



Kickstart Conversational Commerce Through WhatsApp Mentorship Programme

BECOME AN
**EXPERT IN
WHATSAPP
MARKETING!**

EASY TO USE

SIMPLE TO UNDERSTAND

COST-EFFECTIVE

Proprietary Notice

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NO VIDEO OR
AUDIO TAPING



TURN CELL SILENT OR
PHONES OFF

[NEW]
Kickstart Conversational Commerce
through WhatsApp Marketing Campaign
(Intake 2/2023)

guide technique personal
experience mentoring reverse communication
business knowledge learning
blended formal help mentorship
mentor challenge development
program relationship process
apprentice dialogue training





Kickstart Conversational Commerce through WhatsApp Marketing Campaign

- Up to 90% Training Subsidy for SMEs!

Special Package for SMEs

- 2x Classroom Training (6-Hour)
- 6x Personalize 1-to-1 Coaching (4-Hourly)
- MiniChat Pro Solution (12-mth Subscription)



Chapter 1: Latest Trends & Understanding Conversational Commerce

Chapter 2: The Importance of WhatsApp Marketing for SMEs

Chapter 3: Creating a WhatsApp Marketing Campaign (MiniChat Solution)

Chapter 4: WhatsApp Shop with Secure Digital Payment

Chapter 5: Personal Data Protection Act / Do Not Call (DNC)

Chapter 6: Best Practices for WhatsApp Marketing (Case Studies)

Chapter 7: Mentorship Programme





INSIDER

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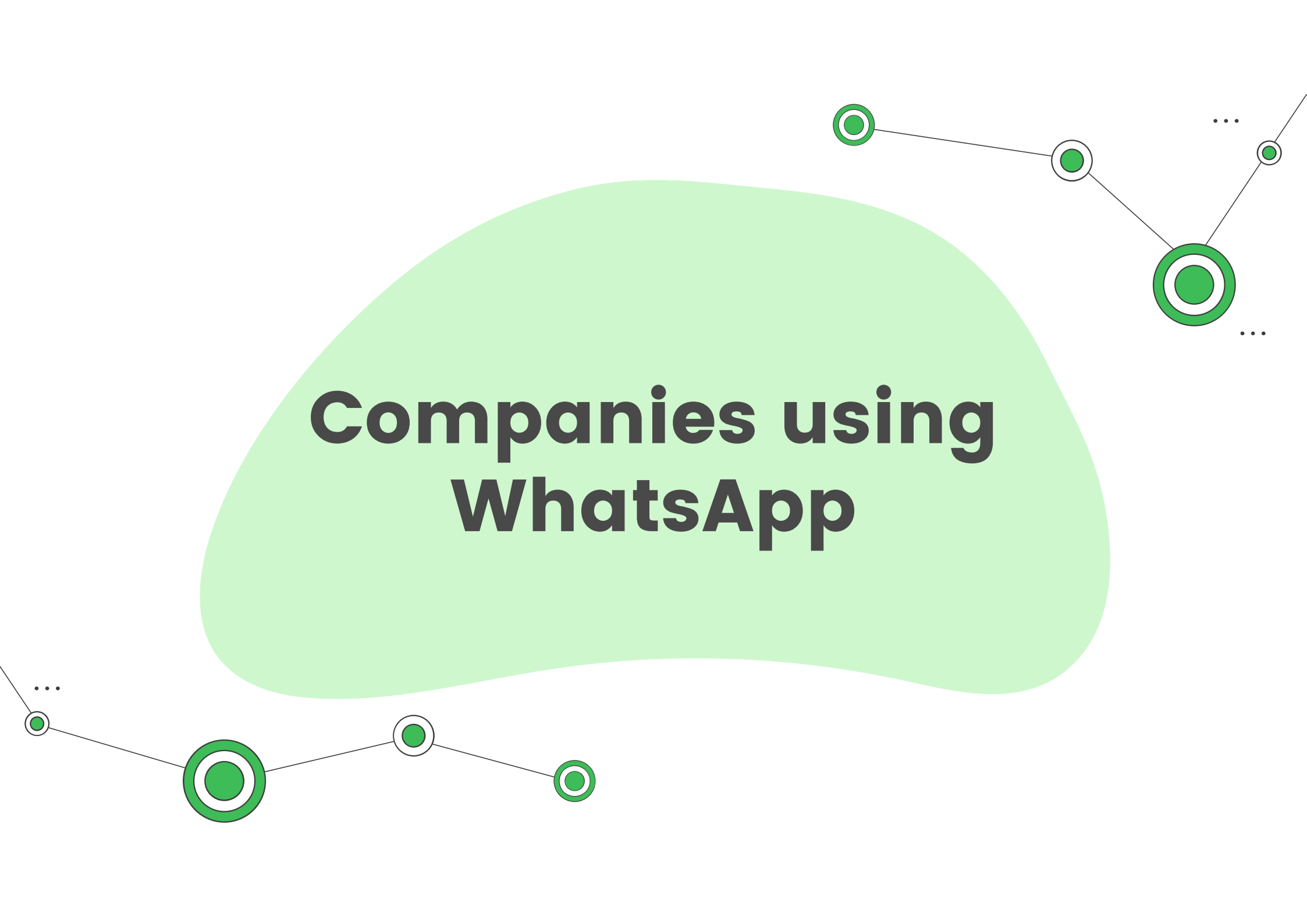
Mark Zuckerberg says WhatsApp is the 'next chapter' for Meta and could become a bedrock for business messaging

Jyoti Mann Nov 8, 2023, 8:15 PM GMT+8





Mark Zuckerberg spoke about his vision for WhatsApp. Samantha Burkardt/ Getty



Companies using WhatsApp

The Straits Times

Receive breaking news updates, in-depth analysis, and exclusive interviews with experts

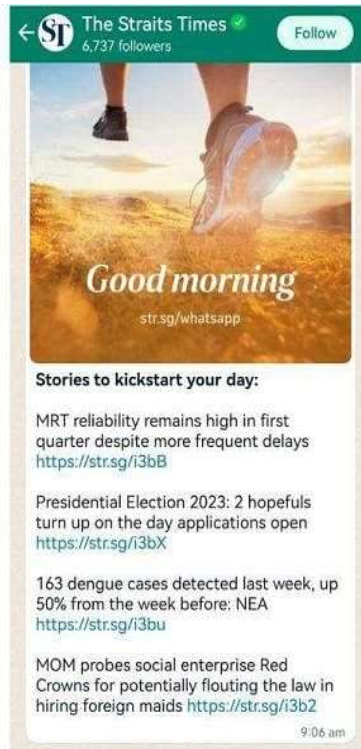
ST

The Straits Times
WhatsApp Channel Invite

View channel

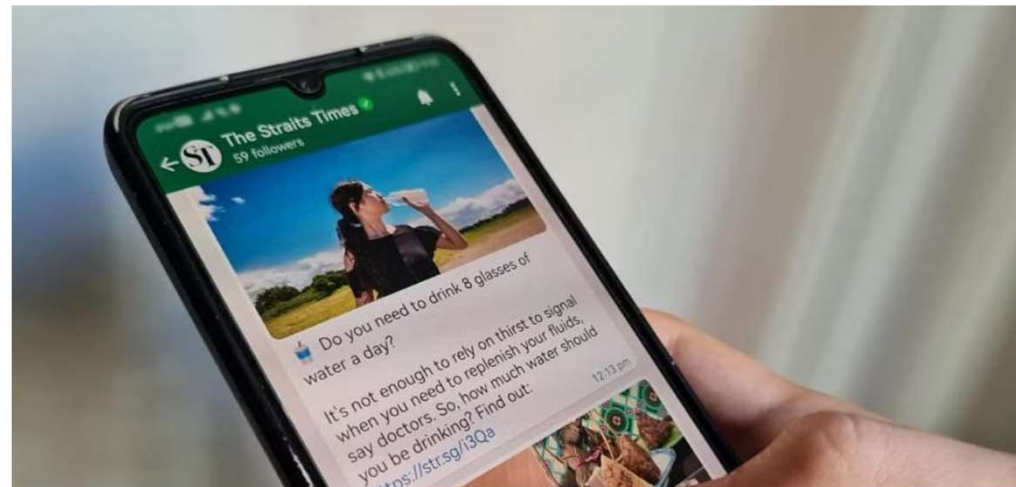
Don't have WhatsApp yet?

Download



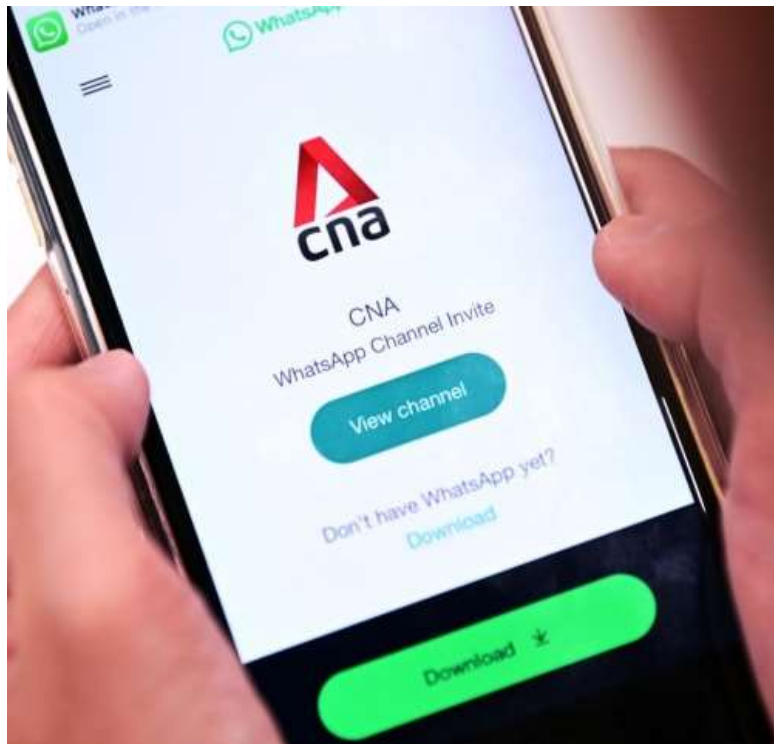
This channel has added privacy for your

The Straits Times launches its
WhatsApp channel: Join to get latest
news and must-reads



Channel News Asia (CNA)

Stay informed about the latest news and increase engagement with CNA content



WhatsApp Channels launch in Singapore: Join CNA's channel to get breaking news, our pick of must-reads

Short on time? Join CNA's WhatsApp Channel to get the latest breaking news updates and our recommendations for best reads.

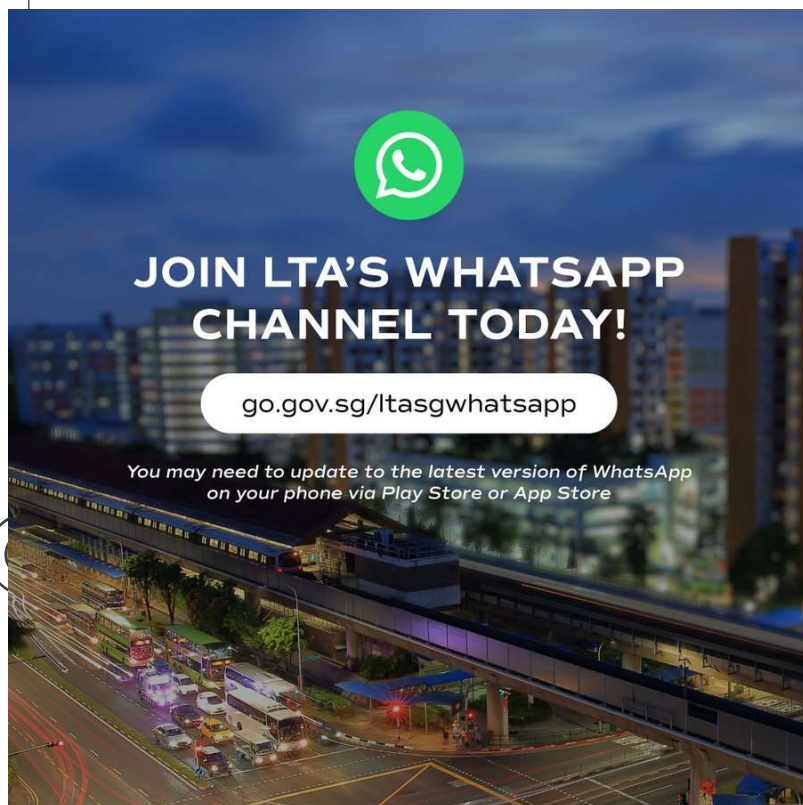


08 Jun 2023 03:25PM
(Updated: 09 Jun 2023 06:18PM)

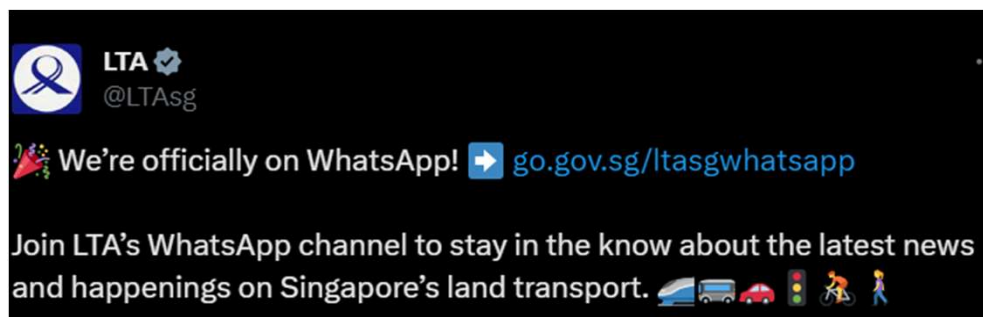




Ministry of Communications & Information Gov.sg

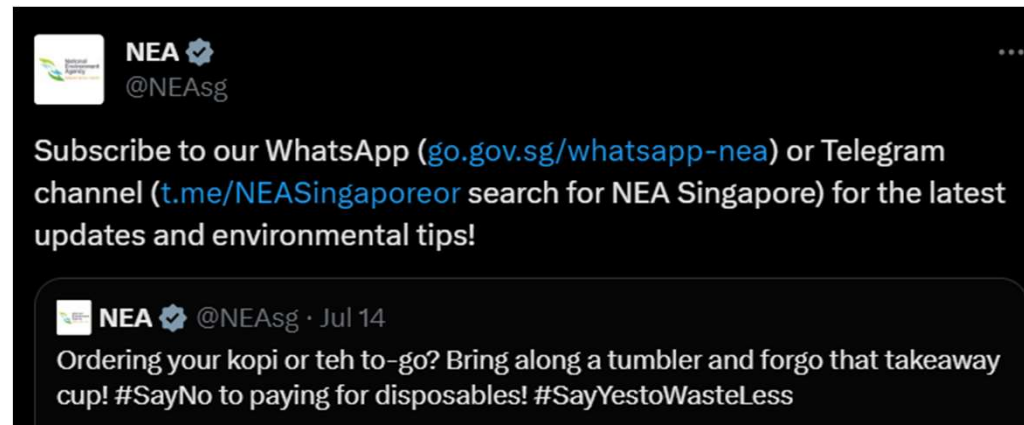
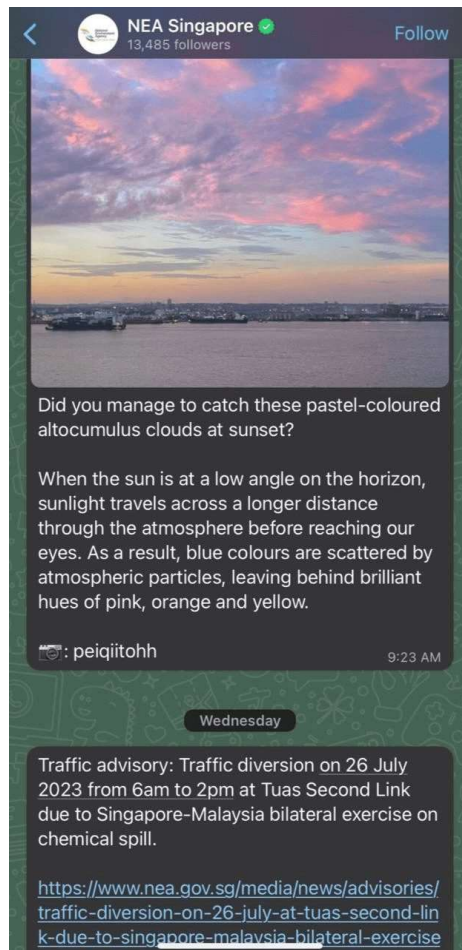


Receive government updates, access e-services, and get help with government matters

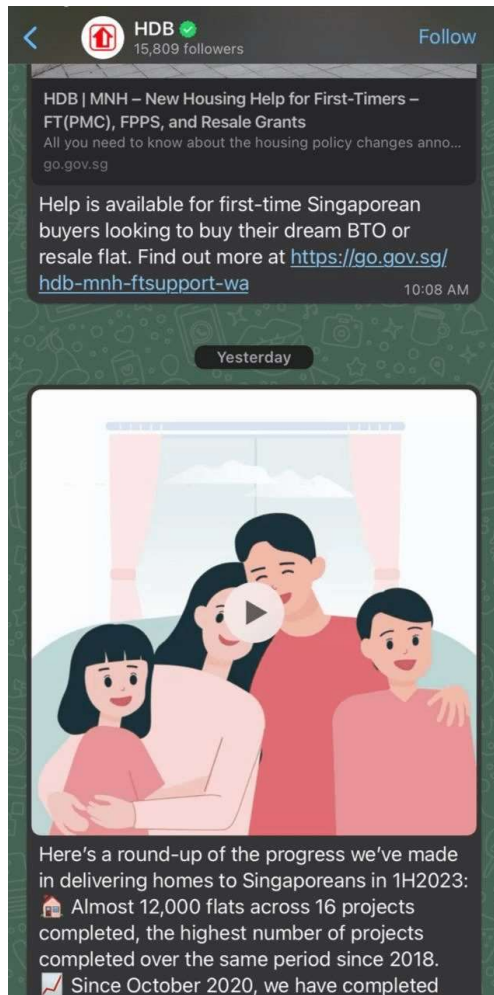


National Environment Agency (NEA)

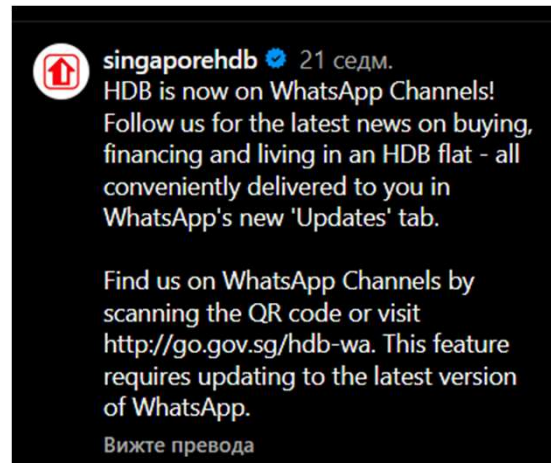
Receive weather updates, air quality alerts, and recycling reminders



Housing Development Board (HDB)



Comprehensive hub for everything related to HDB. Apart from engaging content like neighborhood highlights, you can also stay updated on BTO developments and participate in local photography competitions.



Chapter 1:

Latest Trends & Understanding
Conversational Commerce



Lead Generation



Customer Engagement



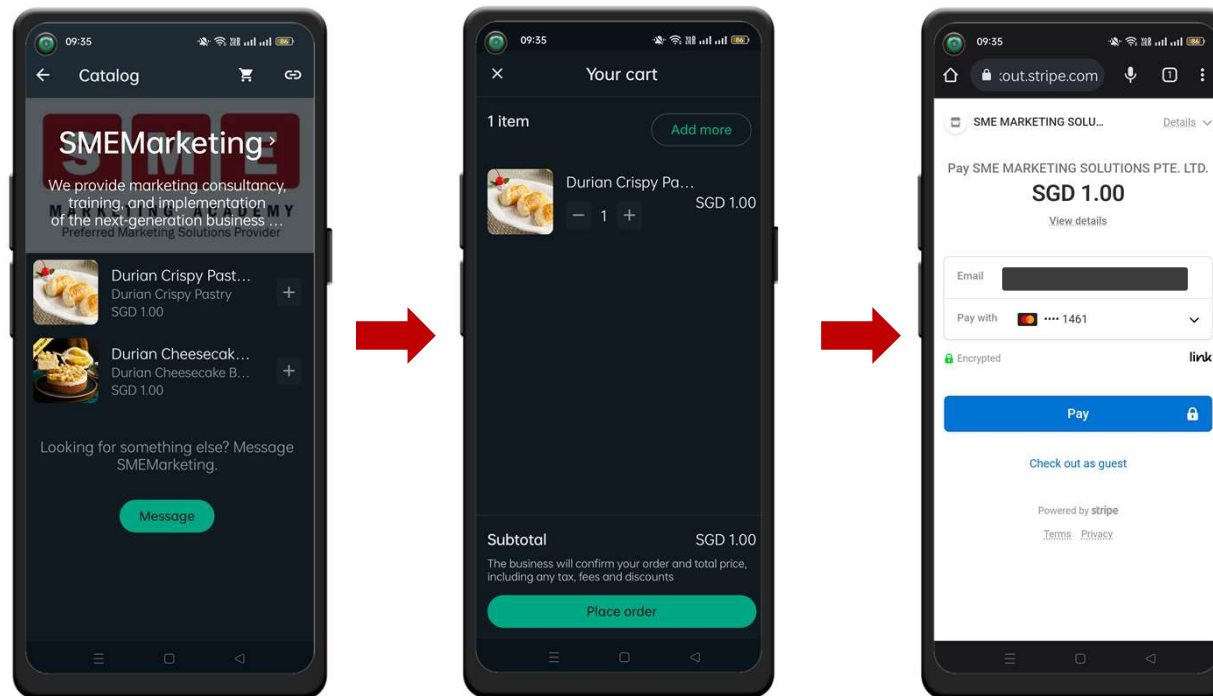
Sales Conversion



HOW TO SELL ON WHATSAPP?

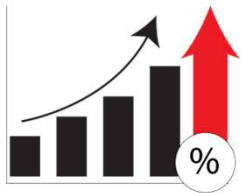


Customer Engagement, Shopping & Payment on WhatsApp App and Beyond!



** For illustration only

5 Reasons Why SME need to use WhatsApp Campaign



Cost-Effective

WhatsApp campaigns are relatively inexpensive compared to other marketing channels such as television or print advertising.



Wide Reach

WhatsApp has over 2 billion monthly active users, making it one of the most widely used messaging platforms in the world.



Personalization

WhatsApp allows businesses to communicate directly with customers, which can lead to more personalized and effective marketing campaigns.



Targeted Messaging

WhatsApp allows businesses to segment their customer base and send targeted messages to different groups based on their interests and behavior.



Increased Engagement:

WhatsApp campaigns have the potential to increase engagement with customers, as they are more likely to open and read messages sent through the app compared to emails or SMS.



Redefining the way people engage and shop.

Enhance the online shopping experience for your customers

- 🚀 Increase Lead Generation
- ✨ Boost Customer Outreach
- 💬 Enhance Customer Engagement
- 💰 Improve Sales Conversion
- 🚀 Elevate Brand Positioning
- 💡 Build up Digital Capabilities and Increase Productivity



Neglected Customer



Old Customer

Customer Retention



Existing Customer

Customer Acquisition



New Customer

Don't forget to appreciate your existing customers!

It's **more expensive** to get a new customer than to retain an existing one!

Change
your mindset!



8-STEPS TO DIGITAL SUCCESS



Digitalization



Building Community



Social Brand Amplifier



Content Marketing



Responsive



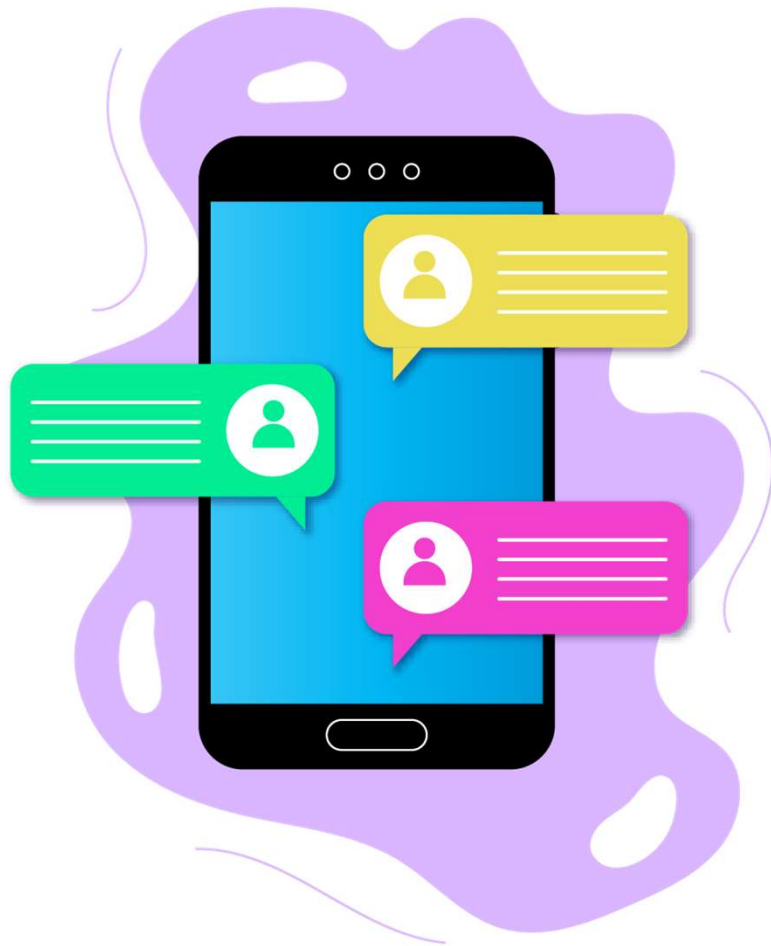
Consistency



Upskill & Deepen
Digital Skill



Sales Conversion



Current Digital Landscape

THE STRAITS TIMES BUSINESS smmarketing.singapore@gmail.com

Digital wallets to overtake credit cards by 2024 amid e-commerce boom: Report



As consumers shift away from cash at point-of-sale terminals, digital wallets are also capturing greater consumer loyalty for in-store purchases. PHOTO: ST FILE

Natalie Choy

PUBLISHED: MAR 3, 2021, 10:41 AM SGT

SINGAPORE (THE BUSINESS TIMES) - Digital wallets are poised to overtake credit cards to become the most popular online payment method in Singapore by 2024, amid the e-commerce boom fuelled by the pandemic.

Their soaring popularity in the e-commerce market came largely at the expense of credit cards, bank transfers and cash on delivery, according to the latest global payments survey by Visa, based on 175,000 payments in March 2020.

Digital Payment for Singapore

today

Singapore World Big Read Gen Y Speaks Adulthood 101 Commentary Voices Videos Brand Spotlight 8 DAYS

Watch out e-commerce, 'social commerce' gaining ground in Singapore and other Southeast Asia countries: Report



By NG JUN SEN

Published OCTOBER 12, 2021

Updated OCTOBER 12, 2021

22 SHARES



Seven in 10 Singapore participants of a survey said that they shopped on social media due to the ease and convenience, as well as lower prices compared with e-commerce platforms and retail stores.

Follow us on [Instagram](#) and join our [Telegram](#) channel for the latest updates.

- More people are buying products online through social media platforms, like Facebook, WhatsApp and Instagram, a study has found
- They are also spending more per order, with fashion apparel being the top category of products purchased
- As a result, more social media platforms are rolling out shopping features to try to capitalise on the growing market in the region
- The study was conducted by AI solutions firm iKala, collating responses from 1,600 shoppers and 23,600 business customers in four countries, including Singapore
- Shipping costs and lack of exchange policy were among the concerns flagged by consumers

SINGAPORE — Online shopping through social media platforms during the pandemic continued to surge in the first half of this year as Singapore consumers shopped more often this way and also spent more on each order, a study found.

The New Rising Trend in Singapore

Social Commerce gaining ground here!



Vietnamese social commerce startup Mio bags US\$8m in Series A round led by Jungle Ventures

TUE, JAN 18, 2022 - 11:13 AM

MEGAN CHEAH

3 -min read [Listen to this article](#)



The Series A round brings Mio's total capital since inception to US\$9.1 million, t...

VIETNAMESE social commerce platform Mio has raised US\$8 million in Series A funding led by venture capital company Jungle Ventures, the startup announced on Tuesday (Jan 18).

This brings Mio's total capital since inception to US\$9.1 million, the press statement by Singapore-based Jungle Ventures added.

The New Rising Trend in Singapore

Strategic Social Commerce for New Retail & Digital Commerce

GARAGE STARTUPS IN-DEPTH
BY THE BUSINESS TIMES

News Opinion Profiles Funding Q

Indonesian social commerce platform Grupin raises US\$3m, led by Sequoia India's Surge

FRI, FEB 04, 2022 - 10:29 AM

BENJAMIN CHER

2 -min read [Listen to this article](#)



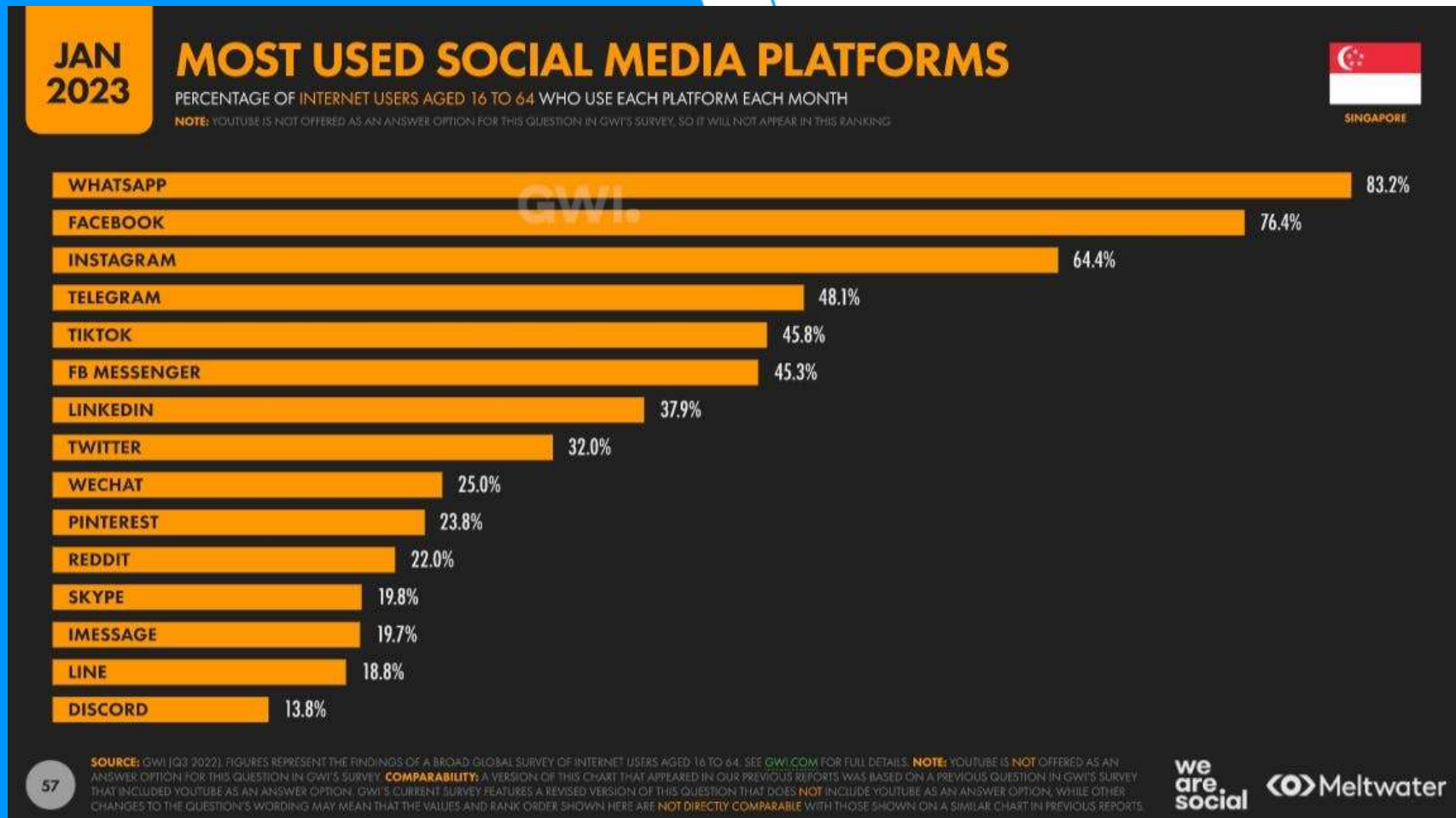
Grupin co-founders Kevin Sandjaja and Ricky Christie are looking to ride the e...

GRUPIN has raised US\$3 million in a funding round led by Sequoia India's Surge, a scale-up programme for startups by the venture capital firm.

Skystar Capital and Indonesia-focused venture capital firm East Ventures also participated in the social commerce platform's funding. Grupin offers a community-



83.2% of Singaporean use WhatsApp!



TYPES OF ONLINE CUSTOMER

Prestige Customers



Loyalty Customer



Discount / Deal Seekers



Simple & Easy / Engagement



Window Shopper



Manual vs. Automated Messaging A Story of Efficiency

In the Company, owner Mr. Tan assigned a task to two employees: sending **200 personalized** WhatsApp messages to customers.

Staff 1 – Lisa (Manual Method)

Lisa spent **4 hours** crafting heartfelt messages individually for each customer, showing her dedication to personalization.



BEFORE

Staff 2 – Mike (Automation Method)

Mike used the WhatsApp's automation tool and sent all 200 messages within **30 minutes**, maintaining a personal touch.



NOW

TYPE OF ONLINE ECOMMERCE

Marketplace



Public Traffic

eCommerce Website



Private Traffic

New Channel

Social Commerce /
Conversational
Commerce



Social Traffic

Lifestyle eCommerce



Community Traffic

Make Your Selling **SAFE, EASY & FAST**



What Does Your Business Needs Now?

