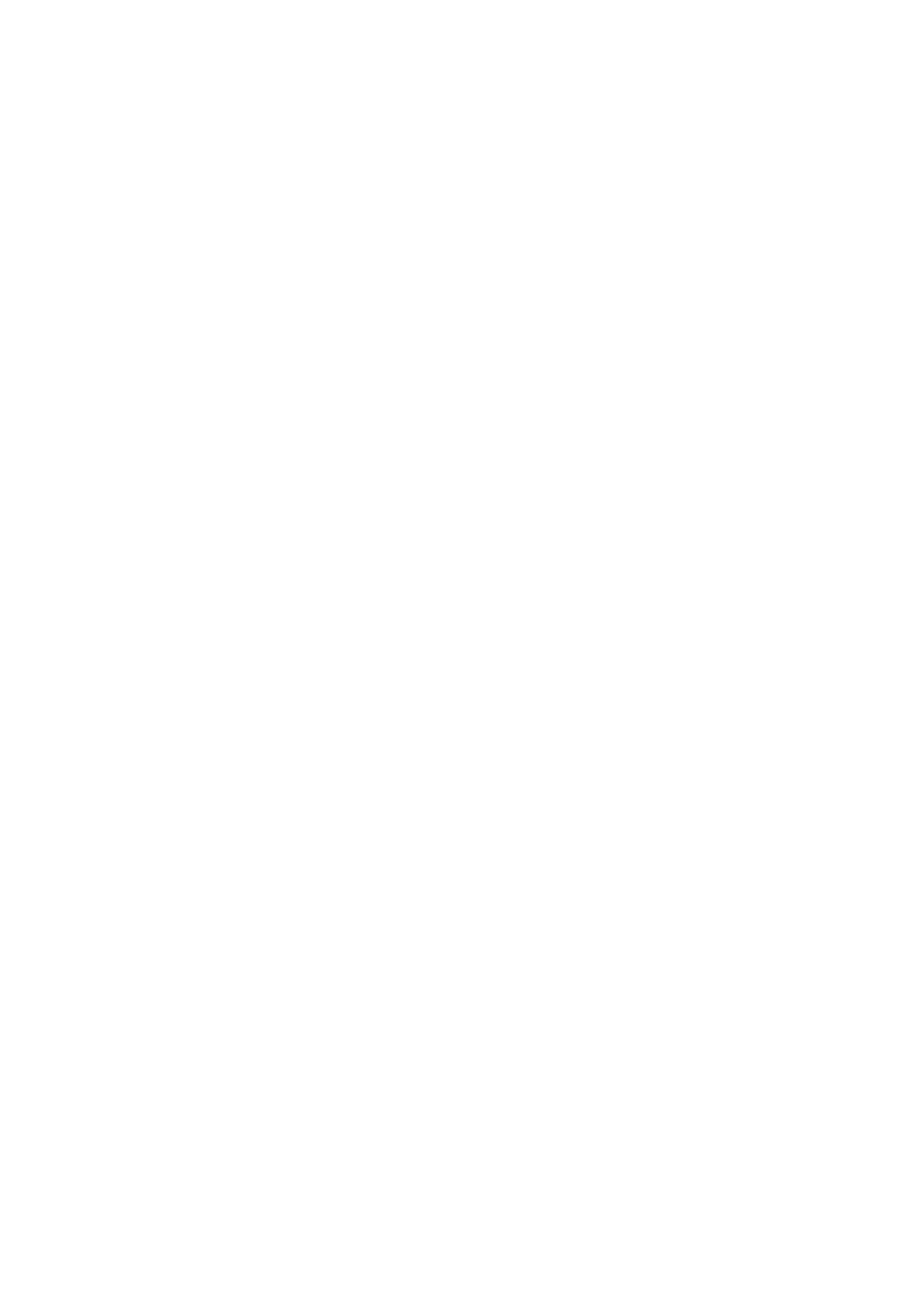
# WhatsApp



**Marketing 101**

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How to grow your business online with Africa’s largest messaging app

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## Introduction

**01**

WhatsApp is a fun, free, easy-to-use mobile messaging app used by millions of people in Nigeria, Ghana, and large parts of Africa.

Smart businesses have found creative ways to leverage this platform to build meaningful relationships with existing and prospective customers, and earn more revenue. You may be familiar with WhatsApp as

an everyday user, but how well do you understand WhatsApp as a business-boosting tool?

In this guide, we’ll show you how to turn WhatsApp into a key part of your business’ growth strategy.

You’ll learn how to use WhatsApp to perform non- intrusive marketing, provide stellar customer support, deepen your relationships with customers, and ultimately, make more money.

We hope you find this resource informative and useful in achieving your business goals. Onwards!

*Best wishes,*

Paystack & Techpoint

About the Authors

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### Paystack

Paystack helps businesses in Africa get paid by anyone, anywhere in the world. Businesses use our modern, secure payment checkout form to deliver a payment experience that customers love. Learn more at paystack.com.

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Techpoint is a digital media platform dedicated to telling the stories of the people and companies shaping technology in Africa. Learn more at techpoint.ng.

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## Building your WhatsApp Business Contact List

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