

WELCOME TO



WhatsApp Blasting

WhatsApp Broadcast | How to break the limit on the number of group messages in WhatsApp Business?

WhatsApp is a communication software with 2 billion users worldwide. It is more integrated into the daily lives of customers than other media. Using it as a marketing medium can more naturally attract customers' attention and increase interaction. It is easier to get closer to customers than email. Did you know?

The average user checks WhatsApp more than 23 times a day.

WhatsApp processes more than 65 billion messages a day.

80% of WhatsApp messages are seen within 5 minutes.

What is WhatsApp group message list

Many people mistakenly believe that adding a WhatsApp group (Group) is equivalent to broadcasting a message (Broadcast), but the two are actually very different. Broadcasting messages is completed by creating a WhatsApp group message list (Broadcast List). The recipient will not know that he or she has been added to the group message list. If anyone on the list replies, the message will automatically be taken to a private chat room to continue the conversation.

From the perspective of the sender or the receiver, the conversation is always one-on-one, but when sending a broadcast message, there is no need to send messages to customers one by one in individual chat rooms; or open a new group for each new promotion. Sending personalized messages is thoughtful and protects customer privacy.

WhatsApp Personal Broadcast Function

It is very simple to create a group message list for non-business or personal WhatsApp. Please follow the 5 steps below.



Select "Broadcast Lists" on the upper left

Select "New List", select no more than 256 recipients, and click "Create" when completed

Return to the list of group messages and click the circular "i" icon on the right

Change the name of this list for easy identification. If you want to change the list in the future, you can repeat this operation

Select the created list in the list of group messages to enter the chat room and prepare to send messages

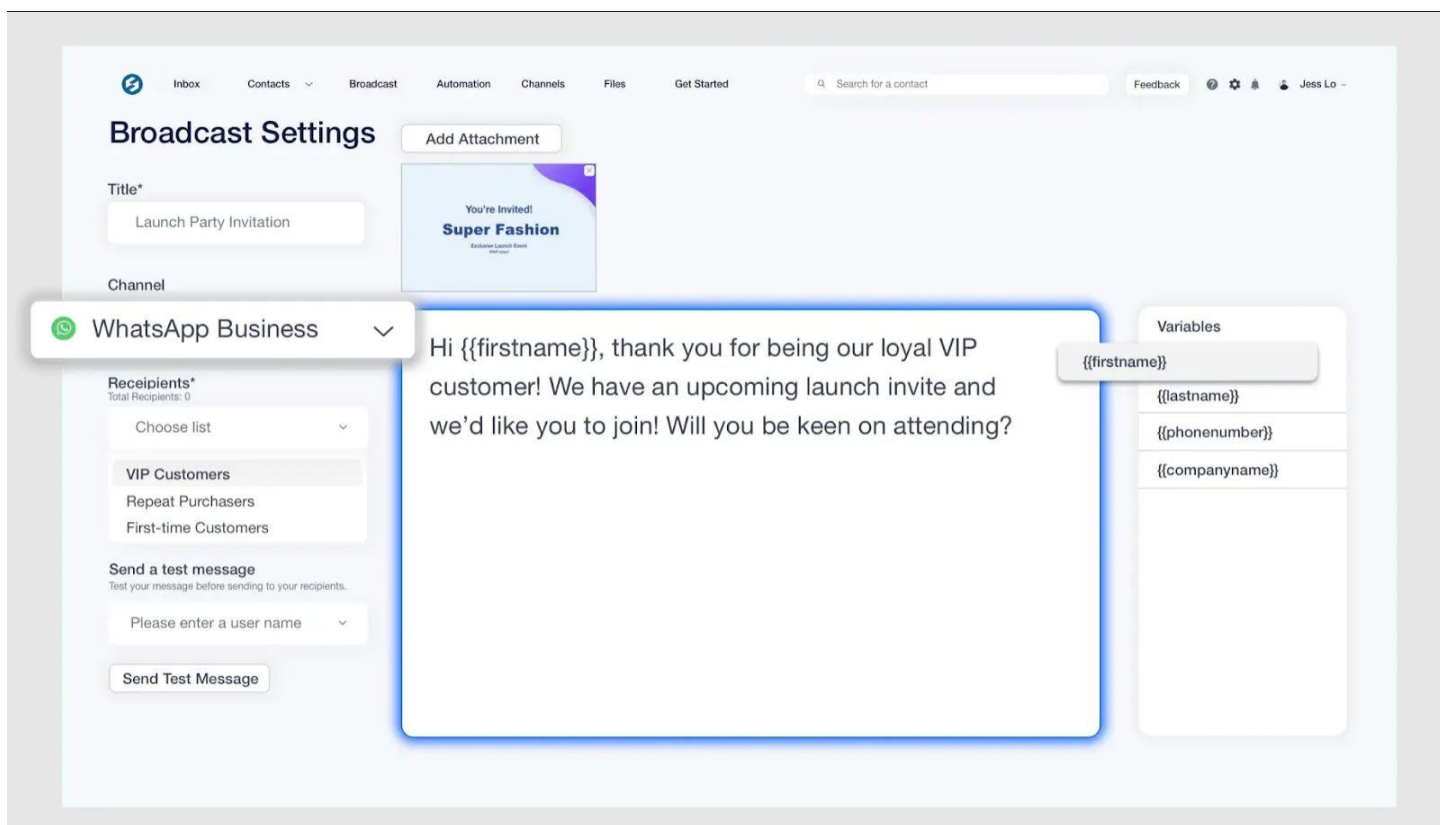
Broadcast function of personal version of WhatsApp