Lead Generation



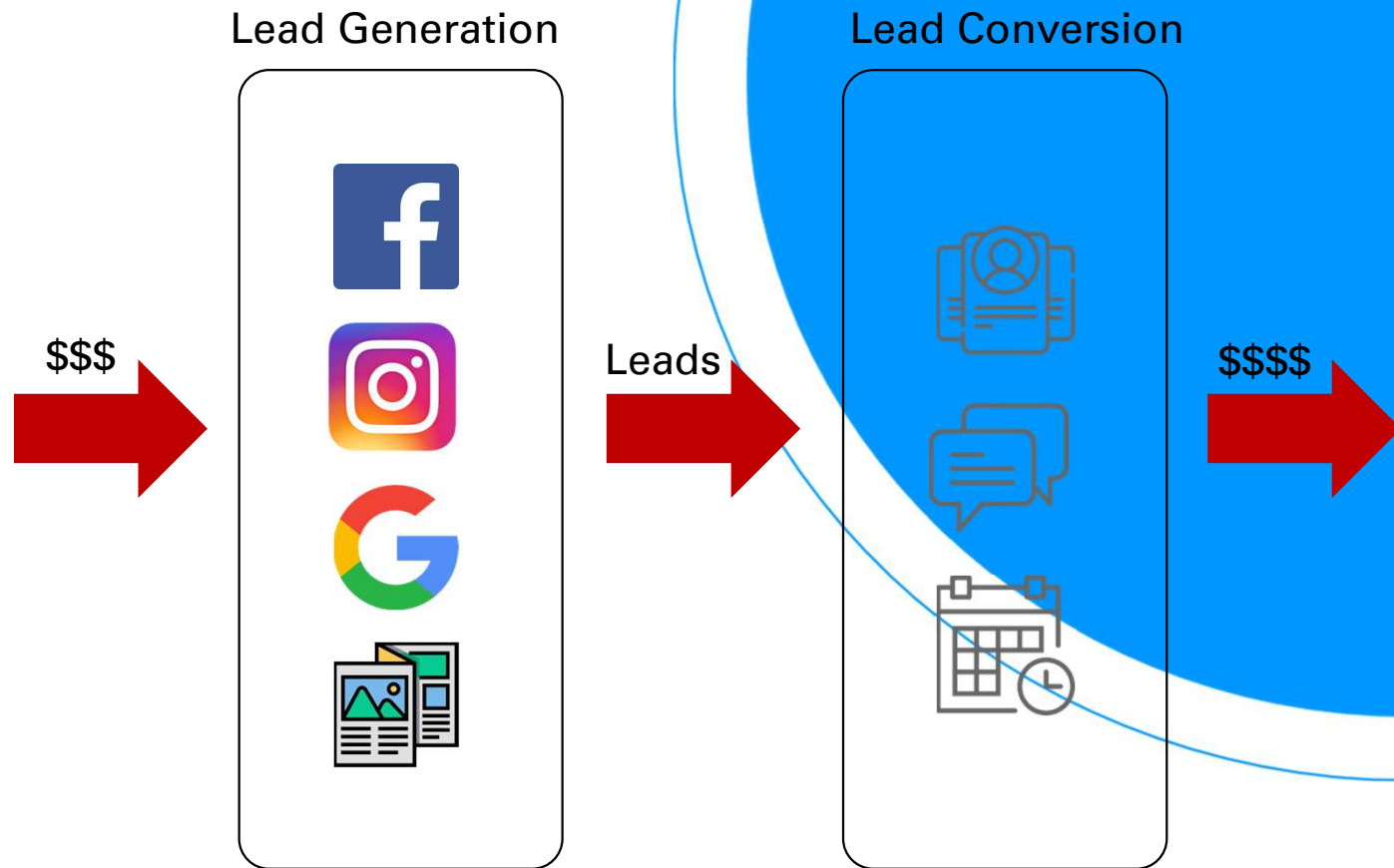
eCommerce



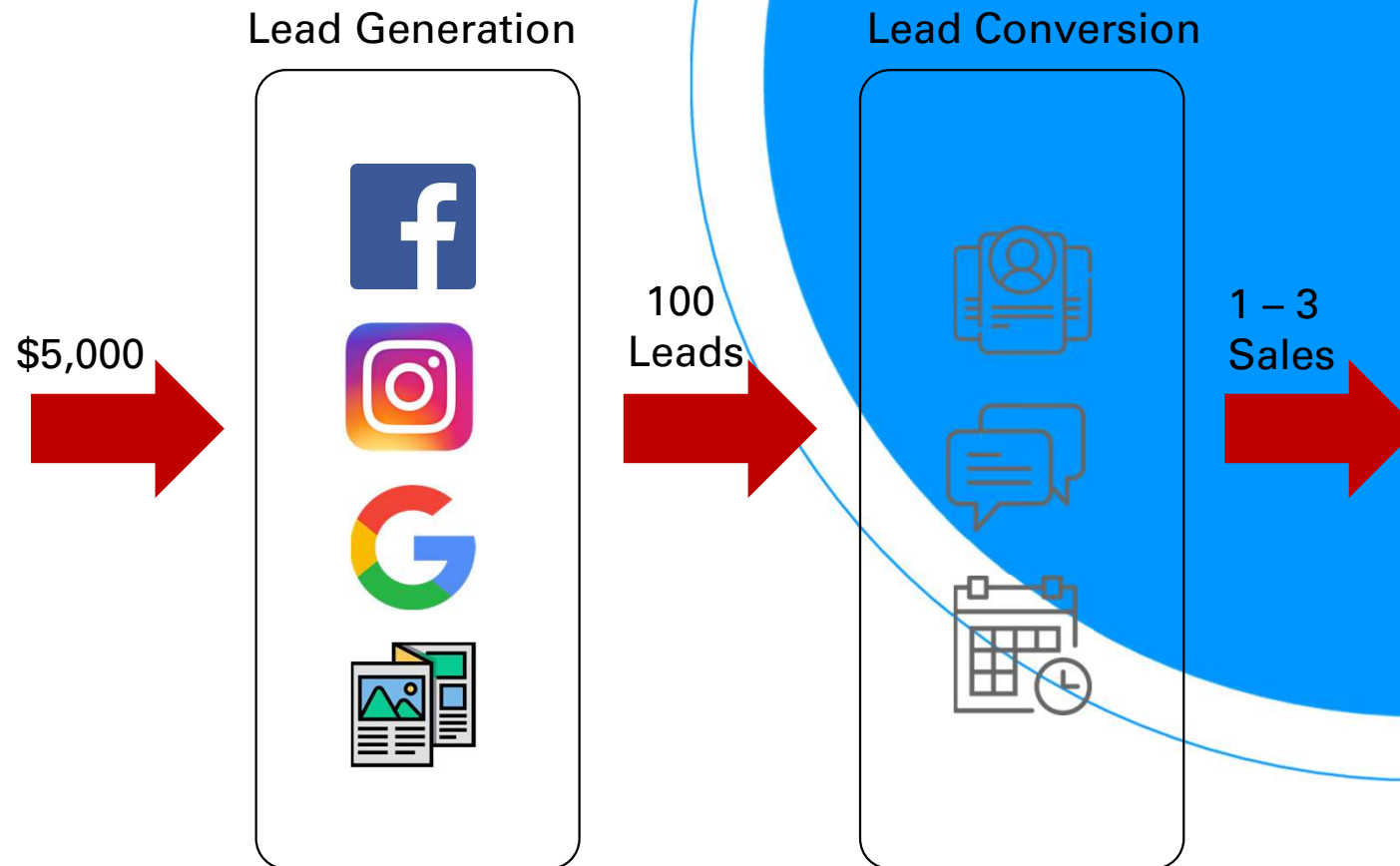
“Build a Successfully Online Business with **WhatsApp**”

- ✓ Customer Outreach
- ✓ Customer Engagement
- ✓ Increase Brand Awareness & Loyalty Trust
- ✓ Increase Sales Conversion

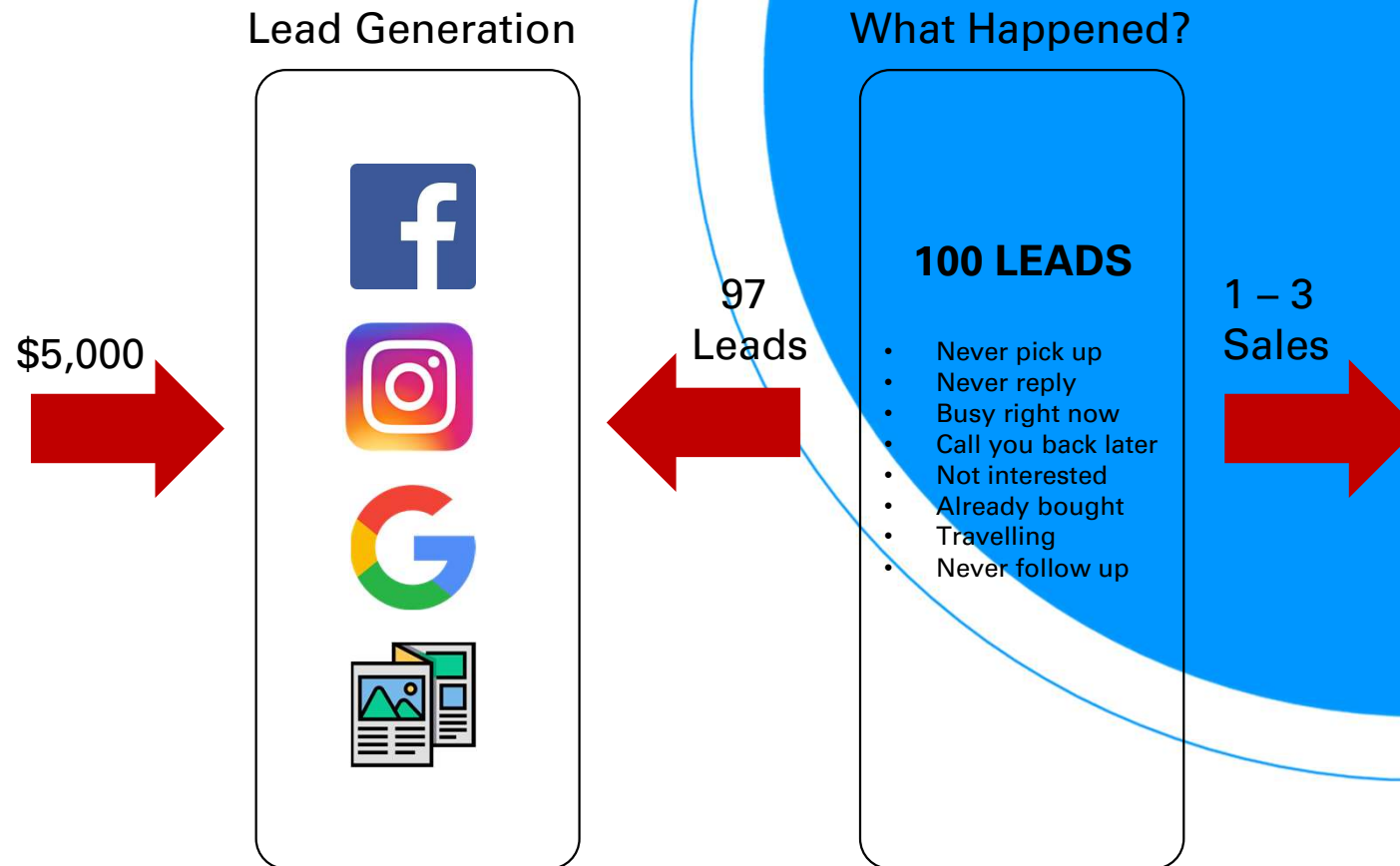
Lead Generation VS Lead Conversion



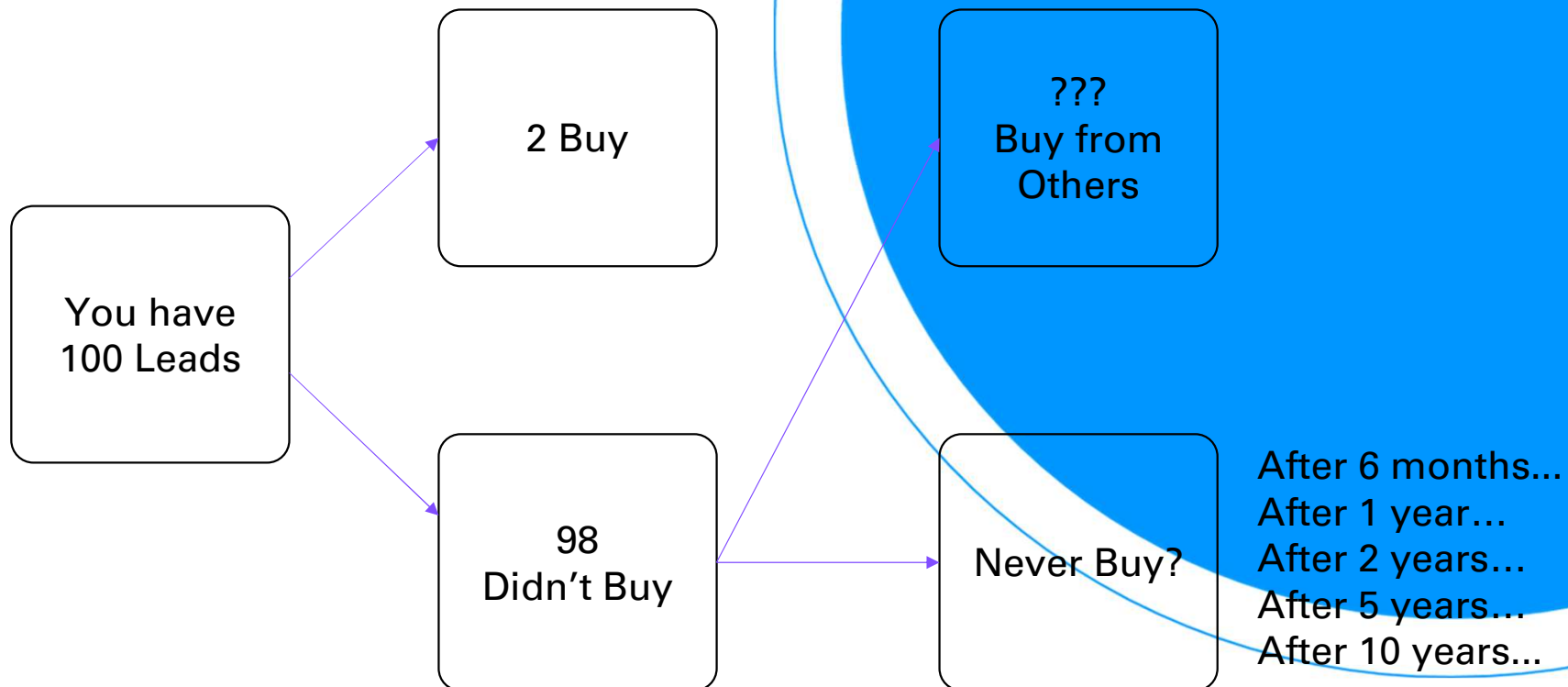
Lead Generation VS Lead Conversion



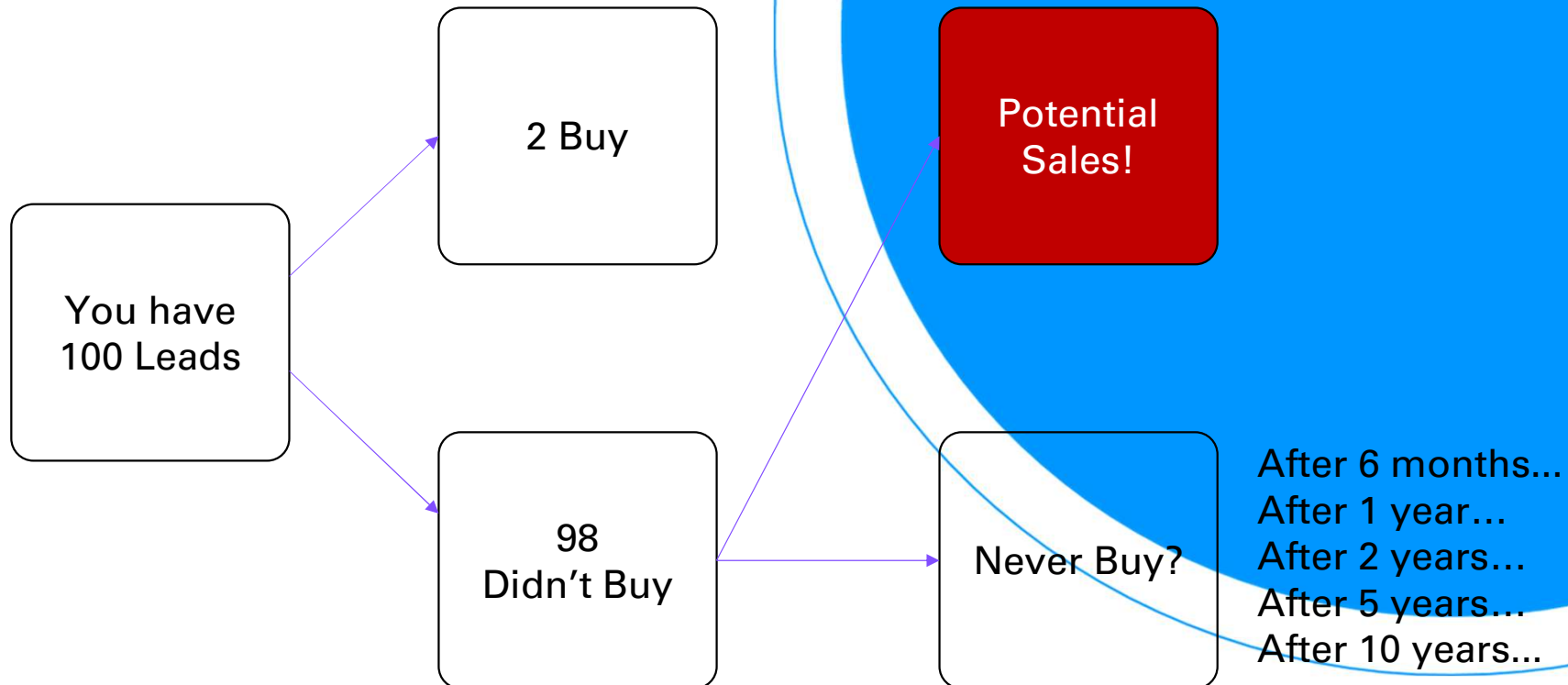
Lead Generation VS Lead Conversion



What happen to all the Leads?



What happen to all the Leads?



A large, solid blue circle is positioned on the right side of the slide, partially cut off by the edge. It has a thin white border and a thin blue outline.

**Avoid the 4 common
Sales mistakes!**

Avoid the 4 common Sales mistakes!



Mistake 1

Reaching out
TOO SLOW

Do you take more
than 5 min to
respond to a new
lead?



Mistake 2

Not Being
CONVENIENT

Do you contact leads
via email or phone
calls?



Mistake 3

NOT able to impress
the Customer

Everyone is sending
them the same
information.



Mistake 4

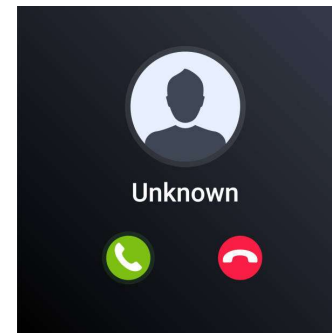
NOT Consistent
Engagement

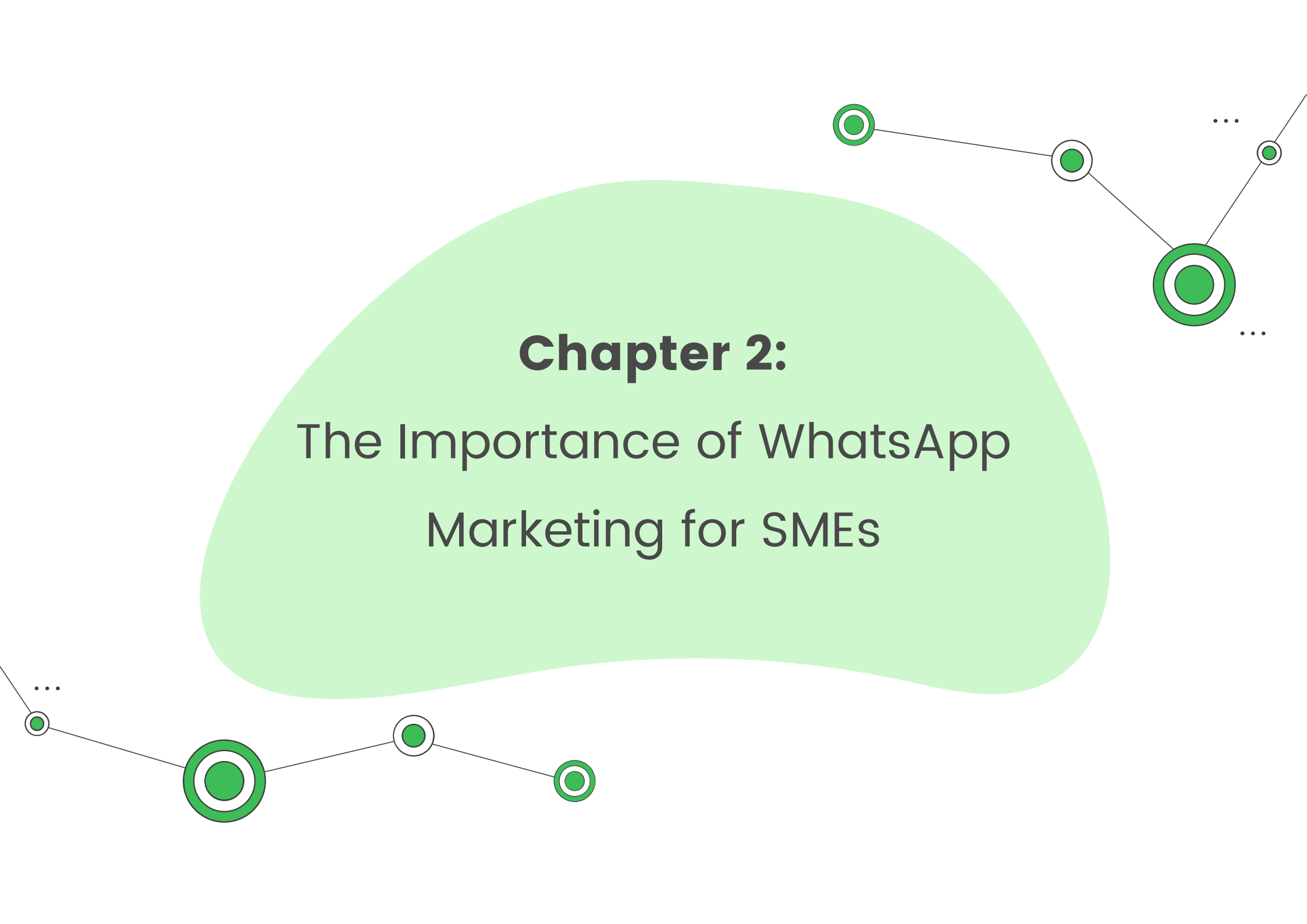
Don't neglect all the
sales lead, keep
them updated on
the latest news,
product, and
promotion.



3 Reasons Why you should WhatsApp your new leads instead of calling them, especially for the first outreach!

- Your lead is more likely to read your message than answer your call.
- Your leads won't feel annoyed by your outreach.
- It's much easier to respond to a WhatsApp message than a missed call.

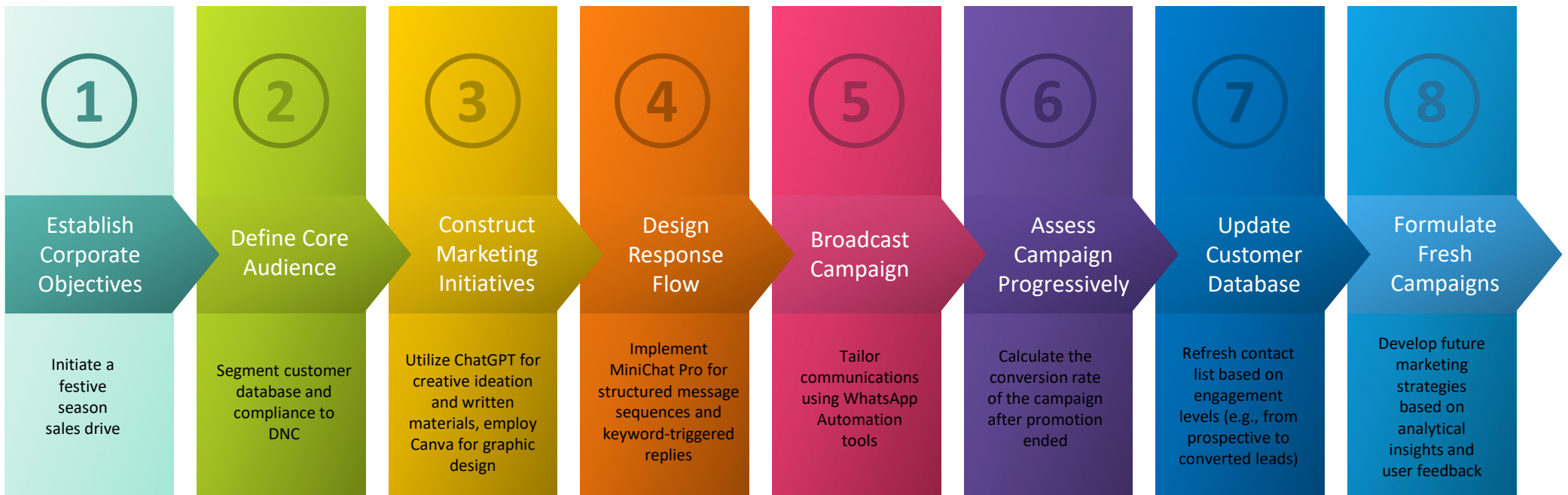


A decorative network diagram consisting of several green circular nodes of varying sizes connected by thin grey lines. Some nodes have concentric circles, suggesting a hierarchy or emphasis. The nodes are scattered around the central text area, with some lines extending towards the edges of the frame.

Chapter 2:

The Importance of WhatsApp Marketing for SMEs

8-Step Comprehensive Guide to Mastering WhatsApp Campaign Execution





Why WhatsApp?

- ✓ 83.2% of Singaporean use WhatsApp!
- ✓ Easy to Use
- ✓ Simple to Understand
- ✓ Cost-Effective



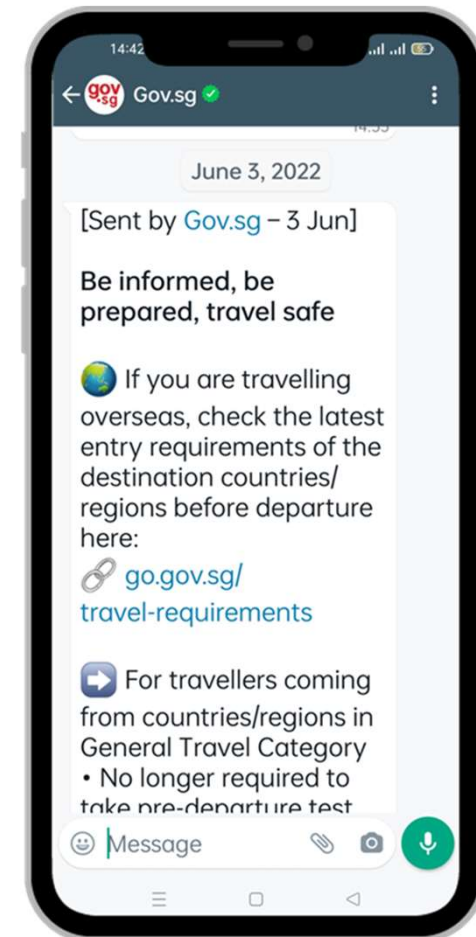
WhatsApp Messenger, WhatsApp Business, WhatsApp Business API



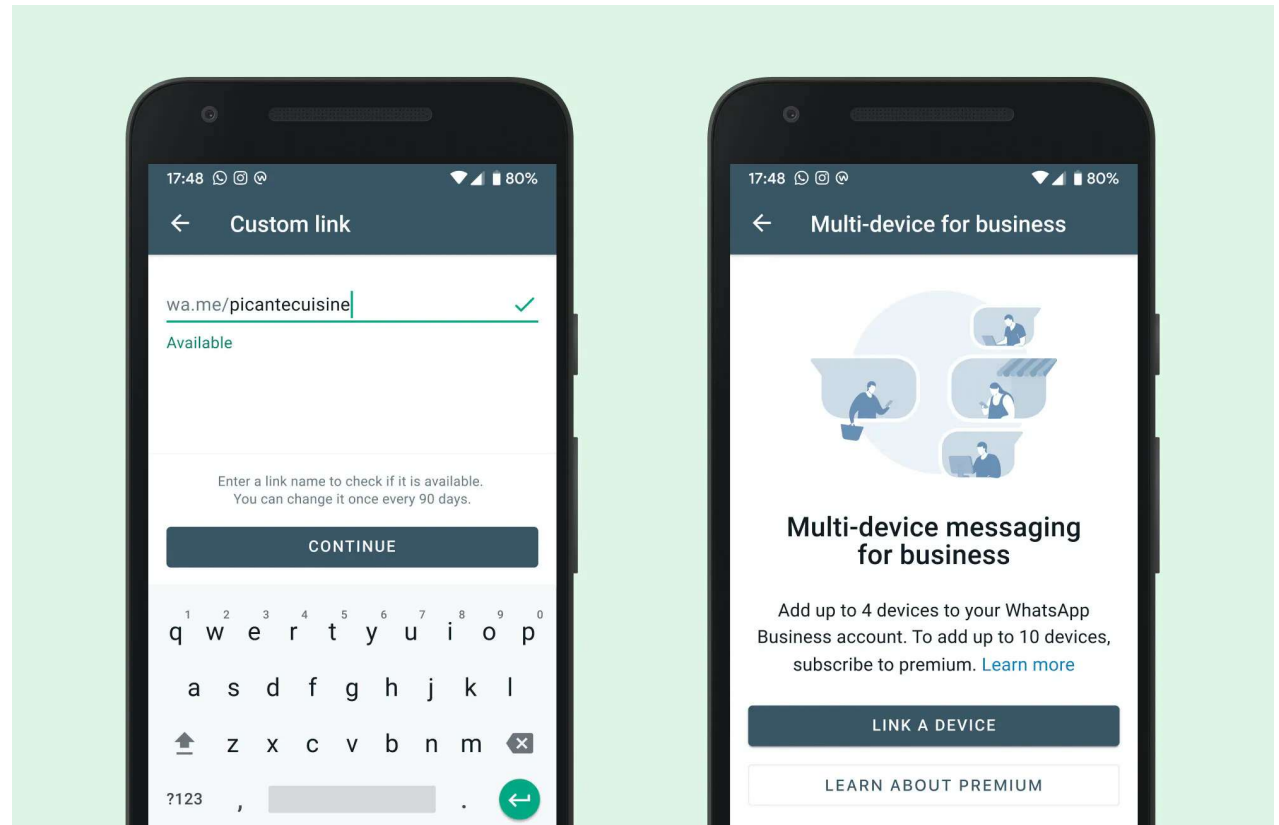


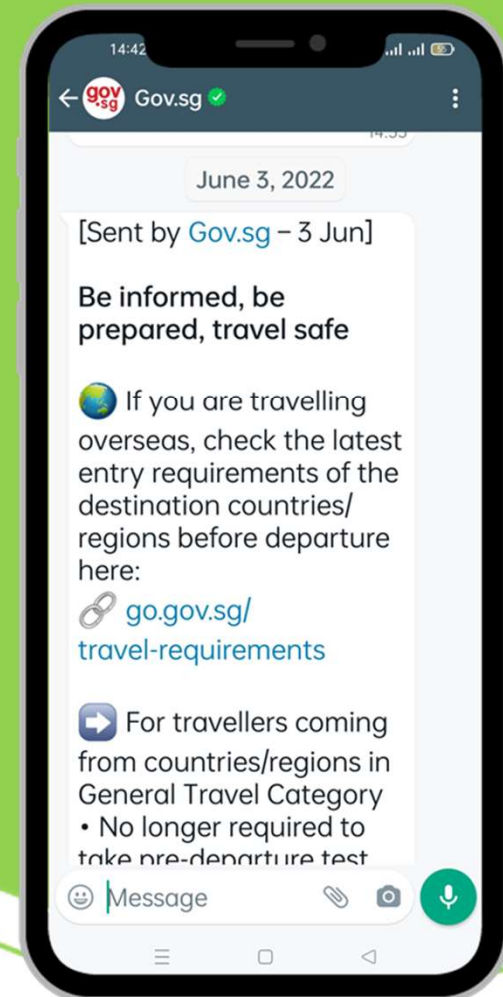
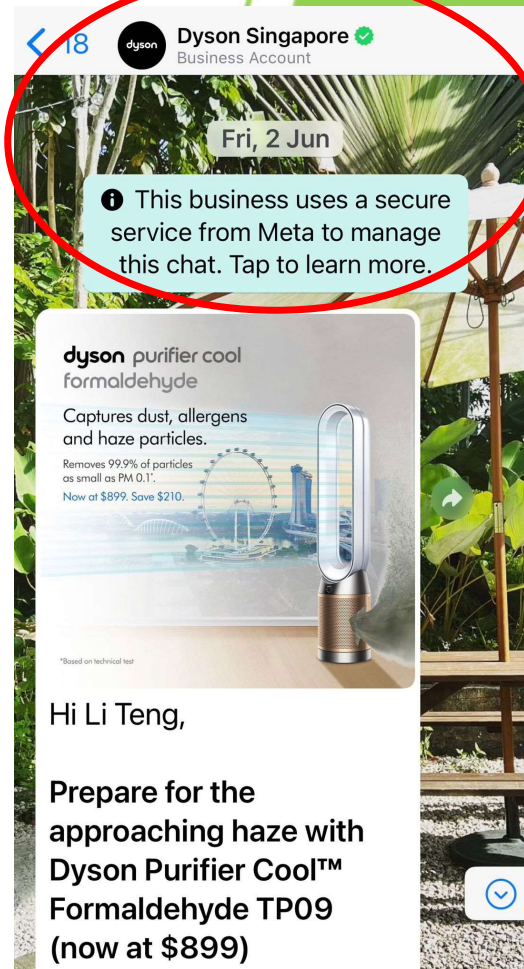
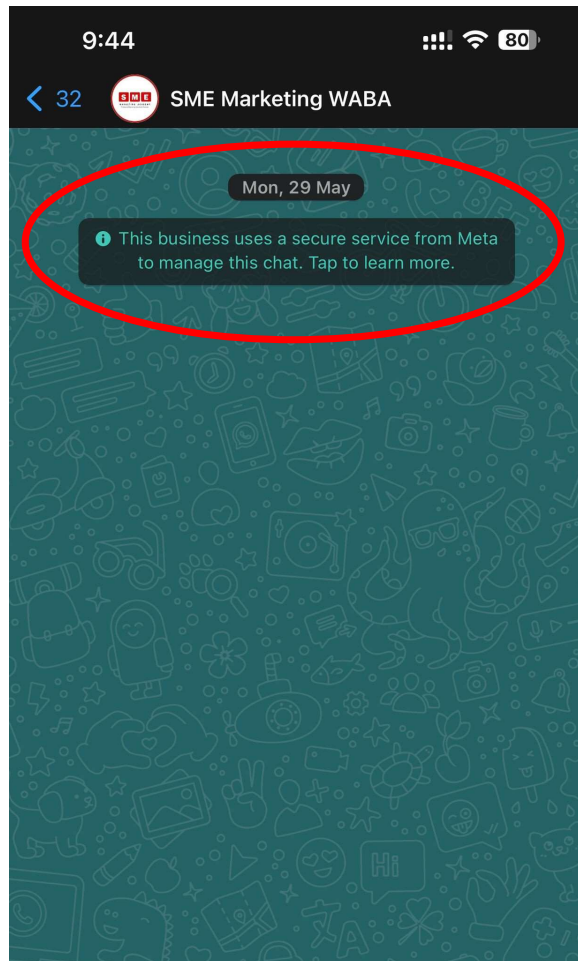
Type of WhatsApp?

WHATSAPP	WHATSAPP BUSINESS	WHATSAPP BUSINESS API
Individuals generally use it to send one-on-one or group messages.	It's generally used by local businesses for individual or group messages with templates and notifies a business account.	It's generally used for automating the processes using API, primarily used for central support and call centers of medium and large companies.
Exploited by individual both on iOS and Android Apps.	Exploited by individual both on iOS and Android Apps.	Exploited by automated systems or call centers or no real mobile interface.
Start with creating an account using a mobile phone number.	Start with creating an account made using a mobile or landline number.	Start with creating an account with API access Through facebook or a WhatsApp partner.
Can access for free	Can access for free	Whatsapp message API charges based on the per-message template or session and some are free based on reply type.
Can share and receive media files, location, audio files, text, and documents with a constraint of 100MB.	Can share and receive media files, location, audio files, text, and documents with a constraint of 100MB.	Can share and receive media files, location, audiofiles, text, and documents with a constraint of 100MB
Can make voice and video calls	Can make voice and video calls	No calling options
Can broadcast any content up to 256 contacts	Can broadcast any content up to 256 contacts	Broadcasts are not limited here
No automation or quick replies	Automation includes welcome messages, away messages, and quick replies.	Automation is achieved through API.
Contacts are recovered from mobile contacts.	Contacts are recovered from mobile contacts and can be labeled.	Contacts are obtained through API.

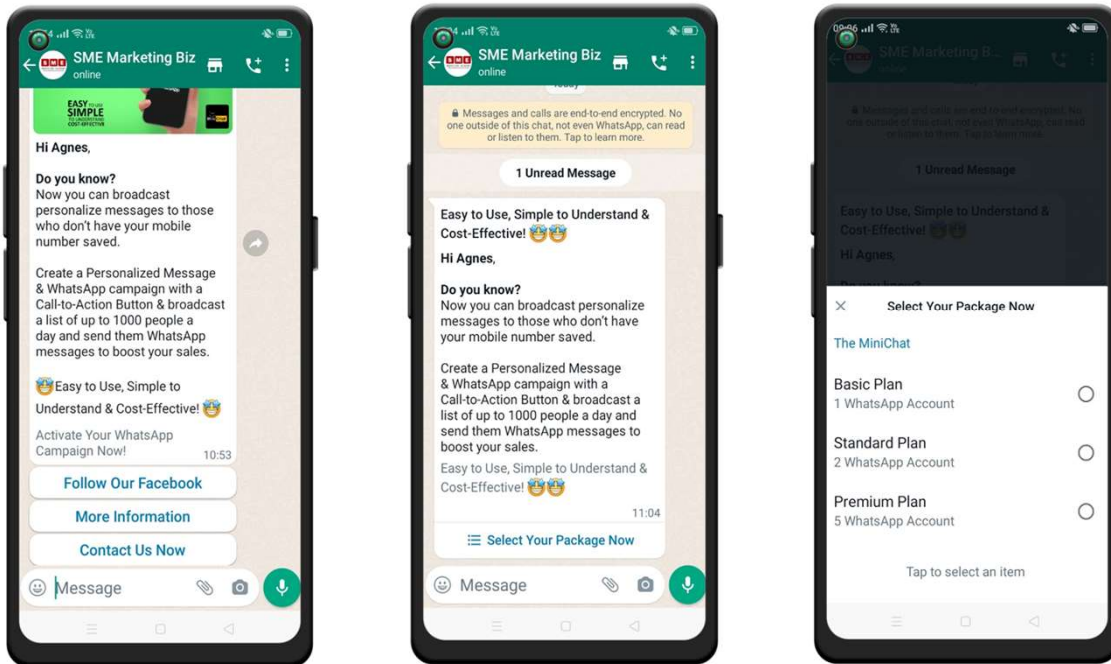


What is WhatsApp Premium?

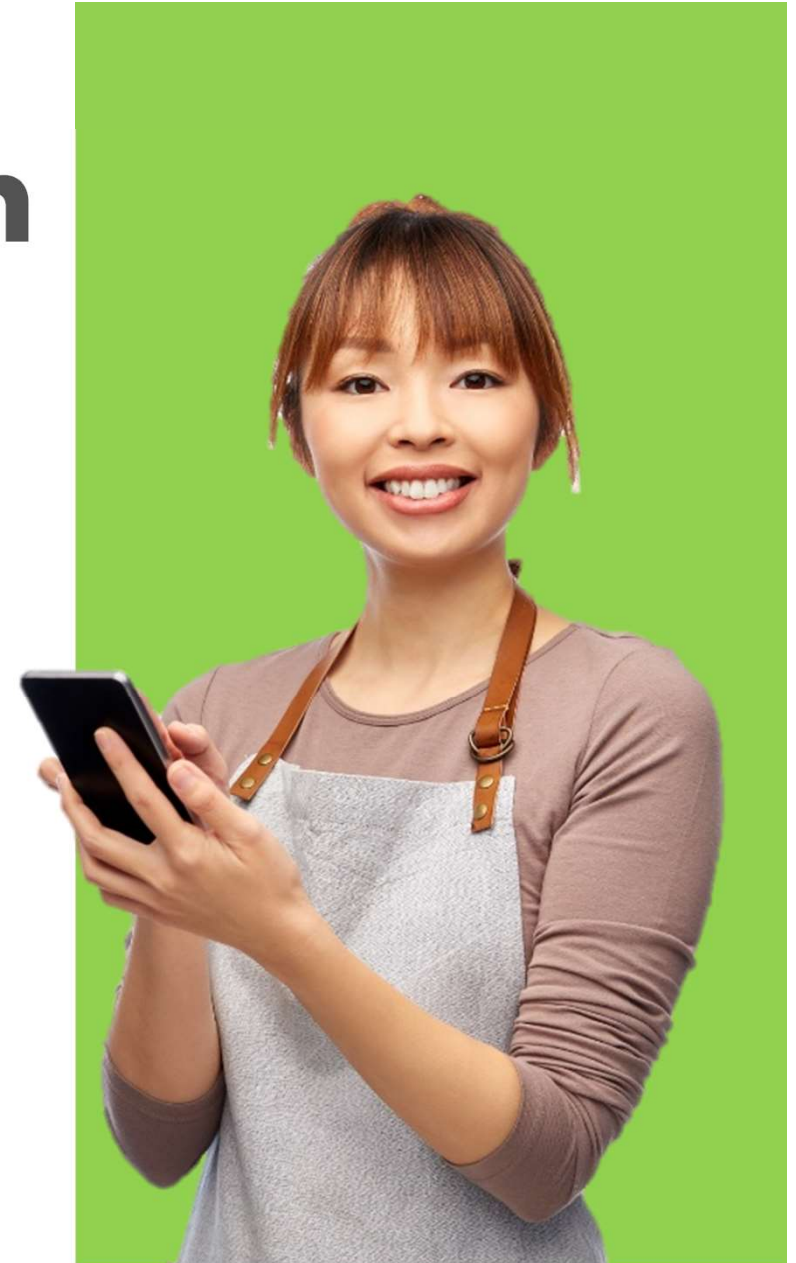




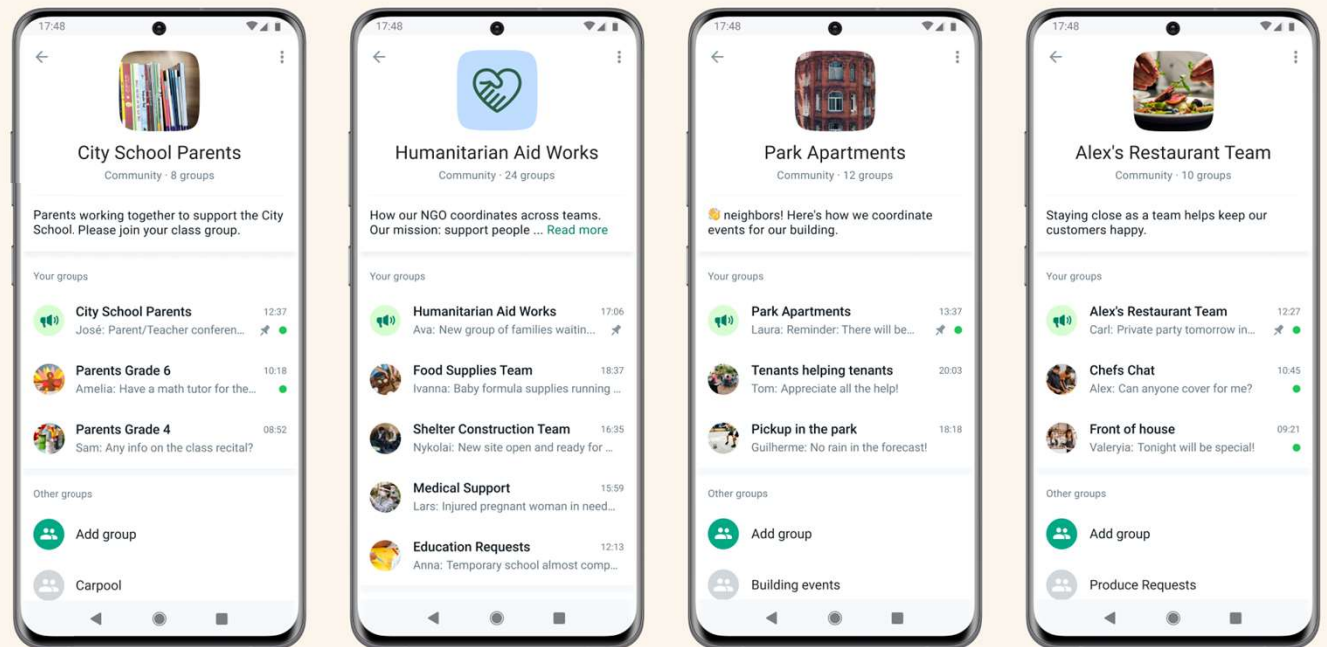
Call-to-Action Button



**** Button & Multiple Listing – Available on WhatsApp Business API Account.**



WHATSAPP COMMUNITY

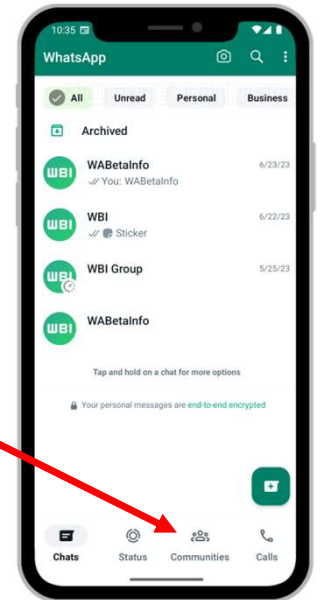


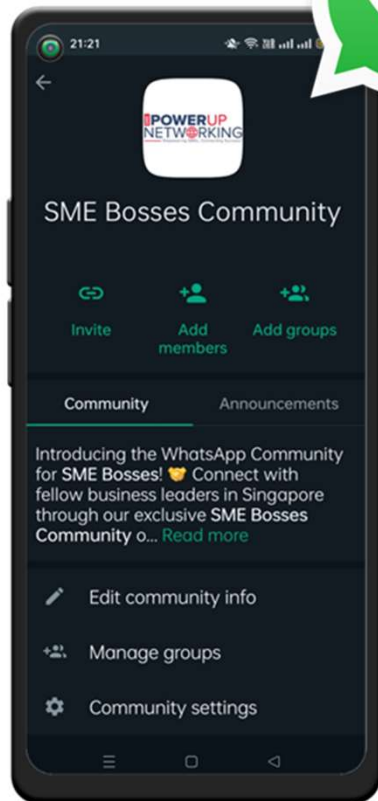
Use **Groups**
to connect
with family
and friends



Use **Communities**
to connect with
your schools,
neighborhoods,
workplaces, clubs
and more

Click Here!





