for receiving notifications on WhatsApp by simply calling the number. Route Mobile helps to provide a missed call opt-in capability.

Activity: Participants to give a missed call on +9122-50642265 to Subscribe Route Mobile and interact with us.



Email

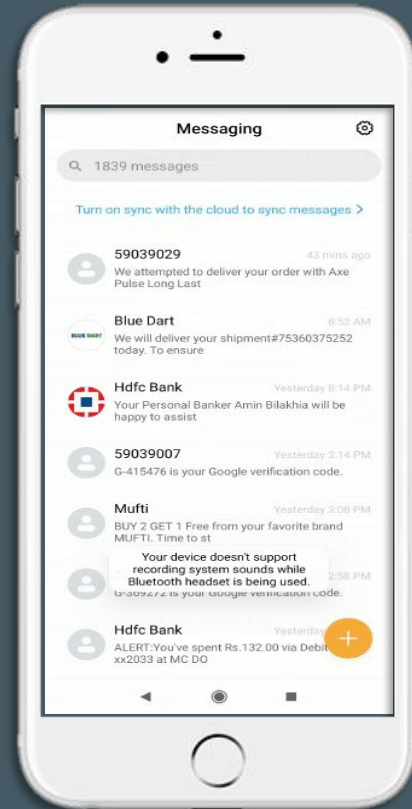
Email is a great way to connect with users and provide a comprehensive pitch. Route Mobile helps to embed a form in the email, which allows for a one-step consent.

Activity: Participants to share their email address.



Get your user's WhatsApp opt in by using the powerful Brandi5 solution of Route Mobile. Embed a button in a Branded SMS and link it using a URL to the brand's WhatsApp number.

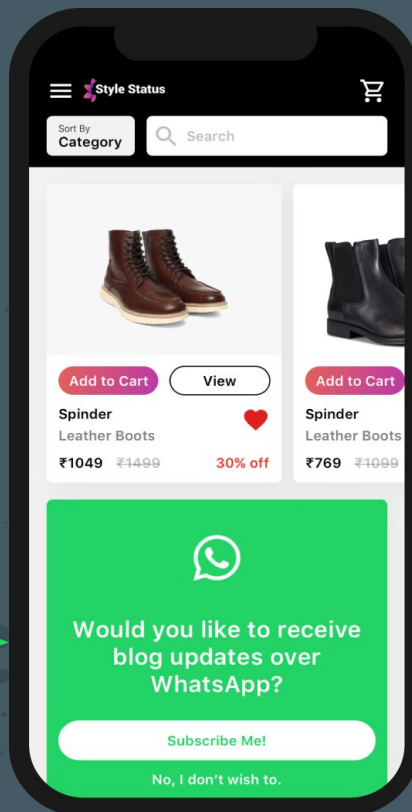
Activity: Participants with Xiaomi handset to share their mobile number.



In-App Promotion

An overlay screen in the brand's mobile app helps to procure a WhatsApp opt in for a signed-in user.

It eases user experience and promotes the brand's products through an effective call-to-action button.



Website

A brand's website is the most valuable digital asset. Regardless of the industry, a website is the best place to collect opt ins.

Both, new and existing users can sign up or sign in to receive WhatsApp messages.



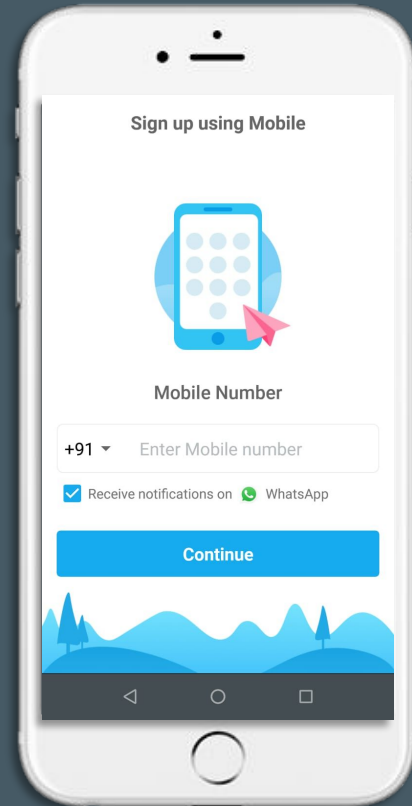
Type your daily shopping list in WhatsApp

Shop from nearby stores directly on WhatsApp.
...make payment & get free immediate delivery