Benefits of business version of WhatsApp

If small businesses want to broadcast messages, it is recommended to start with WhatsApp Business App. The interface of the business version is the same as that of the personal version. It is a free mobile application, but it has many functions that facilitate business transactions:

1. Create a business profile

Merchants can add useful information to the profile, such as address, business introduction, email, website, business hours, etc.



WhatsApp Business interface and broadcast message features

2. Use labels to categorize customers or conversations

For example, you can label positive reviews that customers reply to and then take screenshots and post them on social media at once, or label suggestions made by customers so that they can review and make improvements at once. Merchants can also categorize customers by labels and quickly put customers who agree to the labels into the same group message list. For example, send a thank-you offer to customers who have reviewed, or send checkout reminders to customers who have not paid.

WhatsApp Business App label features

3. Fast replies

Merchants can save up to 50 replies, and messages can include multimedia files such as pictures and videos. In addition, merchants can also set up simple automatic replies: offline messages and greeting messages.

WhatsApp Away Message example

4. Create catalogs to showcase products and services

Merchants can create catalogs to showcase and share products and services with customers, and can indicate prices, descriptions, website links and product codes. Up to 500 products or services can be uploaded.

Blog CTA book a demo

Free trial SleekFlow to grow sales quickly

Manage messages from different social platforms in one place! Improve customer experience with exclusive marketing automation features!

How to use the broadcast function of WhatsApp Business App

Step 1: Create a broadcast list

There is no upper limit on the number of broadcast lists, but each list can only add up to 256 people, and only customers who have saved your contact number in their address book will receive broadcast messages. Note that the official recommendation is not to send a large number of messages on WhatsApp Business App at one time to avoid being reported as spam by users.

Click "Broadcast list".

Click "New list".

Click the check mark to select the contacts you want to add to the list.

Click Create.

How to create a WhatsApp group message list

Step 2: Edit the broadcast list

Regularly updating customer information will help improve the success rate of your marketing strategy. Editing the list can prevent repeated broadcast messages from being sent to inactive users, and better allocate resources to potential customers who are more likely to convert.

Click to open "Group Message List".

Select the list you want to edit and click the "i" icon on the right.

Open the list information page and modify the name of the group message list or add or remove contact numbers from the list.

How to edit WhatsApp group message list

Step 3: Delete group message list

Click the settings button (three vertical dots) ":" in the upper right corner and select "Group Message List".