Scan me

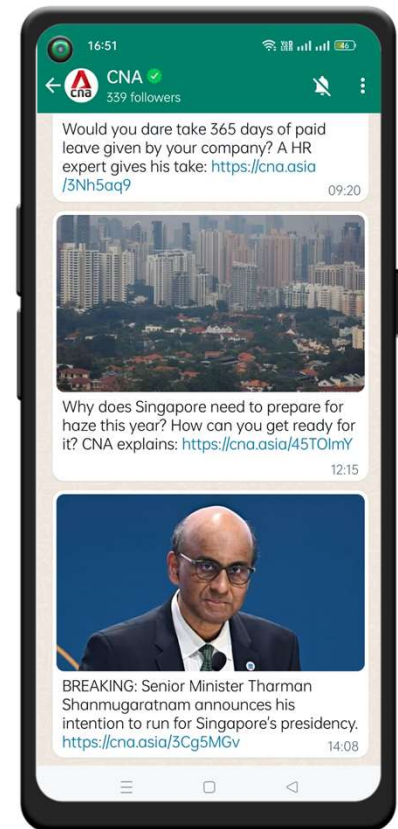
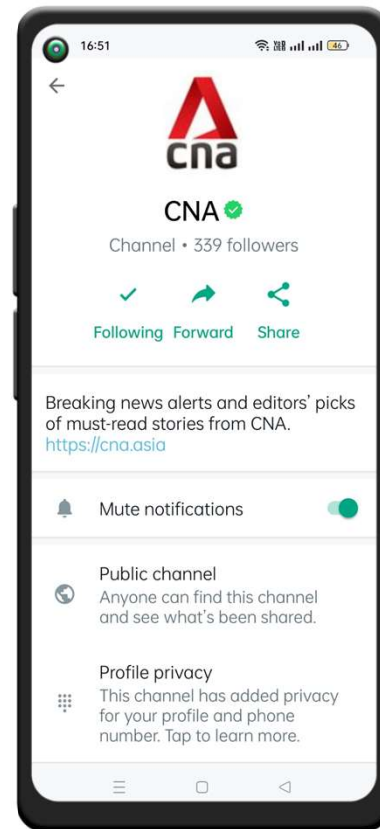
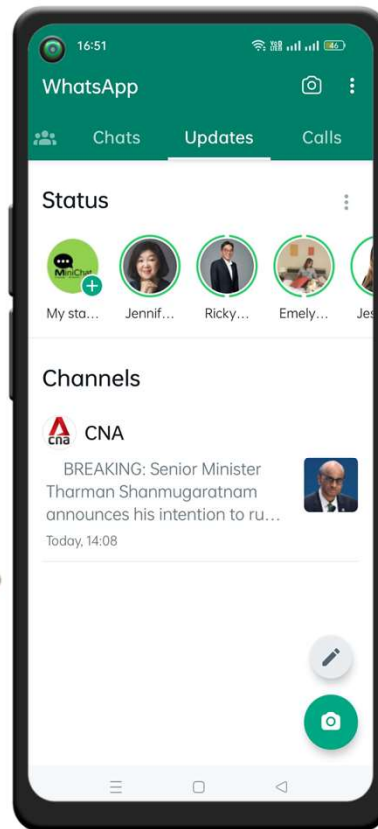
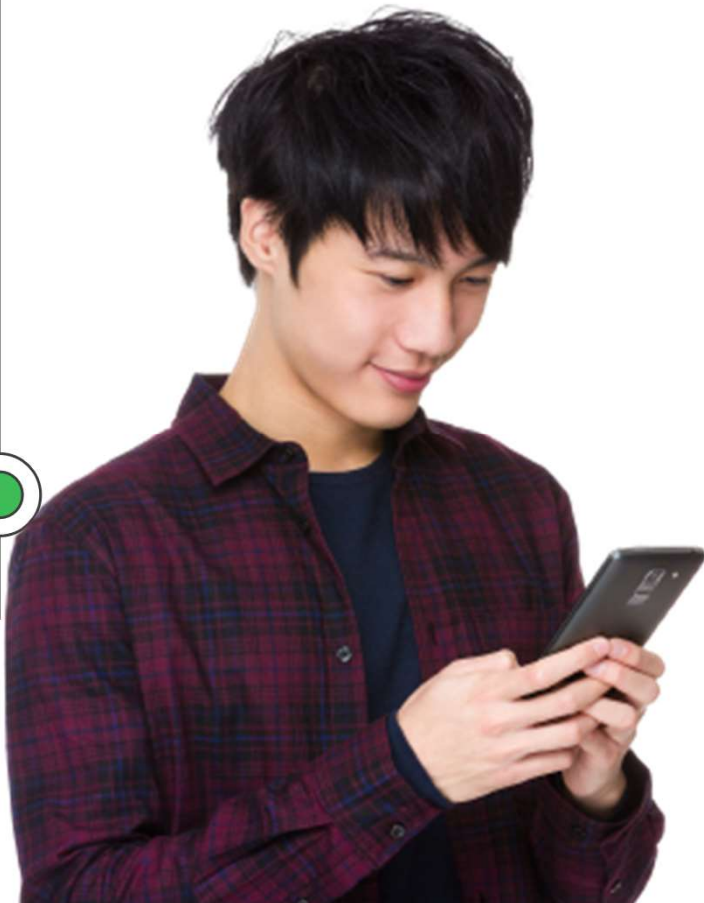


Introducing the **WhatsApp Community for SME Bosses!** 🤝 Connect with fellow business leaders in Singapore through our exclusive SME Bosses Community on WhatsApp.

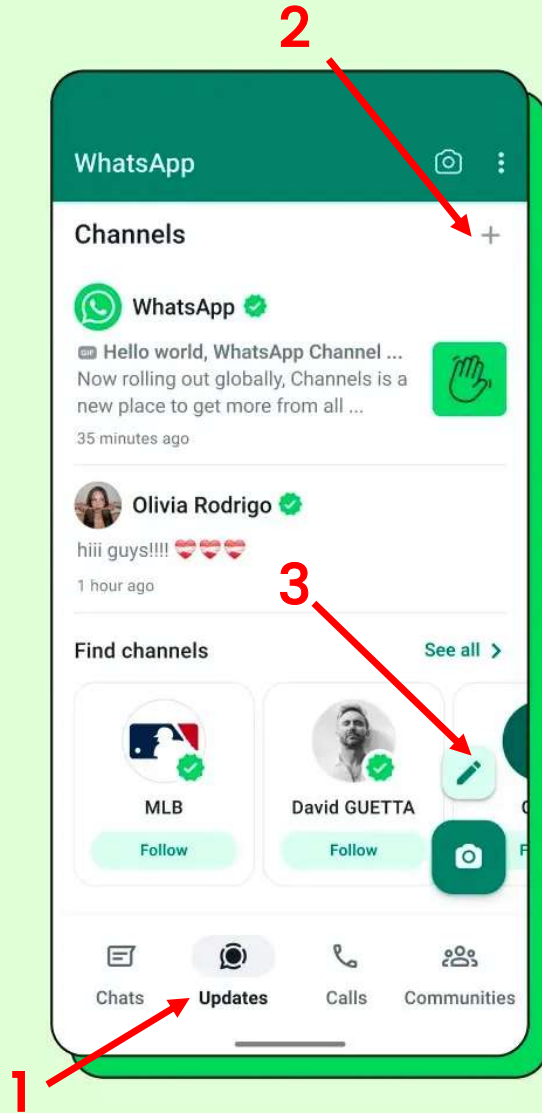
Share insights, collaborate, and stay updated on the latest industry trends. Join us in strengthening the network of small and medium-sized enterprises for collective growth. Together, we're empowering businesses to thrive!

Follow this link to join our WhatsApp Bosses Community:
<https://chat.whatsapp.com/FnEMiG0r8SWIaqvFevwTi6>

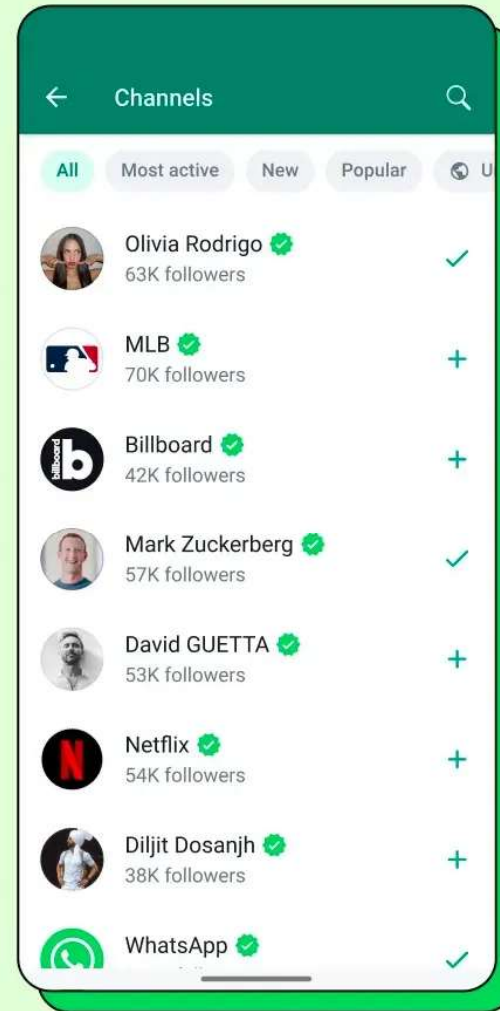
WHATSAPP CHANNEL



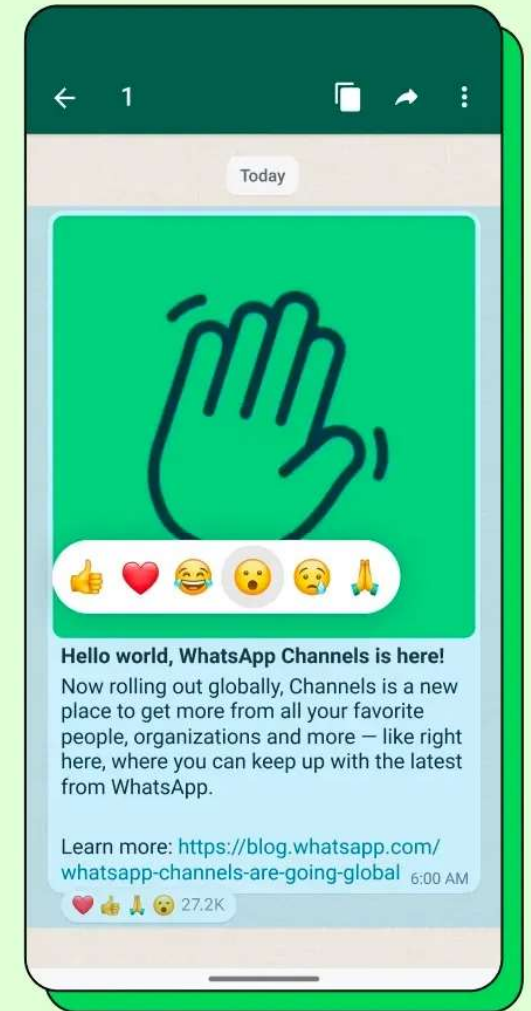
New on WhatsApp Channels



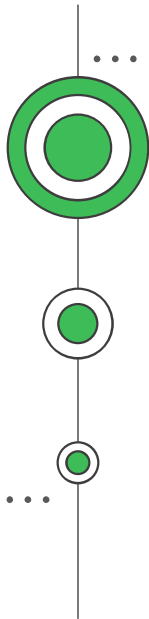
Find Top Channels



Search Directory

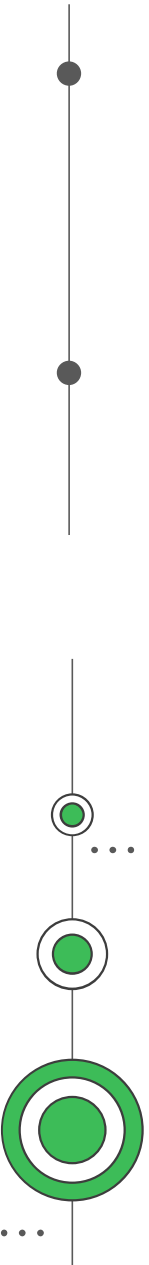
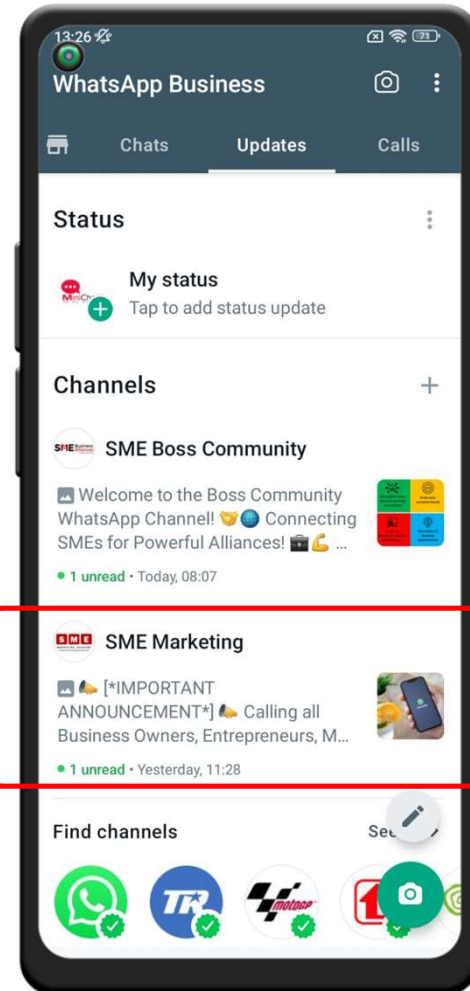


Use Reactions



Scan me

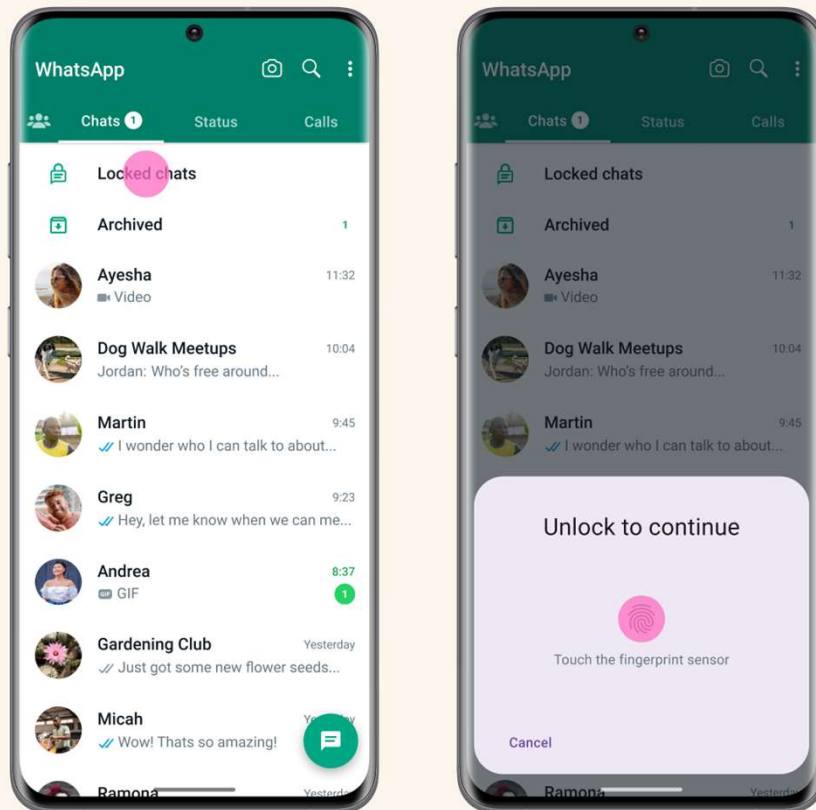
Follow the **SME Marketing channel** on WhatsApp:
<https://whatsapp.com/channel/0029VZzqVvA1Xqug0pyY153q>





MULTI-DEVICE

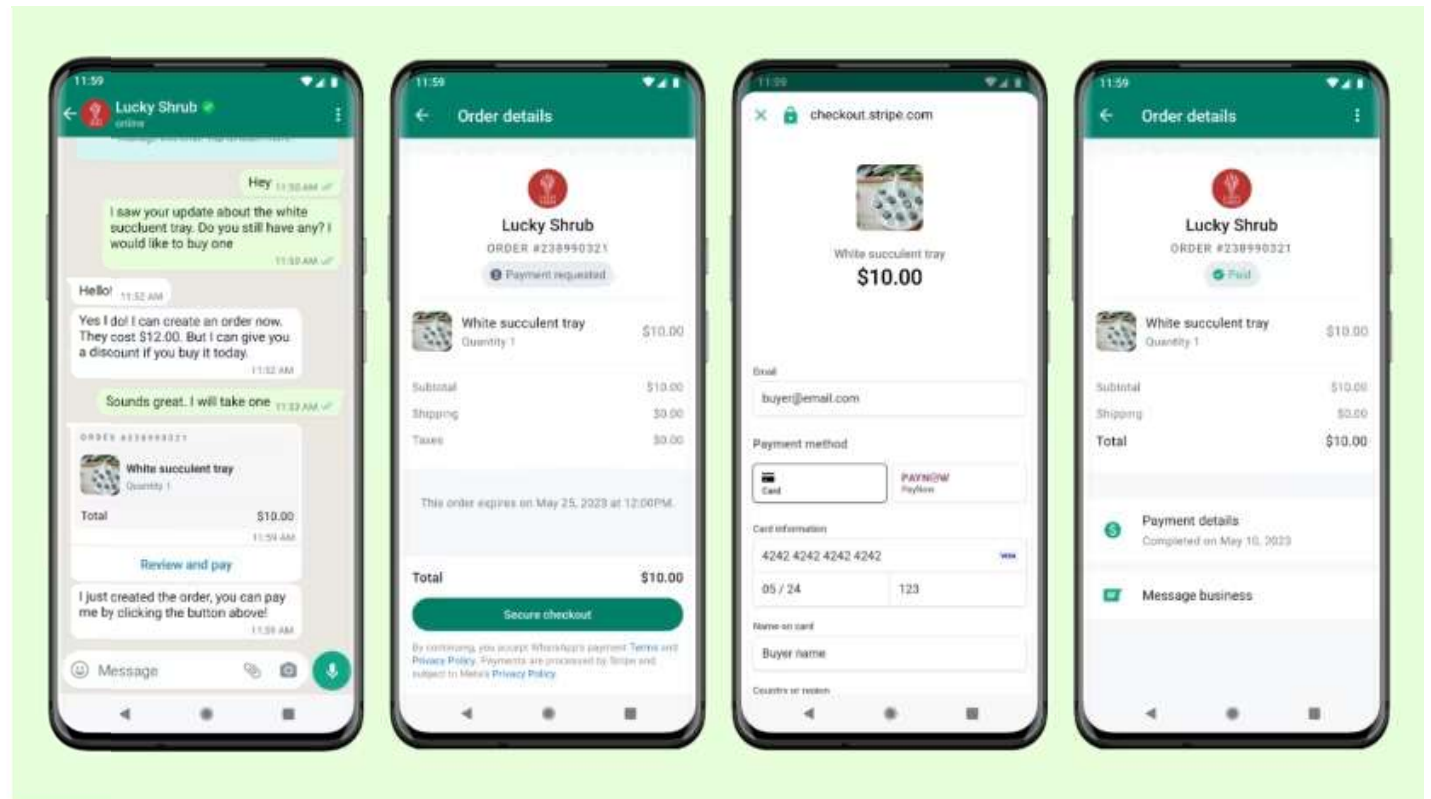


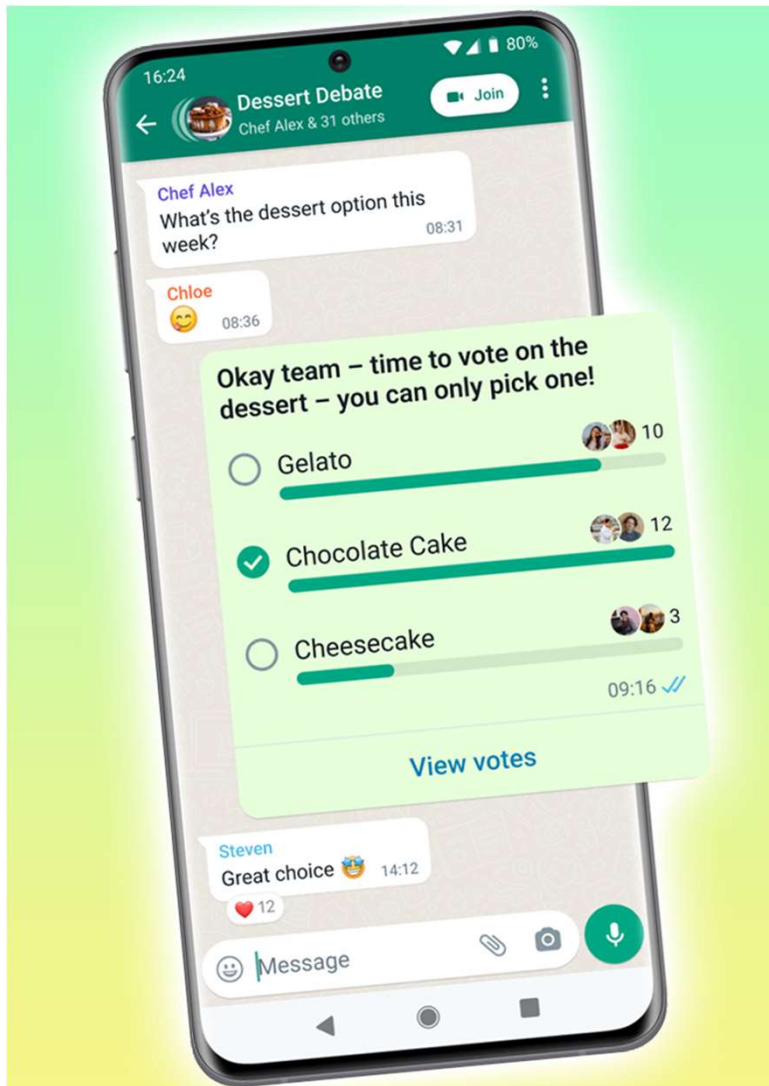


Option to hide
WhatsApp chats
with new security
feature Chat Lock



WHATSAPP PAY





Create Poll on
WhatsApp

Companion Mode

One WhatsApp account across multiple phones

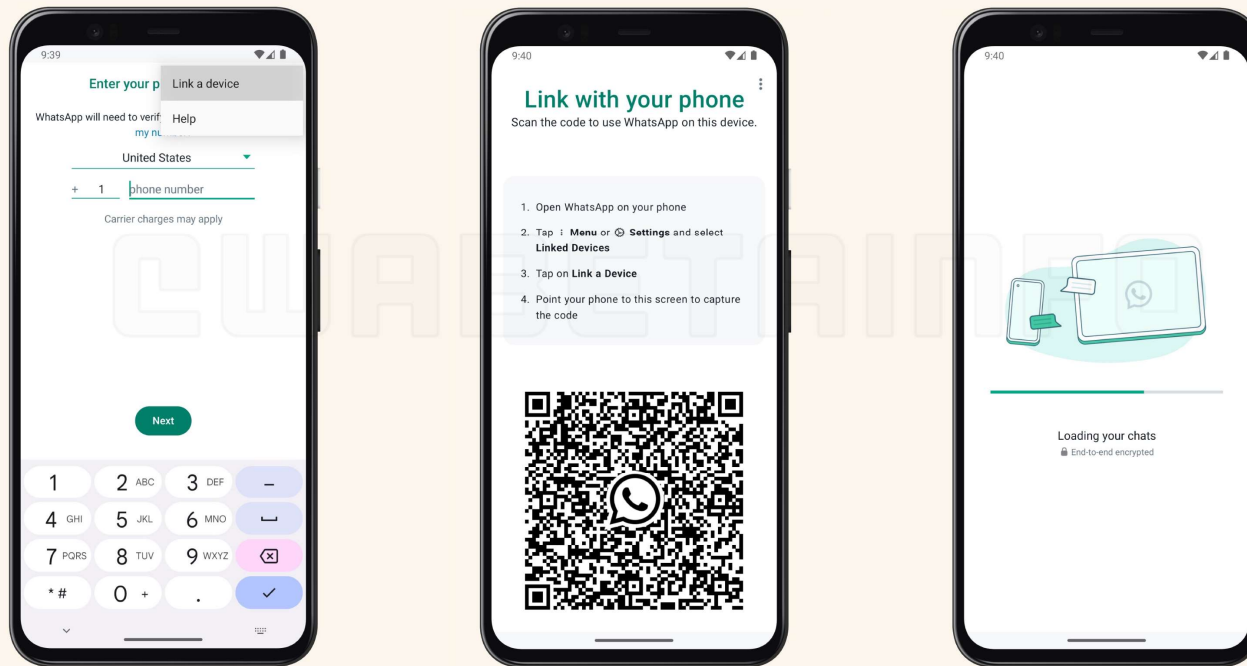


WhatsApp launched a new multi-device feature **Companion Mode** that would allow users to link multiple 4x phones with their primary ...





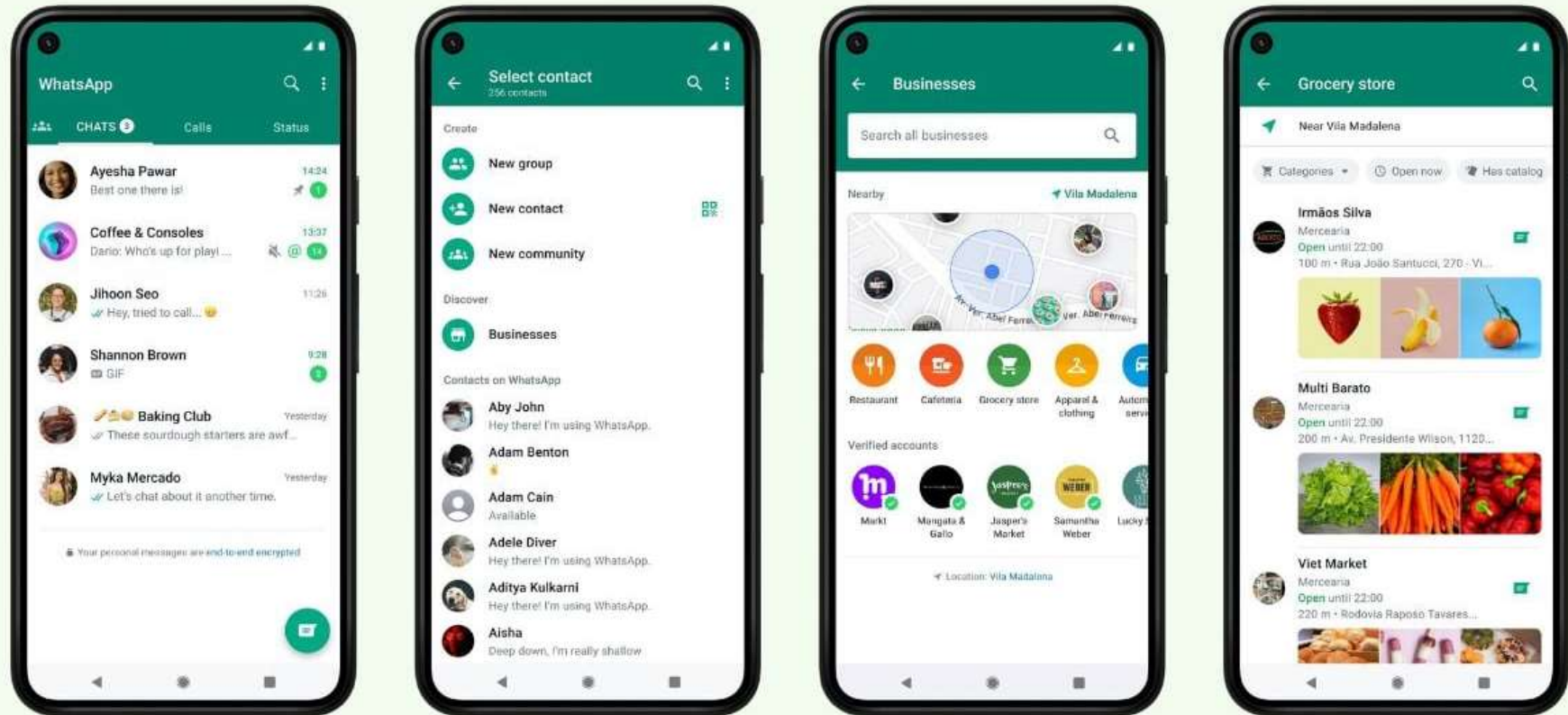
Companion Mode



Message
Editing
is here!



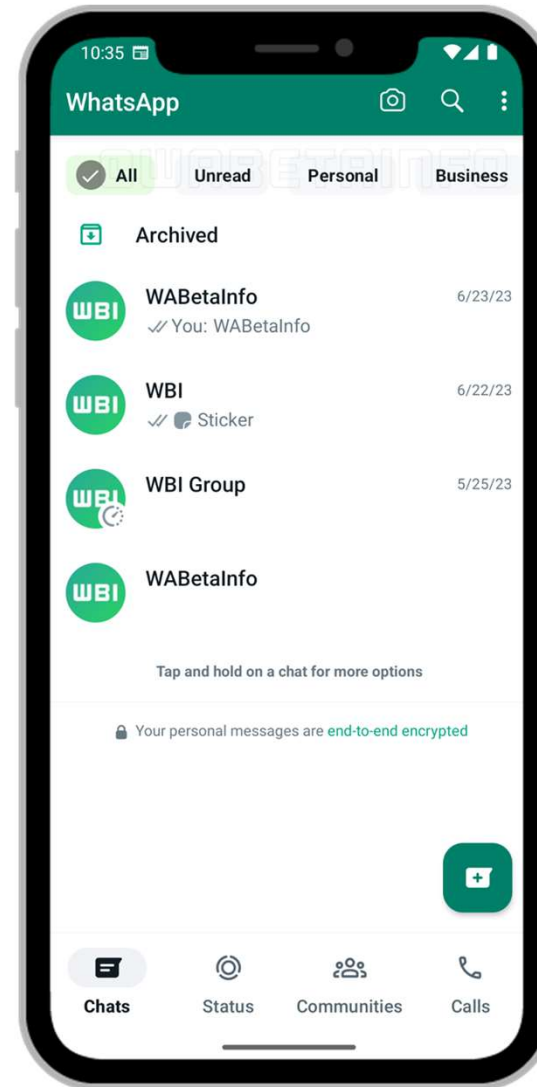
WhatsApp allows users to edit messages



Upcoming on WhatsApp

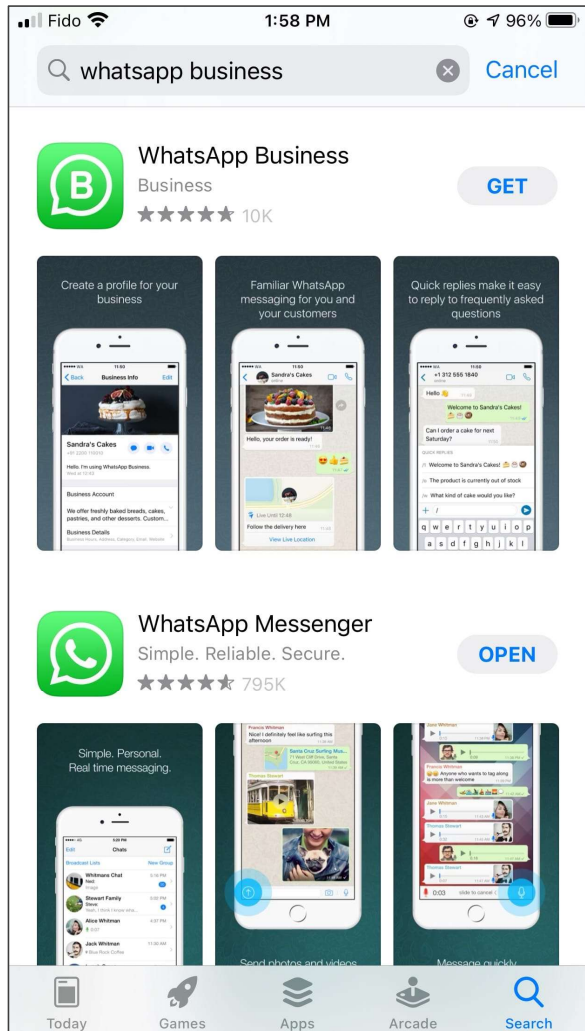


NEW LAYOUT





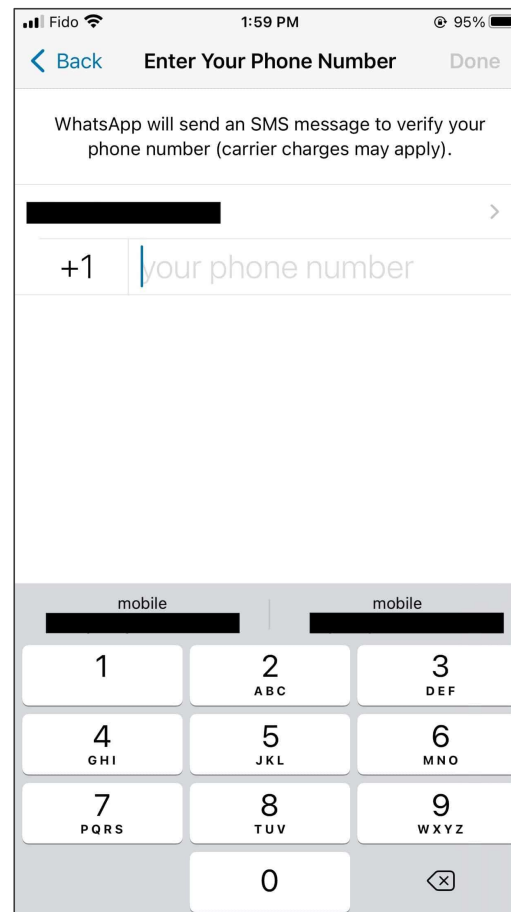
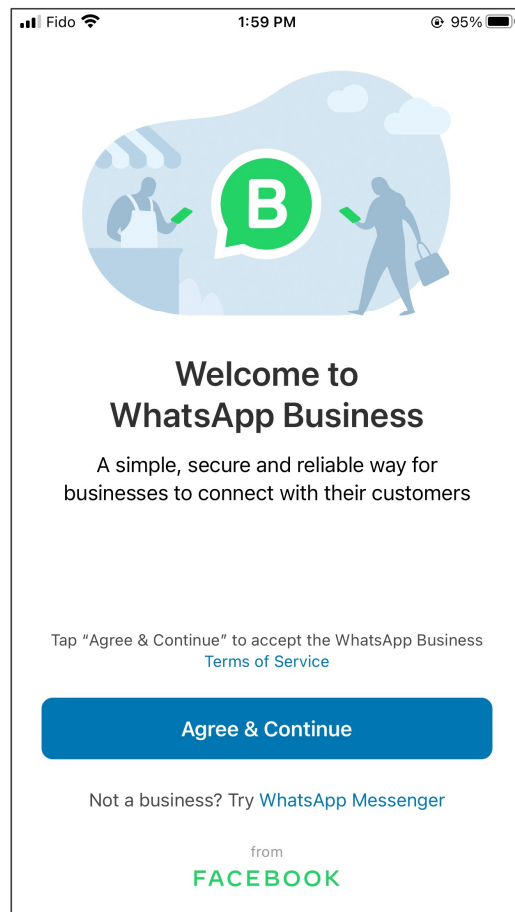
WhatsApp Business



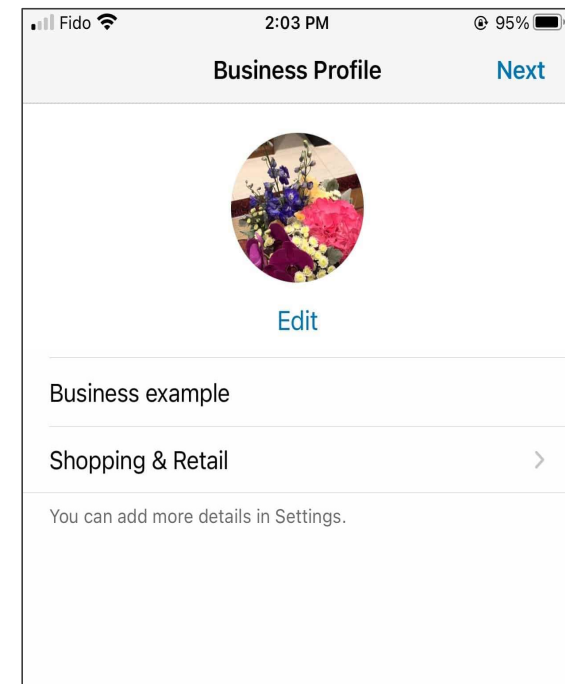
How to create a WhatsApp Business account?

Download the WhatsApp Business app for Android or iPhone

- Suitable for local business owners
- Suitable for small businesses
- Canned / Quick Responses
- Conversation Labels
- Set an away message
- Business Profile / Hours
- Use via Dedicated App
- No Integration with other systems
- One person can access only

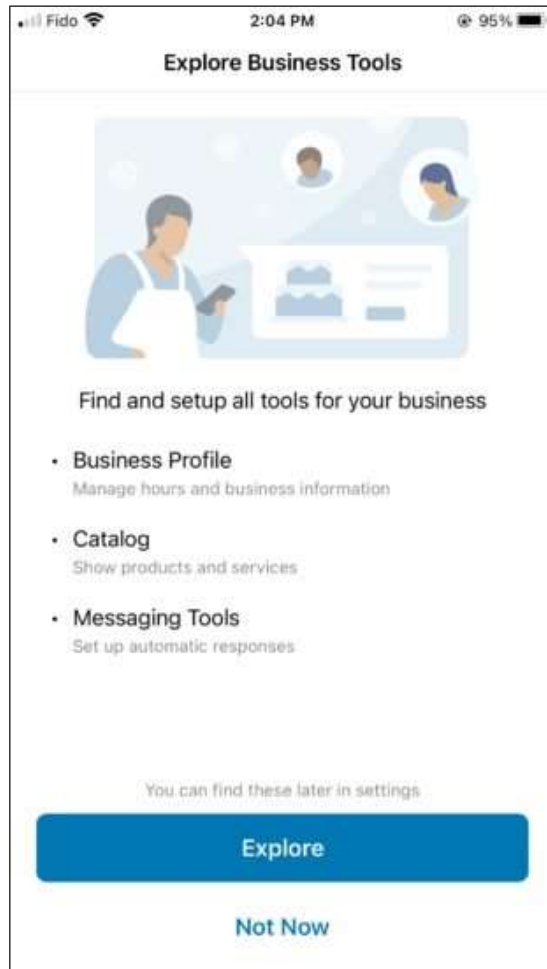


Enter your business's phone number



Fill in your details

After you enter your phone number, you will automatically be directed to this page. Fill in the essential details like your business name, add a profile picture, and select a category that best describes your business.

