

INTRODUCTION

Who is Adesewa Kofoworola Lawal?

I am an online marketer, who sells digital and physical products. I make money online using my phone and social media platforms for marketing. I am passionate about marketing, I enjoy the stress and results (sales) that comes with it. I am also a teacher, an entrepreneur and a lover of God.

I have had a good level of success being a social media manager. I have taught so many also. I have a keen interest in helping people see how they can use their smartphone to make money online.

Why?

Because Financial independence is very key to unlocking potentials. And in the world today, it seem like it is not so easy to get it done but with the right information, you can.

It is possible

You can do it

You are possible!!!!

Why WhatsApp?

I do not know about you but for me, I count Social Media as a source of blessing that helps my business so well. With the use of social media applications, I have the opportunity to advertise my goods and services to various groups and platforms. An example of a social media app is

WhatsApp, through which I have been able to build a very good customer base. Marketing via WhatsApp has helped me reach out to people far and near, those I know and those that I do not know and this has overtime contributed to great sales for me.

As promised, I have made a platform available for anyone without a business of their own without leaving out those who may be looking to engage and promote other businesses. In essence, all you need to learn about **dropshipping will be taught in WMU 2.0**. You will learn how to obtain pictures of goods, advertise them using your WhatsApp, get a reasonable number of customers, make sales and get your profit. All without stress!

A PERSONAL EXPERIENCE



In the year 2021, I lost a huge sum to an investment platform. I am sure you can relate to this as it is a common occurrence today. Did you lose yours to MMM, Juicebox, Stalwart, Racksterli or Quintessential? Well, you are not alone (smile). So, I lost all I had worked for from 2019 to March 2021. It was a painful experience and one that made me ask myself about where to start from; I had several sleepless nights coupled with a heavy

headache. However, I “*failed forward*”. I told myself that “*tough people get out of bad situations stronger*.”

After the tears and mourning of my gone income, I said to myself that I am going to get more than I have lost. This decision made me pick up a course I had bought in the year 2020 during the peak of the COVID-19 induced lockdown on “WhatsApp Marketing” and so I revised; brushed off the teachings. I got intentional about using my WhatsApp status to make more rather than burn away my time. The journey began and in just 2 weeks, it would interest you to know that I made **#90,000.00 in profit** .

A few questions come to mind whenever you think of WhatsApp Marketing. They include the following:

- How do you get customers for your goods and services through WhatsApp?
- What do you do to gain the trust of your customers?
- How do you retain your customers after 1st patronage?

You need specific knowledge on how to do this and interestingly, the answers you need are contained in this book. Go right ahead and dive deeper, ensure you take notes as you read. Then, be intentional about putting all you will learn into practice. The outcome of your intentionality will amaze you so much that you would reach out to me in appreciation.

WHATSAPP MARKETING UNBOXED!



WhatsApp Marketing is a process through which communication, sales and promotion of goods and services are done via WhatsApp. It is a type of messenger marketing that implies promoting a brand through the application. WhatsApp has helped brands reach an enormous audience, build strong relationships with customers and exponentially increase sales. When You think of advertising via social media, several platforms run through your mind such as Instagram, Twitter, Facebook and so on. But what if I tell you there is WhatsApp which has more users than Instagram and LinkedIn combined and I am pretty sure you do not have an idea of how great you can run a business on the platform.

Why Use WhatsApp Business For Business?

WhatsApp Business unlike the normal WhatsApp application has been designed with so many unique features that allow businesses to run online. Some of the features include; catalogue, auto-respond, direct WhatsApp, et cetera. If you want to run a business effectively via WhatsApp, it is perfect to use this other version instead of

the regular application and so if you do not have it installed already, then hurry now and download it.



Marketing Terminologies

You need to get familiar with the following marketing terms: target audience, goods and services, traffic.

1. **Target Audience:** Your target audience refers to the specific group of consumers for your goods and services, and therefore, the group of people who should see ad campaigns.

Target audience may be dictated by age, gender, income, location, interests or a myriad of other factors. For instance, let us assume that you are into the sales of dog feeds. To do your advertisement on Facebook groups, you need to look out for groups related to animals or groups for pet lovers, you would be sure that under this group, your target audience is those whose pets are puppies. (Yes or No?) Not everyone in the group would be your customer. Audience Is Targeted. Your audience is those interested in your services.



2. **Goods and Services:** These are what you have to offer for sale. Your goods and services must be customer-centric. What you have to offer to people must be one that they need and are willing to pay for. People want answers to some problems and if your goods and services answer their problems, then you are sure of getting paid for the value you can add.
3. **Traffic:** This is the number of people moving in and out of the system you have set in place.

Examples include your website, your DM (direct message), your shop and many more.

Degrees of Traffic

- a. **Cold Traffic:** These are people that are yet to hear about you hence, they think of you as a scam.
- b. **Warm Traffic:** They believe you are not a scam, they know you but they are yet to patronise you.

- c. Hot Traffic: They have patronised you, are satisfied with your services and are willing to buy more from you.

Traffic is an important resource, anywhere people are gathered there is a market (audience) and in that market, you must learn to extract your customers (targeted audience).

Reaching Your Target Audience on WhatsApp

Once you are through setting up WhatsApp Business on your phone, it is time to start thinking about ways to reach your audience. WhatsApp was launched as a messaging platform for people, friends, families to reach out to one another, discuss issues, and deliberate on whether to go on a second date with this handsome looking young man. The first thing to do here is to think of a way you and your business can fit into these conversations.

Secondly, you start to grow an audience. You might have an entire contact list on your phone and they would all most times not all be your customers. It is up to you to know how to extract your customers from the others. These are ways to do that:

1. Offer something of value in exchange for the phone numbers of your target audience.
2. Engage the services of WhatsApp influencers, WhatsAppTVs (WhatsApp ad is cheaper compared to Facebook or a YouTube ad). WhatsApp TV charges not more than 5k for your product or

service to be on their status for 24hours.)

3. Offer free training related to your service or product.
4. Offer discounts, freebies, valuable information, attractive promotions.

It is important to note that you are likely to still experience slow sales even after you have used WhatsApp TVs and WhatsApp influencers to generate traffic into your DM. You may have a good turn up, you may have to negotiate prices with some new contacts and yet none patronizes you immediately. Give it time, and trust the process as some are still doubting the authenticity of your goods and services, they want to see testimonies from other people who have used your goods or service, they want to be sure you are real and that they are not getting scammed.

Thirdly, once people start rolling in and your contact list is expanding. It is time to take it to the next step of nurturing. When nurturing your audience, you must make them conscious or subconsciously like, trust and respect your brand. People tend to buy from those they like, trust and respect. You must present yourself as one who is trustworthy. Feed them with valuable content on relevant topics. For example, if you offer catering services then you can get short YouTube videos that teach people how to make chin-chin or puff-puff; videos that are relatable and can cause a conversation between you and your audience. Urge them to do as they have been taught via your status. Make sure people are benefiting from

viewing your status, be ready to feed them with value, that way they are used to your status and excited to always want to check. One other way to engage your audience is to ask questions to get feedback. For instance, if you are not sure what kind of flavours you should add to your store, then simply ask them by sending questions using broadcast lists, via text on your status or a video. This is to make them feel their opinions are welcomed, appreciated and acknowledged, hence by so doing, you are sure of customer retention that is, you can be sure they still want to patronise you after an initial purchase.