Swipe left on the group message list you want to delete and click "Delete".

You can also select "Edit" and click the "-" icon to delete the group message list.

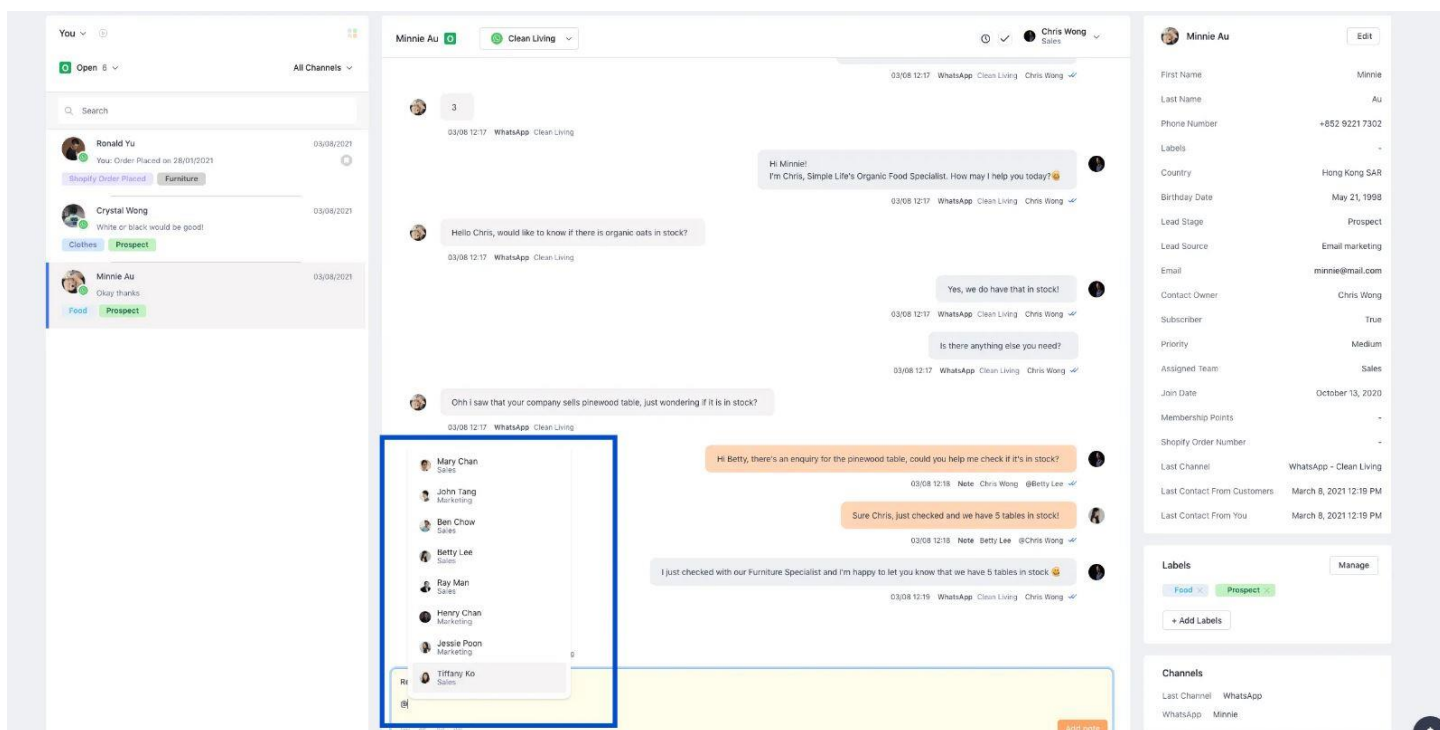
How to delete WhatsApp group message list

Limitations of WhatsApp Business App broadcast messages

Although the business version has more features than the personal version, each account only allows one mobile phone and four web version/desktop version or Portal version to log in at the same time. The mobile phone is the main device. If it has not been logged in within 14 days, all devices will be forced to log out.