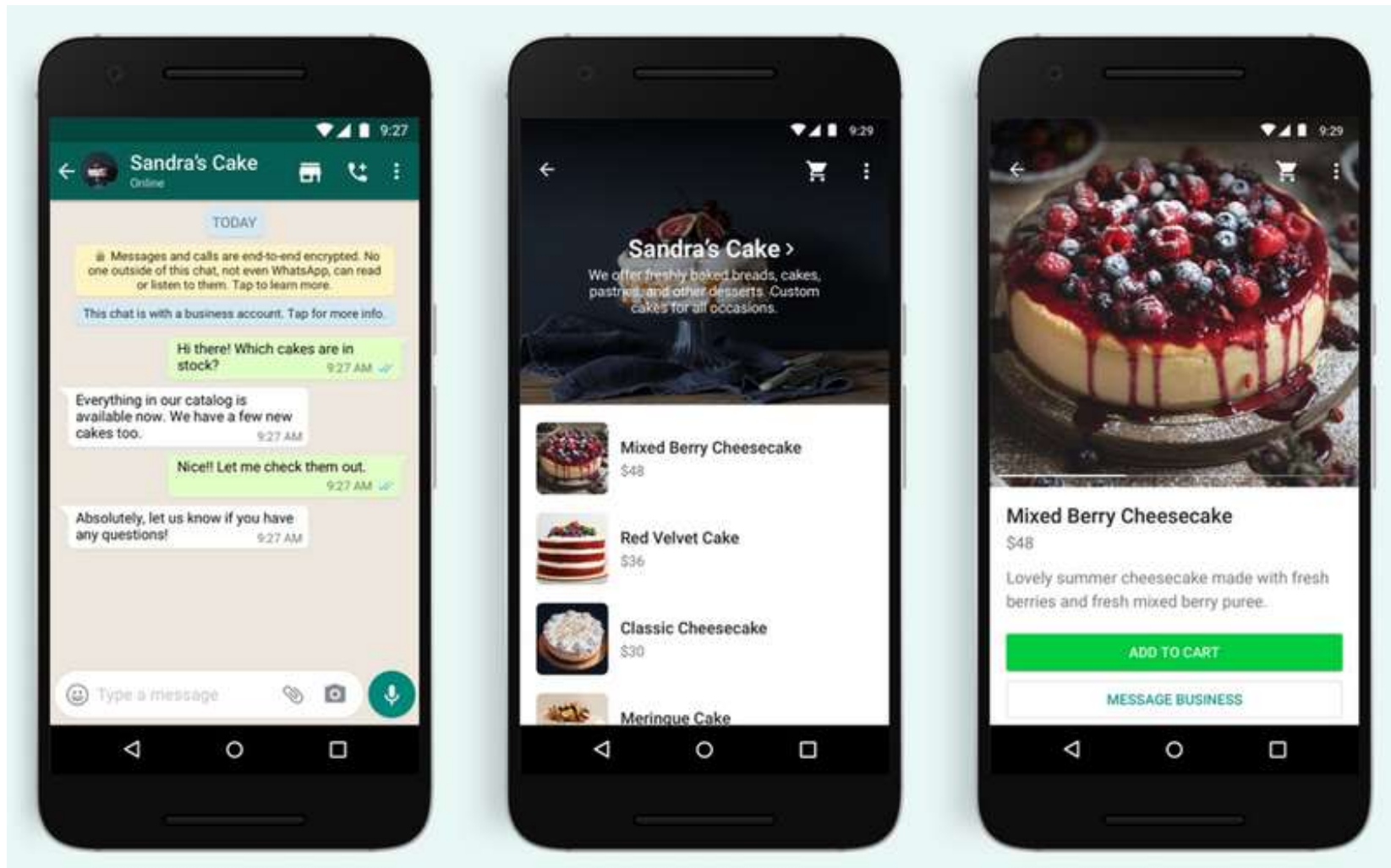


WhatsApp business tools

In the next step, you can learn about setting up a product catalog for your eCommerce or automated messaging.

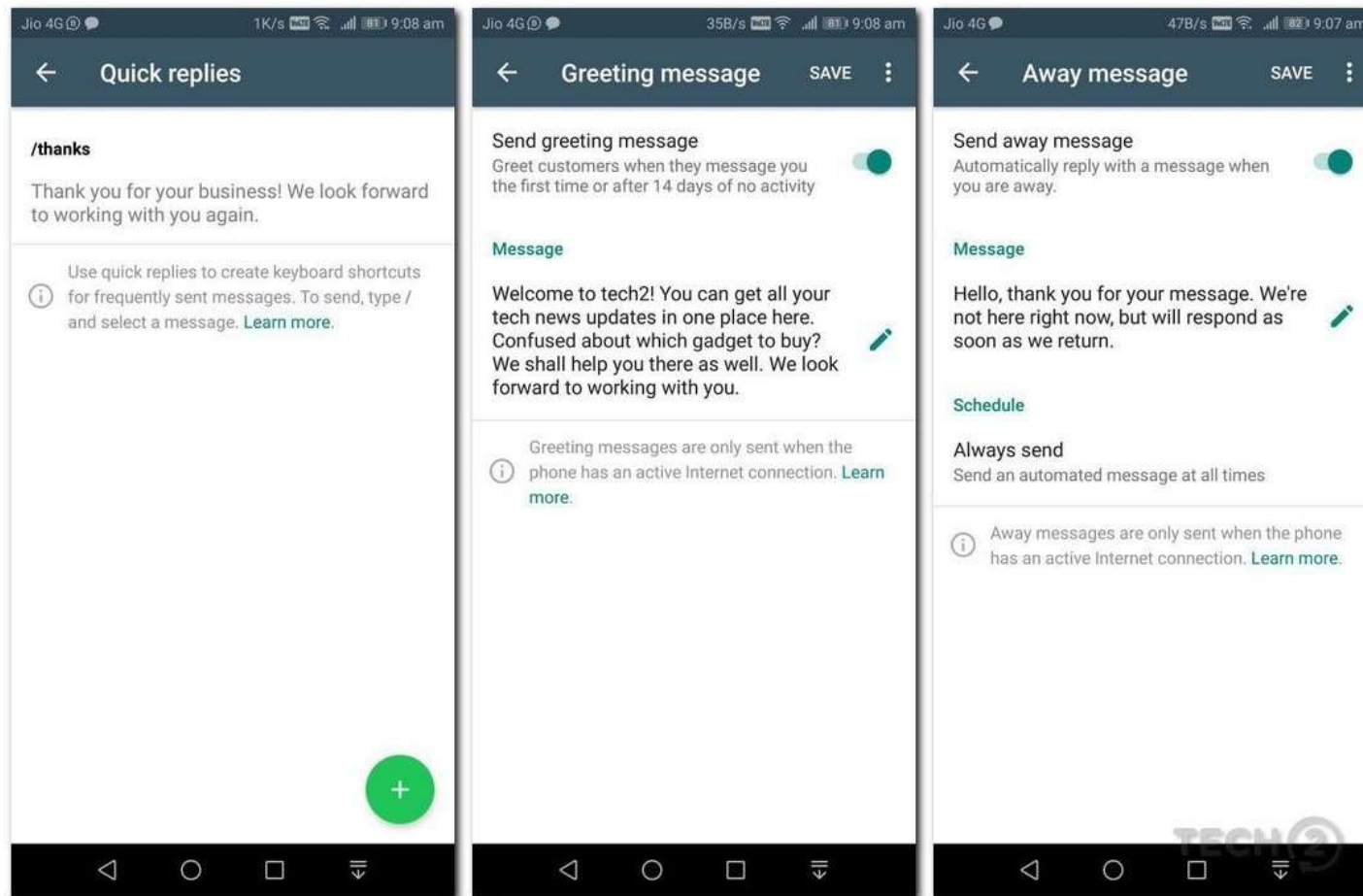


Before you move on to advanced features like automated messaging, make sure to add more information about your business. You can manage addresses, hours, and websites in the **Business Profile** category in settings.



Product Catalog

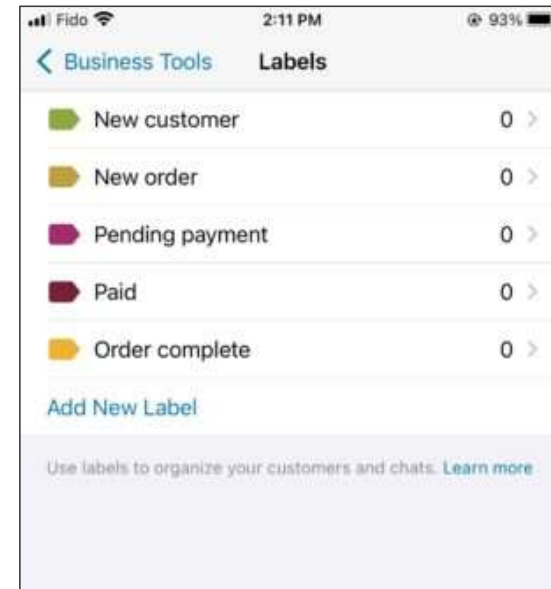
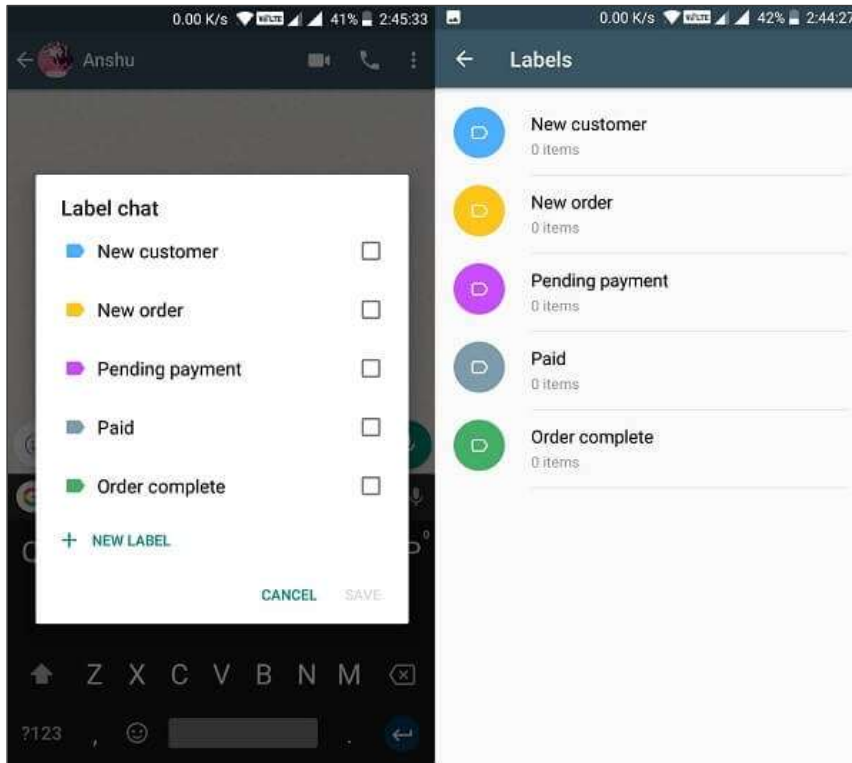
Automated Messaging





Labels

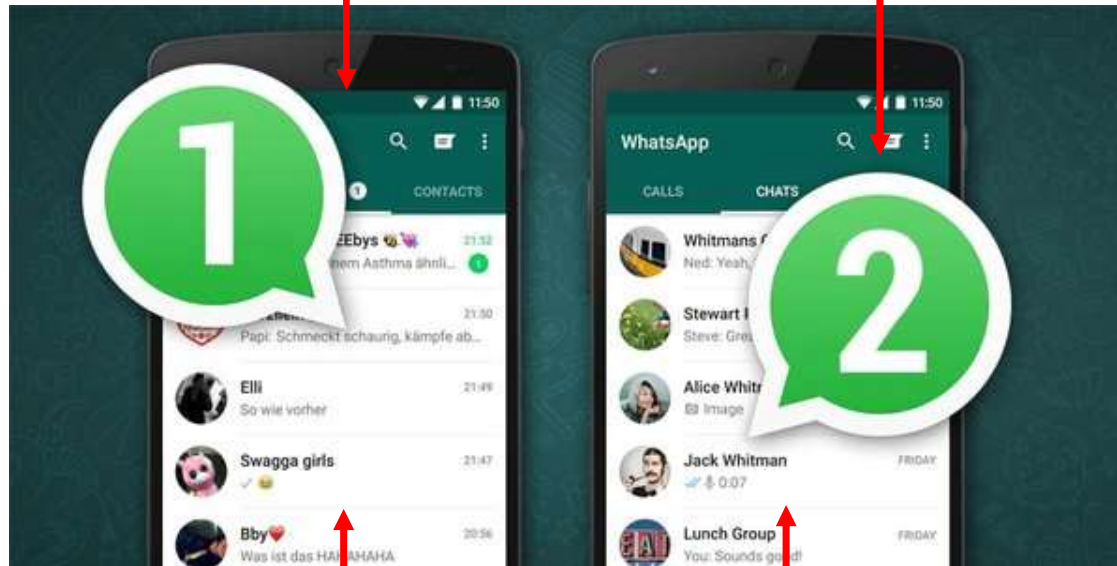
Use labels to organize and categorize users and messages. This will help you sort messages by urgency and recognize returning customers. You can use pre-programmed labels or create new ones that make sense for your business.





WhatsApp App

WhatsApp Business App



Normal SIM Card

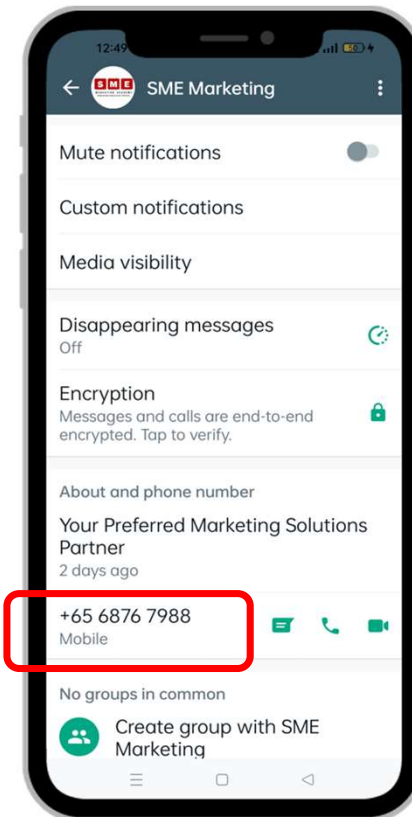
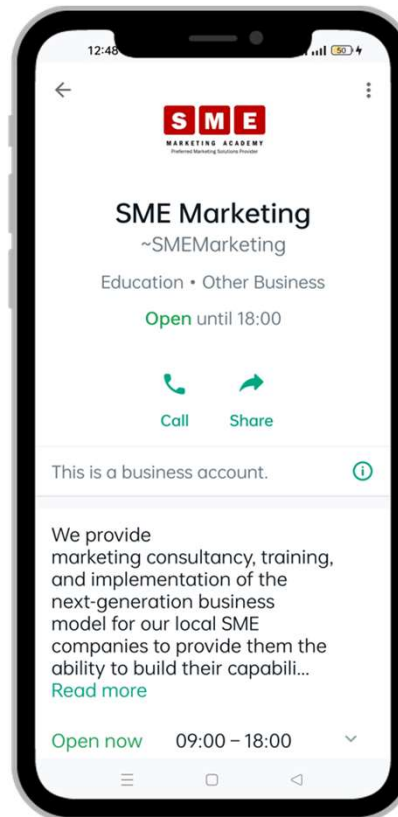
Dual SIM / eSIM / Landline

Dual WhatsApp Accounts on Single Phone



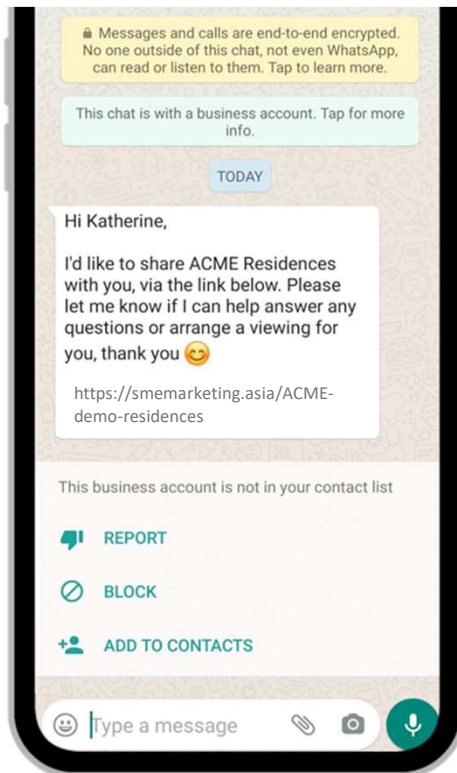


LANDLINE NUMBER



Have You Encounter?

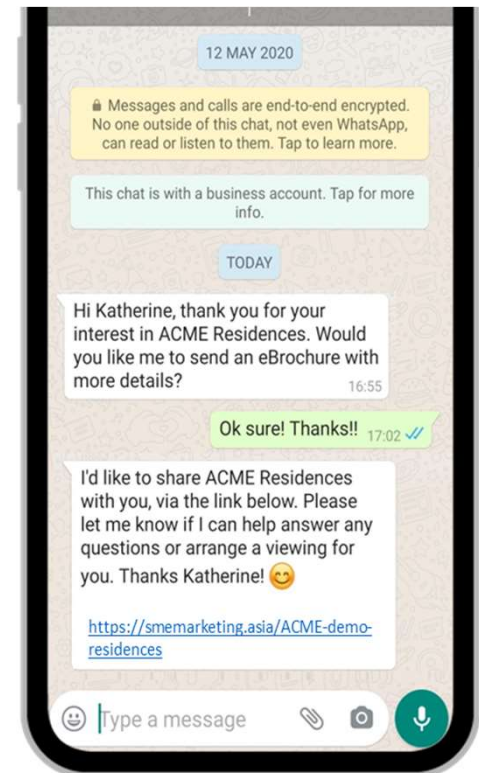
Unclickable Links on WhatsApp



Message received
from a new contact

Links are NOT
clickable

Reply to unlocks chat
Links are clickable now

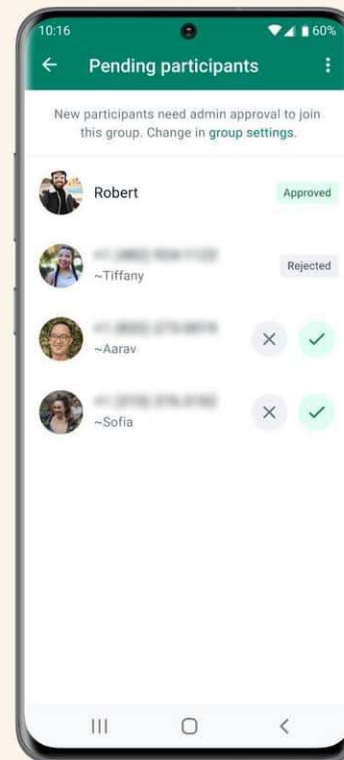


WHATSAPP GROUP

WhatsApp allows you to make a group of up to 1024 members.

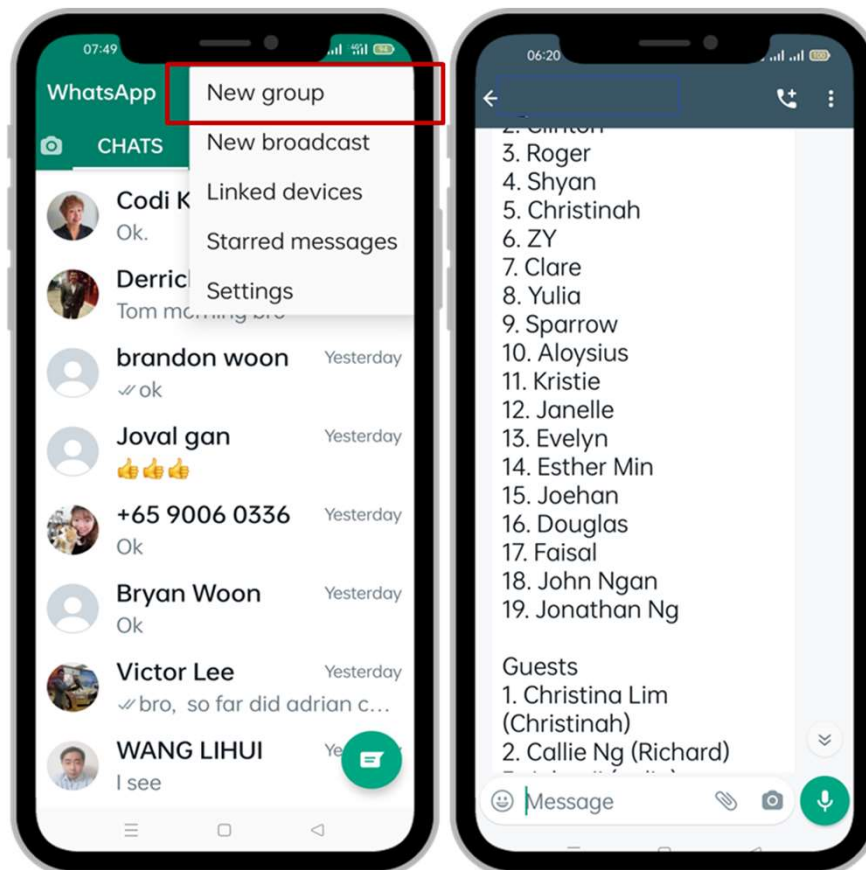


Quickly
choose
who can join
a group



See which
groups you
have in
common

Have You Encounter? WhatsApp Group

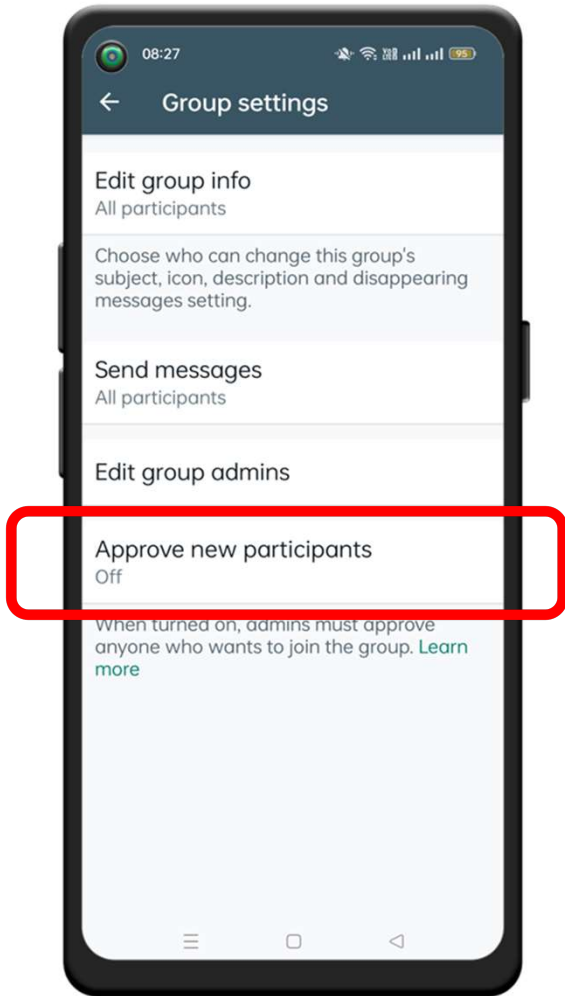


WhatsApp Group

Lots of Unwanted Messages (eg. Good Morning & Birthday Greeting)

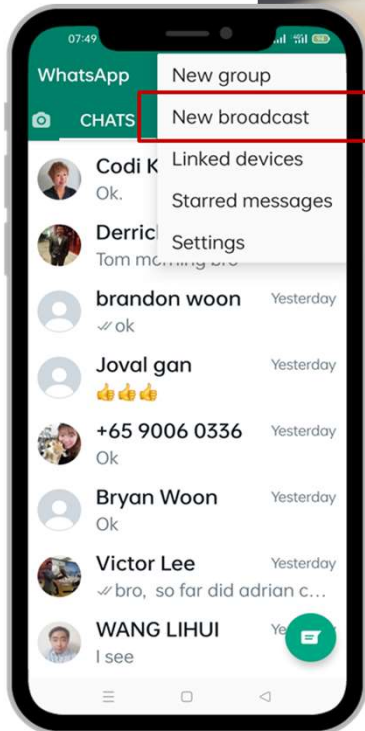
Customer's mobile number exposed

Have You Encounter? WhatsApp Group



WhatsApp Group Settings

Admins Must Approve anyone who wants to join the group.



Have You Encounter? Broadcast Limitation



Limited Group Size (256 contacts per group)

For Broadcast –

- 1) You NEED to save receipt number.
- 2) Receipt NEED to SAVE your number

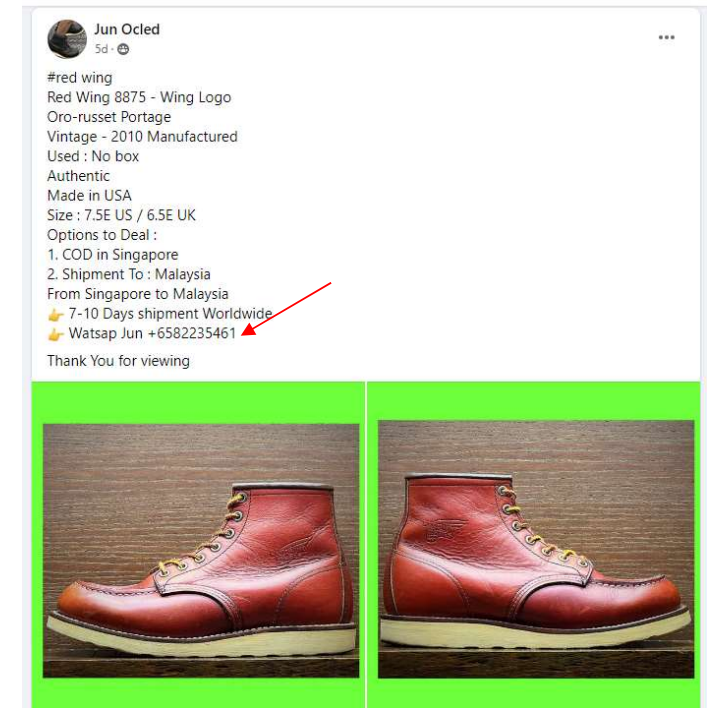


Have You Encounter?

WhatsApp Link / QR



<https://wa.link/6589091669>





How do WhatsApp People NOT be on your contacts list?

Why create WhatsApp links?

To open a WhatsApp chat, you usually need to know the user's phone number, save it on your device, and search for it to start the conversation. A WhatsApp link simplifies those steps in 1 single click that opens the chat without saving phone numbers, this is what it's called "click to chat".



Example: **<https://wa.link/6598765432>**

<https://open.wa.link/open>





Create WhatsApp QR & Link?



Basic Link

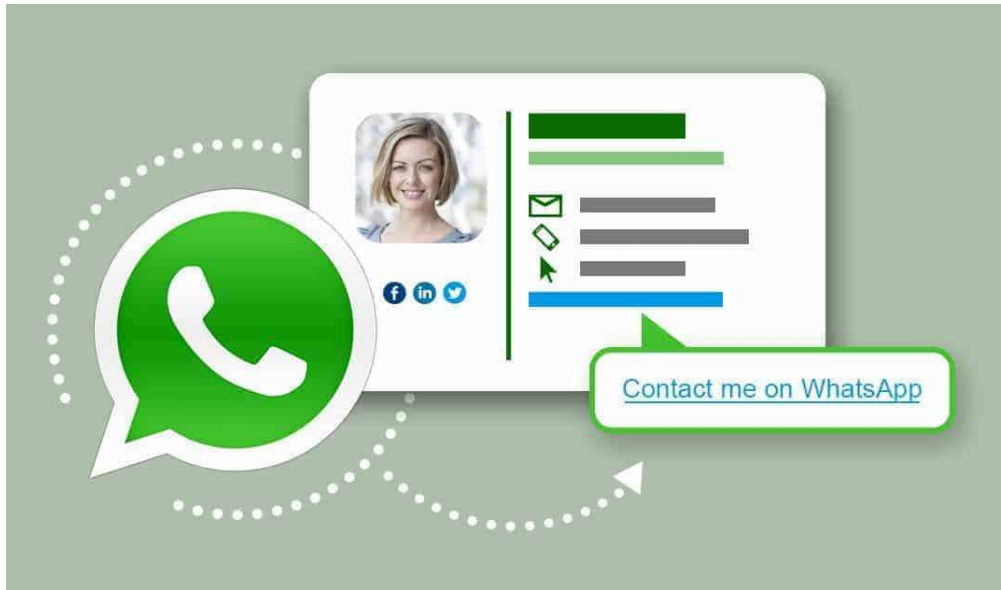
<https://wa.link/6589091669>

Premium Link

<https://wa.link/smemarketing>

<https://create.wa.link/>





<https://create.wa.link/>

Basic Link:

<https://wa.link/6587654321>

<https://wa.link/hu3ehfdsh>

Premium Link:

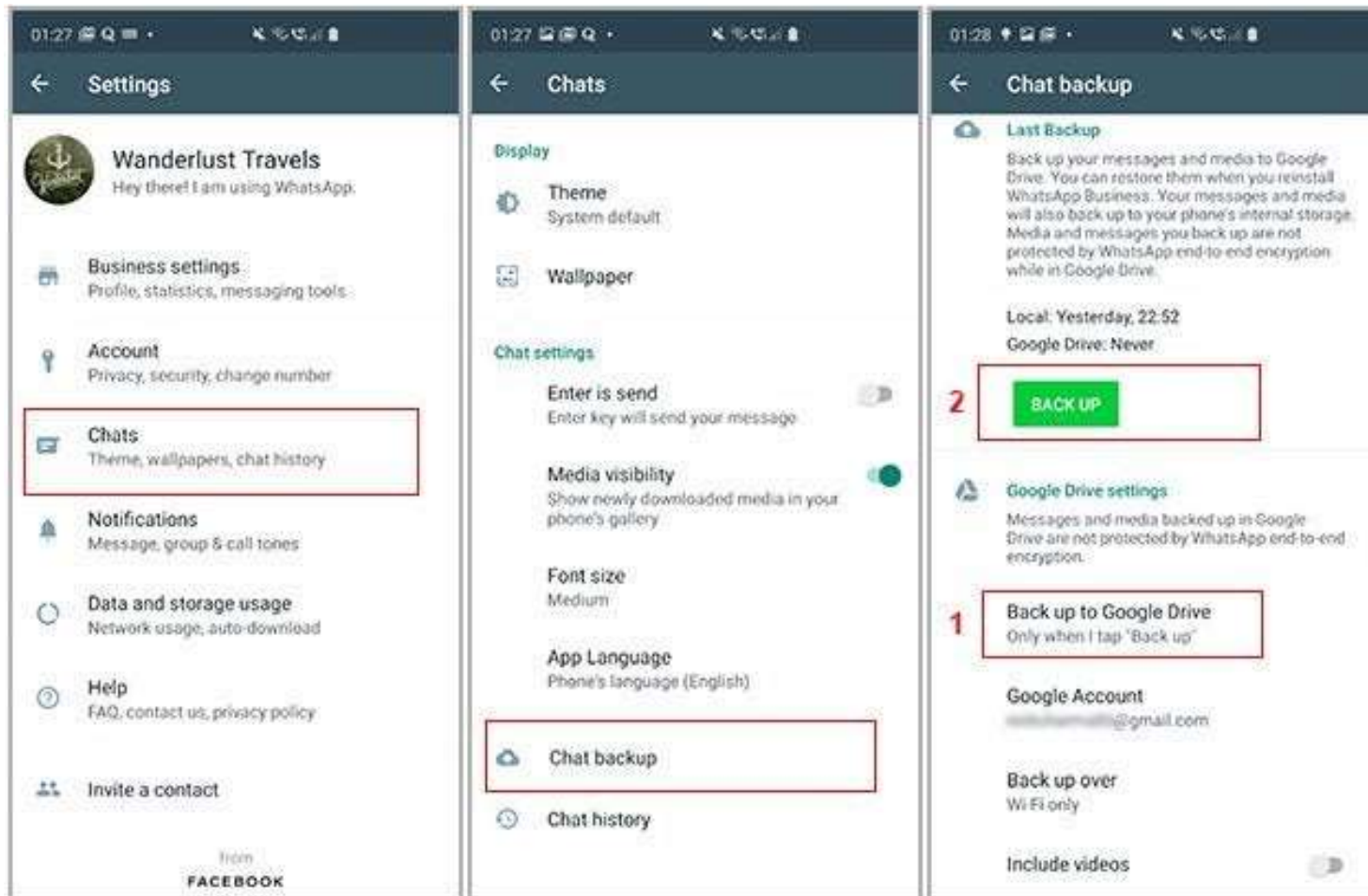
<https://wa.link/propertylimbrothers>

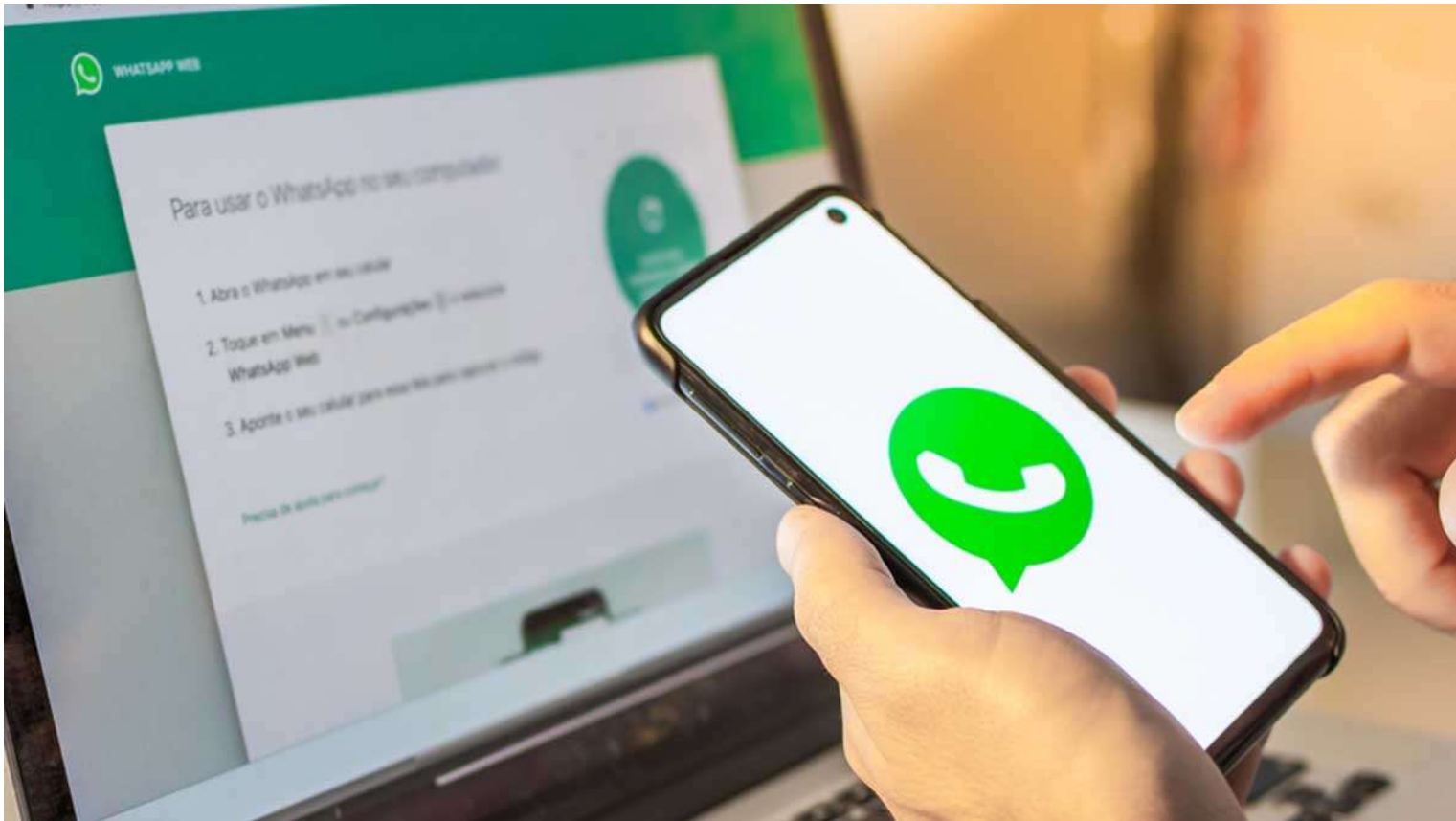
https://wa.link/amos_residence

<https://wa.link/lentormodern>

<https://wa.link/codikoh>

Backup Your Chat



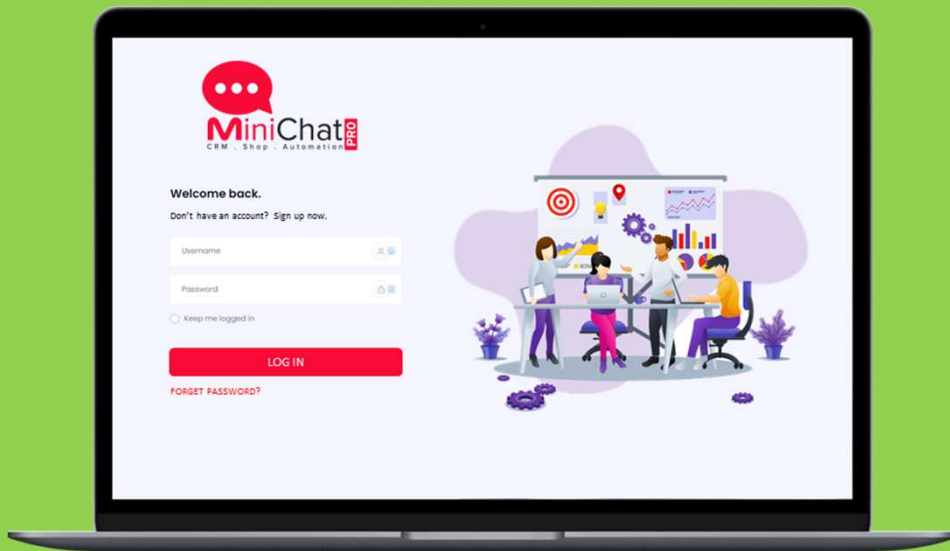


How to Run Multiple WhatsApp on Windows Desktop?