Click here to start shopping on WhatsApp  OR

Mobile App

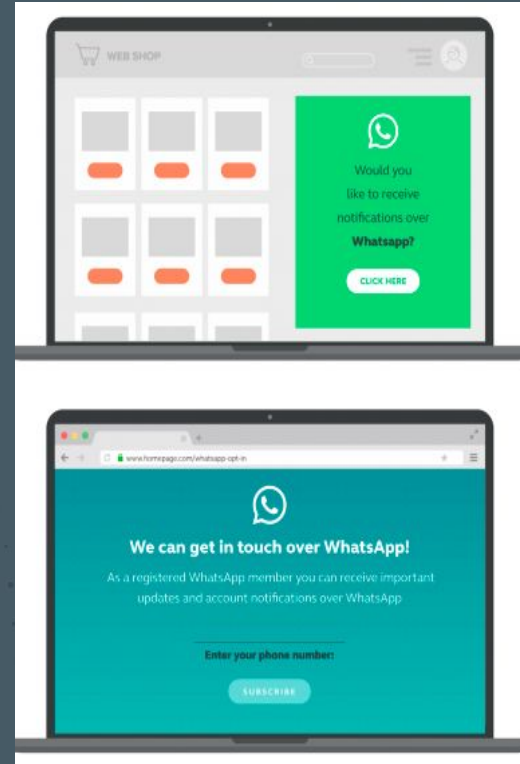
A brand prompts users visiting the mobile app to choose WhatsApp as a medium of contact.



Creating a Landing Page

Brands attract visitors to opt-in page by announcing the addition of WhatsApp channel and share a link on the Home page, social media channel, email newsletter etc.

Route Mobile helps the brand to create a landing page where users provide their phone number. After the user confirms successfully, the webpage redirects the user to the Thank You page.



**How do I get my audience
to Start a Conversation?**

QR Code

Add +918928894215 to your contacts and send a "Hi"



Else

Scan the QR code



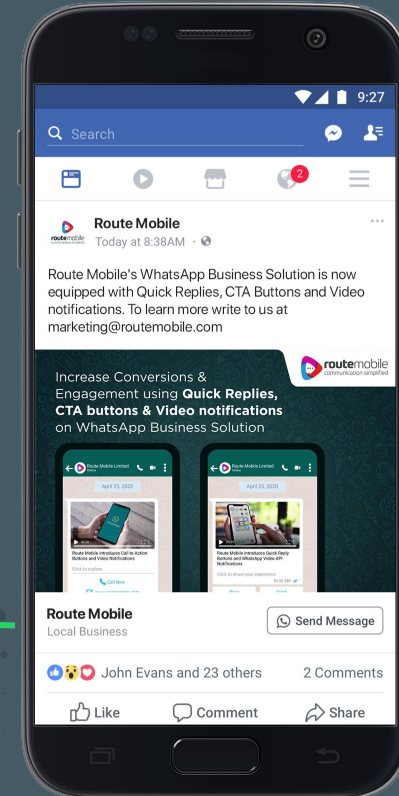
Facebook Ads that Click to WhatsApp

Customers who interact with your Facebook ads can directly chat with your WhatsApp Business API account. This personal connection helps the customer feel comfortable with the brand and simultaneously:

- Offers great customer service
- Drives sales
- Builds trust

Route Mobile
Local Business

 Send Message



IVR Deflection to WhatsApp



- User calls customer support of the Brand on their published number



- The IVR plays out options for Menus and to speak to an Agent on the call
(User opts to speak to an Agent and is placed in Queue with a wait time)



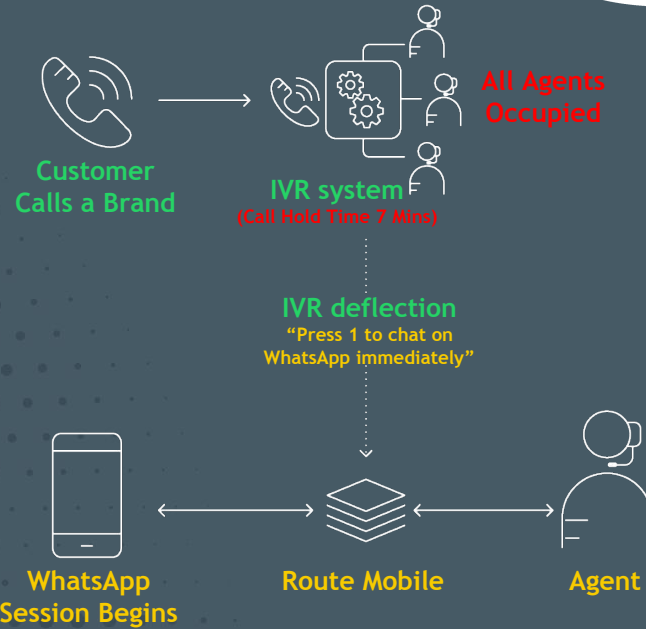
- User selects an options that is built for IVR deflection
(eg: Press 1 to continue this conversation on WhatsApp)