In addition, WhatsApp Business broadcast messages can only be sent to 256 people at a time. If the recipient does not have the merchant's contact number saved, they will not be able to receive the message; and the content of the message they receive is exactly the same, without the ability to add personal elements such as personal names.

Sometimes, merchants have to worry about being reported by users for sending large amounts of messages and being blocked by WhatsApp, and being banned from using WhatsApp from then on. Therefore, larger businesses will choose to use the developer tool - WhatsApp Business API (Application Programming Interface) to upgrade their functions.



Simplified Chinese WhatsApp Business App and WhatsApp Business API respectively

WhatsApp Business API broadcasts messages to more than 1,000 users

Using the official WhatsApp Business API can solve the above-mentioned limitations and open up more ways to market and promote customer relationships. The main benefits of the official Business API:

Become a WhatsApp official certified business account, and the "green check" will be displayed at the top of the business profile and conversation, increasing brand trust.

Even if the customer does not have your phone number saved, your company name and logo will still be displayed at the top of the conversation.

Customers do not need to add the business phone number to their contact list to still send and receive business messages.

One business account (WhatsApp Business Account) connects to multiple phone numbers, which is suitable for companies with diversified businesses and multiple branches to divide work and cooperate.

The group message list can be added to 1,000 people, and there is no upper limit as the credit rating increases.

The benefits of using SleekFlow for WhatsApp broadcasting

The larger the company, the more it needs to use the WhatsApp Business API. API is a program code that is responsible for connecting to the WhatsApp server. Merchants must connect to their own control interface or connect to integration software to use its advanced functions.

Enterprises integrate WhatsApp Business API with platforms such as SleekFlow, which is equivalent to establishing a one-stop customer relationship management system (Customer Relationship Management) to solve complex problems such as personal data collection and order information integration. The benefits of connecting to WhatsApp Business API broadcast messages on the SleekFlow platform:

1. Multiple devices can log in to manage conversations at the same time

On the SleekFlow platform, multiple team members can log in to the SleekFlow app or web version with their own accounts at the same time to talk to customers with the same corporate WhatsApp phone number.

Merchants can set up automation rules to automatically delegate customer inquiries to different responsible employees. SleekFlow also provides an internal hidden message function, which is convenient for employees to consult each other across departments and speed up the response to customers.

SleekFlow Internal Notes /Internal hidden message function

2. Send thousands of personalized messages on one platform

Merchants can broadcast up to 1,000 messages per day using WhatsApp Business API. However, if the cumulative number of messages sent in the first week exceeds 2,000, you can apply to WhatsApp to increase the number of messages sent to 10,000 per day. SleekFlow's personalized group messaging function provides multiple variable options, allowing merchants to insert personal elements such as personal names and emails in group messages.

SleekFlow Broadcast Settings

3. Share products and send payment links in conversations

Merchants connect SleekFlow to online store platforms, or directly upload product catalogs, and sales staff can create shopping carts for customers on the SleekFlow platform. For example, if a customer asks about the size of a short skirt, the salesperson can immediately click on the appropriate size and send a one-click payment link to the customer, eliminating the need for the customer to go back and forth between several apps to complete the purchase, reducing the chance of losing customers due to cumbersome checkout procedures.

SleekFlow Payment Link

Suppose a driver contacts our Agent A today, but Agent A may not be able to answer his questions within one day. The next day, A is not at work and Agent B takes over. B can simply see the entire call record on the SleekFlow conversation platform to deal with the driver's questions.

JEREMY TONG

JEREMY TONG

Managing Director@Lalamove

How does SleekFlow help Lalamove, Asia's largest express logistics platform, improve work efficiency? Watch the sharing of Operations Director Jeremy Tong.

How to create a WhatsApp Template Message

To use the broadcast feature of the WhatsApp Business API, you must first register your message with WhatsApp, called a Template message, and it must be approved by WhatsApp before it can be sent to a group. The approval process usually takes 1 to 2 days.