Chapter 3:
Creating a WhatsApp Marketing
Campaign (MiniChat Solution)

WhatsApp Marketing Tool



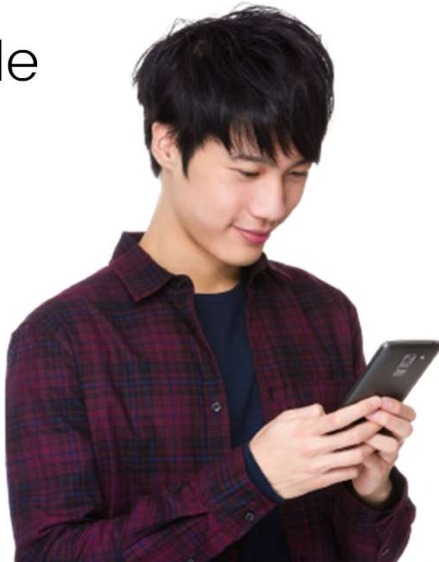


Introducing MiniChat Pro

WA Marketing Tools

HAVE YOU BEEN FACING

Are you currently experiencing any of these challenges while using WhatsApp?



WhatsApp



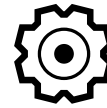
Sending **Personalize Message** to your customers.



Scheduling broadcasts for specific timings.



Broadcasting messages to WhatsApp groups.



Implementing **WhatsApp Automation**, such as using a Chatbot



Activating **WhatsApp Pay** with Stripe Payment integration.



Integrating WhatsApp with Google Form, Shopee, Shopify, or WooCommerce.



Integrating **ChatGPT with WhatsApp**.



Creating **Message Flow & Delayed Message**



CRM Build-In with **customer Tagging**



WhatsApp CRM & Campaign

HAVE YOU BEEN FACING

Are you, as a business owner, encountering the following challenges while using WhatsApp?



WhatsApp



Efficiently track and record all the WhatsApp communications between your staff and customers?



Manage customer interactions when a **staff member is on vacation leave?**



Without using WhatsApp Business API



Responding promptly to customer inquiries on WhatsApp?



Create WhatsApp campaigns that **leave a lasting impression** on your customers?



Preset Promotion Campaign Template



Customer contacts and conversations if a **staff member leaves the company?**



Trigger **Offline Chatbot** after office hours.



Spending **too much time manually** reply customer msg



WhatsApp CRM & Campaign

Introducing MiniChat Pro – the

ultimate cloud-based solution for managing your WhatsApp conversations and customer relationships. With MiniChat Pro, you can streamline your communication, enhance your customer service, and improve your productivity.

MiniChat Pro is the ultimate WhatsApp CRM tool, enabling you to manage multiple WhatsApp accounts on a single dashboard. It supports multiple users, so your team can collaborate seamlessly, and role assignment ensures that everyone knows their responsibilities.

The contact management feature allows you to organize your contacts efficiently, so you can focus on building relationships with your customers. The chat history feature lets you review your previous conversations, so you can pick up where you left off and provide better service.

With MiniChat Pro, you can easily support WhatsApp Shop and WhatsApp Pay, providing your customers with a seamless shopping and payment experience. This feature can help you increase your sales and grow your business.

Whether you're a small business or a large enterprise, MiniChat Pro is the perfect solution for managing your WhatsApp conversations and customer relationships. Sign up today and experience the power of MiniChat Pro!

 WhatsApp CRM

 Multiple Users Access

 Multiple Accounts Access

 Membership

 Role Assignment

 Contact Management

 Chatbot Builder

 WhatsApp Shop

 WhatsApp Pay

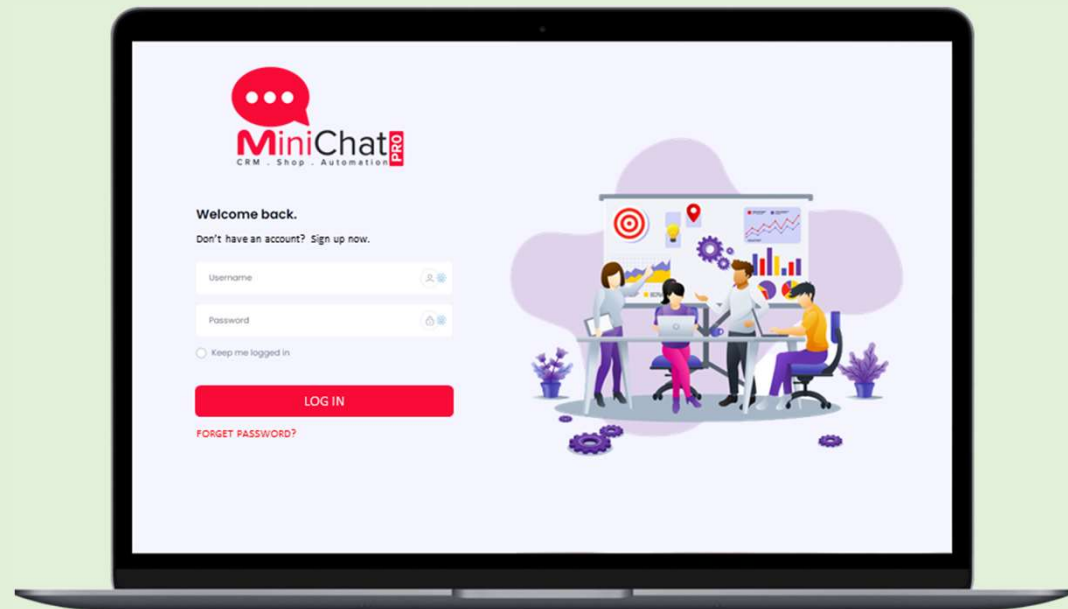
 Chat History

 Personalize Bulk Broadcast

 Schedule Message

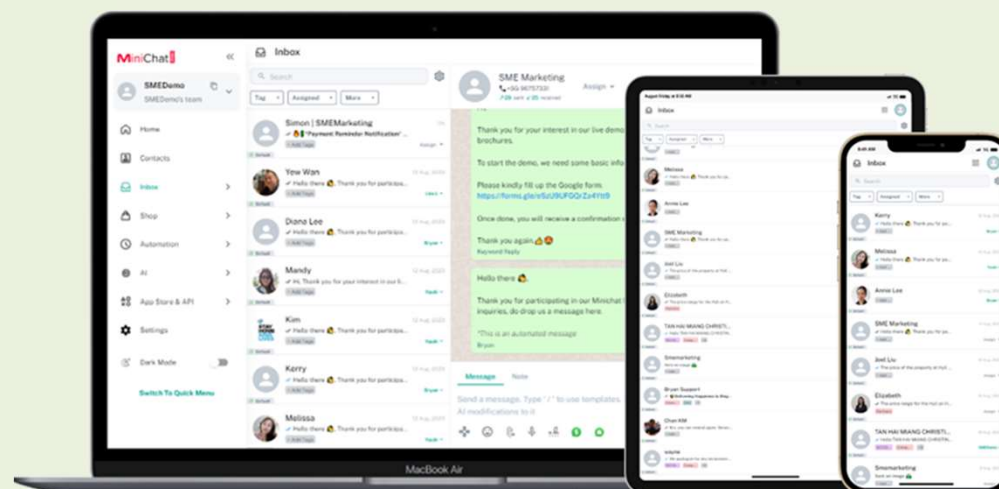
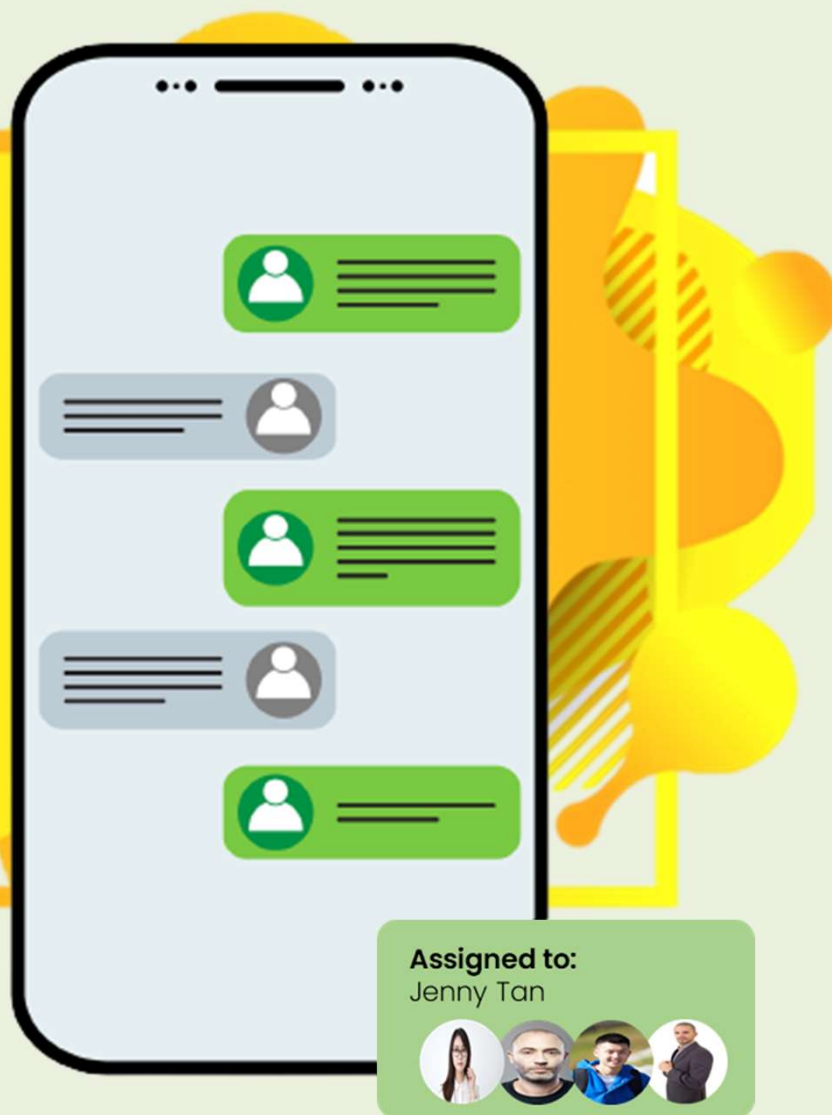
 Chat AI Integrated

 Support Existing WhatsApp



Introducing WhatsApp Inbox

(Shared WhatsApp Business Team Inbox)



WhatsApp Team Inbox

Respond in seconds, not minutes!



Don't Let Your Customers Wait.....



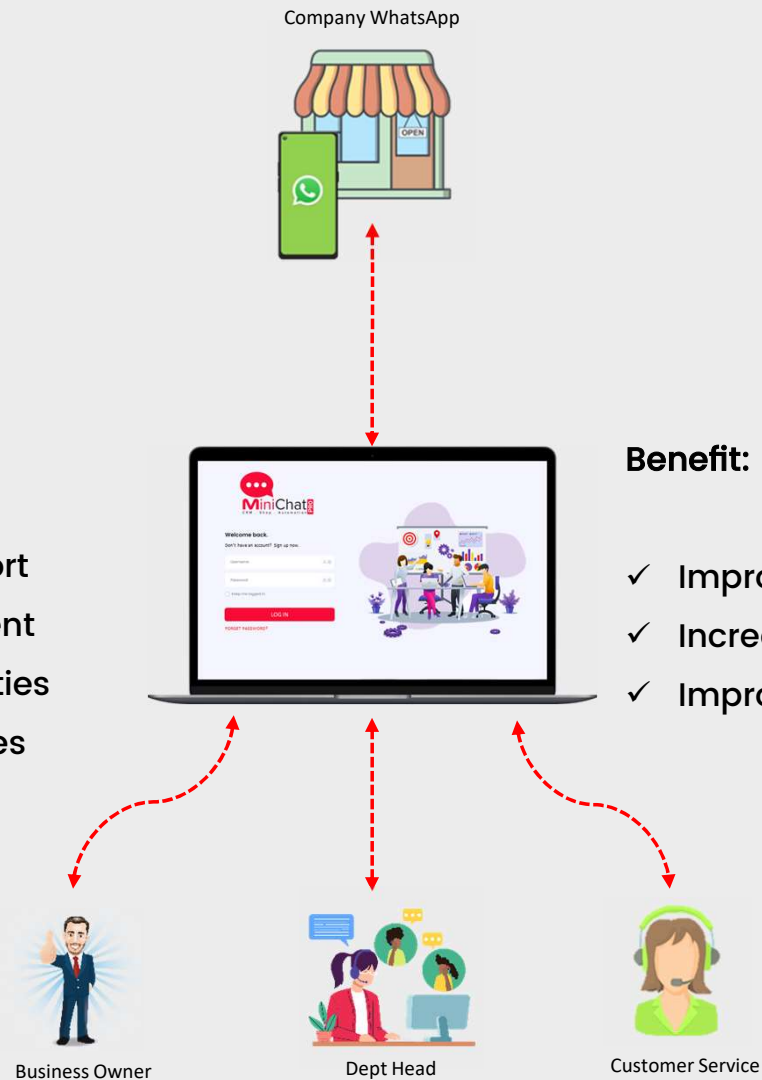
WhatsApp Team Inbox

Used cases:

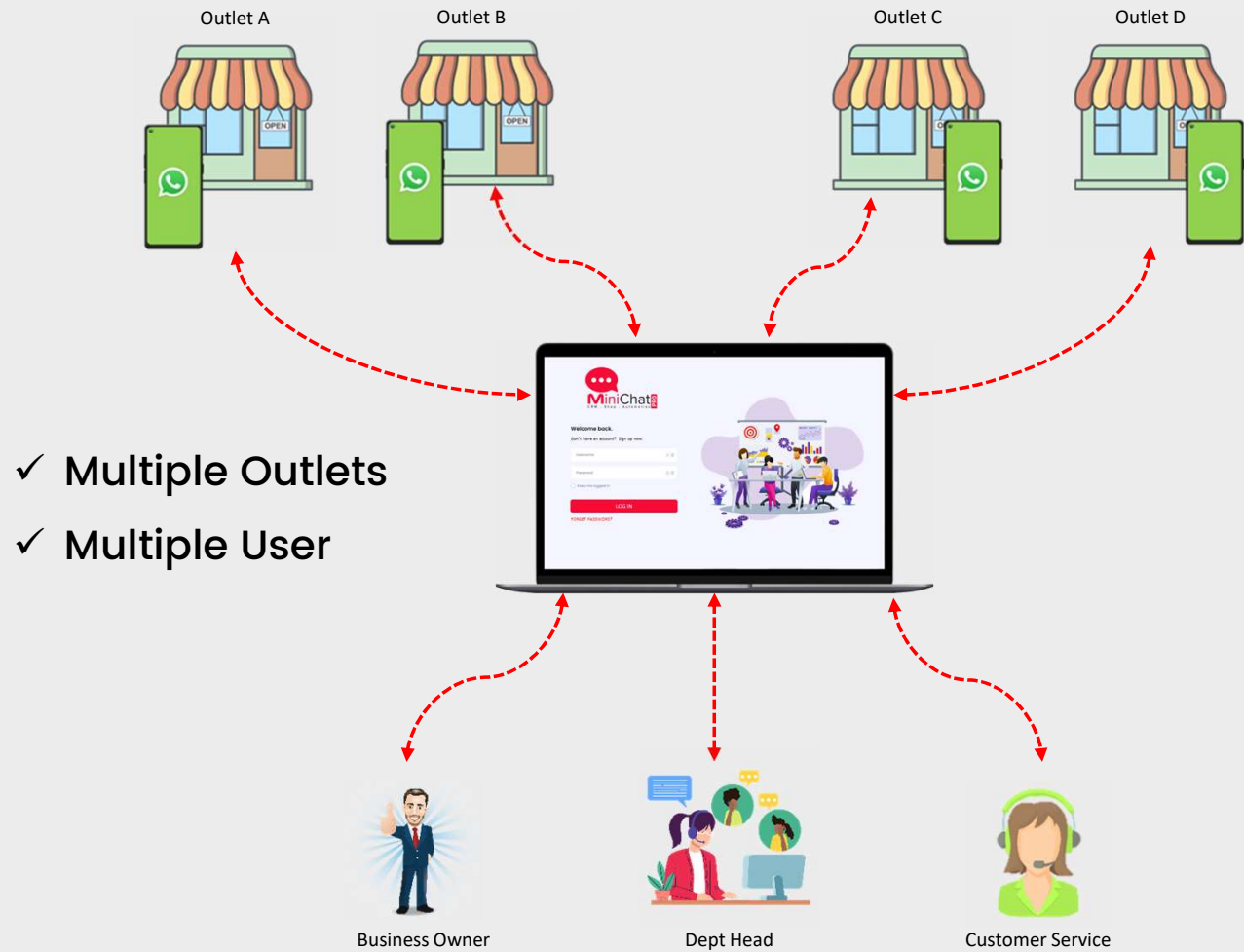
- ✓ Customer Support
- ✓ Sales Engagement
- ✓ Marketing Activities
- ✓ Human Resources

Benefit:

- ✓ Improved Customer Service
- ✓ Increased Productivity
- ✓ Improved Visibility

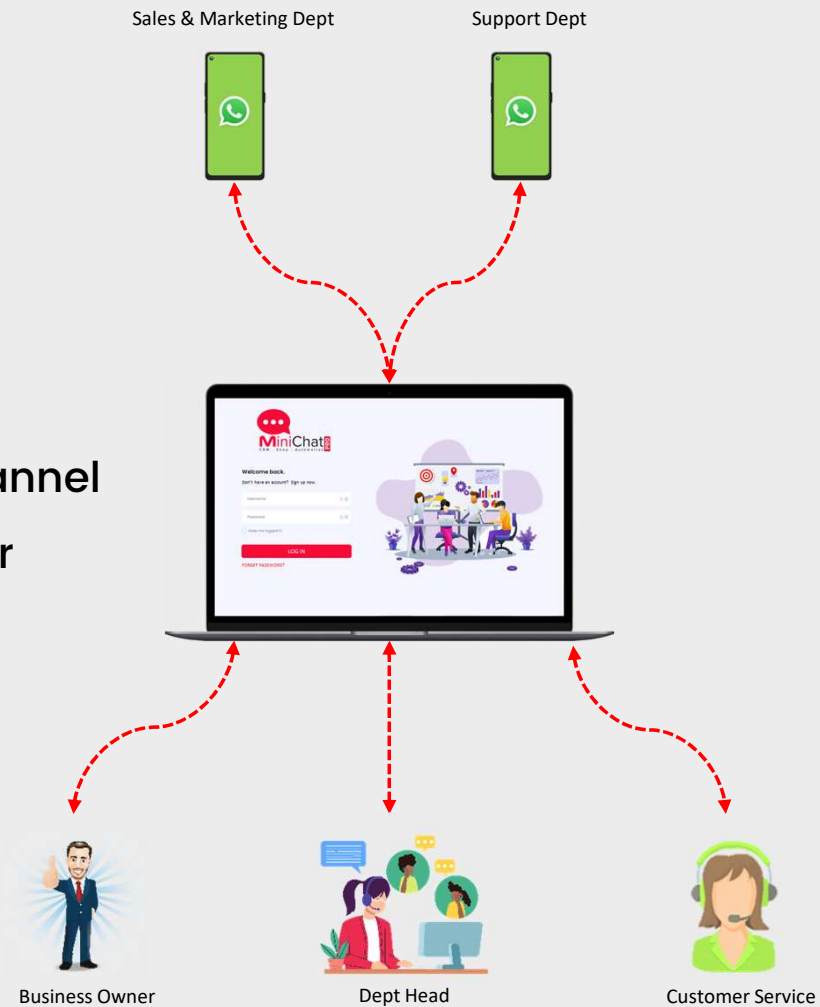


WhatsApp Team Inbox



WhatsApp Team Inbox

- ✓ Multiple Channel
- ✓ Multiple User



Get More Sales & Save More Time with WhatsApp CRM & Automation

Streamline Your Customer Relationships: Mastering
WhatsApp Contact Management with MiniChat Pro



MiniChat Pro Version



Sales Agent 1



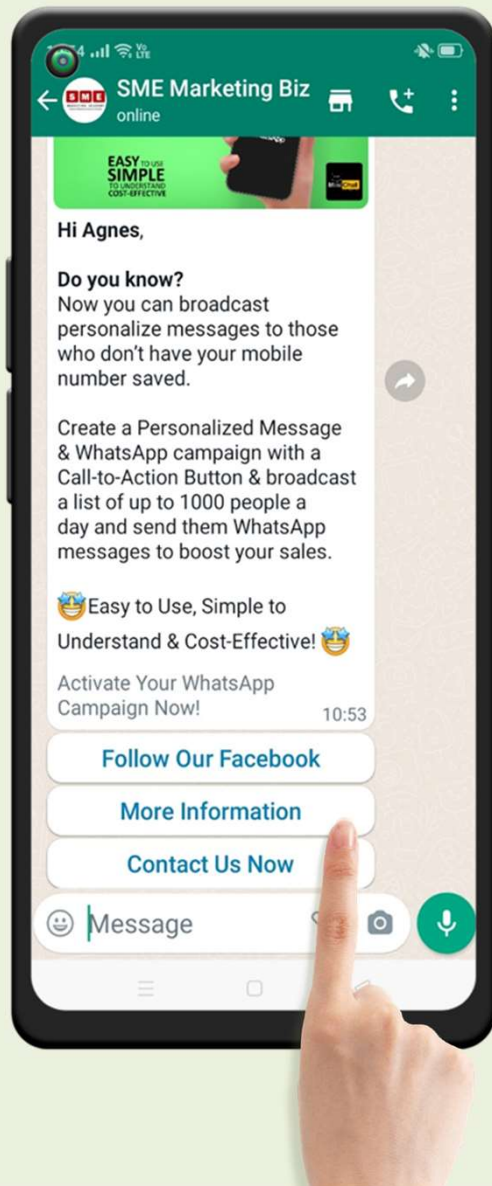
Sales Agent 2



Sales Agent 3



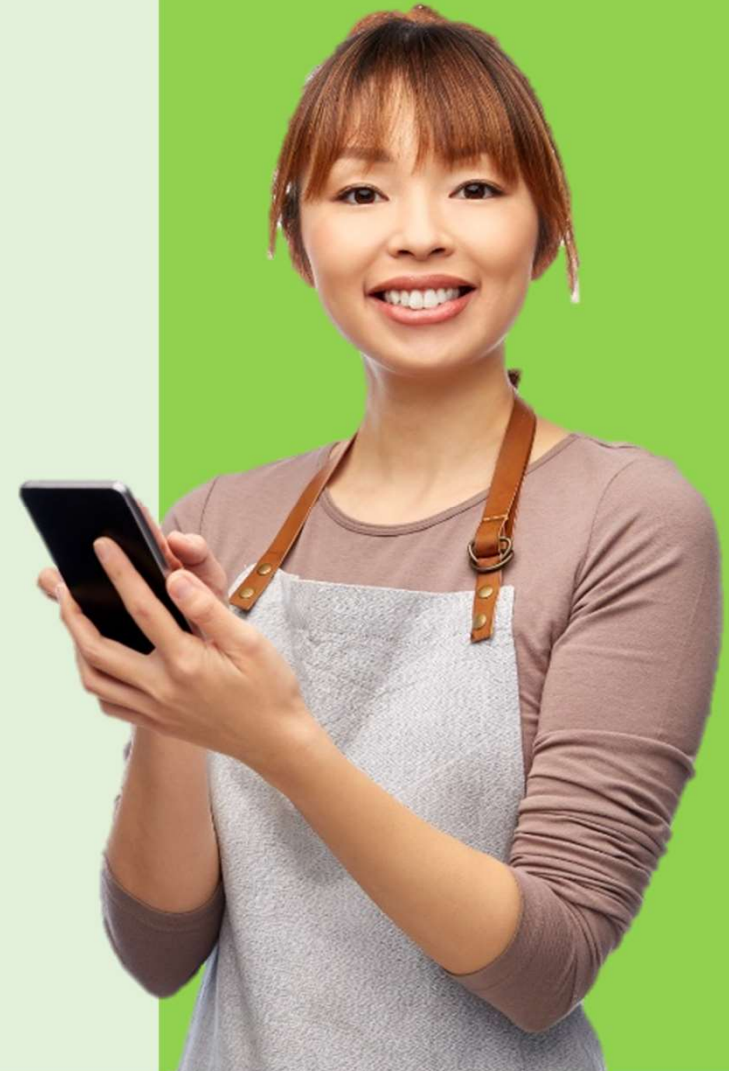
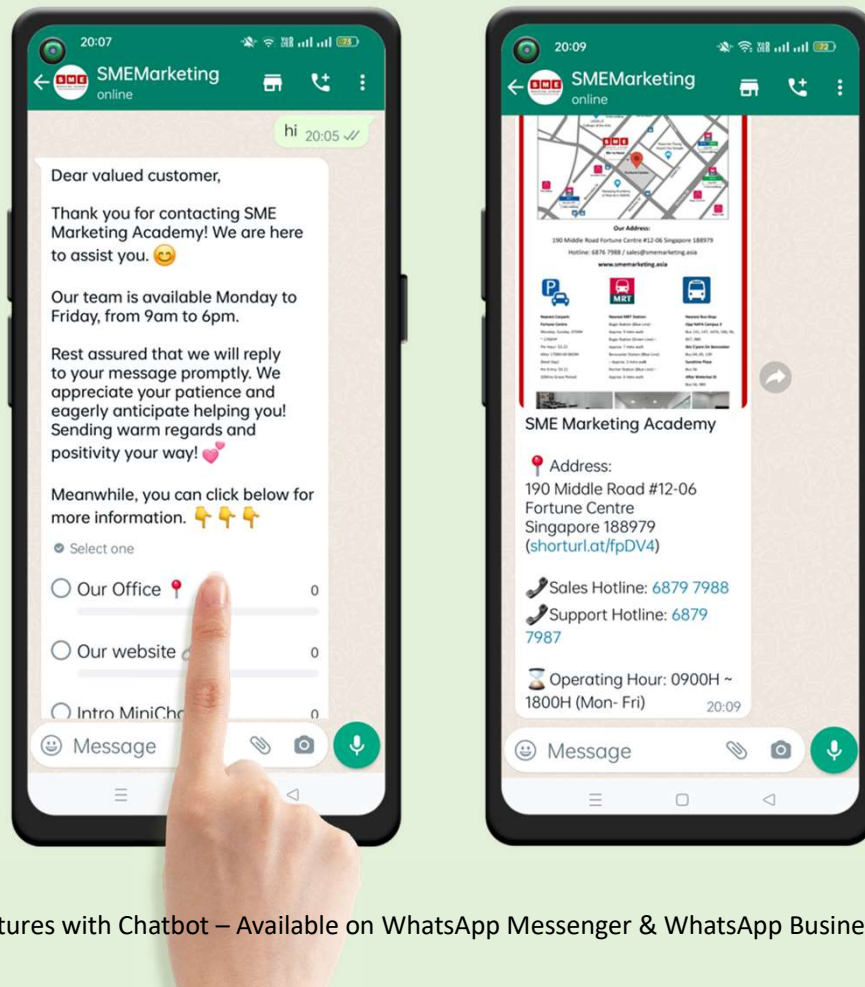
WhatsApp CRM & Campaign



How to use **WhatsApp** Automation for your Business?

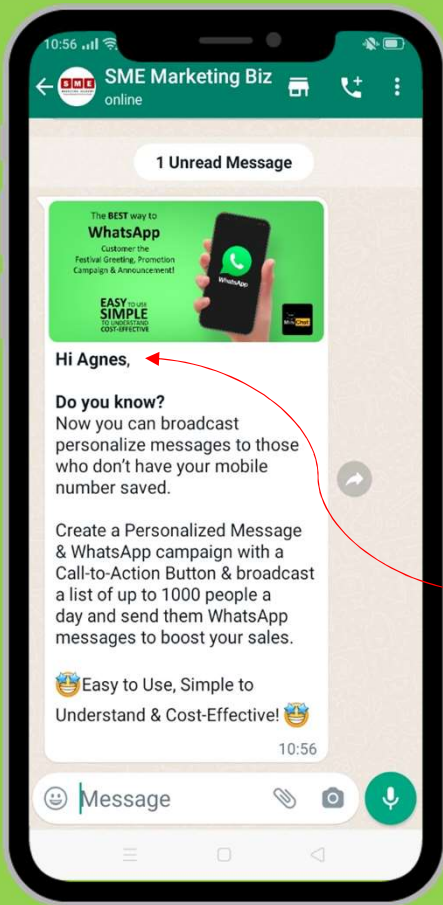


Chatbot Automation



** Poll Features with Chatbot – Available on WhatsApp Messenger & WhatsApp Business Account.

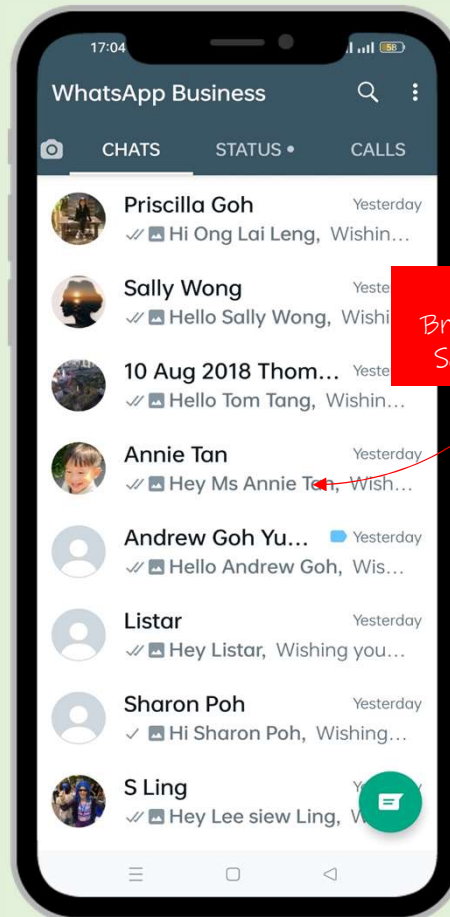
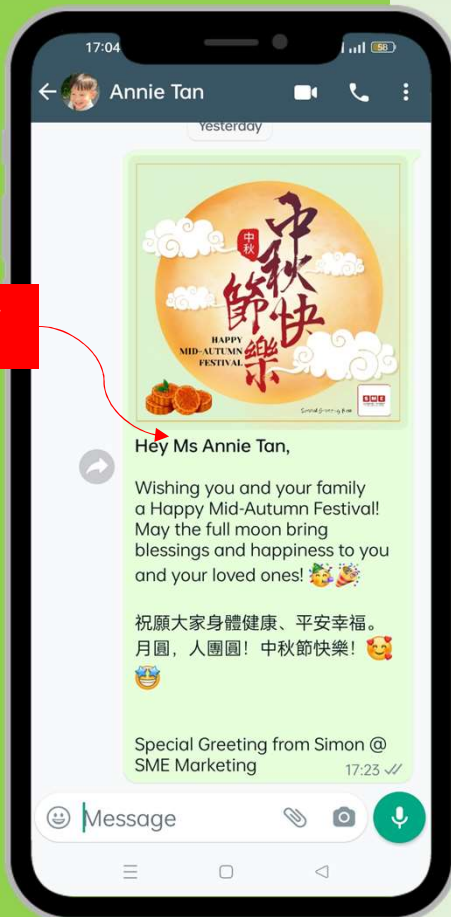
WhatsApp Broadcast



- Text & Images

Personalize
Message



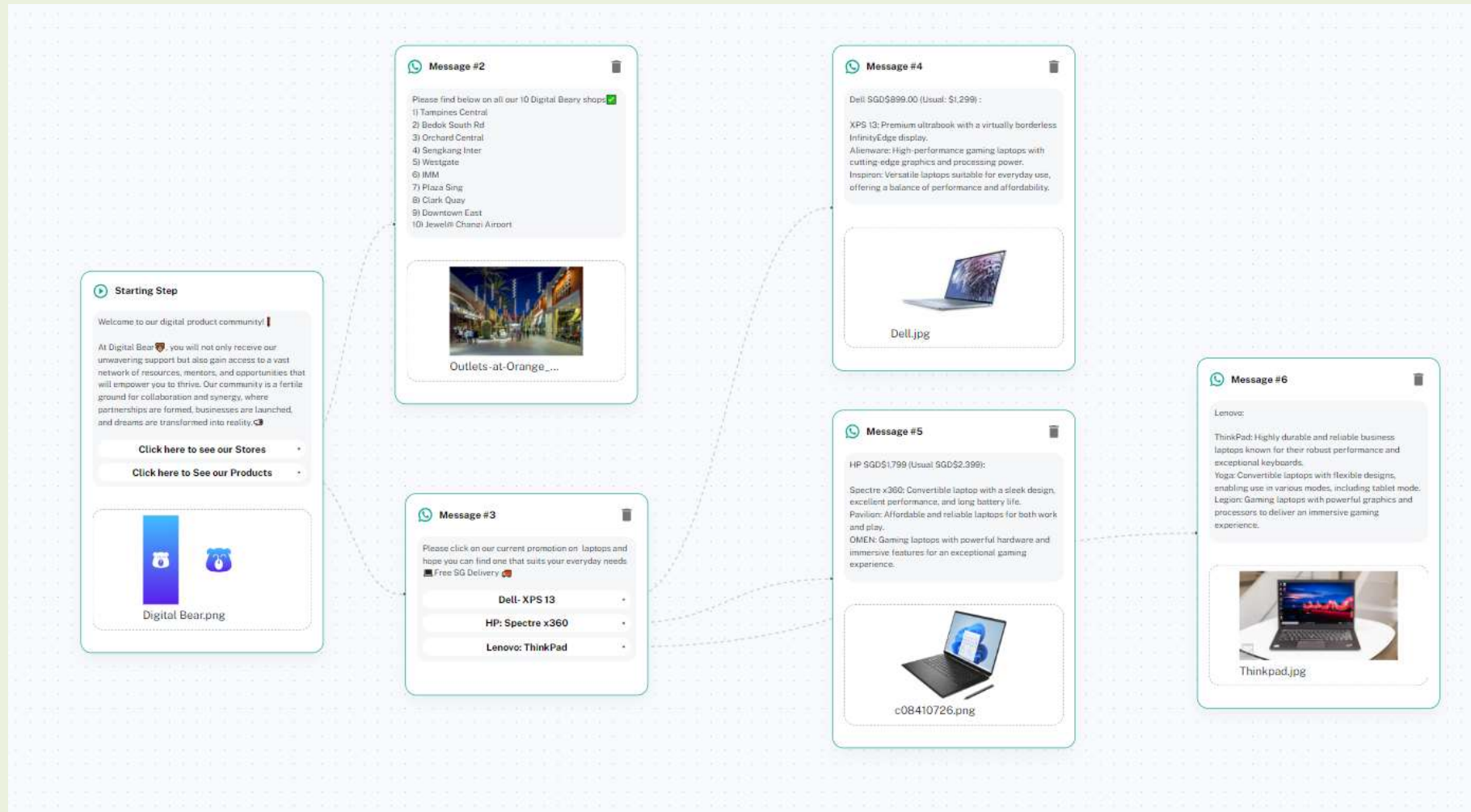


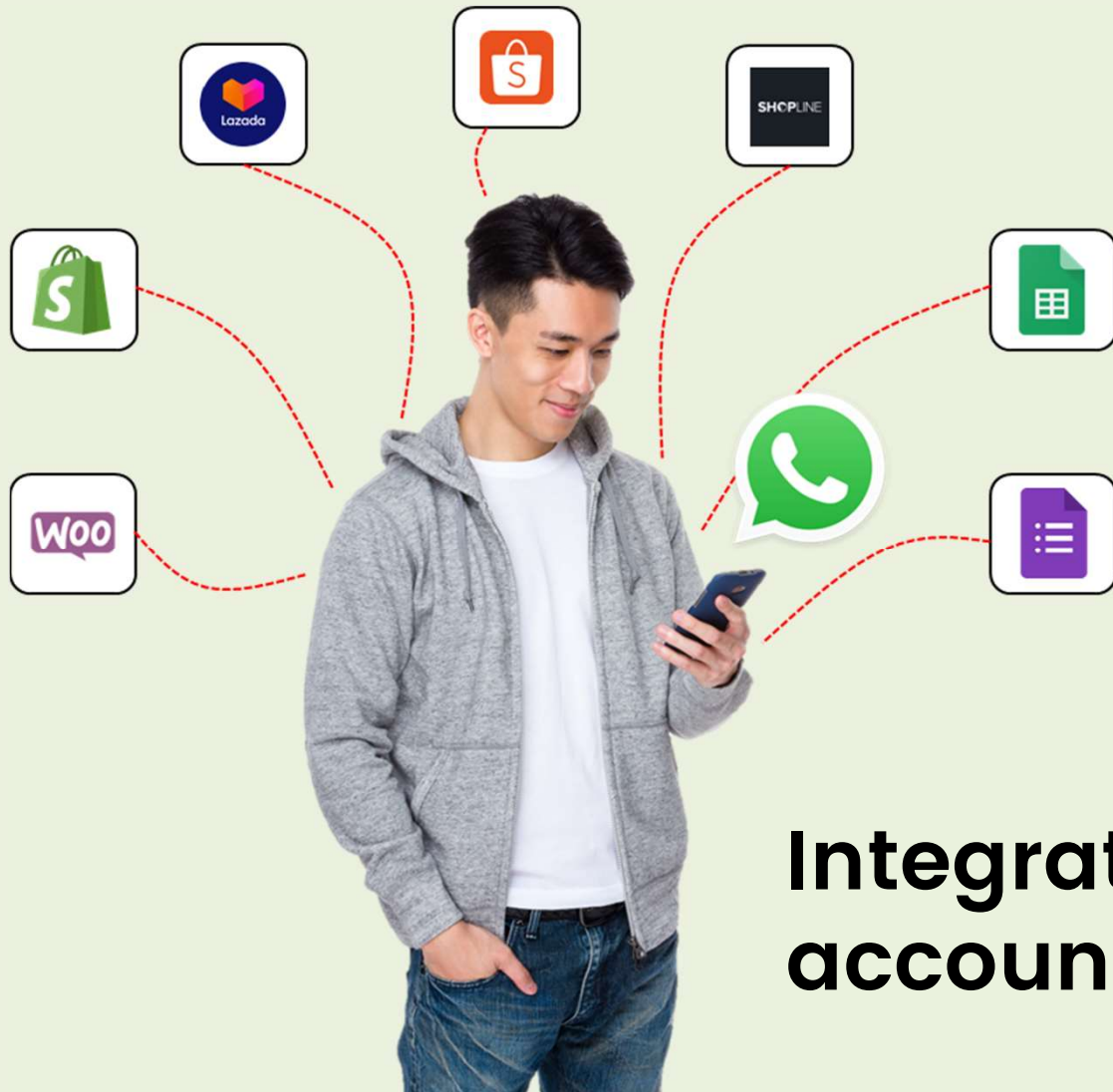
WHATSAPP REPORT

USER: [SMEMarketing](#) START DATE: 2022-09-10
WHATSAPP # '6589091669' END DATE: 2022-09-11

CAMPAIGN NAME	WHATSAPP	STATUS	MIN DELAY	MAX DELAY
Mid-Autumn Greeting	65816	SUCCESS	7	7
Mid-Autumn Greeting	65881	SUCCESS	7	7
Mid-Autumn Greeting	65858	SUCCESS	7	7
Mid-Autumn Greeting	65838	SUCCESS	7	7
Mid-Autumn Greeting	65846	SUCCESS	7	7
Mid-Autumn Greeting	65838	SUCCESS	7	7
Mid-Autumn Greeting	65836	SUCCESS	7	7
Mid-Autumn Greeting	65812	SUCCESS	7	7
Mid-Autumn Greeting	65902	SUCCESS	7	7
Mid-Autumn Greeting	65811	SUCCESS	7	7
Mid-Autumn Greeting	65881	SUCCESS	7	7
Mid-Autumn Greeting	65901	SUCCESS	7	7
Mid-Autumn Greeting	65832	SUCCESS	7	7
Mid-Autumn Greeting	65821	SUCCESS	7	7
Mid-Autumn Greeting	65885	SUCCESS	7	7
Mid-Autumn Greeting	65811	SUCCESS	7	7
Mid-Autumn Greeting	65875	SUCCESS	7	7
Mid-Autumn Greeting	65851	SUCCESS	7	7
Mid-Autumn Greeting	65889	SUCCESS	7	7
Mid-Autumn Greeting	65881	SUCCESS	7	7
Mid-Autumn Greeting	65878	SUCCESS	7	7
Mid-Autumn Greeting	65903	SUCCESS	7	7
Mid-Autumn Greeting	65810	SUCCESS	7	7
Mid-Autumn Greeting	65878	SUCCESS	7	7
Mid-Autumn Greeting	65828	SUCCESS	7	7
Mid-Autumn Greeting	65826	SUCCESS	7	7
Mid-Autumn Greeting	65869	SUCCESS	7	7
Mid-Autumn Greeting	65868	SUCCESS	7	7
Mid-Autumn Greeting	65902	SUCCESS	7	7
Mid-Autumn Greeting	65820	SUCCESS	7	7
Mid-Autumn Greeting	65871	SUCCESS	7	7
Mid-Autumn Greeting	65831	SUCCESS	7	7
Mid-Autumn Greeting	65877	SUCCESS	7	7
Mid-Autumn Greeting	65887	SUCCESS	7	7
Mid-Autumn Greeting	65861	SUCCESS	7	7
Mid-Autumn Greeting	65880	SUCCESS	7	7
Mid-Autumn Greeting	65868	SUCCESS	7	7
Mid-Autumn Greeting	65810	SUCCESS	7	7
Mid-Autumn Greeting	65901	SUCCESS	7	7
Mid-Autumn Greeting	65902	SUCCESS	7	7
Mid-Autumn Greeting	65902	SUCCESS	7	7
Mid-Autumn Greeting	65818	SUCCESS	7	7
Mid-Autumn Greeting	65866	SUCCESS	7	7
Mid-Autumn Greeting	65900	SUCCESS	7	7
Mid-Autumn Greeting	65901	SUCCESS	7	7
Mid-Autumn Greeting	65892	SUCCESS	7	7
Mid-Autumn Greeting	65829	SUCCESS	7	7

Message Flow – Drag & Drop



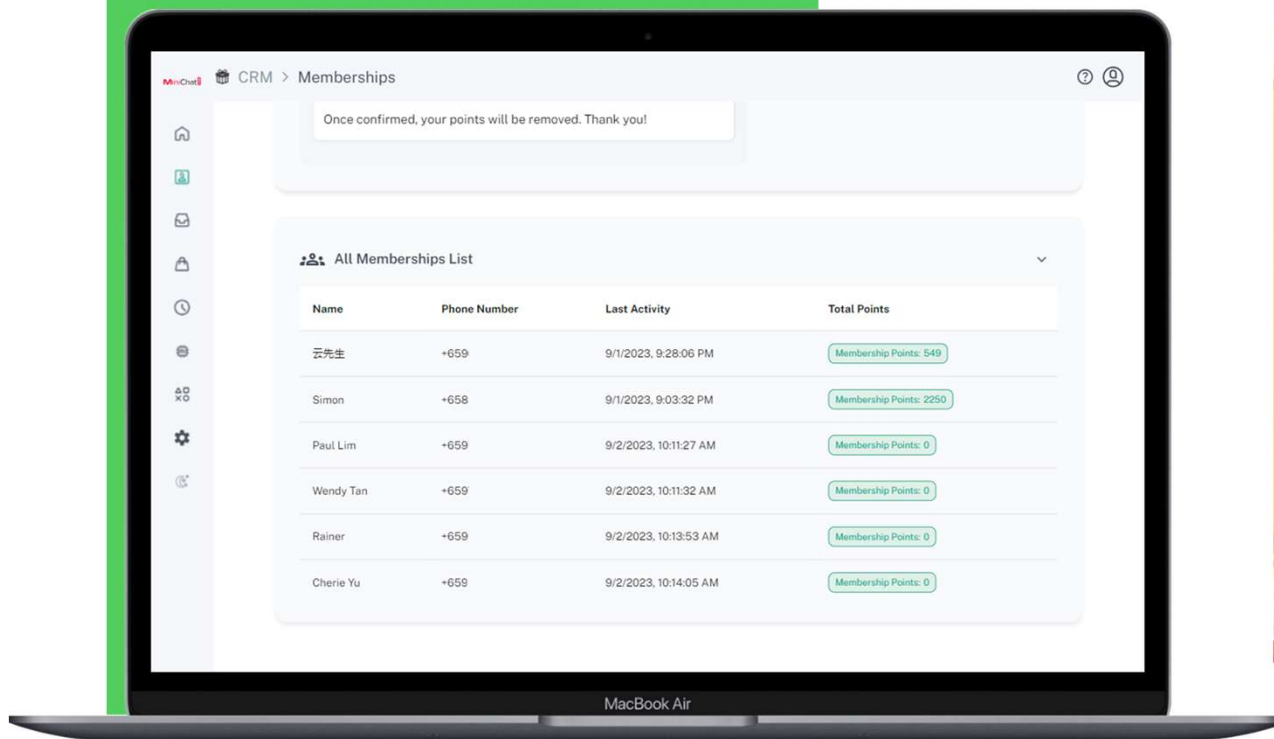


**Integrate your WhatsApp
account with.....**

Membership

Minichat PRO

MiniChat PRO



WhatsApp CRM & Campaign

Chat AI Integration



Minichat PRO

MiniChat PRO

Without ChatGPT

May I know where is your office?

