

WHATSAPP MARKETING COURSE

DURATION : 3 MONTH



WhatsApp Marketing Curriculum

Planning and Strategy

- Define Objectives:
- Audience Segmentation
- Compliance
- Content Calendar
- Integration

Distribution and Timing

- Optimal Timing
- Frequency
- Broadcast Lists
- Automation
- Test Messages

Measurement and Analysis

- KPIs
- Analytics Tools
- Message Performance
- Customer Feedback
- Strategy Adjustment

Content Creation

- Message Clarity
- Personalization
- Multimedia
- Call to Action
- Value Proposition

Engagement and Interaction

- Two-Way Communication
- Quick Replies
- Interactive Content
- Exclusive Offers
- Feedback Collection



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