When creating a Template Message, you must add the following:

Name: Template Message names can only contain lowercase alphanumeric characters and underscores (_). No other characters or spaces are allowed. It is recommended to use clear names, such as "June_booking_confirmation" instead of "template_01".

Type: Select the desired/appropriate Template Message type from the list below. The type must be one of the Template Message options, such as booking update, problem solved, payment update, etc.

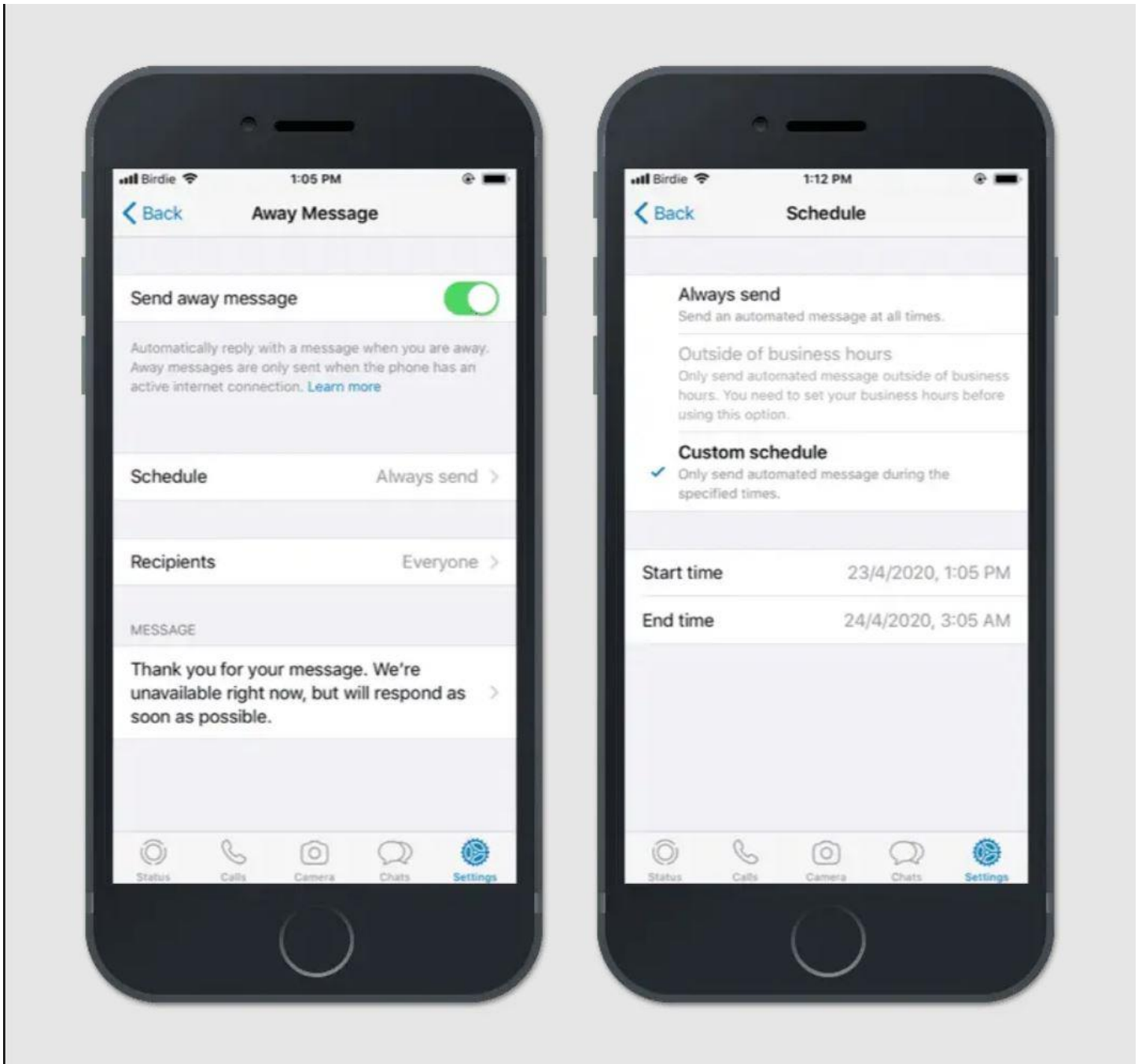
Translation: You must enter all the translations of the Template Message yourself in the format below. All translated element names must be the same. When sending a message template from the WhatsApp Business API, you can use the language insert to specify the language you want the message template to display in.