190 Middle Road #12-06 Fortune Centre
Singapore 188979



With ChatGPT

May I know where is your office?

Option 1

Hi, Thank you for your inquiry. Our office is located at 190 Middle Road #12-06 Fortune Centre Singapore 188979. You can find a map and our contact information on our website. Let me know if you have any other questions.

Option 2

Hello! We're glad to hear from you. Our office is situated at 190 Middle Road #12-06 Fortune Centre. You can easily get directions by searching "SME Marketing Academy" on Google Maps. If you need any further assistance, please let us know.



WhatsApp CRM & Campaign

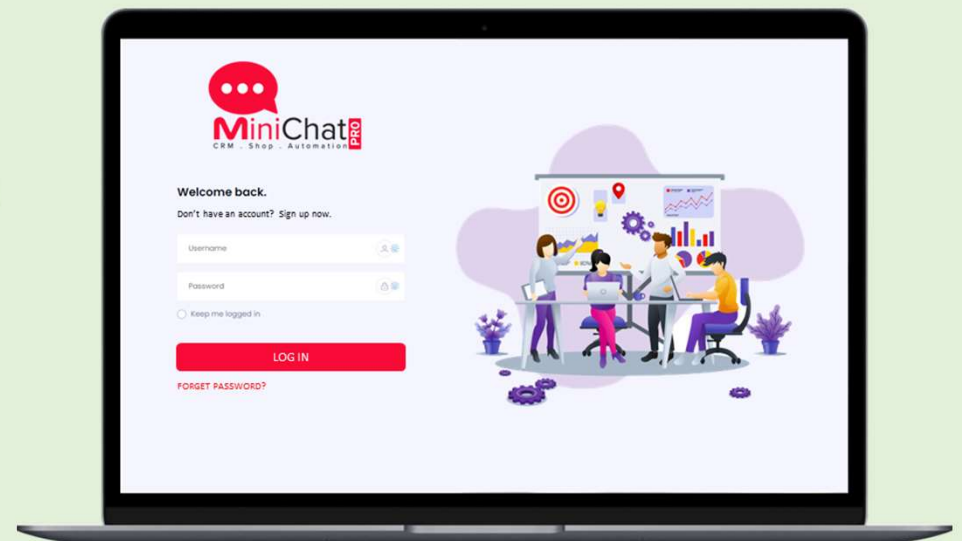
Mobile Version



Demo



wa.link/jt3y6h



Chapter 4:
WhatsApp Shop with Secure
Digital Payment

Chat . Buy . Pay



✓ Chat

✓ Buy

✓ Pay





Type of Digital Payment



Static SGQR Code



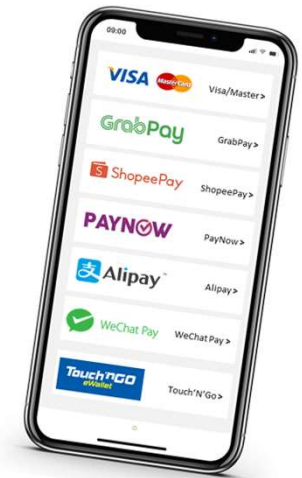
Dynamic QRCode
Payment Terminal
(In-Store Solution)

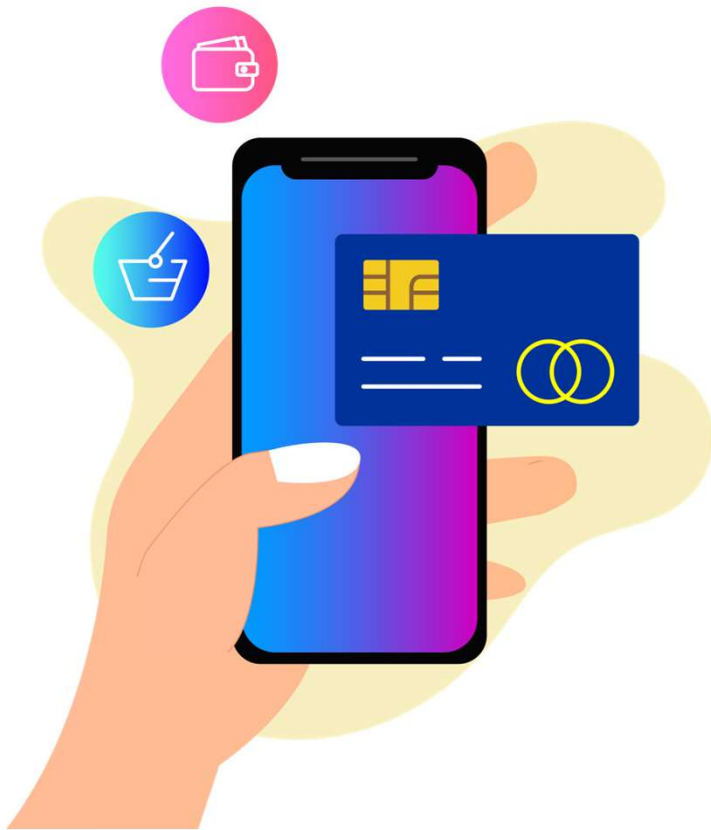


Payment Link
(Online)



Online
Payment
Gateway



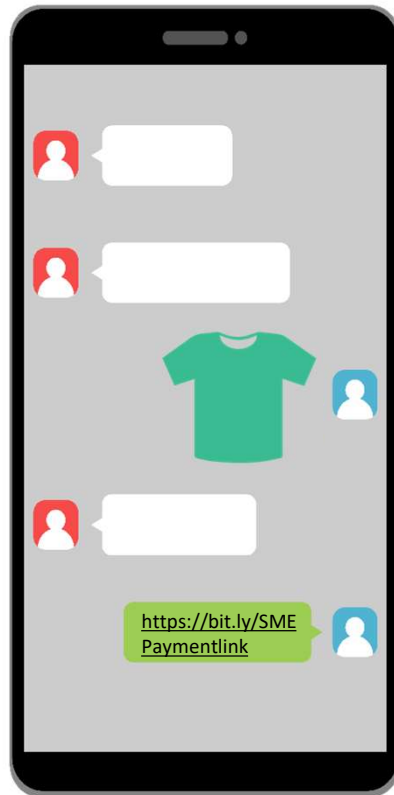


What is Payment Link?



Payment Link for Social Commerce

Why struggle to bring customers from your social channels back to your site to close sales? Let them buy right where they are.



- 1. Create Link**
- 2. Share Link**
- 3. Get Paid**





Payment Link Solution

Amount is fixed



<https://www.sgepay.com/MultiPay/14414475-fad2-4e92-95b5-75acca30b73c>

Amount input by customer



<https://www.sgepay.com/PayOpenQR/03106217>





All-In-One Payment Terminal Card Solutions + QR Payment





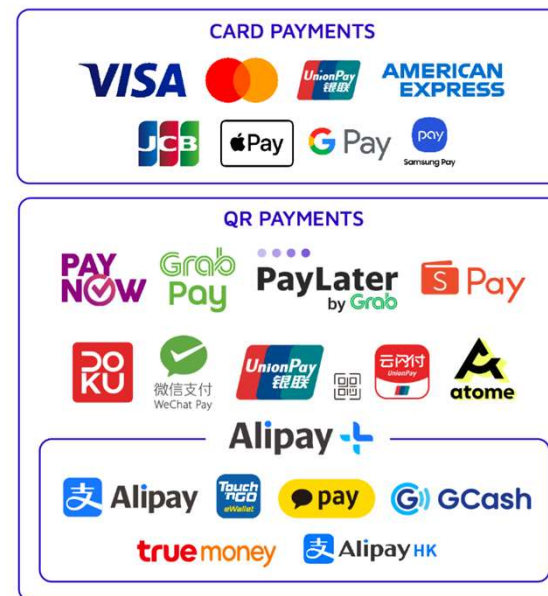
DIGITAL PAYMENT

Say goodbye to multiple payment terminals and hello to simplicity with All-In-One Payment Terminal! One terminal, **18+ payment methods**, and only a small fee per successful transaction.

We Make Payment
SIMPLE
for Your Business!



All-In-One Payment Terminal
Card Solutions + QR Payment

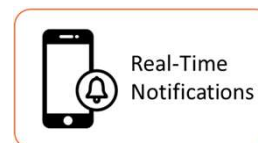


- ☐ No Monthly Subscription Fee
- ☐ No Maintenance Fee
- ☐ No Rental Fee
- ☐ No Contract Period
- ☐ Waived Application Fee
- ☐ Waived Setup Fee
- ☐ Training Provided
- ☐ Free SIM Card Activation

- Terminal Rental: FREE for 1st 100 applications.
- Deposit (per machine): S\$300 (Refundable)

For Instore Rate

Cards / eWallet	Rate	Settlement
Amex (Domestic / International)	2.7% / 3.5%	T+2 Business Day
Visa / Master / UnionPay (Domestic - Normal)	2.5%	
Visa / Master (International Card)	3.5%	
Visa / Master (Domestic - High Risk)	2.8%	
Visa / Master (Domestic - SMP Only)	1.8%*	
PayNow (SG)	1.0%	
Grab Pay (SG)	1.3%	
Shopee Pay (SG)	1.3%	
WeChat Pay (China)	1.3%	
Alipay (China)	1.3%	
UnionPay QR (China)	1.3%	
Touch'N'Go (Malaysia)	1.3%	
DOKU (Indonesia)	1.3%	
PromptPay (Thailand)	1.3%	
KaKaoPay (Korea)	1.3%	
Grab Pay (BNPL)	5.5%	
Grab Pay (Postpaid)	4.5%	
Atome (Retail)	5.0%	
Atome (F&B)	3.5%	



Real-Time
Notifications



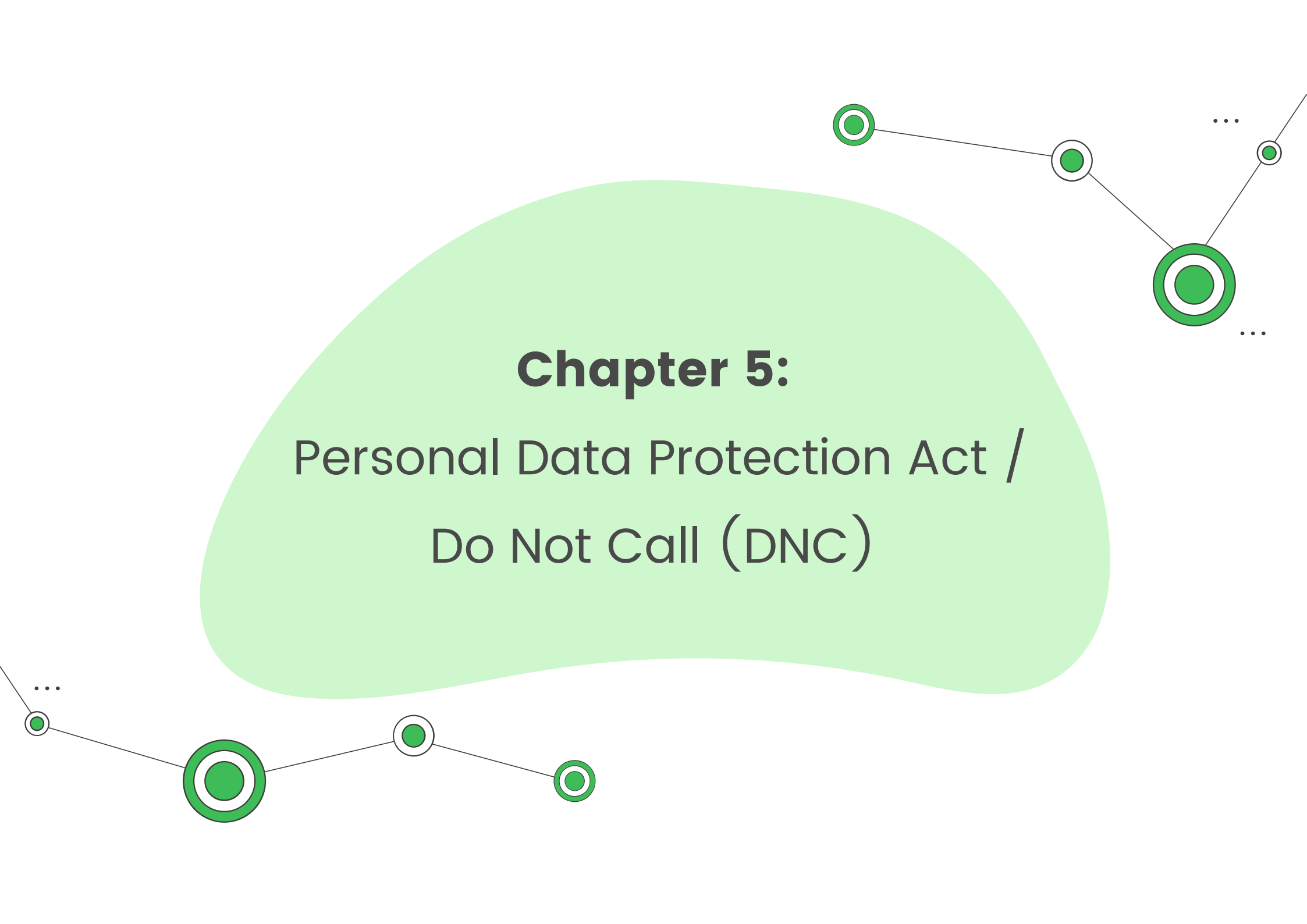
Attractive
Transaction Rates



Secured
Payment

Mode of Payment	Rates
Visa	2.8%
Master	2.8%
UnionPay	3.0%
WeChat Pay	1.8%
Alipay	1.8%
Grab Pay	2.5%
ShopeePay	2.5%
PayNow (Corporate)	1.2%
Touch'N'Go	2.5%

For Online Rate

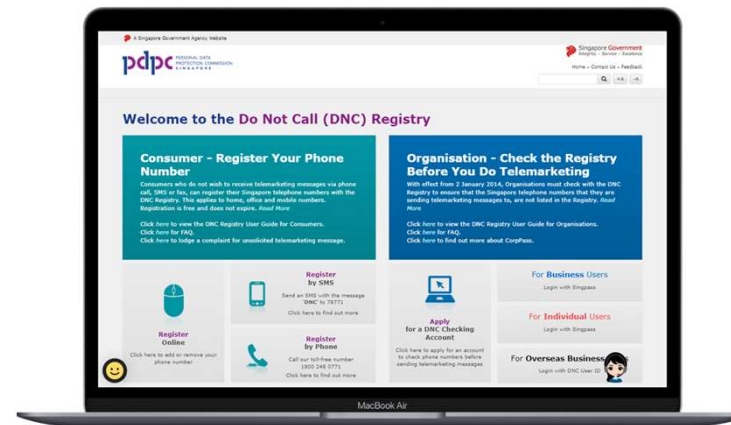
A decorative network diagram consisting of several green circular nodes of varying sizes connected by thin grey lines. Some nodes have concentric circles, and there are ellipses indicating a larger network.

Chapter 5:

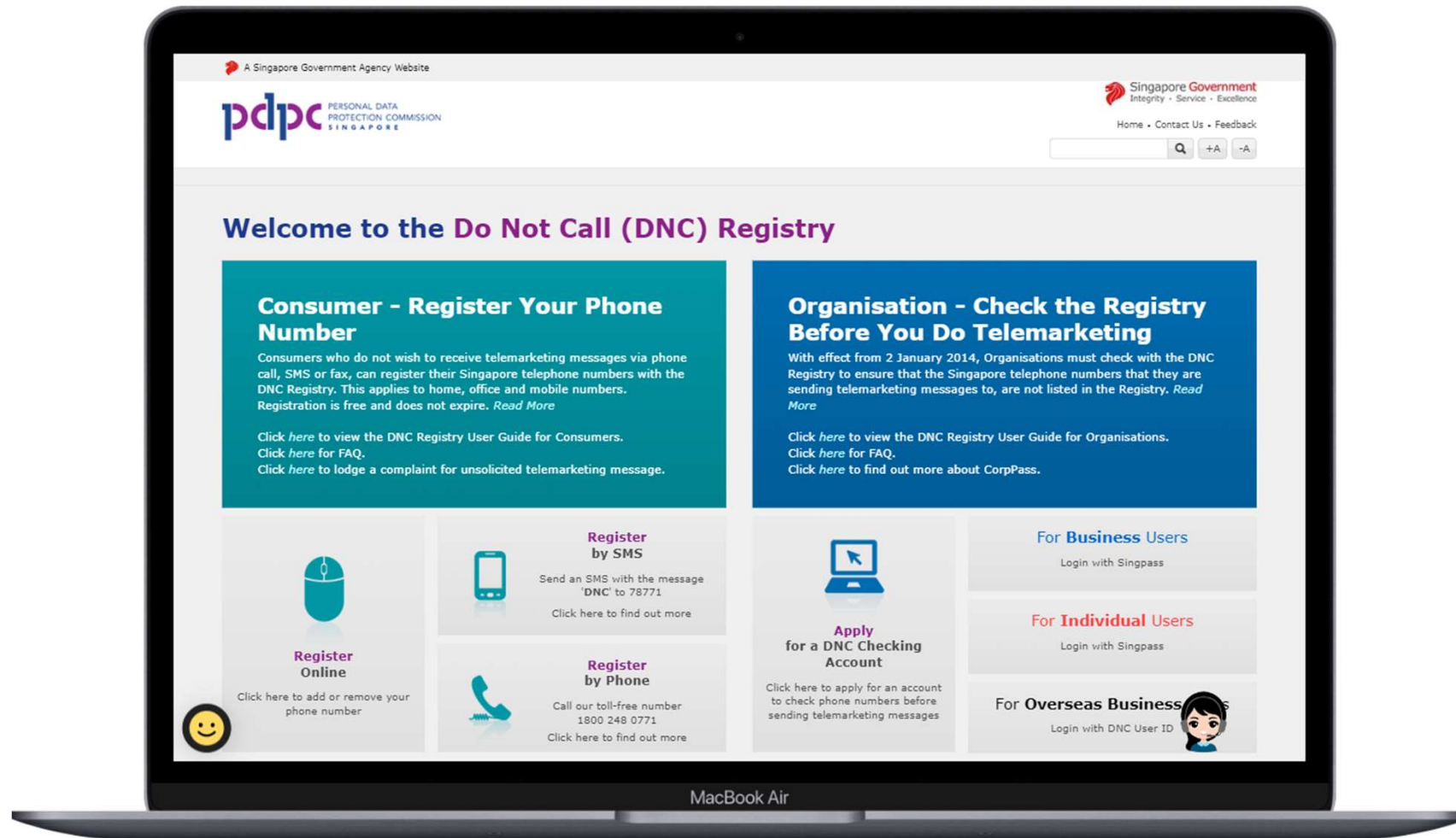
Personal Data Protection Act / Do Not Call (DNC)

Do Not Call (DNC)

Scrubbing Database



<https://www.dnc.gov.sg/organisation/register>



<https://www.dnc.gov.sg/>

Welcome Simon Woon, last login date: 31 May 2022 13:59:36

Credit Status

Total free credits available	20 (Expires on 30 May 2023)
Total paid credits available	0

[Purchase Credits](#)

Results within Validity Period

Date Submitted	Method of Submission	Expiry Date	Download
31 May 2022 12:14:19	Bulk Filtering	21 June 2022	Click here to download

Check Registry

You can submit telephone numbers for checking against the DNC Registry by using:

- Small Number Lookup - enter up to 10 telephone numbers and view the results immediately; or
- Bulk Filtering - upload a file containing the telephone numbers. Results will be available for downloading within 24 hours. You will be notified by email once the results are ready.

I want to check the registry by:

Bulk Filtering

Select file to upload: No file chosen

Instructions:

- Create a text file with .csv extension, containing the telephone numbers to be submitted.
- The telephone numbers must be in a single column.
- Each telephone number must have exactly 8 digits, and must start with 3, 6, 8 or 9. It must not contain spaces or any other characters.
- The filename must NOT contain special characters.
- The length of filename must not exceed 80 characters.

Click [here](#) for more detailed instructions on how to create the file for uploading.

Please note that a large file size may take a longer time to upload. If your session expires (after 15 minutes of inactivity) during the uploading, please consider reducing the amount of numbers to check to reduce the file size and try to upload again.

☐ I want to receive SMS notification to this number **89091669** once the result is ready.



If you are checking on behalf of other organisations, please ensure the following before you submit telephone numbers for checking:

- The names of the organisations are listed in the [On Behalf List](#).
- You declare (by ticking the declaration checkbox) that you are checking on behalf of the organisations listed in the On Behalf List.

MacBook Air

	ORGANISATIONS				INDIVIDUALS
	Registered in Singapore		Registered Overseas		
	Main Account	Sub-Account	Main Account	Sub-Account	Main Account
1-TIME FEES	\$30	\$30	\$60	\$30	\$30
FREE CREDITS	1000 annually	None	1000 annually	None	1000 annually

<https://www.dnc.gov.sg/>

FEATURES	• Purchase credits in advance or when there are insufficient remaining credits at the point of checking the registry. • One credit will be deducted for each telephone number that is checked. • Purchased credits are valid for three years from the date of purchase.			
	Tier	No. of Credits	Price (S\$)	Price Per Number (S\$)
	A	5,000	\$100	\$0.02
	B	10,000	\$150	\$0.015
	C	25,000	\$350	\$0.014
	D	100,000	\$1,200	\$0.012
	E	250,000	\$2,700	\$0.0108
PRICES	F	1,000,000	\$10,000	\$0.01

<https://www.dnc.gov.sg/>



DNC – Scrubbing Database

Prepaid Scheme

- Purchase credits in advance or when there are insufficient remaining credits.
- One credit will be deducted for each telephone number checked.
- Purchased credits are valid for three years.

Tier	No. of Credits	Price (\$)	Price Per Number (\$)
A	5,000	\$100	\$0.02
B	10,000	\$150	\$0.015
C	25,000	\$350	\$0.014
D	100,000	\$1,200	\$0.012
E	250,000	\$2,700	\$0.0108
F	1,000,000	\$10,000	\$0.01

Pay-per-use Scheme

- Pay a fee each time to submit telephone numbers for checking against the DNC Registry.
- The minimum charge is \$10 and prices are rounded to the nearest cent.

Qty of Valid Numbers Submitted	Price Per Number (\$)
1 - 4,999	\$0.025
>5,000	\$0.023

The prices above are subject to GST

Payment can be made online using credit/direct debit cards. Offline payment options via telegraphic or bank transfer are available upon request for transactions involving \$5,000 or more. Pre-paid credits purchased using this option will only be credited after payment has been processed by the PDPC.

<https://www.dnc.gov.sg/organisation/register>

	A	B	C	D	E	F
1	Transaction ID	67525810				
2	Processed Date	31-05-22 12:20				
3	Result Expiry Date	21-06-22				
4	Number	No Voice Call	No Text Message	No Fax Message		
5	---					
6		NR	NR	NR		
7		NR	NR	NR		
8		NR	NR	NR		
9		NR	NR	NR		
10		NR	NR	NR		
11		NR	NR	NR		
12		NR	NR	NR		
13		DNC	DNC	DNC		
14		NR	NR	NR		
15		DNC	DNC	DNC		
16		NR	NR	NR		
17		NR	NR	NR		
18		NR	NR	NR		
19		NR	NR	NR		
20		NR	NR	NR		
21		NR	NR	NR		
22		NR	NR	NR		
23		NR	NR	NR		
24		DNC	DNC	DNC		
25		NR	NR	NR		
26		NR	NR	NR		
27		NR	NR	NR		
28		NR	NR	NR		
29		NR	NR	NR		
30		DNC	DNC	DNC		
31		NR	NR	NR		
32		NR	NR	NR		

<https://www.acra.gov.sg/>

Showing 1 - 1 of 1 Rows Show 1 « Back Next »

Name : SME MARKETING SOLUTIONS PTE. LTD.
UEN : 201612836R
Status : LIVE COMPANY
Address : 190 MIDDLE ROAD, #12-06, FORTUNE CENTRE, SINGAPORE 188979
Industry: MANAGEMENT CONSULTANCY SERVICES N.E.C.
Annual Return : ? Last filed on 13/09/2023
Annual General Meeting : ? Last held on 12/09/2023
Financial Statements Filed : ? 
Data Protection Officer(s) : Click [here](#) for more information

Business Profile
Other Information
+ Lodgement Alert

Showing 1 - 1 of 1 Rows Show 1 « Back Next »

No data to display.

S/No.	DPO Name	DPO Contact No.	DPO Email Address
No data to display.			

Register DPO

<https://www.acra.gov.sg/>

Showing 1 - 1 of 1 Rows Show 1 « Back Next »

Name : SME MARKETING SOLUTIONS PTE. LTD.
UEN : 201612836R
Status : LIVE COMPANY
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Data Protection Officer(s) : Click [here](#) for more information

[Business Profile](#)
[Other Information](#)
[+ Lodgement Alert](#)

Showing 1 - 1 of 1 Rows Show 1 « Back Next »

Register DPO



S/No.	DPO Name	DPO Contact No.	DPO Email Address
1	SIMON WOON	+65 68767988	SALES@SMEMARKETING.ASIA



A Singapore Government Agency Website

pdpc PERSONAL DATA PROTECTION COMMISSION SINGAPORE

Who We Are Overview of PDPA Enforcement Decisions News & Events Guidelines & Consultations Help & Resources

Home / All Commission's Decisions / Breach of Consent and Openness Obligations by M Stars Movers

Breach of Consent and Openness Obligations by M Stars Movers

15 Nov 2017

Directions were issued to M Stars Movers for disclosure of a customer's personal data via social media without consent, failure to appoint a Data Protection Officer, and failure to institute policies and practices that are necessary for the organisation to meet the obligations imposed under the PDPA.

Click [here](#) to find out more.

Tags: Accountability, Consent, Directions, Transport and Storage

Share

f

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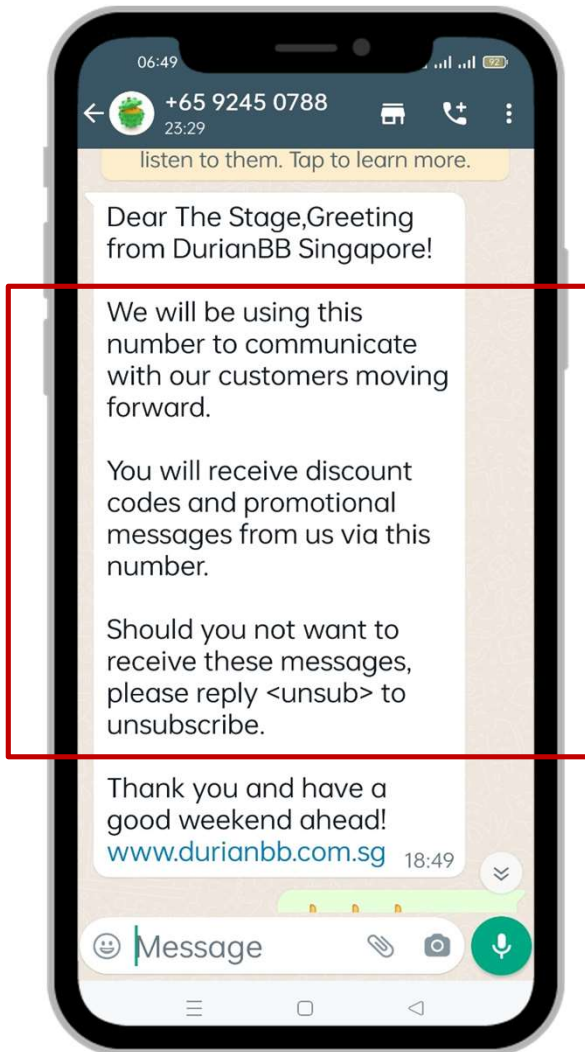
Related References ⓘ

Advisory Guidelines on Key Concepts in the Personal Data Protection Act

PDPC Enforcement Decisions

<https://www.pdpc.gov.sg/Enforcement-Decisions>





Get Permission from your contacts before you send them a promotion campaign.

Only communicate with users you know and those who wish to receive messages from you.



How to identify and prevent WhatsApp spam

Simply put, spam is unwanted or unsolicited messages or calls, especially from someone not personally known to you.

5 Things That Can Get You Banned on WhatsApp

- Using an Unofficial Version of the App
- Sending Threatening and Illegal Content
- Getting Reported Consistently
- Using WhatsApp for Hacking Attempts
- Sending Spam Messages





How to Avoid Getting Banned!



- Let users save your mobile number
 - Establish communication with the users.
 - Get Permission from your contacts before you send them a promotion campaign.
 - Only communicate with users you know and those who wish to receive messages from you.
- 

Your phone number is no longer registered with WhatsApp on this phone. This might be because you registered it on another phone.

If you didn't do this, verify your phone number to log back into your account.

VERIFY

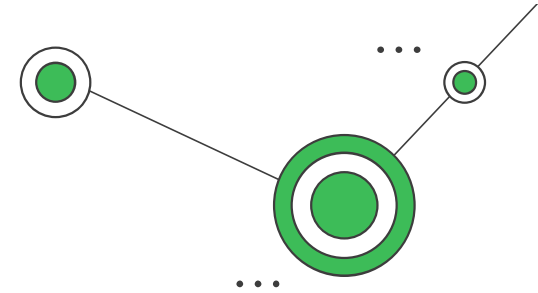
OK

Chapter 6:
Best Practices for WhatsApp
Marketing (Case Studies)

Increase Lead Generation & Boost Customer Engagement



How to Generate More Leads through WhatsApp Marketing?



Utilize Click to Chat Ads

By clicking on the ad, interested users are seamlessly directed to your WhatsApp inbox to inquire about your products or services



Maximize the use of Chat Links

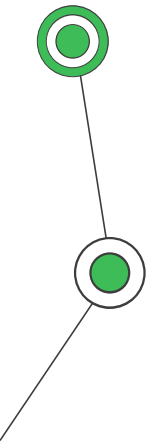
You can place chat links on your website, social media profiles, or digital marketing campaigns. When users click on the link, they will be redirected to your WhatsApp chat.



Show Your WA QR Code

Create and display your WhatsApp QR Code on physical marketing materials such as brochures, pamphlets or newspaper ads.

Interested individuals can scan the QR Code using their smartphone's camera, instantly opening a chat with your business on WhatsApp

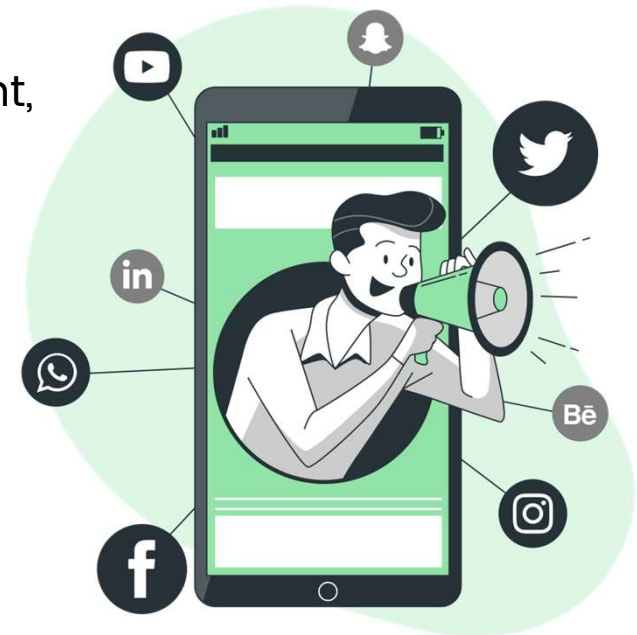


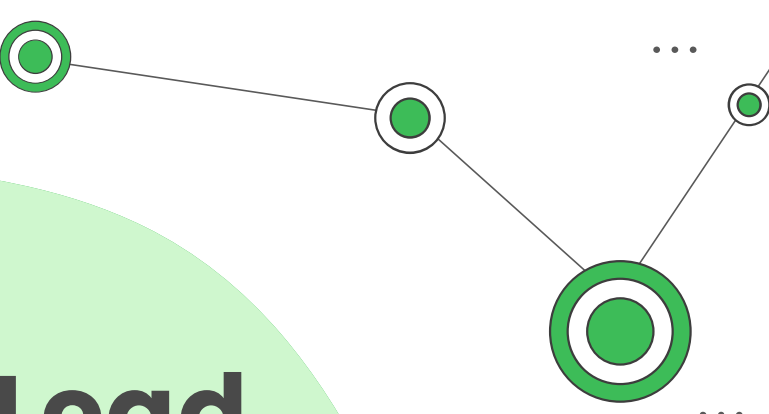
What is WhatsApp Lead Generation?

- **Definition:** Leveraging WhatsApp to capture potential customer information and transform them into valuable leads.

Key Benefits:

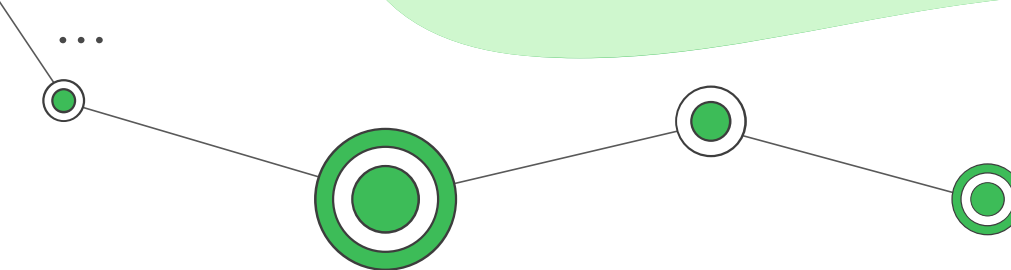
- **Interactive Features:** Engage with prospects through direct messaging, multimedia content, and interactive elements.
- **Personalized Communication:** Nurture customer interest with targeted messages based on preferences and behaviors.
- **Call-to-Action Prompts:** Drive prospects towards specific actions, such as visiting eCommerce websites or making payments.
- **Objective:** Convert potential customers into valuable leads for further nurturing and sales opportunities.





Amplify Your Lead Generation Efforts

WhatsApp is a powerful tool for businesses to generate sales leads. Here are some tips for using WhatsApp effectively

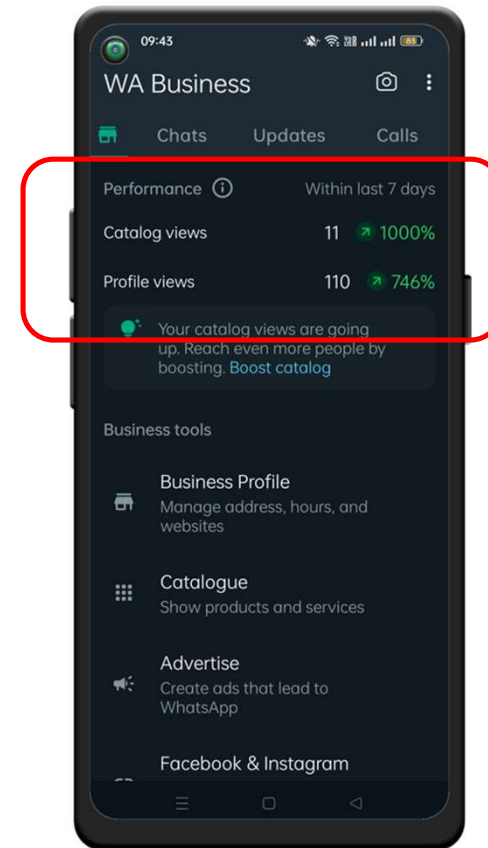


Optimize Your WhatsApp Business Profile

Create a professional and compelling WhatsApp Business profile that showcases your products or services. Include relevant information such as your business description, contact details, website links, and a clear call-to-action.