- User gets a notification on WhatsApp from the Brand and starts the chat there



- End to end query resolved over WhatsApp via two way conversational chat

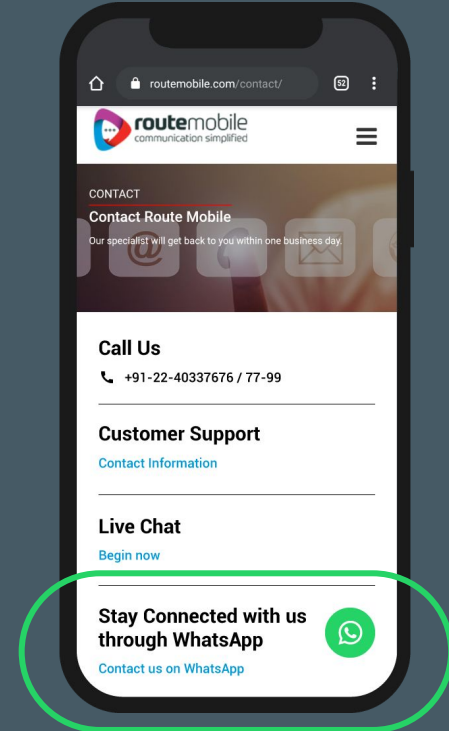
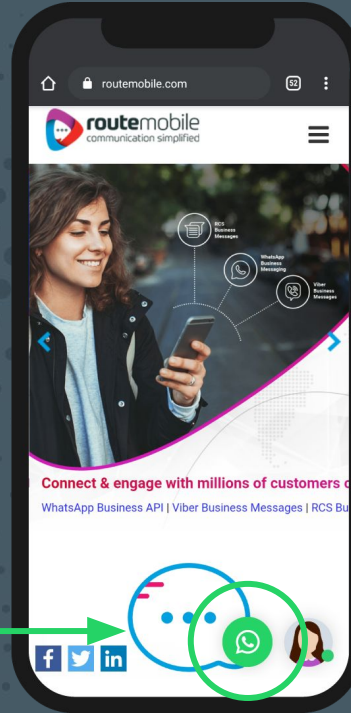


Benefit now from the WhatsApp Business Platform

Deflecting to WhatsApp Business should be a priority. After all, **messaging is preferred by 76% of consumers** - yet 92% of consumer interactions with brands are still voice call-based

Websites that offer Click to Chat

Strategically placing a WhatsApp 'Contact Us' or 'Click to Chat' button on your Home page, Contact page, or Support page makes your business instantly accessible to customers through WhatsApp.



Email Signatures with Custom URLs

A call to action (CTA), encourages customers to take that next step.

A CTA can open a direct connection between you and your customer through emails.

Support agents or employees can add [wa.me](#) links in email signatures.

Such a CTA link opens a WhatsApp conversation with your company from the email.

Craft your custom link:

<https://wa.me/business phone number>



Search Engine Results Page (SERP) Listing - Google

Businesses leverage metadata on their webpages to increase their Google search rank.

When they do this to attain a high rank for their 'WhatsApp customer support' Google search, it opens an avenue for customers to chat with the business.

A WhatsApp channel exposure can be made even higher by purchasing Google's text ads.

<https://routemobile.com/contact/>

Route Mobile > Contact us

Want to know more about how WhatsApp Business Solution work? Our messaging experts will schedule a demo for you. WhatsApp us at +91 1234567890

[Contact Us](#) | [Product Demo](#) | [Office Location](#)

<https://routemobile.com/contact/whatsapp>

Get Support via WhatsApp – Route Mobile

Add Route Mobile support number to phone contacts, then send us your question via WhatsApp or scan this QR code to chat with us

<https://routemobile.com/contact/>

Route Mobile WhatsApp Care – Drop Your Queries @+91 1234567890 | Route Mobile

Now get a quick fix to your queries related to Route Mobile products, connect with us on WhatsApp number (+91 1234567890) for prompt response & instant support

Product Packaging

Businesses find that all a customer needs to initiate a chat is to save the WhatsApp business phone number printed on the product's label.



Outdoor Advertising

Placing your WhatsApp Business number on a billboard ad ensures any potential customer can connect with you.



Healthcare
Medical Services

YOUR HEALTH IS OUR PRIORITY

We offer the best healthcare for you and your family



OUR BEST SERVICES



Emergency

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the.



Vaccination

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the.



Laboratory Test

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the.



House Call

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the.

World Class Infrastructure & Healthcare Specialist

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the1900s. Lorem Ipsum is simply dummy text of the printing and typesetting industry.



 **+880-115-551-8400**

 hello@helathcare.com

 www.helathcare.com

Healthcare Medical Center
2100 Sherpur Sadar Sherpur,
Dhaka Bangladesh



+880-115-551-8400

Thank You