Parameters: The correct format for a parameter is the following string: {{X}}, where X represents the parameter index. Note: The parameter must start with {{1}}.

Template Message Format

WhatsApp allows setting basic formatting in Template Message. Here are the formatting rules:

- Formatting
- Description
- Symbol



Example

Italic text

Italicize your message with an underscore on both sides of the text
text

Welcome to SleekFlow

Bold text

Place an asterisk on both sides of the text
text

Your total is USD 19.90

Struck through text

To strikethrough your message, place a tilde on both sides of the text
~text~

This is ~better~ best!

Monospace text / code

Place three backticks on both sides of the text
"text"

Welcome to "SleekFlow"

Template Messages Parameters

When submitting the text version of Template Messages for approval, you can add unique parameters (variables) to personalize your message. Each template message must contain at least one parameter. The purpose of each parameter must be defined in advance, such as name, media type, etc. It is recommended to submit an example when submitting for review.

Parameters are represented by placeholders that replace numbers, such as "{x}". Each parameter can be replaced with text containing letters, numbers, special characters and/or spaces.

However, parameters cannot contain the following:

New line

More than four consecutive spaces.

For example, if a business wants customers to receive this message:

Templatetext.png?w=791&ssl=1

The business needs to submit the following template:

templateexample.png?w=791&ssl=1

Businesses need to note that WhatsApp generally does not approve Template Messages for promotional purposes, so if you want to pass the review quickly, avoid too many promotional words.

7 reasons why Template Message is not approved

If the template is not approved, it is recommended to check whether your message has the following problems. If your template message confirms that the parameters are correct and includes an example but is still rejected, you can file an appeal.

Grammatical or spelling errors: The system may mistake messages with grammatical or spelling errors as spam or scam messages, and therefore fail to pass the review.

Parameter issues:

Missing parameters: Your message must have at least one parameter

Parameter format error: The correct format is {{1}}

Undefined parameters: All parameters must clearly state their purpose, such as the media type contained in the message. It is recommended that you submit a message example when submitting for review so that the official can understand the purpose of all parameters.

Parameters contain special symbols: Symbols such as \$, #, % are not allowed

Parameter numbers are not continuous: If your message has five parameters, they must be in order from {{1}} to {{5}}, and no number can be skipped in between

Language and content do not match: If you choose the message language as Chinese, but the content is English, or a mixture of Chinese and English, there is a chance that it will not be approved.

Test message format error: Please note that the message used to test the API link also has a response format:

Name: Test

Content: Hello, {{1}}

Link issue:

Use shortened links: If your message contains a link, you should attach the full URL including the domain name (domain) so that users know the intended destination of the link. Messages using shortened URL services may not be approved.

The message contains a link that does not belong to your business

The message content violates WhatsApp Business Policy: WhatsApp has strict controls on the sending of messages involving certain products, such as prescription drugs, tobacco, alcoholic beverages, dietary supplements, weapons, livestock, gambling, etc.

The message content violates WhatsApp Business Policy: WhatsApp does not allow businesses to ask users to provide sensitive identification information, such as credit card numbers, bank account numbers, ID numbers, etc. Please note that the message cannot contain sensitive data files that require users to reply to identify individuals.

The message content contains abusive and threatening words.

Contact us

Company name : WhatsApp Blasting

Website: <https://www.blastingws.com>

Email: info@blastingws.com

Phone: 639858085805

Whatsapp: 639858085805

Telegram: <https://t.me/latestdat>

Company Address: Blk 34 Lot 5 Easthomes 3 Subd Estefania, Bacolod City, Philippines,6100

Thank you