Key Benefits:

- **Enhance Brand Presence:** Establish a recognizable and credible online presence.
- **Showcase Products/Services:** Highlight your offerings and attract potential customers.
- **Provide Easy Contact Information:** Make it convenient for customers to reach you.
- **Drive Website Traffic:** Direct users to your website for more detailed information.
- **Encourage Action:** Prompt customers to take desired actions, such as purchases or inquiries.

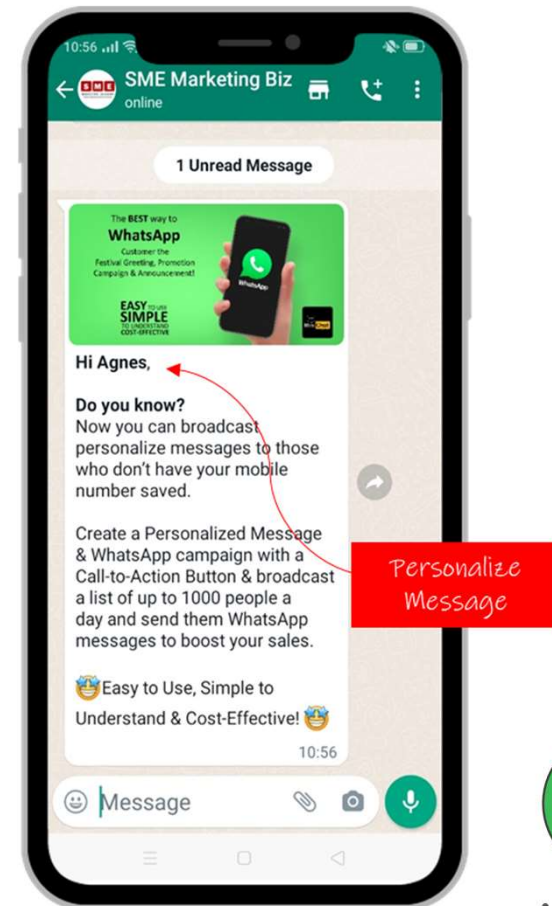


Engage in Personalized Messaging

Personalize lead engagement on WhatsApp to address specific needs. Showcase how your solution resolves challenges for stronger connections and higher conversions.

Key Benefits:

- **Enhanced Customer Engagement:** Build stronger connections with potential customers.
- **Tailored Messaging:** Address individual needs and preferences for a personalized experience.
- **Problem-Solving Focus:** Demonstrate how your offerings can effectively resolve customer pain points.
- **Increased Conversion Rates:** Nurture leads into paying customers.

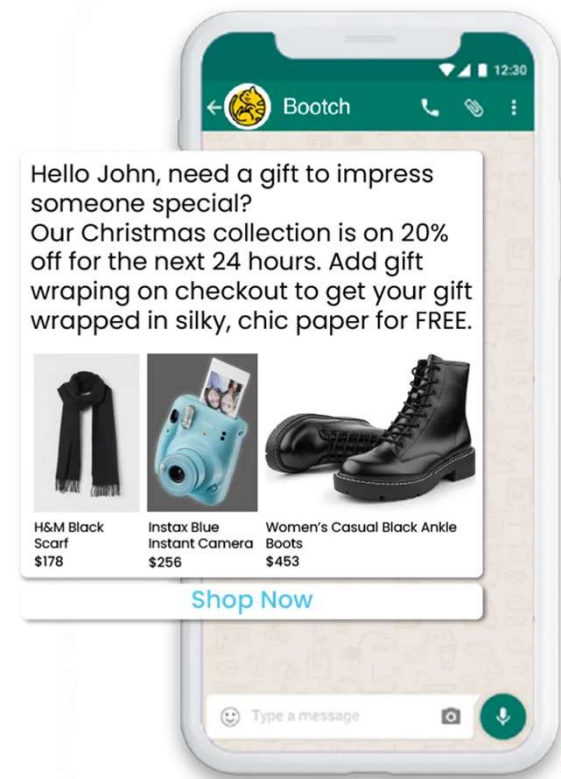


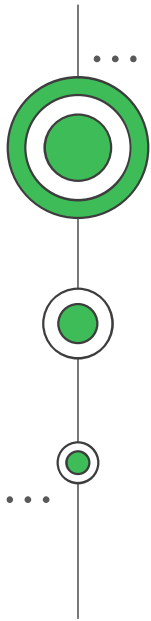
Offer Exclusive Deals and Discounts

Offer exclusive deals via WhatsApp to engage potential leads and drive conversions. Utilize QR codes or URL links for easy access.

Key Benefits:

- **Boost Engagement:** Incentivize leads to interact with your business.
- **Create Urgency:** Encourage prompt action with limited-time offers.
- **Enhance Exclusivity:** Provide special deals for an exclusive customer experience.
- **Simplify Access:** Use QR codes or links for convenient engagement.



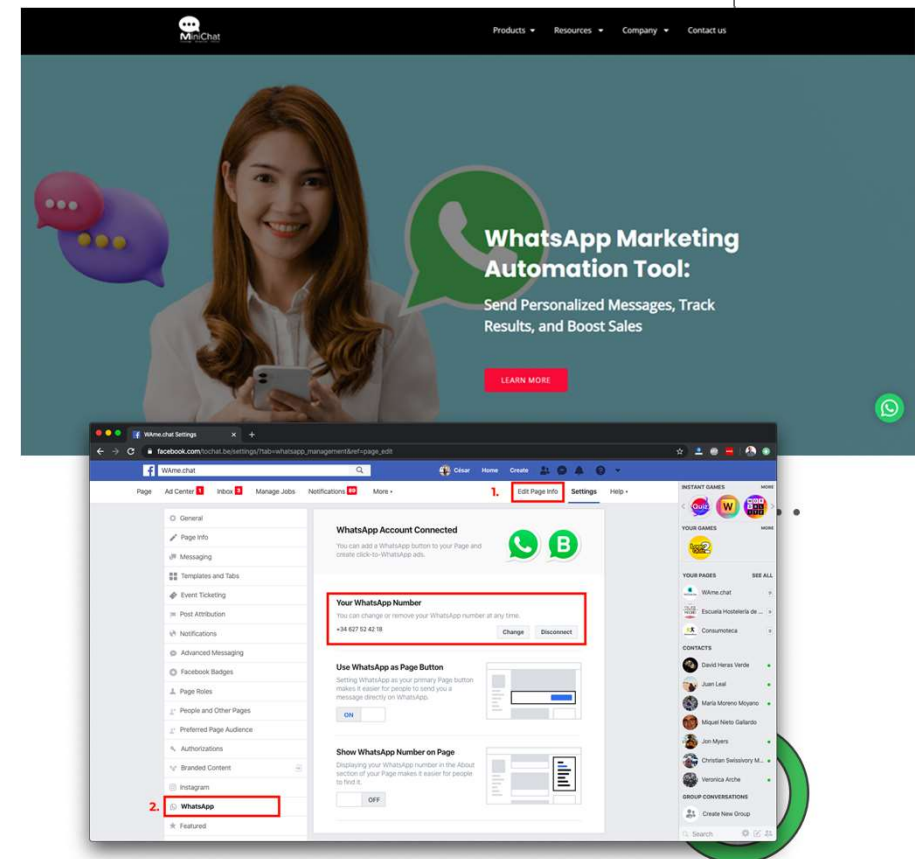


Provide Prompt Customer Support

Leverage WhatsApp for responsive customer support. Ensure timely, helpful replies to showcase dedication to satisfaction. Integrate with Facebook & website for seamless interaction.

Key Benefits:

- **Enhance Trust:** Timely and personalized support builds customer confidence.
- **Boost Satisfaction:** Responsive service leads to happier, more loyal clients.
- **Convert Leads:** Effective communication turns potential leads into customers.
- **Streamline Interaction:** Integration provides a seamless customer experience.



Run WhatsApp Contests or Giveaways

Organize WhatsApp contests for engaged audiences. Encourage sharing to expand reach and boost leads.

Key Benefits:

- **Audience Engagement:** Contests captivate and involve your audience.
- **Extended Reach:** Sharing widens your contest's exposure and attracts more leads.
- **Enhance Brand Visibility:** Contests promote your brand and attract attention.
- **Lead Generation:** Engaged participants can turn into potential leads.

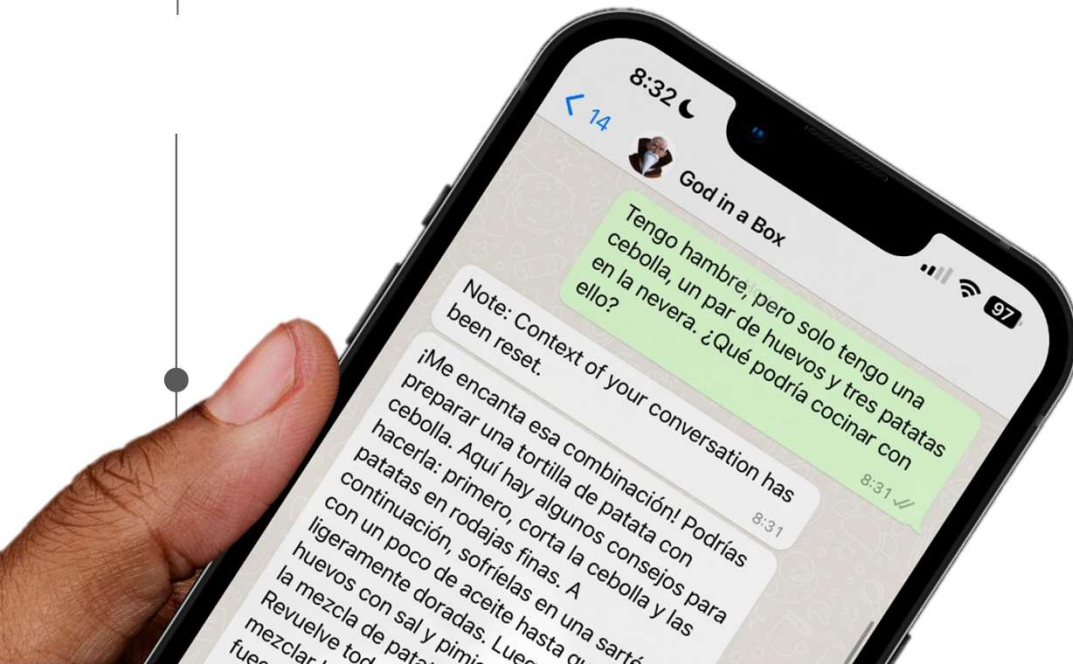


Create Engaging Content

Establish yourself as an industry expert by sharing valuable content, such as blog posts, videos, or infographics, on WhatsApp. This consistent engagement attracts potential leads and strengthens community ties.

Key Benefits:

- **Establish Authority:** Become a trusted industry expert.
- **Attract Leads:** Valuable content draws potential customers.
- **Engage Your Community:** Strengthen connections with your audience.
- **Enhance Brand Credibility:** Reliable information builds trust.



Utilize WhatsApp Broadcast Lists

Effectively generate leads by segmenting WhatsApp contacts into interest-based lists. Tailor messages and offers to each segment, boosting relevance and conversion rates.

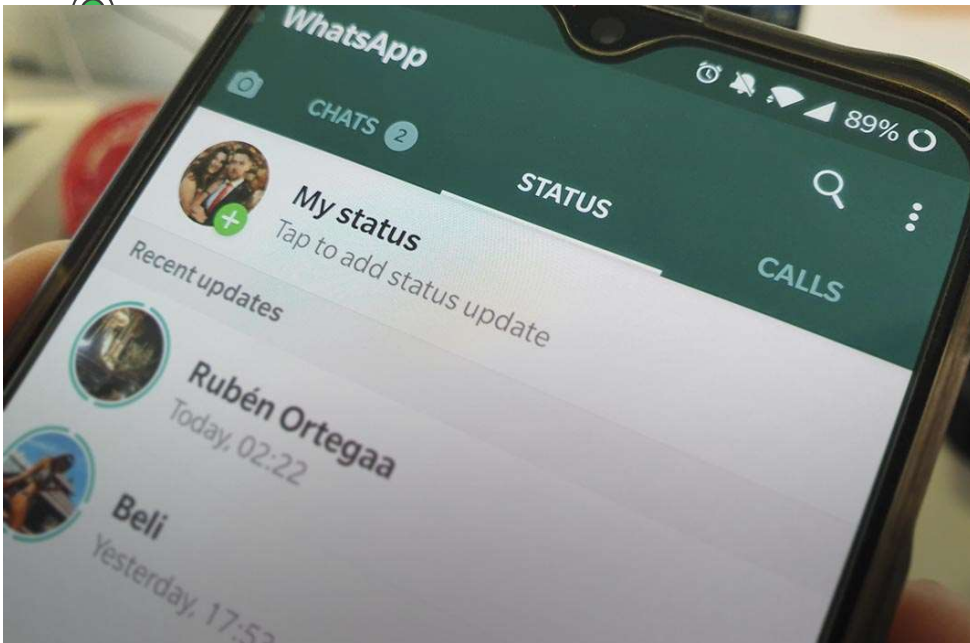
Key Benefits:

- **Personalization:** Tailor messages to individual preferences.
- **Higher Engagement:** Relevant content boosts interaction.
- **Improved Conversion Rates:** Targeted approach leads to more conversions.
- **Enhanced Customer Satisfaction:** Meeting specific needs fosters satisfaction.



Leverage WhatsApp Status Updates

Leverage WhatsApp status updates to highlight new offerings, promotions, or company insights. This strategy piques interest and generates curiosity among contacts, fostering potential leads.



Key Benefits:

- **Intrigue and Curiosity:** Engage contacts with exclusive content.
- **Increased Interest:** Generate curiosity about your offerings.
- **Lead Generation:** Capture potential leads through interest piqued.
- **Showcasing Creativity:** Display products in an engaging manner.

Emoji Marketing

Emoji marketing uses emojis strategically in messages to connect emotionally with the audience, enhancing lead generation efforts.

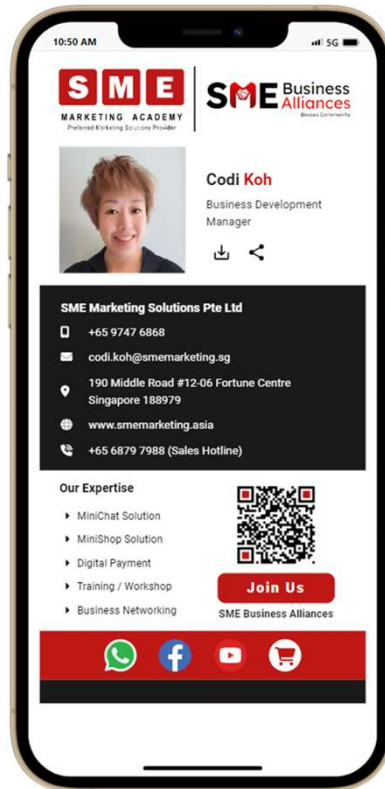
Key Benefits:

- **Capture Attention:** Grab eyeballs with visually appealing emojis.
- **Express Emotions:** Convey feelings and establish deeper connections.
- **Simplify Messaging:** Clarify complex messages with engaging icons.
- **Boost Engagement:** Encourage interaction and keep leads engaged.



Digital Name Card

In the digital era, traditional paper business cards are being replaced by digital alternatives, offering a convenient way to share contact information. When integrated with WhatsApp, this approach boosts lead generation and communication efficiency for businesses.



Key Benefits:

- **Enhanced Accessibility:** Share contact information effortlessly, eliminating the limitations of physical cards.
- **Eco-friendly Approach:** Adopt a sustainable alternative to paper business cards, reducing environmental impact.
- **Convenient Sharing:** Quickly share contact details via WhatsApp messages or QR codes.
- **Cost-effectiveness:** Eliminate printing and distribution expenses associated with traditional paper business cards.

Encourage Referrals

Leverage satisfied customers as brand advocates through WhatsApp referrals. Provide incentives for both the referrer and the new lead to drive loyalty and expand your reach. This boosts lead generation effectively.

Key Benefits:

- **Leverage Customer Advocacy:** Tap into the power of satisfied customers to attract new leads.
- **Incentivize Referrals:** Reward both referrers and new leads for their participation.
- **Generate Qualified Leads:** Reach a wider audience and acquire high-quality leads.
- **Enhance Customer Loyalty:** Foster stronger relationships with existing customers.



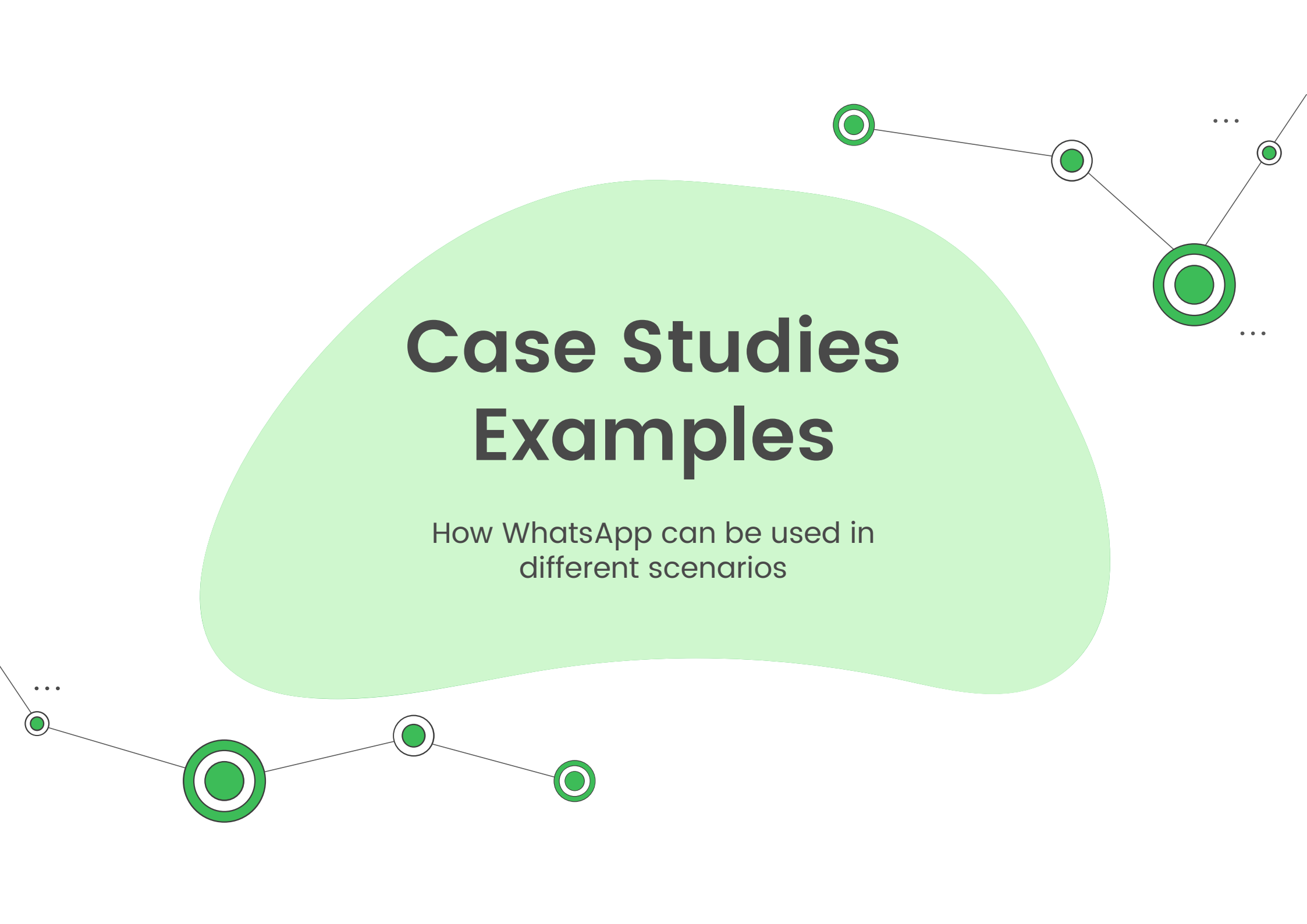
Encourage Employee Advocacy

Empower employees as brand advocates. Encourage them to share your business with their WhatsApp contacts. Implement a referral program for successful lead conversions. Expand your reach and acquire high-quality leads effectively.

Key Benefits:

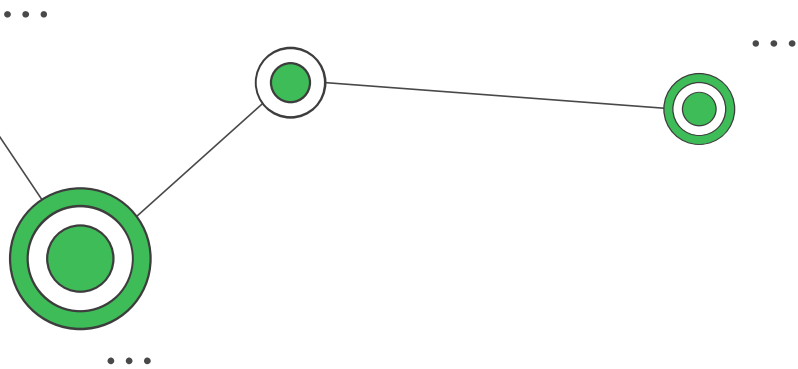
- **Incentivize Participation:** Motivate employees with attractive rewards or commissions.
- **Expand Lead Generation:** Reach a wider audience and acquire qualified leads.
- **Enhance Employee Engagement:** Boost employee morale and foster a sense of ownership.
- **Strengthen Brand Advocacy:** Cultivate a culture of brand loyalty and enthusiasm among employees.



A decorative network diagram consisting of several green circular nodes connected by thin grey lines. Some nodes are solid green, while others have a white ring. The nodes are arranged in a non-linear fashion, with some clusters and some isolated nodes. Ellipses (...) are used to indicate that the network continues beyond the visible nodes.

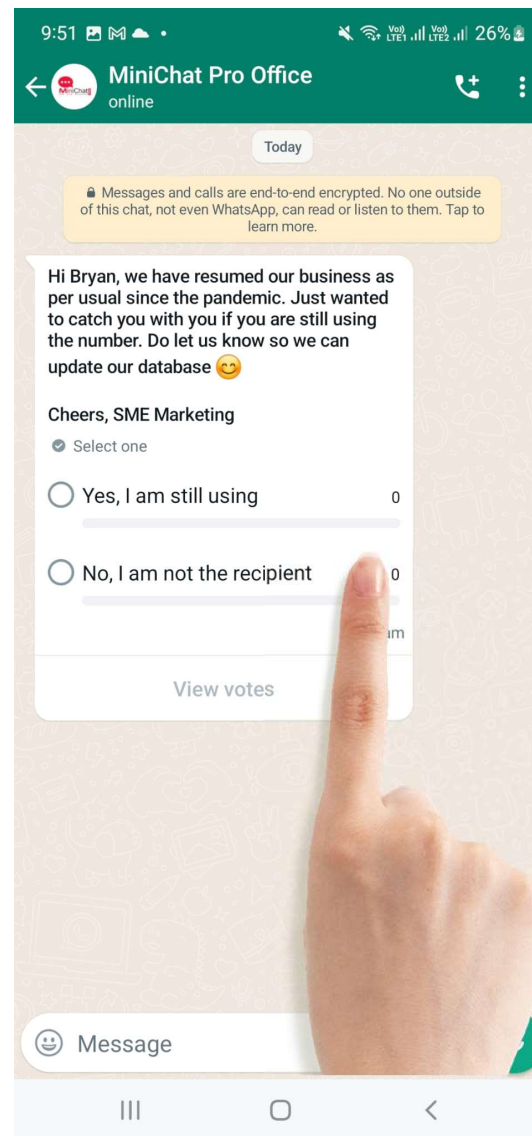
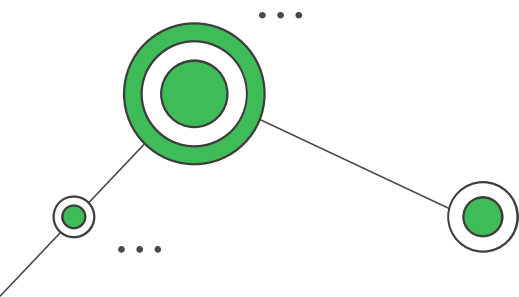
Case Studies Examples

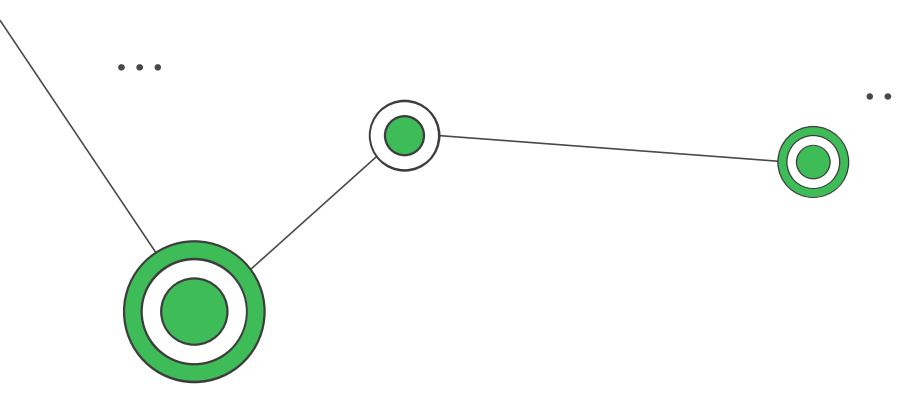
How WhatsApp can be used in
different scenarios



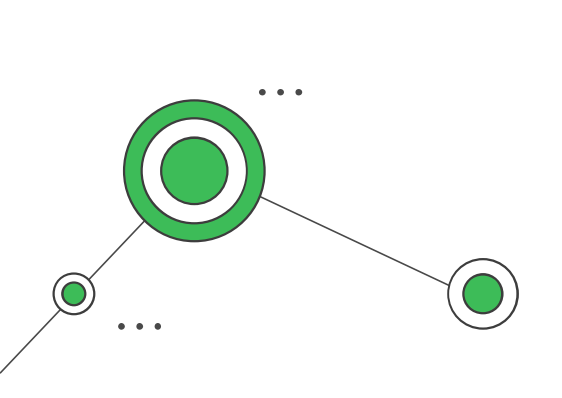
Clearing of Database

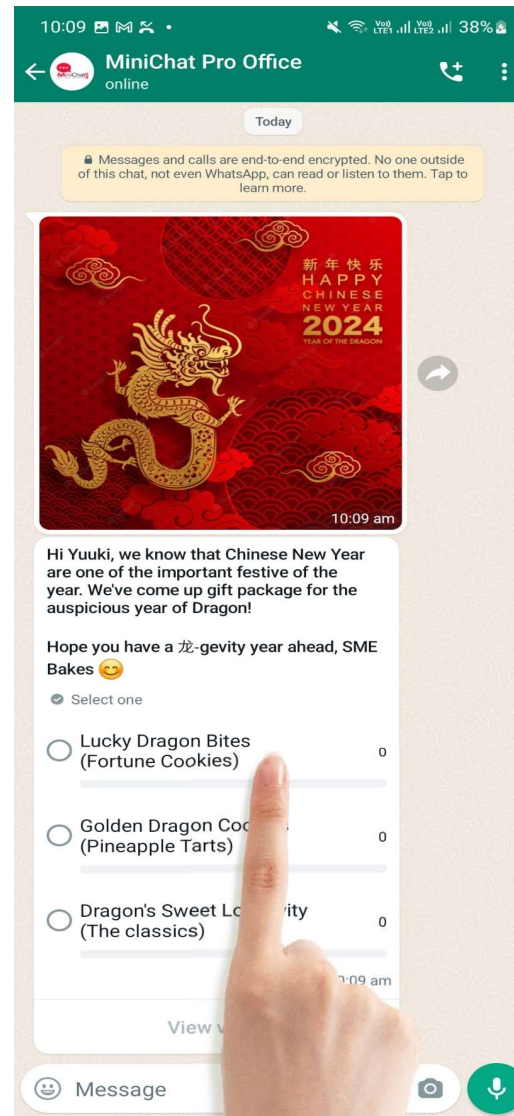
- Sending to old customers to update database
- Interactive polling options to encourage engagement

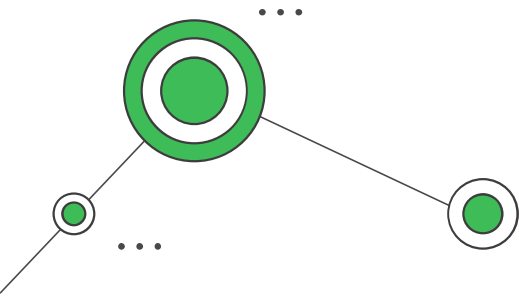




CNY Promotion

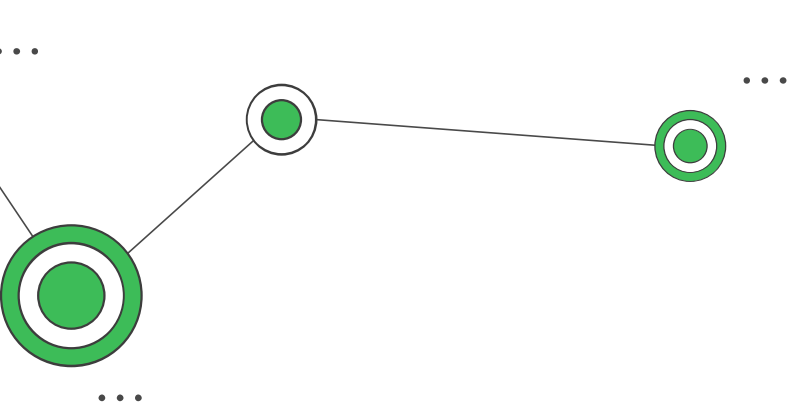
- Let your customers know your upcoming promotions
 - Lead to sales conversion
- 





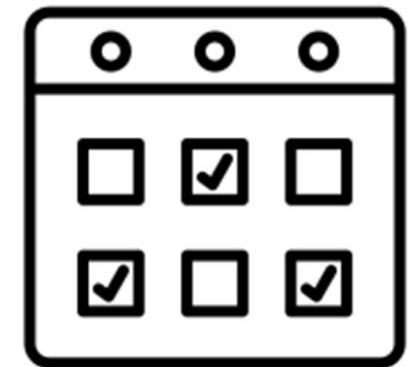
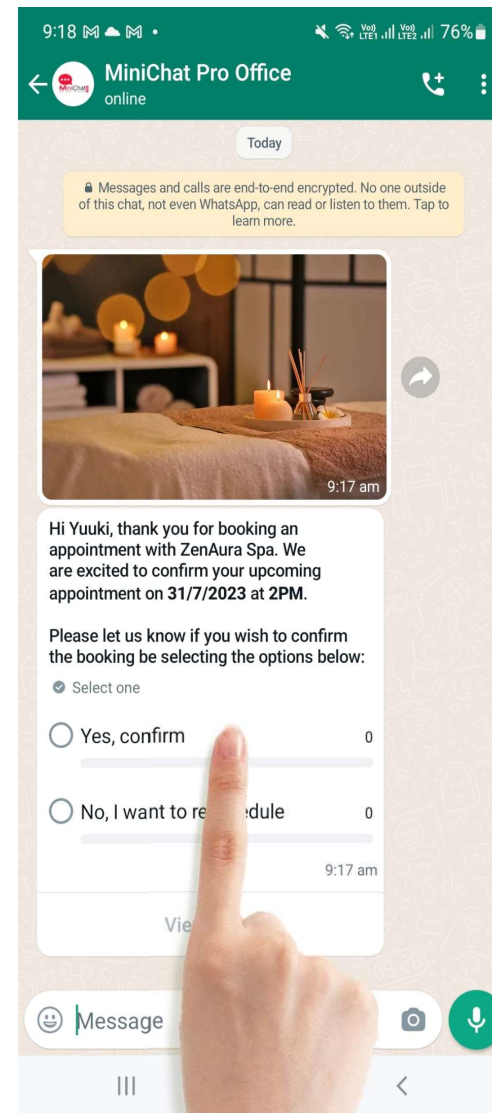
- Personalize each gifts with polling option
- Customers are likely to have a stronger impression on your company





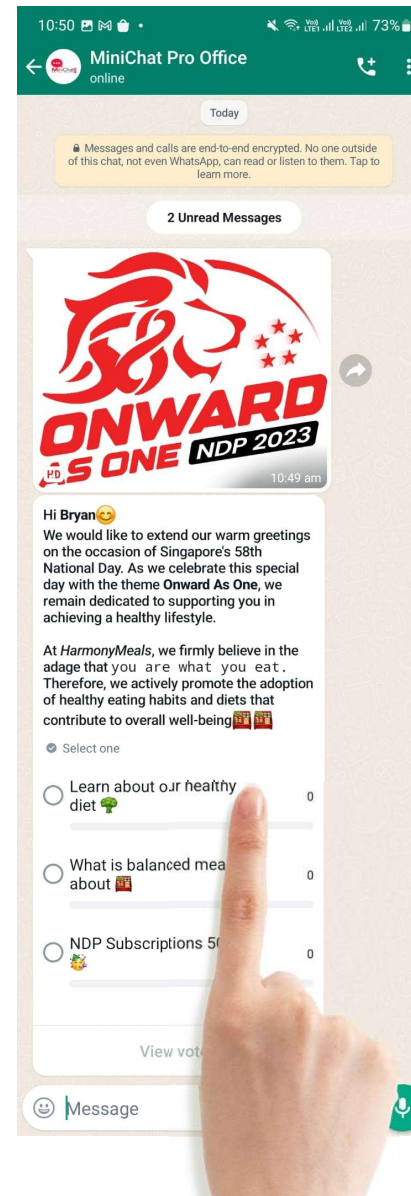
Event RSVP

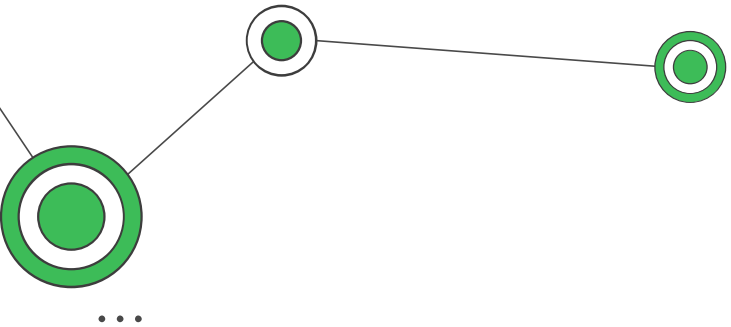
- Confirmation of booking with customer
- Customers are likely to engage with companies that are proactive



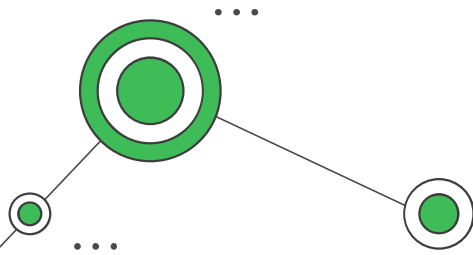
... Festive Greeting + Promotions

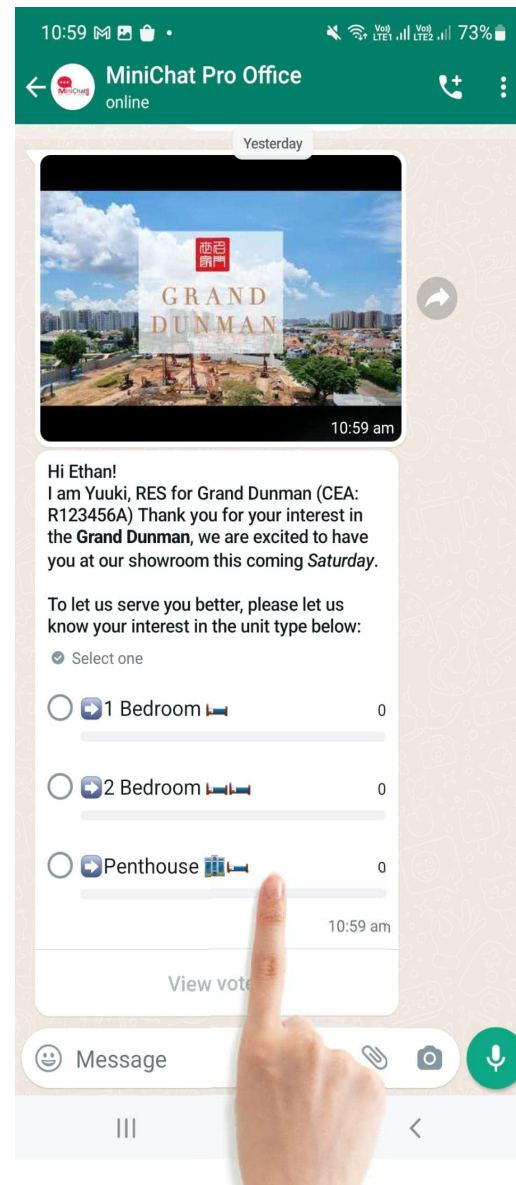
- Include your festive promotions along with greeting message
- Engagement channel to conversion





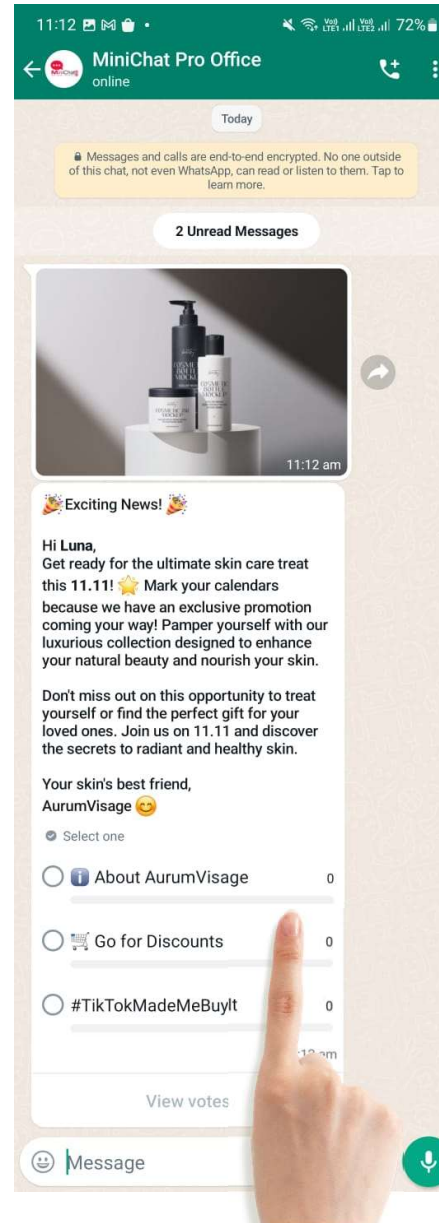
Leads Segmentation

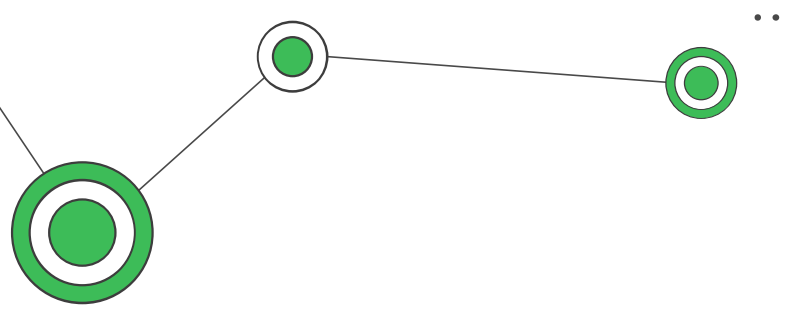
- Real estates can filter incoming leads
 - Keep interested leads engaged to minimize drop off
- 



