



# WhatsApp<sup>TM</sup>

## LE MARKETING SIMPLIFIÉ

Augmentez les bénéfices de votre  
entreprise grâce à ces dernières  
techniques de marketing WhatsApp

**ALBERT DUVAL**

## Vidéos

- ✓ <https://www.youtube.com/watch?v=oMvDoGG8RxI>
- ✓ <https://www.youtube.com/watch?v=AtLkyq6-400>
- ✓ <https://www.youtube.com/watch?v=FkPrb4pDbGo>
- ✓ <https://www.youtube.com/watch?v=mhnFh1MGx4w>
- ✓ <https://www.youtube.com/watch?v=Rp2KrA1q55A>

## Outils et services

- ✓ <https://www.wasify.com/>
- ✓ <http://whatsappmarketing.es/en/>
- ✓ <http://www.brainpulse.com/internet-marketing/whatsapp-marketing.php>
- ✓ <http://www.webxion.com/WHATSAPP-MARKETING.php>

## Cours de formation

- ✓ <http://www.tutorialspoint.com/articles/whatsapp-as-a-marketing-tool>
- ✓ <http://ijji.ng/classes-and-courses/whatsapp>
- ✓ <http://www.businesstrainingmadesimple.co.uk/blog/whatsapp-for-business-10-ways-your-business-can-use-whatsapp/>
- ✓ <https://www.journalism.co.uk/tip-of-the-day/tip-learn-how-to-use-whatsapp-as-a-reporting-tool-for-events/s419/a565155/>
- ✓ <http://www.profitbooks.net/how-to-use-whatsapp-for-business/>

## Blogs

- ✓ <https://blog.whatsapp.com/>
- ✓ <http://googledrive.blogspot.com/2015/10/whatsapp.html>
- ✓ <http://whatsappbonus.blogspot.com/>
- ✓ <http://whatsapp-status-world.blogspot.com/>
- ✓ <https://blog.whatsapp.com/614/WhatsApp-Web>

## Forums

- ✓ <https://www.androidpit.com/forum/whatsapp/recent>
- ✓ <http://forum.xda-developers.com/tags.php?tag=whatsapp>
- ✓ <http://forums.androidcentral.com/whatsapp-android/>

- ✓ <http://forums.imore.com/whatsapp-ios/>
- ✓ <https://www.americanexpress.com/us/small-business/openforum/keywords/whatsapp/>

## Programmes d'affiliation

- ✓ <http://www.offervault.com/whatsapp-affiliate-programs/>
- ✓ <http://www.affplus.com/offers/168585-wap-whatsapp-wallpapers-lv/>
- ✓ [http://affiliate-programs-directory.g4offers.com/offer\\_name/550/Whatsapp\\_Wallpapers\\_Funclub\\_MX\\_WAP\\_Affiliate\\_Program](http://affiliate-programs-directory.g4offers.com/offer_name/550/Whatsapp_Wallpapers_Funclub_MX_WAP_Affiliate_Program)
- ✓ <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=whatsapp>
- ✓ [https://www.jvzoo.com/products?csrf\\_protected=1db7495f18fd2e3513fcf53381f0c750&terms=whatsapp&cat=&subcat=](https://www.jvzoo.com/products?csrf_protected=1db7495f18fd2e3513fcf53381f0c750&terms=whatsapp&cat=&subcat=)

## Démographie

- ✓ <http://cyclicvomitingsyndrome.ga/whatsapp-user-demographics/>
- ✓ <http://www.digitalmarket.asia/2014/02/data-pick-of-the-day-teen-usage-of-whatsapp-up-160-in-2013/>
- ✓ <https://www.quora.com/What-is-the-demographic-and-geographic-breakdown-of-WhatsApp-userbase>
- ✓ <http://www.adweek.com/news/technology/top-3-social-messaging-apps-among-smartphone-users-156043>
- ✓ <http://www.experian.com/blogs/marketing-forward/2014/02/21/the-19-billion-question-who-uses-whatsapp-and-why-are-they-so-important-to-Facebook/>
- ✓ <http://www.similarweb.com/website/whatsapp.com>
- ✓ <http://www.alexa.com/siteinfo/https%3A%2F%2Fwww.whatsapp.com>

## Webinaires

- ✓ <http://blog.wan-ifra.org/2015/07/29/webinar-recap-how-the-bbc-is-using-whatsapp-to-boost-engagement>
- ✓ <https://www.youtube.com/watch?v=NtfmfizYK4Y>
- ✓ <http://marketing.regalix.com/webinars/whatsapp/whatsapp-marketing.html>

- ✓ <http://www.businessofapps.com/whatsapp-revenue-and-usage-statistics/>

## Infographie

- ✓ <http://www.shoponless.com/all-about-whatsapp/>
- ✓ <http://www.statista.com/chartoftheday/whatsapp/>
- ✓ <http://visual.ly/rise-whatsapp-infographic>
- ✓ <http://visual.ly/whatsapp-infographics>
- ✓ [http://www.digitalstrategyconsulting.com/intelligence/2015/03/wechat\\_vs\\_whatsapp\\_battle\\_of\\_the\\_chat\\_apps\\_infographic.php](http://www.digitalstrategyconsulting.com/intelligence/2015/03/wechat_vs_whatsapp_battle_of_the_chat_apps_infographic.php)

## Études de cas

- ✓ <https://www.youtube.com/watch?v=Bcxm753Zjcg>
- ✓ [https://www.youtube.com/watch?v=cnjk75bcg\\_c](https://www.youtube.com/watch?v=cnjk75bcg_c)
- ✓ <https://www.youtube.com/watch?v=tBrFDS0Hz0o>
- ✓ <https://www.youtube.com/watch?v=hOnL8FEyeAk>
- ✓ [https://www.youtube.com/watch?v=1\\_XMHV7bjPE](https://www.youtube.com/watch?v=1_XMHV7bjPE)

## Faits

- ✓ <https://blog.paymill.com/key-facts-whatsapp/>
- ✓ <http://androidweeds.com/amazing-whatsapp-facts/>
- ✓ <http://es.slideshare.net/ALHERNANDO/whatsapp-10-amazing-facts-about-it>
- ✓ <http://topyaps.com/top-10-interesting-things-about-whatsapp>
- ✓ <http://nextshark.com/10-cool-facts-about-whatsapp-founder-jan-koum/>