Promotional Offers

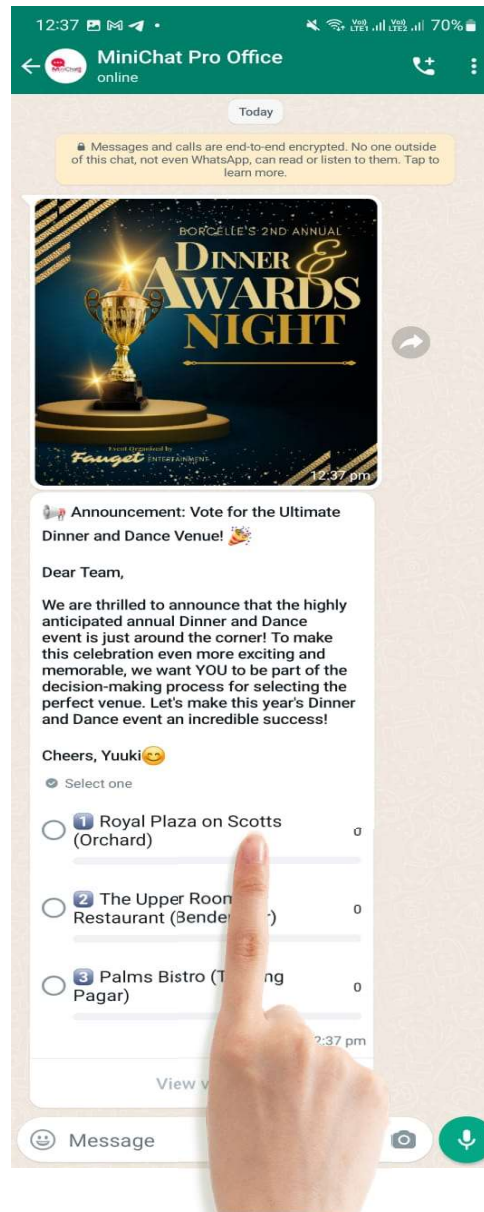
- Inform customers exclusive deals
- Include WhatsApp members exclusive discounts

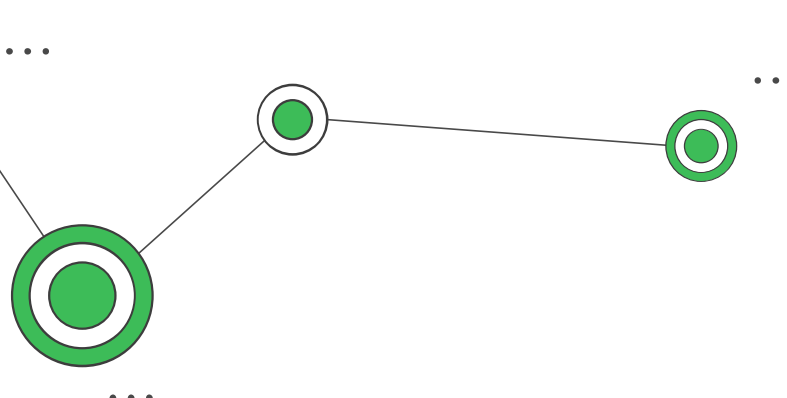




Internal Discussions

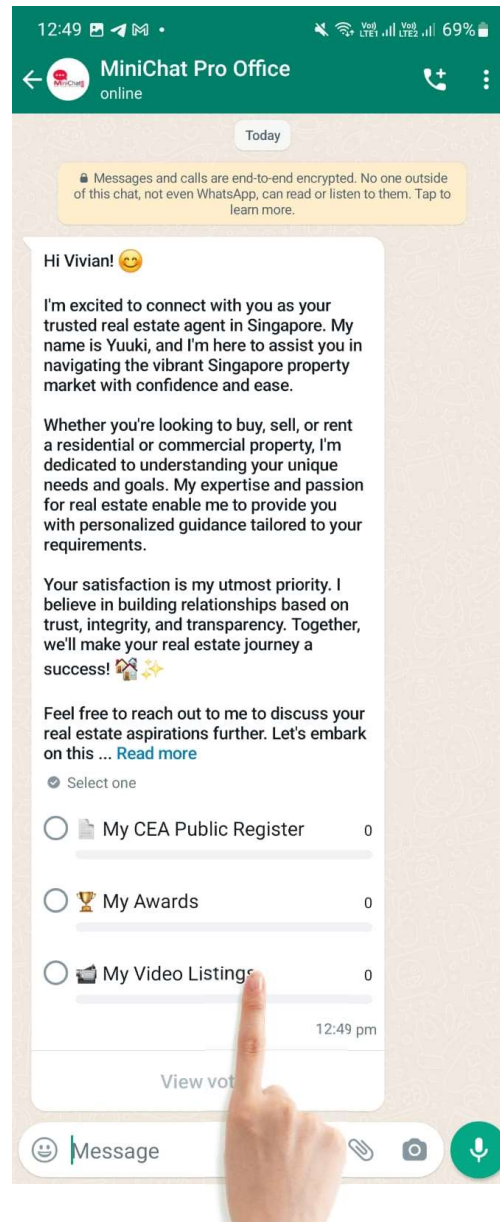
- Save time from frequent meetings by using WhatsApp
- Employees can focus on other important task

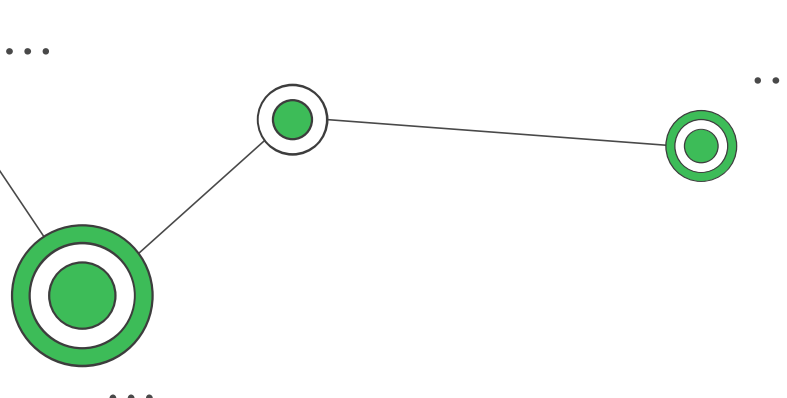




Personal Branding

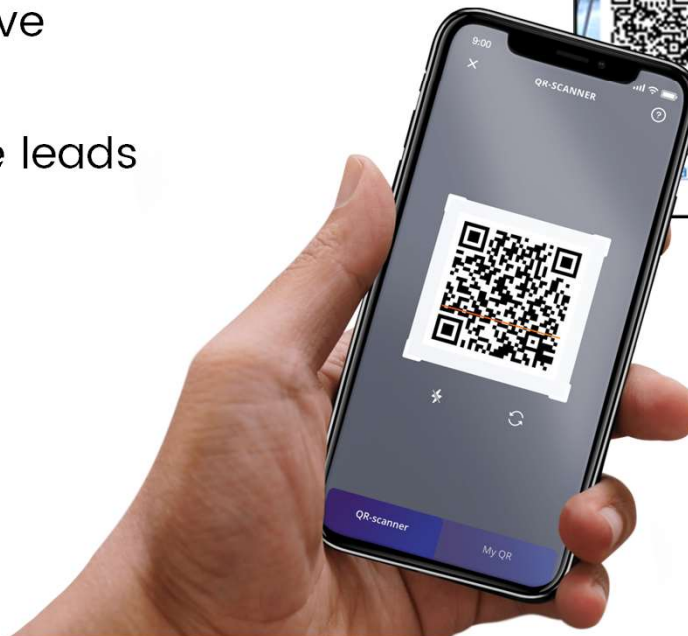
- Introductory message
- Leads can learn more about the company

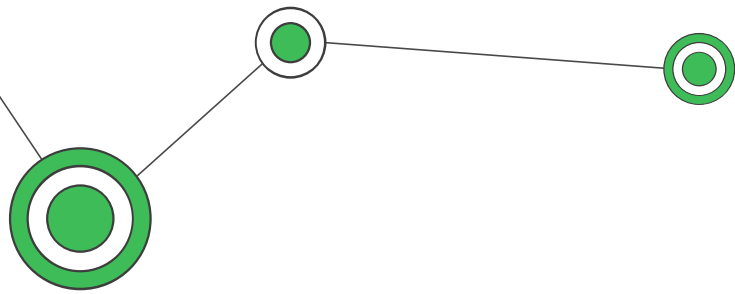




O2O Promotion

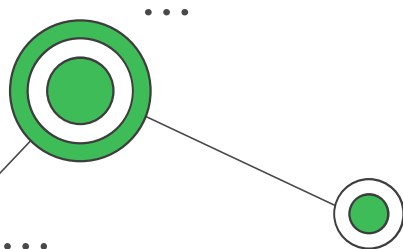
- Offline to online promotion encourage customer to leave contact details
- Incentivise staff to generate leads

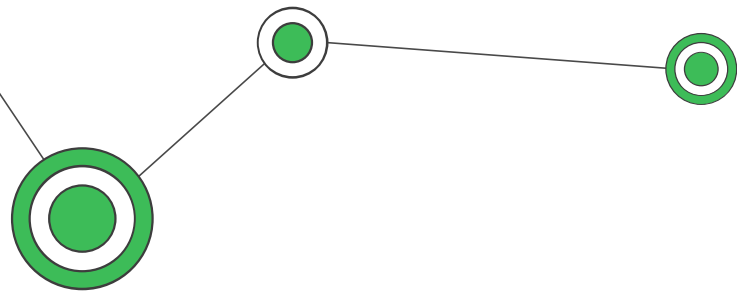




Emoji Marketing

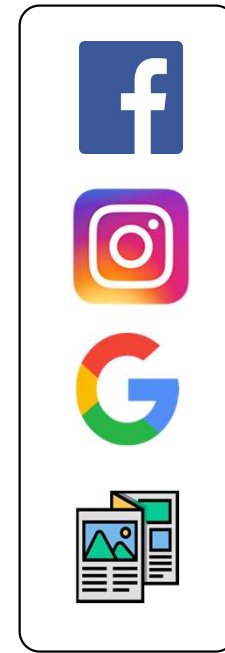
- People see your brand when they use your emoji
- People are more likely to remember your brand with an associated emoji.



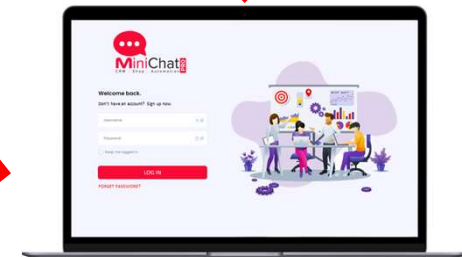


Team Inbox

- **Streamline your customer communication workflows:** WhatsApp Team Inbox gives you a central place to manage all your customer conversations, so you can easily track progress and ensure that all customers are receiving consistent and accurate support.



Lead Generation



MiniChat Pro - Marketing Tool



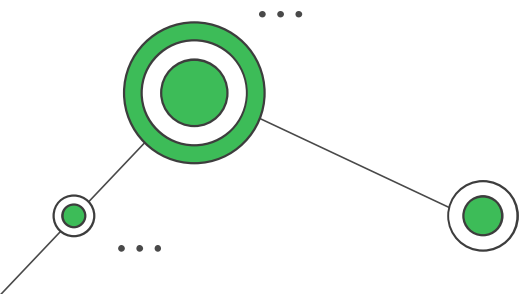
Sales Agent 1



Sales Agent 2



Sales Agent 3



WhatsApp Marketing Campaign

A Simple, Smart & Proven way to boost your sales via WhatsApp Campaign!



WhatsApp Account Registration

- ☐ WhatsApp Messenger
- ☐ WhatsApp Business



WhatsApp Link / QRCode Generator



Building Follower

- ☐ Campaign
- ☐ Broadcast
- ☐ Promotion
- ☐ Create Engaging Content



Customer Engagement



- Increase Lead Generation
- Boost Customer Outreach
- Enhance Customer Engagement
- Improve Sales Conversion
- Elevate Brand Positioning
- Build up Digital Capabilities and Increase Productivity

Launch your **WhatsApp Marketing** strategies to increase your sales revenue, without incurring expensive marketing expenses!

WhatsApp Marketing Campaign



Increase
Lead
Generation

- WhatsApp QR & Link
- 3rd Party Integration
- Campaign Workflow



Boost
Customer
Outreach

- Personalize Message
- Scheduling
- Bulk Broadcast



Enhance
Customer
Engagement

- Workflow Message
- ChatGPT
- Scheduling Messaging



Improve
Sales
Conversion

- WhatsApp Shop
- WhatsApp Pay
- Workflow Message



Elevate Brand
Positioning &
Increase
Productivity

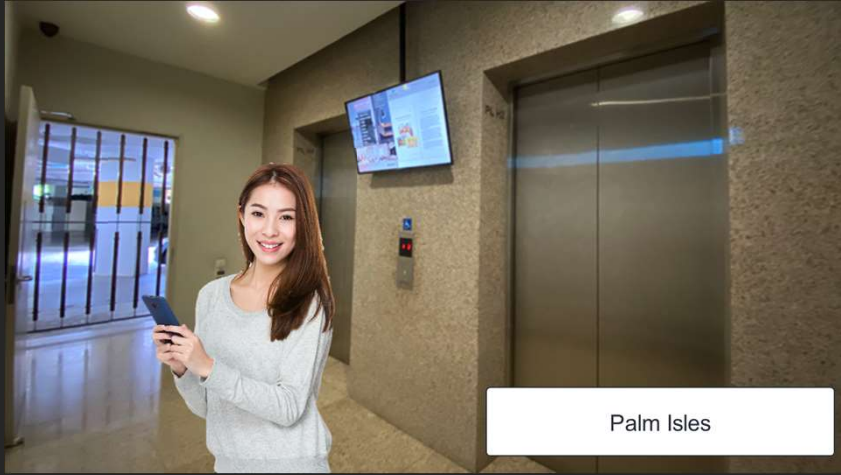
- Team Inbox
- Tagging
- Notes
- Chat History
- WhatsApp CRM
- Chatbot Automation
- 3rd Party Integration
- ChatGPT

Digital Out-Of-Home (DOOH)
Advertising

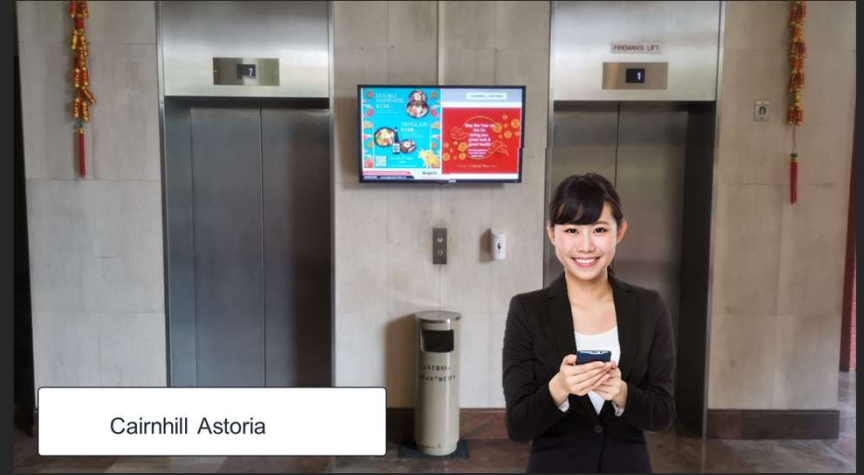
Singapore's Premier Digital Out-Of-Home (DOOH) Advertising

(Private Condominium Only)

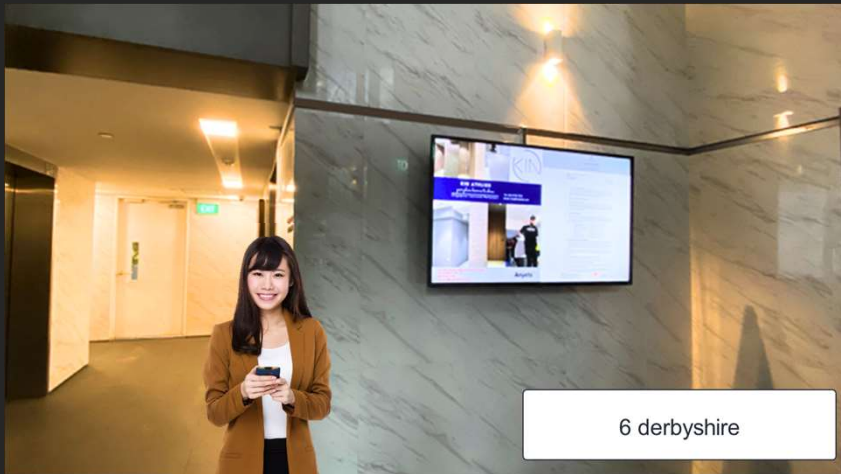




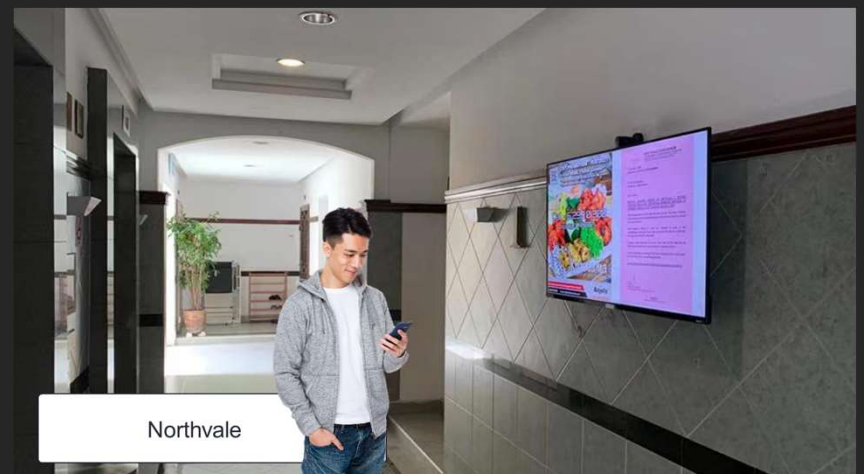
Palm Isles



Cairnhill Astoria



6 derbyshire



Northvale

Singapore's Premier Digital Out- Of-Home (DOOH) Advertising

(Private Condominium Only)



📢 Attention all businesses!

🚫 No more flyer distribution headaches! 🚫 Say goodbye to wasted resources and ineffective advertising methods! 🗑️📦🍃

We have an exciting solution for you! 🍃 Now, you can reach your target audience directly by advertising your promotions at **Singapore's 100 Private Condos!** 🏢🎯🔥

Get ready to boost your sales and increase brand visibility among a prime audience. 📝🌟 With this exclusive opportunity, you can showcase your products and services to residents who are actively seeking great deals and new experiences.

- ✅ No more flyers lost in the wind!
- ✅ No more uncertain returns on investment!
- ✅ No more wasted time and effort!

👛 Don't miss out on this game-changing opportunity to connect with potential customers in a targeted and effective manner. ✨

Singapore's Premier Digital Out-Of-Home (DOOH) Advertising



(Private Condominium Only)

 Advertise Your Promotion Listing at Singapore 100 Private Condominium

 Operation Time: 0600 - 2359 Hrs (18 hours / per day) 

 Ad Appearances/screen 

Per day – 216 Impressions 

Per week – 1,512 Impressions 

Per month – 6,480 Impressions 

 50% screen space for advertisements (Static or/and Video) 

 50% screen space for MCST notices 

 Time: 15 seconds per slot 

 20 Available Ad Slots (max) 

 Subject for approval & availability. Terms & Conditions apply. 

23
LE QUEST
WINDERMERE
REGENT HEIGHTS
HILLVIEW REGENCY
REGENT GROVE
CASHEW HEIGHTS
NORTHVALE

21
PINE GROVE
SOUTHAVEN 1
WATERFRONT@FABER
SHERWOOD TOWERS
SELANTING GREEN
HIGHGATE

22
THE FLORAVALE

5
PARC RIVIERA
HUNDRED TREES
HORIZON RESIDENCES
VIVA VISTA
THE PEAK @ BALMEG

20
GRANDEUR 8
CENTRO RESIDENCES
CLOVER BY THE PARK
LAKEVIEW
FLAME TREE PARK

26
ATELIER VILLAS
CASTLE GREEN

25
LA CASA
WOODHAVEN

19
ECOPOLITAN
WATERTOWN
RIVERSAILS
THE QUARTZ
EVERGREEN PARK
THE GARDEN RESIDENCES
THE CHUAN

18
WATERCOLOURS
ELIAS GREEN
MODENA

16
THE SUMMIT
BAYWATER
BALCON EAST
CASA MERAH

17
PLAM ISLES
AZALEA PARK
THE ESPARIS
AVILA GARDENS

15
HAIG COURT
FERNWOOD TOWERS
THE GALAXY
AMBER RESIDENCES
VIBES @ EAST COAST
KATONG GARDEN



7
CITY GATE

8
CITY SQUARE RESIDENCES
STURDEE RESIDENCES
STURDEE VIEW

9
URBANA
UP@ROBERTSON QUAY
RIVERSHIRE
UE SQUARE RESIDENCES
1919 BLACK & WHITE
CAIRNHILL ASTORIA
RIVERGATE
RICHMOND PARK
THE BAYRON

13
POIZ RESIDENCES
R MAISONS
SKY GREEN

12
THE VERVE
DE ROYALE
DOMUS
AIRSTREAM
EIGHT RIVERSUITES
D'MIRA

11
6 DERBYSHIRE
EVELYN MANSION
PARK INFINIA AT WEE NAM
368 THOMSON
HILLCREST VILLA

2
SKYSUITES @ ANSON
CENTRAL GREEN

10
CUSCADEN RESIDENCES
ONE BALMORAL
BOULEVARD VUE
FONTANA HEIGHTS

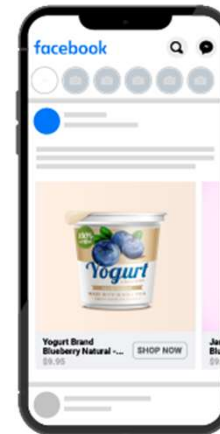
14
THE HELICONIA
LE CRESCENDO
GRANDVIEW SUITES



Personalize Message for
Festival Greeting



Automate **Offline**
Promotion Campaign



Automate **Online**
Promotion Campaign



Assign & Monitor Sales Lead



Kickstart Conversational
Commerce



Automate Digital Out-Of-
Home Advertising (Private
Condos only)



Automate Lead Generation



WhatsApp Sales Funnels



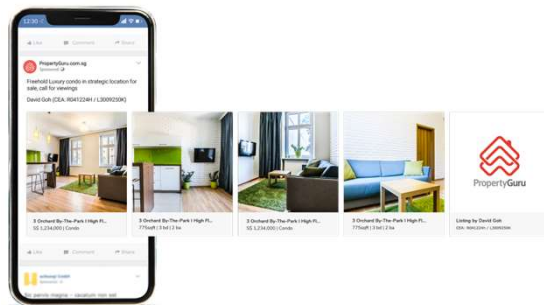
Google Form Integration



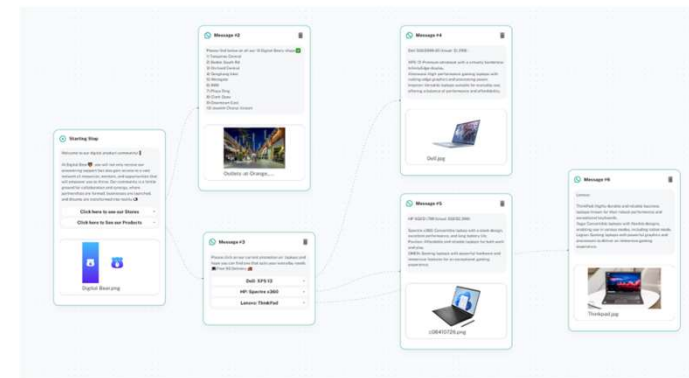
Setup 7x24 Chatbot



Memberships



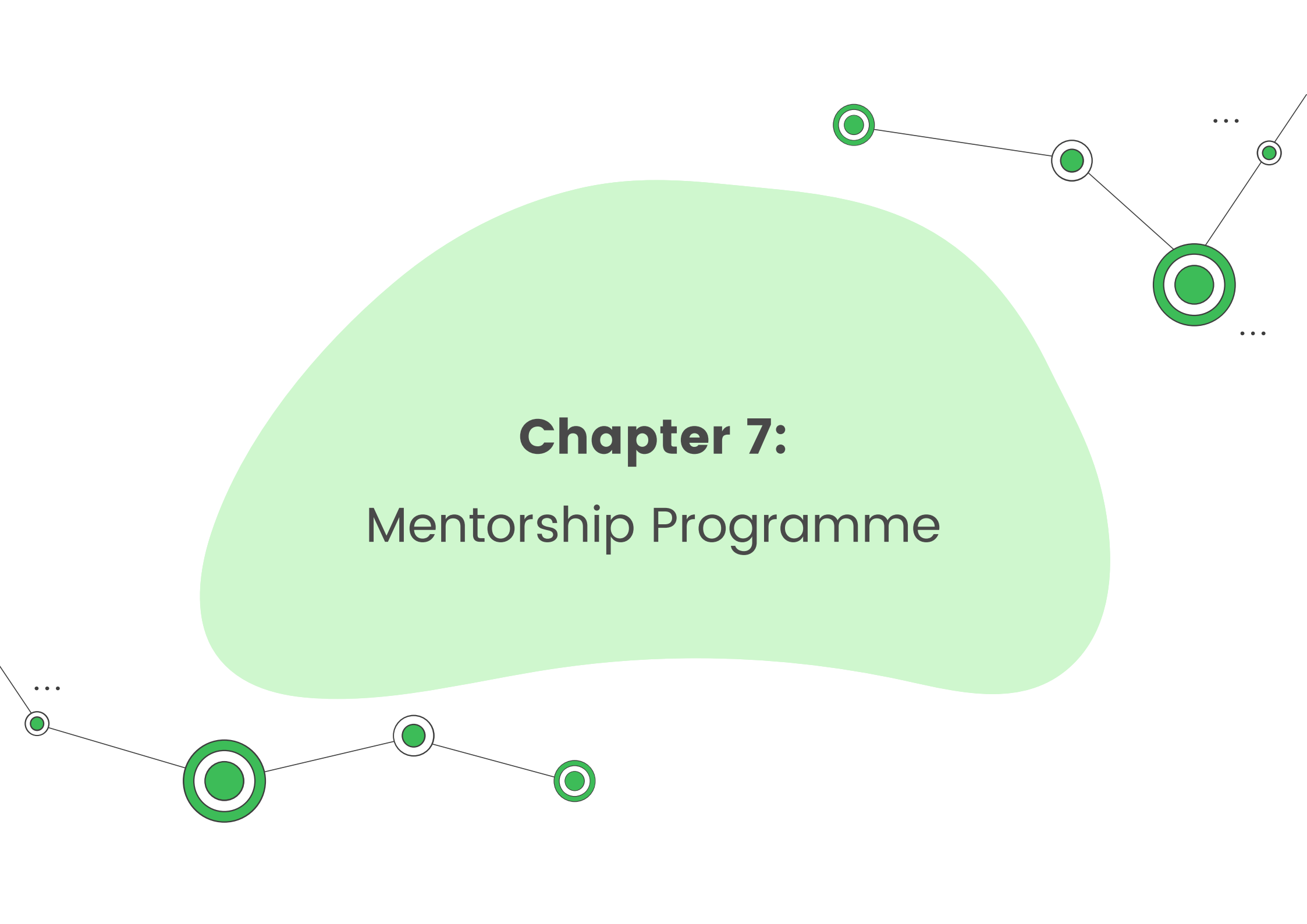
Automate with Property
Guru Listing



WhatsApp Workflow
(CTA Button or Listing)

Multiple Touchpoint



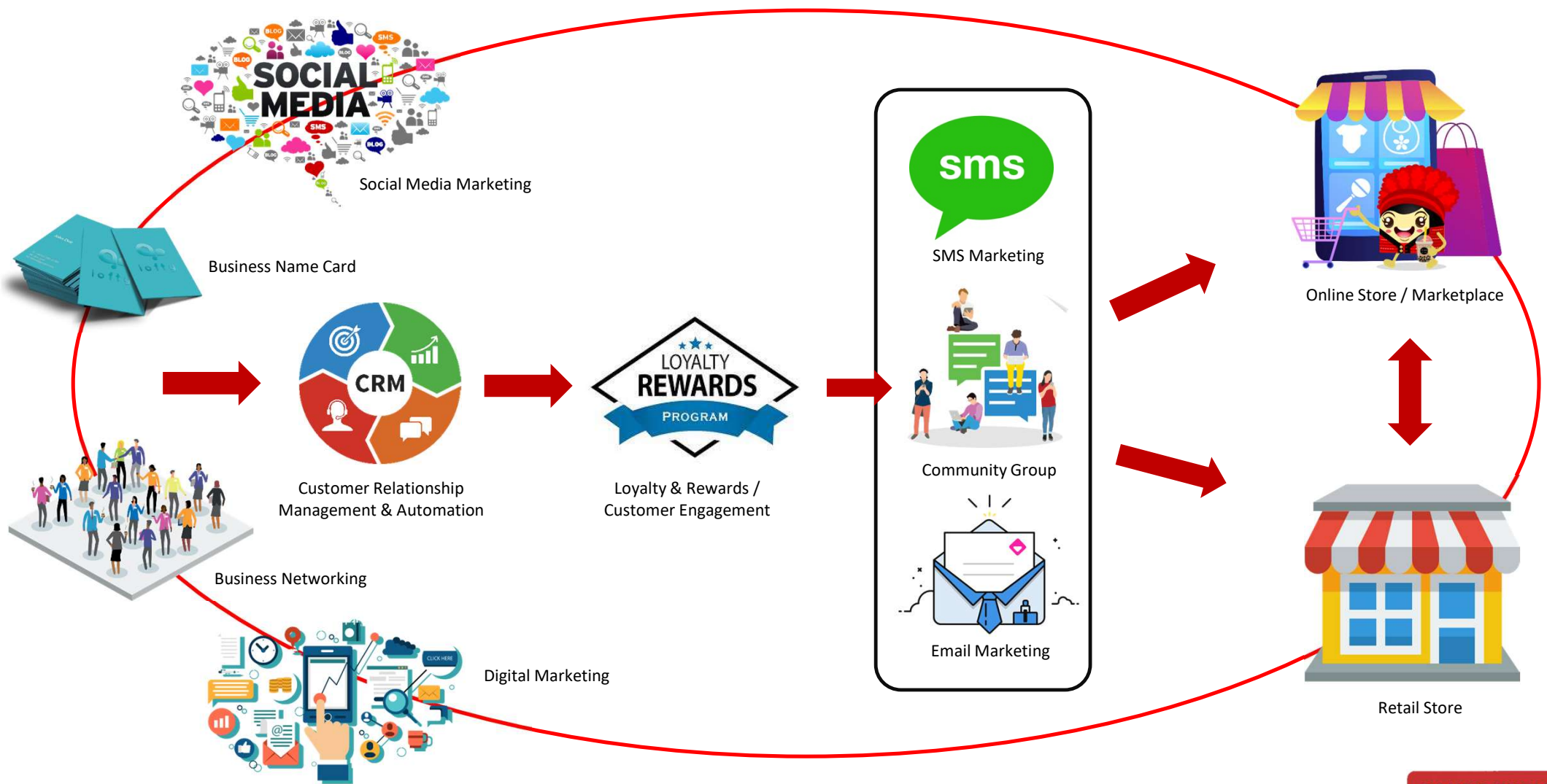
A decorative network diagram consisting of several green circular nodes connected by thin grey lines. Some nodes are single green circles, while others are double concentric green circles. The nodes are arranged in a non-linear fashion across the slide, with some clusters and some isolated nodes. Ellipses (...) are placed near some nodes to indicate a larger network.

Chapter 7:

Mentorship Programme

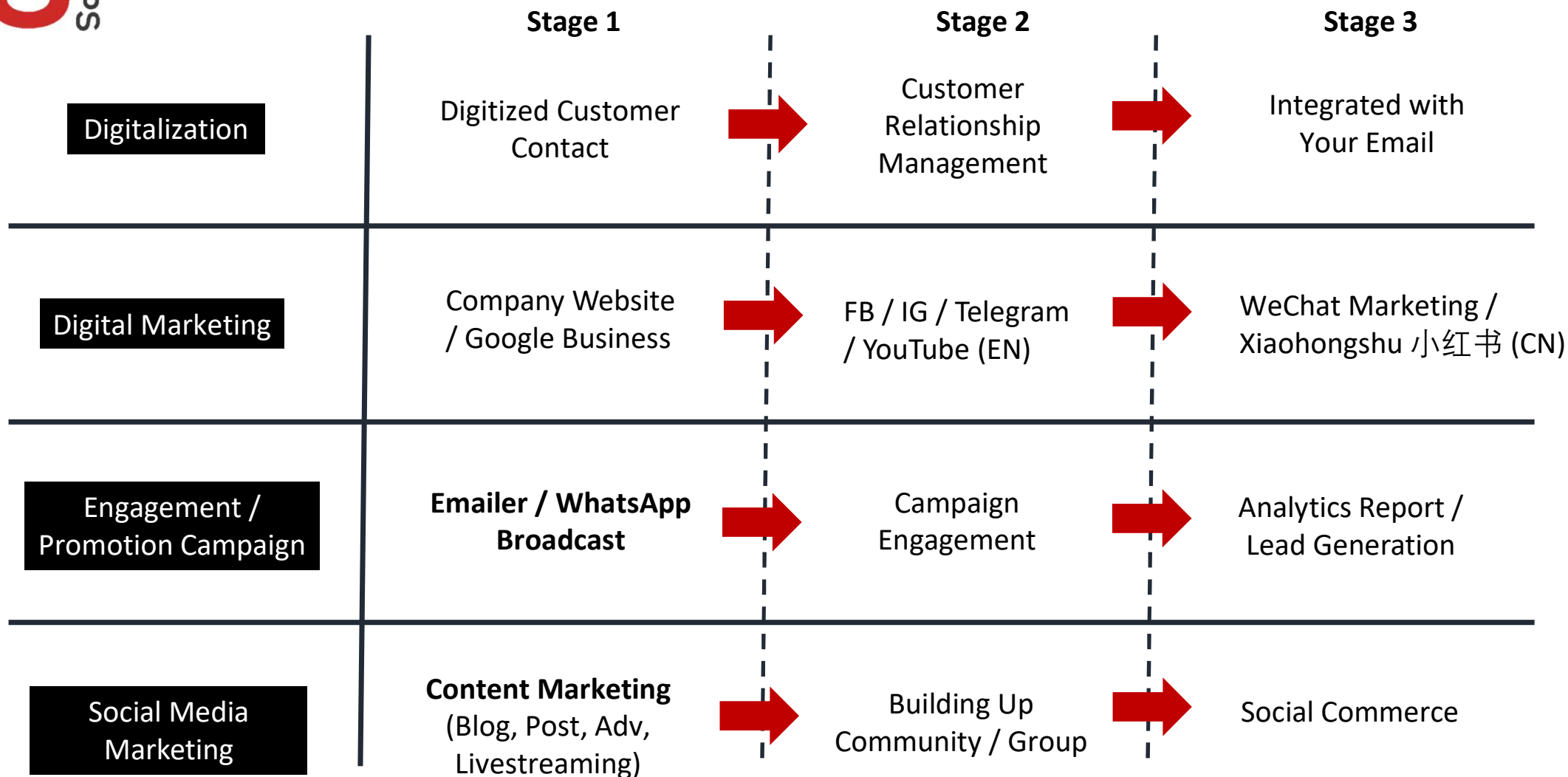
**Simple,
Smart &
Proven way
to boost
your sales**



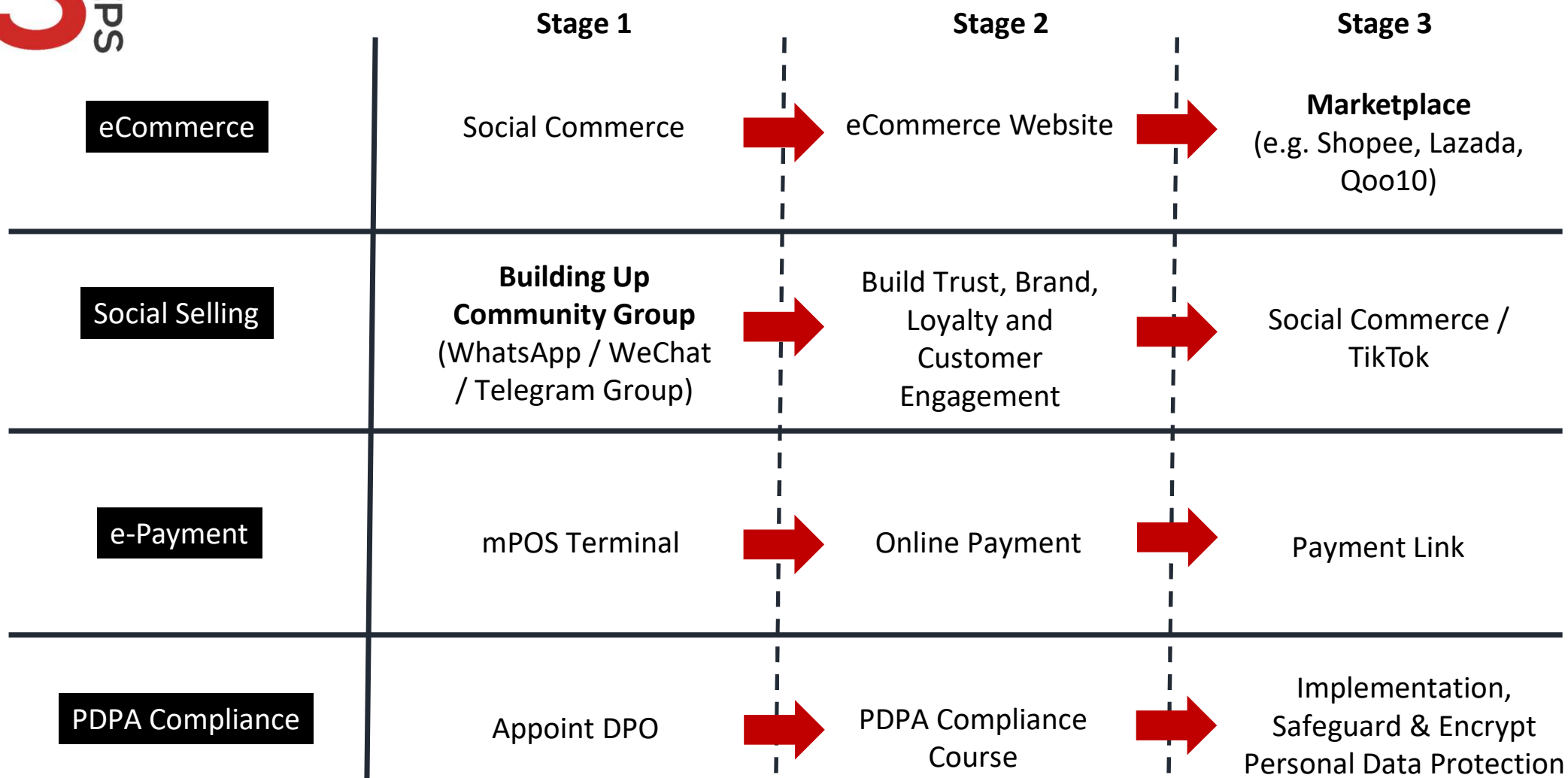


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3 STEPS Digital Transformation Journey



3 STEPS Digital Transformation Journey



GET IN TOUCH

We can help you improve your customer service, sales, and marketing, and ultimately save you money.



sales@smemarketing.asia



190 Middle Road #12-06 Fortune
Centre (S) 188979



+65 6876 7988



<https://www.smemarketing.sg>

